

## Womensport West Survey



Our reference: P4405  
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# report contents

Topic	page
introduction	3
detailed results	4
a statistical overview – women in the west	5
barriers to participation for women	7
response to the senate report	16
media coverage of female sport	18
gender representation in sport	24
professional development in sport	26
other comments	29
profile of people responding to the survey	31
research design	34



This report provides the results from a survey of State Sporting Organizations, local clubs and associations, media, government agencies and other businesses involved in women's sport in Western Australia.

The conduct of the survey was made possible by funding provided by the Department of Sport and Recreation (DSR) Western Australia and Healthway.

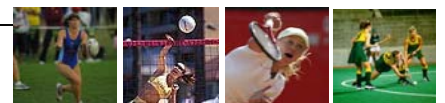
The survey was conducted on behalf of Womensport West and was conducted over the period 9 July – 3 September 2007.

The results contained in this report represent the experiences, outcomes and views of those people who responded to the survey invitation. As such they provide an indication of the issues impacting women's sport in Western Australia and provide brief details on the policies and strategies now being used by these organizations to encourage and increase the participation of women in sport in Western Australia.

Detailed results from the research now follow.



detailed results



a statistical overview - women in the west



# a statistical overview – women in the west

## DEMOGRAPHICS

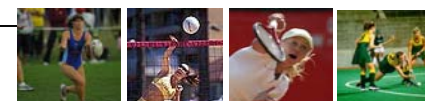
	Females	Males
Population incidence	50.2%	49.8%
Median age	37 yrs	35 yrs
Birthplace	Australia – 65% Elsewhere – 28% Not reported – 7%	Australia – 65% Elsewhere – 27% Not reported – 8%
Language spoken at home	English – 82% Other language – 12% Not reported – 6%	English – 82% Other language – 11% Not reported – 7%
Highest year of school completed	Yr 12 – 43% Yr 11 – 11% Yr 10 – 25% Yr 9 – 5% Yr 8 or below – 5% Not attended – 1% Not reported – 10%	Yr 12 – 41% Yr 11 – 11% Yr 10 – 25% Yr 9 – 6% Yr 8 or below – 5% Not attended – 1% Not reported – 11%
Involvement in volunteer work	Involved – 19%	Involved – 14%

Source: Quick Stats 2006 Census ABS

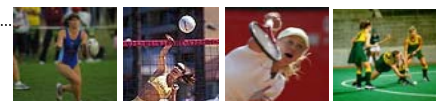
## PARTICIPATION IN SPORT & PHYSICAL ACTIVITY

	Females	Males
Overall participation	70%	71%
Region	Perth – 70% Rest of state – 70%	Perth – 72% Rest of state – 65%
Age	15 - 17 – 80% 18 - 24 – 70% 25 - 34 – 75% 35 - 44 – 73% 45 - 54 – 75% 55 - 64 – 72% 65+ - 52%	15 - 17 – 81% 18 - 24 – 78% 25 - 34 – 73% 35 - 44 – 75% 45 - 54 – 68% 55 - 64 – 66% 65+ - 60%
Birthplace	Australia – 73% Other main English speaking – 73% Other countries – 52%	Australia – 72% Other main English speaking – 74% Other countries – 60%
Labour force status	Work FT – 75% Work PT – 78% Unemployed – 56% Not in labour force – 61%	Work FT – 73% Work PT – 78% Unemployed – 80% Not in labour force – 60%
Household composition	Couple-dependant kids 77% One parent-dependants kids 75% Group household 74%	Couple-dependant kids 77% One parent-dependants kids 63% Group household 70%

Source: Participation in Sports & Physical Recreation Australia 2005 - 06 ABS



barriers to participation for women



# barriers to participation for women

## KEY HIGHLIGHTS

Identifying and then overcoming barriers to increasing participation of women in sport remains a significant obstacle. The challenge includes addressing both the acquisition of, and the retention of women in sport. The results from the survey provide for some interesting discussion.

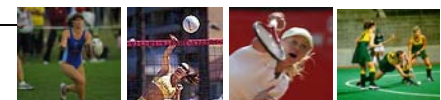
The four most significant barriers to participation identified by survey respondents were:

- Family related time pressures
- Work/study related time pressures
- Costs (this was more frequently reported as a major barrier by those from non sport organisations)
- Lack of childcare

Interestingly, while this is largely consistent with the national survey undertaken by AWRA (both undertaken primarily with people involved in organising and delivering sport), it is somewhat at odds with the ABS data (collected at the individual person level) which suggests family related time issues and costs are lower level constraints than other matters.

Efforts to resolve this discrepancy may unlock some clearer insights and direction for everyone involved in women's sport.

Interestingly, just one in two respondents to this survey indicated that their sport or organisation had strategies to address participation issues. As the results show, there was no clear platform which underpinned a consistent approach to the issue. The diversity of response suggests that sport and related organisations may have failed to grasp and fully understand the nature of these key issues. The lack of clarity in articulating these barriers has consequently resulted in a wide range of strategies and activities being used by sport and related organisations to encourage greater participation among women. Whether a smaller number of more targeted solutions will address these issues is debatable.



## constraints on participation in WA

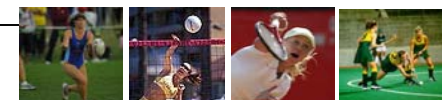
Main constraint	Females	Males
Not interested	23%	16%
Insufficient time due to work/study	21%	30%
Age /Too old	17%	10%
Ongoing injury/illness	17%	12%
Insufficient time due to family	13%	6%
Already active	7%	9%
Insufficient time other	3%	3%
Temporary injury/illness	2%	2%
Injury/illness (not further defined	1%	3%
Cost	<1%	1%
Other	5%	3%

Source: Participation in Sports & Physical Recreation Australia 2005 - 06 ABS

The ABS Participation In Sports & Physical Recreation in Australia 2005/06 report identified constraints for females being involved in sport.

The top 5 constraints identified for females in WA are:

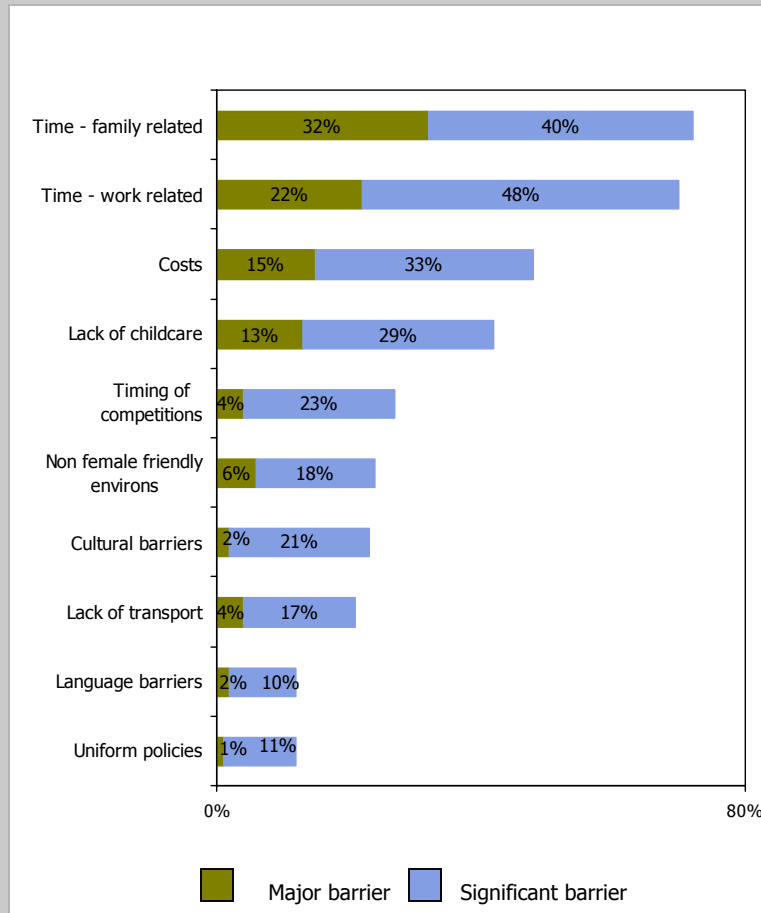
- Not interested
- Insufficient time due to work/study
- Age/too old
- On going injury/illness
- Insufficient time due to family



# barriers to participation

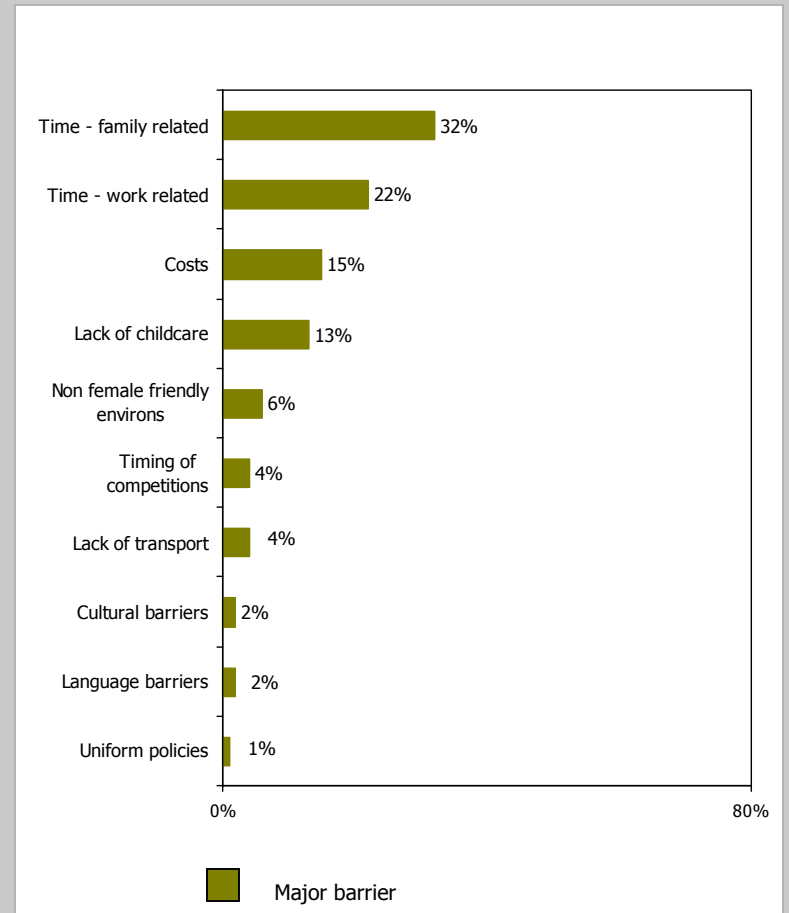
In your opinion, to what extent do the following issues prevent or inhibit females from participating in your sport?

Base: All respondents n = 201



Major barriers to female participation

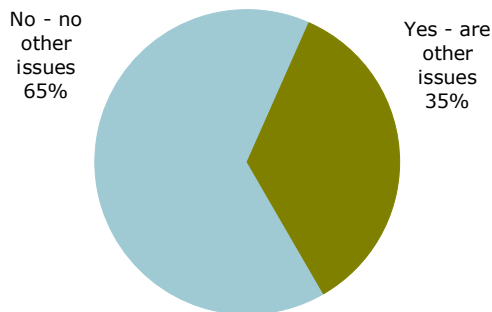
Base: All respondents n = 201



# barriers to participation

Aside from those discussed are there other issues that prevent or inhibit females from participating in your sport?

Base: All respondents n = 198



The key themes to emerge in relation to other issues preventing or inhibiting female participation were:

- Traditionally a male sport/male dominated sport (3 in 20)
  - Social/community attitudes towards women in sport/doesn't fit the 'female' stereotype
  - Access to facilities
  - Lack of confidence in abilities
  - Lack of opportunities/competitions in rural areas
  - Low profile of women's sport
  - Body image issues
  - Peer pressure / not cool for teens
- } (2 in 20)
- } (1 in 20)

Other issues that prevent or inhibit females from participating

What they said. . . .

1. Sport is not well known 2. For junior females significant parental support is required to participate 3. Social barriers - active sports are seen as not appropriate for many females, especially teenagers and older women.

*Access to facilities (golf courses)for working women*

*An interest in sport is not developed at an early age and therefore a life skill is not created.*

*Apathy towards traditional sporting contexts as means of physical activity. Need new "exciting" activities to get young women active.*

*At a school level it is dependant on the peer attitude. Some year groups are very sporty others consider shopping a sport.*

*Attitude of sport providers , why list CALD and low English issues but not list Females with disabilities ?*

*Balance school/work with training commitments. Other interests take priority at age 15+ years*

*Because there are so few women competing in ice hockey their one and only team has to compete against boy 13-17 age group and are out skated and out played by a lot. There are some individual female players who are are very good, but the team is mostly made up of beginners so the standard is kept lower. We need more females.*

*Body Image -lack of confidence -think they are not good enough...*

*Competitions for females - ie cricket, football. Some female players need to travel to Perth to receive the level of competition they need.*

*Confidence to get started. Ill health.*

*Education of young women at school Television, print media imaging of women Falling nature of sport to accommodate needs of women of all ages and failure to support recreation alternatives.*

*Fear of excessive competition*

*Fitness levels*

*Historical barriers and social conditioning of communities to not expect women to participate and thus no consideration given in the planning and management of facilities*

*Imbalance in funding between male and female athletes to represent the sport at a state/national level. Not so much in base rate payment by government, but support from sponsors/endorsements is ridiculously imbalanced! Females in some cases actually pay to play (at a senior state level) where the men do not because all costs are covered by sponsors etc.*

*In our sport sometimes it is the male ego which inhibit females to exile themselves*

*In rural areas there is a lack of sport options for women and no funding to develop opportunities that are available to metro women. The State Sporting bodies and peak bodies do not service regional areas very well if at all in some cases and what they do, do is often just a token gesture that doesn't help these communities.*

*Its a very male dominated sport, which whilst not discriminatory and women are respected within the sport,it can be off putting for many women.*



# barriers to participation

## Other issues that prevent or inhibit females from participating

### What they said. . . .

*Kalgoorlie itself supports many females in traditional sports. More and more women are taking active administration, coaching roles. The problem is more the responsibilities faced. Players will never relate to administrative issues. Also with legal complexities some are in total denial they just want to kick a ball, hit a ball to relax, not be faced with complex issues or procedures.*

*Lack of available oval space for games. Lack of knowledge and the number of officials and coaches conversant with issues specific to females being involved in Australian Rules*

*Lack of equal prize money, although this has been remedied in the short term.*

*Lack of equity within the sport and the structure of the sport also prevents women from attaining office bearing positions*

*Lack of events offering separate category for females (usually due to low numbers attending) / lack of prize monies / little grass-roots involvement from State-Natl body.*

*Lack of information available to those girls who have never gotten into sport before about the types of sports available, and info & support and encourage them.*

*Lack of knowledge about physical activity to inform personal self-management and decision making.*

*Lack of motivation to commit to sporting teams/ training etc. Not "cool"; become lazy as they get to 15 - 17 yrs old*

*Lack of motivation, interest or reward to make sport interesting enough to be valued by girls as compared to other "social" activities*

*Lack of other females causing shortage of competition.*

*Lack of volunteers due to the cost that comes out of the own pockets.*

*Location - we encourage other communities to join our competition but we are isolated and that is an issue for developing our sport.*

*Low numbers of females playing our sport tends to put other females off becoming involved, giving us a cycle of low participation that is difficult to break.*

#### *Male attitudes*

*Male dominated sport. The Women's structure is not as focused on therefore under developed and not as strong. An increase in female participation would see a strong increase in performance standards and programs, the problem is making women aware of the sport especially at grass roots level.*

*Many women do not like handling fish. Many men, partners using fishing as a time to get away from the family/wife/kids. Many women do not think that fishing is a girl thing, yet at our school fishing clinics the girls often (even usually) out fish the boys. There should be no gender barriers to women fishing but the participation, especially in competition is highly skewed and we cannot find women willing to sit on our Board - we have had one female Board member in 10 years.*

*Many women don't like playing sport and would rather engage in recreational activities that are unstructured*

*Perceived ability level - skill competency. Lack of having a 'buddy' to participate with. Access to activities at convenient times*

*Perceptions of female participants that their sport is a low priority compared to other roles/activities/expectations*

*Recruitment onto a traditional male sport. Length of traditional game. Facilities available very limited, no weeknight as need daylight or exceptional lighting therefore to expensive*

#### *Restrictions on access to facilities*

*Seen as male dominated sport*

*Skills level; appropriate/chosen sport available close by; unable to make ongoing regular commitment*  
*Some clubrooms on active reserves do not have dedicated change-rooms for female players which can be limiting in terms of programs delivered (or suitability of amenities for programs being delivered).*  
*Issue of crime (or fear of crime) could prevent some women playing at certain venues (such as those with inadequate lighting in the car parks)*

*Some Sports inability/resistance to modify their sport to attract different target groups ie. women*  
*Sport has not moved with society; traditional roles of females are still emphasised - cooking, cleaning. Also, non acceptance by other females in club environment.*

*Students concern about body image and making a fool of themselves in public.*

*Suitable competitions for youth age players in the community*

*Support from the community (parents, friends, teachers, bosses) etc*

*Support from within the family unit that "mum" making time for sport is important and therefore, that the family will do what has to be done to make it happen (e.g. dad look after the kids)*

*Surfing is a male dominated sport and it is difficult for females to form friendship groups with other females who have the same interest and surf together because the numbers are considerably lower than males.*

*Teenagers are heavily influenced by stereotypes of what a girl should be like and often girls don't view competitive or sporty as part of that stereotype. If sport is not seen as 'cool' among their peers then it is often hard to convince even the most talented sportswomen to participate in sport at school or in the community.*

*Tennis and golf - males have priority over facilities/venues in most instances*

*The sport is Rugby League so predominately male orientated. Although a more modern approach and procedures are in place, old school attitudes are very hard to change and although no rules are broken the females in the sport can be made to feel uncomfortable by attitudes and gestures. This is slowly changing, but very slowly*

*There are other barriers such as the general community attitudes and the lack of positive stories in the media about women's sport*

*There is an issue trying to get females interested in furthering their skills in the sports area. They don't appear to be committed enough, despite the amount of resources made available to them.*

*Time, travel, limited access and all-up cost.*

*Traditional male sport*

*Traditionally/historically male dominated in club perspective.*

*Type of competitions want social vs highly competitive*

*We are a remote rural area, so distance is a barrier for all participants in our sport. We are the Munglinup Pony Club, so transporting horses from farms to club days in Munglinup or competition days at other clubs (Esperance, Kalgoorlie, Newdegate, Ravensthorpe, Lake Grace, Perth) are a major undertaking.*

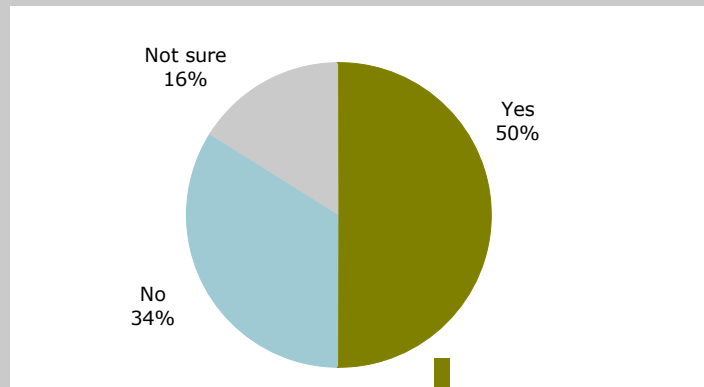
*Female sports not well supported. Public perceptions*



# strategies & policies to encourage participation

Over the past three years, has your sport/organisation used an specific policies or strategies to encourage greater participation of females in your sport?

Base: All respondents n = 204



The key themes to emerge in relation to other issues preventing or inhibiting female participation were:

- Using role models/elite to promote
- Come and try days for women
- Female only events/competitions
- Female only training sessions/squads
- School visits
- Dedicated staff member/role focusing on women's participation
- Non competition participation opportunities
- Female only classes
- Coaching /training camps for women
- Attendance at/involvement in school girl breakfasts
- Encouragement of /support for females in coaching & officiating
- Media advertising

2 in 20

1 in 20

<1 in 20

## Details of strategies and policies

### What they said. . . .

*Incentives of free team shirts for attending training sessions - larger range of sports available - new improved uniforms*

*"Have a Go" days for women*

*1. Women's Coaching Camps 2. Women encouraged to become Council members 3. Women have same competitive profile as men (competitions have the same classes, status and prizes for both men and women) 4. Using profile of Australia's World Champion (a woman) in promoting the sport.*

*3 years ago we introduced the Women In Sport Program alongside our other major sport programs to increase female participation in two new sports to the Kimberley region- netball and softball. Major emphasis on indigenous women residing in remote communities who commonly only ever play basketball.*

*A school - decrease cost by using same uniform for several sports. Injury prevention program in place (rowing) funded by school.*

*Active recruitment, especially in relation to getting mother to return to the hockey after having children.*

*All female classes*

*Attention to the sports offered to the girls/ consideration to the allocation to girls in classes 'grading', schoolgirls breakfast, role modelling, guest speakers etc*

*By having more adult morning skates, trying to involve mothers of the children who come along*

*Come and try days*

*Consequences for non-participation, selection of specialised activities designed to appeal to girls, rewards for participation; provision of opportunities to participate at competitive or non-competitive levels*

*Created new participation programs - e.g. Active Ageing*

*Created sport specific electives for female participation. We stream our general PE classes in genders and ability to accommodate skill levels. We manufacture sport/rec selections based on the skill and interest level of female groups*

*Creation of junior sport at the same time/slightly earlier.*

*DSR has a range of initiatives - to promote women's sport - suggest exploring the website [www.dsr.wa.gov.au](http://www.dsr.wa.gov.au)*

*Educate with sports more appealing to females, sportsgirl breakfast*

*Education Courses Raise in popularity of Kindergym - specifically targeting young children from 18 months.*

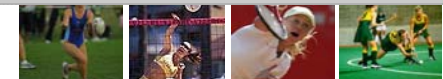
*Employing a project officer to focus on increasing participation rates of women in sport and recreation activities by providing support and opportunities for funding*

*Encouraging women to be more involved in coaching and refereeing*

*Ensure gender equity in all TV programs and High Performance program. Partnering with ASC in 3 year program aimed at increasing female participation at all levels of our sport.*

*Family orientated sport training courses, advertise through media, individual awards*

*Female Football Development Manager appointed Strategic focus of community and WAFI clubs to develop female participation opportunities. Policy development with respect to under 14 females playing in co-educational settings.*



# strategies & policies to encourage participation

## Details of strategies and policies

### What they said. . . .

*Female only classes during school hours and a fitness class after school. Have also tried specific activities designed to get our non participants to do some form of activity.*

*Female only competitions and female squad training*

*Female only events. Female only training programs. Equal pay in professional ranks*

*Female only fishing clinics. Mother and child clinics run with Jodie Payne when with Womensport West. Looking to run breast cancer survivor fly fishing clinics.*

*Full time Manager New competitions Seminars Come and Try Clinics School Based All Girl Programs Girls only sports classes, low level activities that focus on fitness/leisure activities rather than competitive sports*

*Had presentations at schools and gained a new junior team. Marching want to get involved in the Womensport West breakfast next year to give girls an opportunity to play a non contact sport if they are interested.*

*Has a dedicated staff member who works in Women Participation area.*

*Have applied for Funding for fitness equipment & sports equipment.*

*Have helped sports in our communities develop better facilities.*

*High levels of one to one encouragement and motivational strategies as well as adaptive equipment where necessary.*

*Higher profiles of "famous" participants. School visits*

*Increased teams, added recreational teams to cater for all the girls that wish to participate.*

*Introduction of Friday night and Saturday pennant competitions*

*It has introduced a modified no contact version of the game for women and girls to take part in. With the introduction of this our numbers have increased from 2 local teams in 2001 to 8 teams in seniors and 6 junior female teams in 2007*

*Junior development sessions run by Australian representatives, inter school carnivals, come and try days*

*Mainly word of mouth and encouragement to anyone interested in learning how to play golf. We are not professional however we can teach the basics.*

*Mentoring*

*Might be unique as a junior sport but encouraged mixed gender teams with girls being able to play down a year. Supporting of a girls only team to state championships.*

*My boss has employed me and a friend of mine as coaches and previously there has only been male coaches around. Also in Perth there are mainly only male tennis coaches and i think a lot of women and young girls prefer working with women, or feel more comfortable with it. Some customers and players like a female coach and find them to be more caring and understanding.*

*National junior sports framework*

*Only advertising*

*Our membership is for ladies only but we have done simple things like place ads in the local papers, registered our sport online with the nearby councils, placed ads at public places and had "business" cards printed for all members to distribute. These strategies have increased our membership by more than 20%*

*Targeted coaching /officiating programs at girls schools. Female only (and male only) training sessions for beginners and advanced players*

*Person hired to promote physical activity to women*

*Programs for teenage girls*

*Provide a single gender competitions and training sessions.*

*Provide crèche facilities at the same time as Gym Circuits, extend opening times.*

*Provide funding for projects which encourage women to become physically active.*

*Provide specific programs for women and teenage girls only allow them to be in a comfortable environment whilst playing the sport*

*Providing strategic and operational policy dev/implementation and program support to sport and recreation organisations*

*Provision of crèche facilities*

*Recognition of state & national representatives on a College sporting wall of fame. Recognition of high achievers with fairest and best medallions. Recognition of all participants with photos in a year book. Students acquire points for Junior or Senior sportswoman of the year for every sport they participate in, coach or umpire and any sports awards they win. Yr 12 girls who have participated in a number of sports over the year attend the Womensport West Schoolgirls Breakfast. Negative consequences are given for students who refuse to participate/ continually forget gear during compulsory Physical Education lessons.*

*Regional clubs have been willing to offer separate women's categories for races at club races. State organisation advertises and promotes local club events and offerings on the website... but you have to be a licensed member to view - so almost preaching to the converted?*

*Role models meet and great of athletes showcase sports available to them*

*Run development courses for women only, so they are not threatened by the males, even though one is a coach*

*School visits. Player appearances. Modified game options. Increase resources at school & club level.*

*Set up Regional Academy, State League Team, Risk Management Policy.*

*Single sex PE classes*

*Specialised sport programs, dance programs, swimming squads for beginners*

*Specific policies developed for some LGA's for reduced costs for day time participation and also acknowledgement of the needs of women in Strategic Recreation Plans*

*Staffing to encourage female participation. More suitable uniforms. Additional training & familiarisation sessions.*

*State Championship Referee is female and has provided a strong role model for female officials in our sport. Women in Sport Grants(ASC) have been received to give female officials in country regions the opportunity to participate in carnivals in Perth.*

*Surveyed women in 2002 as to their needs and requirements. Created a women's interest group in 2004 to address women's needs. Developed a women's racing policy in 2004. Created a category of events aimed at serious fun participation based on a team concept that has led to an increased number of females being involved in the sport.*

*Targeting of promotional strategies directly to females*

*Targeted beginner skills strategies for girls and women*



# strategies & policies to encourage participation

## Details of strategies and policies

### What they said. . . .

*Teenage Girls Program, Forum for Ladies to discuss their competition and needs Live In Girls Camp  
The one and only female team shifted base to facilitate that the majority of players lived closer to that rink. Changed the coaches. Changed clubs.*

*Through Physical Activity officer - active women's week, targeted promotions in area*

*To encourage yr 12 students to still play sport they can now receive a participation colour if they have played that particular sport for 4 out of 5 years including yr 12. Worked with other departments ie music to ensure minimal amount of clashes with training sessions so girls can still do both.*

*Upgrades of clubrooms to improve change-room facilities for women. Improve amenities for privacy (such as installing shower curtains). Undertaking Crime Prevention Through Environmental Design (CPTED) audits for facilities.*

*We have been conducting mass numbers of development clinics in local primary and high schools.*

*We have developed female only events focussed on gender specific issue relating to recreating in the bush.*

*We have done a lot of advertising in school publications and put articles and photos of all girls events in these publications. We also speak at assemblies.*

*We have put in place extra support by way of umpiring sessions for the netballers choosing to umpire by way of having them umpire at our training sessions and to come and watch senior games*

*We hold surfing days for girls of all ages to participate in.*

*Weekend camps, women only track cycling sessions and introduction of novice women races*

*Women only fishing clinics Mother with child fishing clinics Fly fishing clinics for women with breast cancer*

*Women specific coaching days, coaching mornings (intro to rowing) with breakfast at club*

*Women's program - grants and information / education strategies*

*Working with womensport west and other organisations to encourage greater participation and awareness*

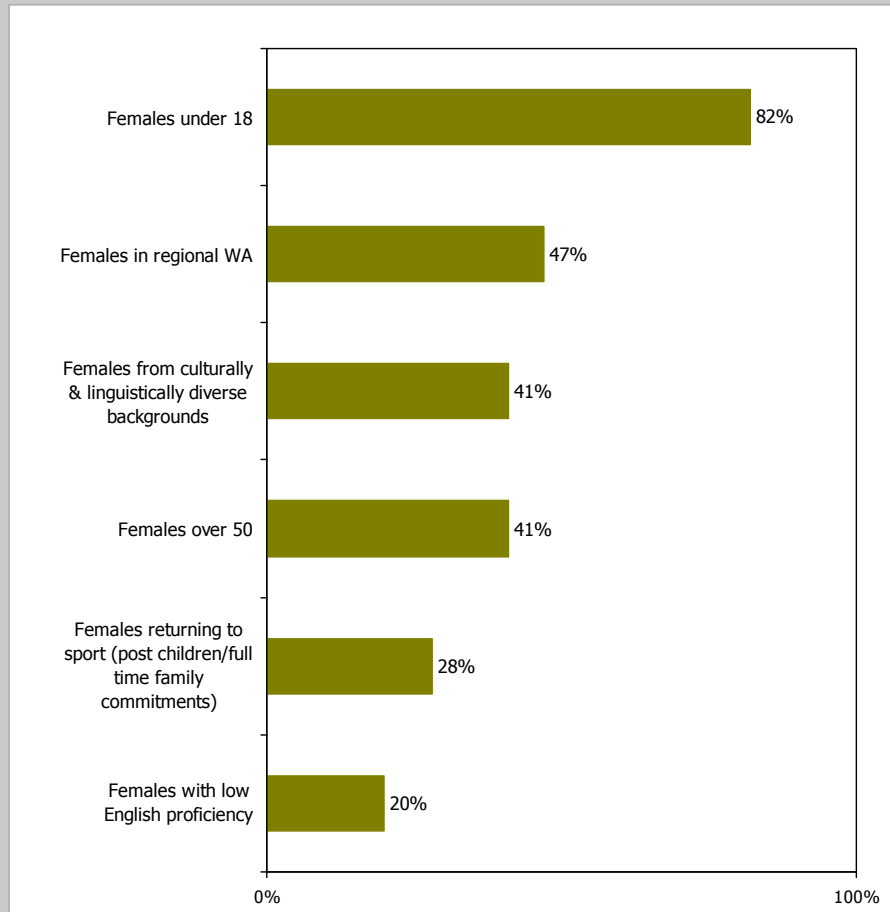
WORKSHOP



# strategies & policies to encourage participation

Over the past three years, has your sport/organisation used any specific policies or strategies to encourage greater participation of...

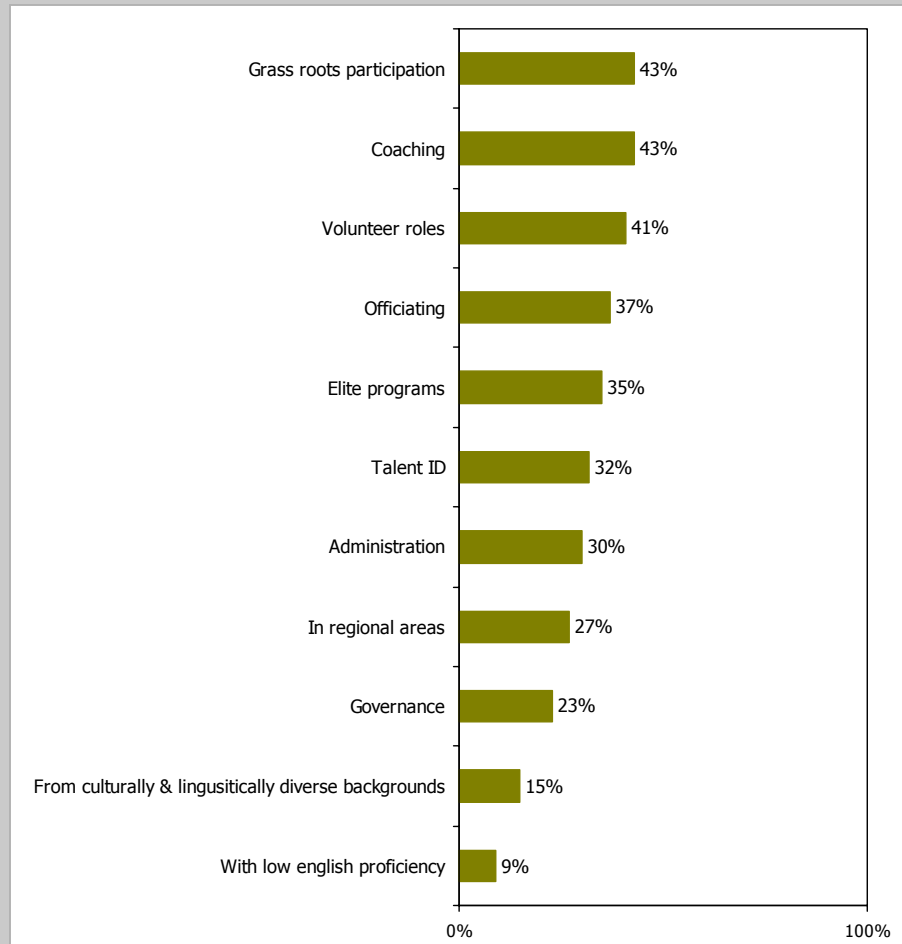
Base: All respondents used specific strategies or policies to encourage greater involvement/participation of females n = 98



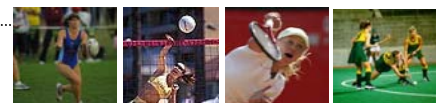
# strategies & policies to encourage participation

Does your sport/organisation have specific policies to encourage participation and involvement of females...

Base: All respondents n = 191



response to the senate report



# response to the senate report

## KEY HIGHLIGHTS

The Senate report on women's participation in sport identified a number of areas and opportunities to redress the imbalance of women's participation in sport. While all received some support in this survey two key issues emerged as critically important areas for women's sport in WA. They are:

- Activities for participation and enjoyment. In our view this a response to a clear need to develop strong acquisition strategies which will be designed to attract and encourage women to become involved in sport.
- The second critical area is that of retention. Once in and active in sport, survey participants underscored the need to develop strategies to retain women's involvement.

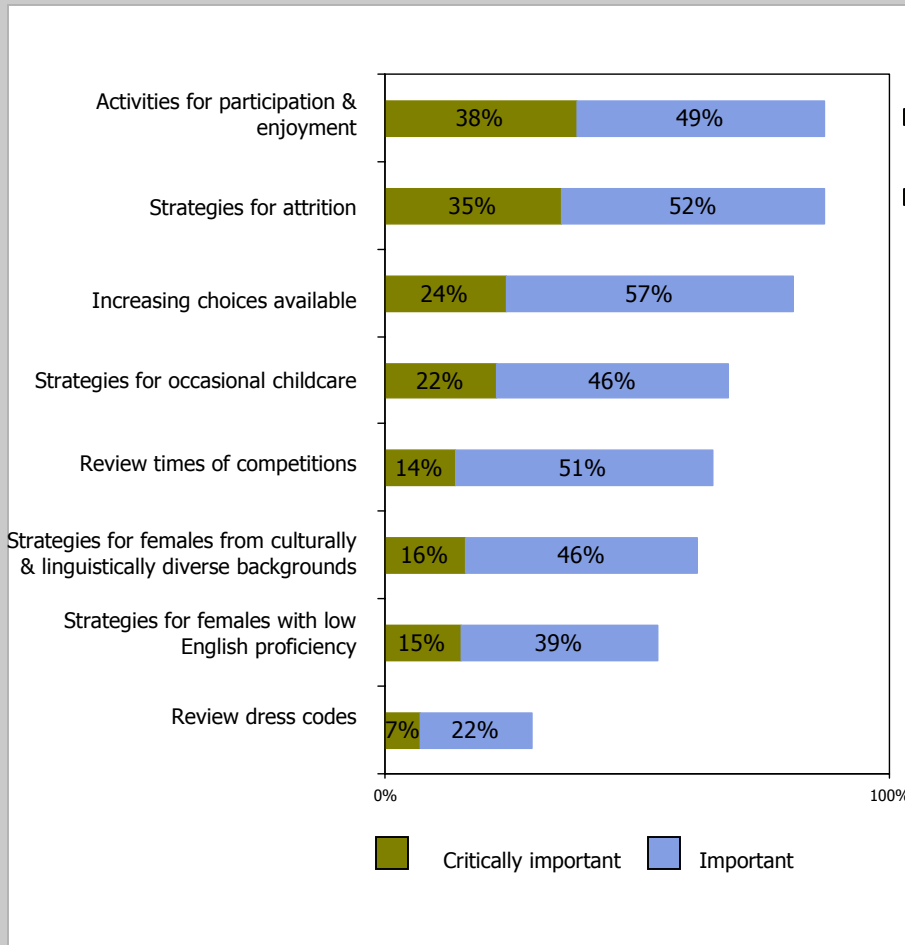
There were small differences among respondents working within sport and non sport organisations and those based in the metropolitan and regional areas but overall the sentiments expressed were consistent.



# response to the senate report

How would you rate the importance of the following issues in promoting involvement and participation of females in sport?

Base: All respondents n = 178



Current priorities

Average priority rating	Priority ranking
2.6	1
2.6	1
3.1	3
4.9	5
4.6	4
5.4	6
6.3	7
6.4	8



media coverage of female sport



# media coverage of female sport

## KEY HIGHLIGHTS

The score card for media coverage of women's sport is poor.

This overwhelming view is prevalent among those working both inside and outside sporting organisations.

While it should be acknowledged that the picture is better in regional areas, overall the coverage of women's sport in these areas is still seen as poor.

Coverage of females in sport ...	% excellent/good	% poor/terrible
In Australia	13%	79%
In Western Australia	9%	83%
In Perth	5%	86%
In Regional WA	20%	59%

The position appears unlikely to change without external intervention. Very few organisations (16%) report that they actually have strategies to gain greater coverage of women's sport. Among these references were made to:

- Regular/program of media releases
- Contacting the media with results/articles
- Establishing and maintaining relationships with the media
- Having a media officer/marketing committee

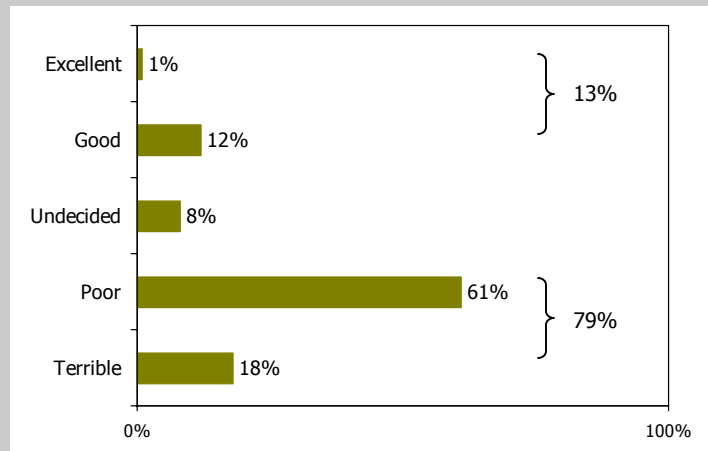
There is clearly no consistent or overt strategy to systematically increase the coverage of women's sport.



# media coverage of women's sport

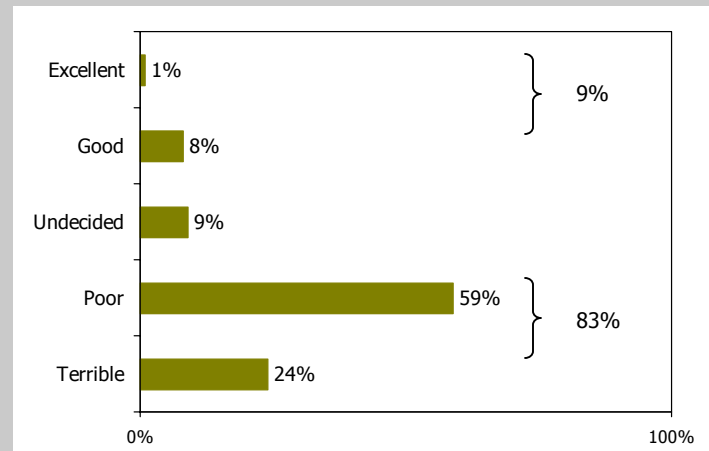
How would you rate the media coverage of female sport in Australia today?

Base: All respondents n = 178



By comparison, how would you rate the media coverage of female sport in Western Australia today?

Base: All respondents n = 178

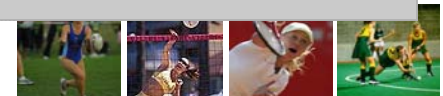


Segment results

	Organisation type	
	Sport organisation	Non Sport organisation
Excellent / good	15%	11%
Poor / terrible	76%	81%

Segment results

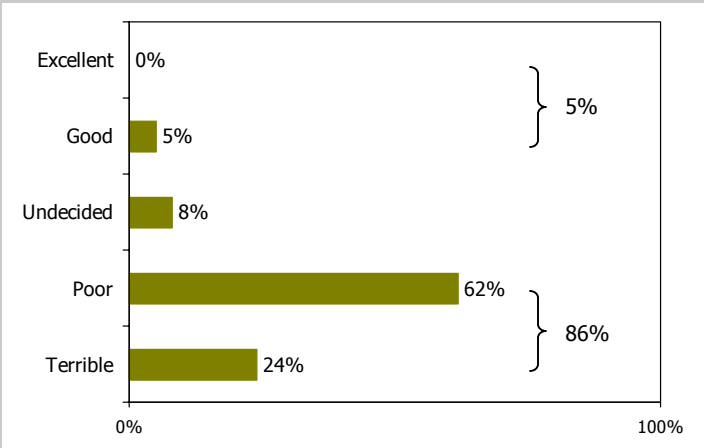
	Organisation type	
	Sport organisation	Non Sport organisation
Excellent / good	12%	4%
Poor / terrible	77%	88%



# media coverage of women's sport

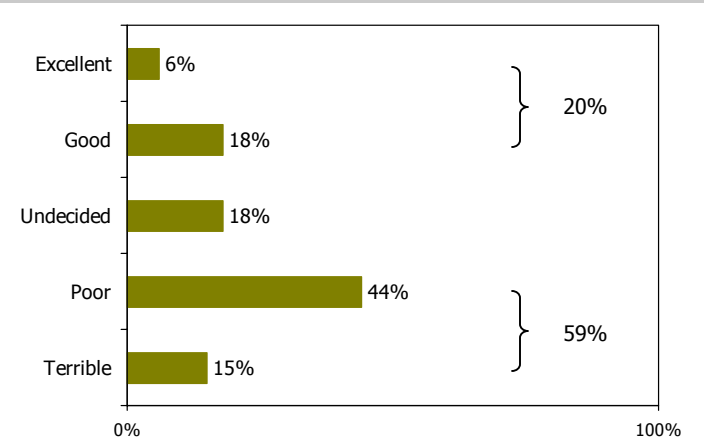
How would you rate the media coverage of female sport by the Perth media?

Base: All Perth based respondents n = 143



How would you rate the media coverage of female sport by the media in Regional WA?

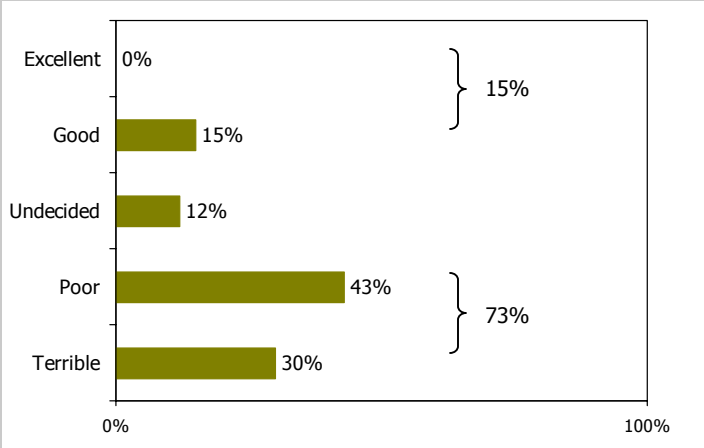
Base: All regional based respondents n = 34



# media coverage of women's sport

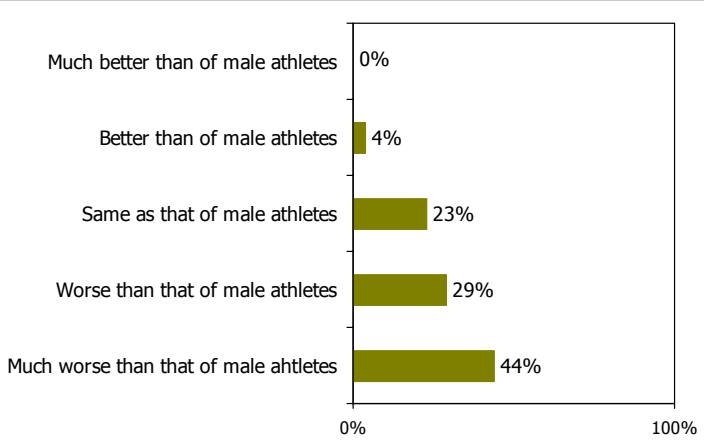
How would you rate the media coverage of women in your sport today?

Base: All respondents n = 177



How would you rate the media coverage of female performances and issues in your sport?

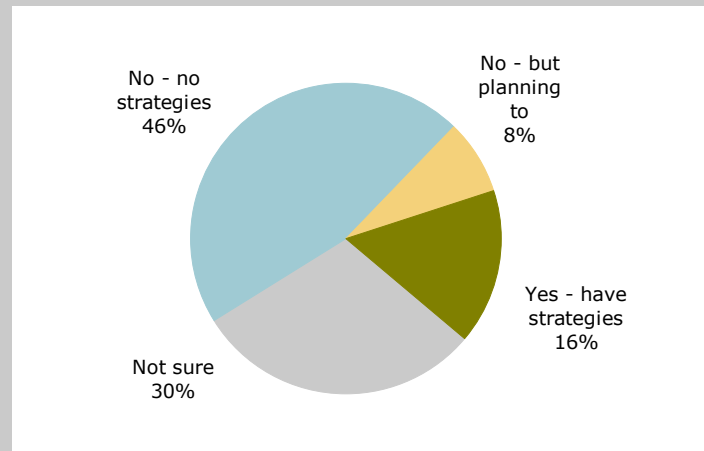
Base: All respondents n = 171



## strategies for greater media coverage

Does your organisation have any specific strategies to gain greater media coverage of females in your sport?

Base: All respondents n = 179



Among those with strategies in place the key themes to emerge in relation to strategies to gain greater media coverage included:

- Regular/program of media releases (4 in 20)
- Contacting the media with results/articles
- Establishing and maintaining relationships with the media (2 in 20)
- Having a media officer/marketing committee (1 in 20)



# strategies for greater media coverage

## Details of strategies and policies

### What they said. . . .

*1. Establishing and working on good relationships with the media 2. Creating a volunteer position for a media officer 3. Encouraging memberships with Womensport West with our members*

*As there is virtually no media coverage of our sport whatsoever, our strategies are centred on gaining any media coverage, with an equal emphasis on males and females. Because Australia has a female World Champion (and little prospect of a male World Champion), we are attempting to use her name in our media strategies.*

*Better events to Perth, feel good stories, media releases out on regular basis not just adhoc  
Better liaison with the West Australian, sponsorship of community radio*

*By sponsoring several sporting events that have all female participation or are equally divided with males, and that generate significant interstate and international media exposure.*

*Contact media ourselves.*

*Contacting media outlets*

*Develop relationships with local press, educate women on how to liaise with press*

*Find out how we get coverage of our sport in general*

*Focus on women who achieve through articles in our monthly newsletter*

*Forwarding the results to the West Australian*

*Holding events for women surfing*

*Lobbying of journalists/media outlets*

*Local newspapers are the only potential medium.*

*Marketing sub committee which includes 5 females and 1 male to be developed July 2007*

*More contact with media but this is sometimes limited due to time restraints of volunteers in our sport.*

*Newspaper coverage from competition.*

*Part time media coordinator devoting a greater amount of time on female programs*

*Planned media releases program Contact with media Focus on regional centres Continual improvement of the SSAwebsite*

*Proactively find and write more stories ourselves so that there is a greater quantity available for the media to choose from.*

*Promotion of both male & female sports persons in media releases*

*Promotion of key players. Attracting a major sponsor more opportunity to play at home*

*Regular press releases*

*Researching the use of a media personality as the sports ambassador*

*Send press releases and feature articles on our sport to the media on a regular basis. If they are well written and plenty of notice is given on events. The media will print articles and attend events. It is important to have good writing skills when sending releases out.*

*Sending articles to local papers*

*Stories about particular programs in local papers*

*The Board have discussed meeting with members of media to highlight the major achievements by our players*

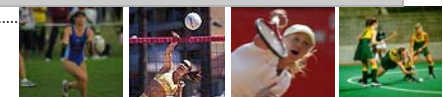
*We currently have a petition running which will be given to Foxtel regarding the media coverage of female competitors in our sport. Apparently Foxtel will not do anything about changing their shows unless they get enough complaints regarding them.*

*We have contacted local newspapers, tv shows and the governing body of our sport to try and increase the profile of girls in sport.*

*We have set up a 100's Club that we send out media release to our members. Our main concerns regarding women's sport is the lack of money to be able to service the participation and development of players, coaches & officials.*

*We use a group called the 'Reel Girls' to promote female participation and the use of other role models for cancer survivors fly fishing clinics. We have a strong relationship with Kim Bain a US based female tournament professional.*

*Website information updated weekly Strong websites in related areas and partnership links. Patron for female football in the media Invites personally conveyed to media to attend important functions*



gender representation in sport



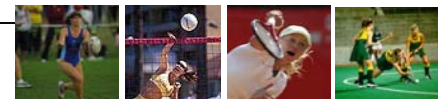
# gender representation in sport

## KEY HIGHLIGHTS

The results clearly show that:

- Women represent slightly less than 1 in 2 participants. This is despite women representing some 51% of the total WA population.
- Despite this level of participant involvement women are under-represented at:
  - Board level (38%)
  - Chair (34%)
- On the technical side women are less well represented as:
  - Officials (40% v 46%)
  - Coaches (40% v 46%)
- As volunteers, women make up a greater proportion of the gender representation, a result reflected in the official ABS Census data.
- Women also have stronger representation as part time or casual staff.

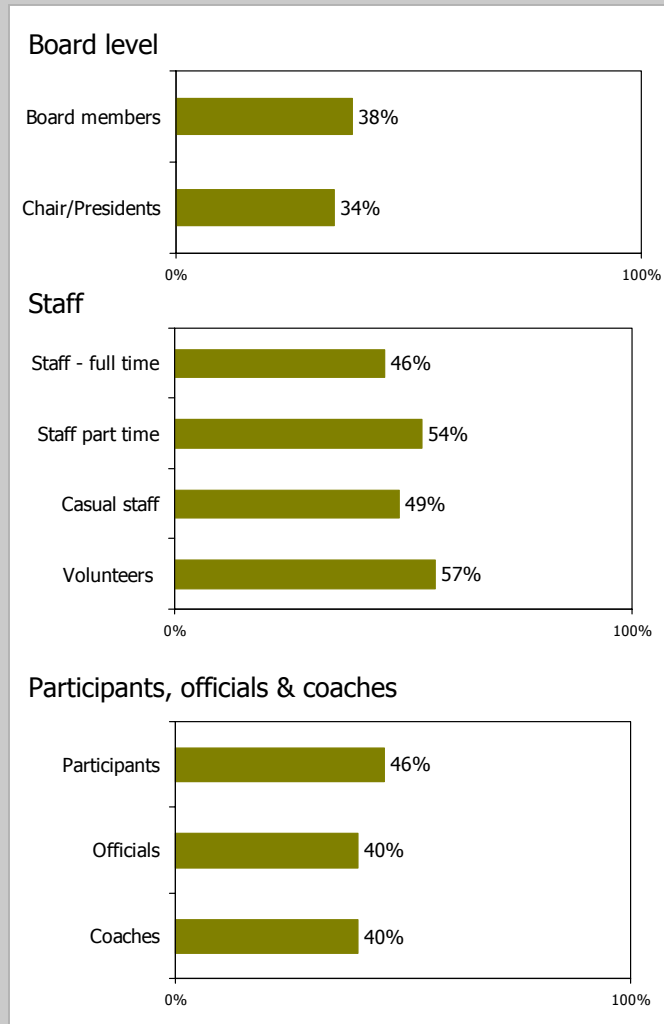
There is then a need for strategies and initiatives to rebalance representation by women in sport.



# gender representation in sport

## Female representation across organizational categories

Base: All sport based respondents n = 107



## ABS participation data

	Females	Males
Participation in sport & physical activity <sup>1</sup>	70%	71%
Involvement in volunteer work <sup>2</sup>	19%	14%

1 Source: Participation in Sports & Physical Recreation Australia 2005 - 06 ABS

2 Source: Quick Stats 2006 Census ABS



# professional development in sport



# professional development in sport

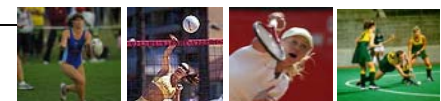
## KEY HIGHLIGHTS

This section of the report explored peoples expectations of and experience with professional development in sport.

Interestingly the results show that:

- The majority of respondents acknowledge that employers allocate funds for professional development. Only 16% reported that their employers did not do so. It should be noted however that this varies substantially by the type of organisation the respondent works in. Those working in non sporting organisations were more likely to report the provision of funds for training (87%) than those in sporting organisations (61%). Location also appears to be a factor with those based in the metropolitan area more likely to report funding (74%) compared with those in regional areas (59%).
- Not surprisingly, conferences, forums and seminars are the activities most frequently supported by employers.
- While the majority of respondents indicated that their organisations allocated funds for professional development cost clearly present as the major barrier to people undertaking professional development. These results suggest that costs for conferences, seminars , courses etc are too expensive or that the current budget allocations are insufficient to support the level of training that respondents want to undertake.
- Of some interest respondents strongly support specialised training opportunities as the clear preference for professional development. This suggests that current conferences and seminars may be too broad based in scope. The ability of the industry to respond to this need will be vital in ensuring professional development meets the needs of its customers.

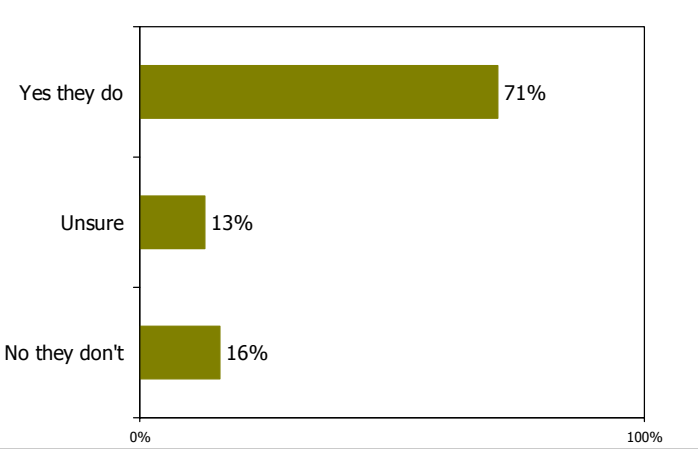
The results from this area of investigation now follow.



# professional development

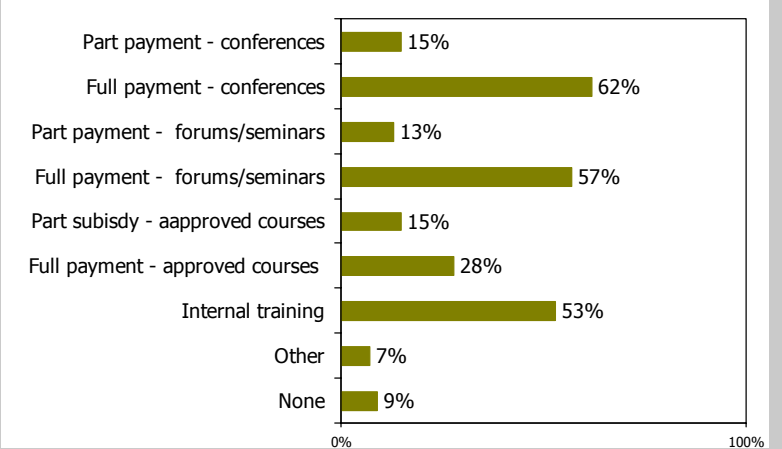
Does your organisation allocate specific funding for ongoing education and training for staff?

Base: All respondents n = 209



Which of the following does your employer undertake for its staff?

Base: All respondents n = 208



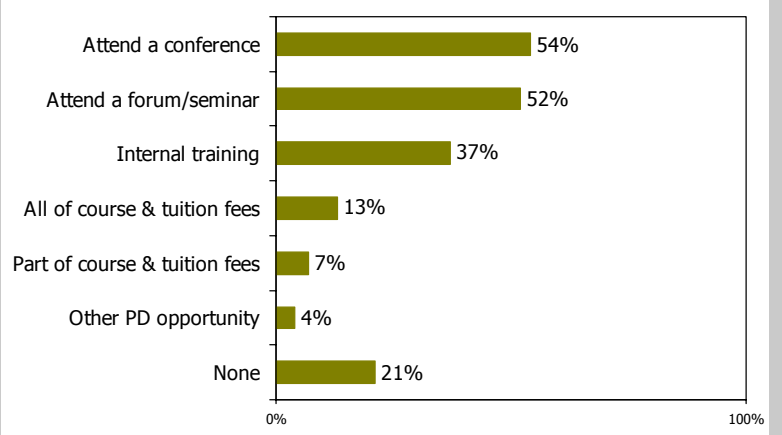
Does your organisation allocate specific funding for ongoing education and training for staff?

Segment results

	Organisation type		Location	
	Sport organisation	Non Sport organisation	Metro based	Regional based
Yes they do	61%	87%	74%	59%
Unsure	15%	8%	13%	11%
No they don't	24%	5%	13%	30%

Which of the following has your employer paid for in the last 2 years

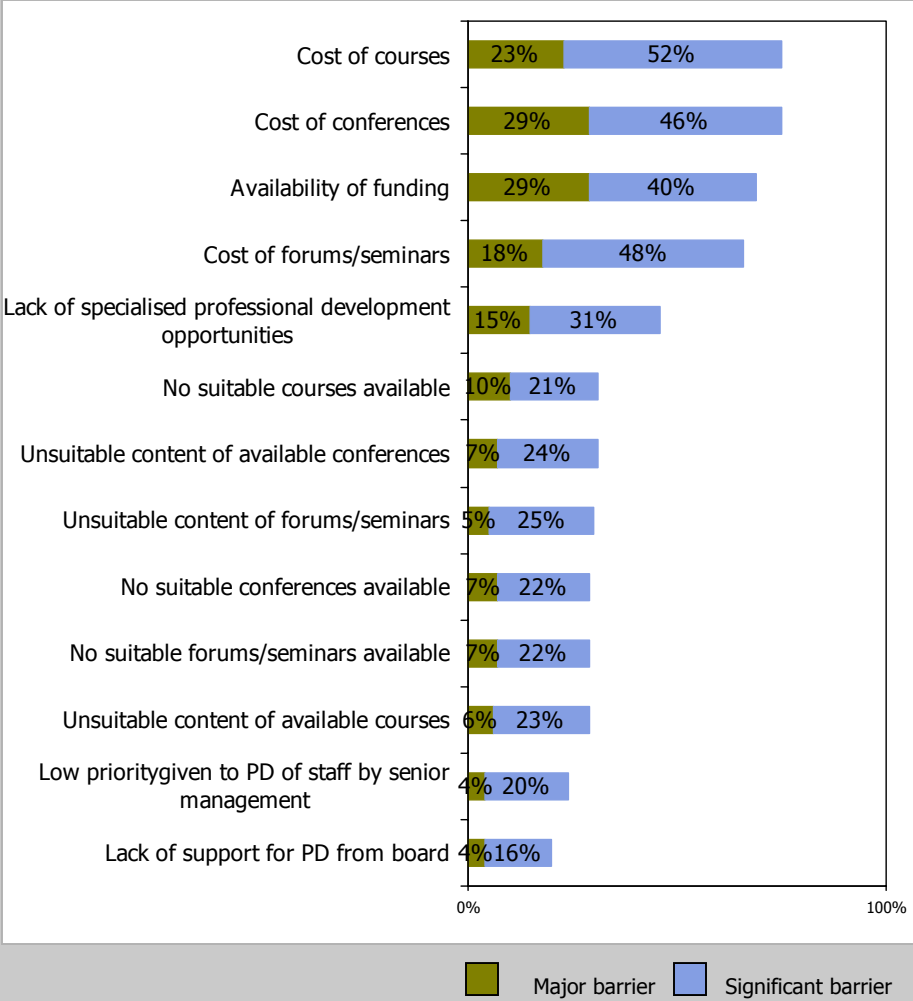
Base: All respondents n = 204



# professional development

Thinking of your own circumstances which of the following are barriers to your undertaking professional development

Base: All respondents n = 207



Top three preferences for professional development

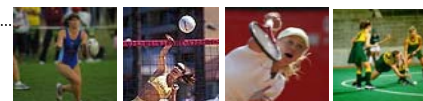
Base: All respondents n = 207

Current priorities

	Average priority rating	Priority ranking
Specialized training opportunities	1.5	1
Forums/seminars	2.0	2
Formal course work	2.1	3
Conferences	2.2	4
Newsletters	2.3	5
Online forums	2.4	6
Journals	2.5	7



## other comments



Do you have any other comments on the issues raised in the survey?

What they said. . . . .

*A well covered survey but it would be my dream to have something more specific to women in sport particularly netball for which I am involved - we've got great assets let's use them more! More men are becoming interested in women sports so lets keep the attendance on the increase*

*Horse riding is a sport that attracts women, so we find we usually have more girls than boys at pony club. Our activities cater for all with enjoyment and safety being the most important issues.*

*We are all volunteers, so mums do most of the work. Looking after small children is a difficult issue, so we usually allocate 1 mum on the day to run a crèche while the other mums run the classes and competitions. We could always do with extra funding to build crèche rooms, fencing around play areas, playground equipment etc to make crèche easier to run which then allows more mums and older children to participate in the horse riding activities at pony club.*

*I am already a member that is why I ticked no, keep up the great work*

*I have a passion for sport from a participation level to a business level. I believe that female sport has loads of potential but the right niches need to be found amongst the varying communities.*

*I realise as a man I may not be best placed to answer these questions I feel that we need to be addressing participation issues/barriers etc and not be too policy driven*

*I specifically run coaching courses that address many of the issues mentioned here... ie. culturally/ linguistically challenged women. Many of these women are older and those that still have children have to rely on the good will of relatives, etc close by to participate.*

*I work for an organisation that represents a wide variety of different sports, therefore some of the questions were difficult to answer as they wanted answers from the perspective of an individual sport.*

*I would be happy to renew my memberships to support Womensport even I am now living in London. please forward the information by email : corinne@meadmore.net congratulations for all activities you provides. good luck. Corinne*

*i would like to see a conference or professional development day designed specifically for keeping teenage girls in PE classes or after school sport activities.*

*In the survey I answered that transport was not a problem for our group, however the lack of public transport and safe, sheltered transit and collection locations is a deterrent for many younger females and mothers. Good luck, argue well*

*It would possibly be useful for you to survey the Paralympic Committee since they represent disabled athletes*

*Lack of funding for women as it is so hard to get sponsorship as we are female. So that we can provide player development, coaches, officials and administration development. We can not compete with male sports.*

*Many women either don't choose to play sport or after playing sport for a number of years may want other options for being physically active. Promotion and education about the recreational opportunities is very important.*

*Not representing any one sport I represent an educ association all sports for all students*

*Not sure if survey was particularly relevant to junior basketball in our small country town but obliged anyway.*

*Some of these issues are age specific eg female childhood's attitude to play and exercise in primary school with a marked decline in adolescence that influences females attitudes in exercise and sport in early and later adulthood. This lack of involvement has serious health consequences, therefore the message needs to be spread from early childhood to the elderly.*

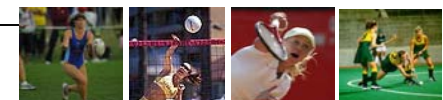
*sorry, my responses are pretty lame! I do triathlons but i don't really have a clue what the Tri WA organisation is up to as I've never been to an AGM. Was going to just not respond to your survey, but hopefully some of my responses are of use!*

*The cost of female sport and the low priority of media coverage and opportunities for women to make a career out of sport like men is very disappointing and disillusioning to most aspiring female athletes. Anything that can be done to improve this would be of benefit to all women.*

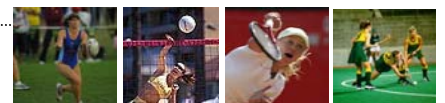
*The variety of sports available, participation whether your female or male shouldn't be an issue. Just do it!*

*These issues are critically important to all sports and should certainly garner more attention and research than what is currently received*

*well, i was very interested at first, but after i got 'recruited', it seemed to me that i was just forgotten about. i felt a bit lost, and didn't get involved. it would be great if recruiters could follow up on the people who sign up and make sure they get the info and support they need to get going*



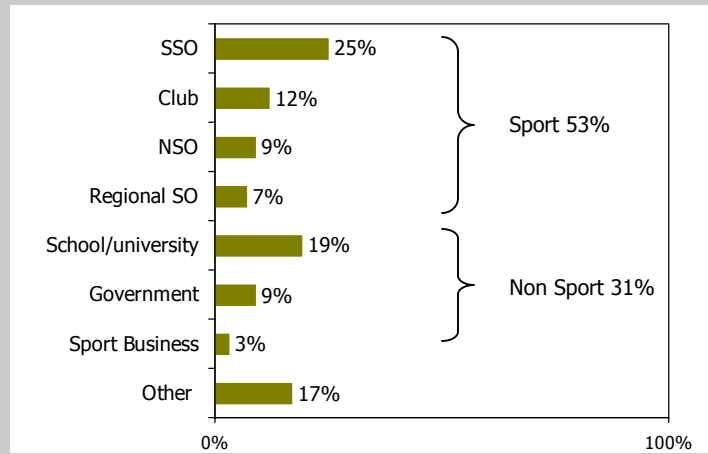
**profile of people responding to the survey**



# respondent details

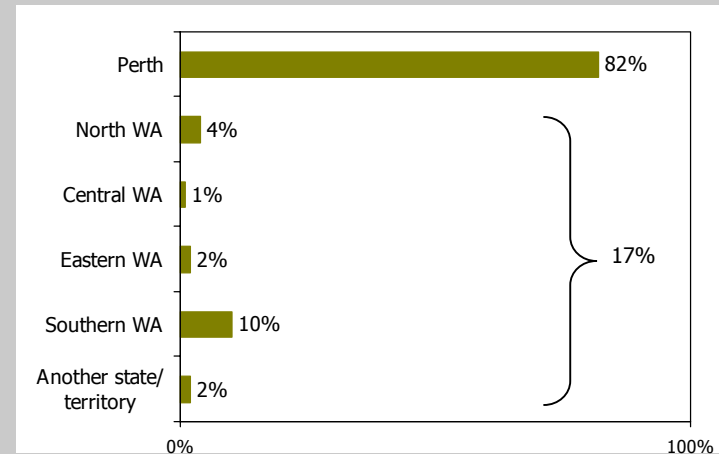
Which of the following best describes your organisation?

Base: All respondents n = 339



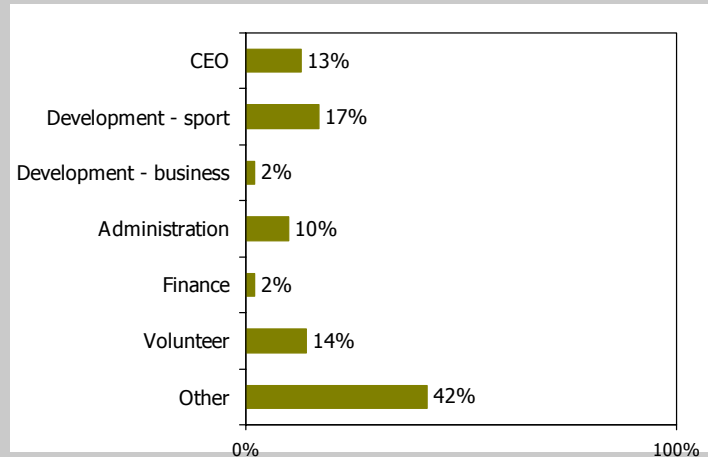
In which area of Western Australia are you located?

Base: All respondents n = 254



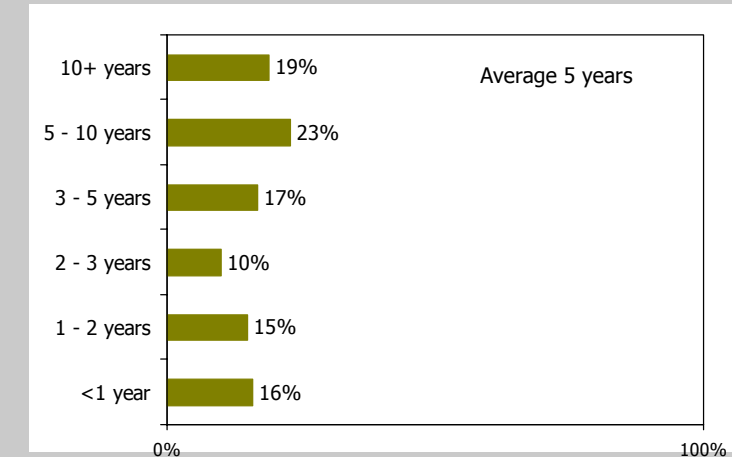
Which of the following best describes your role or position?

Base: All respondents n = 252



How long have you been in this position?

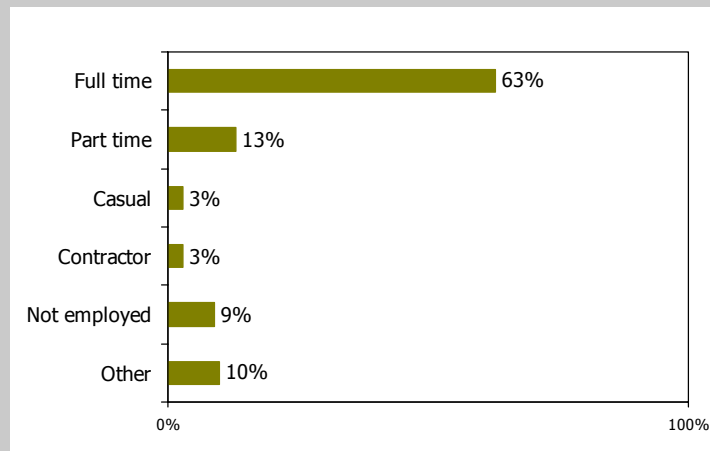
Base: All respondents n = 251



# respondent details

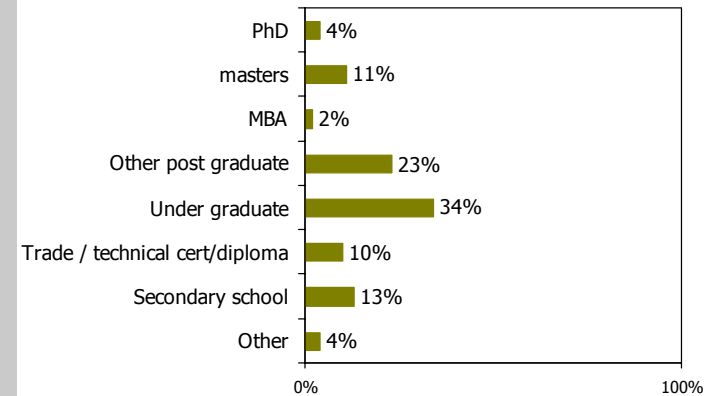
## Current employment status

Base: All respondents n = 254



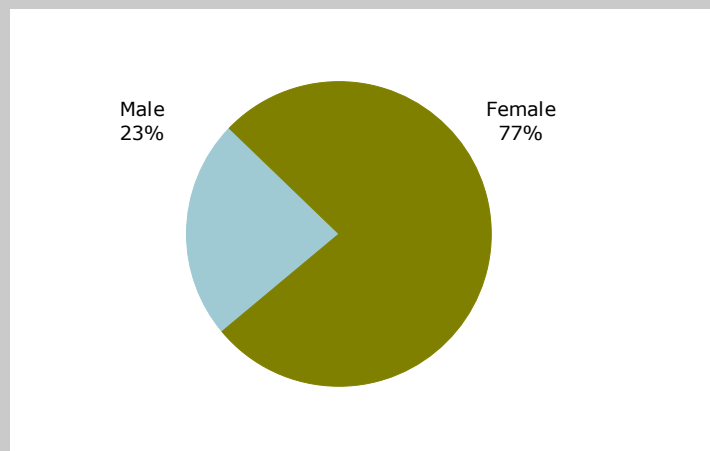
## Which of the following best describes your highest educational attainment

Base: All respondents n = 254



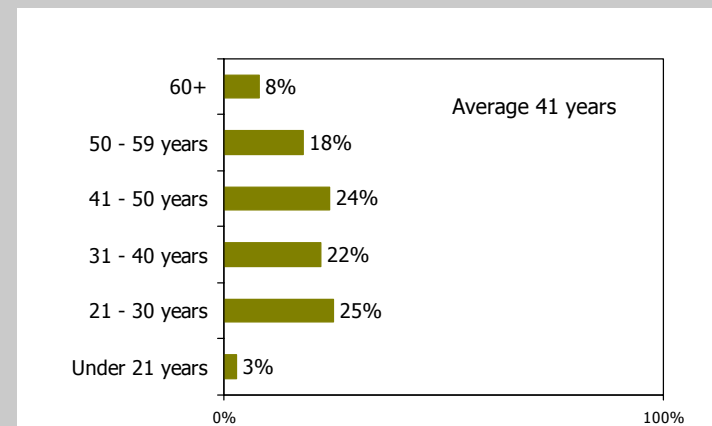
## Gender

Base: All respondents n = 254

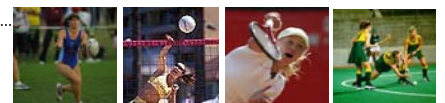


## How old are you?

Base: All respondents n = 254



research design



SPORTINFO was engaged to undertake this survey on behalf of Womensport West

An invitation to participate in the on line survey was extended to:

- 851 contacts on lists provided by Womensport West distributed by SPORTINFO
- Invitations to participate were also sent out by DSR and the Western Australian Sports Federation.

The table opposite provides details of the response to this survey

The survey was launched on July 9 2007, with multiple reminder emails sent (July 23, August 1, August 13, August 24, August 31).

DSR and Western Australian Sports Federation invitations were sent out in July with reminders sent in August.

The survey was 'closed' on 3 September 2007.

The questionnaire utilized for this study covered a range of information areas including:

- Gender representation in sport
- Barriers to participation
- Media coverage of females in sport
- Professional development
- Organisation and participant details

## Response analysis

### SPORTINFO invitations

Contact list	851
Incorrect address	186
NET survey invitations	772
Response	252
Response rate	33%

### DSR invitations

Responses received	89
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### Western Australian Sports Federation invitations

Responses received	0
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Total responses	341
Completed entire survey	176

