

Gender Equity For Females in Sport

What is Gender Equity?

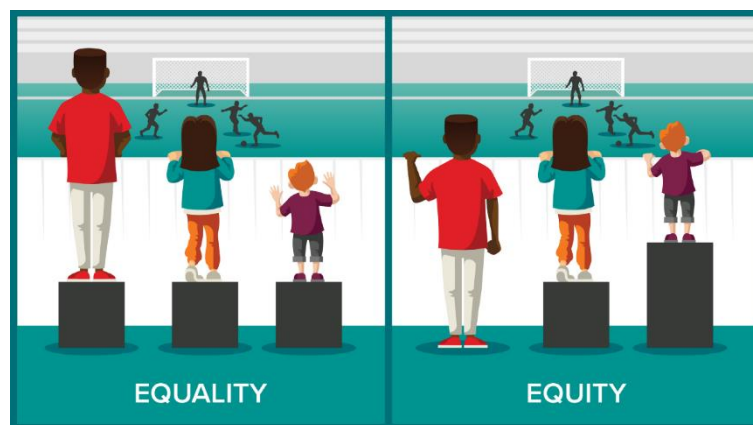
Simply, gender equity is the provision of fairness and justice in the distribution of benefits and responsibilities between women and men.

The concept recognises that women and men have different needs and power and that these differences should be identified and addressed in a manner that rectifies the imbalances between the sexes. This may include equal treatment, or treatment that is different but considered equivalent in terms of rights, benefits, obligations and opportunities.

Equity vs Equality

In contrast to equity, gender equality is the process of allocating resources, programs and decision making so that all genders have the same access to resources, facilities, and access to the same programs (e.g. if there was a boys program, there would also be a girls program). While the goal of treating everyone the same may seem noble, the principle of equal treatment tends to ignore the fact that people differ in their capacities, interests, resources and experiences.

Equality focuses on creating the same starting line for everyone. Equity has the goal of providing everyone with the full range of opportunities and benefits – getting everyone to the finish line.



<u>Equality</u>	<u>Equity</u>
<i>Giving everybody the same tools and resources – Same starting line</i>	<i>Fair access for all based on their needs – getting people to the finish line</i>
<i>Hosting a competition that features both men’s and women’s events</i>	<i>Scheduling the women’s event in the primetime slot on the schedule to increase the number of spectators</i>
<i>Having a similar number of men and women coaching in specific sports</i>	<i>Providing coaching mentoring opportunities specifically for women so they can advance to higher ranks where they aren’t well represented</i>
<i>Boys and girls’ teams of every age group</i>	<i>Specifically designed female programmes and training of coaches to encourage participation for life</i>

Highlight that board positions are open to anyone who want to apply

Outreach to females for representation on the board

What does this mean for females in Sport

Gender Equity requires an examination of practices and policies that may hinder the participation of females. For example, this requires service providers to assess:

- Hiring and recruitment practices – to ensure women have leadership roles, and involved in decision-making, and are available as role models for other girls and women;
- Resource allocation – to determine how budgets are allocated across programs.
- Facility bookings – to ensure that girls and women have access to prime-time slots and prime facilities;
- Participation rates – to evaluate current programs and services to identify potential barriers, and to determine whether co-ed programs are truly co-ed.
- Activity programming – to assess the types of activities offered for women and girls; and
- Promotional materials – to ensure girls and women are not being excluded or stereotyped in pictures or language.
- Positive initiatives that target specific groups are important because they take into account years of socialization and historical traditions that have created imbalances, subsequently marginalizing sectors of the population because these conditions are accepted as the norm.

Benefits of Gender Equity

At the board and leadership level

- Gender-diverse organisations report improved financial performance on key indicators such as cash flow in investment, earnings and profitability, market performance, market value, revenue and return on assets, equity and sales;
- Organisations with two or more women on boards had stronger performances in evaluation against strategy, reputation, and culture than those with all-male boards;
- A balanced number of women and men on boards expands innovation by ensuring that multiple perspectives are considered, particularly when faced with complex decisions;
- Bringing a greater diversity of perspectives, knowledge, experience, skills and backgrounds thereby adding richness to boardroom discussions and increasing creativity and innovation in problem solving;

In coaching and officiating

- Improved recruitment and retention of sport participants, coaches, and volunteers and leading to a higher level of satisfaction;
- increased willingness to recruit more women and a broader base of participants from which to draw candidates to fulfil organizational activities or functions;
- new and innovative approaches to coaching, training, management and refereeing;

In the workplace

- Increased odds of adopting LGBT-friendly policies and creating a more supportive and inclusive workplace environment where homophobic comments and humor are discouraged and discrimination against LGBT individuals is reduced;
- Decreased turnover;
- Increased respect for differences;
- Promotion of nonfinancial performance measures such as customer satisfaction, employee satisfaction and commitment, and reductions in workplace stress
- Improved organizational effectiveness and overall performance.

In sport participation

- Generating a positive environment for the participation of women and girls;
- Decreased drop-out rate of girls and women, via gender-friendly guidance and coaching, avoiding sexist gender stereotypes and creating a positive and social atmosphere;
- Increased sensitivity to a wider range of potential participants, some of whom may have been excluded in the past