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UNESCO Report: Women and girls' access to sport still lagging far behind On the eve of the Olympic Games, a new UNESCO report reveals that women and girls are still far from having equal access to sport at any level, professional or amateur. UNESCO urgently calls on its 194 Member States to tackle these inequalities by putting in place the recommendations contained in the report. On 24 July, the Organization will bring together sports ministers from around the world at its Paris headquarters to develop concrete political actions.

Theme: Voice & Visibility

JUNESCO Report: Women and girls' access to sport still lagging far behind

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Thanks to the efforts of the International Olympic Committee and international sports federations, the Paris 2024 Olympic Games will see full gender parity among the athletes competing for the very first time. This considerable progress must serve as an impetus throughout the world to guarantee access for girls and women to both amateur and professional sport, and end the violence and other barriers than can prevent this. In its new report, UNESCO shares concrete measures with its Member States to achieve this goal.

<u>The UNESCO Sport and Gender Equality Game Plan</u> is a road-map for policy-makers in both governments and sports organizations responsible for driving forward gender equity. It highlights three urgent challenges facing girls and women in sport:

- 1. Ending gender-based violence in sport
- 2. Reducing teenage girls' dropout from sport
- 3. More women needed in sports leadership roles

21% of women athletes (and 11% of men) reported experiencing at least one form of sexual abuse as a child in sport. One of the policy priorities identified by the UNESCO Game Plan is ending violence against women and girls, which directly undermines opportunities, development and human rights, including the right to safely participate in and enjoy sport.

49% of girls drop out of sports during adolescence – this is 6 times higher than the drop-out rate of adolescent boys. This high rate of attrition is explained by several factors, among them the lack of women role models, concerns around safety, lack of confidence and negative body image. Since sport is a tool of women's empowerment, with proven links to success in academic studies and business, the drop-out rate must be tackled decisively.

The pay gap in professional sport is a highly visible sign of inequality – Forbes Magazine's list of the 50 highest paid athletes in the world still does not include a single woman. But UNESCO's Game Plan underscores that the lack of women's leadership at all levels of sport is a structural problem even more in need of urgent remedy: last year only 30% of the world's largest sports federations were chaired by women. The excellent gender equality indicators of the Paris 2024 Games could be an accelerator for the appointment of women to sports leadership roles.

To address these challenges, UNESCO calls on, and offers support to its Member States to implement 6 measures:

### 1. Use sport to change mentalities

Promote women athlete role models and harness the power of popular sporting events to promote gender equality in sport; develop male athlete 'allies' for women and girls.

### 1. Ensure equal and fair media coverage

Advocate for equitable media coverage and fair representation of women athletes and sports, and support initiatives that increase the representation of women in sports journalism, and capacity-building on inclusive reporting for journalists.

### 1. Establish and enforce comprehensive regulations

Create, strengthen and enforce safeguarding standards, laws and legal frameworks to prevent discrimination and violence in sport, hold perpetrators accountable, and offer remedy to survivors.

### 1. Bolster reporting mechanisms and judicial processes

Support sports organizations in setting up transparent and anonymous abuse reporting systems to empower survivors to come forward without fear of retaliation and enhance judicial infrastructure and develop sport-specific legal statutes to streamline the process of prosecuting perpetrators.

### 1. Invest in education and training

Set up specific training programs for sports educators, coaches and other professionals on gender equality and inclusion, as well as on recognizing, preventing, and responding to violence.

### 1. Incorporate survivor voices and strengthen research

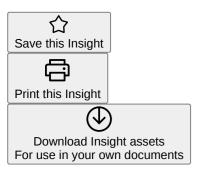
Share the voice of women who have experienced discrimination or violence in sport and ensure that their insights are integrated into policy mechanisms. Systematically gather harmonized, gender-disaggregated data on discrimination and violence, and on the impact of gender strategies.

UNESCO Member States are also expected to implement the <u>Handbook on Tackling Violence Against Women and Girls in Sport</u> copublished by UNESCO and UN Women in 2023

### Sport Ministers' Meeting at UNESCO's Paris HQ

On 24 July, sports ministers from around the world will discuss the implementation of these six UNESCO measures for gender equality in sport with experts, athletes and activists at UNESCO Paris headquarters. The conclusions will feed into the <a href="Heads of State">Heads of State</a> and Government Summit organized by France and the International Olympic Committee the following day, 25 July.

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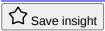
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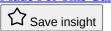
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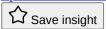
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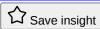
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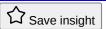
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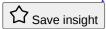
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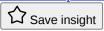
New Research Highlights Financial Realities of Professional Women Athletes



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Women's Sports Poised to Convert Buzz to Dollars, Study Says



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### Women's Sports Poised to Convert Buzz to Dollars, Study Says

NZ footballer leads fight against Fifa's fossil fuels



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NZ footballer leads fight against Fifa's fossil fuels

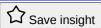
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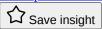
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New Zealand's Australian Rules sides ready for international action

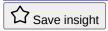
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Champions: How the White Ferns stunned South Africa and the world

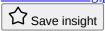
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Wollaston excited at future for kiwi female riders after world success

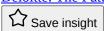
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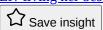
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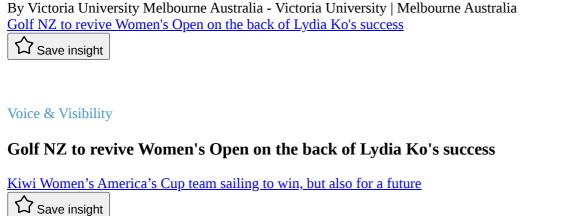
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Number of women coaching in Olympic and Paralympic sport doubles since 2020



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Number of women coaching in Olympic and Paralympic sport doubles since 2020



Kiwi Women's America's Cup team sailing to win, but also for a future

Kiwi Women's America's Cup team sailing to win, but also for a future

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Change in Action Week - Digital Innovation Winner - WomenzSports

Change in Action Week - Innovative Impact Winner - POWA First Steps

CBT at Falk College: Empowering Women, Creating Inclusive Environments

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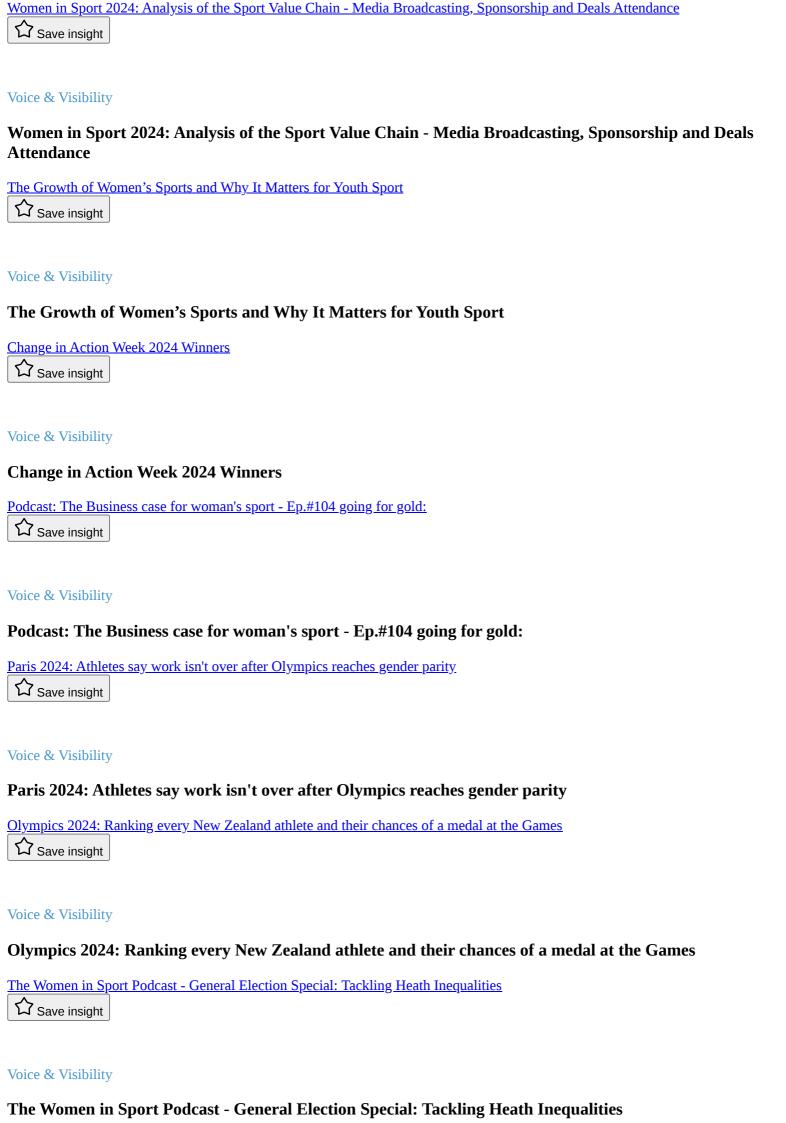
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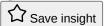
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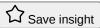
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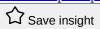


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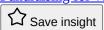


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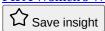


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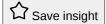


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### FIFA Women's World Cup Media & Gender Case Study 2023

By Emma Evans - Sport New Zealand

Change in Action - 1 Year on from IWG Webinar



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By Merran Brockie-David - Women in Sport Aotearoa

2022 IWG: Phil Clark - Using Research and Advocacy to Improve the Gender Balance of Sports Coverage



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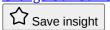
Equal pay commitments set for women's sport in NSW, lead by female advocates



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### Equal pay commitments set for women's sport in NSW, lead by female advocates

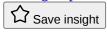
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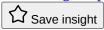
<u>Findings report – The Value of You Can Be What You Can See</u>



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### Findings report - The Value of You Can Be What You Can See

Tātāwhāinga - Episode 7: The Role of Sports Media



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Tātāwhāinga - Episode 5: Athletes: Humans or Commodities Part 2



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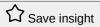
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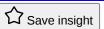
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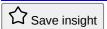
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We Hear Her Podcast: Nardi Leonard

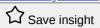
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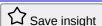
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Future Talent: Paige Loggenberg



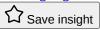
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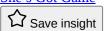
New Women's Sport Trust Partnership With The R&A Reveals Women's Sports Fans Feel Underserved Despite Record-Breaking Viewing Figures



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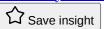
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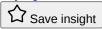
Grand Slam winner Routliffe, Sun to pair up for Paris tennis

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Grand Slam winner Routliffe, Sun to pair up for Paris tennis

Olympics 2024: Paris promised gender equality. Are TV commentators meeting that goal?



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### Michele Kang Invests \$50 Million to Boost Women's Sports

Aotearoa New Zealand Gender Attitudes Survey 2023

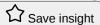


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### **Aotearoa New Zealand Gender Attitudes Survey 2023**

By Maddi Mclean - Sport New Zealand

2021 National Sport Club Survey - Female Friendly Environments

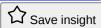


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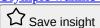
Men as Allies: supporting women and girls in community sport



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### Men as Allies: supporting women and girls in community sport

Olympic wāhine winning streak makes powerful case for more funding for women's sport



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### Olympic wāhine winning streak makes powerful case for more funding for women's sport

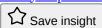
Eliza wants more than a last tango in Paris



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### Eliza wants more than a last tango in Paris

Scotty's Spin: Where Is New Zealand's Investment In Women's Sport?



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Women's Sports Trust: Report into the positive impact of women's sport sponsorship on brands

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In a league of her own: WISPA Foundation Member Toni Bruce wins major award

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In a league of her own: WISPA Foundation Member Toni Bruce wins major award

Invisibility of female participants in midlife and beyond in sport and exercise science research: a call to action

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Invisibility of female participants in midlife and beyond in sport and exercise science research: a call to action

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Women coaches in Aotearoa New Zealand - Research

Women's Ice Hockey on the Rise



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Women's Ice Hockey on the Rise

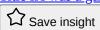
SASS Talk: Olympic cyclist's hellish ride to Paris

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SASS Talk: Olympic cyclist's hellish ride to Paris

Title IX was a game-changer, but women are still fighting for an equal playing field



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Title IX was a game-changer, but women are still fighting for an equal playing field

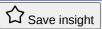
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### New Zealander Rebecca Foulsham's key Paralympics role

SASS Talk: Behind the scenes of the Paris Olympics

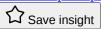
New Zealander Rebecca Foulsham's key Paralympics role



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WomenzSports present's Alice's Soapbox: Ruahei Demant (Rugby 15's)

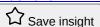


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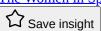
Lydia Ko within reach of golfing greats after staggering career earnings soar



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### Lydia Ko within reach of golfing greats after staggering career earnings soar

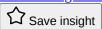
The Women in Sport Podcast - The Rugby League World Cup: A lasting legacy



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Overcoming the obstacles: How New Zealand women have shone at the Olympic Games

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What women want: A wishlist from Kiwi wāhine in sport

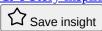
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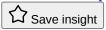




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**CJ's Story Inspiring Inclusion** 

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2023 Women's Sporting Landscape

Who deserves New Zealand's highest sporting honour?

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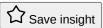
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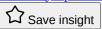
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Paris Olympics 2024: Full New Zealand schedule



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### Paris Olympics 2024: Full New Zealand schedule

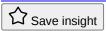
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### Women in Sport Reports, Research and Expertise

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### 5 4 3 2 1 Paris: Eva Morris and Nina Brown

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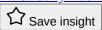
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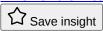
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IWG: Sally Rae - Level playing fields do not exist

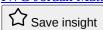
NZ's Female Medal Prospects in Paris



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**NZ's Female Medal Prospects in Paris** 

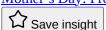
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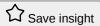
SASS Talk Podcast - Sarah Cowley Ross & Suzanne McFadden - The bounce-back of Squash Queen Joelle King



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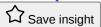
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### The ROI of Women's Sports: A Blueprint for Value Investing

Dalton's special connection to Southland lives on through foundation's gift



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### Dalton's special connection to Southland lives on through foundation's gift

A PERIOD THAT STARTS A CONVERSATION: FEMALE ATHLETES BREAK THE TABOO ON MENSTRUATION IN ELITE SPORT



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