



International Women and Sport Leadership:
 ~A report from the 2006 World Conference on Women and Sport in Japan~

Chris Shelton
Kanae Haneishi

Wednesday, October 11th
 12-12:50pm

OBJECTIVES

- ◆ What are the global issues and concerns from the international women and sport movement?
- ◆ How can Smith Athletics and ESS join with the recommendations from the IWG?

BACKGROUND



English | Français | Español | 日本語

- ◆ 4th World Conference on Women and Sport (4th IWG Conference)
 - ✦ Brighton 1994
 - ✦ Namibia 1998
 - ✦ Montreal 2002

LOUGHBOROUGH STUDY

- ◆ 700 participants from 100 countries
- ◆ "Participation in Change"

Workshops



- ◆ WS1: Marketing Women and Sport in the New Media
- ◆ WS 2: Growing Up Global: Empowering Girls around the World through Sport
- ◆ WS 3: Managing Change and Diversity
- ◆ WS 4: Ethical Issues for Women and Sport
- ◆ WS 5: Changing approaches to health and exercise for older women
- ◆ WS 6: Women in Kumamoto and Sporting Culture
- ◆ WS 7: Sport as a Tool for Peace and Development
- ◆ WS 8: Addressing HIV/AIDS through sport
- ◆ WS 9: Changing the Culture of Leadership in Sport
- ◆ WS10: Creating a Sport Culture of Sexual Harassment and Abuse
- ◆ WS11: Changing the Culture of Physical Education for Girls
- ◆ WS12: Creating a better Kumamoto step by step

Changing the Culture of Leadership in Sport

📖 "To be heard - To be seen" *Birgitta Kervinen*

📖 "Women's participation in Venezuelan Sports Management" *Rosa Lopez de D'Amico*



- ◆ Relationship between women's sport, society, and politics
- ◆ Leadership programs for young women and new leaders
- ◆ Understanding how women can support women for their leadership
- ◆ Building confidence and self-esteem





How can Sport Leaders apply the Kumamoto Recommendations?



- ✍ Participating in leadership programs and providing leadership education to athletes
- ✍ Understanding the relationship between sport, society, and politics
- ✍ Supporting women's leaders; supporting each other

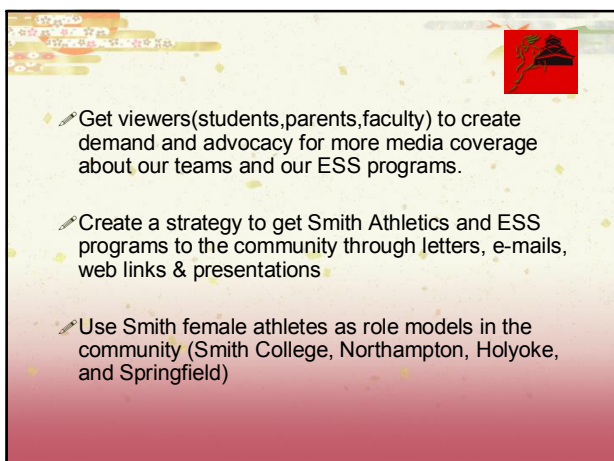


Marketing Women and Sport in the New Media

- ◆ Powerful tool for promoting girl's & women's sports at all levels
- ◆ Varieties of sport marketing media (different stages of development in the world)
- ◆ Create good relationship and partnership with media



How can Sport Leaders apply the Kumamoto Recommendations?



- ✍ Get viewers(students,parents,faculty) to create demand and advocacy for more media coverage about our teams and our ESS programs.
- ✍ Create a strategy to get Smith Athletics and ESS programs to the community through letters, e-mails, web links & presentations
- ✍ Use Smith female athletes as role models in the community (Smith College, Northampton, Holyoke, and Springfield)



Sport as a tool for peace and development

- ◆ The need for building a 'culture of peace' through sport and education "Sport – our common language"
- ◆ Creating a peace and sport network for girls and boys (i.e. Right to Play)
- ◆ Access to the resources, information, and skills (i.e. table tennis for peace)
- ◆ Necessity to empower civil society through sport
- ◆ Long term projects and role models from sport (i.e. Mathari project)

