



# Women in Sport

## Sponsorship Program

The Male Champions of Change Women in Sport Sponsorship Program was established in April 2016 .

The program aims to accelerate more women into leadership positions in sports management through sponsorship of high potential executive level and pipeline talent.

We aim to foster a network of sponsor/sponsee arrangements between Male Champions of Change Sport CEOs and executives and female talent in MCC organisations, to accelerate the advancement of women in – and across – sport.

In 2017 the Male Champions of Change Sport agreed to strengthen and increase the size of the Program by 50%. The Program now includes:

 **18**  
Organisations

 **63**  
Sponsors

 **65**  
Sponsees

 **65**  
Matches

## Male Champions of Change Sport


Sport, as with many other environments, is not an industry shared equally between men and women. Gender inequality remains firmly entrenched, particularly at the leadership and governance level of most organisations, despite the fact that women are significant consumers of and participants in sports across the country.

Given the accessibility of sport and its ability to “talk” to Australians in a different way, the Male Champions of Change Sport are in a unique position to advance gender equality in the industry and more broadly.


The members of the Male Champion of Change Sport group represent diverse experience, have a deep personal commitment to gender equality and have extensive reach in Australian sport in both their organisations and the community. They also represent the key sports (in terms of economic contribution) in the Australian landscape. The group is chaired by Elizabeth Broderick.

## Making it work


How does a successful sponsor/sponsee relationship work?

-  **Sponsees take the lead in setting up regular catch-ups**, in person if possible and at least every 6-8 weeks.


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-  **Do your research before meeting:**
  - Sponsees** – Establish a clear purpose and objectives for the sponsorship arrangement. Research and understand your sponsor’s experience and network.
  - Sponsors** - Review your sponsee’s profile, ask for development feedback or other relevant documents to understand their background and aspirations. Speak with your sponsee’s CEO/Manager to understand their strengths, development needs and potential opportunities for advancement.


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-  **Invest in getting to know each other** by discussing your own professional & personal history, experience and aspirations.


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-  **Buy in to mutual learning/development** - Sponsors and sponsees should think about what you want to learn and work on – sponsees can help sponsors too!


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-  **Sponsors actively look out for opportunities** to assist sponsees, whether that be by making an introduction or inviting them to an event or occasion that provides a genuine development opportunity. The right opportunities will depend on the sponsees aspirations, interests and development needs.

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-  **Seek feedback** from both your own sponsee/sponsor and others participating in the program about what’s working and ideas for improvement.

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-  **Make the most of this opportunity.** Be respectful of the time your sponsor/ sponsee has committed to this program and ensure the arrangement is constructive, positive and beneficial.

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## Is it sponsoring or mentoring?

Matches are made across sporting organisations, so they will naturally involve both sponsoring and mentoring elements.

**Sponsorship, wherever possible, is the main game.** Looking for opportunities to actively support sponsees by providing introductions, offering networking and career development opportunities, as well as professional advice and guidance.

Sponsorship	Mentorship
Actively promoting, connecting, advocating and enhancing the opportunities for Talent, specifically to accelerate their careers.	Providing informal support and guidance. Depending on need, this could be advisory support, role modelling, providing a sounding board and suggestions for improvement.
<b>"Come with me to this meeting"</b> Sponsors make room for us to shine. They bring us along with them. They put us in situations designed to stretch our skills and help us grow. When we do well, it makes us look good, and it makes them look good too.	<b>"Let's have a lunch together"</b> Mentors make time for us. They share personal, caring suggestions and reflections and give us ideas that we can discuss with them. When we do well, it makes them happy to see us succeed.
<b>Makes an investment</b> A sponsor might say, "What do I need to do to make this happen for you?"	<b>Makes time</b> A mentor might say "Call me any time. What would you like to talk about?"
<b>Offers you opportunities</b> A sponsor might say, "I have an opportunity lined up for you that I think will be a useful change from what you've been doing."	<b>Offers you perspective</b> A mentor might say, "Have you considered exploring a different kind of path?"

“ With sport - especially in this country - we have a massive opportunity to lead the way in building a more inclusive and gender equal Australia.”

Elizabeth Broderick - Founder, Male Champions of Change

## CASE STUDY

### BASKETBALL AUSTRALIA

### TENNIS AUSTRALIA

## Accelerating the advancement of women in sports leadership

A Sponsorship Program developed by the Male Champions of Change Sport is working to accelerate the advancement of 60+ high-potential women in the sector.

Established in 2016, the program was extended in 2017 to encompass 100+ people including the sponsees, and their sponsors – a list of CEOs, Chairs, Directors and Executives that reads like a who's-who of sports management in Australia.

The program has already been successful in opening minds – and doors – to increase career pathways for women in sport.

Renee Narcis runs events and junior competitions for Basketball Australia as the Australian Junior Championships Manager. In April 2016, she was matched with Tom Larner, Director of Events and Facilities at Tennis Australia as part of the 2016 MCC Women in Sport Sponsorship program.

Tom is responsible for all major Tennis Australia events including the Australian Open and is also overseeing the redevelopment of the Olympic Park Precinct in Melbourne.

Renee spent two days shadowing Tom during the 2017 Australian Open, which included exposure to everything from high-level security briefings, player management strategies, and operational briefings.

Tom also hosted Renee at the Newcombe Medal Awards and organised for her to go behind the scenes at the Hopman Cup in Perth while she was there on holidays.

According to Renee: "Tennis Australia is recognised as a world-leader in sports events management. With Tom's help I have learned so much from their absolute professionalism, marketing expertise and player and fan engagement strategies. It's knowledge that I have applied directly to my role at Basketball Australia.

"It's also opened my eyes to the range of roles available in the sector and local and international career pathways for me, which are more extensive than I thought." Renee says her tips for a great sponsor / sponsee relationship are inspired by the enthusiasm and genuine interest Tom has shown in her career development.

"Take the time to get to know each other. Learn about each other's career pathways. Don't be afraid to ask questions so it's clear what you want to get out of the arrangement.

And for sponsors, Renee says Tom's approach is an excellent model:

"Be proactive. Get involved. Show genuine interest. Provide experiences and opportunities that might otherwise be unattainable. Make connections."

From the sponsor's perspective, Tom says: "The Program has been a rewarding experience for both of us. Renee has grasped the opportunity, shown a real desire to learn and to apply what she has learnt in her role at Basketball Australia. It's been a privilege to expose Renee to what we do, broaden her networks, and provide opportunities which really make a difference."



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