

## MEDIA RELEASE

# BUILDING AUSTRALIA AS A GLOBAL POWERHOUSE FOR WOMEN IN SPORT

### EMBARGOED UNTIL: SATURDAY 7 MARCH 2020

A new vision for gender equality in sport and comprehensive, national scorecard tracking progress will be released at an International Women’s Day Forum being held at the MCG this Sunday prior to the T20 Women’s World Cup final.

The CEOs of Australia’s major professional and participation sports have developed the approach towards the vision of “No Boundaries for Women and Girls in Sport” by 2025.

In a world-first, members of [Male Champions of Change \(MCC\) Sport](#) have worked with McKinsey & Company to develop and report against five key focus areas and more than 20 measures identified as critical in driving progress on gender equality including pay equality in sport. The MCC Sport “*Pathway to Gender Equality in Sport including Pay Equality*” is the first time globally that sector leaders have united to agree and report on a consistent set of measures and assessment criteria towards these goals. The approach will be profiled globally as part of MCC Sport’s commitment to join UN Women’s “Sport for Generation Equality” initiative, which brings together members of the sport eco-system from around the world to drive gender equality in and through sport.

Collective results across the 18 members of MCC Sport include:

<b>1. Leadership</b>
<ul style="list-style-type: none"> <li>40.7% of employees are women (up from 39.6% in 2018)</li> <li>35.6% of Board Directors are women (up from 31.8% in 2018)</li> <li>38.2% of key leadership positions such as CEO and CFO (up from 33.3% in 2018)</li> <li>17.1% of coaches at elite level are women</li> <li>35.8% of high performance staff at elite level are women</li> <li>32.4% of officials at elite level are women</li> <li>64.7% have a diversity and inclusion policy and action plan</li> <li>94.1% have implemented flexible working policies</li> </ul>
<b>2. Participation</b>
<ul style="list-style-type: none"> <li>47% of registered participants at grassroots level are women</li> <li>36% of registered athletes at elite level are women</li> <li>Women have 87.7% the playing opportunities compared to their male counterparts</li> <li>73.2% of total facilities accommodate women’s participation needs such as access to change room facilities</li> </ul>
<b>3. Pathways</b>
<ul style="list-style-type: none"> <li>39% of total funded development pathway opportunities are for female athletes</li> <li>35.4% of investment in development pathways are allocated to female athletes</li> <li>19.9% of promotion and public appearance opportunities are allocated to female athletes</li> </ul>
<b>4. Investment</b>
<ul style="list-style-type: none"> <li>22.8% of promotional/marketing spend is dedicated to women in sport/women's competition</li> <li>49.4% of budget is dedicated to building women in sport at elite level</li> <li>87.5% provide equal access to extended resources, e.g. doctors, physios and equipment, for elite female athletes</li> <li>81.3% have an equal travel/ accommodation policy across genders</li> </ul>
<b>5. Practical actions towards pay equality</b>
<ul style="list-style-type: none"> <li>93.3% have defined, measured and published the gender pay gap data for elite athletes</li> <li>43.8% have achieved equity in prize money for elite athletes/ teams</li> </ul>

The Australian Women in Sport Advisory Group (AWISAG), convened by business leader and philanthropist Susan Alberti AC and chaired by Professor Clare Hanlon from Victorian University, will also officially launch its “National Roadmap for Women and Girls in Sport” at the forum. Members of MCC Sport are supporting its ‘No boundaries’ vision and will contribute to achieving the strategic priorities outlined in the plan.

**For more information or to organise an interview with:**

- Elizabeth Broderick, Founder of Male Champions of Change and Convenor of MCC Sport
- Susan Alberti, AC – Business leader and philanthropist
- Kate Jenkins, Australian Sex Discrimination Commissioner
- Patty Kinnersly, CEO of Our Watch
- Professor Clare Hanlon, Susan Alberti Women in Sport Chair, Victoria University and Chair of the [AWISAG](#)
- Sarah Walsh, Head of Game Development at FFA, former Matilda and media commentator
- Or members of [Male Champions of Change Sport](#)

**Please contact: Julie Bissinella, Communications Director and Program Director MCC Sport on: 0478 199 791**

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**Comments from gender equality leaders**

**Elizabeth Broderick AO – Founder of Male Champions of Change Sport, and Convenor of MCC Sport**

“It’s an extraordinary time for women in sport in Australia, and this report demonstrates that our sports leaders are committed to robust systems and strategies to build on this success AND ensure it is sustainable.”

“The Pathway to Gender Equality in Sport including Pay Equality provides a granular view of the current state of gender equality in our major sports and highlights where focused action is required.”

“The report shows we need to get more women in leadership in sport, especially in coaching and high performance roles. At the same time, we need to build participation, pathways and investment particularly in those traditionally male-dominated sports where women are only just getting opportunities to compete at an elite level.”

“And while a number of Australian sports have led the way globally on pay equity for elite women athletes, there is a clear opportunity for the entire sports ecosystem to get behind the drive for equal pay.”

“Gender equality and pay equality in sport won’t happen through good intention or token efforts. When you invest in and develop women and girls equally with men, the market expands, the whole sport lifts and success follows.”

**Susan Alberti AC - Business Leader, Philanthropist and Convenor of the Australian Women in Sport Advisory Group**

“I so often still see sports organisations at grass roots, state and national level really struggling to envisage what true equality looks like and how to get there.”

“Through our National Roadmap: “No boundaries for women and girls in sport”, we’ve set out a shared vision, a business case developed by PwC and set of actions that can be used by sporting organisations at local, national and international level to help us drive change.”

“Working with these industry leaders, we now have a comprehensive blueprint for gender equality that the entire sector can customise to their specific needs.”

**Kate Jenkins, Australian Sex Discrimination Commissioner**

“Collaborative industry action, backed by sustained leadership, is one of the most effective ways to accelerate gender equality. And in Australia, sport can influence and change culture like nothing else. The actions of our sport sector leaders will not only improve the opportunities for women and girls in sport, but also advance progress towards the broader goal of gender equality for our country and the globe.”

**Janelle Weissman, Executive Director, UN Women Australia**

"Around the world, sport can act as a common language, bringing people together across culture, language or other barriers to work towards a common goal and strengthen communication, leadership and other life skills. Sport can also offer safe spaces to combat gender stereotypes and unlock opportunities for women and girls to participate freely and fully in any sport they choose, from the grassroots to elite levels. The work Male Champions of Change Sport is doing in Australia aligns with UN Women's global Sport for Generation Equality in many ways, by promoting women's leadership in sports governance, closing the gap in investment in women's sport and promoting women's equal representation and participation. The comprehensive national scorecard is an outstanding model and will no doubt make meaningful change by setting standards, building accountability and as we all make progress, celebrating success."

**About Male Champions of Change Sport**

Male Champions of Change (MCC) Sport was established in May 2015. Members lead organisations that have incredible reach and influence in Australian society and internationally. The group includes representatives from every major national sporting organisation in the country and some of Australia's largest and most successful sporting clubs. Members work within and across their organisations to advance gender equality. The group's priorities include advancing women in leadership; creating respectful and inclusive sporting cultures; and pay equality

Major Sporting Organisations	Major Sporting Clubs
Raelene Castle (Special Advisor) – CEO, Rugby Australia Robert Dalton, Acting CEO, Sport Australia Marne Fechner (Special Advisor) – CEO, Netball Australia Todd Greenberg – CEO, National Rugby League James Johnson – CEO, Football Federation Australia Kate Palmer AM (Special Advisor) – Non-Executive Director Stephen Pitt – CEO, Golf Australia Jerril Rechter (Special Advisor) – CEO, Basketball Australia Kevin Roberts – CEO, Cricket Australia Ian Robson – CEO, Rowing Australia Leigh Russell (Special Advisor) – CEO, Swimming Australia Giles Thompson – CEO, Racing Victoria Craig Tiley – CEO, Tennis Australia	Mark Anderson – CEO, Collingwood Football Club Ameet Bains – CEO, Western Bulldogs Football Club Brian Cook – CEO, Geelong Football Club Matt Finnis – CEO, St Kilda Football Club Brendon Gale – CEO, Richmond Football Club Cain Liddle – CEO, Carlton Football Club
Convenor – Elizabeth Broderick AO, Founder of Male Champions of Change	

**About the Australian Women in Sport Advisory Group**

The Australian Women in Sport Advisory Group (AWISAG) was established in 2019 to strengthen industry collaboration and organisational commitment to achieving gender equality for women and girls in sport in Australia. The group has developed "No Boundaries – A National Strategy for Women and Girls in Sport". Business leader and philanthropist Susan Alberti AO funded the establishment of the group which is chaired by Professor Clare Hanlon from Victoria University. The group includes then CEO of Sport Australia Kate Palmer AM; leading sport administrator and CEO of Collingwood Football Club, Mark Anderson; PwC CEO Luke Sayers AM; Westpac Director and former Chairman of KPMG, Peter Nash; and Male Champions of Change Sport Program Director, Julie Bissinella.