

Women in sport leadership: an international conversation.



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Women on national sport boards 2009-2011

Country	<u>Number of National Sport Orgs</u>	<u>Number of Women Board Directors</u>	<u>Total Number of Board Directors</u>	Percentage of women Board Directors
<u>Australia</u>	55	89	400	22.25%
<u>Canada</u>	58	148	607	24.38%
<u>England</u>	46	103	543	18.97%
<u>New Zealand</u>	51	97	355	27.32%
<u>Norway</u>	51	148	376	39.36%
<u>United States</u>	36	121	498	24.3%

From conversational to corporate sexism



- 1950s NZ



- 1980s: Gendered neo-liberal reforms (Ball 2004)

A perfect storm



And so to the 2000's



- Habitual/conversational sexism still rife
- The unmentionable 'ism'



Executive board membership by gender of national organisations (2012)

	Women on NZ board	Men on NZ board	Women on USA board	Men on USA board
Track and field	1	6	9	9
Bike	1	6	1	18
Triathlon	0	6	1	12
Equestrian	3	6	25	26

Strategies for increasing women's representation



- IOC 1995 – 2005 target of 20% women on Olympic sports boards
- 2010 NZOC Women in Governance pilot
- NZ 'Market share' 25% Group
- NZ Stock Exchange (NZX) mandatory reporting
- UK 20% push (Singh et al., 2008)



Critiques



- **NZ women in governance**
 - Add women and stir (Hall, 2002 and many others!)
 - Fix the women (Ely & Meyerson, 2000; Shaw & Frisby, 2006)
- **25% Group & NZX reporting**
 - Danger of stereotyping (Oakley, 2000)
 - Focus on 'hot topic'
 - Organisational coercion (Fink, Pastore & Reimer, 2001)

Strategies for change: Critical Management Studies



- **Organisational reflection**

- Alvesson & Deetz (1999)



- **Cultural awareness and critique**

- Meyerson & Kolb (2000); Ely & Meyerson (2000)

Small changes -



- Not ‘what can women do’ but ‘what do they bring?’;
 - Singh et al. (2008)
- Organisations making small changes
 - Shaw & Allen (2008); Leberman and Shaw (2012)
- Thinking locally and long term.

Working to a positive future



- Recognise the will for change
- Framing development
- Beware tokenism!
- Collective organisational responsibility

