Women in sport leadership: an international conversation.

SALLY SHAW, UNIVERSITY OF OTAGO

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Women on national sport boards 2009-2011

Country	<u>Number of</u> <u>National</u> <u>Sport Orgs</u>	Number of Women Board Directors	<u>Total</u> <u>Number of</u> <u>Board</u> <u>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</u> Zealand	51	97	355	27.32%
Norway	51	148	376	39.36%
<u>United</u> <u>States</u>	36	121	498	24.3%

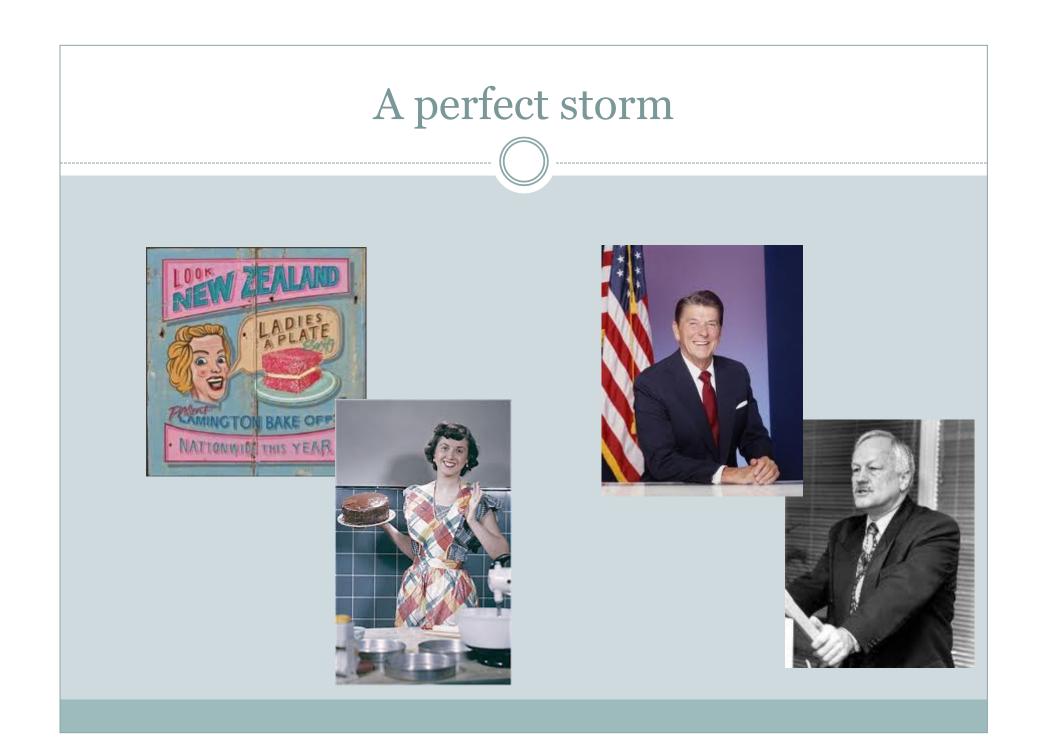
The Sydney Scoreboard: www.sydneyscoreboard.com

From conversational to corporate sexism

• 1950s NZ



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



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)

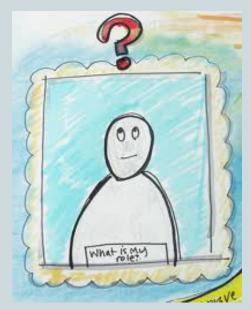
25% Group & NZX reporting

- Danger of stereotyping (Oakley, 2000)
- Focus on 'hot topic'
- Organisational coercion (Fink, Pastore & Reimer, 2001)

Strategies for change: Critical Management Studies

Organisational reflection

o 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



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