

WOMEN'S
SPORT TRUST

#BeAGameChanger Awards
2017

Photo credit: James Cannon



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Welcome

Welcome to the the third edition of our #BeAGameChanger Awards. We've seen some fantastic people, projects and associations recognised, so we must take a moment to thank Microsoft for their incredibly generous support in making this event happen.

About us:

Women's Sport Trust (WST) raises the visibility and increases the impact of women's sport through the promotion of role models, increasing media coverage and improving funding. We are a leading UK charity focused on using the power of sport to accelerate gender equality.

From the outset, we have worked closely with athletes to help them maximise their potential to challenge stereotypes and raise aspirations about what women and girls are capable of in sport – and by association in education, business and beyond.

WST has proven to be an effective catalyst in terms of events, campaigns, projects, and relationships. We are keen to fully realise our potential by working with partners and sponsors to effect change.

For the people and organisations, we are already reaching, there is evidence that we are having a significant and positive impact. Supported by the right partners we will continue to extend our reach and grow larger and more diverse audiences for women's sport.



“WST have been ground-breaking in pushing women’s sport into new and exciting territory. They have led the charge and are an absolute inspiration to me and many others.”

Kate Richardson-Walsh OBE,
Gold Medal winning hockey captain.

“WST are doers, and I love that. Each event or new initiative has been fused with fun, dynamism, having a giggle. At the #BeAGameChanger awards I sat and marvelled at a room packed with sporting celebrities and industry bosses, genuinely enjoying a night celebrating women’s sport.”

Anna Kessel MBE, Guardian journalist and
author of “Eat Sweat Play”

“The WST are powerful advocates for change.”

Tanni Grey-Thompson DBE

“We were blown away. I tend to go to a fair amount of industry bashes and this was by far the most inspiring and most fun I’ve had. It is also a big reason why our sports group has decided to become more actively involved in women’s sport.”

Julian Moore, Pinsent Masons

Our projects

ATHLETE INFLUENCERS

WST brings elite athletes together, in person and online. We help forge powerful networks with the capacity to significantly impact on the development of sport. We run events, create platforms, provide media links, comment on policy, signpost jobs and offer development opportunities. The #AthleteInfluencers campaign is based on the belief that we need more elite female athletes woven into every level of sport.

CHANGING THE VISUAL LANDSCAPE OF WOMEN'S SPORT

Getty Images are partnering with Women's Sport Trust to increase the visibility of female athletes and women's sports, whilst also challenging the way they are portrayed in imagery. Activities include new creative and editorial collections focusing on women's sport, a paid internship and establishment of new visual guidelines for the industry.

#ONSIDE

WST's #Onside campaign is aimed at highlighting the men and boys who are already supporting women's sport, with a view to encouraging others to do likewise. We will partner with leading sportspeople, teams, brands and media influencers to send a message that great sport is great sport.

THE MIXED ZONE

Edited by legendary sports journalist Sue Mott, The Mixed Zone is our women's sport online magazine. Honest, heartfelt, funny and raw – it is where athletes and journalists meet to tell the stories of women's sport as they have never been told before.

STANDALONE EVENTS AND ATHLETE APPEARANCES

WST blends leadership and inclusion expertise with compelling elite athlete voices to deliver in-house and client events with genuine impact. These sessions provide brands with an opportunity to demonstrate that they are serious about inclusion, serious about the talent in their organisations and serious about reaching diverse markets.

FOLLOW US:

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FINALISTS

Inspiring Initiative – Local

A local / grassroots project, campaign or enterprise that proved how irresistible women’s sport is. This initiative inspired others to value, participate in, watch and support women’s sport.

ME TIME



The Me Time women-only programme was established to address high levels of inactivity among women in Luton, particularly from black, Asian and minority ethnic (BAME) communities.

MINERVA MIDWEEK SCULLING



People typically think of rowing as a sport for posh young men. Minerva has turned that perception on its head in Bath by starting up a programme of teaching sculling on weekday mornings with no age bar. The courses have been promoted with images of older women, and at less traditional places such as WI meetings.

THIS MUM RUNS



Mum of two, Mel Bound, put a desperate shout out on Facebook to find a running buddy. With two kids under 5, a busy job and long commute, any hope of time to herself, let alone to exercise, seemed lost. From that initial Facebook post, a successful business and huge online community has been created.

FINALISTS

Inspiring Initiative – National

A national initiative that had a significant impact on progressing women's sport in the UK. This major project imaginatively showed how to realise the potential and increase the appeal of women's sport.

TEAM UP



The England and Wales Cricket Board (ECB), England Hockey and England Netball launched TeamUp in 2016 as a three-year campaign to maximise the legacy of three home World Cups and build a fan base for women's team sports.

YOUTH SPORTS TRUST - GIRLS ACTIVE



The Youth Sport Trust has been raising the bar for schools' PE and sports activities for two decades. The hugely successful Girls Active initiative recognises that girls' needs differ and change as they mature and that girls themselves are uniquely positioned to 'sell' PE and sport to other girls.

SSE DADS AND DAUGHTERS



Based on key insight that only 50% of dads encourage their daughters to play football, SSE created a series of mini-documentaries that celebrated fathers that have played a major part in their daughters' playing careers.

FINALISTS

Sponsor Partnership of the Year

A partnership between sport and business that has resulted in the most exciting current sponsorship in women's sport. This Award recognises the vital role of sponsorship in raising the profile of women's sport.

RACHEL ATHERTON / BRITISH DOWNHILL SERIES



In a bid to make a positive impact to the future of her sport, Downhill Mountain Biking World Champion, Rachel Atherton, is sponsoring the Junior Women's category at the HSBC National Championships.

THE SSE WOMEN'S FA CUP



Football is our game and #SSEGirlsUnited is our name! This call to action drove SSE's second year as the Women's FA Cup title sponsor. It inspired girls to start kicking a ball by showcasing the incredible benefits football has for girls and their families.

VITALITY – TOGETHER, CHANGING SPORT FOR GOOD



Vitality believes in the power of sport to help inspire people to live a healthy life, which is why they partner with leading sports figures, teams and events; and sponsor a range of women's sport including netball, football and rugby.

FINALISTS

National Governing Body of the Year

The National Governing Body (NGB) that has demonstrated innovation and commitment to women's sport with a clear impact on participation, engagement and profile. This NGB operates as a role model organisation.

ENGLAND ATHLETICS



England Athletics is supporting women and girls at all stages of their running and athletics journey through a series of high profile initiatives.

ENGLAND NETBALL



Sport England's latest Active People Survey reported 180,200 people regularly participating in netball, the highest ever, a 16% growth on last year. This is mirrored in membership, which exceeded 100,000 for the first time.

BRITISH TRIATHLON



British Triathlon has launched a wide range of initiatives to attract more women and girls into triathlon, and as a result the perception of triathlon is changing. British Triathlon now celebrate 50:50 male:female split for the GO TRI entry level product and 31% of triathlon coaches are female.

THE QUESTION OF INTERSECTIONALITY IN WOMEN'S SPORT

'There is no such thing as a single issue struggle because we do not live single issue lives'

Audre Lorde was a writer, feminist, womanist, and civil rights activist

Sport has the power to hold a lens up to some of the biggest challenges in the world. It also has the potential to have a positive transformative affect on society. Sport showcases brilliant female athlete role models and highlights their compelling life stories. Kadeena Cox, Sarah Storey, Ruqsana Begum, Kate Richardson-Walsh and Jessica Ennis-Hill are all unequivocally phenomenal female athletes. Despite their evident successes, each of these athletes will still have experienced discrimination – both knowingly and unknowingly – based on aspects of their identity. This could have taken the form of sexism, racism, xenophobia, homophobia and disablism – or a mixture of any of the above.

In 1989 American Professor Kimberlé Crenshaw coined the term Intersectionality – it is used to describe how different forms of discrimination can interact and overlap. It captures the idea that individuals may experience multiple forms of prejudice at the same time. So I as a black woman (of mixed heritage) experience both racism and sexism – I am not black one day and a woman another. These aspects of my identity are interconnected and cannot be examined separately from one another. Although the term intersectionality was originally used to describe how race and gender could intersect as forms of oppression, intersectionality has broadened to encompass a number of other characteristics – sexual orientation, nationality, ethnicity, religion and disability.

Intersectionality is important to consider as a part of understanding issues of diversity and inclusion within women's sport. It provides a vital insight into where and how exclusion can be challenged, as well as identifying real opportunities for meaningful access to sport. For example, we can use intersectionality to better comprehend the experience of the nine year old black girl who happens to have a disability, be from a low socio-economic background and loves football. If we want her to be able to access the sport she loves, we need to gain a more sophisticated understanding of the barriers she faces and how they intersect.

Intersectionality and sport

By the age of 14, girls drop out of sport at twice the rate of boys. Research from Women in Sport emphasises factors that include social stigma, lack of access, safety and lack of positive role models. Barriers to participation for young women are heightened when gender intersects with race, low economic status and/or disability, with dress-code, poor or culturally inappropriate coaching,

non-segregated activities, lack of specialist equipment, prejudice, lack of user group consultation and non-inclusive practices.

We know that sports are ambitious to be inclusive – but greater rigour is required to understand the complex and overlapping obstacles being experienced by target audiences. For example, analysis from Sporting Equals showed that in the adult population Asian and Black females have the lowest participation rates (34.3% 33.9% respectively), compared to White British females 40.8%. Broken down by gender and religion Muslim Females have the lowest participation rates (25.1%) compared to those who have no religion (51.8%). Only by understanding the intersections between aspects of identity such as faith, gender, ethnicity and culture will we be able to generate strategies that genuinely lead to broader participation in sport.

We need to recognise that all women are not the same, one size does not fit all and that women's identities are neither singular nor fixed. A single-issue lens will never create a lasting solution for complex issues of exclusion. In order to challenge and tackle a problem we need to be able to define it and the term intersectionality provides a language for us to do this.

Playing our part

As we marvel and celebrate the powerful role models at these prestigious awards let's think about how we can make our individual and collective efforts count in the advancement of women's sport. And let's make sure we do this in a truly inclusive way that is informed by a deeper understanding of intersectionality. With any good inclusion work it's about naming it, understanding and acting. Get talking about it! – find out more about intersectionality and the reality of how this affects you and your organisation. A good starting point would be to raise intersectionality at board level as part of a review of your Equality and Diversity policy.

Sport at its best is when it's inclusive of all types of women. Most of us are marginalized in some ways and privileged in others. My call to action is that we are open to understanding intersectionality so that sport can truly be transformational and empowering for all women.



Michelle Moore

Diversity and Inclusion Advisor - The Women's Sport Trust



“THIS IS THE ONLY CAMERA YOU WILL NEED TO SHOOT A JOB LIKE THIS”

SAMO VIDIC, CANON EXPLORER

It's midnight in Munich and you're making your way to the Eisbach Bridge.

A group of people are gathered, transfixed, looking over the bridge. You approach and suddenly there they are, surfers, riding a wave on the river, blasting out from under the bridge.

As a professional photographer, when it comes to moments like these, you can't afford to leave anything to chance. You need the new Canon EOS-ID X Mark II to perfectly capture the action in this low light.

The Canon EOS-ID X Mark II's 20.2 MP CMOS sensor with high exposure latitude clearly captures each surfer on the wave using the glow of the city streetlights, allowing you to tell your story through stunning images.

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FINALISTS

Imagery of the Year

The photographs, film or visual campaign that brilliantly represents women/girls in sport. These images show what women are capable of and help to challenge limiting stereotypes. *Sponsored by Canon.*

1000 LONDONERS



This ongoing series celebrates the diversity of London through 3 minute films about 1000 different people living in London.

WINNERS - BBC WORLD SERVICE



An inspiring set of six films covering women's sports stories from around the world for International Women's Day 2016.

RED.FIT BODYFORM



Sanitary product brand Bodyform has been lauded for its new advert showing sportswomen playing through their periods.

FINALISTS

Photographer/Filmmaker of the Year

The photographer or filmmaker who brilliantly represents women/girls in sport. These images show what women are capable of and help to challenge limiting stereotypes. *Sponsored by Canon.*

KATRINA BROWN



Katrina Brown is a part-time filmmaker (and part-time social scientist). She has been nominated for her film *Womanup*, a short film about Elidh, who overcame her fear of being judged, to take up mountainbiking.

LYNNE CAMERON



Lynne Cameron has been something of a trailblazer, as one of the very few female sports photographers working in a male dominated industry. She was amongst the first to recognise and publicly acknowledge the need for more women's sports photographers to be photographing sporting women.

HANNAH BAILEY



Hannah Bailey has paved the way for women working in a male dominated industry as well as creating coverage opportunities for female action sports athletes. The focus of her work has been to encourage female participation and encourage representation of female action sports athletes in the media.



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IMAGE BY ALEX LIVESEY

FINALISTS

Media Initiative of the Year

The media initiative that raised the bar for the coverage of women's sport and helped to prove its value as a media proposition. This initiative positions women's sport as unmissable, compelling and full of interest.

RED ROSES - ENGLAND WOMEN'S RUGBY

In October 2016 England Rugby unveiled the new look for the England Women's team: the Red Roses. Designed to raise the profile of the team and create an identity to unite supporters, the England Women's team have adopted the brand in a significant year which culminates in this summer's Women's Rugby World Cup.



SKY SPORTS WOMEN'S CRICKET COVERAGE

'England Women on Tour' was a one hour behind-the-scenes programme which gained exclusive unprecedented access to the England dressing room, whilst they toured Jamaica and Sri Lanka. The programme was shown during the Christmas period and was promoted far and wide via social media and relevant websites.



VOXWOMEN

Voxwomen is a channel dedicated to covering women's pro cycling. It was set up with the aim of giving the elite women's peloton, teams and events a platform for global coverage and to support the development of women's cycling.



FINALISTS

Media Individual of the Year

The individual journalist responsible for the most compelling coverage of women's sport during the last 12 months. The quality of their journalism has helped to raise the profile and credibility of women's sport in the UK.

SHELLEY ALEXANDER

Shelley Alexander is the editorial lead for women's sport at the BBC. Shelley has been instrumental in developing 'Women's Sport Week' on the BBC and has long been a champion of increased women's sports coverage. She works tirelessly to promote women and emerging talent involved in all areas of the sports media.



BENNY BONSU

Benny Bonsu is a sports presenter passionate about basketball and empowering girls in sport. With a background in education, Benny is an NBA Broadcaster, writer and producer currently working at BT Sport.



ANNA EDWARDS

Anna Edwards has been hosting Sky Sportswomen since the autumn of 2013 and during that time she has welcomed a wide range of sportswomen into the studio, conducted interesting and groundbreaking debates and covered topics that are rarely discussed.



ELEANOR OLDROYD

Eleanor Oldroyd has been outspoken about the lack of women in the industry citing that there are still not enough women in front of the camera or behind the microphone. And though the overt sexism and prejudice of the past is largely gone, she says female presenters face a new battle of twitter and social media trolling.





Creating a level playing field

At Pinsent Masons we believe that a better gender balance in our partnership and senior leadership team means a better firm, for our clients and our people.

Through initiatives such as more transparent and structured talent management, agile working, parental support and inclusive behaviour training we're tackling the obstacles that have traditionally held women back, creating a working environment where everyone has the opportunity to reach their full potential.

Our latest partner promotions raised the proportion of women in the partnership to 25% a year ahead of target so we're upping our game further.

To find out more about Pinsent Masons visit
pinsentmasons.com

FINALISTS

Ambassador of Women's Sport

A game-changing decision maker/influencer who has achieved real, significant change for women's sport. An inspiring individual who has improved the way women's sport works. *Sponsored by Pinsent Masons.*

RIMLA AKHTAR MBE

Rimla Akhtar has been inspiring and achieving change for over a decade, particularly with respect to gender equality and intersectionality issues. She is an FA Councillor who works across sport to drive wider representation. She is Chair of the MWSF.



ANDY CAIRNS

As the head of Sky Sports News HQ, Andy Cairns has championed diversity and gender equality both on-air and in the newsroom. Passionate that women's sport achieves a greater parity on screen, Andy is also a huge advocate and supporter of Sky's 'Sportswomen'.



CLARE CONNOR OBE

Clare Connor is a former Ashes winning captain, but it is her incredible impact off the field in her role as ECB's Director of England Women's Cricket that is providing the driving force behind a generation of change for women's cricket in England and around the world.



KELLY SIMMONS MBE

Kelly Simmons oversees women's football and FA policy nationwide and has been a driving force behind the growth and participation in the women's game. Testament to Simmons' success in developing the game was the 2015 SSE Women's FA Cup final at Wembley Stadium, which attracted a record crowd of 30,710.



FINALISTS

Sporting Role Model – Individual

An elite athlete who has used their influence to raise the visibility and increase the impact of women's sport. More people value, participate and watch women's sport because of them. *Sponsored by Pinsent Masons.*

ALEX DANSON MBE

An Olympic Gold Medalist, Alex Danson has gone above and beyond to promote women's sport (hockey in particular) to a wide variety of people including: school children, sports clubs, the media as well as the general public.



DAME SARAH STOREY

Dame Sarah Storey is arguably the most versatile British athlete in the history of the Paralympics and the most successful in the modern era. She not only campaigns for para-cycling but works across all para-sports and recently launched a new cycling club to encourage all ages to participate.



RUQSANA BEGUM

Ruqsana Begum is a Muay-Thai athlete and inspirational role model. She won her first World title in April 2016 and is now the World Kickboxing Association 48kg champion. Ruqsana is proactively promoting her sport undertaking many media roles and sharing her inspirational story of success.



FINALISTS

Sporting Role Model – Team

An elite team who has used their influence to raise the visibility and increase the impact of women's sport. More people value, participate and watch women's sport because of them. *Sponsored by Pinsent Masons.*

GB WOMEN'S HOCKEY TEAM



Who will ever forget that extraordinary Friday night in August 2016, when GB women's hockey team won Olympic Gold in Rio. The impact of this win, coupled with the team's school and club visits and media activity, has seen participation increase in the men's and women's games for all ages across the country.

GB DEAF WOMEN'S FOOTBALL SQUAD



December 2015, the women's squad were told they couldn't attend the Deaf World Cup 2016 due to no funds. One player set out on a mission to raise £10,000 in 30 days to send the squad.

YORKSHIRE ROWS



Yorkshire Rows is a team of four formidable mums from Yorkshire who are the first women to row across the North Sea and who also hold a world record for being the oldest women's crew to row across the Atlantic.

Meet the expert panel



Guin Batten works for the Youth Sport Trust heading up their innovation projects.

Emma Boggis is Chief Executive of the Sport and Recreation Alliance, a role she took up in September 2014.

Paula Lender-Swain is a business professional with 25 years' experience in the high tech sector specialising in Product Marketing.



Andy Reed OBE is the Director of Sajelmpact, Director of The Sports Think Tank and Loughborough University Institute for Sport Business.

Susie Rodgers MBE is a Paralympic Gold medallist and a multiple European and British record holder in swimming medalist.

Sarah Shephard spent 10 years at Sport magazine where she worked her way up from Staff Writer to Senior Writer and eventually Features Editor in 2013.



Lisa O'Keefe is the Director of Insight at Sport England. She joined Sport England's south east office in 2000, having started her career in the Financial Sector.

Annamarie Phelps CBE is currently the Chairman of British Rowing, Vice-Chair and Trustee of the British Paralympic Association and Board Director of the BOA.

Donna Fraser is UK Athletics Equality, Diversity & Engagement Lead and is on the organising committee of the 2017 World Athletics Championships in London.

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Travers Smith is committed to creating a level playing field and a workplace where everyone can thrive and achieve their full potential.

We are delighted to sponsor the #BeAGameChanger Awards and support the work of the Women's Sport Trust.

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Chrissie Wellington OBE








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