



# Overview

## Info pack

## About us

by Women's Sport Trust

Founded in 2012, 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.

WST creates opportunities to engage decision makers with the capacity to reshape a more inclusive sporting landscape.

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 but there remains a clear opportunity to amplify what we do.

We are keen to fully realise our potential by working with partners and sponsors to effect change. Last year was pivotal for WST with the delivery of core activities such as the influential annual BeAGameChanger Awards and the development of innovative partnerships, including a landmark collaboration with Getty Images.

Our partnership with Getty is an example of the action-orientated, high impact, innovative collaborations that WST has become known for, and demonstrates how we can stimulate behaviour change at a national and international level.

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.



### Our focus

- We change the conversation
- We amplify, connect & stimulate
- We take action



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# Contents



## Current platforms & campaigns

1. **#BeAGameChanger Awards**
2. **Media**  
**The Mixed Zone** is our online women's sport magazine  
**'Giving 100 percent'** is a film series in partnership with Virgin Money Giving
3. **Imagery** and our work with Getty Images
4. **Athlete Influencers** – bringing together elite athletes to influence the sporting landscape.
5. **'Onside'** - our men and boys' campaign
6. **Blue Plaque Rebellion** – our campaign to recognise sportswomen from history
7. **Events** - Standalone and athlete appearances
8. **Influencing** - Policy and the Media

## Stakeholder view

"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**

"WST is an indefatigable powerhouse who have invaded every area of women's sport, in a good way, to make it more functional, better funded, more visible. Their energy and will power is astonishing. They have made a difference."

**Sue Mott, Sports journalist**

"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**

## CURRENT PLATFORM &amp; CAMPAIGN:

# #BeAGameChanger Awards

The BeAGameChanger Awards recognise those individuals and organisations doing the most to advance women's sport and uses their example to inspire action from others.

In only its second-year public votes cast grew from 25,000 in 2015 to 70,800 in 2016. On both awards nights, the #BeAGameChanger hashtag trended no. 1 on Twitter.

In 2016 the audience reach was 1.6 million and had exposure of over 5.5 million impressions throughout the evening. In 2016, media coverage following the awards ceremony included 29 articles - reaching an audience of over 301 million, with notable pieces in national newspapers such as The Mail on Sunday and The Mirror, along with broadcast channels including BBC Radio London.

WST received the 'Awards Scheme of the Year' prize at the prestigious The Drum UK Event Awards.

Footage from the evening was used by the BBC and Sky Sports in the celebration of Women's Sport Week. BT Sport described the #BeAGameChanger Awards as making a "compelling case for future investment, encouraging increased media coverage and bringing together the decision makers who can help make this happen."

The Awards are still in a growth phase and 2017 will be even bigger and better,



The #BeAGameChanger Awards and women's sport are ground-breaking, exciting, adventurous, and visibly, highly successful. It's the ideal association for brands that want to be bold and stand out as credible supporters of inclusion.

- Book a table at the Awards – ideal for entertaining clients and rewarding employees
- Exclusive ownership of one of six categories and the associated awards
- Branding with WST and the #BeAGameChanger Awards
- Content and branding for your intranet and internal communications to engage staff and customers.
- Excellent networking opportunities with senior women and keynote speakers

## IMPORTANT PHASES

### Phase 1

**Award nominations open** – opportunity to get involved and promote on social media

### Phase 2

**Award shortlists announced** – opportunity to promote on social media

### Phase 3

**Expert Panel meet to decide finalists.** Results will be confidential until public voting opens

### Phase 4

**Public voting open** – opportunity to get involved and promote on social media.

### The night of the awards

#BeAGameChanger Awards Event – winners announced

## CURRENT PLATFORM &amp; CAMPAIGN:



Edited by legendary sports journalist Sue Mott, The Mixed Zone is our women's sport online magazine.

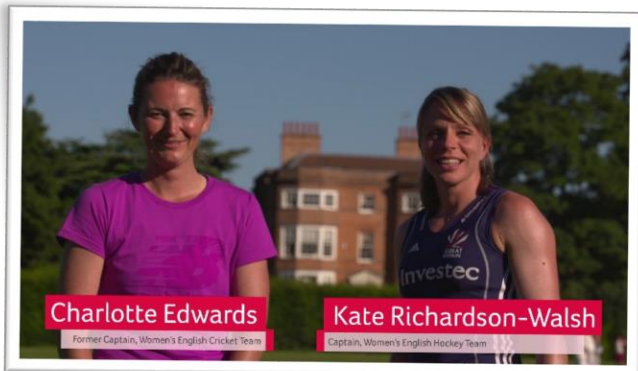
The Mixed Zone is unfiltered story telling. Honest, heartfelt, funny, raw.

It features collaborations between some of the greatest female athletes this country has produced and leading journalists from all areas of the media. The Mixed Zone covers all sports from athletics to adventure, Paralympic to peculiarly wired and willful individuals who can't see an ocean without wanting to row across it.



Our contributors include: Triple world downhill bike champion - Rachel Atherton; England Lioness - Casey Stoney; Triple Paralympic Champion - Sophie Christiansen; Sports Minister - Tracey Crouch; broadcaster and politician - Sandi Toksvig; Olympic athlete - Jeanette Kwakye; Rugby World Cup Winner - Katy McLean; England women's cricketer - Anya Shrubsole.

[www.themixedzone.co.uk](http://www.themixedzone.co.uk)



## GIVING 100%

Virgin Money Giving, the 100% not-for-profit fundraising website, and the Women's Sport Trust, are joining forces to tell the greatest stories of women's sport in a series of 10-minute films entitled "Giving 100%".



## ABOUT THE SERIES

The series features two superstars from the world of women's sport who have a unique and intriguing opportunity to meet (in many cases for the first time) and interview each other.

The athletes discuss when, how and why they came to give 100% to their sport and what happened next.

## CURRENT PLATFORM &amp; CAMPAIGN:

# Athlete Influencers

“Role models are people who (individually or collectively) are aware of their potential to influence others and intentionally choose to use that influence to create positive change for women in sport.”



## Our work with elite athletes

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 Athlete Influencers campaign is based on the belief that we need more elite female athletes woven in to every level of sport.

## CURRENT PLATFORM &amp; CAMPAIGN:

# Changing the visual landscape of women's sport

Getty Images, a world leader in visual communications partnered with Women's Sport Trust last year to launch an innovative which would increase the visibility of female athletes and women's sports, whilst also challenging the way in which female athletes are portrayed in imagery.



## Free imagery for schools and not-for-profits

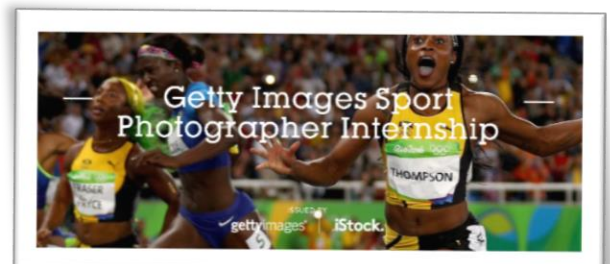
Focused on the realistic and aspirational representation of sportswomen and girls, the partnership launched with a powerful 'Best of Women's Sports' editorial curation featuring the world's top sportswomen in action.

These images are available **free of charge** to schools, universities, and not-for-profit organisations to promote the powerful depiction of women and girls in sports to the broadest audience possible.

## Improving the way sports women are depicted

Designed to inspire and educate people while breaking down limiting gender stereotypes, the forthcoming creative collection will develop fresh, relevant, and aspirational imagery depicting sporting females, informed by a set of guidelines which both the Women's Sport Trust and Getty Images hope will become an industry standard.

These guidelines were drafted by Getty Images and Women's Sport Trust and refined with a live audience at an event hosted by the BBC as part of Women's Sport Week in October 2016. Getty Images and WST are actively promoting the guidelines in the media and sending them to over 200,000 professional photographers.



Getty and WST are also collaborating to provide a **paid internship** for an up and coming female photographer.

**CURRENT PLATFORM & CAMPAIGN:**

# #Onside

Onside is our campaign aimed at engaging men and boys as role models to speak up and take action to support women and girls in sport.

Engaging men and boys as role models to actively and visibly support women's sport is essential to increasing the impact of women's sport. The business world has started to make progress on gender equality by acknowledging that gender equality isn't a "women's issue"; it's a talent, fairness, and performance issue - relevant to men and women alike.

Men are still in the majority as decision makers, opinion formers and budget holders, so their support is vital if women's sport is going to secure greater visibility and investment. Men are also parents, partners, friends and brothers – so their attitude and encouragement directly affects how women and girls perceive themselves in relation to sport.

Some areas of the press and public opinion judge women's sport by comparing it to male sport, instead of on its own merits. Increasingly there are male role models who are willing to step up and challenge negative stereotypes by talking about the appeal, value and entertainment of women's sport. We want more of them to be seen and heard.



## Campaign Goals

1. Engage men and boys as role models, actively and visibly supporting women's sport
2. Increase the audience for women's sport
3. Generate positive messages that indirectly encourage women / girls to engage with sport
4. Drive more sponsorship into women's sport through increased attention
5. Increase the media coverage of women's sport through increased attention

## CURRENT PLATFORM &amp; CAMPAIGN:

# Blue Plaque Rebellion

## What is the Blue Plaque Rebellion?

In the UK, there are just two statues of named sportswomen, versus almost 200 of sportsmen. In London, there are just two Blue Plaques for sportswomen. The invisibility of these stories betrays the achievements of pioneers, and hampers the progress of women's sport today. Women's sports stories from the past are a treasure trove of inspiration, heroism, and incredible sporting feats. We want to share those stories with future generations.



## What will we do?

We are working with sports governing bodies, English Heritage and local councils to campaign for a public platform to secure the legacy of pioneering sportswomen from history. The first stage is to unearth the stories, and share them on social media, in newspapers and on TV and radio. We are doing this using temporary blue plaques, on location of great sporting achievements – or on buildings where sportswomen lived – and retelling their stories on camera.

## Who is behind the Rebellion?

Anna Kessel MBE and the Women's Sport Trust. Anna came up with the idea after research for her book *Eat Sweat Play: How Sport Can Change Our Lives* revealed the appalling lack of recognition for sportswomen from history. Determined to change this, Anna contacted Jo Bostock and Tammy Parlour, co-founders of WST, and together launched the campaign at the #BeAGameChanger awards night in May 2017. Pan Macmillan published Anna's book, and are assisting with the promotion of the paperback version being released in July 2017 by providing filming, resource and publicity help in getting the message out to the national media.

Website: [www.blueplaquerebellion.com](http://www.blueplaquerebellion.com)

Twitter: [@blueplaquerebel](https://twitter.com/blueplaquerebel)



## Other platforms

### Standalone events and athlete appearances

Active support of women's sport provides businesses with a highly engaging way of proving that they are serious about inclusion, serious about the talent in their organisations and serious about reaching diverse markets.

The compelling stories of athlete role models can help to connect a brand's values with the audiences they want to reach. We work with progressive brands to leverage the power of female athletes in bringing to life business relevant topics such as:

- What does it mean to be a female role model and how do you use your influence?
- What are the barriers and opportunities that affect women in sport and the workplace?
- What does it mean in practice to run high performance teams?



We work with a diverse range of athletes with varied personalities, attributes, insights, and experiences – so we can select the individual/s who will be best placed to speak to particular audiences and areas of interest.

Within our network are some of the best know athletes in the country – and others who should be household names.

We work across the sporting spectrum from cyclists, snowboarders, rugby players and cricketers through to climbers and downhill mountain bikers. Our athletes encompass leading Paralympians, National Captains, World Champions, and Olympic medallists along with the bright emerging talent.

Each athlete has a rich story, vivid behind the scenes anecdotes and a willingness to be candid about what they have learnt from being an elite sportswoman.

### We influence Policy and the Media

#### Speaking out

We are regularly asked to comment on live media stories and contribute to governmental papers. Our recent contributions include:

- DCMS sports strategy consultation
- Duty of Care Parliamentary Report
- Body image discussion in national media
- Equal Pay discussion in national media
- Commentating on live sport stories

