



# #BeAGameChanger Awards 2016



# Meet the new Microsoft Band.

Live healthier and achieve more.

## Get fit

Reach your fitness goals with tailored tracking whether running, biking, golfing or working out.

## Sleep quality

Analyse your light and restful sleep, your sleep restoration and sleep efficiency, and number of wake-ups each night.

## Be productive

Stay connected at a glance. See email previews, calendar alerts, and check calls, text messages and social updates.

## Live healthier

With a continuous optical heart rate monitor, your band tracks your heart rate, steps, stairs climbed, calorie burn, exercise and sleep quality.





# WST Welcome



Women's Sport Trust was born out of London 2012. We were captivated by seeing so many diverse, talented women doing their thing on that most public of world stages. We wanted more. Four years later, with Rio round the corner, it seems a good time to take stock and ask what's changed – for us as an organisation and for women's sport as a whole.

There is much to be proud of and we think it is vital to savour the achievements of sponsors, media, sports organisations and of course the athletes themselves. Too often we can beat ourselves up with negative statistics, instead of pointing to what's really working and trying to amplify it.

Personally we are proud that we still exist, that we have nourished great initiatives like the Mixed Zone and Sport is Beautiful and that we have been seen as a credible destination for public funds by Sport England. The future? For us it's bigger, bolder and far more collaborative. Our major 2017 campaign - #ManOnSide – will provide vivid, funny and compelling evidence that gender equality is not a “women's issue.” We are also going to be working with a select number of major brands in full-blooded strategic partnerships that really bring inclusion to life in sport and in business.

The finalists and winners in this year's #BeAGameChanger Awards demonstrate what committed individuals and organisations can do when they bring their talent, resources and absolute bloody mindedness to the party. Is there still sexism, disparity in coverage, too many fine words and too little concrete investment? Of course there is. But now we have genuine and evidence based grounds for optimism. If we refuse to accept anything less than sporting equality then progress is inevitable.

## **Tammy Parlour**

Co-Founder/Joint CEO

## **Jo Bostock**

Co-Founder/Joint CEO

## **Ros Kirkland**

Joint Operations Director

## **Nicola Waterworth**

Joint Operations Director

**Sue Day**, Treasurer

**Sue Anstiss**, Trustee

**Jamie Brookes**, Trustee

**Tim Cozze-Young**, Trustee

**Liz Grant OBE**, Trustee

**Nicola Hyslop**, Trustee

**Jeanette Kwakye**, Trustee

**Suzy Levy**, Trustee

## ***Non-trustee positions***

**Danielle Sellwood**

Visual Campaign Director

**Michelle Moore**

Diversity & Inclusion Advisor





# The digital opportunity

**The way we consume sport and the sport that we consume is changing. It is no longer viewed in linear channels. Nearly 50% of all sports fans actively check in for news about sport on a mobile device, this has doubled in the past 18 months and will continue to grow. Digital media has already long overtaken print media and is starting to challenge broadcast media.**

Sport is in the midst of immense change and women's sport is ideally placed to take advantage of the reach and access available in an increasingly digital world. Research tells us the millennial generation (now being replaced by Generation Z) consume non-conventional media. They *snack* and will only engage where the content is relevant to them and their social group – if it is user generated then so much the better.

At Microsoft we are already in the midst of our own evolution. We are helping organisations embrace what can be a disruptive transformational period to enable:

- Better engagement with customers
- Empowerment of employees
- Optimisation of business tools
- Transforming the products for the new digital age

## So how will this work for sport?

As consumers of sport we demand more. In the past twenty five years, television production quality has grown exponentially, but still we are hungry. We want that *Triple A* access that takes us behind the scenes. Digital media can be used to enhance the experience via use of Second Screen services which can feed biographies on athletes, event history, clips of past events and importantly stats and data on what is happening.

Digital media allows you to engage with fans and build a platform that can be used to demonstrate the strength of audience and help attract funding and fight for a place on the TV schedules. Build your own channels, reach the consumer and reap the rewards.





We consume vast amounts of digital information and the smart phone in our pocket is now seen as the first screen. When we engage with sport or with an athlete in the digital community, it is usually with passion. And passion drives consumption which in turn pumps the data sets.

A new direction in marketing – narrowcasting, means (with a few exceptions) that many brands no longer seek large broadcast audiences where a significant percentage has no relationship to the brand, instead they seek unique audiences that deliver a value to the brand.

### Questions to ask

So what are the opportunities for women's sport to take advantage of this digital world and help raise visibility, accessibility and reach that's so desperately needed for women athletes and teams. You can do this best by considering:

- What can I do to create a direct one-to-one engagement with my fans?
- How do I motivate the people who work with me and support me, to achieve more?
- What digital business tools do I need for us all to be more productive?
- What should my sport look like in the digital space and how am I perceived?

### Specialist Sports Team

Microsoft has created a specialist Sports Team to work with the global sports community, we will help you build deep solutions not just in a consumer facing way, but with a suite of new tools to help enhance training.

2016 is a very important year as our eyes turn to the Rio Olympic Games. Microsoft is already there working with the organising committee (just as we were there in London and Sochi) to provide digital services. Imagine harnessing some of this knowledge for your own journeys in future years to Brisbane, or PyeongChang or perhaps Tokyo. Microsoft's tools and services can help you with data and hardware to let you prepare and arrive in prime position as a digital performer and a player in the digital world.

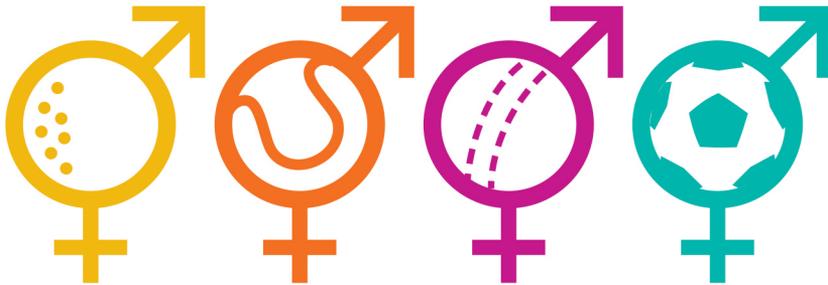
So transform, dare to embrace change, reach out to a global world of friends and allow the world to see you differently. **Become a Game Changer.**

### Stewart Mison





Pinsent Masons



## 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 23%. And with a target of 25% by 2018, we're upping our game.

To find out more about Pinsent Masons visit [pinsentmasons.com](http://pinsentmasons.com)





# 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 in, watch and support women’s sport because of them.**

*This award has been kindly sponsored by Pinsent Masons.*

## ENIOLA ALUKO

“There are a lot of girls out there who don’t have self-worth and are looking at social media for role models and they’re all false perceptions. Look at a real person. Be inspired by a real person.” 2015 was a fantastic season for Eni as she helped the Lionesses win World Cup bronze and won the double with Chelsea Ladies in the WSL and FA Cup.



## ANDY MURRAY OBE

“Have I become a feminist? Well, if being a feminist is about fighting so that a woman is treated like a man then, yes, I suppose I have.” Sporting role models have the power to influence public opinion, particularly when they are one of the world’s top tennis players. Andy Murray has used his profile and influence to actively challenge sexism in sport.



## JORDANNE WHILEY MBE

“A lot of young people look up to the likes of Beyoncé and just want to be skinny and look good. But there are all sorts of people you can look up to in life. You know, someone who isn’t quite perfect, in a wheelchair, but playing sports, and is healthy without looking like a stick. I’d hope people might find that a little bit inspiring.”



## HELEN WYMAN

“My goals were to equalize the prize money for elite men and women, develop an U23 women’s category and filter through all those rules to make essential changes for the good of the sport. I also want to ensure that all professional racers have clear, set pathways to ensure they can carry out their sport at the World Cup level.”





# 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 in, watch and support women’s sport because of them.**

*This award has been kindly sponsored by Pinsent Masons.*

## ENGLAND WOMEN’S HOCKEY TEAM



The England Women’s Hockey Team swept to glory in the Unibet EuroHockey Championships in 2015, winning a first gold medal in 24 years by beating Holland in front of a packed home crowd. Many of the team dedicate time outside of playing to help assist in the education and development of others through sport.

## ENGLAND FOOTBALL TEAM (LIONESSES)



England Women’s success at the FIFA Women’s World Cup 2015 inspired a nation. An incredible 2.4 million viewers watched the Lionesses compete in their semi-final against Japan. Since then, attendance has increased 48% compared to the previous year with average attendance across the season in WSL1 at over 1,000.

## GB WEIGHTLIFTING TEAM



The women’s GB Weightlifting Team has worked hard, with significant success, to increase women’s participation in the sport. 2015 was GB women’s best ever year with the largest number of GB women at any championships, demonstrating a wide range of talent and a great competitive atmosphere.





# Ambassador of Women's Sport

**A game-changing decision maker / influencer who has achieved real, significant and lasting change for women's sport. This is an inspiring individual who has improved the way in which women's sport works.**

*This award has been kindly sponsored by Pinsent Masons.*

## HEATHER BAMFORTH

Heather Bamforth has worked tirelessly behind the scenes to increase the number of opportunities for women in competitive cycling, and has done so as a volunteer in her spare time. In 2014, along with three others, Heather established The Racing Chance Foundation, a registered charity which provides women with a pathway in competitive cycling from novice to elite level. Racing Chance has already coached over 200 women.



## MAUREEN McGONIGLE

In 2013, after 20 years in sports administration, Maureen McGonigle created Scottish Women in Sport (SWiS), the leading equity charity for women in sport in Scotland. SWiS, a registered charity, was launched with fellow Scots tennis coach Judy Murray and Olympic rower Katherine Grainger in attendance. With no core funding, Maureen sourced commercial funds to support the organisation.



## EBONY RAINFORD-BRENT

Ebony Rainford-Brent is a former English cricketer who has gone on to become the Director of Women's Cricket at Surrey CCC and a pundit for the BBC flagship radio programme, Test Match Special. The first black woman to play for the England team, Ebony also captained the Surrey Women's team. Ebony has worked tirelessly to increase the awareness and support for women and girls' cricket.





## THE QUESTION OF DIVERSITY AND INCLUSION IN WOMEN'S SPORT

**Sport today is driving culture, globalisation, imagination and business. We all know how sport has acted as a catalyst for social change, from the example of athlete activists like Billie Jean King, to our very own Maggie Alphonsi, John Ameachi and Baroness Tanni Grey-Thompson. Sport can play a starring role for all forms of equality in the 21st century, and I believe sport has the power to change the world.**

However, diversity and meaningful inclusion practice needs to be embedded within our governance, our boards and our daily implementation if sport is to fully realise its potential to drive social progress. As leaders, we need to challenge ourselves to truly wrestle with issues of equality and diversity and have the courage to hold ourselves to account.

In my work as an activist, it's clear to me that those involved in women's sport tend to genuinely care about diversity but are less clear about what inclusion actually means and looks like – or how to achieve it. It's a fact that the structures and organisation of women's sport in Britain remain predominantly white, male and middle class – a situation that is shared with much of the corporate world. On the sports field, athletes come from a variety of different backgrounds (notwithstanding some very traditional sports). How can we maximize the victories and abilities of these athletes on and off the field so that diverse talent translates to the boardrooms and structures of National Governing Bodies and those that run sport?



We are all leaders in one way or the other, be it as a mother, eldest child, aunty, uncle, father, manager, CEO or netball captain (as I am!). Leaders ask themselves the best questions. So where to start when talking about diversity and inclusion – what’s the roadmap? One way is to ask yourself the following:

**INDIVIDUALLY**

- Do I understand my own biases and their impact?
- Do I challenge discrimination when I see it?
- Does everyone in my personal and professional life look like me?

**ORGANISATIONALLY**

- How do we recruit? (Does everyone look like me in the workplace?)
- Do we have specific targeted programmes of engagement beyond gender and race?
- What does transparency and accountability look like in my organisation when it comes to diversity and inclusion?
- How do we value and support all staff to develop in their roles and into leadership positions?
- Does our board include a minimum of three people from a minority group?

These are the kinds of questions any good business asks of itself. It is also our responsibility to move beyond gender equality and be aware of the intersections of discrimination. Serena Williams recited Maya Angelou’s famous poem ‘And Still I rise’ in the Sports Illustrated 2015 sportsperson of the year awards, as a way of highlighting how the intersections of discrimination (sexism and racism) have affected her and the life chances of others not as fortunate.

The benefits of diversity and inclusion are well rehearsed; sport and business perform better when the most talented people from a variety of backgrounds are represented. As we celebrate and acknowledge the phenomenal role models at these prestigious awards, let’s think about what happens when we return to our own spheres of influence and what we can do as individuals and organisations in the pursuit of equality for all people.

**What does women’s sport need? It needs YOU.**

It needs a manifesto that goes beyond gender that is deliberate in its focus and relentless in its commitment to inclusion. Inclusive practice is best when it is by design, when it is deliberate; when it is planned and woven into the fabric of the organisation like any strategy, let’s not leave the future of our sport to chance.



**Michelle Moore**

Diversity and Inclusion Advisor - The Women’s Sport Trust





**ORIGINAL THINKING ABOUT  
LEADERSHIP TALENT FOR THE SPORT  
& ENTERTAINMENT INDUSTRY**

[WWW.ORIGINALSEARCHCOMPANY.COM](http://WWW.ORIGINALSEARCHCOMPANY.COM)





# 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 and increasing the impact of women's sport.**

*This award has been kindly sponsored by The Original Search Company*

## QUEENSWAY PRINT/DROPS – DROPS CYCLING TEAM



An inspirational story of how one man's belief and commitment to women's sport has created an exceptional UCI cycling team in the UK – Drops Cycling Team. Gathering 13 talented cyclists from all age groups, Varney offered them a race calendar that is both national and international.

## RICOH – WOMEN'S SPORT



Ricoh have been the title sponsor of the Women's British Open Golf since 2007 making them one of the longest serving sponsors in women's golf. In 2012 Ricoh launched its "Imagine.Change" ambassador programme to invest in up-and-coming talent. Ricoh are also founding partner to Women Ahead.

## SSE – WOMEN'S FA CUP



In 2015 SSE made the landmark decision to become the first-ever title sponsor of the Women's FA Cup. The sponsorship is the largest-ever investment in women's football and the partnership includes significant funding to create a countrywide programme of girls-only football over the next four years.





Shauna Coxey by Lukasz Warzecha

We're Sally Horrox and Sally Hancock. We've joined together to expand Y Sport, a ground-breaking sports strategy and sponsorship consultancy.

Our purpose is simple: to create meaningful connections between people, sport and brands. We develop partnerships with integrity, leading to inclusive, profitable business and positive social change.

We're innovative and provocative. We believe in the power, and the good of sport. A higher profile for women's sport. More opportunities for everyone to support, play, coach and volunteer.

We create new conversations between sport and brand leaders that deliver benefits for everyone – for fans, for sports, and for business.

We'd love to talk to you.

**Sally Horrox**

M: +44 (0) 7973 165 540

Email: [sally.horrox@y-sport.com](mailto:sally.horrox@y-sport.com)

 @\_ysport

[Y-sport.com](http://Y-sport.com)

**Sally Hancock**

M: +44 (0) 7850 236 771

Email: [sally.hancock@y-sport.com](mailto:sally.hancock@y-sport.com)

 @Sallyhancock1





# 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 showcasing the value and potential of women's sport.**

*This award has been kindly sponsored by Y-Sport*

## BRITISH ROWING



British Rowing supports women at all levels of its organisation from grassroots, to elite athletes – both disabled and able-bodied – to females on its board. Their commitment to women's sport has been rewarded with an increase in female members and participation as well as exceptional results in elite competition.

## ENGLAND & WALES CRICKET BOARD



The ECB is promoting women's cricket more extensively than ever before. Thanks to high profile marketing campaigns, striking imagery and considerable national media coverage, the profile of the sport has never been higher. Further history will be made this summer, when the inaugural Kia Super League is launched.

## ENGLAND HOCKEY



This year England Hockey moved the women's game forward strategically by staging the Unibet EuroHockey Championships at Queen Elizabeth Olympic Park in front of record crowds. Using the success and role models to drive an engagement programme, they have seen a huge rise in girls playing.



Inclusion@lloyd's is  
proud to support the  
Inspiring initiatives  
category of the  
**BeAGameChanger**  
Awards and we would  
like to congratulate all  
the finalists

Follow us on Twitter

**@lloydsinclusion**

Download our new research

**[www.Lloyd's.com/inclusion](http://www.Lloyd's.com/inclusion)**





# Inspiring Initiative – National

**A high profile 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.**

*This award has been kindly sponsored by Inclusion@Lloyds.*

## AVIVA WOMEN’S TOUR



The Women’s Tour changed the landscape for women’s bike racing through its professional organisation, unprecedented media coverage and exceptional engagement with the local community. Riders from the pro teams visited over 200 schools to meet the pupils and encourage activity.

## PARKRUN UK



parkrun was founded in the UK in 2004. The event is a volunteer lead, free, weekly, timed run, that takes place in a park on a Saturday morning. parkrun aims to have an event in every community that wants one. From the outset parkrun has been thoroughly inclusive - over 50% completing their first 5km this year were female.

## US GIRLS STREETGAMES



Us Girls is a national programme designed by StreetGames to increase and sustain young women’s participation in sport, fitness and exercise in some of the nation’s most disadvantaged communities. In the last 12 months over 65,000 females have been engaged in the programme.





# 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.**

*This award has been kindly sponsored by Inclusion@Lloyds.*

## ABERGAVENNY ROAD CLUB

Abergavenny Road Club has been Welsh Cycling’s Club of the Year for the last three years, with its ethos that on or off-road, competitive or social, they all share a passion for the bike. The club now has almost 300 members and there are specific programmes and initiatives to engage and encourage women and girls.



## TEAMBEDS&LUTON

teamBEDS&LUTON is working hard to connect with communities who are disengaged from mainstream sports provision due to a lack of opportunities, role models and female workforce. This year the CSP aims to qualify 30 community enablers, activators or coaches through 150 women attending workshops.



## CAGE CRICKET

For the last few years Sheromie Brewster has been working hard to introduce Cage Cricket (urban cricket) in London and the Caribbean with minimal financial support from sport governing bodies. She has been running workshops through her Catch Project and getting great results with girls from all backgrounds.



## WOMEN’S CLIMBING SYMPOSIUM

The Women’s Climbing Symposium (WCS) is an event that aims to connect, inspire and develop women’s climbing through collective climbing experiences, the latest research and the best coaching. The WCS was established by climber Shauna Coxey when she realised that many women face significant barriers to participation.



# The Mixed Zone

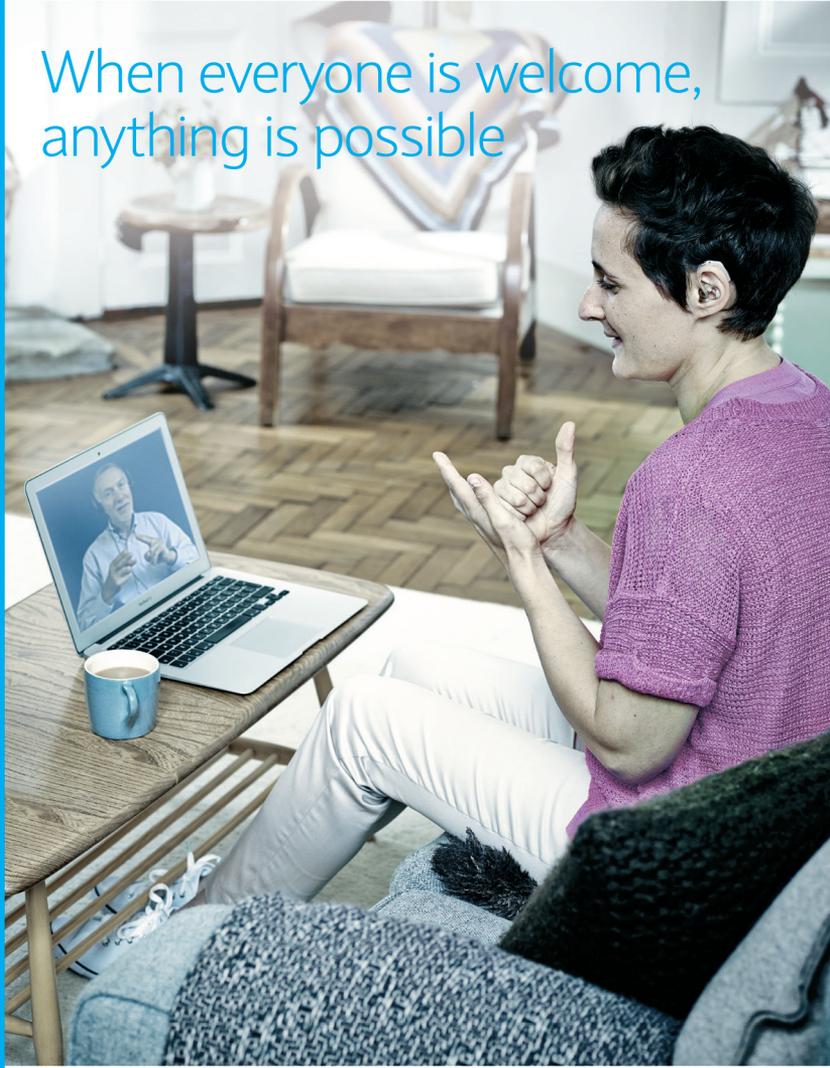
Where top sports journalists and leading athletes join forces to bring the best women's sports stories online

honest // challenging // vital

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



KELLY EDWARDS BY LUKASZ WARZECHA



When everyone is welcome,  
anything is possible

We're working to become the most accessible and inclusive bank. Our Diversity and Inclusion strategy allows us to welcome and serve customers and colleagues from all societies, cultures and communities. We harness the power of diversity to drive innovation, improve the performance of our business and deliver a sustainable and successful future.

[barclays.com/diversity](https://www.barclays.com/diversity)



Barclays is a trading name of Barclays Bank PLC and its subsidiaries. Barclays Bank PLC is authorised by the Prudential Regulation Authority and regulated by the Financial Conduct Authority and the Prudential Regulation Authority (Financial Services Register No. 122702). Registered in England. Registered number is 1026167 with registered office at 1 Churchill Place, London E14 5HP.





# Media Initiative of the Year

**The media initiative / series / story or campaign that raised the bar for the coverage of women’s sport and helped to prove its value as a media proposition. This initiative connected with a growing audience by positioning women’s sport as unmissable, compelling and full of interest. *This award has been kindly sponsored by Barclays.***

## BBC – WOMEN’S SPORTS WEEK

Over the course of Women’s Sports Week, in June 2015, the BBC celebrated, interrogated and encouraged participation in women’s sport through a varied and diverse range of stories, films and broadcasting. The week climaxed with the opening game of the Women’s World Cup, with all games eventually shown on the BBC attracting a combined audience of 12.6 million fans.



## SKY SPORTS’ NETBALL COVERAGE

As part of their ongoing commitment to showcase world class women’s sport, Sky Sports launched Netball Month in January 2016 to drive awareness, participation and coverage around netball. Throughout January over 23,500 tickets were sold and viewing figures increased by 117% from 2014. Engagement with social media also rocketed compared to January 2015.



## THE NATIONAL, SCOTLAND

Richard Walker, editor of the Sunday Herald and The National, was the only journalist to agree to a meeting to discuss the Scottish Women in Sport initiative to improve media coverage of women’s sport. Richard openly embraced the concept, agreed to a weekly two-page feature dedicated to women and sport in The National and agreed that every article would be supported by a strong action image of the individuals featured.





# Journalist 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.**

*This award has been kindly sponsored by Barclays.*

## ALISON KERVIN

"For generations, women avoided sports because they saw them as 'male preserves'... Well, not any more. Sport has changed enormously, and we've reached a point when we should grab that change and run with it." In 2013, The Mail on Sunday appointed the first female sports editor of a national newspaper – Alison Kervin. A former chief sports feature writer for The Times, Alison was the chief sports interviewer for the Daily Telegraph.



## NICK HOPE

Nick Hope leads BBC Sport's multi-platform coverage of Olympic and Paralympic sportswomen and is committed to giving a voice to those traditionally overlooked by mainstream media. Nick has a proven track record of developing strong relationships with sportswomen as shown by his exclusive stories including BMX Cyclist Shanaze Reade detailing a post-Olympic struggle with depression.



## SARAH SHEPHARD

In her role as features editor for Sport, the UK's biggest sport magazine, Sarah Shephard has an almost unrivalled opportunity to ensure that women's sport is correctly and creatively represented in mainstream print. In the past 12 months Sarah has worked both tirelessly and cleverly to this end. Sarah has also just had a book published, Kicking Off, which charts the history and growing influence of women in sport.





# Imagery of the Year

The photograph/s, film or visual campaign that most brilliantly represents women and /or girls in sport. The image/s showcase what women are capable of and help to challenge limiting stereotypes.

*This award has been kindly sponsored by Barclays.*

## ALEX ROTAS (PHOTOGRAPHY)



Alex Rotas' exuberant photographs show female athletes competing in their 60s, 70s, 80s and 90s. The pictures make a hidden group of sportswomen visible, they challenge powerful assumptions and stereotypes about women, age and sport and they invite a group of people who think sport isn't for them, to reconsider.

## ADIDAS I'M HERE TO CREATE (MULTI-MEDIA)



The adidas global ad campaign for spring 2016 features a series of short films titled "I'm Here To Create," starring a number of female icons across sport, fashion, and dance. The short films aim to redefine sport by introducing women across the world who are pushing the boundaries in their own, accessible way.

## #IAmEndurance – TRAHARN CHIDLEY (MULTI-MEDIA)



"Sealskinz are one of the few brands who are promoting women's sport in the manner it deserves". This video tells the story of Traharn Chidley and how running and mountain biking provided her an escape and much need support structure in a life of violent abuse from a partner.





# TRAVERS SMITH

---



**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.

---

Travers Smith LLP 10 Snow Hill, London EC1A 2AL  
T: +44 (0) 20 7295 3000 | [www.traverssmith.com](http://www.traverssmith.com)



# Meet the expert panel



*left to right, row by row*

**Andy Barrow** is a triple Paralympian and three-time European gold medalist.

**Penny Briscoe MBE** is Director of Sport at the British Paralympic Association.

**Liz Ellen** is Partner and Head of the Sports Group at Mishcon de Reya LLP.

**Sally Hancock** is Chair of Women in Sport and a sponsorship strategy consultant.

**Connie Henry** is a former triple jumper and Commonwealth Games bronze medalist.

**Leon Mann** is a leading broadcaster, consultant and film-maker, who is passionate about sport and equality.

**Joanna Manning-Cooper** has held senior roles in the world of sport, most recently as Director of Marketing and Communications for England Rugby 2015.

**Samantha Taylor** is a Marketing Communications Manager at Microsoft and represents England on the National Taekwondo squad.

**Anna Watkins MBE** 2012 Olympic rowing champion and 2 time world champion.

TheMediaGroup

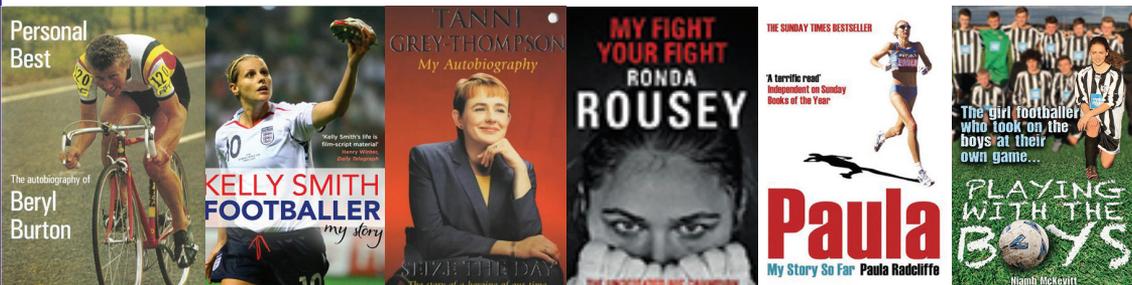
# Memorable Live Events

Our fresh thinking  
and creative  
expertise will give  
you the edge.

Proud to deliver the #BeAGameChanger Awards 2016

[www.themediagroup.co.uk](http://www.themediagroup.co.uk)  
0115 824 4400





## Why women's sport needs its own literary canon

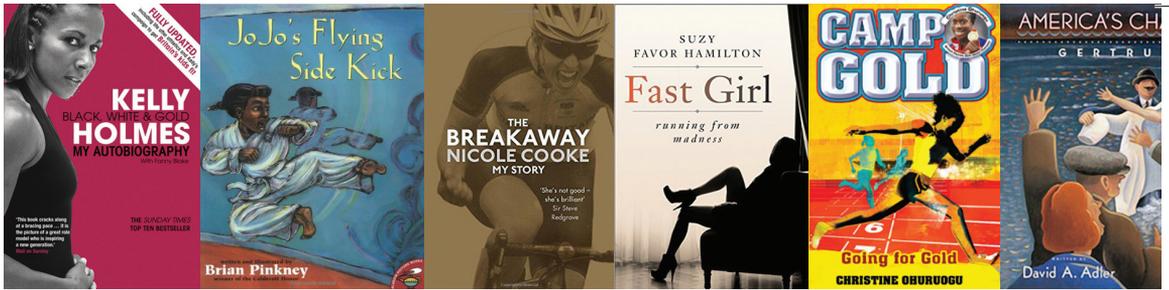
by Anna Kessel

**Sports journalist Anna Kessel can see a significant upsurge in the number of books being published about women's sports. And about time, too, she says. Now she hopes the trend will continue. In the meantime, she offers her own reading lists for adults and children alike.**

For most of my life I have been led to believe that women's sport is a niche area. That's how it's represented, right? That's the story that the participation stats tell us, that the lack of media coverage and investment tells us. Only a minority of women play, watch, or even care. So when I was asked to write a book on the subject, I had to wonder: who is actually going to read this?

But the more I thought about the subject, the more it began to take on a life of its own. A life with urgency. Because sport, I realised, is so fundamentally connected to everything about being a woman. Regardless of whether you love or loathe sport, in our society being female means being defined by our bodies. And right now that's something that women across the world are waking up to, and fighting against. No wonder the United Nations say that sport will play a leading role in the journey to equal rights for women and girls everywhere.

When women and girls play sport we see qualities that are not promoted elsewhere; instead of static, posed, body-perfect images, we see active, determined, powerful, strong, unselfconscious females – with grit. In an age where our bodies are not always our own, where pharmaceutical companies routinely test out drugs for women on men, where researchers still don't really know about pregnancy or menopausal women, where elite female athletes don't know how to train around their periods, where even high-powered businesswomen might not know what a uterus is, sport provides us with a life-affirming anchor. A place to be, just as we are.

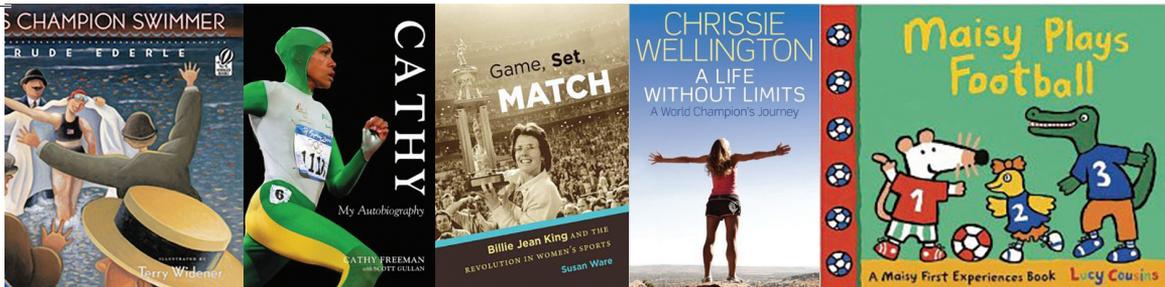


Writing *Eat Sweat Play: How Sport Can Change Our Lives*, opened my eyes to this bigger picture. Dredging up adolescent memories of humiliating PE lessons, I realised just how connected all women are to these global themes. And – from tackling the gender pay gap, to obliterating body-image woes – so many of the answers seem to be located in sport. Because sport is so potentially liberating. Sport is this most obvious of spaces to reclaim, to redefine; a space we have been collectively ignoring for far too long, a space to call our own.

I am thrilled, then, to see so many books on women's sport being published this year. Because after decades of tumbleweed from major publishing houses, forcing many writers on women's sport to publish in relative obscurity – and no doubt perpetuating 26 years of the William Hill Sports Book of the Year award without a single women's sport winner – the tide is finally turning.

With a rush of exciting books released this year we can only hope that the days of 'The 50 Best Sports Books Ever Written' that recently appeared in a national newspaper, but disappointingly turned out to be a list of the best sports books about men's sport, chosen by an all-male panel, and almost exclusively authored by men – are numbered. Even if women's sport has been neglected in the past, there have been dozens of wonderful books about men's sport, written by women – from Amy Lawrence's *Invincible* to Lauren Hillenbrand's *Seabiscuit*. Meanwhile, a quick glance at last year's New York Times sports bestseller's list shows that women's sports books accounted for a third of the top 10 sales.

And as women's sport becomes more mainstream we might not even need to wait for traditional sports media to jump onboard. Actress Emma Watson's online feminist book club, *Our Shared Shelf*, launched in January this year to immediate support from retired US striker Abby Wambach, a promising sign of what might be included in Watson's future recommended reads. Meanwhile the world of fiction has been set alight by the story of *Little Warrior* (Faber & Faber), by Giuseppe Catozzella, an international bestseller – translated into 12 languages – based on the true story of Samia Omar, a girl growing up in war-torn Somalia who dreamed of becoming a sprinter, inspired by her hero Mo Farah.



This year a significant cluster of major publishing houses have invested in women's sport, signaling a watershed moment for the industry. From Sport Magazine's Sarah Shephard assessing the status quo in women's sport *Kicking Off: How Women in Sport are Changing the Game* (Bloomsbury) to Emma John's *Following On: A Memoir of Teenage Obsession and Terrible Cricket* (Bloomsbury), and the powerful autobiography of Pakistani squash player Maria Toorpakai – *A Different Kind Of Daughter: The Girl Who Hid From The Taliban in Plain Sight* (Bluebird).

Still to come are 10,000 metres gold medalist Jo Pavey's story in *This Mum Runs* (Yellow Jersey, July), and a mouthwatering collection of stories and photographs from Molly Schiot's *Game Changers: The Unsung Heroines of Sports History* (Simon & Schuster, October). I am thrilled that my own book, *Eat Sweat Play: How Sport Can Change Our Lives* (Macmillan) will join the party on June 16.

## AUTOBIOGRAPHIES

### **Personal Best – Beryl Burton (Springfield, 1986)**

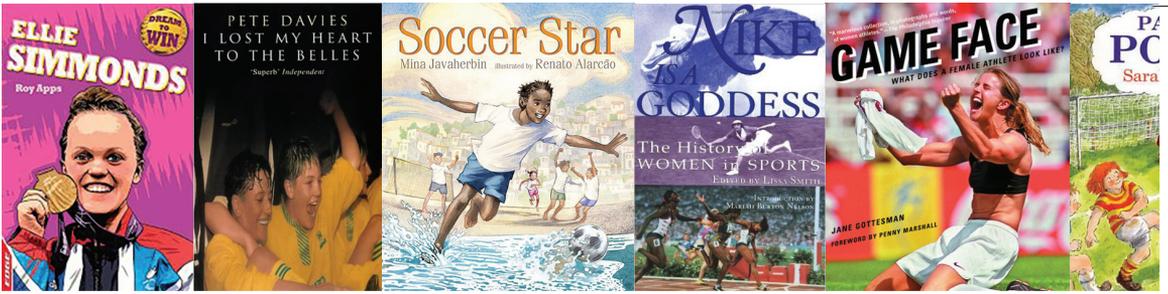
Arguably Britain's greatest ever female cyclist, Burton raced in the 1960s when she dominated the women's field, winning world titles and setting world records. Remarkably, she also made a habit of beating the men.

### **The Breakaway – Nicole Cooke (Simon & Schuster, 2014)**

Autobiography of one of Britain's most decorated sportswomen and a vocal campaigner on gender equality in sport. Cooke's widely praised book covers everything from race tactics and doping to sexism in cycling.

### **Cathy: My Autobiography – Cathy Freeman (Highdown, 2004)**

Cathy Freeman's 400 metres gold at the Sydney Olympics took the world by storm. Here, in unflinching honesty, the sportswoman who 'united a nation' shares her experiences of growing up as a black woman in a white world, and the pressures of being a national icon.



**Seize The Day: My Autobiography – Tanni Grey-Thompson (Coronet Books, 2002)**

The story of Britain’s most successful Paralympian: how an extraordinary sportswoman took her event into the mainstream consciousness through outstanding performances on the track, and vocal campaigning off it.

**Kelly Holmes: Black, White & Gold – Kelly Holmes (Virgin Books, 2006)**

The autobiography of double Olympic gold medal winner Dame Kelly Holmes, detailing her life growing up as a mixed race child in a predominantly white community, the strict regime of the armed forces, injuries in her athletics career, and her battles with self-harm.

**Playing With the Boys: The Girl Footballer Who Took on the Boys at their Own Game – Niamh McKeivitt (Vision Sports Publishing, 2015)**

The unique story of a girl determined to play football with the boys. McKeivitt’s experiences became the subject of FA research into mixed gender football and contributed to the raising of the age limit to 18 years. Part-autobiography, part-manifesto, McKeivitt questions the current set-up for girls and women’s football.

**Paula: My Story So Far – Paula Radcliffe (Simon & Schuster, 2005)**

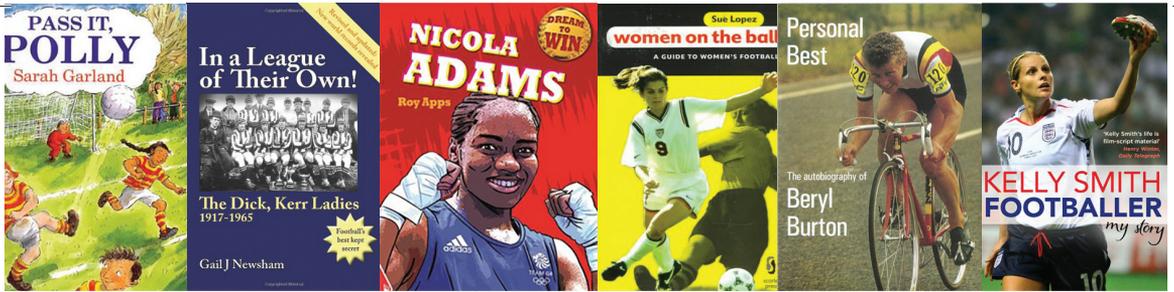
Autobiography of Britain’s world record marathon holder, It tells the behind the scenes stories of some of her most famous moments – from her London Marathon triumphs, to the disappointments of the Athens and Beijing Olympic Games.

**My Fight Your Fight – Ronda Rousey (Century, 2015)**

The Ultimate Fighting Championships fighter who changed the game. Ronda Rousey became the biggest star of her sport – outselling the men – just five years after UFC President Dana White insisted women would never fight in his code. Ghostwritten by her sister, Rousey’s is a compelling autobiography.

**Footballer: My Story – Kelly Smith (Corgi, 2013)**

England’s famously shy, supremely talented midfielder, shares her life story in



a candid tome about the struggles of growing up wanting to be a professional footballer. Along the way Smith experienced loneliness, injuries and a battle with alcoholism.

**A Life Without Limits: A World Champion’s Journey – Chrissie Wellington (Constable, 2013)**

A Sunday Times bestseller, the four-time Ironman world champion’s autobiography tackles eating disorders, bodily functions and the grueling obsession it takes to be as indomitable as Wellington.

**Fast Girl: A Life Spent Running From Madness – Suzy Favor Hamilton (Dey Street Books, 2015)**

Suzy Favor Hamilton is a US 1500 metres runner who had undiagnosed bi-polar. She suffered from panic attacks when she competed at the Olympic Games and missed out on a medal despite fronting a huge campaign for Nike and being the US champion seven times. She ended up becoming a Las Vegas prostitute, and trying to commit suicide.

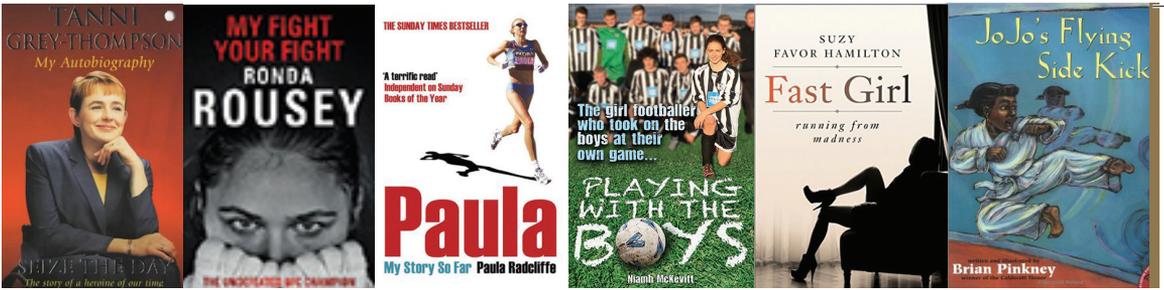
**GENERAL**

**Game Face: What Does A Female Athlete Look Like? – Jane Gottesman (Random House USA, 2004)**

Gottesman searched through the work of some of America’s best photographers – from Annie Leibovitz to Ansel Adams – to pull together this extraordinary collection of images of women and girls doing sport across the ages.

**Women On The Ball: A Guide To Women’s Football – Sue Lopez (Scarlet Press, 1988)**

Essential reading from one of England women’s star strikers turned writer and historian. Lopez charts the history of her sport throughout the 20th century, including the often neglected ‘FA ban’ years of the 1960s, women’s football in Italy in the 1970s, and the founding of the Women’s FA.



**I Lost My Heart To The Belles – Pete Davies (Mandarin, 1997)**

Davies’ classic account of a season spent with the Doncaster Belles football team, covering the stories of players from the pit villages of South Yorkshire, and their struggles on and off the pitch just to play the game they love.

**In A League of Their Own: The Dick, Kerr Ladies Football Club – Gail Newsham (Scarlet Press, 1997)**

Historian Gail Newsham’s authoritative book tells the story of the world’s first famous women’s football team – from its inception during World War One, to the crowds of 53,000 who watched them play at Goodison Park, before the FA banned women’s football, and their collapse in 1964.

**Nike Is A Goddess: The History of Women in Sports – edited by Lissa Smith (Atlantic only Press, 1999)**

A fascinating compilation of essays telling the stories of America’s greatest sportswomen – from Billie Jean King to Althea Gibson, Babe Didrikson Zaharias to Jackie Joyner-Kersey – written by a collection of America’s best female sportswriters.

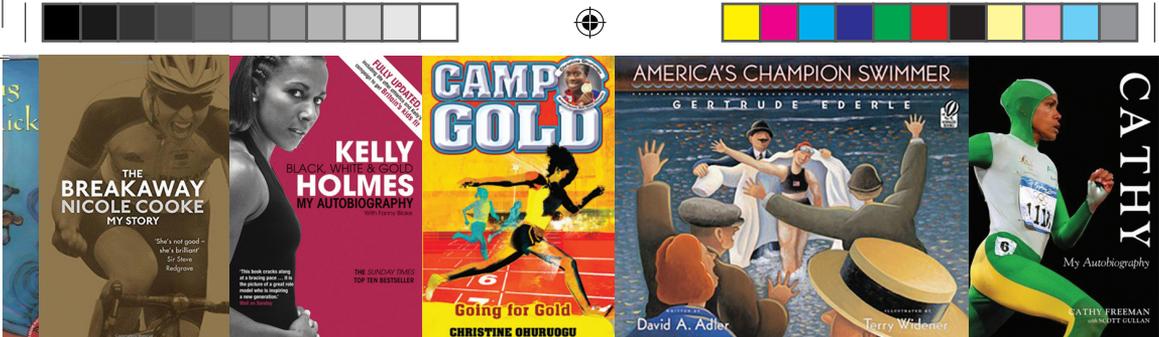
**Game, Set, Match: Billie Jean King and the Revolution in Women’s Sports – Susan Ware (University of North Carolina Press, 2011)**

A biographical/historical account of how Billie Jean King’s seminal Battle of the Sexes match against Bobby Riggs, combined with the 1972 Title XI legislation and the second wave of feminism launched a new era for women’s sport in the US.



**WST OFFER**

Save 25% on Kicking off by Sarah Shephard. Simply enter discount code: KICKING16 at the [www.bloomsbury.com](http://www.bloomsbury.com) checkout



## CHILDREN'S READING LIST

### Maisy Plays Football – Lucy Cousins (3+ years)

Part of the Maisy series about a little girl mouse and all the activities she gets up to.

### Pass it Polly – Sarah Garland (4-7 years)

A feel-good story from well-known English children's author and illustrator Sarah Garland, in which Polly and Nisha – a rare portrayal of an Asian girl playing football – are desperate to join the school football team.

### America's Champion Swimmer: Gertrude Ederle – David A. Adler (5-8)

Evocative images tell the story of Olympic and world record holder, Gertrude Ederle, who in 1926 became the first woman to swim the English Channel – breaking the men's record by two hours. A ticker-tape parade and two million people greeted her return to New York.

### Daisy and the Trouble with Sports Day – Kes Gray (5-8 years)

Part of the Daisy series, Gray explores the highs and lows of a school sports day, and what it's like when you desperately want to win. With illustrations and short chapters.

### Dream to Win series – Roy Apps (7-12 years)

Featuring the inspirational life stories of a diverse range of sportswomen including Ellie Simmonds, Nicola Adams, Jessica Ennis-Hill and others.

### Camp Gold – Christine Ohuruogu

Fiction series about a girl called Maxine and her friends at an international athletics camp, co-authored by multi-gold medal-winning 400 metres star Ohuruogu.

**Subscribe to [themixedzone.co.uk](http://themixedzone.co.uk) to sign-up for our upcoming book club. This will give monthly exclusive access to the athletes and authors behind the best women's sports books.**

# Thank-You

## Patrons

Maggie Alphonsi, MBE  
Sophie Christiansen, OBE  
Kate Richardson-Walsh, MBE  
Kelly Smith, MBE  
Anna Watkins, MBE

## Our event sponsor

Microsoft

## Our award sponsors

Barclays  
Inclusion@Lloyd's  
Original Search Company  
Pinsent Masons  
Travers Smith  
Y-Sport

## On the stage

John Amaechi OBE  
Reshmin Chowdhury  
Sue Mott

## Behind the scenes

The Media Group

Julian Sarsby  
Rambert

## Photographers

David Crump/Daily Mail  
Sean Malyon  
Lukasz Warzecha

## Goody bag contents from

Pan Macmillan  
Bloomsbury  
VitaCoco  
Metcalfes Skinny Popcorn  
Urban Fruit  
Eat Natural

## Volunteers

Georgina Whittle  
Sam Truelove MBE  
Lauren Briggs  
Kate Harris  
Promote PR  
And all our wonderful green  
t-shirt gang



Simple... isn't it?

## Follow us at:



@WomensSportTrust



@Sport\_Beautiful



@\_mixedzone



@WomensSportTrust

Registered in England and Wales: Women's Sport Trust, 136 Lavenham Road,  
London SW18 5EP Registration no 852118 Registered Charity Number 1153429.





bodycare for  
those who bother . . .

**activbod**  
results you can feel



*Absorbs quickly & soothes  
post-workout muscles*



*Ease tired muscles  
with arnica. No camphor!*

Activbod is committed to  
encouraging you to lead an active  
lifestyle & be a game changer

We proudly support the work  
of the Women's Sports Trust  
who receive 10% of net profits

... give yourself  
a recovery boost

discover the entire activbod range at  
[www.activbod.com](http://www.activbod.com)

🐦 @iamactivbod 📷 activbod 📘 activbod





# #BeAGameChanger



[www.womenssporttrust.com](http://www.womenssporttrust.com)

