



Andy Hooper/Daily Mail



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## #BeAGameChanger Awards 2015



Lukasz Marzecha



Tom Shaw/The FA



Lukasz Marzecha



Susan Maynard

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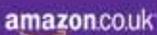
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# Welcome

Microsoft UK is delighted to support the work of the Women's Sport Trust and to be the headline sponsor for the #BeAGameChanger Awards.

Human Resources Director, Theresa McHenry, is a member of the UK's Senior Leadership Team and underlines the organisation's commitment to the Women's Sport Trust:

**“At Microsoft we are especially passionate about the development and support of female role models, and these Awards reflect the outstanding contributions of individuals and organisations who are making a positive impact. Congratulations to all of tonight's finalists!**

**We recognise that making a change can be a personal, as well as a group or corporation-level, commitment, and that the value of the relationship with WST resonates in a myriad of ways. From employee engagement and team involvement, to customer dialogue and the opportunity to benefit from increased exposure and visibility.**

**We are excited to be one of the first in a growing list of organisations supporting and promoting the advancement of women's sport, and actively encourage others to become involved and help accelerate the pace of change.”**

Why does change matter? In the context of business, we know that by increasing the diversity and inclusion of our workforce and leveraging the insights of diverse talent, we can enhance our ability to compete in the world's increasingly divergent marketplace through:

- **Representation:** Building a pipeline of future leaders
- **Inclusion:** Creating engagement
- **Innovation:** Driving excellence

Microsoft's strategic plan promotes and integrates diversity at every level in the organisation, and sponsorship of the WST demonstrates and endorses the strong linkage between Business and Sport as joint agents of an irresistible force for change.





## From worthy to irresistible

**The Women's Sport Trust raises the visibility and increases the impact of women's sport through promoting role models, increasing media coverage and improving funding.**

Organisations perform better and society works better when women are able to fully play their part. Countless studies - from the boardroom to the classroom - prove the positive impact of including women and girls at all levels. But there are obstacles – assumptions about what men and women do and don't do. We need to challenge these. We want to inspire the next generation to think “I can”, rather than “girls don't do that.”

We know that sport is one of the most important public arenas that we have – it's everywhere. This means that sport has the potential to drive social change.

By increasing the number and quality of stories in the media, showcasing strong female role models and achieving equality in funding, sport can tell a story about what's possible if you have a level playing field. But it can only do this effectively if it has more visibility and investment.

## Why Awards?

**The Women's Sport Trust #BeAGameChanger awards, supported by Microsoft, showcase the irresistible nature of women's sport. They highlight success stories, connect decision makers with one another and raise the profile of inspiring role models.**

The contenders for each award provide ample proof that women's sport is not simply a 'worthy' pursuit but rather an irresistible opportunity; an opportunity to nurture talent, shape a new and exciting market and put on great entertainment.

Women's sport needs trailblazers who are willing to take the leap of faith necessary for it to realise its full value. It needs progressive media players to tell more great stories, business leaders to make serious investment and most of all, athletes to continue to inspire us.

The Awards recognise existing trailblazers – and this time next year we want even more market makers, opinion formers and role models being acknowledged for their impact.

## Our ambition?

**Whilst there has been great progress across women's sport over the past two years since our launch, there's still a long way to go and no room for complacency.**

We want to convert genuine positive intent into tangible progress that can be measured in column inches, hours of coverage and cold hard cash investments. We want to mobilise talented women and men – from all sectors and spheres – to exercise their clout in getting decisions made.

And eventually our ambition is to be obsolete. WST will cease to exist when parity has been achieved for women, men, girls and boys, so that - regardless of gender - everyone can achieve their potential in sport and beyond.



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# Sporting Role Model: Finalists

**An elite athlete or 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 The Gym Group.*

## Nicola Adams

Nicola Adams MBE is the first female in history to become an Olympic and Commonwealth Games Boxing Champion, taking Gold at both London 2012 and then again at the Commonwealth Games in 2014. 'The Nicola Adams effect' has been credited with a 50% rise in the number of women participating in some form of boxing. Outside of her sport, she was named the most influential LGBT person by The Independent in 2012.



Photo credit: Us Girls

## Hannah Cockroft

Hannah Cockroft MBE is a T34 Wheelchair Racer who has broken over 30 World Records and is double World, European and Paralympic Champion. Hannah is an Ambassador for a number of Charities including the Youth Sport Trust, Whizz-Kidz, the Jane Tomlinson Appeal, Spider-Y and Forget Me Not Children's Hospice. Hannah uses her huge social media following to encourage young women and girls to follow her example.

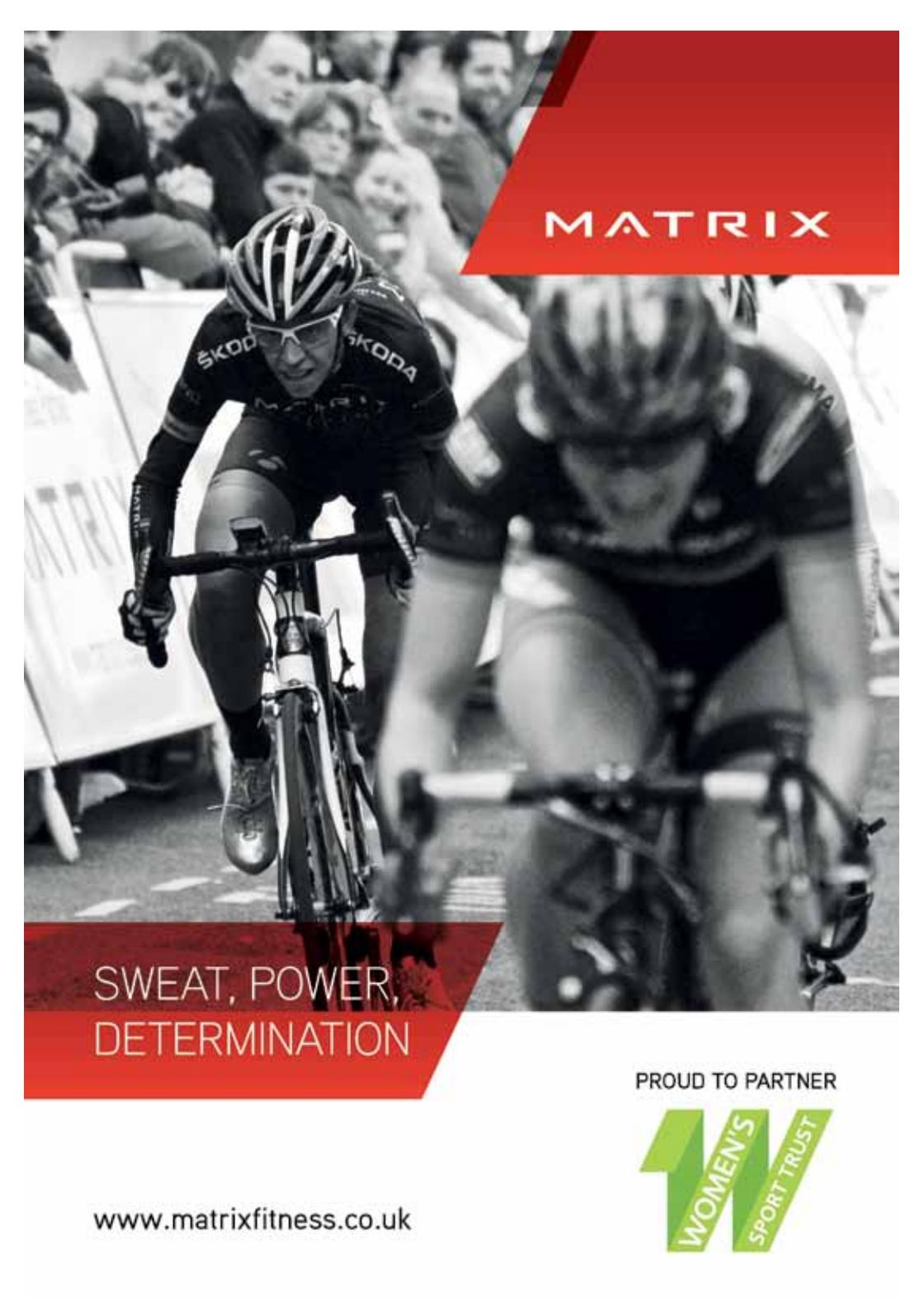


## Casey Stoney

Former England Captain, Casey Stoney, received her first cap against France in 2000 and has gone on to represent her country 117 times. She also captained Team GB at London 2012. In early 2014, she came out about her sexuality and becoming a mother in the hope that her openness would help and inspire others. Casey is the only woman to be appointed to the Professional Footballer's Association (PFA) Management Committee.



Photo credit: The FA



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# Ambassador of Women's Sport: Finalists

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

*This award has been kindly sponsored by Matrix Fitness.*

## Rimla Akhtar

Rimla Akhtar is Chair of the Muslim Women's Sport Foundation (MWSF), a charity that uses sport as a vehicle for individual and community development for women. Captain of the 2005 British Muslim Women's Futsal Team, Rimla also competed in the Women's Islamic Games. Rimla's work has enabled the MWSF to reach thousands of women and girls of all ages and religious denominations. She is a true voice for women's sport.



## Shelley Alexander

Shelley Alexander is the editorial lead for women's sport at the BBC. Shelley has long been a champion of the importance of parity in women's sports coverage and is co-founder of Women in Football. Shelley works tirelessly to ensure women have a place, in front of and behind the cameras, ensuring the BBC provides opportunities to bring more women into sports reporting, producing and commentating.



## Baroness Tanni Grey-Thompson

Tanni Grey-Thompson is a former GB wheelchair racer who participated in 5 Paralympics winning a total of 16 medals. An inspiration and role-model for many, Tanni speaks out about living with a disability and the importance of sport in her life. She is a passionate advocate for women's sport, co-chairing the All Party Group on women in sport (with Barbara Keeley MP) and speaking in the House of Lords on issues around women in sport.



**Beth Tweddle** photographed by Sean Malyon  
Displayed as part of the Sport Is Beautiful exhibition at KPMG



## Inspiring Initiative: Finalists

**A project, campaign or enterprise that proves how irresistible women's sport can be. An initiative that inspires others to value, engage in, watch and support women's sport.**

### **EY Women Athletes Business Network**

EY created the Women Athletes Business Network (WABN) in 2013 in the belief that elite women athletes represent an often untapped leadership pipeline in the workplace. As high achievers, influential leaders and team players, elite female athletes can make an impact, not only on the next generation of women in sport, but also within their communities, businesses and the world around them. The network has so far connected over 650 women athletes.



### **Le Tour Entier**

This campaign calling for a women's race at the Tour de France was spearheaded by four of the biggest names in the world of cycling and sport, Marianne Vos, Emma Pooley, Kathryn Bertrine and Chrissie Wellington, with the petition receiving nearly 100,000 signatures. The timing was right, the message was right and their hard work resulted in the creation of the inaugural one day women's race.



### **Wembley match: England V Germany**

In November 2014 England Women played their first ever match at the new Wembley Stadium in front of a record crowd of more than 45,000. Bringing England Women to Wembley reflects the huge growth of the women's game in England in recent years, building on the success of The FA's 'Game Changer' plan for women's football 2013-18, and serving as preparation for Mark Sampson's team on the road to the FIFA World Cup in Canada in 2015.





## Women's Sport: Visible, viable, unstoppable

**All high-performance organisations pay close attention to their talent, markets, brand, innovation, risk management and reputation. These are business fundamentals, not fringe concerns - and each one is directly affected by gender diversity and inclusion – or the lack of it.**

### **Inclusive Businesses Perform Better**

- Gender diversity is linked to corporate performance, companies with at least one female board member outperform all-male boards by 26% worldwide (Credit Suisse)
- The most diverse companies have an operating profitability on average 14% higher than the least diverse companies (McKinsey)
- There is a positive correlation between gender equality and per capita GDP (World Economic Forum)

What has this got to do with the funding of women's sport? Companies that choose to invest in women's sport send out a clear message about their brand and their people: a message of a forward-thinking, intelligent and innovative business that has the ability to recruit and retain the best talent whilst also sourcing new avenues of opportunity. Meaningful sponsorship can also provide proof to a cynical world that statements about being inclusive are more than just talk.

There is an unstoppable momentum behind the professional and commercial development of women's sport. The government is working hard to invest in sport for women as illustrated by the recent Sport England, multi-million pound campaign 'This Girl Can'.

There has been significant increase in media coverage and audiences for women's sport over the past two years and this is continuing to grow. Women's football alone saw a tripling of its broadcast coverage from 2013 to 2014, increasing the sport's commercial value. The world-class events calendar is developing all the time, providing partners with the scope to shape existing events – or build entirely new ones.

What business doesn't want to be associated with innovation, authentic and compelling role models, high performance, great events, positive media coverage and audience growth? The potential brand advantages are just waiting to be realised by organisations bold enough to make a move. Businesses like Newton, Kia, Waitrose, Investec, BT, Nike, Vauxhall, Continental Tyres and Microsoft have set the pace but the market is still young and the opportunities plentiful.

However compelling the case for investment - it's not always easy to navigate an emerging market. Expert guidance and insight can help match the right organisations to the right sports, events or individuals. It can convert positive intent into firm commitment. This is why the Women's Sport Trust is forming an alliance with Y Sport, the new sports management and sponsorship consultancy aimed solely at opportunities in women's sport.

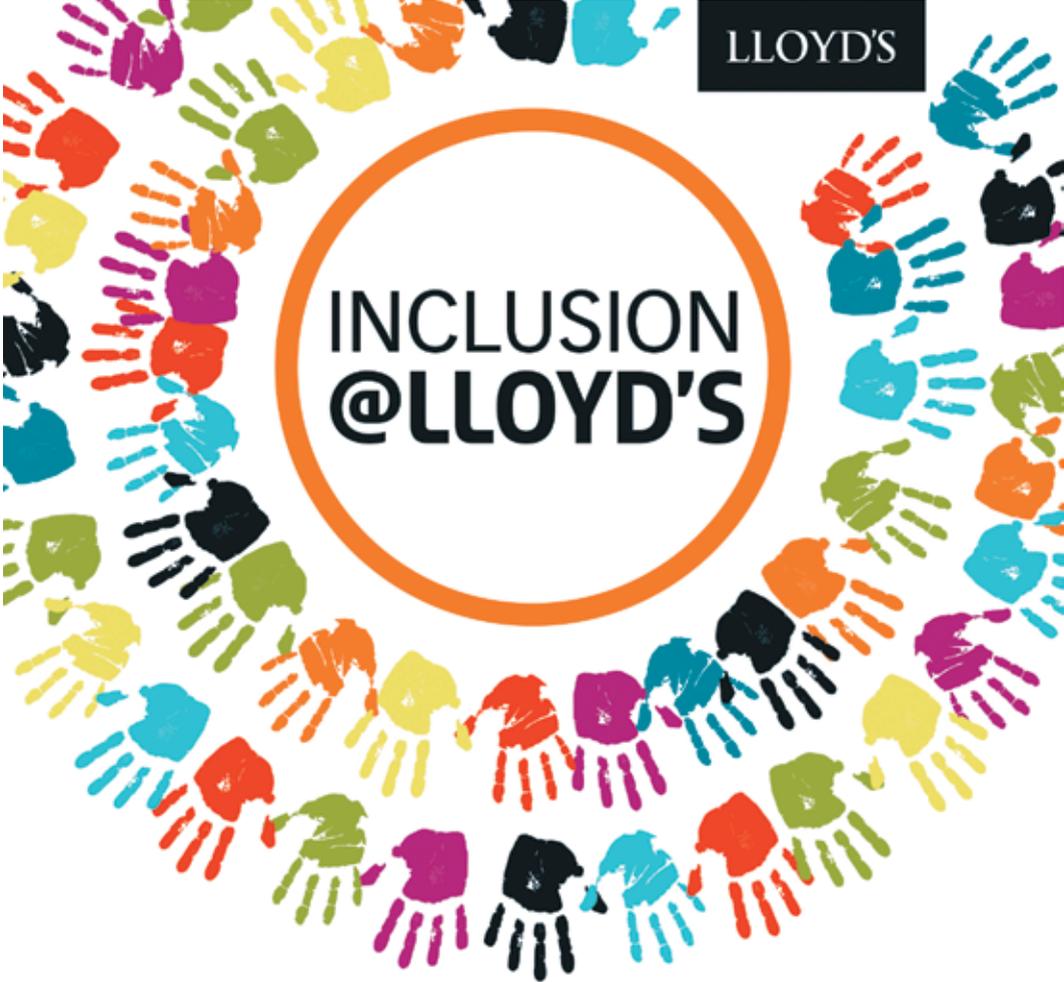
WST is committed to bringing about change – not just talking about it – and Y Sport will help WST to achieve its ambitions to shift the funding landscape for women's sport for good. Y Sport will also donate 10 % of its profits to WST.

Y Sport has been founded by Sally Horrox, an expert on women's sport, commercial and broadcast partnerships. She is joined by Jo Bostock, who will link Y Sport to WST and provide inclusive leadership expertise, as well as sports and business transformation expert, Tony Copsey. They will work with business, media and sport to reinforce the rationale for commercial investment by:

- Re-shaping existing commercial opportunities for sport and individual sports women
- Creating new opportunities through increased investment
- Demonstrating a genuine return on this investment

Y Sport would welcome the opportunity to meet with organisations and individuals who would like to be trailblazers in this area.

**Please contact:** Sally Horrox on [sallyhorrox@y-sport.com](mailto:sallyhorrox@y-sport.com)



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Inclusion@Lloyd's is proud to sponsor the Inspiring Participation category of the

## BEAGAMECHANGER AWARDS 2015

Good luck to all the entrants!

Inclusion@Lloyd's is a joint initiative of Lloyd's Corporation and the Lloyd's Market Association. Follow us on twitter at @LloydsInclusion

# Inspiring Participation: Finalists

**A project, campaign or enterprise that inspires women and girls to get physically involved in sport themselves. More people actively participate in sport because of this compelling initiative.**

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

## Fat Girl's Guide to Running

Julie Creffield was inspired to start the “Too Fat to Run Campaign” after she was told that she was too fat to participate in the Brighton Marathon, which she went on to complete. Julie has done much to challenge this mind-set, getting groups of women running together and taking part in races through her website, social media and in person.



## Girlguiding

Girlguiding has always focused on adventure, having fun outdoors and developing girls' confidence. Girlguiding currently runs a number of campaigns including their #BeBodyConfident campaign, which challenges body shape stereotypes, referencing sporting role models and physical achievements.



## Project 500

This regional project was developed and delivered by the 7 South East County Sports Partnerships with a goal to recruit, develop and retain up to 500 female coaches. The pilot project reached over 1,700 women and resulted in improved engagement with National Governing Bodies of Sport. A National Project 5000 was launched in April 2015.



## This Girl Can

Sport England developed the This Girl Can campaign to inspire women to overcome the fear of judgement and get active. This Girl Can has spread throughout the world, with more than 25 million views online and thousands of tweets and shares on social media. But most importantly, women everywhere have been inspired to become 'girls who can'.



# Sport Is Beautiful

The visual campaign of the Women's Sport Trust

Sport is Beautiful celebrates, creates and promotes the very best women's sports photography and film. Focusing on images that showcase the athletes' strength, skill, courage and commitment, we present these women as inspiring and powerful role models.

Our campaign launched with a hugely successful exhibition at the offices of KPMG in Canary Wharf and reached 8000 people each day. Due to the phenomenal feedback this event received, we have now begun various activities that will continue to set the standard and raise the bar in how sports women are represented visually.

- Launching this autumn will be an image bank containing our own commissioned photography. This will be free to access for schools, clubs and universities ensuring we reach as wide and diverse an audience as possible.
- A commercial arm is currently being established in order to work alongside business, enabling us to influence right at the top.

A public exhibition, film events and an increased digital presence are also in the pipeline, so if you'd like to get involved in this exciting and impactful campaign please contact: [DanielleSellwood@WomensSportTrust.com](mailto:DanielleSellwood@WomensSportTrust.com)

 @Sport\_Beautiful

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



Christine Ohuruogu photographed by Robert Wilson  
Displayed as part of the Sport is Beautiful exhibition at KPMG

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An inclusive leadership ethos sits at the heart of our business in KPMG, so we've been delighted to host the 'Sport Is Beautiful' exhibition in our offices, in association with Women's Sport Trust, challenging the perceptions around women in sport.

Tonight we're proud sponsors of the Imagery Award at the #BeAGameChanger Awards.

Visit [kpmg.com/uk](http://kpmg.com/uk)

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# Imagery Of The Year: Finalists

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

*This award has been kindly sponsored by KPMG.*

## Red Bull Fox Hunt

Hundreds of women set off ahead of multiple World Champion, Rachel Atherton, who then chased and tried to catch and pass as many as she could. The creative imagery of the hunters becoming the hunted, with Rachel as the fox, made for an engaging spectacle. The dramatic camera work from a variety of angles takes the viewer into the heart of the Foxhunt and conveys the sheer excitement of the event for spectators and participants alike.



## Skate Girls of Kabul

After reading a small article in 2012 about young girls skateboarding in Afghanistan, Jessica approached Skateistan, a non-profit NGO that uses skateboarding as a tool to empower girls and get them into education. Jessica's vision was to create a set of photographs using their inspiring young girls, she went on to be awarded 2nd place in the prestigious National Portrait Gallery's Taylor Wessing Photographic Portrait Awards.



## Wild Women

Wild Women is a documentary series following the lives of eight incredible female athletes. The series features Paralympians and wingsuit pilots, along with mountain guides and future bouldering world champions, capturing the motivation, grace and life stories of some of the finest female adventure athletes today as they push the boundaries of what's humanly possible. The series has had over 1 million online views on EpicTV.





## Inclusion, Diversity and the Power of Sporting Role Models

**The London 2012 Olympic and Paralympic Games provided many powerful role models from diverse backgrounds. It was great that athletes like Jessica Ennis-Hill, Mo Farah, Christine Ohuruogu, and Hannah Cockcroft were celebrated but the common conclusion that this “proved” Great Britain was at ease with diversity was a fantasy.**

Despite the positive black, asian, brown, LGBT and disabled sporting role models on the field of play, off the field this representation only goes so far. If we want to achieve genuine equality then inclusion must be about representation at all levels. Research from Sporting Equals is startling; only 2 out of 45 individuals on National Governing bodies are black and minority ethnic people, with 35 white males and 8 white females.

Sport has a huge cultural and global presence and therefore provides a platform to shine a light on inequalities in a way few other cultural practices can. So sport itself comes to be seen to represent wider societal values, just as elite sportswomen and men become responsible as powerful role models.

As a woman of colour, racism and sexism doubly affect my own opportunities, so when an athlete of colour decides to take a stand about something beyond

sport it is hugely inspiring to me. As demonstrated when Nicola Adams came out as bisexual long before other high profile athletes and to less media coverage.

You will be hard pressed to find someone who denies the transformative nature and symbolic value that sport has. From Billie Jean King and the struggle for equality in tennis and women's sport more broadly in the US, to the Tommie Smith and John Carlos salute for the Olympic Project for Human Rights at the Mexico Olympics in 1968, sport is often at the forefront of social movements.

Sportswomen in particular are powerful role models and an inspiration to other girls and women. I would encourage more and more female athletes to speak out on issues that they are passionate about. When Lizzie Armitstead won silver in the London 2012 Olympic cycling road race she used the opportunity to courageously speak up about sexism in her sport. It's not just the power of the words that athletes have but also the extent of their reach. Sport provides the space to have the discussions that people don't want to talk about. Sport crosses divides and talks to those who don't even like sport.

As women's sport becomes more visible, it's thrilling and exciting to see the strides that have been made. With increased visibility comes success, as new names are catapulted onto our TV screens. Today's track and field athletes are standing on the shoulders of those who came before. I think back to the time when I watched in awe as Tessa Sanderson and Fatima Whitbread claimed gold and bronze medals in the javelin at the 1984 Los Angeles Olympic Games. Sanderson became the first black British woman to win Olympic gold. The power of seeing someone who looks like you claim victory is instrumental in visualizing your own success both on and off the sports field.

The media across the board are slowly recognising the sporting success of women, the captivating characters and the stories to be told. Together let's make these stories as representative of our nation as possible, just like the phenomenal finalists this evening who come from a variety of backgrounds.

Movements, agitation, and collective and shared responsibility all have a place in the pursuit for equality. We all have a contribution to make and sport provides us with an environment where we can play our part. When we stand together we are stronger, yes we will stumble but we will also get right back up.

**Michelle Moore**

***Diversity and Inclusion Advisor to the Women's Sports Trust***



The 30% Club is thrilled to be supporting the Women's Sport Trust's #BeAGameChanger Awards and wishes all nominees the very best of luck



30% Club

[30percentclub.org](http://30percentclub.org)

Men and women working together toward better gender balance at all levels of organisations

# Media Organisation: Finalists

**The organisation that has had the greatest impact on increasing the quality, range and visibility of media coverage relating to women's sport. They have set an example in establishing women's sport as a valuable media proposition.**

*This award has been kindly sponsored by the 30% Club.*

## BBC Sport

The BBC devoted 32% of its live TV output to showcasing female athletes in 2014, with an audience of five million watching Lizzy Yarnold win gold at the Winter Olympics, and nine million watching England women's rugby squad take the team award at Sports Personality of the Year. Coverage is driven by the BBC's first female Director of BBC Sport.



## BT Sport

BT Sport have backed women's sport through their coverage of the FA Women's Super League, the WTA Tour and all women's sport through the Action Woman Awards. With sports presenters including Clare Balding and Martina Navratilova, the channel has been clear in its determination to boost the visibility and value of women's sport.



## Scrumqueens

Scrumqueens.com has established itself as the leading independent voice in women's rugby by filling the gaps left by mainstream media. As interest and exposure of the game has improved, the site has evolved into the authoritative voice and opinion leader on the women's game as well as sharing knowledgeable insights.



## Sky Sports

In 2014, Sky Sports showed women's sport programming on over 260 days, up 30% on 2013. In 2015, Sky Sports will show more women's sport than ever before, with programming every week of the year. The Sportswomen show launched in 2013 and Sky Sports also partners with The Sunday Times on the Sportswomen of the Year Awards.





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# Journalist Of The Year: Finalists

**Awarded to the individual journalist responsible for the most compelling coverage of women's sport throughout the year. 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 Promote PR.*

## Jessica Creighton

Having played football all her life, Jessica has experienced first-hand the inequalities that exist in sport and wants to use her voice to change that. Her exclusive interview with footballer Fara Williams focused worldwide attention on the player's battle with homelessness. Jessica also unearthed the story of the world boxing governing body, AIBA, suggesting women boxers should wear skirts when fighting. Jessica is often invited to speak in schools and universities.



## Anna Kessel

Anna Kessel has been a sports writer for the Guardian and Observer since 2004. Covering three Olympic Games, as well as several World Cups, World Championships and Euros, Anna has interviewed some of the biggest stars in global sport. Anna works tirelessly to campaign for the advancement of women in sport, and often speaks out publicly about discrimination. Anna founded the first Power List of women in sport which launched in March 2014.



## Jacqui Oatley

As a sports broadcaster and ex-amateur player, Jacqui is at the forefront of promoting women's football. She is the lead presenter for 'The Women's Football Show' on BBC TV and will host their FIFA Women's World Cup coverage this summer. She recently hosted FIFA's International Women's Day conference, which was shown live around the world. In 2007 Jacqui became the first female football commentator of BBC TV's Match of the Day.





## Heard The One About Women's Sport?

**Look how old they are. The major events and mythologies that fill our modern sports media. There have been 128 Wimbledon's since 1877, the first FA Cup was played in 1863 - and the Olympics quaintly describe their "modern" era as beginning in 1896. In reality it all began in 776 BC or thereabouts - and women spectators were rewarded not with a giant Coke and breathtakingly-priced hotdog but a fling off Mt Typaeum to their deaths.**

That explains a lot. The narrative of sport stems from an era when women were conspicuously not, say, heptathletes. Any heaving they did related to coal sacks or corsets. Dispatches from the sporting fields therefore were pretty much devoted to the endeavours of men.

There were exceptions throughout the 20th century. The Dick Kerr Ladies football team before the FA took fright at their popularity and banned them. Olympic legends from Wilma Rudolph to Dame Mary Peters. Leaders like Rachel Heyhoe Flint, captain of the England Women's Cricket team for more than two decades. Wimbledon's ladies singles winners, from Lottie Dod to Serena Williams.

But, you know, in general you could have grabbed any old buffer who ran sport in the 1960's and he would have been appalled by the idea of women running marathons. Don't ask him why. Something to do with their 'undercarriages' he might have said, spluttering with monumental embarrassment into his pink gin. That mad thinking wasn't overturned until 1984 when American Joan Benoit won the first women's Olympic Marathon and didn't die after all.

Liberation of women's muscles has proceeded to the point we reach now in the sunny foothills of the 21st century where Charlotte, Nicola, Victoria, Jessica, Becky, Katherine, Laura, Nicole, Lizzy\* are - pretty much - household names. Teams, less so, but Lottie - the greatest England cricketing run scorer of all time? Perhaps.

Newspapers are constricted by space considerations and the nigh cult popularity of football, but in most other areas of the media: broadcast, online and social the opportunities have exploded for women's sport.

The Women's Boat Race 2015 will go down in history for its television audience of 4.8m viewers, Clare Balding as lead commentator and record crowds lining the Thames. Instead of paddling about on a bit of river near Henley with nobody watching or caring (bar relatives) the female rowers were the central focus of funding, thanks to Helena Morrissey and Newton, limelight and celebration as they rowed on the same river and the same day as the men. Hallelujah.

When the England women's football team play in the World Cup in Canada next month, the BBC will be broadcasting the games and BT Sport have warmed up the audience with coverage of the the Women's Super League.

The England Women's rugby 7s team will vie for an Olympic spot this year. Scrumqueens will follow every twisting storyline. Jess Ennis will make her come-back shortly following the birth of her son Reggie last year. No-one, if they know what's good for them, will call her 'The Flying Housewife' as they did Fanny Blankers-Koen when she won four Olympic golds at London in 1948.

Women have always had the muscle-power, stamina, determination, charisma, work ethic, perseverance and team spirit to be champions. They just didn't have the babysitters. Or the money. Or the belief. It is all changing and the coverage of women's sport is changing with it. **Sue Mott**

\*

**Charlotte Dujardin** - holder of all 4 major titles and world records in dressage.

**Nicola Adams** - glass-ceiling-busting Olympic boxing champion.

**Victoria Pendleton** - Britain's most successful Olympic female cyclist.

**Jessica Ennis-Hill** - reigning Olympic heptathlon Champion.

**Rebecca Adlington** - Britain's most decorated Olympic athlete (4 medals)

**Katherine Grainger** - ...back in rowing and going for her 5th.

**Laura Trott** - double Olympic gold medalist and pro-cyclist.

**Nicole Cooke** - former Commonwealth, Olympic, World road cycling champion.

**Lizzy Yarnold** - holder of all 4 major titles in skeleton.

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# Sponsorship Of The Year: Finalists

**A partnership between sport and business that has resulted in the most exciting new 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 activbod.*

## **Investec & England Hockey**

Investec's sponsorship of women's hockey spans three levels – the national team, the Hockey League and Quicksticks, a programme introducing hockey to primary schools. Since 2011 there has been a 25% increase in the number of women in clubs, 55% increase in under 16s in clubs and equal club participation between men and women. Investec also works closely with England Hockey to create and facilitate media opportunities for the team.



## **Kia Motors and ECB Women's Cricket**

In July 2014 the ECB announced sponsorship of the Women's team with Kia Motors (UK) Ltd, a six-figure sum which represented the first ever standalone commercial deal in international women's cricket. Kia's partnership with the ECB is a pioneering development for women's sport and sponsorship, supporting the players' new found professional status and further enhancing their profile.



## **Newton Investment Management & Women's Boat Race**

Sporting history was made on Saturday April 11, 2015, when The Newton Women's Boat Race between the boat clubs of the universities of Oxford and Cambridge was rowed on the same day and over the same course as their male counterparts for the first time. This sponsorship is seen as a game changer for women's sport as it brings parity to a traditional Great British sporting event.



# The Women's Sport Trust Team

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Sue Day  
Treasurer



Sue Anstiss  
Trustee



Tim Cozze-Young  
Trustee



Kate Hannon  
Trustee



Nicola Hyslop  
Trustee



Suzy Levy  
Trustee



Jeanette Kwakye  
Trustee



Jamie Brookes  
Trustee

## Non-Trustee positions



Danielle Sellwood  
Visual Campaign  
Director



Michelle Moore  
Diversity & Inclusion  
Advisor



Kate Grey  
Board Observer

# Thank-You

## **Our patrons**

Maggie Alphonssi  
Sophie Christiansen  
Kate Richardson-Walsh  
Kelly Smith  
Anna Watkins

## **Our expert panel**

Amanda Bennett  
Claire Bennett  
Tim Cozze-Young  
Amanda Fone  
Connie Henry  
Jeanette Kwakye  
Paul Morgan  
Kathryn Nawrockyi

## **Our event sponsors**

Microsoft  
activbod  
KPMG  
Inclusion@Lloyds  
Matrix  
Promote PR  
The 30% Club  
The Gym Group

## **Photographers**

James Cannon  
Andy Hooper/Daily Mail  
David Crump/Daily Mail  
Sean Malyon  
Alison Palmer  
Lukasz Warzecha

## **Our event participants**

Alice Arnold  
Clare Balding  
Mercy Brown  
Nicole Cooke  
Baroness Heyhoe Flint  
Sue Mott  
Dame Mary Peters  
Lizzy Yarnold

## **Behind the scenes**

Anna Glover  
Alice Powell

## **Volunteers from:**

Promote PR  
Accenture  
Microsoft

## **Follow us at:**



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# #BeAGameChanger



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