



#BEAGAMECHANGER 2018 - Categories and Awards

The #BEAGAMECHANGER Awards are open to everyone, inclusive of age, gender, ethnicity, sexual orientation, disability, culture and background. We actively welcome nominations that will help to demonstrate the diversity of people engaged with progressing women's sport.

Overview

Category	Awards
Athlete Role Models	<ol style="list-style-type: none"> 1. Sporting Role Model – Individual 2. Sporting Role Model – Team
Leadership	<ol style="list-style-type: none"> 3. Ambassador of Women's Sport 4. National Governing Body of the Year
Brand / Sponsorship	<ol style="list-style-type: none"> 5. Brand / Sponsor Partnership of the Year
Initiatives	<ol style="list-style-type: none"> 6. Inspiring Initiative – Local/Grassroots 7. Inspiring Initiative - National
Media	<ol style="list-style-type: none"> 8. Imagery of the Year 9. Media Initiative of the Year
Outstanding Contribution	<ol style="list-style-type: none"> 10. Outstanding Contribution to Women's Sport

Breakdown of Categories & Awards with criteria / eligibility

Terms & conditions are available at: www.womenssporttrust.com/bagc2018

Athlete Role models

Sporting Role Model - Individual

An elite athlete who used his/her 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.

Eligibility

- Must be a currently competing elite athlete
- Competing at a national or international level
- Has had significant impact in the last 12-month period.

Criteria

Nominees will have:

1. Actively made use of his/her profile as an elite sports person to bring about positive change in sport for women and girls
2. Had a demonstrable impact on others – either at a deep local level or on a wider national scale.
3. Influenced local or national media coverage
4. Shown creativity and innovation in promoting women's sport

Sporting Role Model - Team

The team who best 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.

Eligibility

- Must be a currently competing elite team
- Competing at a national or international level
- Has had significant impact in the last 12-month period.

Criteria

Nominees will have:

1. Actively made use of their profile as an elite team to bring about positive change in sport for women and girls
2. Had a demonstrable impact on others – either at a deep local level or on a wider national scale.
3. Influenced local or national media coverage
4. Shown creativity and innovation in promoting women's sport

Leadership

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.

Eligibility

- Anyone making a significant difference to women's sport in the UK and is **not** currently competing as an elite athlete.
- Includes campaigners, leaders from sporting bodies, coaches, retired athletes, politicians and others.
- Has had significant impact in the last 12-month period.

Criteria

Nominees will have:

1. Used their influence to bring about positive change for women and girls in sport, at a local, national or international level
2. Instigated improvements that will be sustainable over time
3. Collaborated effectively with others within and beyond their own organisations
4. Shown creativity and innovation in promoting women's sport

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.

Eligibility

- A National Governing Body in the UK that is currently recognised by Sport England.
- An NGB who has had a notable positive impact on women's sport in the last 12-month period

Criteria

Nominees will have:

1. Made significant, visible, demonstrable and sustainable progress in engaging women and girls with their sport.
2. Shown evidence of inclusion in the way in which they work as an organisation e.g. board representation, PR, communications and recruitment.
3. Raised the profile of women's sport and generated media coverage.
4. Shown creativity and innovation in approach

Brand / Sponsorship

Brand / Sponsor Partnership of the Year

A partnership between sport and business that has raised the bar in terms of the perception of how women's sport can be activated. This award recognises the vital role of investment in raising the profile and increasing the impact of women's sport.

Eligibility

- Sponsorship or brand partnership that has promoted women's sport via sponsorship of an individual, team, sport, event etc. Or a brand that has used women's sport as a creative theme for its marketing
- Must have had a significant impact in the last 12-month period
- A joint nomination that represents the partnership between sport and business.

Criteria

Nominees will have:

1. Secured a significant investment that has demonstrably changed the circumstances of the team, sport, event or individual involved.
2. Raised the profile of women's sport and generated media coverage.
3. Demonstrated long-term thinking that will enable sustainable change
4. Shown creativity and innovation in approach

Initiatives

Inspiring Initiative – Local / Grassroots

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.

Eligibility

- Must be a project, initiative or campaign working within the UK.
- May relate to a single sport or be a cross-sport initiative
- Can be run by a charity, public sector, private or volunteer organisation – could include NGBs, sports clubs, governmental agencies, social enterprises and individuals.
- Has had significant impact in the last 12-month period.

Criteria

Nominees will have:

1. Well defined purpose, objectives, key messages and audience
2. Had a significant, measureable and sustainable impact at a local / grassroots level.
3. Influenced local media coverage
4. Shown creativity and innovation in promoting women's sport

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.

Eligibility

- Must be a UK focused project, initiative or campaign
- May relate to a single sport or be a cross-sport initiative
- Can be run by a charity, public sector, private or volunteer organisation – could include NGBs, sports clubs, governmental agencies, social enterprises and individuals.
- Has had significant impact in the last 12-month period.

Criteria

Nominees will have:

1. Well defined purpose, objectives, key messages and audience
2. Had a significant, measureable and sustainable impact at a national level.
3. Influenced local and national media coverage
4. Shown creativity and innovation in promoting women's sport

Media

Imagery of the Year.

The single image, series of photographs, 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.

Eligibility

- Image/s can be still or moving and in print, broadcast or digital format.
- Imagery has been published in the last 12-month period.
- Either about women's sport in the UK or had a tangible positive impact on it.
- Image/s can be submitted by professionals, amateurs, brands, sporting bodies and voluntary organisations.

Criteria

Nominees will have:

1. Produced high quality image/s that are visually compelling.
2. Used imagery to demonstrate how irresistible women's sport can be.
3. Engaged and broadened the audience for women's sport
4. Showed creativity and innovation in approach

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.

Eligibility

- Within the last 12 month period
- Open to print, broadcast, radio and on-line/ digital media.

Criteria

Nominees will have:

1. Generated high quality content that was varied, thought provoking and well researched
2. Demonstrated knowledge of and commitment to covering women's sport
3. Engaged and developed audiences for women's sport
4. Shown creativity and innovation in their coverage - including use of multiple platforms

Outstanding Contribution

Outstanding Contribution to Women's Sport

WST's equivalent of the BAFTA lifetime award – given to an individual who has had an exceptional and long-term impact on women's sport. This Award is chosen by Women's Sport Trust.