

10 Sports events



► **Gender-sensitive planning and organisation of sport events and competitions by public authorities and sports organisations.**



- Achieve a gender balance in participation in sporting events and competitions
- Offer an equal number of events and competitions for women and men, girls and boys
- Ensure gender equality in prizes and awards
- Promote all events equally with material free of gender stereotypes



The gender-sensitive organisation of sporting events and competitions will contribute to making events more accessible to both sexes, to making female athletes more visible and breaking down gender stereotypes. Raising the visibility of female athletes and competitions will underline the importance of female sports, making them more viable commercially. Such events can also help raise awareness of gender inequalities and serve as good examples.

ON YOUR MARKS

Understand the issue

Even if the norm is to organise distinct competitions for males and females, a lot can be done to improve gender equality in events and competitions to give equal opportunities, visibility and rewards to all, as well as to challenge gender stereotypes.

Key elements to consider

- Schedule (for example, are slots fairly distributed between female and male competitions?)
- Venue (is the quality of venue and/or equipment the same for all events?)
- Participation (is the number of male and female athletes roughly equivalent?)
- Attendance (is the number of men and women and girls and boys attending the event roughly equivalent?)
- Prizes and awards (are the funds available for female and male competitions or events equal?)
- Promotion (are female competitions or events as well promoted as male events?)
- Non-sporting aspects (does marketing avoid sexualisation of athletes?)

TAKE ACTION

Plan

■ Choose the right venue

- ▶ Make sure that the venue can provide the same quality of infrastructure and equipment for male and female games. For example, clean, safe, adequate changing facilities and toilets, enough adequate space to accommodate television crews, etc.
- ▶ Make sure that all venues can be accessed safely by all segments of the population. For example, examine the necessary measures required to ensure well-lit parking facilities in the evening.
- ▶ Check that all venues can accommodate a section for family seating, with family friendly restrooms.

■ Aim at equal participation/attendance

- ▶ Consider organising mixed events; for example, mixed teams for a triathlon instead of single-sex teams, female and male games organised the same day and at the same venue.
- ▶ In mixed sports competitions or events, ask organisations to send equal numbers of men/boys and women/girls as much as possible.
- ▶ In your planning, ensure an equal number of single-sex events.
- ▶ Support to participants: ensure that rewards, incentives, recognition, sponsorship, promotion and other forms of support are provided fairly and equitably to women and to men.
- ▶ Plan opening and closing ceremonies of sporting events in which women and girls feature as significantly as men and boys.

■ Plan a fair schedule

- ▶ Ensure a fair distribution of slots for male and female events/competitions to guarantee equal visibility to all. For example, avoid scheduling all women's finals in the early afternoon and all male ones in the early evening.

Organise

■ Make sure that all marketing and advertising stays clear of gender stereotypes and of the sexualisation of athletes (for example, avoid all-female cheerleading, distribute the IOC "Portrayal Guidelines" (2018) to all sponsors, advertisers and marketing stakeholders).

■ Explore all possibilities for making ticket prices affordable to ensure access to all categories of income (for example, family tickets, free access to children under a certain age).

■ Use the opportunity offered by an event or competition to promote your sport effectively; for example, offer free/cheaper access to under-represented group(s).

■ To counter the tendency of men's events to be referred to as the only game in town, designate events or competitions as either men's or women's competitions (for example, Men's Tennis Championship, Women's Tennis Open).

■ Ensure that both male and female events attract balanced coverage in the media. For example, when negotiating diffusion rights, demand that male and female events are covered equally.

■ Alternate the order of presentations, matches and mentions of women's and men's results and events in presentation ceremonies, publications, etc. to be sure that women's sport is not unintentionally presented as secondary to men's sport.

■ Maintain an active social media presence on multiple platforms and increase outreach, for example by engaging female athletes.

■ Develop a clear strategy against sexism and (sexual) harassment during the event, including a clear procedure on how all complaints will be dealt with and the support provided.

■ Distribute clear, precise and practical information to all participants and staff about your policy to prevent and combat gender-based violence.

■ In liaison with public transport services, organise safe and affordable transport.

■ As far as possible, make sure that the support staff, volunteers, event managers, officials, etc. are gender mixed teams.

■ Organise a collection of sex-disaggregated data on participating athletes and the public to check for gender disparities.

■ Post-event: organise a feedback session with all relevant stakeholders. Use the collected data on participation and attendance to support your analysis. How did it all go? How could it be done better? Develop an action plan for your next event.

EXAMPLE

MONITORING GENDER BALANCE (I.E. PRIZE MONEY) AT (LEADING) SPORTS EVENTS

Organisation responsible: Sport Vlaanderen (Flemish Ministry of Sport)

Country: Belgium

Organisations that are subsidised by the Flemish authorities for their (leading) sports events are obliged to submit an evaluation form in addition to their expense reports.

Since 2018 this evaluation form has included the following question: "What actions does your organisation take with regard to the equal treatment of men and women concerning prize money, starting fees or other payments? Please specify whether an equal treatment was applied and what your intentions are for this aspect for future events".

The Minister of Sports and the Administration of Sports (Sport Vlaanderen) have explicitly chosen to apply the principle "comply or explain".



For more information on these examples and to find out about other practices and resources, take a look at the ALL IN online library¹.



Factsheet 4 – Drawing up an action plan to achieve gender equality in sport

Factsheet 6 – Funding

Factsheet 7 – Communication

Factsheet 8 – Sporting opportunities

Factsheet 11 – Sports facilities

¹ <https://pjp-eu.coe.int/en/web/gender-equality-in-sport/online-library>

Notes

ALL IN: Towards gender balance in sport (Erasmus +)

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