



News and Resource Update August 2016: Your guide to what's happening around the world

We want to hear about what you and your related organisations are doing and the information you are producing. You can send your information and news to any member of the executive board for inclusion in the 'Update' each month – [view their contacts details](#)

Keep right up to date with our news

We have set up social media accounts to share all our latest news with you:



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IAPESGW 18th World Congress - *Women and Girls in Sport: Research to Action* Barry University, Florida, USA 17 – 21 May 2017

Themes:

- Pedagogy of Physical Education, Sport, and Dance
- Lifelong Physical Activity for All
- Global to Local Initiatives and Assessment
- Sport Sciences

There is a website for our event being hosted by Barry University at:

www.barry.edu/iapesgw

PLEASE visit the website as information starts to be released for the 18th Congress next year - registration will open soon.

Delegates attending the ICSEMIS Conference in Santos, Brazil - 31 August - 4 September 2016 :

It is a great pleasure to inform you that the 5 books on the **IAPESGW Continent Series** will be presented at the Barry University – 2017 IAPESGW Conference exhibit stand, Mendes Convention Centre

Date: Friday, 2 September

Time: 13:30

Please join us!

Joining IAPESGW – Special membership offer extended

We are pleased to advise colleagues of the special rate of \$50 Canadian for a membership covering 2016 to 31 March 2017 – please encourage your contacts to take up this offer.

[Visit 'Joining IAPESGW' to take advantage of the offer](#)

International

UNESCO - Quality Physical Education (QPE) International Workshop

29 - 30 September 2016, UNESCO Headquarters, Paris

In the framework of the Quality Physical Education (QPE) policy project, a 2-day interactive workshop will be organized in collaboration with the German Agency for International Cooperation (GIZ).

The main objectives of the event are the following:

- to encourage the stakeholders engaged in the QPE pilot countries to analyze and optimize their policy revision process and advocacy strategy on QPE;
- to build a tutoring relationship between the QPE pilot countries, GIZ and Nike, based on knowledge sharing and built on the success of the Design to move initiative (DTM);
- to establish a QPE sustainable advocacy network under Nike's guidance.

.....
[View more details](#)

European Sports Week 2016 - #BeActive

10 - 16 September 2016

The European Week of Sport aims to promote sport and physical activity across Europe. The Week is for everyone, regardless of age, background or fitness level. With a focus on grassroots initiatives, it will inspire Europeans to #BeActive on a regular basis and create opportunities in peoples' everyday lives to exercise more.

[Visit the website to find out more details](#)

FIBA (31 July 2016)

FIBA addresses high player dropout in women's basketball in Europe

SOPRON (FIBA U18 Women's European Championship 2016) – In cooperation with the Hungarian University of Physical Education, FIBA Executive Director Europe Kamil Novak met with parents and players in Sopron on Sunday morning to address the issue of the high dropout of players in the women's game.

In a unique cooperation, FIBA and the Hungarian University of Physical Education have conducted in-depth transcontinental research to investigate patterns related to the high dropout of female basketball players moving from youth to senior level basketball.....

For more information on the study, please click [here](#).

[View the full news item](#)

Editor - a few articles / news items that reflect coverage of key landmarks / issues that have come into prominence during the Rio 2016 Olympic Games. I am sure there were many more - *this is just a small selection*:

An interesting article regarding some of the media references...

The Guardian, UK (9 August 2016)

[Lindy West](#): How to talk about female Olympians without being a regressive creep – a handy guide. Want to avoid gaffes when reporting on female athletes? Do write about the sports they did. Don't bring their makeup, very small shorts and marital status into it!

As ever, this year's Olympics – an international bacchanal of physical perfection and triumphant will swaddled in human rights abuses and environmental catastrophe – are providing fuel for public delight and scorn in abundance. Making a strong showing in the

“scorn” category already is the press, which, less than a week in, has managed to insult, demean and erase female athletes in a cornucopia of bumbles.

The Chicago Tribune announced American trap shooter Corey Cogdell-Unrein's medal win with the headline [“Wife of a Bears' lineman wins a bronze medal today in Rio Olympics”](#), not even bothering to mention her name. In the afterglow of Katinka Hosszu's world-record-breaking swim, [NBC sportscaster Dan Hicks](#) pointed out Hosszu's husband and gushed: “And there's the man responsible.” Another NBC commentator described the powerhouse US female gymnastics team as looking as though [“they might as well be standing in the middle of a mall”](#). People Magazine called Simone Biles [“the Michael Jordan of gymnastics”](#), as though we can't possibly comprehend female greatness without a male proxy. Rightwing media co-opted Ginny Thrasher's gold medal win in the 10-metre air rifle competition, dubbing her “a girl with a gun”, as a cudgel in their crusade against gun safety. In a Twitter exchange that rapidly went viral, Dutch cyclist Annemiek van Vleuten lamented her injuries after a crash, inspiring some random man to [explain to her how to ride a bike](#): “First lesson in bicycling, keep your bike steady ... whether fast or slow.”

The Olympics offer up women's bodies for public scrutiny on a massive scale, but to surprisingly constructive effect, relatively speaking: It's one of the only hit TV shows that celebrates female strength, skill and excellence without sexualising female existence. And it's not that I think the authors of the aforementioned gaffes are vicious, deliberate misogynists. It's more that they were raised in a culture – as we all were – that has almost no idea how to process competent women (see also: America's current presidential election). You can feel a faint confusion pulsing behind every word. A girl ... doing things!?

So, as a public service, here is a handy guide for how to talk and/or write about female Olympians without being a regressive creep who is constantly getting yelled at by feminists on the internet.....

[View the full article](#)

Around the Rings reports (11 August 2016)

Olympic Movement Comes Together at Olympians Reunion Centre by EY in Rio to Honour Women in Sport

International Olympic Committee President Thomas Bach and World Olympians Association (WOA) President Joël Bouzou have outlined the Olympic Movement's shared commitment to advancing women in sport at Women. Fast Forward, an event held at the Olympians

Reunion Centre by EY in Rio on Tuesday. Co-hosted by the WOA and the EY Women Athletes Business Network (WABN), the event brought together prominent female Olympians, business leaders and dignitaries, to pay tribute to the impact the Olympic Movement has had on empowering and advancing women and to honour some of the world's most accomplished women in sport.

Olympians Thomas Bach and Joël Bouzou were joined on stage by two-time Olympic gold medallist Donna de Varona, who is the lead advisor to EY's Women Athletes Business Network (WABN) and a long standing member of the IOC Women in Sport commission and EY Global Vice-Chair of Public Policy and Leader of the WABN, Beth Brooke-Marciniak, who gave the keynote address at the event.

In his remarks President Bach said:

“Gender equality is not a ‘women’s issue’. It is a basic human right of profound importance and fundamental principle of the Olympic Charter.

“Olympic Agenda 2020 illustrates our commitment to gender equality. The goal of the IOC and IFs is to achieve 50% female participation at Olympic Games. The Olympic Games is a powerful platform to promote gender equality and empower women. We are moving closer to 50% female participation at the Olympic Games: Olympic Games Rio 2016, we have around 46% female participation.”

[View the full news item](#)

The Special Broadcasting Service (SBS), Australia reports (11 August 2016) When Olympic victories are more than just medals - Sarah Al-Attar and a host of Wildcard Olympians are reminding us how the Games are about more than just winning

It's not often an athlete coming last in a preliminary heat will receive a standing ovation. But Saudi Arabia's Sarah Al-Attar competing at the 2012 London Games did. The reason why is what makes the Olympics so much more special than any sporting event.

Al-Attar won't be a name familiar to many of us. The fact is, most of us watch the Olympics so we can see our favourite athletes competing on the world stage. This is the ultimate arena that athletes work their entire sporting lives to be a part of.

We want to see the likes of [Simone Biles](#), Anna Meares, [Liz Cambage](#), and Katie Ledecky give every last drop of themselves to get that shiny medal. But the Olympics isn't always about winning.

Rio will be 23 year-old Sarah Al-Attar's second Olympics. The reason the crowds in London gave her a standing ovation was because Al-Attar was one of two female athletes representing Saudi Arabia. 2012 was the first time the deeply religious nation had allowed females to compete.

This year they will allow four female athletes to attend the Games. All because of the Wildcard system.

The Wildcard system allows countries to select athletes who haven't attained the qualifying standards for an event to attend the Olympics. It allows for a greater diversity of countries to be represented at the Games.

For the four women representing Saudi Arabia at the Games it is hard enough to train, let alone achieve qualifying standards that enables one to become an Olympian. For starters there are no women's sports clubs for competitive sports and women are not permitted to train alongside men. In fact when Saudi Arabia announced it was sending four women to the Olympics it had to make a separate announcement from the one they made about their male Olympians.....

[View the full news item](#)

**New Zealand Herald reports (13 August 2016)
Rio Olympics 2016: Sprinter in hijab makes history**

She may not have won her race, but a Saudi Arabian athlete made history today and won the support of women all over the world.

Sprinter Kariman Abuljadayel became the first Saudi woman to compete in the 100m, finishing seventh in a preliminary heat.

Standing out from her competitors in a full-body kit and hijab, she was unable to qualify for the final of the event, but was praised heavily online for her efforts.

Abuljadayel, 22, follows in the footsteps of Sarah Attar, the first female track athlete to compete for Saudi Arabia in the Olympics in 2012, and the first to compete in a hijab.

She completed the race in 14.61 seconds, lagging far behind the current world record of 10.49 seconds set by American Florence Griffith-Joyner in 1988.....

[View the full news item](#)

Huffington Post (13 August 2016)

Dr Silvia Camporesi - Bioethicist and Programme Director, Bioethics & Society, King's College London: Why Caster Semenya And Dutee Chand Deserve To Compete (And Win) At Rio 2016

The Court of Arbitration for Sport's suspension of regulations on hyperandrogenism — a medical condition that causes an excessive amount of testosterone in the body — cleared the track for Indian sprinter Dutee Chand and other female athletes, including South Africa's Caster Semenya, to compete at the Rio Olympics this year.....

[View the new item](#)

**The Special Broadcasting Service (SBS), Australia reports (16 August 2016)
Testosterone: Rio's most controversial 'performance-enhancing' substance?**

Amidst the many media sensations at this month's Rio Olympics, one of the fiercest controversies is around an athlete who hasn't yet stepped onto the track.

Caster Semenya is a South African mid-distance runner. On August 17th, she will begin her challenge for the 800m crown in what has been dubbed by sports scientist Ross Tucker as "the surest gold medal in sports." Though born in a town so tiny that its only online trace comes in the form of satellite coordinates, Semenya has been the subject of international sporting regulatory anxiety for the best part of a decade. That's because she happens to be very good at winning. Too good at it, apparently.

Semenya's body has troubled as much as she has inspired. Back in 2009, a leaked IAAF medical report revealed she was intersex, with naturally high levels of testosterone (not all of which was able to be received by her body). There followed a litany of abuses: a short-lived

suspension, an undisclosed medical 'intervention', an intrusive and humiliating media frenzy.

Since London, the Court for Arbitration for Sport have lifted the level restriction on one 'performance-enhancing' substance at least: testosterone. Though the hormone is popularly understood to be a deciding factor in athletic performance, medical evidence has proved inconclusive and, in the absence of clear results, officials have trialled a two-year period where regulations on naturally occurring levels of testosterone are are lifted. Enter South Africa's Semenya...and brace yourself for the inevitable backlash.

So far, the Rio games have been a meta-Olympics: the biggest interrogation has focussed on the idea of competition itself. What do we do with the sure knowledge that athletes dope? Is the four-year cycle of niche urban Olympic development economically viable? Is it ethically sound?

For once, then, Caster Semenya is no anomaly. With a body both powerful and power defying, she raises questions far greater than simply how fast she can run. Where, after all, does gender lie? Is it in our genitals, our chromosomes or our hormones? With every easy answer comes clear exceptions. Too often, exceptions are conveniently overlooked. Running at the front of the pack, though, Caster Semenya cannot – will not – be ignored.....

[View the full news item](#)

New York Times reports (16 August 2016)

Uninhibited Chinese swimmer, discussing her period, shatters another barrier

BEIJING — The uninhibited Fu Yuanhui, the Chinese swimmer beloved for her [over-the-top expressions](#), has made waves once again. On Saturday night in Rio, she freely discussed having her period while competing in the Olympics, breaking what has long been a taboo among female athletes. The [video](#) of her poolside interview quickly went viral.

Ms. Fu's remarks came after the Chinese women's swimming team narrowly missed winning a medal in the 4x100-meter medley relay. In a post-race interview, Ms. Fu, who had already won a bronze medal for the 100-meter backstroke, could be seen crouching as her teammates were questioned one by one.

As the commentator turned to her, Ms. Fu stood up, grimacing in pain. The commentator ventured a guess that Ms. Fu must be suffering from a [stomachache](#), which Ms. Fu quickly corrected.

"It's because I just got my period yesterday, so I'm still a bit weak and really tired," she said. "But this isn't an excuse for not swimming well."

Ms. Fu's candor immediately attracted a deluge of comments online. On Weibo, [China's](#) Twitter-like social media platform, the hashtag related to the subject was searched more than half a million times by the end of Sunday, with many commenters expressing their support for Ms. Fu's openness.....

[View the full news item](#)

Rio 2016 (19 August 2016)

Kimia Alizadeh Zenooin and Hedaya Wahba lead charge of Muslim women in taekwondo

Islamic Republic of Iran and Egypt win first medals in women's taekwondo at Rio 2016 Olympic Games.

Young women from Muslim countries are a growing force in taekwondo and, at the Rio 2016 Olympic Games, that is being manifested in rising success.

The bronze medals for Kimia Alizadeh Zenooin of the Islamic Republic of Iran and Hedaya Wahba of Egypt in the women's -57kg on Thursday (18 August) showcases the talent that comes from North Africa and the Middle East.

The medals are the first for a female taekwondoka from either country and, in Alizadeh Zenooin's case, the first Olympic medal for a woman from Iran.....

The specific uniform of taekwondo makes it possible for girls from more conservative societies to engage in the sport.

"Unlike in other sports, in taekwondo it is not a problem to wear a hijab, because we have a helmet. We also have body protectors and arms and legs are covered," said Rahma Ben Ali of Tunisia, who, like Alizadeh Zenooin, wears the traditional head scarf.

"We are all equal and respect each other's religion."

Wahba, who is another who competes wearing a hijab, said: "It is a good opportunity. You can do your own sport without having restrictions of what you are going to wear, that's the best thing about it.".....

[View the full news item](#) - *it includes photographs*

Inside the games reports (4 August 2016)

Petition launched to allow hijabs to be worn in basketball

Basketball player Ezdihar Abdulmula has launched a campaign to try and change the rules regarding the wearing of female religious clothing in the sport.

Under current rules, the International Basketball Federation (FIBA) does not permit female players to wear any religious dress as they believe it poses a "safety issue".

Article 4.4.2 of FIBA's rule book states that "players shall not wear equipment [objects] that may cause injury to other players".

This means that during this year's Rio Olympics, there will be no players allowed to wear hijabs in the basketball tournament.....

The petition can be found [here](#).

[View the full news item](#)

Leisure Management, UK reports (12 August 2016)

FIFA's first female general secretary headlines Soccerex

Fatma Samoura, the first woman and African to be appointed secretary general of FIFA, will deliver the keynote address at this year's Soccerex Global Convention.

The United Nations veteran of two decades took the high profile position shortly after the election of president Gianni Infantino. She replaced Jerome Valcke who had been banned from football-related activities.

Samoura will address delegates during the September conference in Manchester, updating the industry on the future plans of FIFA. She will also present the inaugural FIFA Diversity Awards on the first day of the convention.....

[View the full news item](#)

Beyond Sport (24 August 2016)

The Beyond Sport Awards, supported by Comic Relief, reveal the 2016 Official Shortlist

Chosen from over 250 entries, from 55 different countries, representing over 64 sports, the Beyond Sport Awards, supported by Comic Relief Official Shortlist recognises the standout work of organisations from across the globe who are using sport as a means to create positive social impact. **From the integration of the hijab into a football shirt to allow female Muslims to play soccer**; to sport as a means to support children physically and psychologically in the wake of a natural disaster; to the use dance and movement to reduce violence in conflict ridden schools; this year's shortlist represents some of the most exciting, innovative and inspiring ways sport is being used to change lives.

In a year that sees the Olympic and Paralympic Games travel to South America for the first time, the movement of the games has clearly inspired more work to be delivered across the continent than ever before, with sport visibly playing a key role in breaking down barriers and addressing key issues around conflict resolution and social inclusion.....

Taking place at London's Queen Elizabeth Olympic Park from Tuesday 18th to Thursday 20th October, the eighth annual Beyond Sport Summit & Awards will bring together the world of sport, business, government and community development.....

[View the full news item and shortlists](#)

Anita White Foundation - AWF Newsletter Issue 14, summer 2016

Our summer newsletter contains news of the recent Women's Sport Leadership Academy (WSLA) 2016, progress on our AWF Tanzania project, updates from doctoral students and information on some local community engagement activities.

[View the newsletter](#)

Obes Rev. 2016 Jul 28. doi: 10.1111/obr.12432. [Epub ahead of print] Why are adult women physically active? A systematic review of prospective cohort studies to identify intrapersonal, social environmental and physical environmental determinants. Prince S A et al

[Author information](#)

Abstract

Objective: This study aims to systematically review available evidence from prospective cohort studies to identify intrapersonal, social environmental and physical environmental determinants of moderate-to-vigorous intensity physical activity (MVPA) among working-age women.

Methods: Six databases were searched to identify all prospective cohort studies that reported on intrapersonal (e.g. self-efficacy and socioeconomic status [SES]), social (e.g.

crime, area SES and social support) and/or physical (e.g. weather, work and recreation) environmental determinants of MVPA in working-age (mean 18-65 years) women. A qualitative synthesis including harvest plots was completed.

Prospero: CRD42014009750 RESULTS: Searching identified 17,387 potential articles; 97 were used in the analysis. The majority (n = 87 studies) reported on ≥ 1 intrapersonal determinant. Very few (n = 34) examined factors in the social or physical environments, and none looked at social policy. Positive and consistent influencers included higher self-efficacy (n = 18/23), self-rated health (n = 8/13) and intentions (n = 10/11) and perceived behavioural control (n = 5/7) to be physically active. Having children in the household was negatively related to MVPA (n = 9/15).

Conclusions: Physical activity intervention studies should consider a woman's level of self-efficacy and perceived behavioural control to be physically active. Additional studies are needed on the impact of children in the household, having a spouse/partner and using group goal setting. More evidence is needed to evaluate the impact of environmental factors.

[Source of information](#)

[Health Psychol.](#) 2016 Feb;35(2):191-4. doi: 10.1037/hea0000258. Epub 2015 Aug 24. Exercise mitigates cumulative associations between stress and BMI in girls age 10 to 19. Puterman E et al

[Author information](#)

Abstract

Objective: Long-term psychological stress is associated with BMI increases in children as they transition to adulthood, whereas long-term maintenance of physical activity can slow excess weight gain. We hypothesized that in addition to these main effects, long-term physical activity mitigates the relationship between long-term stress and BMI increase.

Method: The NHLBI Growth and Health Study enrolled 2,379 10-year-old Black and White girls, following them annually for 10 measurement points. Growth curve modeling captured the dynamics of BMI, measured yearly, and stress and physical activity, measured at varying years.

Results: At average levels of activity and stress, with all covariates remaining fixed, average BMI at baseline was 19.74 (SE = 0.38) and increased 0.64 BMI (SE = 0.01, $p < .001$) units every year. However, this increase in BMI significantly varied as a function of cumulative stress and physical activity. Slower BMI gain occurred in those girls who were less stressed and more active (0.62 BMI units/year, SE = .02, $p < .001$), whereas the most rapid and largest growth occurred in girls who were more stressed and less active (0.92 BMI units/year, SE = .02, $p < .001$). Racial identification did not alter these effects.

Conclusions: As hypothesized, in girls who maintained long-term activity, BMI growth was mitigated, even when reporting high long-term stress, compared with less physically active girls. This study adds to a converging literature in which physical activity, a modifiable prevention target, functions to potentially limit the damaging health effects of long-term psychological stress.

[Source of information](#)

Publications of interest...

The Brain–Body Connection: GCBH Recommendations on Physical Activity and Brain Health. The Global Council on Brain Health, July 2016 (17 pages)

On April 14, 2016 members of the GCBH met to critically examine the impact of physical activity on brain health. A list of participants and GCBH members are included in Appendix 1. The purpose was to interpret current scientific evidence and generate actionable recommendations. This paper provides a summary of the consensus reached by the experts and describes the process they went through to reach the recommendations. This paper was not intended to be a systematic, exhaustive review of all pertinent scientific literature on the topic of physical activity and brain health. Rather, the selected references provided at the end give helpful background material and present a sizable sample of the current evidence base underpinning the GCBH’s consensus in this area.

The experts at the meeting reached consensus on five statements summarizing their opinions about the current state of the evidence base on the relationship of physical activity to brain health as people age. The participants then provided recommendations as well as practical tips for individuals based upon their expert opinions. These statements and recommendations along with the summary of the discussion were circulated amongst other members of the GCBH, and reviewed by other experts in the field. As a result of these deliberations, on July 15, 2016 the GCBH Governance Committee approved the following recommendations on physical activity and brain health for people as they age.

[Download a copy](#)

[View a news item from the University of Exeter on the research \(22 July 2016\)](#)

Study on the implementation of the EU physical activity guidelines. European Commission, August 2016 (232 pages)

This report covers the activities and deliverables of a Tender issued by the European Commission, Directorate-General Education and Culture (DG EAC) to support the implementation of the European Physical Activity Guidelines in the year of 2015. The Tender group supported the EU Physical Activity Focal Point Network in the collection of data for the Monitoring Framework of the EU “Council Recommendation on promoting health-enhancing physical activity across sectors”. Specifically, the group provided revisions and reviews of the Staff Working Document (SWD) that accompanies the Monitoring Framework, supported the EU and WHO in developing a questionnaire, provided Focal Points with a series of webinars and ongoing support via phone and e-mail, and conducted an in-depth situation analysis in six of the Member States. Based on these activities, the group made recommendations to the European Commission for future improvements of the Monitoring Framework, the questionnaire, the SWD, and the support provided to Member States.

[Download a copy](#)

[Executive summary \(6 pages\)](#)

[Also view the news item in relation to the release of the report \(10 August 2016\)](#)

Specific countries

AUSTRALIA

Inside the games reports (2 August 2016)

Women's National Basketball League in Australia makes key appointment

Australia's Women's National Basketball League (WNBL) has appointed former player Sally Phillips to the head of WNBL role for the upcoming 2016-2017 season.

The position will see Phillips work with the member clubs in driving the strategy and marketing of the WNBL.

Phillips will join the WNBL from Dandenong Basketball Association, where she has been the commercial operations director since 2013.

Phillips played 193 games in the WNBL, playing for the Australian Institute of Sport, Melbourne, Dandenong and Adelaide in a career that lasted from 1990 until 2000.

She played in six finals games, amassing 1,865 points overall while also sitting 38th on the all-time assists list with 524 and 29th on the all-time steals list with 298.

The role provides an additional dedicated and full-time managing and marketing resource, bolstering Basketball Australia's focus on the WNBL.....

[View the full news item](#)

Male Champions of Sport (August 2016)

#RIOROLEMODELS - Celebrating women in leadership across elite sport in Australia

As the Olympic Games commence in Rio, this is the final edition in our profile series.

Share their stories:

Please choose a profile below and share it on your website and/or social media page.

Please also forward it on to your network across media, business and sport

Got any questions? Please feel free to contact Eleanor Brown on 0405 042 212, or at eleanor@malechampionsofchange.com

[View the profiles](#)

Janice Crosswhite, IAPESGW vice president - ABC Radio Melbourne picked up on her concerns about the media referring to female athletes as 'girls':

"We don't talk about the boy swimmers," @Crosswhitejan thinks language is important in showing how we value our athletes.....

[Access the Twitter conversations](#)

Janice Crosswhite said on sending this item:

"This is innovative and a good initiative – the first time I have seen this type of special training in finances supported for women on boards."

Government of South Australia (9 August 2016)

Help available for women wanting to serve on boards

Applications open for women to access discounted training in financial management as a board member.

Increasing the number of women in leadership roles, including positions on boards and committees is a priority for the government.

The Australian Institute of Company Directors Finance for Directors course is being offered to eligible women at a reduced rate of \$480. This is a saving of over \$700.

The full-day course will be held in Adelaide on Friday 7 October 2016.

[View the full details](#)

B & T Magazine, Australia (30 August 2016)

There's No Silver Medal For Gender: MD M&C Saatchi Sports & Entertainment

With the Olympics done and dusted; Jamie Gilbert Smith, managing director at M&C Saatchi Sports and Entertainment, and Nicky Bryson, senior strategist M&C Saatchi, have written a joint opinion piece on the gender equality issues raised during the games and what brands now need to be doing to keep the conversation alive.

The Olympic Games has always been a platform for change, more pointedly equality. It's played a significant role in breaking equal rights among races and more recently disability. So, with more women than men representing Australia we thought 2016 would be the year we'd see the Olympics as a platform for addressing gender equality in sport.

How wrong we were. There were many frustrations with these games but it was the ongoing examples of the male hegemony throughout the coverage that shocked many. Despite their success and record-breaking displays of athleticism, female athletes all over were disproportionately described in relation to their marital status, parenthood, age or appearance.

As the world's greatest female gymnasts talked between medal feats the NBC claimed that "They might as well be standing around at the mall."

M&C Saatchi S&E are running a breakfast seminar in Sydney on 6th September featuring prominent leaders from the sport, media and commercial worlds discussing their perspective on gender equality in sport. For additional information or to attend, please contact:

Florance.Hayward@mcsaatchi.com.au

[View the full article](#)

BRAZIL

Laureus Sport for Good Foundation (11 August 2016)

The Golden Dream

Rafaela Silva comes from one of the most notorious favelas in Rio de Janeiro, the City of God. Years ago, to escape the violence and daily adversities of her community, she joined Laureus-supported project Instituto Reação, which uses judo to promote personal development and social inclusion among the young people who attend.

"I started judo because in my community children were selling guns, they would sit in the corners warning criminals when the police came into our community. My parents did not want a future like this for me so they gave me a different activity to get us off the streets" reflected Rafaela.

A few days ago, Rafaela clinched Brazil's first gold medal of the Rio games in the 57kg judo division. The impossible dream had come true.

Rafaela is an inspiration to young people across the favelas of Brazil. She has shown them that no matter who you are, no matter where you come from, dreams can come true. “It is very important to me to help other kids become Rafaelas, not only as athletes but to help them rise up in their lives” added the new Olympic Champion.....

[View the full new item](#)

SAUDI ARABIA

Beyond Sport reports (8 August 2016)

Saudi Arabia women are changing the game

Women in Saudi Arabia have made some progress in participating in sports for health, competition, and professional opportunities but serious barriers remain. According to Human Rights Watch, the Saudi government, including the new women's section of the Saudi sports authority, should remove the remaining barriers to sports in schools, businesses, federations, and team sports.

Four women will represent the country in Rio, a slight improvement from the two who competed in the 2012 London Summer Olympics. But inside Saudi Arabia, widespread discrimination still hampers access to sports for Saudi women and girls, including in public education. This exists against a backdrop of pervasive discrimination that constrains women’s day-to-day lives in Saudi Arabia. Women are not allowed to travel abroad, marry, or be released from prison without a male guardian’s permission, and may be required to provide guardian consent to work or get health care. They are not allowed to drive.

“Saudi women are making tremendous strides in the world of sports – climbing the tallest mountains and swimming the lengths of rivers,” said Minky Worden, director of global initiatives at Human Rights Watch . “They are showing their determination, talent, effort, and heart despite daunting legal, cultural, and religious hurdles. As the Rio Olympics open, Saudi Arabia needs to change the game by addressing the profound discrimination that holds back women’s and girls’ participation in sport in the kingdom.”.....

[View the full news item](#)

UK

The Lancet;27 July 2016. Gender equality in sport for improved public health. Brown, W J et al

In the 2016 *Lancet* Series on physical activity,¹⁻⁴ published to coincide with the 2016 Rio Olympics, authors consider developments in our understanding of relations between physical activity and human health since the 2012 Olympic Games in London. One notable event for

the International Olympic Committee (IOC) in this quadrennium was the adoption of their Olympic Agenda 2020, which reaffirms the IOC commitment to work with International Sports Federations and National Olympic Committees, as well as the UN, to increase the participation of girls and women in sport.

You can register to access this article 'free' of charge - [view the details](#)

Sport and Recreation Alliance (4 August 2016)

Women more likely to be active as a result of Rio 2016 than men

This week, we published the results of survey which revealed that more women are inspired by the upcoming Olympic and Paralympic Games to increase their physical activity than men.

We commissioned the survey, in partnership with Perkins Slade, as part of our #TryYourKitOn campaign which is using the spotlight of this year's summer of sport to highlight all the great initiatives taking place across the country to get people active.

The survey found that 38% of women feel that Rio 2016 will encourage them to be more active in comparison to 27% of men.

We believe that together with our members, we can work more closely together with media to capitalise on the value of major sporting events to help encourage more women and girls to be active.

Coverage of large sporting events appears to have a positive influence on participation rates and according to the poll, women are more encouraged to get active as a result. What is unknown is if covering women's sport across all media can have the same or perhaps an even bigger impact. However, with women's sports making up 7% of all sports media in the UK, addressing the gender imbalance can only be a positive step in helping to build on the influence of sports broadcasting to get more women and girls active.

Major sporting events, such as London 2012, are recognised as one way of inspiring those that experience them either through volunteering or spectating to get more physically active. Over the past four years, our members have also been delivering initiatives to encourage more women and girls to be active.

.....
[View the full news item](#)

University of Cambridge (12 August 2016)

Aesthetics over athletics when it comes to women in sport

Men are two to three times more likely than women to be mentioned when it comes to discussing sport and sporting achievement, according to new research by language experts at Cambridge University Press.

The research draws on the Cambridge English Corpus and the Sports Corpus – multi-billion word databases of written and spoken English from a huge range of media sources – which also highlight a pronounced gender divide when it comes to the way sporting men and women are discussed.

Academics found that in the Cambridge English Corpus 'men' or 'man' is referenced twice as much as 'woman' or 'women', but in the Sports Corpus (a sub-section of words in relation to sport) men are mentioned almost three times more often than women.

Meanwhile, language around women in sport focuses disproportionately on the appearance, clothes and personal lives of women, highlighting a greater emphasis on aesthetics over athletics.....

[View the full news item](#)

sportanddev.org reports (15 August 2016)
Ballsy Women tackle the mixed sport debate

Ballsy Women is a new, UK based, Sky TV sport chat show. The show looks at how sport is working with dance and other art forms in its pursuit of excellence.

The panel is made up of the following people:

- Kelly Smith, England's greatest all time female footballer
- Gail Emms, an Olympic silver medal winner from Athens
- Kelly Sotherton, medal winner at the Athens Games
- Noreen Khan, award winning BBC Asia network DJ
- Kate Smurthwaite, a formidable TV personality
- Carolyn Radford. CEO of Mansfield Town FC

The mixed sport debate

The debate between panel members particularly addressed the 2010 Equality Act. The pertinent question was: why can't female footballers play in the professional leagues, such as the English Premier League, along-side, or against, men?

A discussion followed which brought together an academic, Professor Kris Lines, and a top sports lawyer, Martin Palmer. The show highlighted the fact that, despite the Equality Act, governing bodies do not need to incorporate women and men into the same sport. Thus professional sports, such as football, will remain single gender only.

Watch the debate [here](#).

[Source of information](#)

Rugby Football League (15 August 2016)

New project launched to support growth of women coaches in Rugby League

The RFL partners with 'REACH' and launches new project to increase number of women coaches. The RFL has got behind the 'REACH' campaign by sportscoachUK - a national campaign to support and encourage women to take up coaching or to build on their experience by gaining a formal qualification.

In addition, the RFL is developing a new project in partnership with the North West Counties League, which will see a number of women involved in Primary Rugby League receive free coaching courses and ongoing support.....

[View the full news item](#)

Leeds Beckett University (19 August 2016)

Inspirational FA coach Annie Zaidi to speak at discrimination event

The Football Association (FA's) award-winning coach, Annie Zaidi, who was branded "an inspiration" by David Beckham and Les Ferdinand, is set to speak at an event to tackle discrimination in sport at [Leeds Beckett University on Friday 9 September](#).

Annie is a South Asian, Muslim, female football coach working in a predominantly male and white coaching industry as the FA's new black Asian minority ethnic (BAME) Elite Coach Mentee. In 2015 she won the Helen Rollason Award for inspiration at the Sportswomen of the Year Awards and she has overcome relentless discrimination for chasing her dreams of coaching men's football.

Annie was the first Muslim woman to get her Level 2 coaching badge within her region from the FA and been named as one of The Independent's 50 most influential women in sport. Before taking up her role with the FA, Annie coached the Leicester City U11s at the Centre of Excellence. She is currently working towards her UEFA B license and, after this is gained, she has her eyes set on achieving her dreams of being a full-time elite technical coach in the professional men's game.....

[View the full news item](#)

Women in Sport New workshop: Re-thinking Sport for Women and Girls. Ground-breaking new support for organisations who share our vision to get more women and girls active and playing sport

Women in Sport has developed an interactive workshop aimed at helping you get more women and girls active. Tailored to your needs, we will help you to better align sport and physical activity to women and girls lives by sharing our insights and 30 years' experience.

CPD certified, this workshop is based on our pioneering 'Understanding Women's Lives' research and other landmark insight projects, and is ideal for partners wanting to gain a greater understanding of women's motivations and behaviours when it comes to their relationship with sport.

The framework has been developed alongside key partners, ensuring delegates get the best out of this three-hour session.

Your workshop will be based around four themes:

1. Understanding your audience
2. Marketing and communications
3. Running your sessions
4. Keeping them coming back

The workshop equips attendees with practical advice and support on how to get the best of your sport products and programmes and increase female participation in your sport activities.

[View the flyer for the workshop](#)

Women in Sport - Insight Tour and webinars 2016 / 2017

From September, Women in Sport will be delivering a number of events to share our learning from recent insights and explore, with partners, how to best action these findings. We will be taking these sessions 'On Tour' around the country with the aim of reaching new audiences and making our insight more accessible.

[View the full details](#)

Some members will be interested in this plan...it has met mixed reactions in England...

Childhood Obesity: A Plan for Action. HM Government, 18 August 2016 (13 pages)

The government's plan to reduce England's rate of childhood obesity within the next 10 years by encouraging:

- industry to cut the amount of sugar in food and drinks
- primary school children to eat more healthily and stay active

[Download a copy](#)

USA

Beyond Sport reports (12 August 2016)

America East and LGBT SportSafe Launch First-Ever Conference Partnership

BOSTON - The America East Conference and the LGBT SportSafe Inclusion Program announced a new partnership that will provide education and programming centered around LGBT issues to the conference’s member institutions. America East is the first collegiate conference to partner with LGBT SportSafe as it continues to be a national leader in its efforts to support LGBT inclusion efforts.

"The America East and its members are proud to be the first conference to partner with LGBT SportSafe," said America East Commissioner, Amy Huchthausen. "This partnership builds upon our existing relationship with the You Can Play Project and reinforces inclusion as a critical part of our mission in creating a complete student-athlete experience. Our members have sought increased programming in this area and this partnership with LGBT SportSafe will help ensure they continue to create a best-in-class environment around LGBT issues and inclusion."

Founded in 2015 by Nevin Caple and Dr. Eric Lueshen and formally launched this summer, LGBT SportSafe provides an infrastructure for athletic administrators and coaches to support LGBT inclusion in college, high school and professional sports. As part of the conference partnership, LGBT SportSafe will provide tailored programming that best fits the needs of each institution as well as provide workshops for coaches, administrators and student-athletes at all nine America East institutions.....

[View the full news item](#)

The Wall Street Journal (13 August 2016)

Ibtihaj Muhammad, U.S. Women’s Fencing Team Win Bronze in Saber - Medal is fourth for U.S. fencing of Rio games

RIO DE JANEIRO—With the first touch of her first individual bout this week, Ibtihaj Muhammad became the first American woman to wear the hijab at the Olympics. With the last touch of her last team bout Saturday, Muhammad became a medalist.

Muhammad, the 30-year-old, Muslim, African-American fencer who has emerged as [one of the faces of Team USA in the Rio Games](#), helped the American women’s saber team beat Italy for bronze—a medal that could make her message of tolerance resonate even more now.

“I’m hoping that through my experience at the Olympic Games, through winning a medal, that I combat and break those stereotypes and misconceptions that people have about Muslims, African-Americans and even about women,” she said. “This has been the best experience of my life: being a member of the United States Olympic team.”

In the run-up to Rio, Muhammad was outspoken about the discrimination she encountered as a Muslim woman, even as an Olympian. She has her religious headscarf patted down at airports, and she was asked to remove the hijab for a registration photograph when she attended the South by Southwest festival this year.....

[View the full news item](#)

**Journal of Sport and Health Science, published online ahead of print, 18 July 2016.
Examining the relationship between sport and health among USA women: An analysis
of the Behavioral Risk Factor Surveillance System. Pharr J and Lough N**

Abstract

Methods: This study was a secondary data analysis of the 2013 national BRFSS survey. Unlike the BRFSS core component from previous years, in 2013, participants were questioned extensively about their physical activity behaviors. Seventy-six different activities were identified by the participants. Two researchers categorized the 76 activities as sport, conditioning exercise, recreation, or household tasks based on previously identified categories. Logistic regression was utilized to calculate odds ratios and adjusted odds ratios for chronic diseases based on physical activity category.

Results: Women who participated in sport had better health outcomes with significantly lower odds for all chronic diseases except asthma and better general health than women who participated in conditioning exercise, household tasks, or recreation, and many of the significant differences remained after controlling for demographic characteristics.

Conclusion: Sport participation was associated with more positive health outcomes among women in the USA compared with the other categories. As a means to improve health of women, the USA could focus on efforts to increase sport participation among women.

[View the 7-page article](#)
