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Secretary General,
IWG Women and Sport

IWG Women and Sport



- World's largest network of individuals and organisations seeking to advance gender equality in sport, physical activity and physical education
- Founded to encourage collaboration and share knowledge around the globe –make change happen
- UK won bid to host IWG in 2022–2026
- IWG Global Summit – Birmingham July 2026



IWG Women and Sport: Strategic Plan 2022-2026

Vision

Sport and physical activity contributing to a world where all women and girls thrive.

Mission

Bring stakeholders together to make the changes needed to the structures and values of sport globally.

Strategic Priorities 2022-26

Connections

Pace and impact of change enhanced through connected and collaborative networks.

- Inclusive Digital Community platform and content.
- Strong global strategic partnerships.

Impact and Legacy

Connections

- Thriving communities of practice in all continents, connected globally.
- Accessible and well attended events programme driven by needs of community.
- Theme specific communities of practice enabled through platform.
- 9th World Conference Birmingham July 2026.

Insight

Driving a research and insight led approach to gender equality.

- Curated IWG Insight Hub which draws together the world's best knowledge and tools, making them available and accessible.

Insight

- Use of data, research and insights to shape approaches to gender equality as standard.
- Better connected individuals and organisations benefiting from accessible knowledge and practice.

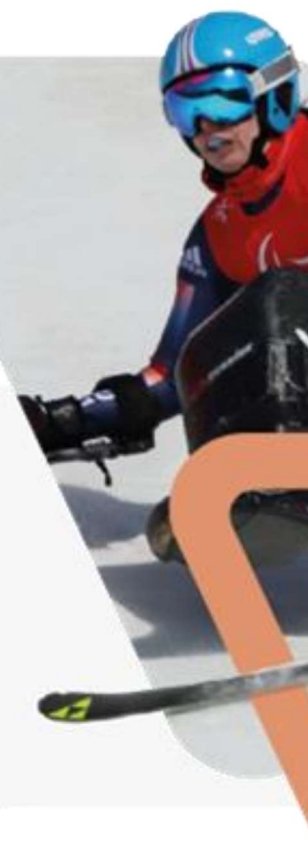
Leadership and Advocacy

Influence policy and strategy through demonstrating the value and impact of systemic gender equality.

- Collaboration on impact with Brighton Plus Helsinki Declaration Signatories.
- UK Legacy Plan.

Leadership and Advocacy

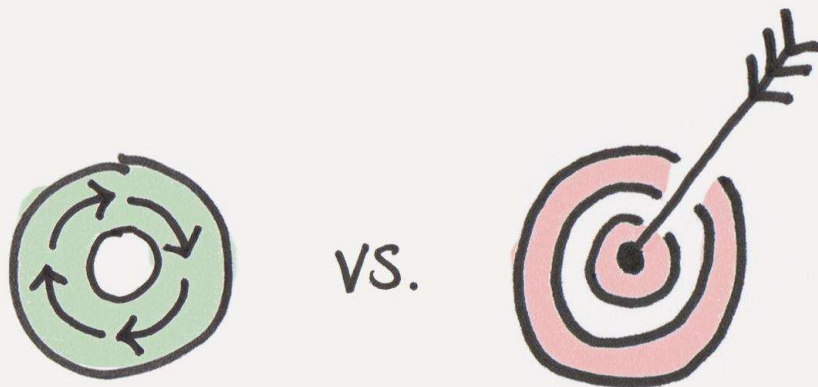
- Value and impact of systemic approaches to gender equality understood and being adopted into practice.
- UK legacy resulting in strong collaboration focussed on:
 - Investment.
 - Visibility and Portrayal.
 - Leadership.



IWG Core Values: Collaborative · Inclusive · Open · Impactful



IWG
Women & Sport
#ShareTheChange



"You don't rise to the level of your goals, you fall to the level of your systems."

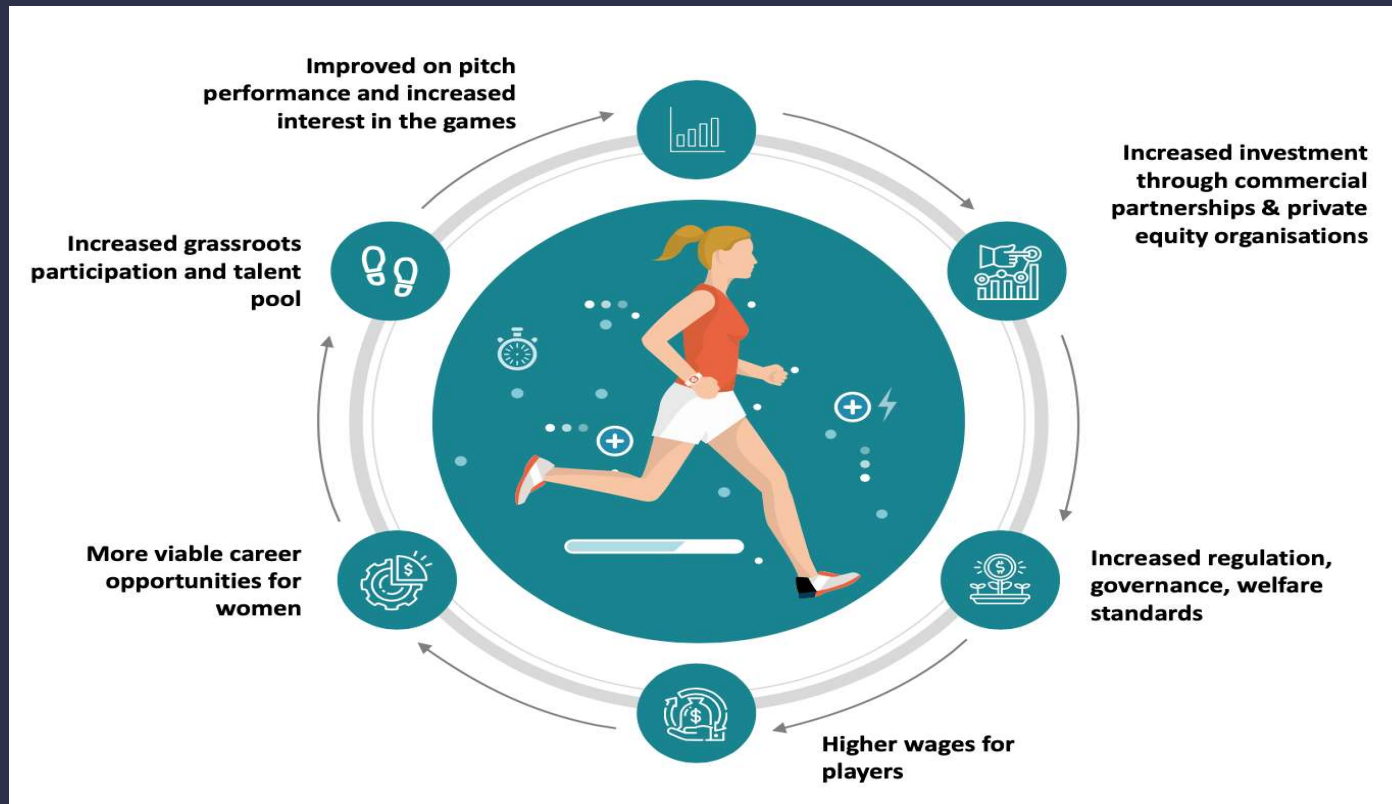
James Clear, Author, Atomic Habits

Source: Jamesclear.com, Forget About Setting Goals. Focus on This Instead





Impact of Sustained Investment Throughout The System

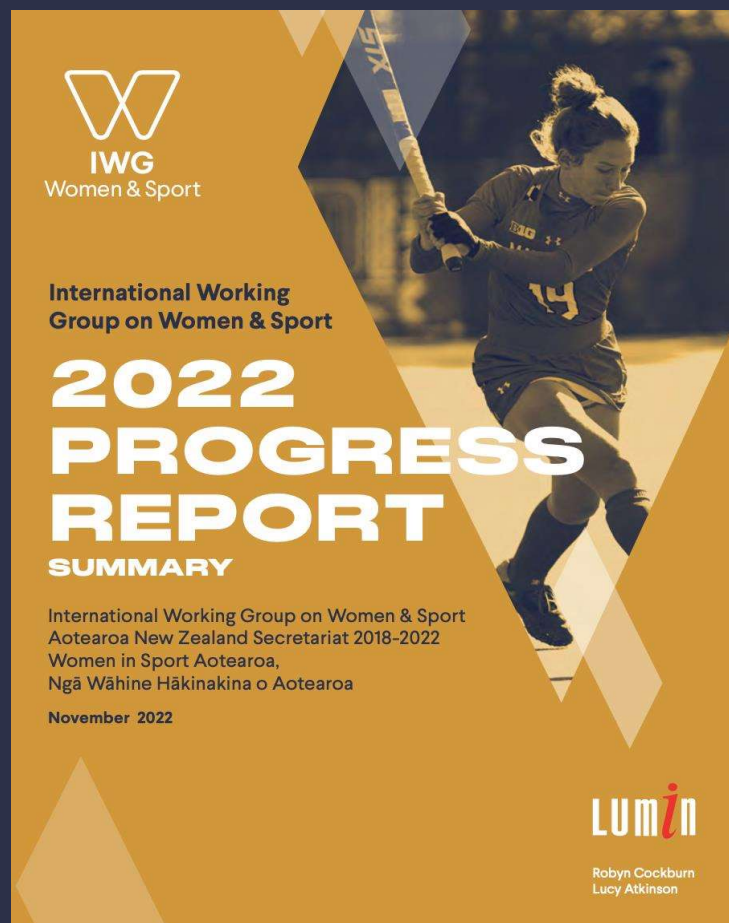


Source: Deloitte (2023) Super-charging the virtuous circle of women's sport





Are We Making Enough Progress!?



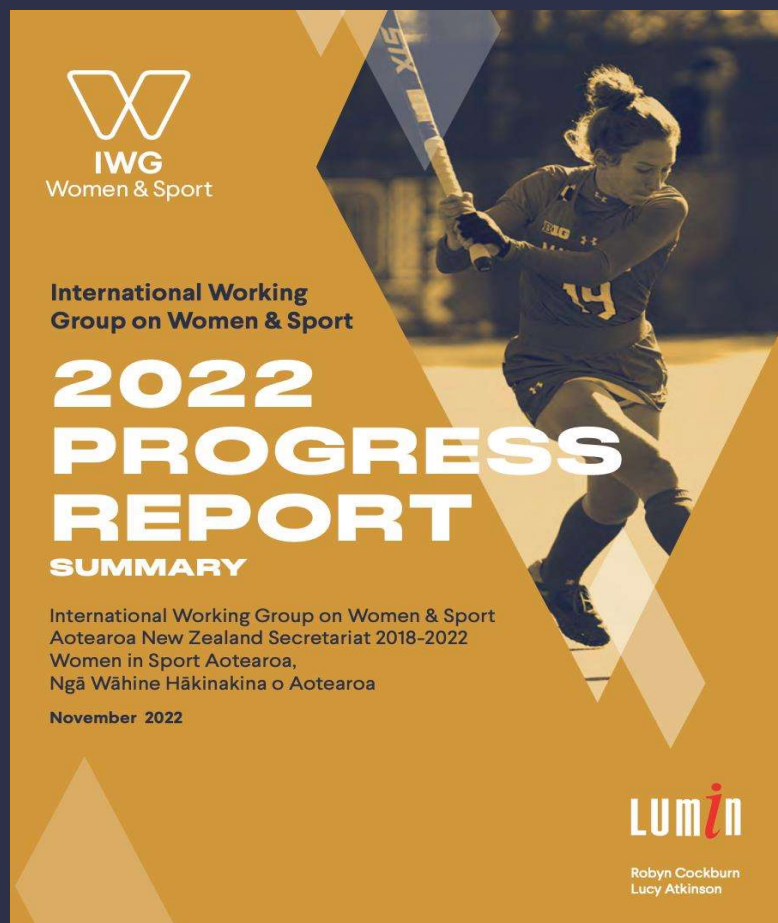
Source: IWG 2022 Progress Report

Issues for urgent action (n=96)	%
Under-representation in decision-making positions	56%
Under-representation as coaches and instructors	40%
Discrimination/ gender bias in elite performance	34%
Less media coverage in sport and/or physical activity	25%
Gender stereotyped and objectifying media coverage	19%
Girls/women experiencing gender-based violence in sport	18%

www.insighthub.org



Are We Making Enough Progress!?



Source: IWG 2022 Progress Report

Issues for urgent action	%					
Top four issues for urgent action identified by continent	Int	Af	Am	As	Eur	Oc
Representation in decision-making						
Representation as coaches/instructors						
Discrimination/gender bias - elite						
Media coverage						
Media gender stereotyped/objectifying						
Gender-based violence (GBV) in sport						
Education not addressing gender inequality						
Poorly designed facilities						

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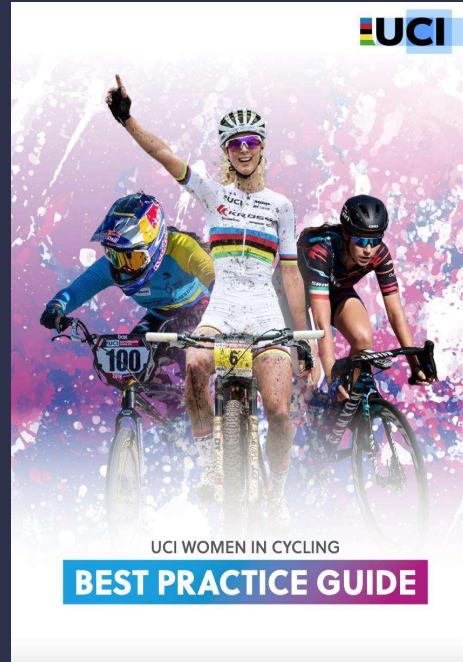
Global Themes



1. Participation
2. Leadership
3. Governance
4. Visibility and Portrayal
5. Resources / Investment
6. Harassment and Abuse
7. Data Collection and Research



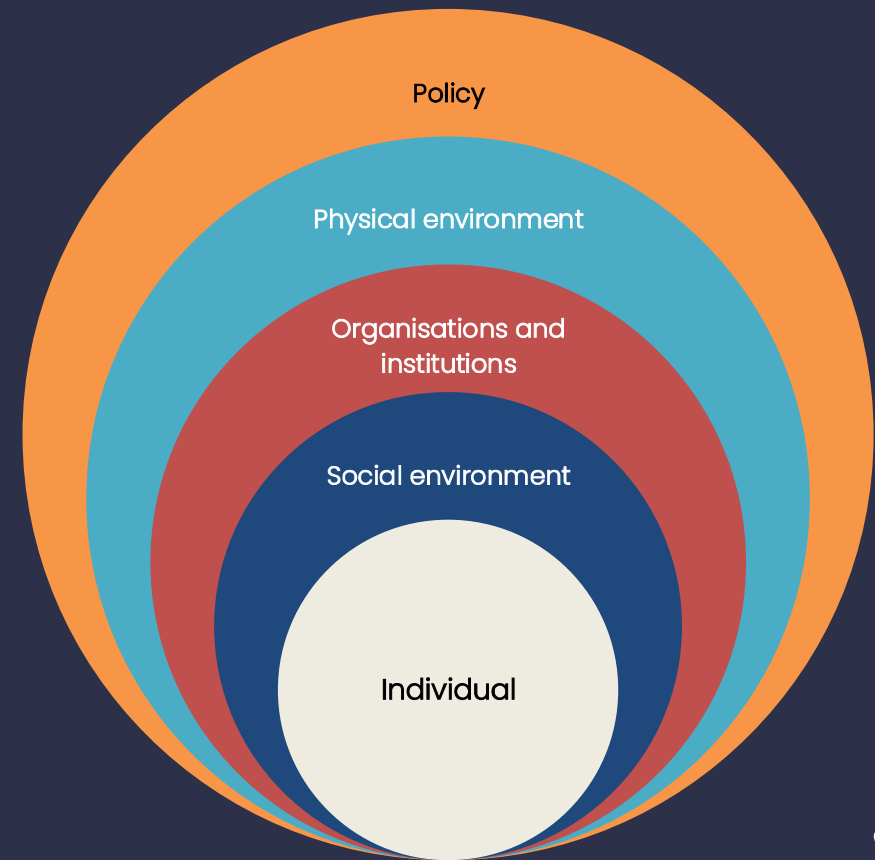
Gender Strategies, Plans and Toolkits – What Can We Learn?



- Have a Plan
- Set Meaningful Targets
- Allocate Resource
- Evaluate, Share Learning and Course Correct
- Fix the System – Not the Women!



Fix the System Not the Women and Girls



In Summary – Be A Champion Of Change

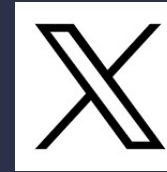
1. Have a Deliberate Plan
2. Fix the System Not the Women!
3. Incentivise Collaboration – Go Where The Energy Is
4. Set Meaningful Targets and Allocate Appropriate Resources
5. Evaluate and Course Correct
6. Make the Most of the Networks to Share Learning and Accelerate Change



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