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Sport Ireland Women in Sport Policy

Update Report April 2021

#WomenInSportIRE

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Introduction

The purpose of this report is to provide a comprehensive overview of the work to date under the Sport Ireland Policy on Women in Sport (WIS). The report will briefly outline the change of focus of the WIS programme, the development of the policy and a summary of programmes developed or supported by Sport Ireland under the theme of Women in Sport.

Policy Launch

Women in Sport is central to the work of Sport Ireland. Since 2005, the Sport Ireland 'Women in Sport' Programme has provided €22m to fund a wide range of initiatives delivered by NGBs and LSPs to further the agenda of gender equality in sport.

Following an extensive project throughout 2018, Sport Ireland published its new Woman in Sport (WIS) Policy in March 2019. The policy outlines Sport Ireland's vision for women in sport as one where females have an equal opportunity to achieve their full potential, while enjoying a lifelong involvement in sport. Sport Ireland is committed to increasing female's sustained involvement in sport as coaches, volunteers, club members, athletes, advocates, leaders, and participants from grassroots to the podium. Through the WIS Policy, Sport Ireland identified four key areas, which have emerged as current gaps and future opportunities for female in sport.



To address each of these target areas, Sport Ireland is focused on achieving objectives and actions assigned to each. These objectives are reflective of the National Sports Policy 2018- 2027 and National Strategy for Women and Girls 2017-2020.

To support the implementation of the policy, Nora Stapleton was employed in April 2019 as Sport Ireland's Women in Sport Lead. Her role is to oversee the successful implementation of the objectives and actions as outlined in the WIS Policy.

The Women in Sport Steering Committee was established in March 2019 with the purpose of supporting the implementation of the WIS Policy and to support and guide the work of the Women in Sport Lead. It meets up approximately six times per year and currently consists of the following members:

- Lynne Cantwell (Chair)
- Sarah Keane
- Mary O'Connor
- Frances Kavanagh
- Jenny Egan
- Alan Milton
- John Fulham
- Mary Dorgan
- John Sweeney
- Joanne Cantwell
- Claire Lambe

(* previous members include Kelli O'Keefe and Heather Coyle)

Women in Sport Policy in Action

The remainder of this report outlines the objectives and actions under each pillar of the WIS Policy, as well as examples of programmes, initiatives and projects supported by, or delivered by, Sport Ireland.



Leadership & Governance

OBJECTIVES

- Progress towards greater gender balance in Board membership of funded bodies.
- Provide a pathway for women aspiring to become leaders of funded bodies.

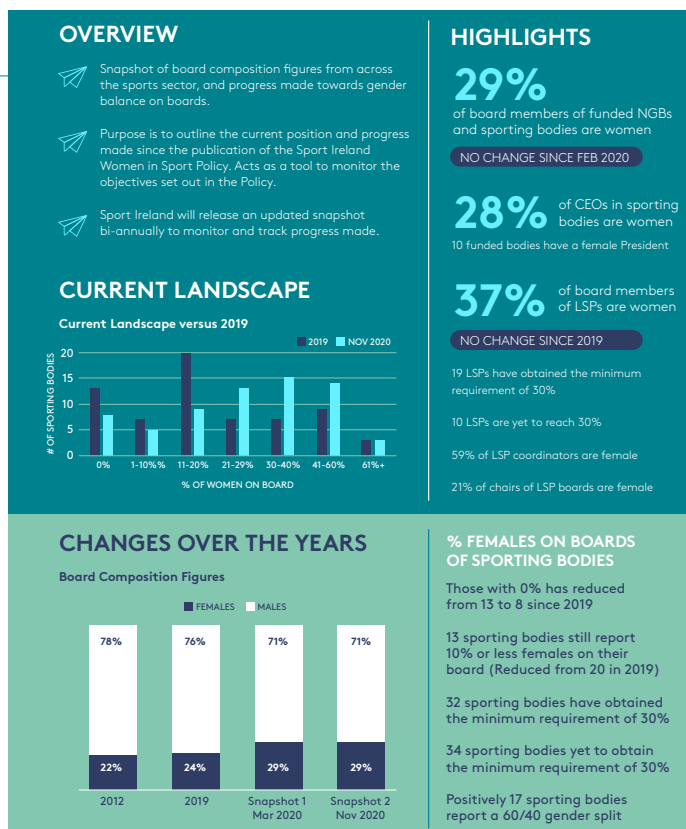
ACTIONS

- Recognise and reward NGBs who have achieved gender diversity at Board level.
- Provide gender diversity training to NGBs and LSPs.
- Develop and invest in leadership and mentorship courses for women and girls.

The National Sports Policy outlines a target of 30% gender balance on boards of funded bodies by 2027. In order to reach, and exceed this target, Sport Ireland have put in place a number of supports, resources, processes and have funded a number of NGB programmes to achieve it. This includes the addition of simple measures such as adding gender diversity questions on the NGB Core Grant Application form, to researching and producing toolkits to support organisations to improve the gender diversity on their Board. The following projects outline the work of Sport Ireland as well as projects supported and funded in NGBs.

Board Composition Snapshot

In March 2020, Sport Ireland released its first snapshot of board composition figures from across the NGB sector and progress made towards gender balance on boards. This snapshot highlighted that the percentage of females serving on the boards of NGBs increased to 29%, up from 24% in March 2019. A second snapshot summarising women's leadership roles in NGBs and LSPs was released in December 2020. Information from this snapshot can be seen in the graphic. It is Sport Ireland's intention to continue to release a similar snapshot every 6 months in order to accurately reflect the current leadership environment in sporting organisations.



Gender Diversity on Boards Toolkit

Sport Ireland developed a resource for use by the sports sector (Local Sports Partnerships (LSPs) and National Governing Bodies (NGBs)) to guide and support them in developing more gender equal boards and committees. Launched in December 2020, the resource was developed in two parts.

Part A outlines the business case for more gender diverse boards and uses examples from Ireland and the rest of the world to educate people on the topic.

Part B is in the form of a toolkit and outlines practical measures and actions in the form of a 'best practice framework', which can be implemented in order to attract and retain female board members. As part of the launch of this project, CEOs, LSP Coordinators and the Chairs of the LSP and NGB Boards attended a webinar to explain the resource in more detail. Further education webinars will be available in Q4 of 2021.



M-Power Mentoring Programme

M-Power is Sport Ireland's sector specific Mentoring Programme. Coordinated by the Sport Ireland Organisational, Development and Change Unit, its main aim is to support the development of the sport sector workforce. Mentoring facilitates learning and can support personal and professional growth. It can lead to fresh insights and perspectives, which can enable valuable career progression. Mentoring is an invaluable development resource for females in leadership roles or those progressing through an organisation and so the M-Power programme has attracted a high number of female applicants from across the sports sector since its launch in 2019.

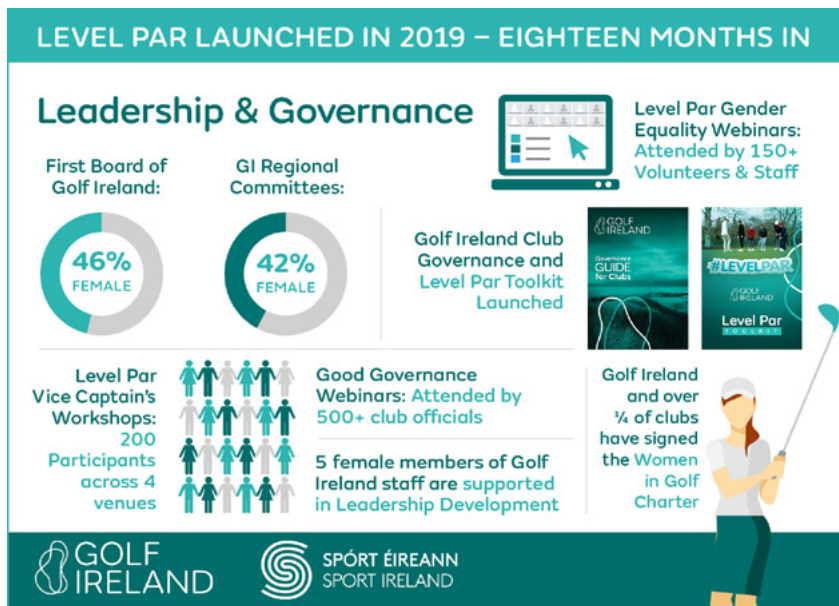
Diversity and Inclusion Training

Through its Accelerate Management Programme, Sport Ireland have developed a Diversity and Inclusion module for the first time to upskill current and future managers and leaders in sport. Lead by the Organisational Development and Change Unit, the Irish Centre of Diversity and CARA were involved in providing training for all on the programme on the topic of diversity and inclusion. Central to the training were the key themes of 'Unconscious Bias', 'Why Gender Matters', and 'Inclusive Leadership'.

NGB Funded Programme Example

Golf Ireland – Level Par

In 2020, the Irish Ladies Golf Union and Golf Union Ireland merged to form Golf Ireland. While the merger took years of consultation and influencing to get to the point of integration, Sport Ireland recognised the value in Golf Ireland’s Level Par programme, which aimed to enhance the integration of females in golf, and to ensure equal opportunity for all women and girls from the Boardroom to the golf course. The programme supports all four target areas of the Sport Ireland WIS Policy through programmes to increase female PGA professionals, targets to increase female playing membership and multiple workshops and resources developed on leadership and governance, some of which are highlighted in the image below.



Swim Ireland Women in Sport Leadership Programme

Initiated and facilitated by Swim Ireland, and funded through Sport Ireland Women in Sport Funding, the course was designed to be delivered face to face. When Covid-19 hit, the programme was pivoted to online delivery with the first course taking place for 8-weeks in September and October 2020. The programme proved extremely popular with one hundred women from twenty-four National Governing Bodies and four Local Sports Partnerships completing it.

Modules were developed with the specific aim of enabling and supporting women to step into positions of authority in sport and included: Leadership and Values, Networking and Collaboration, Handling Challenging Situations, Crisis Management, Governance, Developing Resilience, Communications and Developing Your Personal Brand, amongst others.

Forty guest speakers from the coaching, sporting, media, commercial world and beyond provided invaluable leadership insights to the group. As well as the online element, participants also completed group work and a personal development plan with one-to-one sessions with the consultants. In order to continue to support this programme in the future, Sport Ireland have begun an evaluation of the project in collaboration with the consultants. While early indications strongly suggests the programme was hugely beneficial to all participants, completing an evaluation will provide further evidence of its value and merit.



Visibility

OBJECTIVES

- Increase the visibility and profile of our female role models in sport.
- Use the heroes of today to inspire the next generation of future Olympians and Paralympians.

ACTIONS

- Develop and implement a Women in Sport Communications Plan.
- Publish annual achievements by sporting bodies receiving WIS funding.
- Require female athletes in receipt of funding to 'give back' as ambassadors for sport.

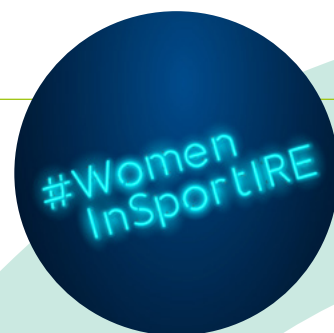
The importance of ensuring WIS is visible is well documented and reported on. In 2019, Sport Ireland conducted their second report on Women's Sport in Irish Print Media (see Appendices for a summary of this report). This report outlined a 1.1% increase in media coverage of women's sport in the four years previous. While acknowledging that increasing the visibility of female athletes is important, Sport Ireland also see the importance of making females visible across all areas of the game, i.e. female leaders in sport, female coaches, female umpires and officiators, female social participants. By increasing the visibility of females through all facets of sport in society, we make it normal for female involvement to be embedded in sport rather than the exception.

Women in Sport Communications Plan

Very early into the lifespan of the policy, Sport Ireland fulfilled the action to; 'Develop and implement a Women in Sport Communications Plan'. This plan was developed in 2019 and implementation of its eighteen recommendations commenced immediately. The communications plan supported the entire WIS Policy with a focus on the actions set out therein. The plan acts as an ongoing reference tool regarding the visibility target area.

Women in Sport Communications Plan

The hashtag #WomenInSportIRE was developed to represent the whole WIS Policy. Sport Ireland and its stakeholders regularly use it across all forms of social media to communicate messages for any area under WIS. The following post demonstrates the use of the hashtag.
<https://twitter.com/sportireland/status/1389549175885418497>



Media Training Programme for Female Analyst and Panellists

In March 2021, Sport Ireland launched its latest programme to help increase the number of visible female roles model in the sports media. The aim of the programme is to upskill female analysts and panellists across key sports in order to assist, prepare and support them in sports media roles. This programme will aid the overall visibility of females in sport and media, and is supported and assisted by some of the national media broadcasters. Due to unprecedented demand from applicants, Sport Ireland added additional supports for those unsuccessful in their application to avail of.

Women on Wednesday Sport Series

In February 2021, Sport Ireland launched its first inspirational WIS story as part of the WOW Sports Series. The 'Women on Wednesday (WOW) Sports Series consists of a series of stories released every Wednesday across social media showcasing women across Ireland of all ages and abilities and aims to inspire and increase the profile of women in sport both at national and local level.

Women in Sport Week (WIS Week)

To celebrate International Women's Day in 2021, Sport Ireland hosted its first ever Women in Sport Week from 8th –14th March 2021. Using it as an occasion to highlight ongoing projects within Sport Ireland, as well as raising awareness of female athletes and WIS programmes in the National Governing Body, the week proved a huge success from a visibility perspective with increased social media engagement as a result. Sport Ireland aim to host this event annually to coincide with International Women's Day.

National Governing Body WIS Programme Videos

Highlighting the success and achievements of WIS programmes in the National Governing Bodies is an identified action of the WIS Policy. Sport Ireland provided the opportunity for six NGBs to develop promotional videos to capture some of their WIS programmes and the work that is ongoing within the NGB.

Athlete Role Model Videos

A key objective of the WIS Policy is to increase the visibility and profile of female role models. Realising the importance of the athlete population, Sport Ireland created 10 individual athlete videos to support the launch of WIS Week.

NGB Funded Programme Example

Cycling Ireland – Bike Like Me

Bike Like Me was developed as the overarching campaign identity for Cycling Ireland by kick starting a transformational period that will drive and enable more women and girls into cycling. It included the development of a communication and marketing plan for Women in Sport in Cycling. It also involved the creation of social media/digital engagement strategies to enhance the experience of females engaging with Cycling Ireland online content and grow activity for Cycling Ireland offerings. Vital to the success of the campaign included the design of a brand identity for Bike Like Me as well as the appointment of six Bike Like Me Advocates. These six women represent various disciplines; off road, BMX, road, track and leisure biking. They support women and girls in their local area by sharing their stories and encouraging females into cycling.





Active Participation

OBJECTIVES

- Significantly reduce the active sport participation gradient between men and women
- Reduce the drop-out from physical activity and sport in young girls

ACTIONS

- Invest in participation programmes which lead to sustained engagement in sport by women and girls
- Promote the establishment of a 'girls in sport toolkit', which better assists coaches in supporting young girls who are at risk of drop-out.

A key aim of the Women in Sport programme is to achieve equal participation between males and females in sport. The gender gradient in sports participation has closed from 15.7% in 2007 to 4.5% in 2017. In the last three years, we have seen this gap close even more and now stands at 3.4%. However, the participation rate for teenage girls still remains quite low with the dropout rate from sport and active participation higher amongst girls than boys. The following projects outline ongoing work to try to address this dropout rate.

Girls Get Active Report

In Q3 2020, Sport Ireland commenced its Girls Get Active research. Under this Dormant Account Funded project, Sport Ireland sought to develop a resource for use by the sports sector (Local Sports Partnerships (LSPs) and National Governing Bodies (NGBs)) to support them in their development and implementation of sports programmes targeting adolescent girls in disadvantaged areas to participate in sport and physical activity.

Launched in January 2021, the Girls Get Active Report discovered what really matters in girls' lives through five key anchors. By combining the exploration of girls' wider lives and what is important to them, with our understanding of their experiences and barriers in sport, the researchers developed eight important principles to engage and connect with teenage girls, to support them to embrace sport and physical activity into their lives. These are particularly valuable for girls who are less engaged currently, however can also be relevant for active girls to enhance their experience and prevent them from dropping out of sport. Sports organisations can use these Eight Principles for Success to check and challenge existing programmes to enhance appeal and relevance for the target audience. They can also be used to innovate and develop completely new initiatives through a teenage girl lens.



Girls Get Active Hackathon

In order to put the eight principles mentioned above into practice and explore how they might be applied, Sport Ireland are working to develop four pilot sport and physical activity programmes. Considering consultation and providing teenage girls with a voice in decision-making is one of the key principles, Sport Ireland took the approach of coordinating a Hackathon in order to gather ideas before designing the programmes.

The [Sport Ireland Girls Get Active Hackathon](#) event in April 2021 provided an online brainstorming virtual event for teenage girls, parents, teachers, sports development officers, volunteers in sport and anyone else interested, to come together to help design sports programmes for teenage girls. The event was a major success with 58 strong ideas being submitted by participants. Following a vigorous judging process, the four winners were selected and development of the pilot programmes will commence in the coming month. The programmes will be implemented in four LSPs through Q3 and Q4 of 2021 with ongoing evaluation and monitoring taking place.



Coaching Teenage Girls Workshop

Sport Ireland Coaching will soon launch a multi-sport coaching workshop for coaches of teenage girls. This workshop aims to upskill and educate coaches of teenage girls teams/athletes in order to address the dropout of teenage girls from sport/physical activity. Sport Ireland Coaching is coordinating the project with development support by Dublin City University. It is supported by the Federation of Irish Sport and part-funded by Lifes2Good Foundation charity. Tutors from the Local Sports Partnership network will soon receive training to deliver the workshop in their area. Following this, training will be made available to tutors from National Governing Bodies to run the workshop for their members or collaborate with other sports to run the workshop for coaches.

Pre and Post-Natal Exercising

As part of European Week of Sport 2020, Sport Ireland hosted a series of webinars targeting groups sometimes marginalised when it comes to sport and exercise. This included, 'Active During Pregnancy' and 'New Moms and Exercising' webinars. The discussions covered topics such as guidelines for exercising while pregnant, recommendations for a safe return to exercising for newly postpartum women, things to be aware of/consider and a demonstration of safe exercises in both classes. Following the success of the webinars, a dedicated exercise series for expecting and new mothers was developed and delivered virtually by Sport Ireland.

Outdoors for Her Week

#OutdoorsforHer Week will be a first of its kind in Ireland and act as a campaign to increase awareness of outdoor sports for females. This weeklong event takes place from 9th to 15th August 2021 and aims to inspire, educate and encourage more females to get out into the great outdoors. This week will target all females including females with a disability, females from ethnic minority groups, older females, teenage girls and females from disadvantaged areas, etc.

NGB Funded Programme Example

Irish Surfing – RipGurls

The RipGurls programme was established in November 2019 as a girl's social group all about getting in the water and having fun with the surfboard. The programme has grown in strength, and even though having to negotiate Covid19, there are now five locations around Ireland. The programme's ethos of fun, social, adventure and excitement means it is ideal suited for teenage girls and has proved extremely popular. The name itself and logo were part designed by teenage girls in the first pilot for this programme.





Coaching and Officiating

OBJECTIVES

- Broaden the coaching base to include more women from grassroots to high performance.
- Increase the number of women officiating and refereeing.

ACTIONS

- Invest in targeted coach education programmes in NGBs.
- Support NGBs to deliver flexible learning to women.
- Invest in education programmes which target young people.

According to Sport Ireland data, women in coaching account for 36% of coaches certified across NGBs. When explored further, this figure highlights that women in coaching feature quite strongly at introduction levels to coaching, but reduce as you look further up through the levels with females only accounting for about 12% of coaches at an elite level. There are numerous actions required in order to address this imbalance with the following projects outlining some of the ongoing work.

Women in Coaching Working Group

A Women in Coaching Working Group was established in late 2019 as a sub-group of the Women in Sport Steering Committee. The purpose of the working group is to make recommendations to the Sport Ireland WIS Steering Committee in order to achieve the objectives and actions relating to coaching in the WIS Policy. The group consists of representatives from Sport Ireland, NGBs and Third Level institutes.

Women in Coaching Survey

In 2020, Sport Ireland undertook its first ever study exclusively targeting active and inactive female coaches across all sports on the island of Ireland. The specific aims of the research were to:

- Develop a more in-depth understanding of the status of females in coaching roles in Ireland,
- Investigate the challenges and opportunities to increase the numbers of females coaching across all sports and at all levels; and
- Use the feedback to develop good practice programmes, resources or strategies that NGBs and LSPs can use to recruit, retain, develop and progress female coaches.

An online survey was launched in June 2020 focusing on both active and inactive coaches. Six follow-on focus groups were held in November 2020 to explore, in more detail, issues pertinent to active and inactive female coaches. In March 2021, Sport Ireland released its Women in Sport Coaching Research Report providing an overview of the research findings and key emerging themes which can be seen below. The report will benefit Sport Ireland Coaching, NGBs and LSPs in their work to recruit, support, develop and retain female coaches.



Coaching Toolkit

In order to support the sector in their recruitment, development and retention of females in coaching, Sport Ireland will soon launch their Coaching Toolkit. This resource will provide tips and guidelines in order to increase the number of female coaches in sport and is backed up by the recent findings and insights of female coaches in the Women in Sport Coaching Research Report. The toolkit will be available in PDF and online in an interactive format for anyone interested in the topic to use. It is due to launch in June/July 2021.

Elite Female Coaching Network

Through its analysis of the coaching survey responses and focus group conversations, Sport Ireland have identified the need to establish a coaching network specifically for female coaches operating at the highest level in their sport. Plans are currently underway to establish this network and other offerings that might be incorporated to support and benefit the coaches included. Recognising the importance of mentoring for coaches, it is essential that mentors are provided to those accepted onto the Elite Female Coaching Network and so a mentoring programme will be established in line with this project.

NGB Funded Programme Example

Women into High Performance Coaching Pathway

Initiated and coordinated by Rowing Ireland, four National Governing Bodies came together to offer a bespoke coaching programme for female coaches on the pathway to high performance coaching. Rowing Ireland, Triathlon Ireland, Irish Amateur Boxing Association and Cycling Ireland, worked together to provide training and mentoring to 24 coaches. The programme concentrated on building the strengths of the coach, their coaching networks and peer learning as well as their gravitas and understanding of themselves. Through additional funding under the WIS Special Projects grant, Sport Ireland added a mentoring element to the programme and are utilising this as a pilot programme for future initiatives required to support women into high performance coaching roles.

Rowing Ireland – Coaching Networks

The Women in Coaching (WiC) Networks were established by Rowing Ireland as a unique opportunity for female coaches from different clubs to come together to make new connections and support each other in their development. Established in nine locations around Ireland, the networks meet every 6-8 weeks and have a self-elected leader who completes a feedback form after each meeting summarising the topics discussed, educational bursts delivered, and actions for the next meeting. Research indicates that female coaches crave networks such as these to provide a support setup in coaching that will encourage the coaches and give them confidence to develop.

LGFA – Grab Your Whistle Referee Academy

The LGFA Referee Academy was devised to develop aspiring referees aged 18 – 35 years within Ladies Gaelic Football, delivered over 18 months by experts in the field. The course consisted of 10 contact days (or online) in each province from 2019 to 2020 which focused on Technical, Physical, Mental and Tactical development whilst also providing practical referee experience on top of ongoing support and advice.



Miscellaneous Projects

The following paragraphs provide information on additional projects that do not directly fit under one of the target areas of the policy but have a strong knock-on effect to the overall implementation of the policy.

WIS Research Series

Sport Ireland Research will help lead the establishment of the Women in Sport Research Series. The overall aim of the research series is to create a shared platform for women in sport research across Ireland.

Specifically, objectives are:

- To collate and share Irish based research on the topic of WIS,
- To build a network of WIS researchers across Ireland,
- To generate insights to inform future research, planning and action for WIS in Ireland.

From June 2021, Sport Ireland will host a series of webinars focusing on women in sport research from the following areas, which reflect strategic themes in the Sport Ireland Policy on Women in Sport and the National Sports Policy:

- Leadership and Governance
- Coaching and Officiating
- Active Participation in Sport and Physical Activity
- Visibility
- Performance

Podium Performance Programme

In order to better support some of Ireland's leading female National teams, Sport Ireland have contracted Jo Hopkins Consulting to develop and run a leadership programme for the captains/leaders from five team NGBs. The programme got underway in March 2021 and aims to enable individual athlete leaders to develop and consistently lead to the very best of their ability. Shifting their leadership performance from good to great, through an increased understanding of self and what it takes to lead in a high performance environment, will be central to the development of the athlete. The nature of this program will facilitate the development of a peer support network that athletes can access on a regular basis and who understands their specific needs and context that they are operating within.

The programme also provides individual mentoring support for each participant from experienced female leaders who understand the specific challenges faced and can help athletes enhance their capability to build insight, knowledge, and understanding of self.

Sport Ireland Maternity Guidelines

During the development of Sport Ireland's High Performance Strategy, athlete support was highlighted as a key area to advance within the high performance system. The strategy identifies the need to provide supports throughout key points of an athlete's career. Sport Ireland recognises that this includes female athletes who wish to have children and continue to compete in their sport following the birth of their child. Together with the National Governing Bodies of Sport (NGBs), Sport Ireland is committed to providing a safe and inclusive environment for all athletes.

In order to provide the support mentioned above, Sport Ireland's Maternity Guidelines as part of the 2020 International Carding Scheme were developed. In 2020, the International Carding Scheme saw the introduction of a 12-month guarantee of funding to an athlete who becomes pregnant. Sport Ireland has developed guidelines in relation to the management of maternity leave within performance sport ("Maternity Guidelines"). The principles and commitments outlined by Sport Ireland in the Maternity Guidelines are expected to be adopted by all sports that are part of the International Carding Scheme. To support the Maternity Guidelines, a policy template is provided to NGBs. It is expected that NGBs will develop their own sport specific policy, which is informed by elements of this template.

The guidelines and accompanying Maternity Policy Template for NGB's were launched in December 2019. Work continues on this project as Sport Ireland develop guidelines for service providers who may work with pregnant athletes in the future.

National Governing Body Women in Sport Investment 2019 and 2020

Recognising that effective and sustainable programmes require a long-term approach, Sport Ireland invested over €3 million in the governing body sector to support WIS programmes, covering a period of two years (2019 & 2020). The two-year award enabled NGBs to make significant progress in their strategic objectives for women in sport. It is expected that where a gap remains, NGBs will continue these programmes in 2021 and beyond. Forty-one NGBs/funded bodies received Women in Sport (WIS) investment in 2019 and 2020. This included the Olympic Federation of Ireland, Paralympics Ireland, CARA and the Federation of Irish Sport. An overview of total funding amounts to each organisation is included in the Appendices as well as additional examples of programmes.

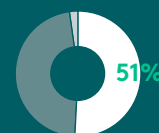
Sport Ireland will soon announce NGB WIS Funding allocations for 2021 and 2022.

Local Sports Partnerships and Women in Sport

The LSPs continue to provide multiple opportunities for women and girls to engage in sport. They focus specific initiatives on female target groups including; women in disadvantaged communities, women with a disability, older woman, women from ethnic minorities and teenage girls. The following provides some high level stats for their work in 2020.

340,674

people participated in 1,132 locally delivered participation initiatives (51% were female, 47% were male, 2% other)



37%

of LSP board members are female



€265,000

Women in Sport Grant for LSPs



18,161

females took part in 130 targeted Women in Sport programmes



109,302

girls & 64,975 women took part in LSP programmes

LSP Women in Sport Working Group

In order to better support the LSP network in their work under WIS, an LSP Women in Sport Working Group was established in 2020. The group consists of ten members from across the Local Sports Partnerships with the following aims:

1. To represent the network on the topic of WIS when/if the need arises.
2. To increase the collaboration and communication between Sport Ireland and the LSP network when it comes to women in sport.
3. To work together on potential national women in sport programmes, initiatives, events or campaigns.
4. To provide a platform for LSPs to discuss the needs and requirements of the network when it comes to women in sport.
5. To act as a sounding board to bounce ideas off in relation to women in sport initiatives and programmes.
6. To be able to brainstorm as a group and discover new initiatives/programmes that might be valuable for the network.

The group have been heavily involved in the Girls Get Active Hackathon (mentioned earlier in this report) and will support and deliver the pilot roll out of programmes to attract teenage girls to physical activity. The group will also deliver a Women in Sport LSP Webinar Series to introduce other LSP to WIS programmes that exist around the country.

APPENDIX 1: National Governing Body Women in Sport Funding Allocation 2019 and 2020

Organisation	Allocation 2019	Allocation 2020	Total 2 year Allocation
IRFU	120,000.00	120,000.00	240,000.00
Confederation of Golf in Ireland	100,000.00	100,000.00	200,000.00
Athletics Ireland	75,000.00	75,000.00	150,000.00
Tennis Ireland	75,000.00	75,000.00	150,000.00
Gymnastics Ireland	75,000.00	75,000.00	150,000.00
Hockey Ireland	75,000.00	75,000.00	150,000.00
Swim Ireland	75,000.00	75,000.00	150,000.00
Basketball Ireland	50,000.00	50,000.00	100,000.00
Cycling Ireland	50,000.00	50,000.00	100,000.00
Rowing Ireland	50,000.00	50,000.00	100,000.00
Triathlon Ireland	50,000.00	50,000.00	100,000.00
Badminton Ireland	40,000.00	40,000.00	80,000.00
Canoeing Ireland	40,000.00	40,000.00	80,000.00
Irish Sailing	40,000.00	40,000.00	80,000.00
Irish Wheelchair Association - Sport	40,000.00	40,000.00	80,000.00
Ladies Gaelic Football Association	40,000.00	40,000.00	80,000.00
Cricket Ireland	35,000.00	35,000.00	70,000.00
Irish Athletic Boxing Association	35,000.00	35,000.00	70,000.00
Motorsport Ireland	35,000.00	35,000.00	70,000.00

Organisation	Allocation 2019	Allocation 2020	Total 2 year Allocation
Mountaineering Ireland	25,000.00	25,000.00	50,000.00
National Community Games	25,000.00	25,000.00	50,000.00
Volleyball Association of Ireland	25,000.00	25,000.00	50,000.00
Irish Judo Association	20,000.00	20,000.00	40,000.00
The Camogie Association	20,000.00	20,000.00	40,000.00
Olympic Federation of Ireland	20,000.00	20,000.00	40,000.00
Paralympics Ireland & CARA	15,000.00	15,000.00	30,000.00
Fencing Ireland	10,000.00	10,000.00	20,000.00
GAA Handball	10,000.00	10,000.00	20,000.00
Irish Olympic Handball Association	10,000.00	10,000.00	20,000.00
Irish Orienteering Association	10,000.00	10,000.00	20,000.00
Irish Squash	10,000.00	10,000.00	20,000.00
Irish Surfing	10,000.00	10,000.00	20,000.00
Irish Tug of War	10,000.00	10,000.00	20,000.00
Bol chumann na hEireann	5,000.00	5,000.00	10,000.00
Bowling League of Ireland	5,000.00	5,000.00	10,000.00
Croquet Association of Ireland	5,000.00	5,000.00	10,000.00
Deaf Sports Ireland	5,000.00	5,000.00	10,000.00
Irish Water-ski & Wakeboard Federation	5,000.00	5,000.00	10,000.00
Irish Ice Hockey Association	5,000.00	5,000.00	10,000.00
Weightlifting Ireland	3,000.00	3,000.00	6,000.00
Federation of Irish Sport	20,000.00	20,000.00	40,000.00

APPENDIX 2: Sport Ireland Report on Women's Sport in the Irish Print Media



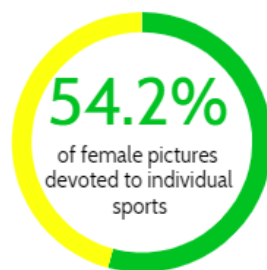
#WomenInSportIRE

Reporting of Women's Sports in the Irish Print Media: 2015 vs 2019 How Far Have We Come?

Analysis of sports coverage of **5** national newspapers, over **15** days across **8** weeks

4.2% of **articles** in 2019 represent female athletes/sport **VS** **3.1%** of **articles** in 2015

5.8% of **pictures** in 2019 represent female athletes/sport **VS** **2.7%** of **pictures** in 2015



Notable variation in representation of female athletes/sports across newspapers in 2019



2% of articles represent female athletes/sports
1.9% of pictures represent female athletes/sports

vs

THE IRISH TIMES

7.4% of articles represent female athletes/sports
7.1% of pictures represent female athletes/sports

A 1.1% increase in the coverage of female athletes/sports indicates some, but not enough progress over a 4 year period.

Given the slow rate of progress, do we need to engage with the print media to seek some commitment aimed at increasing the coverage at a steady rate?

Research and analysis conducted internally by Sport Ireland in 2015 and 2019. Newspaper analysed between 15th September - 13th November 2015 and 28th October - 21st December 2019. Randomised selection of 15 days: 7 weekend days and 8 weekdays. 2019 newspapers analysed: The Irish Independent, The Irish Daily Star, The Irish Sun, The Irish Examiner and The Irish Times. 2015 analysis included 2019 newspapers and The Irish Mirror.

APPENDIX 3: Additional examples of programmes run by the National Governing Bodies under the WIS programme.

Additional examples of programmes run by the National Governing Bodies under the WIS programme.

Athletics Ireland – Forerunners

The Forerunners programme was established to support, encourage and equip new and existing leaders from club development, coaching and communication roles in Athletic clubs. Twenty four leaders progressed through the programme from across the athletics community. A key feature of the programme was the pairing up of mentors with the leaders to provide additional support and mentorship.

GAA Handball – She’s Ace

The She’s Ace project focuses on promoting GAA Handball to females of all ages through a visibility campaign to raise awareness accompanied by the She’s Ace Festival Weekend and She’s Ace come and try days. The NGB were able to get some activity up and running in 2019 with the She’s Ace Days proving extremely popular with females wanting to try or return to playing handball. The campaign moved online in 2020 due to Covid-19 and ran a series of successful webinars. With its popular She’s Ace brand identity and newly designed merchandise, the project has made GAA Handball cool in many of people’s eyes with the sport attracting in new members.

Cricket Ireland – CrickHITT

Originally time lined to be rolled out in person for summer 2020 as a fun, high tempo and engaging initiative, CricHITT Online became an opportunity for Cricket Ireland to socialise and roll out another headline WIS programme. Delivered as a key online engagement tool for females individually and as clubs and teams, four weekly challenge videos aimed to engage viewers in six different exercises, completing as many reps of each as possible over three minutes. Shared weekly on the Cricket Ireland social media channels and mailing list, Challenge One was launched on July 31 2020 with the video proving hugely popular on Cricket Ireland social media platforms. The video was subsequently picked up by the ICC and attracted over ten thousand views. Consistently high views of the weekly videos included engagement from Scotland, Australia and India.

Tennis Ireland – Equal Advantage Strategy and Charter

The creation of a gender diversity strategy entitled ‘Equal Advantage’ aims to achieve gender balance in all aspects of tennis in Ireland. The strategy was created to give a clear focus for Tennis Ireland with a mission to achieve gender balance in tennis. To support the implementation of the strategy and its goals, Tennis Ireland employed their first National Coordinator for women and girls’ tennis.

An important and vital element of the strategy included the development of Tennis Ireland’s Equal Advantage Club Charter. This Charter encouraged affiliated clubs to sign up and endeavour to carry out actionable changes to create gender equality.

Canoeing Ireland – Bridge the Gap Ambassadors

Established in December 2019, the Bridge the Gap programme aimed to achieve gender equity at all levels of participation in paddlesports by promoting women and developing opportunities for women in the sport. A key concept of the project involved the training and development of 35 Ambassadors. These Ambassadors created events and opportunities for more females to get involved in paddlesports while also providing mentoring to other females in the paddling community. The promotion and branding attached to these Ambassadors meant they were hugely visible within the community, which supported the work that they were doing.

The Camogie Association – M.N.A Programme

Launched in January 2020, the M.N.A programme aimed to increase women's sustained involvement in sport as coaches and mentors at the grass roots of the organisation. The programme primarily looked at the development of female mentors within clubs around the country, while also assisting and allowing clubs to identify coaches, provide education, resources, and supports. The programme is a bolt on to the Association's successful Hurl with Me programme to support and increase the number of qualified female coaches at the grass root level. Roll out of the programme was hampered by Covid-19 but while timelines for implementation were extended, the programme now has 145 clubs engaging for 2021.

Motorsport Ireland – Go Girls Karting

The programme was designed to drive visibility and active participation by highlighting the array of positive female role models successful in motorsport, other sports, and related education. Inspired and led by Ireland World Cup hockey player, Motorsport Driver and STEM qualified Nicci Daly, it combines classroom workshops (to demystify and align practical STEM related subjects with Motorsport) and an introduction to Karting on local tracks for girls in secondary school. The programme got off to an exciting start in 2019/2020 but was impacted by Covid-19 due to school closures. The programme will continue in 2021 buoyed on by the interest now established in the schools.



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