



## LEADERSHIP AND CULTURE WORKSHOP

**Thursday 15 March 2018**

The focus of this pillar is to enhance leadership opportunities for women to participate in the sports industry at all levels – from executive and board roles through to coaching and officiating. The pillar also seeks to help sport to embed respectful attitudes and behaviours in sporting environments, and provide pay parity in sports management and pay pathways to equity for athletes.

The challenge is to find the best buy solutions to transform sports' gender norms, to shine a light on unconscious bias to bring about culture change.

Pre-workshop reading: documents which look at the leadership and culture issue from different perspectives:

- Gender Equality and Sport: Record of Discussions, Gilbert + Tobin August 2017
- Male Champions of Change Sport, Progress Report 2017
- A team effort: Preventing violence against women through sport (Executive Summary) Our Watch 2017
- Where will you find your next leader? EY and espnW, 2015

Plus the report from Office of Sport's Unleashing the Value of Women's Sport Forum held in October 2017.

### Workshop Format

12:00 – 12:30pm	<b>Lunch &amp; network</b>
12:30 – 1:15pm	<b>Introduction and Presentations:</b> <ul style="list-style-type: none"> <li>• Setting the scene (facts/stats/challenge)</li> <li>• Women in Sport Strategy (brief overview)</li> <li>• Our Watch presentation</li> </ul>
1:15 – 1:45pm	<b>Discussion #1: Culture and Leadership</b> <ul style="list-style-type: none"> <li>• What are the influencers/key drivers of change?</li> <li>• Concept – Leadership drives culture? Or is culture driving leadership? Evidence?</li> <li>• How can sport lead/challenge norms and gender bias</li> <li>• Leadership in SSOs &amp; professional sport v club land</li> <li>• Where should this strategy focus?</li> </ul>
1:45 – 2:15pm	<b>Feedback</b>
2:15 – 2:30pm	<b>Afternoon Tea</b>

2:30 – 3:00pm	<b>Discussion #2: Best Buys...what's working?</b> <ul style="list-style-type: none"> <li>• Campaigns/programs – do we have the evidence?</li> <li>• Other industries – what's working and why?</li> <li>• Accountability (quotas)</li> </ul>
3:00 – 3:30pm	<b>Feedback</b>
3:30 – 4:00pm	<b>Discussion #3: Opportunities and Bright Ideas</b> <ul style="list-style-type: none"> <li>• Partnerships for cultural change</li> <li>• Commercial opportunities?</li> <li>• How do we drive innovative strategic partnerships – bringing together sporting codes, brands (value based positioning), broadcasters etc.</li> <li>• Is there a way of incentivizing partnerships that solve social problems?</li> </ul>
4:00 – 4:15pm	<b>Feedback</b>
4:15 – 4:30pm	<b>Close</b>