



SPORT FOR ALL – BROAD BASED EQUALITY IN SPORT



Susie Yee – Oceania Women in Sport Representative

AIM

To strengthen the role of women in sport throughout Oceania utilising existing resources for new opportunities and improved results for the benefit of women and sport for all.

STRATEGIES

1. To encourage and where possible provide education and training opportunities for women to further develop their skills in all areas of sport.
2. To establish an effective profile and communication network for women in the Oceania region.
3. To provide leadership to women in sport throughout the Oceania region and assist them in reaching their potential as decision makers, participants, coaches, officials and administrators.

The Challenge

Opportunities exist for both men and women, towards an equal participation in leadership. However, due to certain limitations, women do not share this reality in the same way. Some contributing factors to these are:

- ✓ Inadequate resources (especially in developing and underdeveloped countries)
- ✓ Stereotype attitudes toward women (cultural expectations of women: “a woman’s place is in the kitchen”)
- ✓ Increasing violence against women; fear in women to be out “after dark”, leads to limited time available for commitment to training and competition.

Meeting the Challenges

Some suggestions:

- ✓ Develop more programs that are specifically aimed at boosting the participation of women by responding to needs they voice.
- ✓ Ensure that women are given an equal opportunity to participate in all events and through a fair distribution of resources.
- ✓ Work towards breaking down the barriers that exist through cultural stereotyping to allow women to feel “the sky is the limit” in sports.

Can the Media contribute?

Of course!

- ✓ Equal coverage of men's and women's sports
- ✓ More women and girls to receive greater and recognition for their sporting achievements
 - ❖ Focus on women athletes with an intense “spotlight” on their achievement
- ✓ Better images of women for publication and promotion
 - ❖ Present women as fine athletes
 - ❖ This boosts reactions from other women to strive as athletes also.

Crossing Boundaries: “A Work In Progress”



Participants at the
"Walk & Talk" Day 2007



Women footballers
attending a workshop.

Signs of the times:

- ✓ Policies are in place that reflect the commitment of organizations towards gender equality.
- ✓ Some of the factors that influence and effect gender roles are:
 - ❖ Cultural background
 - ❖ Economic & Political Environment

Positives

- ✓ Soccer for women in Fiji has come a long way in that there are a number of women now playing in National and Regional games.
- ✓ Elizabeth Bernard – Secretary of the Fiji Taekwondo Federation – (which is a male dominated sport) is an International Qualified Referee and a 3rd Dan black belt.
She is also the first female Fiji Taekwondo Instructor
- ✓ Makarita Lenoa President of the Fiji Karate Federation (FKF) President, Oceania Karate Federation (OKF) Committee Member, World Karate Federation (WKF), Member Fiji NOC Women in sport Commission


LOOKING TOWARDS THE FUTURE

- Stronger insistence at high school levels towards promoting an equal participation for girls at a young age.
- Encourage and educate the community about equal opportunities for women through workshops
- *Give support to our sub-regions to form Women and Sport Commissions, or the equivalent e.g. Vanuatu and the Solomon's.*
- Assisting disabled women to learn new sports
 - *More facilities to cater towards the disabled*
 - *More workshops towards inclusive participations*

(Cont'd)

- Talking to primary schools to encourage more participation in sports
- Visiting the rural areas to encourage women and mothers to assist in schools sports days e.g. timekeepers for athletics, assist daughters to netball meets etc.
- Request male dominated sports to encourage more women's participation.
- Invite top women athletes to all sporting events, especially where there young talent is intense.

RECOMMENDATIONS AT THE LEADERSHIP LEVEL

- IOC/Olympic Solidarity/ONOC support programs and policies
 - NOC programs and Women & Sports Commission
 - Leadership
 - Advocacy and Role Models
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Present Time

- Assistance from IOC Solidarity to implement some of the activities (Walk/Run Event, Education Oceania Poster, WASO Award at Pacific Games, WASO brochure & Manual) ongoing at NOC level
- IOC Access to World Programmes & Special Programmes for the promotion of WASO activities
- Implementation of NOC Women in Sports
- Recommendation to continue to always have a WASO Delegate to ONOC General Assembly
- Special Programs within NOC's partnership with WASO and other non profit organizations

NOC's Input and Responsibility

- Coordinate with your Women & Sports Commission - provide them contacts and update work of the commission and its activities
- Identify contact in the NOC's for Women & Sports
- NOC's support, input for participation and objectives development of Commission
- ONOC and ASP/ASC input and support
- Encourage NOC's to have 2nd Delegate to ONOC meetings a women from your NOC
- NOC to encourage women to participate in opportunities in sports development within NOC

Who to Contact

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**WE
CAN.**

WOMEN IN SPORTS

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