



Women's Sport Leadership Academy 2014

organised by

The Anita White Foundation and Females Achieving Brilliance

supported by

The University of Chichester

Information Pack

The Anita White Foundation (AWF) and Females Achieving Brilliance (FAB) are UK-based organisations committed to supporting women's leadership in sport globally. Both organisations have a particular focus on helping women who work in senior positions in sport/sport-for-development organisations to become great leaders.

We are delighted to announce that the inaugural Women's Sport Leadership Academy (WSLA) will take place from June 23rd – 27th June 2014 at the University of Chichester, Bognor Regis Campus, PO21 1HR, UK.

The WSLA will bring together outstanding women leaders, 20 from the UK and 20 from other parts of the world, providing a unique learning environment that will support the women to further develop their leadership competencies.

WSLA purpose and outcomes

The overall purpose of the WSLA is to increase the confidence and competence of women working in sport in a range of leadership behaviours and also to be a starting point for forming an international network of women sport leaders.

By the end of the week women participants will have:

- Further developed confidence and competence in a range of leadership values such as coaching, challenging conversations, prioritising, delegation, dealing with conflict, building relationships.
- Set clear goals and produced a Personal Development Plan.
- Developed career strategies.
- Participated in regular networking.
- Contributed to the establishment of a framework for a long term buddying/mentoring scheme.
- Improved intercultural understanding.
- Access to the international mentoring network and have extended their own network.

Who is the WSLA aimed at?

We are seeking applications from women who:

- Are currently in middle management or recently appointed senior managers or Board members of sport/sport-for-development organisations.
- Have key areas of responsibility such as heading up a specific department /area/ project for their organisation or have current responsibility for influencing people and/or managing staff.
- Are identified as future leaders by their organisations.
- Are committed to making a difference and enhancing opportunities for women and girls in and through sport.
- Have good written and spoken English. *(Please note that no translation service will be provided).*
- Demonstrate a commitment to continuous professional development and have the ability to further develop and refine their leadership competencies in the following areas:
 - Ambitious strategic vision.
 - Leadership and management.
 - Performance management.
 - Self-management.
 - Communication, team and partnership working.

The following table shows some examples of what these leadership competencies might mean in practice.

Key leadership competencies	Examples of what this might mean include
Ambitious strategic vision	<ul style="list-style-type: none"> • Defines vision and strategy that can be expressed in clear measures (quantitative and qualitative) • Determines business-critical priorities and targets and focusses on how best to achieve them • Is innovative and seeks new insights into improving performance
Leadership and management	<ul style="list-style-type: none"> • Translates plans into clear roles and responsibilities • Demonstrates a management style that is collaborative and empowering • Demonstrates decisiveness in day-to-day actions including taking unpopular decisions and actions when necessary
Performance management	<ul style="list-style-type: none"> • Enables people to excel in their roles • Creates a culture of continuous improvement • Promotes a coaching culture within the organisation
Self-management	<ul style="list-style-type: none"> • Manages own stress positively • Is a positive role model at all times • Calm and composed during crises • Has a good work/life balance • Deals with frustrations, delays, setbacks, pressures, heavy workloads comfortably
Communication, team and partnership working	<ul style="list-style-type: none"> • Articulate and effective in expressing ideas and information both verbally and in writing • Demonstrates good listening, questioning and interpersonal skills • Builds strong relationships with staff, stakeholders and partners

Principles behind the WSLA

We know that investing in people is of the utmost importance and that time and money spent in learning and development has to pay off. We fully recognise that changes in behaviour have to be embedded and sustained over time and ensuring that people take responsibility for their own self-sustained learning is at the heart of everything we do.

The following principles will guide all the week's activities:

- The programme will be facilitative rather than prescriptive allowing the women to focus on self-sustained learning.
- Participants will be supported to take ownership of, and responsibility for, their own learning.
- We will create a safe working environment and nurture a sense of collegiality and trust among the women.
- We will develop a set of shared values to encourage reciprocity, mutuality and respect differences and diversity.
- We believe that a flexible approach to meet the diverse needs of specific groups, individuals, and cultures is essential.
- We draw on a variety of theories, ideas, opinions, and approaches in order to develop learning that 'sticks' and are innovative and creative in our approach.
- The activities will be learner-centred and highly participative using discussion, small/syndicate groups, role plays and scenarios/case studies.
- Evaluation of WSLA will take place throughout the week and will continue post-event, when the participants have returned to their work-place.

Programme elements

The week-long programme consists of a number of elements all of which are essential for the critical learning and development that will take place during the WSLA.

Guest speakers

Guest speakers will be at the WSLA to inspire the women and share their experiences. They will identify what leadership means to them, what motivates them, their challenges and provide top tips for the women on the WSLA. Typically this will take the form of a presentation from the speaker followed by questions leading to lively debate and discussion.

Workshops

Workshops are an integral part of the learning process and will be designed to meet the needs of the learners. They will have clear learning outcomes and be tailored to maximise learning; they will be challenging, constructive and highly interactive.

Personal Development Plans

Each woman will produce Personal Development Plans setting goals on leadership behaviours, career strategies, future opportunities and to consolidate their learning.

Networking support groups

This element focuses on peer support and providing opportunities for the women to define, frame and communicate their key challenges and receive support from their colleagues. The sessions allow

the women to have time to reflect on their experiences and to explore ways of doing things differently.

Physical activities

A range of physical activities will be designed to indulge our love of sport, to live our principle of an active lifestyle, to provide a physical challenge, to promote team-building, and have fun!

Facilitators

The main facilitators at the WSLA will be:

Dr Anita White OBE – Anita has wide ranging experience of sport: as an international player and coach; of working in the public sector in higher education and sports administration; researching, writing and speaking on sport; and as an advocate for equality in sport in national and international circles. She is an acknowledged leader in the international Women and Sport movement. A founder member and former Chair of the Women's Sports Foundation (UK) she was responsible in her Sports Council role for the staging of the first international conference on Women and Sport in 1994. This resulted in the Brighton Declaration on Women and Sport that now has world-wide currency. She co-chaired the International Working Group on Women and Sport from 1994 to 1998 and continues to advise many countries and organisations on women's sports development. She was awarded an OBE in 2005 for services to women and sport. Since 2000, Anita has worked as an independent consultant in the field of national and international sport policy and sports development and is currently Vice-Chair of the charity 'International Inspiration'.

Pauline Harrison – co-founder of FAB, Pauline is a coach and consultant specialising in executive coaching, strategy development, leadership development, workforce training including reviews of governance and modernisation. Currently working with Leeds Metropolitan University and Morrisons supermarket to embed coaching skills in the day-to-day practices of managers in support of the company vision to create an organisation that embodies a coaching culture. She has over 20 years' experience working in NGBs including Chief Executive at England Netball and holds a number of non-executive positions on boards. Pauline has played a significant role in championing change for women domestically and internationally, advocating for and leading programmes aiming to improve opportunities for women especially in the leadership domain. Pauline is supporting Sport Wales to deliver their Women in Leadership programme and **sportscotland** to deliver their leadership training for national governing bodies of sport's CEOs, Chairs and Future Leaders; she holds the IOD Company Director Diploma and is an NLP Practitioner.

Lombe Mwambwa – is the General Secretary for the National Organisation for Women in Sport, Physical Activity and Recreation - NOWSPAR and is Board Chair of the Sport for Social Change Network in Southern Africa. She has a keen interest in research, policy reforms, media monitoring and advocacy programmes in sport. She has been involved with sport for development since 2004. She holds a Bachelor of Arts degree in Development Studies and Public Administration from the University of Zambia and a Master of Women's Law from the University of Zimbabwe. Her key research interests are in harassment and abuse of women in sport, women's right to sport and media coverage. She is an Anita White Foundation Scholar and VitalVoices Lead Fellow.

Lucy Faulkner – co-founder of FAB, Lucy has over 20 years of experience working with and for national governing bodies of sport and organisations in the public sector. This includes ten years with The English Football Association as Equality Manager. Specialisms include executive coaching, design and delivery of quality-assured learning opportunities and authoring of learning resources as well as her inspirational work with national governing bodies of sport with regards to equality and

diversity. She is Chair of Kick it Out's (KIO) Professional Game Guidance Group (KIO is English football's equality and inclusion campaign). She is currently supporting Sport Wales to deliver their Women in Leadership programme and **sportscotland** to deliver their leadership training for national governing bodies of sport's CEOs, Chairs and Future Leaders; she has a Diploma in Coaching and Mentoring, is an NLP Practitioner, a Time to Think Coach and is a European Mentoring and Coaching Council (EMCC) member.

Dr Elizabeth Pike – is the Head of Sport Development and Management, and a Reader in the Sociology of Sport and Exercise, at the University of Chichester. She is also the Chair of the AWF at the University of Chichester. In addition to her roles at Chichester, Elizabeth is currently a member of the Executive Board of the International Sociology of Sport Association, and serves as the President of this association and the Sociology of Sport Research Committee of the International Sociological Association. She works as a reviewer for several academic sports journals and publishers, and is on the Editorial Boards of *East Asian Sport Thoughts*, *International Review for the Sociology of Sport*, *Leisure Studies* and *Revista ALESDE*. Elizabeth has delivered presentations in universities and conferences throughout Africa, the Americas, Asia, Australasia, and Europe critically evaluating gender, ageing, risk, injury and wellbeing in sports. She has a PhD in the sociology of sport.

University of Chichester, Bognor Regis Campus

Situated just five minutes from the sea the Bognor Regis campus boasts beautiful Georgian architecture including three grand mansion houses, St Michael's, the Dome and Mordington House.

The campus underwent extensive redevelopment during 2010-11. £8m has been invested to transform the Dome into a vibrant business and research centre, and to create a state-of-the-art Learning Resource Centre. We will be using the business centre for the WSLA.

It is fully accessible to disabled people and we will cater for a range of dietary requirements. When you are allocated a place on WSLA we will then ask you about any other specific requirements that you may have e.g. halal or kosher food.

The campus is set in a leafy environment and has excellent modern facilities with well-equipped teaching and study rooms. All the accommodation is located on campus.

The main attraction of this popular seaside resort, is its long stretch of coastline, with a mixture of sandy and pebble beaches. Here you can take long walks or enjoy sailing, windsurfing, jet skiing and many other water sport activities. The famous Butlins Bognor Regis resort lies at the eastern end of the promenade and is the largest holiday centre in the South of England.

The town centre is just a short, easy walk from the campus. Here delegates can find a range of shopping facilities, numerous traditional pubs and places of worship belonging to different religious faiths.

Application process

The first deadline for applications passed on 8th November 2013. This deadline saw strong applications from all over the world, from a variety of different sporting organisations, and from women in sports leadership and management positions with a diverse range of skills. After being reviewed by a selection panel in mid-November 2013, there are now limited places left available for WSLA 2014.

The second wave of applications is now open. Interested women are asked to submit a completed application form and a current curriculum vitae/résumé by **31st January 2014**. An electronic version of the application form is available at www.chi.ac.uk/awf. Successful applicants will be notified in mid-February 2014.

Registration

The registration fee includes all relevant facilities and services during the time WSLA 2014 is open (11am Monday to 1.30pm Friday):

- Accommodation and meals (additional accommodation and meals can be purchased to cover any requirements before and after WSLA).
- All tuition and WSLA materials.
- All programme components.
- Free internet access – a dedicated IT room with desktop computers is available and there is Wi-Fi in both the Business Centre and the accommodation block.
- Access to the use of the University of Chichester's learning resources.
- Access to the AWF Women and Sport Movement Archive www.chi.ac.uk/awf

Costs and funding

The cost of the week-long WSLA varies according to where your organisation is based. We use the World Bank *Table of Economies for Categories* for this and full details of the countries in each band can be found in Appendix One.

Cost of registration:

- Band A GBP £1500
- Band B GBP £850
- Band C GBP £650

Travel costs:

Please note that participants are responsible for paying their own travel costs to and from the venue.

It is anticipated that most applicants will be funded by their organisations. However those seeking external funding are referred to the guide attached in Appendix Two. We are actively seeking sponsors and have already been able to offer some full-scholarships, as well as reserve a limited number of scholarships for people from Band B and Band C countries.

We will arrange invoices and details of how to pay in GBP (£) Sterling when places are allocated and full payment will be due by the **end of March 2014**. Our cancellation policy will be notified in the acceptance letter.

Anita White Foundation

The Anita White Foundation, which is based at the University of Chichester, aims to provide a central point of reference for scholars and activists in the world-wide women and sport movement. It has two components:

- An archive of original materials related to the women and sport movement; and
- A fund to support the education and development of women leaders from countries where women face particular challenges.

www.chi.ac.uk/awf

FAB – Females Achieving Brilliance

Started in 2009 by women who have held senior positions in national governing bodies of sport and worked in the business of sport and recreation for many years FAB's vision is to inspire and empower women to be great leaders. FAB's ambition is to use its unique sport insights, experiences and networks to provide tailored professional and personal development opportunities that support women to progress on their leadership pathways.

Appendix One: The World Bank- Table of Economies by Category

CATEGORY A

Andorra	Cyprus	Hong Kong, China	Monaco	Slovak Rep.
Aruba	Czech Rep.	Hungary	Netherlands	Slovenia
Australia	Curaçao	Iceland	New Caledonia	Spain
Austria	Denmark	Ireland	New Zealand	Sweden
Bahamas	Estonia	Isle of Man	Mariana Is.	Switzerland
Bahrain	Equatorial Guinea	Israel	Norway	Taiwan
Barbados	Faeroe Is.	Italy	Oman	Trinidad & Tobago
Belgium	Finland	Japan	Poland	Utd Arab Emirates
Bermuda	France	Korea, Rep	Portugal	United Kingdom
Brunei	French Polynesia	Kuwait	Puerto Rico	United States
Canada	Germany	Liechtenstein	Qatar	Virgin Islands (US)
Cayman Is.	Greece	Luxembourg	Saudi Arabia	
Channel Is.	Greenland	Macao, China	San Marino	
Croatia	Guam	Malta	Singapore	

CATEGORY B

Algeria	Brazil	Jamaica	Mayotte	South Africa
American Samoa	Bulgaria	Jordan	Mexico	St. Kitts-Nevis
Angola	Chile	Kazakhstan	Montenegro	St. Lucia
Antigua & Barbuda	China	Latvia	Namibia	St. Vincent
Argentina	Colombia	Lebanon	Palau	Suriname
Azerbaijan	Costa Rica	Libya	Panama	Thailand
Belarus	Cuba	Lithuania	Peru	Tunisia
Belize	Dominican Rep.	Macedonia	Romania	Turkmenistan
Bhutan	Gabon	Malaysia	Russian Fed.	Turkey
Bosnia-Herzegovina	Grenada	Maldives	Serbia	Uruguay
Botswana	Iran	Marshall Is.	Seychelles	Venezuela, RB
		Mauritius		

CATEGORY C

Afghanistan	Ecuador	Kenya	Nicaragua	Syria
Albania	Egypt	Kiribati	Niger	Tajikistan
Armenia	El Salvador	Kyrgyzstan	Nigeria	Tanzania
Bangladesh	Eritrea	Lao PDR	Pakistan	Timor-Leste
Benin	Ethiopia	Lesotho	Papua New	Togo
Bolivia	Fiji	Liberia	Paraguay	Tonga
Burkina Faso	Gambia	Madagascar	Philippines	Uganda
Burundi	Georgia	Malawi	Rwanda	Ukraine
Cambodia	Ghana	Mali	S.Tomé-Principe	Uzbekistan
Cameroon	Guatemala	Mauritania	Samoa	Vanuatu
Cape Verde	Guinea	Micronesia	Senegal	Vietnam
Central African R.	Guinea-Bissau	Moldova	Sierra Leone	West Bank & Gaza
Chad	Guyana	Mongolia	Solomon Is.	Yemen, Rep.
Congo, Dem. Rep.	Haiti	Morocco	Somalia	Zambia
Congo, Rep.	Honduras	Mozambique	South Sudan	Zimbabwe
Côte d'Ivoire	India	Myanmar	Sri Lanka	
Djibouti	Indonesia	Nepal	Sudan	
Dominica	Iraq		Swaziland	

Appendix Two: Possible sources of funding for individuals to attend

The Golden Bottle Trust

The trust was established in 1985 for general charitable purposes the oldest remaining private bank in the UK. The trust gives general grants, with a preference for health & education, religion, the arts and developing countries and the environment. Grants range from between £5,000- £10,000.

<http://www.charitycommission.gov.uk/Showcharity/RegisterOfCharities/ContactAndTrustees.aspx?RegisteredCharityNumber=327026&SubsidiaryNumber=0>

Sir Ernest Cassel Educational Trust

The trust makes grants for educational purposes and the trustees particularly consider the following types of grants

- Grants to Commonwealth students, particularly to students encountering unforeseen financial difficulties in their final year or in completing their courses;
- Grants for research overseas in the humanities and also in other fields;
- Grants for the higher education of women;
- Grants to organisations and individuals for educational purposes, particularly in the fields of higher and adult education and of the arts.

Grants range from £1,000 to £7,500.

<http://www.casseltrust.co.uk/post-doctoral-travel-grants>

The Thompson Educational Trust

The trust was set up in February 1997 with the aim of providing funding for the advancement of the education of young people, particularly in the areas of medical research, science, literature, music and sport. The trust supports the provision of scholarships, exhibitions and bursaries for people under the age of thirty to further their education in the study of science, literature, music and sport. Grants range from £1,000 to £5,000.

<http://www.charitycommission.gov.uk/Showcharity/RegisterOfCharities/CharityWithoutPartB.aspx?RegisteredCharityNumber=1060745&SubsidiaryNumber=0>