



Advantage All

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# GENDER EQUALITY FACTS AND KEY MESSAGES

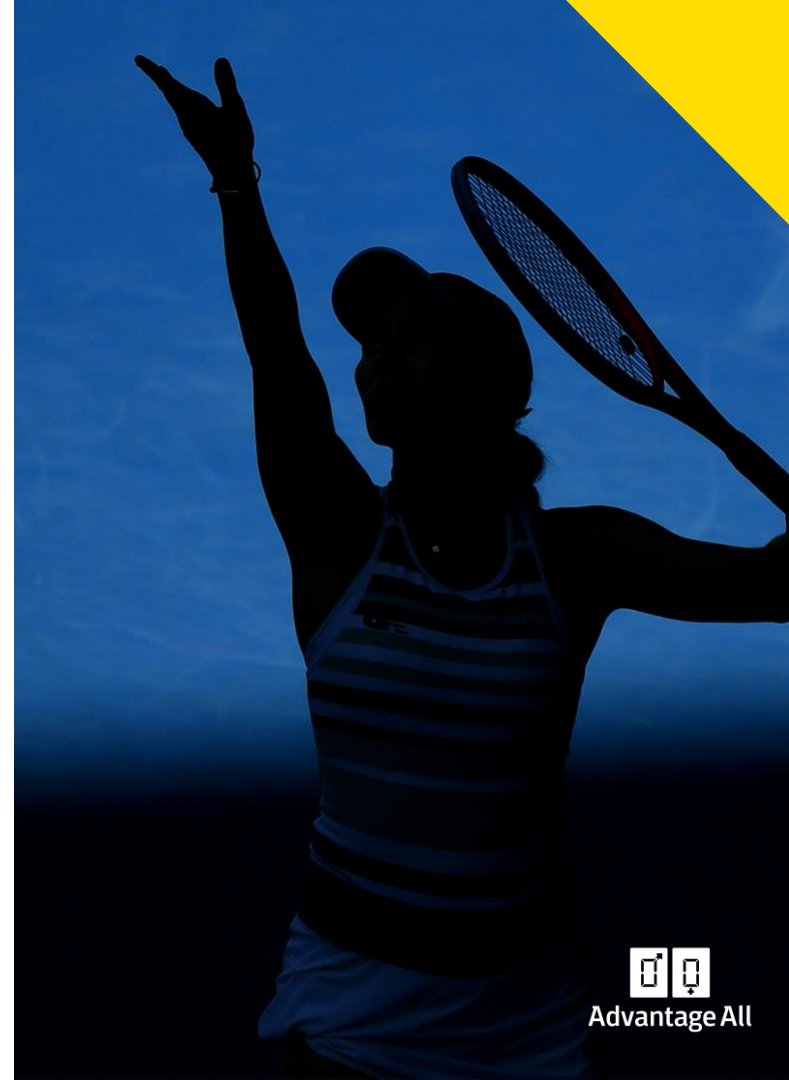
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- ▶ The goal of Advantage All is to develop and maintain **tennis as an equal advantage sport**.
- ▶ Tennis has been a leader in sport on gender equality. We must continue to work to ensure that women and girls can reach their full potential in all areas of the sport
- ▶ Achieving gender balance – where everyone is provided the same advantage and opportunity across our sport, both on and off court – will make tennis better for everyone





“SPORT IS ONE OF THE MOST POWERFUL PLATFORMS FOR PROMOTING GENDER EQUALITY AND EMPOWERING WOMEN AND GIRLS.”

Thomas Bach, IOC President.

## ADVANTAGE ALL

The ITF’s Advantage All Gender Equality Strategy is built on five pillars: empowerment, balance, culture, value and voice, and is designed to:

- ▶ Create more opportunities for women to become leaders in sport
- ▶ Encourage more women and girls to play tennis
- ▶ Champion female role models to inspire the next generation on and off the court
- ▶ Increase investment and award equal prize money
- ▶ Ensure our sport is addressing and eliminating bias and discrimination at every level

# BENEFITS OF PROMOTING GENDER EQUALITY

- ▶ **Positive images** – Gender equality programmes can help to improve an organisation’s image in the eyes of government, members, spectators, media, potential sponsors and amongst the general public.
- ▶ **Economic growth** – By involving more women, organisations can expand their ‘market’ by:
  - increasing participation in both on and off court roles. For example, by developing more female coaches, we will help to shift the culture and dynamics across tennis, to attract and retain more players at all levels
  - attracting more public interest, and
  - generating greater potential for investment
- ▶ **High performing organisations** – Greater diversity within teams and organisations brings together more varied perspectives, produces wider analysis of key issues and improves decision-making and performance. It can also increase creativity, innovation and understanding, as well as overall motivation
- ▶ **More human resources** – When sports organisations face difficulties recruiting new people as coaches, officials, volunteers and decision makers etc, investing in women can lead to more human resources to support the growth of the game



# KEY FACTS AND MESSAGING



Here are some statistics and facts to help you convince your board that gender equality is an important global issue.

Please use this information as appropriate within your gender equality presentations or papers.

# TENNIS IN NUMBERS



- ▶ 41% of all tennis participants globally are women
- ▶ 40% of participants on the ITF World Tennis tour are women
- ▶ Globally only 1 in 5 coaches is female
- ▶ Only 22% of certified officials are women
- ▶ There is less than 20% combined female representation at ITF and Regional Board levels
- ▶ Tennis players account for 9 of the 10 highest-paid female athletes
- ▶ The number of women in Commission and Committee roles over the past five years has increased from 21.3% in 2014 to 33.7% in 2019
- ▶ Women represent 42% of the ITF's Senior Leadership Team
- ▶ In 2019, only 4 of 34 candidates for ITF Board positions were women

Source: ITF 2019/2020

# GLOBAL CONTEXT

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United Nations



## Goal 5: Achieve gender equality and empower all women and girls

“Gender equality is not only a fundamental human right, but a necessary foundation for a peaceful, prosperous and sustainable world.”

It will take 99.5 years to achieve gender parity

Source: Global Gender Gap Report 2020

In 2019, women only held 28% of managerial positions worldwide.

Source: Grant Thornton's Women in Business Report 2019

# GLOBAL CONTEXT



## International Olympic Committee Gender Equality Review Project

- 25 recommendations covering five key themes

SPORT

PORTRAYAL

FUNDING

GOVERNANCE

HR, MONITORING & COMMUNICATIONS

- Recommendation 20:  
“Olympic Movement partners should review their electoral processes with a view to developing strategies for gender-balanced representation in their governance bodies”.





# WORLDWIDE GENDER INEQUALITY



- ▶ Worldwide, the average woman's annual income is \$11,500, versus \$21,500 for a man (1)
- ▶ This inequality extends beyond pay, with women facing an 'opportunity gap' that leaves them underrepresented in key leadership and decision-making roles. Women hold only 29% (2) of managerial positions worldwide while their representation in national parliaments stands at just 23.7% (3)
- ▶ According to the Global Gender Gap Report 2020, it will take 99.5 years to achieve gender parity (1)

(1) Global Gender Gap Report 2020

(2) Grant Thornton's Women in Business Report 2019

(3) <https://www.un.org/sustainabledevelopment/gender-equality/>



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# GENDER INEQUALITY IN SPORT

- ▶ Gender inequality is prevalent in sports. Girls tend to enter sports later, participate in fewer numbers and exit earlier. One of the key reasons is a lack of role models, with 77% of female sports leaders believing this to be a key factor in limiting girls' participation in sport. (4)
- ▶ For those that progress to the professional level, the disparity in pay can be significant. But gender inequality in sports runs far deeper than pay disparity. Despite making up 40% of all participants in sports, women receive only 4% of sports media coverage. And in that limited coverage, they are often objectified or demeaned. (5)
- ▶ Even in more positive coverage, they are regularly portrayed as women first and athletes second – a situation not helped by the fact that women make up just 17.9% of staff at Associated Press Sports Editors (APSE) member newspapers.
- ▶ The need for female role models is essential but is further hampered by the fact that women often do not enjoy the same weight of marketing support as their male counterparts. According to a 2018 Statista report , women's sports receive only 0.4% of total sponsorships. (6)

(4) Chasing Equity: The Triumphs, Challenges and Opportunities in Sports for Girls and Women - Women's Sport Foundation

(5) [https://en.unesco.org/sites/default/files/gender\\_equality\\_in\\_sports\\_0.mp4](https://en.unesco.org/sites/default/files/gender_equality_in_sports_0.mp4)

(6) <https://www.marketingweek.com/brands-neglecting-womens-sports-sponsorship/>





## QUOTE

“Thanks to women like Billie Jean King and others like her, tennis is positioned better than most sports to be a powerful platform for empowering women and girls. However, as the research shows, tennis still has a way to go before we can claim our game as an equal advantage sport.”

Katrina Adams, Chair Gender Equality in Tennis Committee and Vice President ITF Board



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# GOOD LUCK

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