

Women and the sport sector: leadership, investment and international competitiveness 10th May 2018

CONDITIONS FOR USE OF TRANSCRIPTS:

This document is intended to provide a timely reference for interested parties who are unable to attend the event to which it refers. Some portions are based on transcripts of proceedings and others consist of text submitted by speakers or authors, and are clearly marked as such. As such, apart from where it is indicated that the text was supplied by the speaker, it has not been possible for the transcript to be checked by speakers and so this portion of the document does not represent a formal record of proceedings. Despite best endeavours by Westminster Forum Projects and its suppliers to ensure accuracy, text based on transcription may contain errors which could alter the intended meaning of any portion of the reported content. Anyone who intends to publicly use or refer to any text based on the transcript should make clear that speakers have not had the opportunity for any corrections, or check first with the speaker in question. If in doubt please contact the forum first.

Contents

About this Publication	3
<u>Agenda</u>	4
Session Chair's opening remarks	
Gavin Newlands MP, Shadow SNP Spokesperson (Sport) (transcript)	6
Women and the UK sport sector: investment priorities and maintaining international competitiveness	
Dame Katherine Grainger, Chair, UK Sport (transcript)	8
Questions and comments from the floor (transcript)	12
Diversity in governance and influencing policy	
Annamarie Phelps, Vice Chair, British Olympic Association; Member, European Rowing Management Board and	
Commonwealth Liaison, the International Federation for Rowing (transcript)	18
Improving gender equality in leadership and the workforce: governance, skills and representation	
Jennie Price, Chief Executive, Sport England (transcript)	21
Dr Jordan Matthews , Senior Lecturer, Department for Sport Development and Management, University of Chichester	
and Co-ordinator, Anita White Foundation (transcript)	24
Julie Harrington, Chief Executive Officer, British Cycling (transcript)	27
Gillian Wilmot, Chairman, UK Coaching (transcript)	29
Questions and comments from the floor with Annamarie Phelps , Vice Chair, British Olympic Association; Member,	
European Rowing Management Board and Commonwealth Liaison, the International Federation for Rowing (transcript)	32
Session Chair's closing remarks	
Gavin Newlands MP, Shadow SNP Spokesperson (Sport) (transcript)	39
Session Chair's opening remarks	
Lord Addington, Vice-Chair, All-Party Parliamentary Group for Sport (transcript)	40
Media and the sport sector: widening audiences and growing the women's market	
Barbara Slater, Director, BBC Sport (transcript)	41
Improving participation and engagement in women's sport: role models, exposure and attracting investment	
Marzena Bogdanowicz, Head, Marketing & Commercial, Women's Football, The FA (transcript)	44
Orla Chennaoui, Presenter, Sky Sports; Co-Host, The Cycling Podcast Féminin and Journalist (transcript)	47
Lenah Ueltzen-Gabell, Executive Vice President, EMEA, Wasserman (transcript)	50
Dr Hannah MacLeod, former Athlete, England Hockey (transcript)	53
Questions and comments from the floor with Barbara Slater , Director, BBC Sport (transcript)	56
Policy priorities for supporting women in the sports sector	
Andrew Honeyman, Head of Sport, DCMS (transcript)	62
Questions and comments from the floor (transcript)	65
Session Chair's and Westminster Media Forum closing remarks	
Lord Addington, Vice-Chair, All-Party Parliamentary Group for Sport (transcript)	70
Emily Darling, Associate Forum Lead, Westminster Media Forum (transcript)	71
<u>Press Links</u>	72
Comments	73
List of Delegates Registered for Seminar	75
Contributor Biographies	81
About the Core Sponsors of the Westminster Media Forum	85
Please be advised that speakers' PowerPoint presentations are included within the transcript itself, just beneath the relevant speaker's text. Please	note

that not all speakers are able to grant permission for us to include their slides.

About this Publication

This publication reflects proceedings at the Westminster Media Forum Keynote Seminar: Women and the sport sector: leadership, investment and international competitiveness held on 10th May 2018. The views expressed in the articles are those of the named authors, not those of the Forum or the sponsors, apart from their own articles.

Although Westminster Media Forum is grateful to all sponsors for the funding on which we depend, participation in events and publications is never conditional on being a sponsor. As well as funding ongoing operations, sponsorship enables the Forum to distribute complimentary copies of publications, and offer complimentary tickets for events, to Government ministers, parliamentarians and officials most involved in policy.

This publication is copyright. Its copying, in whole or in part, is not permitted without the prior written consent of the publishers. However, extracts of the text may be reproduced for academic or review purposes, subject to the conditions of use outlined in the previous page, providing they are accurate, are not used in a misleading context and the author, their organisation and the Westminster Media Forum are acknowledged. We would also appreciate being informed.

Westminster Media Forum

UK Headquarters 4 Bracknell Beeches Old Bracknell Lane West Bracknell Berkshire RG12 7BW

T: 01344 864796 F: 01344 420121 publications@westminsterforumprojects.co.uk

Directors

Peter van Gelder Chris Whitehouse