



Women's Sport Leadership Academy 2015

Organised by



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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.

WSLA 2015

We are delighted to announce that following the success of WSLA 2014, a second Women's Sport Leadership Academy (WSLA) will take place from 22-26 June 2015 at the University of Chichester, Bognor Regis Campus, PO21 1HR, UK.

WSLA 2015 aims to bring together forty outstanding women leaders, half from the UK and half from around the world, providing a unique learning environment that will support the women to further develop their leadership competencies.



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 WSLA 2015 you will have:

- Further developed confidence and competence in a range of leadership behaviours.
- Produced a Personal Development Plan with clear goals.
- Developed career strategies.
- Participated in regular networking.
- Contributed to the establishment of a framework for a long term buddying/mentoring scheme.
- Improved intercultural understanding.
- Greater self-awareness.
- Better knowledge and understanding of the global women and sport movement.
- Access to international mentoring networks and have extended your 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.



Content of the week

The content of the residential week will focus on various leadership behaviours or competencies that research shows to be critical to be a great leader which includes:

Ambitious strategic vision

Provides future direction for an organisation using resources efficiently and effectively to achieve the goals of the organisation

Leadership

Provides inspiration and guidance to others to support their understanding of the organisation's vision and direction

Performance management

Ensures there is a culture of continuous personal improvement which supports people to maximise their potential while achieving goals and targets that meet the needs of the business

Self-management

Plan and take responsibility for your own success; manage own emotions in challenging circumstances

Communication, team and partnership working

Ensures that messages are understood by any audience; works effectively with internal and external people to ensure that the needs of the business are met

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.

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.

Home teams

Small groups of participants who will meet regularly throughout the residential week, their aim is to help participants reflect on learning, raise issues and concerns, discuss hot topics, provide support and encouragement and play a key role in the evaluation of the week.



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!

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.



Facilitators

The main facilitators at WSLA 2015 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. She has recently worked 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

Lombe 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

Elizabeth 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.

Previous WSLA participants

We will also be joined by a small number of graduates from WSLA 2014 who will help support the weeks activities.



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.

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.
www.femalesachievingbrilliance.org.uk

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



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Application process

Interested women are asked to submit a completed application form and a current curriculum vitae/resume by Friday 30th January 2015. An electronic version of the application form is available at www.chi.ac.uk/wsla. Successful delegates will be notified during February 2015.

Costs and funding

The registration fee includes all relevant facilities and services during the WSLA 2015 residential week (0900 on Monday 22nd June to 1330 on Friday 26th June):

- Accommodation in halls of residence at the Bognor Regis Campus. See Note 1 below
- Meals in the restaurant located on the Bognor Regis Campus.
- 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 International Women and Sport Movement Archive (see www.chi.ac.uk/awf)

Note 1 – Because WSLA 2015 begins at 0900 on Monday 22nd June, accommodation for Sunday 21st June is included in the pricing categories below. However, we cannot provide meals on the Sunday so you will have to make other arrangements.

Please also note that additional accommodation can be purchased to cover any requirements before WSLA 2015 but due to a major local event occurring from 27th June, we cannot guarantee accommodation from Friday 26th June onward.

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 £1600
- Band B GBP £900
- Band C GBP £650

Travel costs:

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

A significant proportion of WSLA 2014 graduates sourced funding from their organisation through educational, leadership, and travel grant expenditure. Others approached their national or continental sport governing body, Olympic and Paralympic Committees, corporate sponsors already associated with their organisation, or funded their own attendance and travel costs. We recommend exploring all of these scenarios, as well as other grant-giving organisations based within or outside of sport. We are actively seeking sponsors, and we may be able to offer some scholarships, however this is not guaranteed.

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 2015. Our cancellation policy will be notified in the acceptance letter.

Appendix One: The World Bank Table of Economies by Category

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

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

Category C

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

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