



The Role of Athletes in Advancing Gender Equity in Sport

Brendan Schwab
Head of UNI World Athletes

Each time a man stands up for an ideal, he sets in motion a chain of events, as others act against injustice, he sends forth a living ripple of hope, and crossing each other from a million different centers of energy and daring, these ripples build a current which can sweep down the mightiest walls of oppression and resistance.

FIFPro

World Players' Union

https://www.youtube.com/watch?v=UVzFmqAaZ_E

UNI World Athletes



- ***“The global voice of the athletes”***
 - *UNI World Athletes is the exclusive collective voice of the world’s elite athletes*
- ***The global union of players and athletes across professional sport***
 - *UNI World Athletes unites over 100 player associations in over 60 countries, bringing together 85,000 athletes*
 - *Affiliates include FIFPro, FICA, IRPA, EU Athletes and the major athlete bodies of North America, Asia, Australia and New Zealand*

Key preliminary observations

- Sport likes to treat athletes differently to ordinary workers and employees
- Women's sport is commonly viewed by (predominantly male) decision-makers as game development and a cost

What do these two US athletes have in common?



Curt Flood



Billie Jean King

Five fundamental steps to gender equity in sport

- I. The market potential for women's sport will not be realised if player conditions are artificially constrained
- II. Achieving gender equity in sport starts with athlete pay and conditions
- III. Women athletes need to be better negotiators
- IV. Gender equity is an athletes' rights issue – it is therefore a concern for male **and** female athletes

To negotiate – get organised!

3 July 2015, Vancouver



The Matildas strike – fair pay and equal conditions

Lydia Williams retweeted
Kyah Simon @KyahSimon · 4h
We play together, we stand together and conditions need to improve for us to be able to progress forward together bit.ly/1O9J1F5



Matildas withdraw from training camp following pay dispute with FFA

The Matildas have made the extraordinary decision to withdraw from an upcoming training camp after claiming to have been disrespected during... smh.com

Petitioning Football Federation Australia

Support the Matildas with a Fair Wage

Brett Anthony Australia

RETWEETS
127

2:37 PM - 8



The Sydney Morning Herald



Matildas fuming after FFA rejects paid maternity leave proposal

September 11, 2015 - 11:45PM



Not happy: Australian defender Laura Alleway has slammed the FFA's lack of support. Photo: Eddie Jim

Sign this petition

20,873 supporters

4,327 needed to reach 25,000

First name
Last name
Email
Australia
Postal code

The Matildas strike – *fair pay and equal conditions*



The Matildas strike – *fair pay and equal conditions*



- **FFA CEO David Gallop:** the Matildas are being used as ‘bargaining chips’ for A-League players
- **Matilda Ashleigh Sykes:** “We simply don't think that what is on the table is sufficient for us to move forward”
- **Hope Solo (USWNT):** “Only #respect for @TheMatildas. Will miss competing against their great team, but proud of their fight for what’s right! #equality #FIFA”

Five fundamental steps to gender equity in sport

- I. The market potential for women's sport will not be realised if player conditions are artificially constrained
- II. Achieving gender equity in sport starts with athlete pay and conditions
- III. Women athletes need to be better negotiators
- IV. Gender equity is an athletes' rights issue – it is therefore a concern for male **and** female athletes
- V. Governance matters
 - Sporting bodies
 - Athlete unions

A final word



2009, President Obama awards Billie Jean King with the Presidential Medal of Freedom

Thank you

Brendan Schwab
Head of UNI World Athletes
Mobile: +41 79 202 1928
Skype: bhschwab
Twitter: @BrendanSchwab

UNI global union
8-10 Av. Reverdil
1260 NYON
Switzerland
Tel: +41 22 365 2161
brendan.schwab@uniglobalunion.org
www.uniglobalunion.org