



INTERNATIONAL  
OLYMPIC  
COMMITTEE

Report

## ASIAN SEMINAR FOR WOMEN IN SPORT

**Kuala Lumpur, Malaysia – 26-29 November 2008**

November 2008

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INTERNATIONAL OLYMPIC COMMITTEE

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## Introduction

### Introduction

From 27 to 29 November 2008, the IOC/Department of International Cooperation and Development and Olympic Solidarity, in collaboration with the Olympic Council of Malaysia and in partnership with ACT Formation organized the training seminar on women and sport for the Asian continent.

This seminar was organized further to the success of the new structure of seminar and followed in the foot step of similar initiatives in Africa in 2006 and the Americas in 2007.

The training/seminar aimed to offering Asian women from NOCs and National Federations additional skills in project management, leadership and negotiation.

Out of 43 NOCs in Asia, 63 delegates from 34 NOCs attended the seminar.

This IOC seminar also provided the platform to hold the Asian Forum for Women in Sport. This Forum was held under the leadership of the Olympic Council of Asia (OCA).

This was an excellent occasion which enabled the 63 delegates from the most diversified continent to gather together and discuss issues of concern to them linked to women's advancement in and through sport in Asia.

An Action Plan was adopted at the conclusion of the Forum, which called on Asian NOCs to increase application for use of OS funding and to set up a minimum quota to allow more women to access these programmes; and for OCA to increase funds for women's programmes.

The two events were a great success. Follow up measures will be put in place in the coming months, which will help Asian NOCs and OCA to refocus on "women and sport" issues.

**Dominique Niyonizigiye**

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## 1.1. Asian Forum for Women in Sport



### 1.1. General framework

<b>Participants</b>	The Forum brought together 63 participants, including delegates from 34 Asian NOCs, representatives of OCA, the IOC and the Malaysian sports movement.
<b>Programme</b>	<p>The opening session of the Forum was addressed respectively by Ms Natalya Sipovich, OCA Women and Sport Commission President, Ms Anita DeFrantz, IOC Women and Sport Commission President, Dr. M. Jegathesan, Vice-President of the Olympic Council of Malaysia and Ms Rita Subowo, IOC member, representing the OCA. Both welcomed the delegates and expressed their hope for the Forum. They also highlighted the necessity of having more active women in Asia.</p> <p>The rest of the Forum was chaired by Ms Rita Subowo. The session I started by a presentation by Katia Mascagni who presented the IOC supportive programmes, followed by Dominique Niyonizigiye who presented the Olympic Solidarity 2009-2012 quadrennial assistance programmes proposed to NOCs<sup>1</sup>.</p> <p>Sessions II and III enabled participants to share the experience with Women leaders and also to learn about the OCA women and sport commission's vision and plan. Ms Rita Subowo, the first woman President of an NOC in Asia, talked about the leadership and life experience; Natalya Sipovich, presented the Women and Sport in</p>

<sup>1</sup> See annex 1 – texts of presentations



Asia: a general overview and lastly Ms Gulnira Sipovich, Deputy Chairperson of the Women and Sport Commission, NOC Uzbekistan presented "Involving women in sport activity in Uzbekistan".

Participants were given the possibility to put questions to each speaker and express their views on the subjects presented.

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## 1.2. Objectives

### Objectives

Through it, both the IOC and OCA wanted:

- To help the women in sport in Asia to meet, exchange and share ideas on best practices and create and strengthen a network of all women involved in sport in Asia;
  - To promote the Women and Sport Commission's programmes in Asia;
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## 1.3. Outcomes

### Outcomes

The Forum succeeded in reaching the following outcomes:

- The OCA Women and Sport Commission was able to meet;
  - Delegates from NOCs learned about the OCA vision and new objectives;
  - The forum was an opportunity to meet and to build a network;
  - An Action Plan was adopted which will further guide the Olympic Movement in Asia to promote women and sport activities.
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### 1.3.1. Action Plan adopted by the Forum

#### Action Plan

##### THE KUALA LUMPUR ACTION PLAN

The OCA Women's Committee and all the participants of the IOC Asian Seminar for Women and Sport unanimously resolve to adopt that following Action Plan:

##### OLYMPIC SOLIDARITY SUPPORT

1.1 Calls upon all National Olympic Committees (NOCs) in Asia to increase applications for use of the Olympic Solidarity funding and other the International Olympic Committee (IOC) support and assistance for Women & Sport programmes in Asia, including for programmes for:

Female Athletes Preparation;  
Leadership & Administration Training for Females;  
Female Technical Officials Training;  
Female Sports Science Support Personnel Training; and  
Female Media Personnel Training.

1.2 Proposes all NOCs in Asia adopt mandatory requirement for a minimum quota for female participation in programmes and activities funded by Olympic Solidarity (for example, for 20% female participation).

Proposes all NOCs in Asia to adopt mandatory sanctions when the required minimum quota is not met (for example, restrictions on further and future funding).

##### 2. OCA AND NATIONAL OLYMPIC COMMITTEES' SUPPORT

2.1 Calls upon the OCA to increase allocation and provide specific funding, sponsorship and other support for Women in programmes and events, such as

Female Athletes Preparation;  
Leadership & Administration Training for Females;  
Female Technical Officials Training;  
Female Sports Science Support Personnel Training; and  
Female Media Personnel Training.  
Female Participation in IOC and Continental Conferences, Courses, Seminars, programmes and activities;  
Female Participation in other regional and international programmes and activities

2.2 Calls upon the OCA to require all NOCs in Asia to adopt the following:

To set-up a Women & Sport Committee within each NOC:

To require all Women & Sport Committees within each NOC to carry out programmes and activities to promote and increase female participation in sports at all levels, including at grassroots and communities levels



Calls upon the OCA to require all NOCs in Asia to adopt mandatory requirements to include women in the following:

Within the respective NOCs decision-making structure (for example the adoption of the IOC policy of 20% female participation in decision-making levels by a specific deadline);

Within each NOCs structures, including at National Sports Association-levels;

Within all other sports organisation-levels.

2.4 Calls upon all NOCs in Asia to be more proactive to source for, and submit, nominations to the IOC for the Annual IOC Women & Sport Award (taking note of the closing date for nominations is 30 November of each year).

3. WOMEN IN SPORT SUPPORT

3.1 All participants of the IOC Asian Seminar for Women and Sport:

Record their appreciation to the IOC for supporting and organising this IOC Asian Seminar for Women and Sport 2008 and to the NOC of Malaysia for coordinating and hosting the Seminar;

Commit to, and also encourage all Women in Sport in Asia to be more proactive to source for, and submit, nominations to the IOC for the Annual IOC Women & Sport Award (taking note of the closing date for nominations is 30 November of each year);

Commit to, and also encourage all Women in Sport to, identify and support suitable nominees for election and appointment onto the decision-making structures within NOCs in Asia;

Commit to, and also encourage all Women in Sport in Asia to, form an Asian Women & Sport Network, starting with the contact information of participants of this IOC Asian Women & Sport Seminar 2008;

Commit to, and also encourage all Women in Sport in Asia to, register and actively participate in, and submit write-ups in International Seminars, Conferences and Congresses, starting with the following:

The OCA Congress (12-14 March 2009 – Kuwait); and  
The IOC Congress (1-9 October 2009 – Copenhagen).

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## 2. Training Seminar for Women from Asian NOCs and National Federations



The seminar was officially launched during a dinner hosted by the Olympic Council of Malaysia on 26 November by Dr Noorul Ainur Mohd Nur, Director General of Women, Family and Community Development, who briefly presented the Gender situation in Malaysia and wished good success to the seminar.

The seminar started the following day by a word from Anita DeFrantz who briefly presented the aim of the training, followed by a presentation of the course by Mr Fabien Samja and Gabriella Mueller, the trainers.

Although some participants were fully aware of the core value of the seminar, many of them did not have a clear understanding of the purpose of the seminar. While the half of them could easily state that they came to improve their management, leadership and negotiation skills, the other half stated that they came more to build a network, to get a financial assistance, to learn IOC Policy or simply had no idea of what they had to get from the seminar.

The other challenge was that about 20 of the participants did not had very poor knowledge of English even though it was clearly mentioned that NOCs should send delegates that could both speak and read English. As the training is largely based on explanations, these delegates required further clarification (sometimes in their own languages), after each main concept so that they could seize its sense. It's therefore recommended that the IOC/DICD sets possible pre-requisites for candidature acceptance to make sure NOCs send qualified delegates to such trainings.





## 2.1. Training Framework

### General aspects

The training was provided by two specialised trainers, Fabien Smadja and Gabriella Mueller, over three days of intense sessions, combining theory and practice, in English. Support material with the full course was also distributed to all participants.

More particularly, it addressed the following issues<sup>2</sup>:

- leadership principles
  - project management in 10 steps
  - issue-solving – sharing best practices and mentoring forum
  - techniques of presentation and negotiation
- 

## 2.2. Objectives

### 2.2.1. Strategic Objectives

#### Strategic objectives

This seminar is organized further to the success of its new structure implemented for the first time in September 2006. Through it, the IOC aimed:

- To motivate women in Asia to play a major role in decision-making and administrative structures of National Olympic Committees and national sports federations;
  - To help them gain the necessary confidence and the required tools that would make them appreciated for what they can offer in the promotion of sport and Olympic values in the continent;
  - To help the women in sport in Asia to meet, exchange and share ideas on good practices and create and strengthen a network of all women involved in sport in Asia;
  - To support the IOC policy of gender equality in sport;
  - For the IOC Women and Sport Commission and Olympic Solidarity to learn and better understand the constraints encountered by, and concerns of the Asian women in sport;
  - To promote Women and Sport Commission's programmes in Asia;
  - To increase the number of Asian participation in the IOC Women and Sport Trophies.
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<sup>2</sup> See Annex 2 – Training programme



## 2.2.2. Pedagogic Objectives

### General objectives

With the seminar, the participants were able to :

- Increase their leadership skills (personal and group dimensions)
- Increase their project management skills (methodology in 10 steps)
- Increase their negotiation skills

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### Specific objectives

At the end of the training, the participants were able to:

- Define and adopt strategies to better affirm themselves in their sporting organizations;
- Show their leadership in the framework of a project management which they shall be responsible for or which they shall take part to;
- Apply motivation techniques (and adequate behaviors) to the project team of which they will be responsible;
- Implement the 10 steps of project management;
- Negotiate and argue about the proposals related to their project ("to sell them") with the decision-makers of her organization.
- Present in a professional way the results of their work in the project teams.
- Establish a network of knowledge with a view to exchange their best practices

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### Seminar structure

Day I : Project management method and tools  
Summary and Wrap Up

Day II : Project management methods and tools / exercises  
Issues on leadership – sharing experiences  
Summary and Wrap up

Day III: Issues on Leadership  
Negotiation skills Techniques and Mentoring Forum  
Summary and Wrap-up  
Conclusions / Closing ceremony

## 2.3. Outcomes

### Outcomes

The training succeeded in achieving the following outcomes:

- An increased knowledge in project management and leadership together with a series of operational and easy-to-use tools were provided to all participants to facilitate their daily work in the NOCs and other sports administrations.
- They were also provided with numerous methodology documents and references to support their future activities.
- Women gained confidence in their competences. There is an



increased chance of having more women candidates for decision-making positions in Asian NOCs.

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## 2.4. Evaluation Tools

### Immediate evaluation

At the end of the training, very positive comments were made by 45 participants about its usefulness.

The content of the course was very much appreciated by participants although some of them requested more practice than theory. For the majority of them, the seminar was a good opportunity for them to meet and exchange ideas.

They highlighted that the Forum was a good opportunity for them to exchange with the OCA Women and Sport Commission members and to learn about their activities as well as the IOC and Olympic Solidarity programmes.

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## 2.5. Follow-up Measures

### Follow-up

The IOC will send the final report of the Seminar to all NOC presidents and delegates, calling for their increased support for the promotion of women in their sports administration.

Advice and assistance will also be provided to women from NOCs for the implementation of projects at field level in the coming months.

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