Managing in the ‘main game’

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What will it take for a woman to be President of FIFA?
What women bring

• Outcomes
• Relevance
• Profitability
• Reputation
1. Outcomes

• The best talent for the job
  – policy v practice

• Men “fear having to compete with women”

• It is “easier for everyone to go along with the norms of today than it is to challenge them” (David Gonski)
2. Relevance

• ‘No taxation without representation’
• One-third of all 5-14 year old registered players are girls
• Upwards of 40,000 adult women play
• Up to 35% of spectators at A-League are women
• At least 35% of volunteer are women
• Most successful Australian football team? The Matildas
3. Profitability

• Yes, the future is increasingly feminine (as well as Asian)
• Women power
• ‘Mum’ power
4. Reputation

• The ‘grass ceiling’
• ‘Rules’ for women to be acceptable
  – don’t have a profile
  – don’t rock the boat
  – don’t have a reform agenda
  – don’t expect work-life balance
  – be prepared to leave principles at the front door.
It’s 2013 & we’re still talking about it!

1. Government funding more rigorously tied to better standards
2. Additional financial contribution from FIFA to member associations for every woman Board member
3. Additional financial contribution to A-League clubs from FFA for every woman Board member
4. Male champions – be on the right side of history
5. Women in Sport Launch Pad at www.motherpedia.com.au
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