



Olympic Agenda 2020: Will the reforms increase women's participation?

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Why gender audits of major games?

- Sport is segregated by gender
- IOC triumphalism following London 2012 achievements: “The Women’s Olympics” (CNN)
- IOC commitment to gender equality since 1994:

The role of the IOC is: [...]

6. to act against any form of discrimination affecting the Olympic Movement;

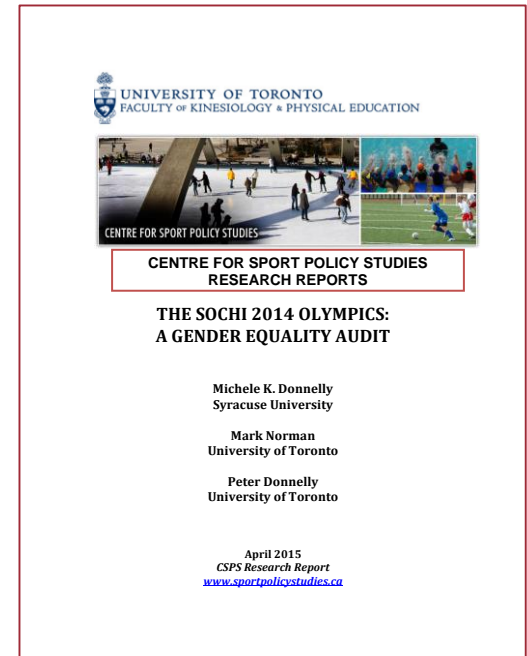
7. to encourage and support the promotion of women in sport at all levels of and in all structures with a view to implementing the principle of equality of men and women (Olympic Charter)



Photo: Ed Kaiser/Postmedia News

“Back to basics”: Conducting gender audits

- What’s left to do to achieve gender equality at the Olympics?
- Analyzed all of the men’s and women’s events/sports at the London 2012 and Sochi 2014 Olympics
- Purpose: Identify gender differences in the structure and rules of the sports/events, and opportunities for men and women athletes
- What do these gender differences tell us, and what messages do they send about women and men athletes?



Growth in women's participation, and events (opportunities to win a medal)

- Proportion of women participants has increased (over 40 years) from ~20% (1:5) to ~40% (2:5)
- Proportion of medal events for women has also increased from ~1:5 to ~2:5 (49 of 198 events in Montréal (24.7%) to 136 of 302 event in London 2012 (45%); 15 of 37 events in Innsbruck (40.5%) to 45 of 98 events in Sochi 2014 (46%))
- BUT rate of growth did not change as a consequence of 1994 (women ~30% of athletes)



- 20 years after Paris Congress: almost **60%** of the athletes at Winter Olympics are men, and over **55%** of the athletes at Summer Olympics are men



Accounting for failure to achieve equality

Three overlapping reasons:

- The way that women's events are added
- The remaining sport-by-sport, event-by-event gender quotas
- Concerns about gigantism



Adding women's events

Since 1994, events added equally (e.g., mountain biking, beach volleyball, curling, snowboarding, etc.)

Some women's events added to match traditional men-only events (e.g., ski jumping, ice hockey, pole vault), often after significant lobbying, even lawsuits

But despite the fact that there are two women-only sports at the Summer Olympics, there are still 30 more events (opportunities to win a medal) for men [and 7.5 more events for men at the Winter Olympics]



Quotas

Sports stipulating a lower quota for women (e.g., football – 16m teams, 12w teams; water polo and ice hockey – 12m teams, 8w teams: and in ice hockey, men's per team quota is higher: 25/team vs. 21/team)

Some quotas are related to the number of events for m & w, some are not (e.g., boxing – 250m, 36w; rowing – 353m, 197w; luge – 78m, 28w)

The quotas are set by the IFs, and are approved by the IOC in a formal process before each Olympics



Gigantism!

Since Barcelona 1992, ~10,500 athletes at each Summer Olympics – gigantism is not caused by athletes, but athletes gender equality suffers

Causes of gigantism:

>20,000 media personnel at Olympics (24,272 in London)

Growth in accredited persons:

196,000 at Sydney 2000; 223,000 at Athens 2004; 349,000 at Beijing 2008; ~510,000 at London 2012

Agenda 2020 affirms the Summer cap (~10,500), and permits small growth of Winter Olympics to a max. of 2,900 (Recommendation 9)

- *These limits pit men against women whereby equality can only be achieved by cutting men's sports and events*
- *We argue that an organization that can permit such exponential growth in accredited persons **must** achieve its gender equality goals by adding women athletes and events above these arbitrary caps*

Agenda 2020 and gender equality:

Recommendation 11:

Foster gender equality

- 1. The IOC to work with the International Federations to achieve 50 per cent female participation in the Olympic Games and to stimulate women's participation and involvement in sport by creating more participation opportunities at the Olympic Games.*
- 2. The IOC to encourage the inclusion of mixed-gender team events.*

- “The IOC has been pushing global sports federations for more gender equality as part of its Agenda 2020 reform efforts, with president Thomas Bach having encouraged the UCI to consider trialling mixed relay events” (*Sport Business*, 2015)



Photo: Ed Kaiser, Postmedia News

BUT....

- In light of Recommendation 9 (capping the number of athletes and events) 50% women's participation may only be achieved by cutting men's sports and events
- Inclusion of more mixed gender events won't add women athletes, according to our Sochi data)



Photo: AP/Dmitry Lovetsky

Mixed gender events and gender equality at the Sochi 2014 Olympics

- 3 new mixed gender events on the Sochi 2014 programme (*in addition to figure skating pairs and ice dance*)
 1. Biathlon mixed relay (2 men, 2 women)
 2. Luge mixed relay (3 men, 1 woman)
 3. Figure Skating team competition (3 men, 3 women)
- Actual opportunities created for women and men athletes
 - 4 athletes (2 men, 2 women) across 3 events (168 athletes) who did not compete in already existing, single gender events at Sochi
 - Mixed gender events did contribute to increasing gender equality at Sochi, and
 - It is difficult to see how they could



Photo: canada.com

Except by IOC gender math.....

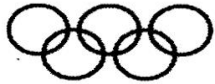


Table A: Women's participation in the Olympic Winter Games

Year	Sports	Women's Events*	Total events	% of women's events	Women participants	% of women participants
1924	1	2	16	12.5	11	4.3
1928	1	2	14	14.3	26	5.6
1932	1	2	14	14.3	21	8.3
1936	2	3	17	17.6	80	12
1948	2	5	22	22.7	77	11.5
1952	2	6	22	27.3	109	15.7
1956	2	7	24	29.2	134	17
1960	2	11	27	40.7	144	21.5
1964	3	14	34	41.2	199	18.3
1968	3	14	35	40.0	211	18.2
1972	3	14	35	40.0	205	20.5
1976	3	15	37	40.5	231	20.6
1980	3	15	38	39.5	232	21.7
1984	3	16	39	41.0	274	21.5
1988	3	19	46	41.3	301	21.2
1992	4	26	57	45.6	488	27.1
1994	4	28	61	45.9	522	30
1998	6	32	68	47.1	787	36.2
2002	7	37	78	47.4	886	36.9
2006	7	40	84	47.6	960	38.2
2010	7	41	86	47.7	1.044	40.7
2014	7	49	98	50.0	~1120	40.3

*: including mixed events