



IWG
Women & Sport
Insight Hub

ITF ADVANTAGE ALL: WRITE YOUR OWN GENDER EQUALITY STRATEGY

Governance

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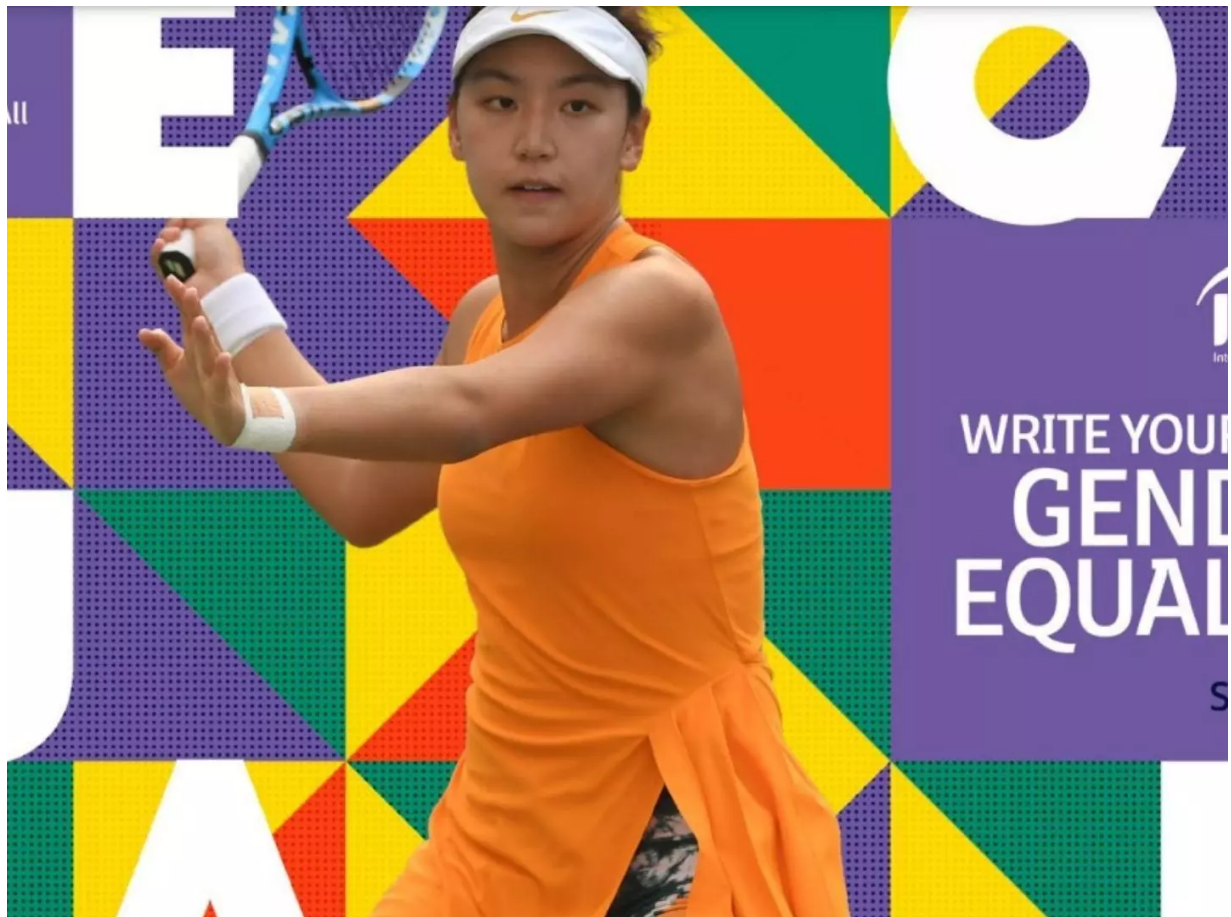


Image from the cover of the ITF Write Your Own Gender Equality Strategy document



International Tennis Federation

This guidance document, entitled 'Write Your Own Gender Equality Strategy' is one of a series of guides from the International Tennis Federation (ITF). It provides an overview of the ITF gender equality strategy 'Advantage All', and provides advice to Regional and National Associations in tennis to develop their own 'Advantage All' gender equality strategy.

Brighton Plus Helsinki Declaration Principles:

Equity and Equality in society and sport, Developing Participation, High Performance Sport, Leadership in Sport, Education Training and Development, Sport Information and Research, Resources

Target Audiences:

Sports Governance, International Federations, Regional and National Sports Organisations

Background:

Gender equality is not only a fundamental human right, but a necessary foundation for a peaceful, prosperous and sustainable world. Despite women and girls representing half of the world's population, gender inequality persists globally, creating barriers to social and economic progress.

In August 2018, the ITF formally announced its ongoing commitment to increasing the number of women on and off the court with the launch of its Gender Equality Strategy called Advantage All.

The ITF's Advantage All Gender Equality Strategy is designed to:

- Create more opportunities for women to become leaders in sport
- Encourage more women and girls to play tennis

- Champion female role models to inspire the next generation on and off the court
- Increase investment and award equal prize money
- Ensure our sport is address and eliminating bias and discrimination at every level

Summary:

The document provides best practice and ideas for Regional and National Associations in tennis who wish to develop their own gender equality strategy, using a simple methodology based on four basic principles:

1. Where are we now?
2. Where do we want to get to?
3. How are we going to get there?
4. How will we measure and evaluate success?

The development document includes advice on:

- Resourcing
- Analysis and insight gathering
- Design: Vision and Objectives
- Implementation: What will be done, who is responsible, what resources are needed, how will it be measure?
- Review: regular monitoring and evaluation
- Qualitative and quantitative data collection advice and guidance

[Download the ITF Write Your Own Gender Equality Strategy document](#)

Related Links



<https://www.itftennis.com/media/3635/write-your-own-strategy.pdf>