

Abstract

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Sporting opportunities for females continue to grow, which include what are seen as masculine sports, such as football, rugby, and cricket. This is, in part, due to the increased widespread media coverage of women's sports, such as the 2019 Women's Football World Cup. The Women's Rugby World Cup, which was due to be held in New Zealand in 2021, was rescheduled due to Covid-19 to 2022, will be known as the 'Rugby World Cup', removing the gender differentiation between the men's and the women's game¹. Within tennis, initiatives such as the 'She Rallies' scheme developed by the Lawn Tennis Association (LTA), along with Judy Murray, aim to encourage more girls and women into playing and coaching tennis. Campaigns led by charities such as 'Women in Sport', first developed in 1984, and the WTCA (Women's Tennis Coaching Association), founded in 2015, are making an increasing impact globally, with an overall goal to provide equal opportunities for women in the sporting world.

Despite this, sports remain gendered and stereotypical with greater participation for females in traditional female sports such as gymnastics and dance, whereas for those participating in sports such as rugby or football are likely to be labelled as 'masculine' or as 'lesbians'. This gendered division is even more apparent when looking at coaching in sport. Research focused on one sport: tennis, which explored the experience of female coaches and any possible barriers, inequalities, and discrimination they encountered during their coaching careers.

¹ <https://www.rugbyworldcup.com/2021/news/444250>