

AN INVESTIGATION INTO FEMALE LEADERSHIP AT PROFESSIONAL SOCCER CLUBS IN THE WESTERN CAPE: GENDER EQUALITY AND TRANSFORMATION.

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Introduction

There is a gap for female leadership in managerial positions of the South African National First Division soccer clubs in the Western Cape. The investigation is on how soccer clubs in the Western Cape implement the practice of gender equality and transformation during the selection process of management positions. The research study focuses on gender equality and transformation as social and corporate issues that affects the perception of women in sports management structures. Women were unable to participate in sports, yet research states that women have been allowed to participate in sports as athletes but also in the sports corporate world.

Results

The results will be determined by the number of interviews the researcher will conduct and depend on the amount of unbiased information will be given by the participants. The results will determine how gender equality and transformation have an impact on the appointment of soccer club managers.

Methods

The researcher will qualitative research design as a method of collecting data, semi-structured interviews will be conducted. The population will consist of 25 participants who will be divided into 5 groups representing their soccer clubs.

Conclusion

The results of the study will display that there is a niche for female managers in sports clubs, there is a lack of gender equity and transformation implementation at the management levels of South African professional soccer clubs.

KEY WORDS: Gender equality, Transformation, Professional soccer clubs, Management, Soccer clubs, Sports development, Stakeholders

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