

Building a More Balanced World 2019

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Balance for better is a question about our collective rights to a better future. It's a question of choice whether to accept a future where women continue to be excluded from opportunity and reward, or whether we have the courage to imagine a different future where women and men stand side by side in cooperation and in fair competition.

Intelligence, capability and value generation are not an exclusively male domain, and the current exclusion of women across all levels of our society means that we're limiting our collective potential.

A gender-balanced future is a better future, and it isn't the sole responsibility of women to achieve this while we talk about football. The patriarchy is the enemy, not men. We all

need to start actively working towards this now by challenging our inherited gendered privilege to include, promote and reward based on merit not maleness. After all, as a society, we need all the help we can get to meet the challenges of the 21st century, and it is clear us men cannot do it alone or we'd have done so by now. We need the unique talent, capability and inspirational input of women to face our collective future together with confidence. To do nothing is to choose to deny women the right to that better future.