Before a woman can enterprise in sport, she must feel safe in sport

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Before A Woman Can Enterprise In Sport, She Must Feel Safe In Sport

As Batswana and women in sport, my research team and I know how difficult it is for women in Botswana to build sustainable careers in sport. Social entrepreneurship is lauded as an effective way for African women to achieve economic empowerment and fulfil social deficiencies in their communities. Namely, social entrepreneurship in sport (SES) allows women to circumvent the lack of support they receive from the government and the male-dominated sport industry. Our research sort to explore the environment of SES for Batswana women, but we quickly discovered that ‘before a woman can enterprise in sport, she must feel safe in sport’. Our research shows that for Batswana women in sport, ‘safety’ is not just protection from physical harm. Safety is ‘security’ – feeling a sense of belonging and acceptance. We therefore propose a gender-specific safe-guarding policy that promotes a safe environment for the cultivation of SES for Batswana women.