

# THE PROCESS OF INCLUSION OF WOMEN IN THE OLYMPIC GAMES

## OLYMPIC ENTREPRENEURS

### ALICE MILLIAT: THE 1<sup>ST</sup> WOMAN OLYMPIC ENTREPRENEUR

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UGF

# ENTREPRENEUR Definitions

- undertakes and operates a new enterprise or venture
- organizes and manages any enterprise
- is willing to put his career and capital on an uncertain venture

# ENTREPRENEUR Qualifications

- Risk bearer
- Leader
- Organizer (co-ordination, organization & supervision)
- Hard worker

# ENTREPRENEUR Qualifications

## One who

- creates opportunity
- has the desire to achieve
- has nurturing quality
- accepts responsibility
- rewards orientation

# OBJECTIVES

1. to determine the status of an Olympic entrepreneur
2. to establish Alice Milliat as the first woman Olympic entrepreneur

# RELEVANCE OF THE STUDY

- Important for people to appreciate and understand Olympic entrepreneurship as a powerful venture capable of changing not only sport but society
- Important to establish the role played by a woman in the leadership of a movement that helped women conquer their space in the Olympic movement as athletes and administrators

# METHODS

- The historical method of research was used to gather, and analyze materials.
- Essential primary sources available only at the Olympic Studies Center (OSC) located at the Olympic Museum, in Lausanne, Switzerland.
- Use of secondary sources

# **METHODS: primary sources**

- Minutes of the Annual Sessions of the IOC
- Minutes of the Executive Board Meetings
- Olympic Charters
- Newspapers and magazines
- correspondence





# The Olympic Studies Center

(IOC, 2006)



Two ladies driving a **synoris (biga)** with dexterity Detail on a fresco from a sarcophagus, Minoan Palace, ca. 1600 BC



# Women in chariot Mycenaean art

## fresco ca.1400 BC



**"Bull-leaping"** fresco, East wing of the Palace. Different phases of the sport are shown. The bull-leapers were both men and women  
15<sup>th</sup> century BC (Minoan Culture)



# Spartan Women

- Girls: trained to become healthy, vigorous mothers of strong sons and daughters
- Women: have children, excel in household tasks such as spinning and weaving, manage the household, handle their husbands' properties, appear outside the home, and lead more public lives



# Bronze Statuette of a girl runner, probably from Sparta, ca. 500 BC

(British Museum)



# Bronze Statuette of a girl runner, probably from Dodona, ca. 600 BC

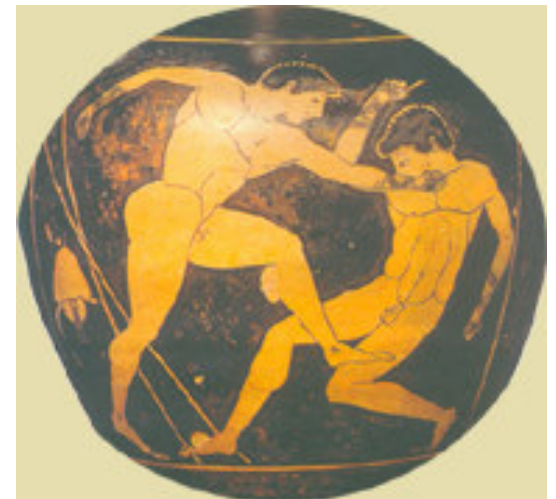
(British Museum)



ΧΑΛΚΙΝΟ ΑΓΑΛΜΑ ΚΟΡΗΣ ΠΟΥ ΤΡΕΧΕΙ:  
ΔΩΔΩΝΗ, 6ος ΑΙΩΝΑΣ π.Χ. ΕΘΝΙΚΟ  
ΑΡΧΑΙΟΛΟΓΙΚΟ ΜΟΥΣΕΙΟ

# Exclusion of women from the Ancient Olympic Games

- 'Male-oriented culture'
- Religion
- Military purposes (war) - violence
- Non-written traditions
- Sport and power
- Segregation of women





# Participation of women in the Heraia

- What? A festival honoring Hera
- Who?
- When?
- Where?
- Purpose?



# Women running at the Heraia

(Museum of the Vatican)





# Four Amazons yoking their horses to a tethrippon



# **PIERRE DE COUBERTIN**

## **The first successful Olympic entrepreneur**

- Preceded by Zappas
- Inspired by Thomas Hughes and William Penny Brookes
- Influenced by Greek Olympic Games and British sport

# **PIERRE DE COUBERTIN**

## **(1863-1937)**

- aristocrat (Baron)
- Paul, Albert, Pierre, Marie
- dark complexion, not tall
- fencing and riding; rowing and boxing
- personality traits: rebellious, hyperactive, patriot
- Externat Saint Ignace (11-18)



# L'enfant Coubertin



# The young Coubertin



# Active Coubertin





# **Externat Saint Ignace**

(1874-1880)

- Pierre was well-educated in rhetoric  
→ prolific speaker and writer
- Pierre learned several languages,  
including English → direct and frequent  
access to the British culture and English-  
speaking countries

# **Externat Saint Ignace**

(1874-1880)

- Pierre received training in the various rituals of a religious school → rituals he adopted as renovator of the Olympic Games
- Pierre did well in the school's competitions and contests → an intellectual athlete, experience necessary to think up and link intellectual competitions to physical competitions

# **Externat Saint Ignace**

(1874-1880)

- Pierre served as an officer in the academies at the school → future mission as founder and president of the IOC
- Pierre was very good at Latin and Greek → contact with ancient Greek and Roman cultures, establishing a link that took him to his dream

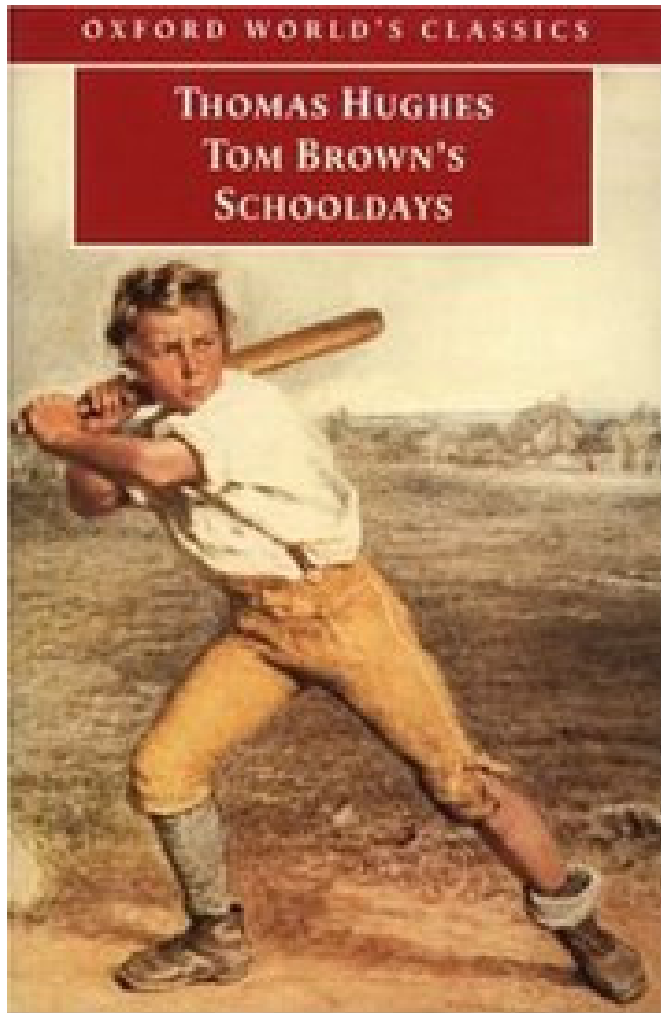
# **Externat Saint Ignace**

(1874-1880)

- only boys, no girls
- Coubertin read:
  - Thomas Hughe's English classic 'Tom Brown's Schooldays' in 1875 (no girls)
  - Hippolyte Taine's "Notes sur l'Angleterre", Anglophilia (chapter on education - powerful influence over Coubertin)

# “Tom Brown’s School Days”

(1857)





© NPG 1998

**Thomas Arnold**  
(1795-1842 )



**Thomas Hughes**  
(1822-1896)

# After school, Coubertin

- renounced the church career
- gave up the army
- refused the political career that was open to him
- wanted to become a teacher and an educator
  - reform education in France, redistributing the hours a boy would spend at school: physical exercise and intellectual life

## **After school, Coubertin**

- went to England in 1881, 1883, 1884, 1885, 1886, 1887, 1888, 1890
- went to the U.S. in 1889
- enrolled in the École Libre des Sciences Politiques (1885)
- organized a congress in Paris in 1889 as part of the Universal Exposition
- conducted a postal survey in the English-speaking countries

(Anthony, 1997)



## **Coubertin also**

- developed a friendship with Dr. Brookes
- met Brookes personally in 1890
- wrote "If the Olympic Games that Modern Greece has not yet been able to revive still survives today, it is due, not to a Greek, but to Dr. W. P. Brookes" (1890)
- was made Honorary Member of the Much Wenlock Olympian Society in 1891

# **Coubertin's Olympic attempts**

- 1892 - first speech at the Sorbonne, University of Paris
- 1894 - International Olympic Congress June, 1894, in Paris, when the IOC was established

# British Influence

- Modern sport → British development
- Public school system for boys ('le régime arnoldien')
- Muscular Christianity
- Fair play
- Late-Victorian influence, particularly related to women

# **Coubertin's British influences about women**

- Late-Victorian period
- “Biology as destiny” (reproduction)
- Women's dependence on men
- False beliefs about women doing sport
- Women could not sweat
- Women were not supposed to compete
- Women belonged to a ‘private sphere’

# **Absence of women from Coubertin's Olympic Games**

Basic 19<sup>th</sup> century European principles:

- religion
- muscular Christianity
- preparedness for wars
- militarism
- ancient Olympic Games
- Victorian England
- power

# IOC Formation, 1894



# **The International Olympic Committee**

- founded by Pierre de Coubertin in 1894, with his thought, action, and financial input
- included conservative and aristocratic males with upbringing in the 19<sup>th</sup> century, the century in which men, and not women, shaped modern sport
- initially a private male club, but...

# Olympic Entrepreneurs of the Modern Era





# Modern Olympic Entrepreneur Juan Antonio Samaranch

President of the Spanish  
Olympic Committee

IOC member since 1966

Served in several  
commissions

Spanish ambassador to  
the Soviet Union and  
Mongolia 1977-1980



# **Modern Olympic Entrepreneur Juan Antonio Samaranch**

**Vice-president of the IOC  
1970-1974**

**Member of the Executive  
Board in 1970**

**7<sup>th</sup> President of the IOC  
1980-2001**

**Honorary President for  
Life**



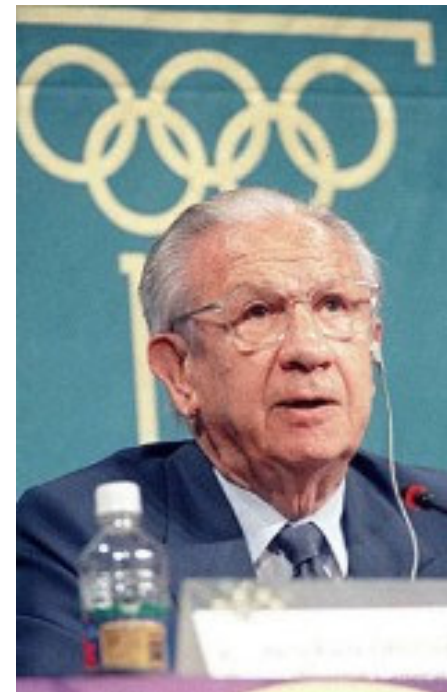
# Juan Antonio Samaranch

- Defended the Olympic cause
- Secured the IOC's status as an international non-governmental organization
- Structured IOC's finances (TV rights, sponsorship programs)



# Juan Antonio Samaranch

- kept the Olympic flame alive during the crisis years of boycotts
- undertook major reforms to the structure of the IOC
- created the Sport and Environment Commission



# **Juan Antonio Samaranch**

- mended bridges between Soviet- and NATO-bloc countries following boycotts of the Moscow (1980) and Los Angeles (1984) Games
- worked out a compromise that permitted both China and Taiwan to enter Olympic teams
- allowed participation by a post-Soviet team in 1992

# Juan Antonio Samaranch

- developed the WADA (1999)
- welcomed professional athletes to Olympic sport
- encouraged the election of the first two women IOC members



# Juan Antonio Samaranch

- IOC Conference calls for more female participation in sport (March, 2000 Paris)



# Juan Antonio Samaranch

Opened the Olympic Museum in Lausanne in 1993, the long-held dream of its visionary, Baron Pierre de Coubertin and the aspirations of its driving force, IOC President Juan Antonio Samaranch

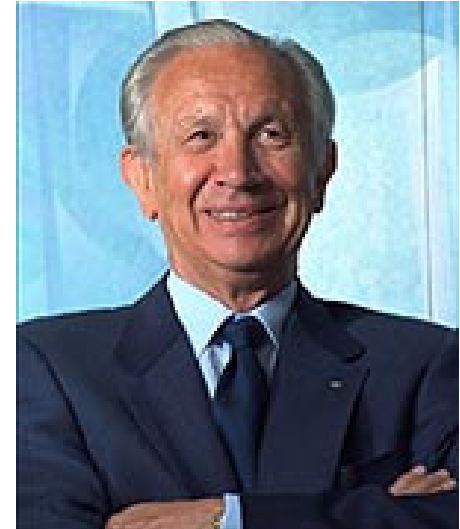




# **Juan Antonio Samaranch**

## **Modern Olympic Entrepreneur**

- Untiring worker
- Successful diplomat
- Charismatic leader
- Risk-taker
- Organizer
- Motivator



# **WOMEN IN THE MODERN OLYMPIC GAMES**

- Participation of women as athletes
- Organization of the Olympic Games
  - 1896 - 1912
  - 1920 - 1938
  - 1938 - 1981

# 1896 Olympic Games



Stamata Revithi



Free hand drawing

*Produced at home by Stamata Revithi*



# Exposition Universelle, Paris 1900



# 1900 Female Olympians

- Official number: 22
- Yachting - 1
- Equestrian - 2
- Croquet - 3
- Lawn tennis - 7
- Golf - 10
- Ballooning - 2
- **Total Number: 25 – 2 = 23**

# Santos Dumont taught women how to fly







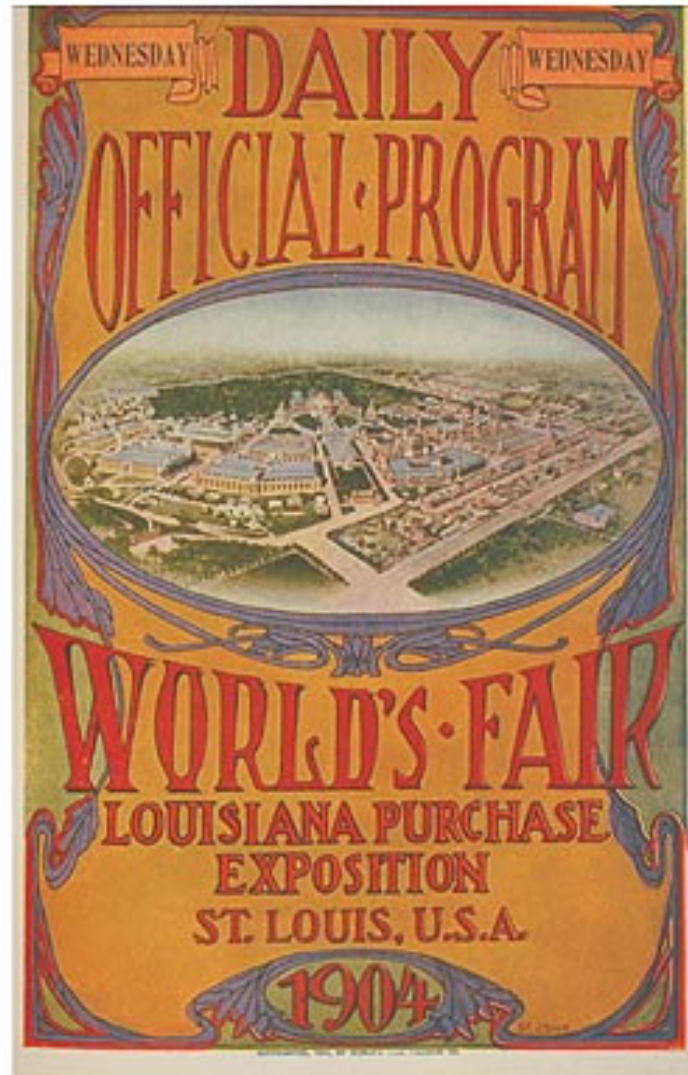
# Santos Dumont's Olympic diploma 1905





# 1904 Olympic Games, Saint Louis

(IOC, 2006)



# 1904 Saint Louis Olympic Games

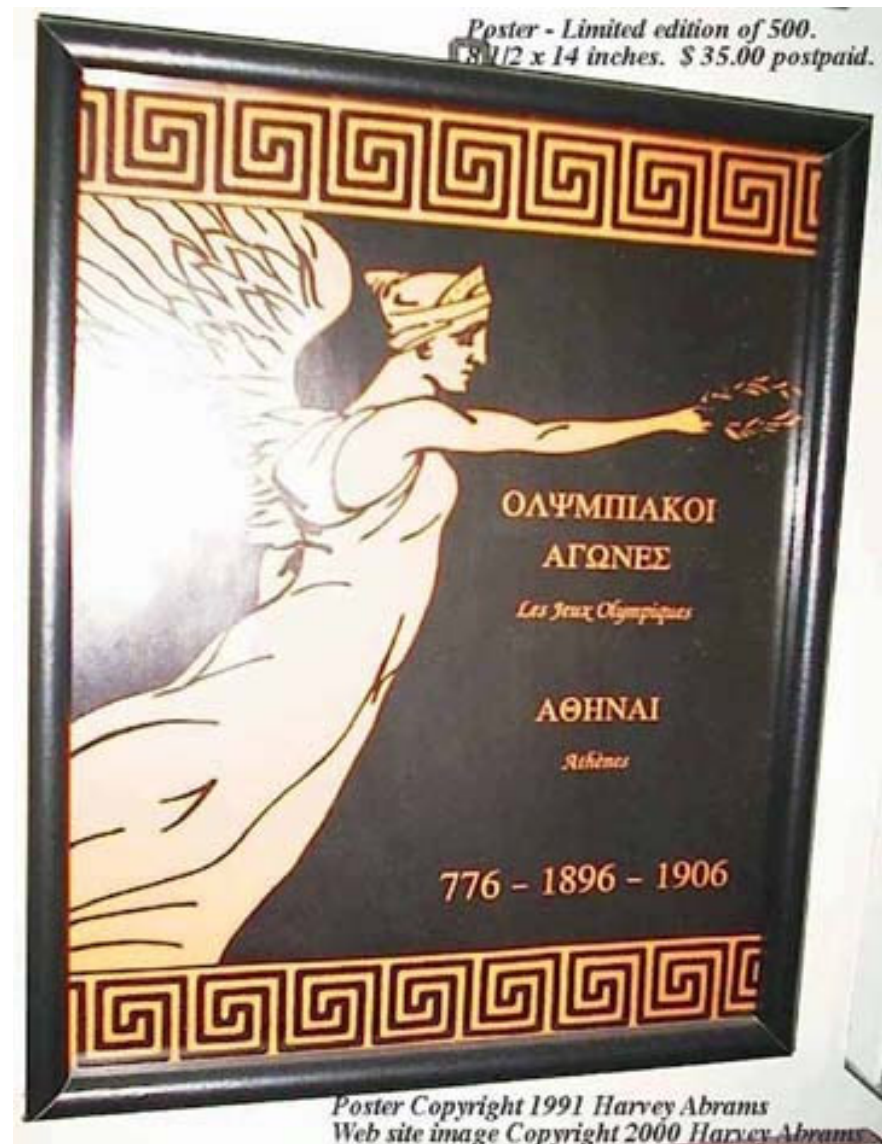
Women's Archery: 7 American women (not 6)

The Double National Round **Lida Howell, Jessie Pollock, Emma Cooke, Laura Woodruff, Mabel Taylor and L. Taylor**

The Double Columbia Round had **Lida Howell, E. C. Coolen, Jessie Pollock, Laura Woodruff, L. Taylor, Mabel Taylor**

The Ladies' Team Champion was the Cincinnati Archery Club (**Lida Howell, Jessie Pollock, Laura Woodruff, Mabel Taylor**). In 2<sup>nd</sup>, the Potomac Archers, from Washington, D.C.

# 1906 Olympic Games advertising poster



# **1906 Female Olympians, Athens**

(Mallon, 1999)

## **LAWN TENNIS**

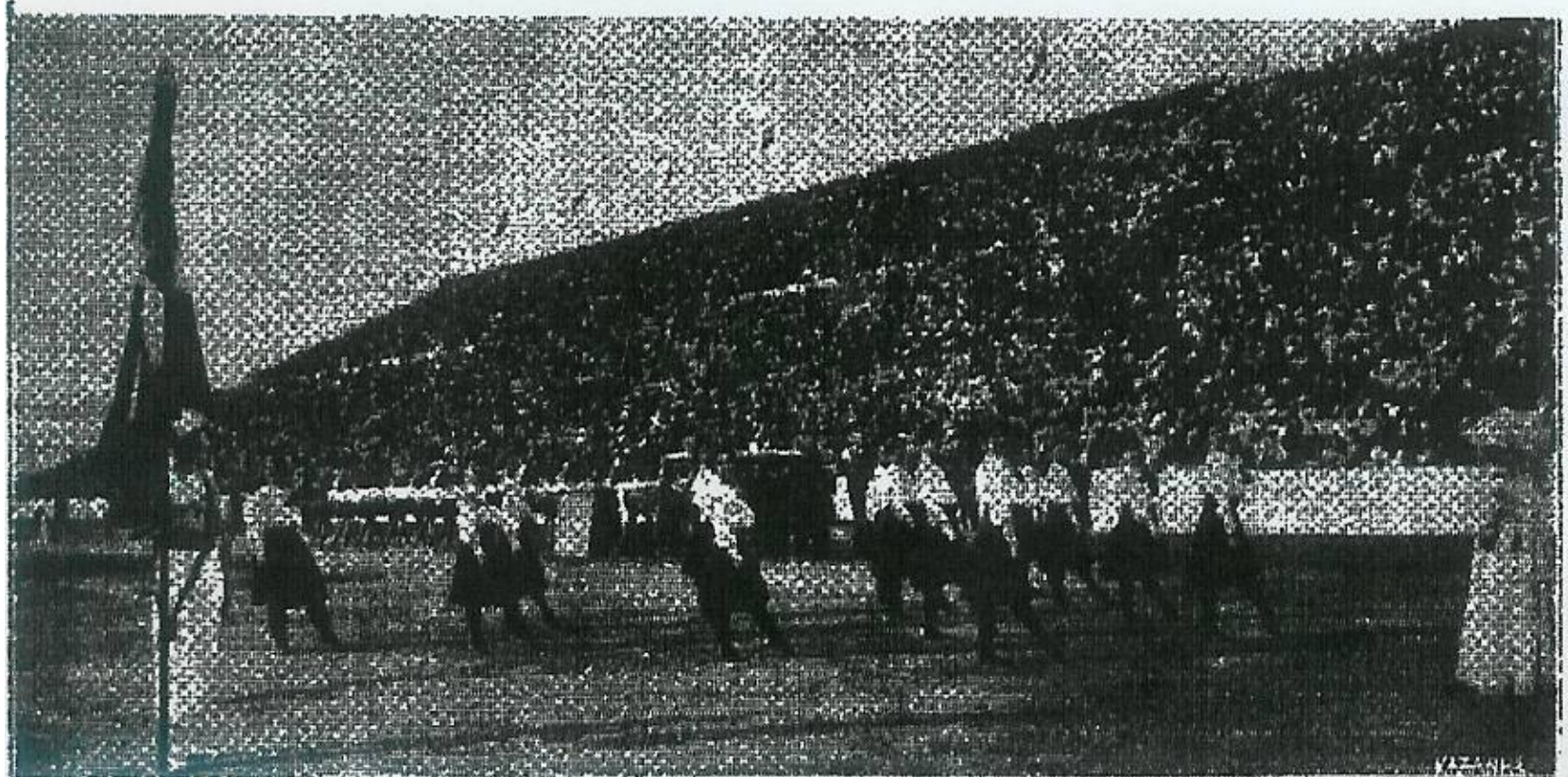
- **Esmee Simirioti** (Greece)
- **Sophia Marinou** (Greece)
- **Euphrosine Paspatis** (Greece)
- **Marie Decugis** (France)
- **Sophia Marinou** (Greece)
- **Aspasia Matsa** (Greece)



# 1906 Female Olympians, Athens

(Mallon, 1999)

**Demonstration by a group of Danish lady gymnasts**



THE GREAT  
STADIUM  
SHEPHERD'S BUSH LONDON



THE OLYMPIC GAMES 1908

PROGRAMME

6<sup>d</sup>

# 1908 Female Olympians

- **Official number: 36 women athletes**
- 25 in archery
- 10 in lawn tennis
- 1 in sailing
- **Total number: 71**
- 8 in ice skating
- 27 in demonstrations.



# 1908 London, Women's archery: Ladies Doubles National Round (IOC, 2006)





# 1908 Danish Gymnasts



## **Role played by the IFs**

“The Olympic Movement is no longer the work of a single organization, the IOC, but that of an understanding and collaboration between the IFs, the National Olympic Committees and the IOC” (Minutes of the Annual Session of the IOC, 1911).

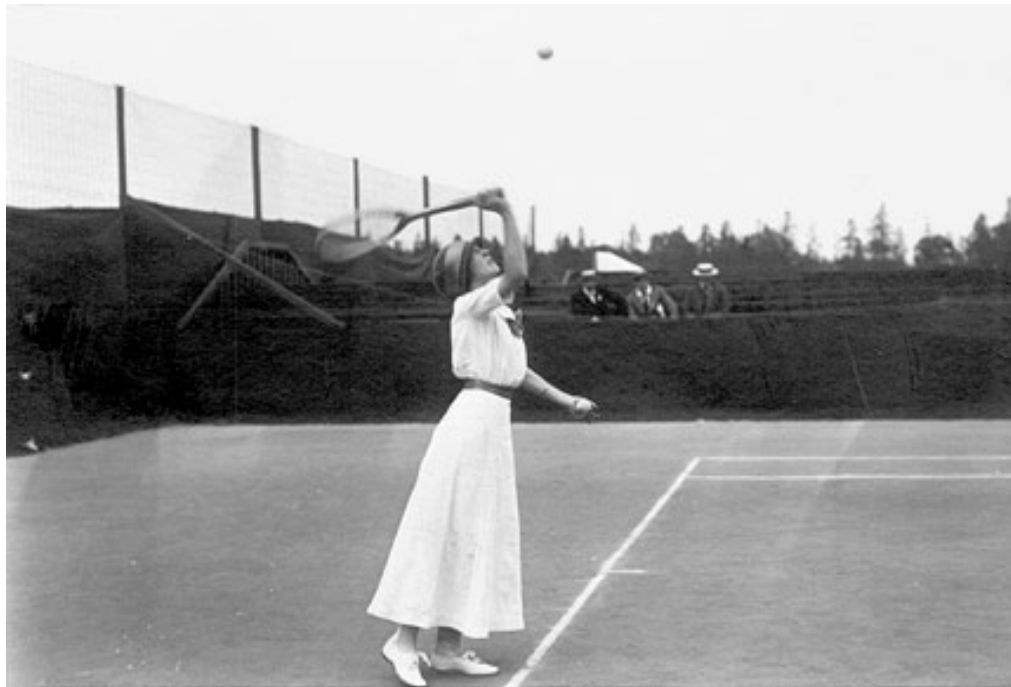


# 1912 Female Olympians

- 42 swimmers
- 15 tennis players (lawn tennis)
- 236 women athletes from Sweden (48), Norway (22), Denmark (148), and Finland (18)

# 1912 Female Olympians

Marguerite Broquedis



Australian swimmers Fanny Durack and Mina Wylie, who paid their own way to Stockholm in 1912

# **World War I 1914-1918**

- **Women in Europe and North America**
  - increased their participation in the job market
  - conquered their right to vote in some nations
  - were fighting for their emancipation
  - became more aware of their new roles in society
  - had more access to education
  - participated more in sports and physical activities
- **Social roles were beginning to change and women were having more access to jobs and power**

# **ALICE MILLIAT**

**(1884-1957)**

**THE FIRST WOMAN OLYMPIC  
ENTREPRENEUR**



## **ALICE MILLIAT** **(1884-1957)**

- Alice Joséphine Marie Million
- Had good education
- Lived in England
- Traveled extensively (Europe & the U.S.)
- Spoke several languages (translator)





# ALICE MILLIAT

(1884-1957)

- Became a sportswoman (rowing)
- Devoted her life to women's sport
- Wanted women's sport to be recognized by male sports organizations



# **ALICE MILLIAT**

- Became president of the Parisian club “Fémina Sport” in 1915, one of the three major societies in France for women’s sports, founded in 1912
- Became treasurer of the Fédération Française Sportive Féminine (1917)

# **ALICE MILLIAT**

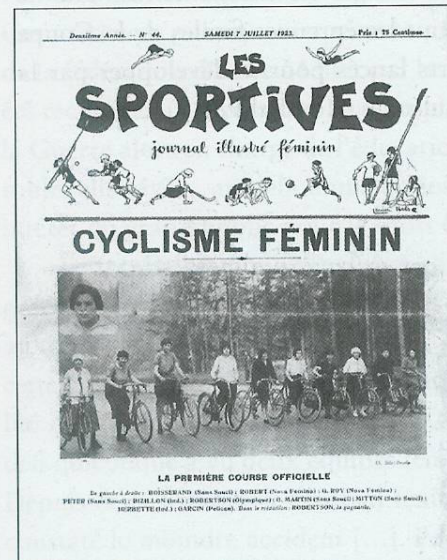
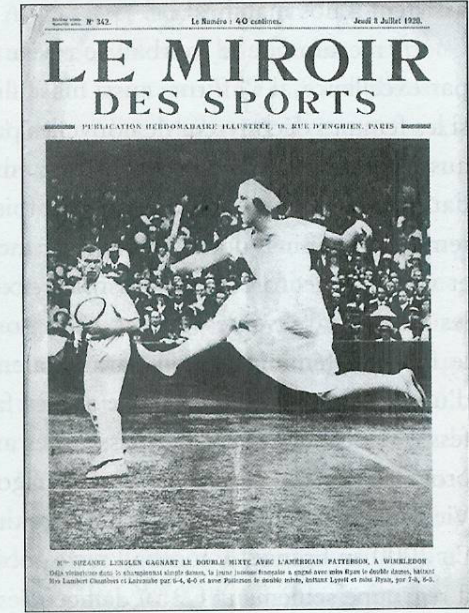
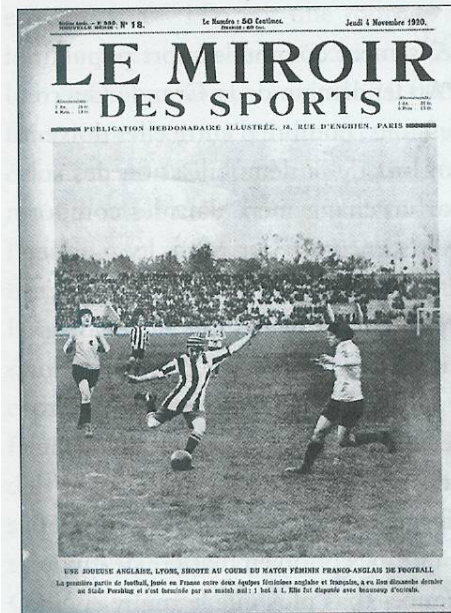
- Became general secretary of the Federation Française Sportive Feminine in 1918
- Became president of the Fédération des Sociétés Fémines Sportives de France (FSFSF) in 1919

# FEMINA SPORT (1912)





Milliat organized various championships such as women's soccer and cycling



# **ALICE MILLIAT**

- Entered a plea for the inclusion of women's track and field in the Olympic Games before 1920
- Organized the first International Women's Meeting in Monte Carlo in 1921 (Monte Carlo Women's Olympics) – 5 countries

# **ALICE MILLIAT**

- Created the Fédération Sportive Féminine Internationale (FSFI) in 1921 with 5 nations: Czechoslovakia, Great Britain, France, the U.S. and Spain.
- Entered another plea for the inclusion of women's track and field in the Olympic Games in 1921 (Drevon, 2005)

# **ALICE MILLIAT**

- Organized the first Women's Olympic Games in Paris on August 20, 1922: 15,000 spectators

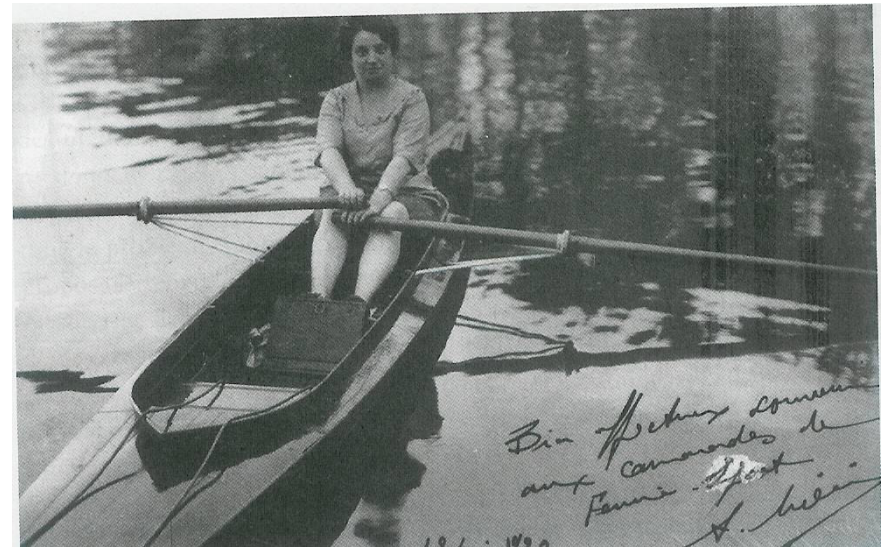
The U.S. team





# ALICE MILLIAT

Success: “Le Sportif” compares Milliat to Coubertin



# RESULTS

- Milliat had to drop the title 'Olympic' and used the expression Women's World Games
- More women wanted to do sports
- New women's federations and clubs were founded

# RESULTS

- Other women's championships and games were developed in various countries
- More attention started to be given to women's sport

# Comments

- To have authority is a man's quality but a woman's fault
- Milliat had a strong personality
- Straight and frank talk

# **ALICE MILLIAT**

**1926** - The FSFI meets with the International Amateur Athletic Federation (IAAF) and agrees that a proposal concerning women's track and field events in the 1928 Olympics be submitted to the 8<sup>th</sup> Congress of the IAAF. The proposed events are 100m, 800m, 4x110 meters relay, the high jump and the discus

# **ALICE MILLIAT**

January 8, 1928, a special committee of the IOC meets in Amsterdam and decides on an experimental program of women's track and field events to be included in the 1928 Olympic Games

# **ALICE MILLIAT**

Organized the Women's World Games in:

- 1926 (Gothenburg, Sweden)
- 1930 (Prague, Czechoslovakia)
- 1934 (London, England)



# **ALICE MILLIAT**

- Negotiated with the IOC the participation of women in track & field in the Amsterdam Olympic Games of 1928
- 5 disciplines were included: 800m, 100m, 4x100, high jump and discus throw

# Alice Milliat at the 1928 Olympic Games



# Alice Milliat, 1922





# Alice Milliat and the athletes



# **ALICE MILLIAT**

## **Modern Olympic Entrepreneur**

- Untiring worker and manager
- Successful negotiator
- Risk-taker
- Organizer
- Motivator
- Charismatic leader

# Alice Milliat



# CONCLUSIONS

- Olympic entrepreneurship is not a male phenomenon
- Alice Milliat opened the doors of sports for women
- Milliat managed to include women's athletics in the Olympic Games
- Alice Milliat set up a model for women to become organizers, managers and entrepreneurs in Olympic sport



# **SUGGESTIONS FOR FUTURE STUDIES**

Use of primary sources worldwide in various languages to investigate not only women as administrators in clubs, sports federations, institutions, of different nations, which have encouraged the practice of sport but also women as Olympic entrepreneurs