

Muslim Women in Sport Virtual Summit - Online

Assmaah Helal (WSLA 2017 graduate) delivered a 3 day virtual summit in May 2018 to showcase the work of inspirational Muslim women in sport who lead, inform and display innovative practices across the sport industry. The summit, titled 'Innovation in Sport Summit', showcased thirteen speakers across six different time zones.

This included key speaker Shaheen Bu who is Head of Research at Sporting Equals. Shaheen spoke of the barriers that many Black Asian and minority ethnic communities face in engagement in sport and physical activity. Over 80 women from 22 nations engaged in the summit in May, with many more women engaging retrospectively through the Summit's YouTube Channel.



Assmaah reported that "while the engagement has been relatively small, initial feedback received has been extremely positive from both speakers and the audience". The Catalyst Grant awarded by the AWF covered costs for the web domain, website design and promotional materials.