

Copyright is owned by the Author of the thesis. Permission is given for a copy to be downloaded by an individual for the purpose of research and private study only. The thesis may not be reproduced elsewhere without the permission of the Author.

# **Sport as a Vehicle for Development in Vanuatu: A Review of the Literature and analysis of the Women's Island Cricket Project.**

A research project presented in partial fulfilment of the requirements for the degree of  
Masters of International Development

Development Studies  
Massey University  
Palmerston North, New Zealand

Julie Ann Farrell

2014

## Abstract

Approaches to development delivery have changed significantly post World War II. Current development delivery practices are often referred to as the 4<sup>th</sup> paradigm of aid delivery. A focus on the concept of empowerment through the delivery of aid has become very popular, especially in relation to women's development (Cornwall & Brock, 2005, Batliwala, 2007). The 3<sup>rd</sup> Millennium Development Goal with an aim to empower women is a good example of the increased international focus on and support for, the development of women around the world. This popularity has also surfaced within the new and emerging Sport-for-Development paradigm. The marrying of Sport for Development and empowerment seem to be synonymous in a number of aid projects. However due to the fact that empowerment is a multi-faceted and contested term, there are issues concerning implementation and effectiveness of Sports for Development projects. Monitoring and evaluating Sport for Development projects continues to be an issue many writers lament about. As many have empowerment as an end goal, this is something that causes disquiet in the development field.

With the above-mentioned in mind, this research project aimed to investigate, via a desk-based study and field observations, in what ways the Women's Island Cricket Project in Vanuatu has contributed to women's empowerment and identify what some of the consequences of this empowerment of participants were at the personal, family and community level. Using Kabeer's (1999, 2005) notion that empowerment is about the ability to make choices to improve one's life, and transform one's life, I consider whether the women involved in the cricket project had acquired *agency* – the ability to transform – and whether the women have changed the way they feel about themselves and have been able to improve their own self-efficacy.

My research identified that Island cricket has considerable 'buy-in' by the participants of the Women's Island Cricket Project and their families. I conclude that this project has been successful, resulting in empowerment-type behavioural change for participants. Whilst paternalistic attitudes towards women exist in Vanuatu, on Ifira Island, the project has challenged and transformed some of these historical attitudes. Development Alternatives for Women of a New Era's idea that women's solidarity adds to empowerment (Sen & Grown, 1988) was observed by me when attending the Women's Island Cricket Committee meeting. Whilst Vanuatu women who play cricket are the focus of this aid project, the reality is that despite sport for women not being equal with empowerment opportunities available to male sports people, well-planned and well-organised Sport for Development projects that involve local women in the planning, implementation and evaluation, are meritorious and provide considerable scope to transform participant's lives.

## Acknowledgements

I need to acknowledge my appreciation and thanks to people who have allowed me to complete my research. Firstly, the Board of Trustees at Trident High School, for their commitment to improving professional development of their staff by allowing me time off and contributing towards the course fees. My Social Science colleagues who have had to put up with my musings, ideas, and discussions, particularly those related to feminism, and Elanor, for proof reading and actually understanding what I was trying to do.

A huge thanks to the cricketing women of Ifira, (especially Mary). Without their enthusiasm, I could not have had such an enjoyable visit to Vanuatu nor understood the impacts of sport on their lives. Travelling to Vanuatu was a fantastic experience, a real highlight of my research journey.

Dr Rochelle Stewart-Withers introduced me to SFD and became my supervisor giving me excellent ideas and guidance, of which I am very thankful. Completing this research project has resulted in me becoming more empowered, and I am grateful to the Institute of Development Studies at Massey University for their part in this journey.

Lastly to my family, for all their support and love - my three awesome daughters, Rebecca, Nikki and Penny; especially their ribbing of my procrastinations, and Jeff – who gave unflinching support to me over a couple of difficult years.

## List of Acronyms

<b>AFL</b>	Australian Football League	<b>MTG</b>	Moving the Goal Post
<b>AID</b>	Acquired immunodeficiency virus	<b>NCD</b>	Non-communicable disease
<b>ASC</b>	Australian Sports Commission	<b>NGO</b>	Non-government organisation
<b>ASOP</b>	Australian Sports Outreach Program	<b>NRL</b>	National Rugby league
<b>AusAID</b>	Australian Aid	<b>NZ</b>	New Zealand
<b>CSR</b>	Corporate Social Responsibility	<b>PIF</b>	Pacific Islands Forum
<b>DAWN</b>	Development Alternatives for Women of a new Era	<b>PSP</b>	Pacific Sports Partnership
<b>EAP</b>	East Asia Pacific	<b>QA</b>	Quantitative Research
<b>GAD</b>	Gender and Development	<b>SAP</b>	Structural Adjustment Programme
<b>HDI</b>	Human Development Index	<b>SFD</b>	Sports for Development
<b>HOP</b>	Head of Programme	<b>SDP</b>	Sports for Development and Peace
<b>HIV</b>	Human immunodeficiency virus	<b>WHO</b>	World Health Organisation
<b>ICC</b>	International Cricket Council	<b>WID</b>	Women in Development
<b>IMF</b>	International Monetary Fund	<b>WIS</b>	Women in Sport
<b>M+E</b>	Monitoring and Evaluation	<b>UN</b>	United Nations
<b>MDG</b>	Millennium Development Goals	<b>UNDP</b>	United Nations Development Programme
<b>MNC</b>	Multi-national corporations	<b>VCA</b>	Vanuatu Cricket Association
<b>MSYA</b>	Mathare Youth Sports Association	<b>VNCC</b>	Vanuatu National Cultural Council

# Table of Contents

<b>Abstract</b>	ii
<b>Acknowledgements</b>	iii
<b>List of Acronyms</b>	iv
<b>Chapter Summary</b>	v-vi
 <b>Chapter One: Introduction</b>	 <b>1-6</b>
1.1 Background to Research	1
1.2 Background as a Sportswoman, teacher and interest in empowerment and gender equality	2-3
1.3 Choosing my research context	3-5
1.4 Overview of this report	5-6
<b>Chapter Two: Sport as a Tool for Gender Empowerment</b>	<b>7-19</b>
2.1 Introduction	7
2.2 Approaches to Development	7-9
2.3 Approaches to Women's Development	9-10
2.4 Gender and Development	10
2.5 Power	10-11
2.6 Empowerment	11-12
2.7 Conceptualising Empowerment for Women's Development	12-14
2.8 Conceptualising Empowerment in the Pacific	14
2.8.1 Colonialisation and Christianity	14-15
2.8.2 Independence	15-16
2.8.3 Empowerment in the Pacific	16-17
2.8.4 Empowerment Policy	17-18
2.9 Empowerment and Sport for Development	18
2.10 Chapter summary	19
<b>Chapter Three: Sport for Development in the Pacific</b>	<b>20-28</b>
3.1 Introduction	20
3.2 Conceptualising Sport for Development	21
3.3 Affirmation of SFD	22-23
3.4 Criticism of SFD	23-24
3.5 Evaluation of SFD	24-25
3.6 Sport and Empowerment	25-26
3.7 Women in Sport, and Women in SFD	26-27
3.8 Chapter Summary	28
<b>Chapter 4: The Research Process</b>	<b>29-37</b>
4.1 Introduction	29
4.2 Research Aims	30
4.3 Research Plan	30
4.3.1 Positionality	30
4.3.2 Qualitative Research	31
4.4 Ethics Application	31
4.4.1 Behaving Ethically	32

4.5	Fieldwork Plan	33
4.6	Conflict of Interest	33-34
4.7	Data	35
4.8	Reciprocity	36
4.9	Limitations of this research	36
4.10	Reflection	36-37
<b>Chapter Five: Sport, Sport for Development in the Pacific and Sport for Development Programmes in Vanuatu</b>		<b>38-50</b>
5.1	Introduction	38
5.2	Sport in the Pacific	38-39
5.3	Theory that underpins Australian Aid Delivery	39-41
5.3.1	Australian Aid in Sports for Development in the Pacific	41-42
5.4	Improved Gender Equality and Empowerment of Women and Girls	42-43
5.5	Geography of Vanuatu	43
5.6	History of Vanuatu	43-44
5.7	Social and Economic Development	44-45
5.8	Australian Sports for Development Programs in Vanuatu	45-46
5.8.1	Country Program	46
5.8.2	Nabanga SFD Program	46-47
5.8.3	Women's Island Cricket Project	47
5.8.4	Ifira Island	48
5.9	Island Cricket	49-50
5.10	Chapter Summary	50
<b>Chapter Six: Research Findings and Conclusions</b>		<b>51-60</b>
6.1	Introduction	51
6.2	Framework and Research Questions	51-52
6.3	Findings: Meeting with the Women's Island Cricket Committee	52
6.4	Discussion	53-54
6.5	Reflection of the Meeting	54-55
6.6	The Game	55-56
6.7	Conclusions	57
6.7.1	Answering my Research Questions	57-59
6.8	Conclusions and Reflection of SFD	59-60
<b>References</b>		<b>61-70</b>
<b>Appendices</b>		<b>70-73</b>

Sport as a vehicle for development in  
Vanuatu : a review of the literature and  
analysis of the Women's Island Cricket  
Project : a research project presented in  
partial fulfilment of the requirements for the  
degree of Masters of International  
Development, Development Studies,  
Massey University, Palmerston North, New Zealand

Farrell, Julie Ann

2014

---

<http://hdl.handle.net/10179/7382>

22/12/2017 - Downloaded from MASSEY RESEARCH ONLINE