

CLOSING THE VISIBILITY GAP WITH AUTHENTIC REPRESENTATION

Visibility & Portrayal

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Women & Girls in Sport

Closing the Visibility Gap with authentic representation



GettyImages describe themselves as *‘the world’s foremost visual experts—capturing, creating and preserving content to elevate visual communications everywhere. By identifying cultural shifts, spearheading trends and powering the*

creative economy, they fuel visual storytelling worldwide.'

They house several resources tailored to Women and Girls in Sport on their website.

Brighton Plus Helsinki Declaration Principles:

- Equity and Equality in society and sport
- Education Training and Development
- Sport Information and Research
- Resources

Target audience:

- Sport Media

Background:

Getty Images Visual GPS research shows that 68% of fans now believe sports organisations and brands should do more to promote women in sport

Summary:

Getty Images have put together practical Women & Girls in Sport Guidelines to help creatives, editors, art directors, marketers to create and select visual content for unbiased, inclusive visual storytelling.

[READ MORE: Getty Images - Women in Sports](https://engage.gettyimages.com/women-in-sport)

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