THE CASE FOR CHANGE

LEADERSHIP
HIKITIA TE HĀ O HINEAHUONE
UPLIFT THE PRESENCE OF HINEAHUONE

Females are underrepresented in decision-making roles within sport and active recreation in the areas of management, coaching and governance. Strong, diverse and gender balanced leadership brings breadth of perspective, better decision-making and creates stronger organisations.

- High Performance Coaching is 70% male and 30% female.
- Coach Development is 67% male and 33% female.
- Leadership and Management is 60% male and 40% female.
- Admin and Support Services is 22% male and 78% female.

A workforce survey across sector organisations found governance is 72% male and 27% female.

30%
27%
33%
60%
40%
22%
76%

- Data from 2012 showed that among NSO Boards 24% of Directors were women but only 1.6% of those were Māori women and 0% were Pasifika.


PARTICIPATION
HAPAITIA TE HA O HINEAHUONE
TAKE HOLD OF THE PRESENCE OF HINEAHUONE

There are clear participation differences between males and females in New Zealand. On average females spend less time participating than males, and this is further reflected by females being less likely to meet the national physical activity guidelines. Females want to participate more and it is important that these experiences are fun, social and improve physical wellbeing.

- On average, females of all ages are more likely than males to want to participate more.
- But something is stopping them...

- To have fun and socialise
- To feel safe to participate
- They don’t want to feel judged
- To keep fit and maintain my weight
- To feel confident doing what they’re doing
- Activities to fit around their other commitments

12%
65%
77%
71%
62%

On average females spend 12% less time participating in any given week than males.

- Female athletes were 205% more likely to be spoken for by their coach at the Rio Olympics.
- They were also nine times more likely to be pictured with a male spouse or partner.

Females are more likely than males to be dissatisfied with their sports club experience.

VALUE AND VISIBILITY
TAU AI TE HĀ O HINEAHUONE
MAKE MANIFEST THE PRESENCE OF HINEAHUONE

Opportunities for females in sport and active recreation are not always fair and equal. Females and their achievements are less visible, and they are frequently stereotyped in the media. Increasing the visibility of females as athletes, participants, coaches and leaders, not only provides role models for the future but demonstrates that society values their contribution.

- Female athletes were 205% more likely to be spoken for by their coach at the Rio Olympics.

- Online news coverage of the Rio Olympics from a major NZ media site dedicated 28.2% of its Olympic coverage solely to women, and 43.5% solely to men.

- Words associated with athletes in media:
  - Mastermind, battle, fastest, strong, dominant, real, great, win, male, man
  - Unwoman, married, early, gold, participate, winner,Freight, acid, compete, strive, girls

- They were also nine times more likely to be pictured with a male spouse or partner.

- Females are more likely than males to be dissatisfied with their sports club experience.

2. Sport NZ Girls and Young Women Profile 2018.