

WOMEN AND GIRLS

**IN SPORT AND
ACTIVE RECREATION**

—
GOVERNMENT STRATEGY
OCTOBER 2018



OUR GOVERNMENT IS COMMITTED TO CHAMPIONING EQUALITY FOR WOMEN AND GIRLS IN AOTEAROA NEW ZEALAND

HON GRANT ROBERTSON MINISTER FOR SPORT AND RECREATION



Increasing female involvement in sport and active recreation at all levels is a key driver of this commitment, as well as recognising the power that gender balance has to positively change the social, economic and cultural future of our country.

I have made outcomes for women and girls my number one priority in the sport and recreation portfolio. We have an exciting opportunity to improve the opportunities, visibility and value for women and girls in sport and active recreation.

This document provides a strategic approach and promotes a focus on partnership with anyone in Aotearoa New Zealand who is interested in supporting women and girls to realise their potential in and through sport and active recreation.

It's pleasing to see that real progress is already being made in this area. Collective bargaining agreement and pay equity for the Football Ferns, professional player contracts for the Black Ferns, as well as women winning more medals at both the Rio Olympics and Gold Coast Commonwealth Games. Furthermore, the development of Newsroom site LockerRoom provides a new platform to showcase our women athletes, coaches and leaders, and helps provide the visibility they deserve. With a successful

bid led by Women in Sport Aotearoa to host the International Working Group on Women in Sport 2018 - 2022, there is a tremendous platform for transformational change.

At grassroots level, locally led approaches such as Shift, HERA and This is ME have picked up the momentum of a global movement towards empowering women and girls through being active, recognising its value as a means to improve wellbeing and equity. Now is the time to provide strategic direction so as a country we can capitalise on that value and progress further, ensuring that the inequity and barriers women and girls face today will be a thing of the past.

It is my privilege to work alongside so many passionate and willing partners who are committed to providing a lasting legacy for women and girls in New Zealand sport and active recreation.

When everyone has the opportunity to achieve their potential and make a contribution to society, we all benefit.

HON EUGENIE SAGE
ACTING MINISTER
FOR WOMEN



The Government has a strong commitment to improving women's lives, particularly through closing the pay gap and building a fairer society.

We know that Aotearoa New Zealand has more work to do to ensure where we work and play are fully gender equal, and our sporting sector has a key role in leading the way.

Research on women's participation in male dominated industries suggests that raising the visibility and profile of women is central to changing attitudes. I believe experience in sport mirrors experience in wider society, and as such sport has a role in achieving gender equality.

There is no question we have some amazing women who are excelling in sport on the world stage as well as at the national and local levels. Challenges remain in the visibility, influence and recognition of women and girls in sport and active recreation.

I hope that this strategy will build the visibility and profile of women and girls, and identify influential men and women to champion their leadership, participation, and value. My goal is that it will also help develop, wherever appropriate, more

professional sport opportunities to address the long-standing issue of equitable remuneration.

More generally, many New Zealanders love sport – 95 percent of young people and 73 percent of adults participate in sport and active recreation. However, we know that barriers persist for women and girls.

We know participation brings many societal, health and community benefits. Sport can also help develop confidence, teamwork and leadership skills. Research shows a direct correlation between participation in sport and greater achievement in higher education and employment.

I hope this strategy will inspire you and your organisation to consider how you can increase the opportunities for women in your sphere of influence.

If we are successful, all women and girls will get all of the benefits of sport and active recreation. We will also help change gender stereotypes. This is good for all communities in Aotearoa New Zealand.



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Research shows a direct correlation between participation in sport and greater achievement in higher education and employment.”

– HON EUGENIE SAGE, ACTING MINISTER FOR WOMEN

THERE'S A LOT AT STAKE FOR WOMEN AND GIRLS

Our call for gender equity in the sport and active recreation system supports, acknowledges and values the contribution of women and girls.

Sport and active recreation create happier, healthier people, better connected communities and a stronger Aotearoa New Zealand. The benefits come from engagement at a number of levels – supporting, participating, coaching, administering, leading and governing, as well as performing on the world stage. Over and above the physical health outcomes, participation and engagement can:

- support the development of essential life skills in young people
- strengthen social networks and build a sense of belonging
- improve mental health
- bring communities together, contribute to community identity and curb anti-social behaviours
- contribute to international and domestic tourism
- offer employment opportunities.

When different people are not engaging equally, the benefits are not fairly or equitably realised.

There are clear inequalities for women and girls when it comes to participation, and their wider involvement and visibility within sport and active recreation in Aotearoa New Zealand. Women and girls are not being meaningfully engaged and, as a result, not being given equal opportunities. Women and girls are not homogenous groups and, because of this, have differing needs that must be met in order to best support and engage with them.

We need to:

- Create a more inclusive sport and active recreation system, which listens to the voices of all women and girls and supports them to reach their potential.
- Acknowledge and further support the significant leadership role Māori and Pasifika women and girls play in sport and active recreation.

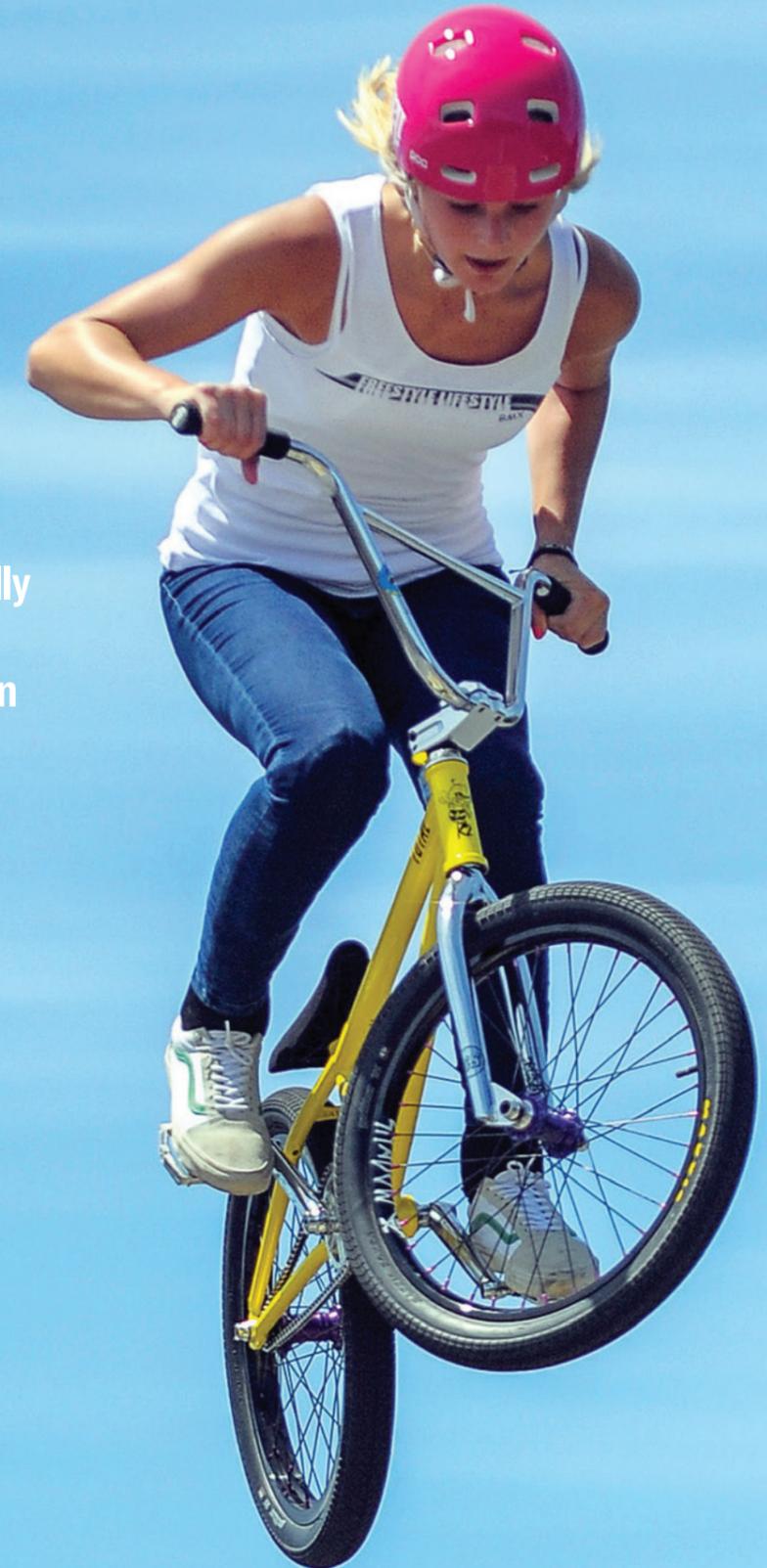
- Understand and address the challenges or opportunities women and girls can face due to race, ethnicity, sexual orientation, religion, age or ability.
- Focus our efforts on deeply understanding the needs of women and girls from diverse backgrounds and co-designing solutions to build on their strengths and ensure their needs are met.
- Increase the availability, relevance and quality of participation opportunities available to women and girls and ensure those opportunities are safe, appropriate and empowering for everyone involved.
- Better value the voice of women and girls by providing equitable access for women and girls in leadership within sport and active recreation – be it through volunteering, administration, coaching, management, governance or other leadership opportunities.
- Ensure that all women and girls, in all roles, are visible, feel positive about the contribution they make and value being involved and participating in all levels of sport and active recreation.

The opportunity is for everyone to ask:

- How ready is your organisation to become gender equal?
- How might you seek to better understand the intersectional experiences of women and girls?
- Do you understand the strengths and needs of women and girls in your community?
- Do your policies and practices ensure accessibility, diversity and inclusion?
- How might women and girls be better represented within your organisation?
- What is your sphere of influence through which you can support and advocate for women and girls?
- What support do you need to be part of the change?

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HOW OUR STRATEGY RESPONDS

This strategy aims to create an equitable and inclusive sport and recreation culture for Aotearoa New Zealand, and a system that empowers and supports all women and girls – as active participants, athletes and leaders.

To reach their potential, women and girls must be enabled and empowered as decision makers and leaders with the skills and capacities to be agents of change in their whānau, families and communities. This strategy strives to achieve equity for all women and girls within sport and active recreation, as well as seeking to understand and address the multiple barriers women and girls can face.

To be successful and achieve systemic change will require collaboration, to challenge the status quo and unconscious bias, and advance solutions that result in real, measurable change. Sport NZ, High Performance Sport NZ, and other Government agencies all have an important role to play in leading this change.

To reflect a commitment to the Treaty of Waitangi principles of partnership, participation and protection, Sport NZ will collaborate with whānau, hapū, iwi and Māori entities to achieve this vision.

There are also large numbers of organisations in the sport and active recreation sector including National and Regional Sport Organisations, Māori Sport Organisations and Trusts, Regional Sports Trusts, National and Regional Recreation Organisations, local Councils and many community groups and clubs who are already implementing change strategies and initiatives and have a tremendous opportunity to deliver positive outcomes for all.

This strategy includes:

- A strong commitment from Government to lead the change
- Acknowledgment of the bicultural heritage of Aotearoa New Zealand
- Acknowledgment of the increasing diversity of Aotearoa New Zealand and celebrating the opportunities this brings
- Alignment with Aotearoa New Zealand's international commitments to physical activity (the World Health Organisation's Global Action Plan on Physical Activity) and gender equity (2030 Agenda for Sustainable Development)
- A partnership approach that ensures everyone can see a role for themselves in achieving the collective vision
- Evidence based decision making and benchmarks to measure progress against.

This strategy will allow the Government to collectively measure progress for women and girls in sport and active recreation. At the same time, it allows for organisations with an interest in advancing equity for women and girls in sport and active recreation to contribute and independently view their own progress.

ME ARO KI TE HĀ O HINEAHUONE ENSURE THE BREATH OF HINEAHUONE

In a Māori context, Hineahuone was the first human female; shaped from the scared earth of Papatūānuku. Her presence provided both companionship and balance to Tāne. The whakataukī reminds us of the status and roles of women within Aotearoa. It asks us to ensure that her breath, her essence is present in all we do.

The breath of Hineahuone lives on in all women. Her breath is made manifest through the thoughts, ideas, role and contribution that women make. Let us empower women to acknowledge te hā o Hineahuone and take up roles where leadership, guidance and balance is required.

OUR VISION

ENABLING WOMEN AND GIRLS TO REALISE THEIR POTENTIAL IN AND THROUGH SPORT AND ACTIVE RECREATION

THE COLLECTIVE EFFORTS OF INDIVIDUALS AND ORGANISATIONS CAN ACHIEVE THIS BY WORKING TO CREATE EQUITY ACROSS THREE PRIORITY AREAS: LEADERSHIP, PARTICIPATION, AND VALUE AND VISIBILITY

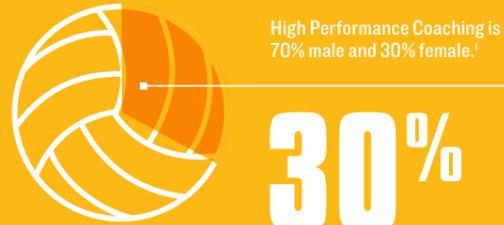
BUT THERE ARE CHALLENGES TO OVERCOME

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.

1. Sport NZ Paid Workforce survey 2017.
2. Holland, R. (2012) Governance of NZ NSO's, Pasifika and Maori voices.



Coach Development is 67% male and 33% female.¹

Leadership and Management is 60% male and 40% female.¹



Admin and Support Services is 22% male and 76% female.¹



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.²

PARTICIPATION HĀPAITIA TE HĀ 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.

3. Sport NZ Active NZ 2017 Main Report.
4. Sport NZ Girls and Young Women Profile 2018.



On average, females of all ages are more likely than males to want to participate more.³



But something is stopping them...

BARRIERS TO PARTICIPATION ARE SIGNIFICANTLY HIGHER FOR FEMALES COMPARED TO MALES⁴



What young women and girls want⁴



- 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

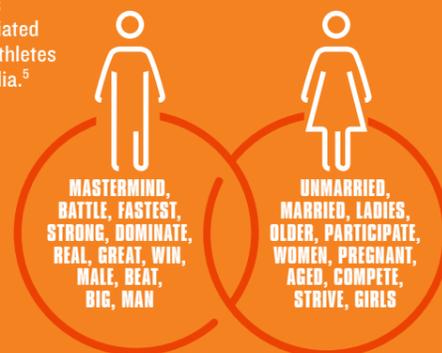
VALUE AND VISIBILITY TAU AI TE HĀ O HINEAHUONE

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.

5. Aesthetics or athletics? Cambridge University Press 2016.
6. NZOC Gender Balance and Portrayal Research 2015-2016.
7. Voice of the Participant 2016/17 Report (10 sports).
8. Bruce, T. (2017). Gender equality: Sport and society relationships in New Zealand. Paper presented at Gender Summit 10, Tokyo, Japan.

Words associated with athletes in media.⁵



Female athletes were 20% more likely to be spoken for by their coach at the Rio Olympics.⁶



They were also nine times more likely to be pictured with a male spouse or partner.⁶



Females are more likely than males to be dissatisfied with their sports club experience.⁷

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.⁸



STRATEGIC PRIORITY

LEADERSHIP

HIKITIA TE HĀ O HINEAHUONE

UPLIFT THE PRESENCE OF HINEAHUONE

RATIONALE

Strong, diverse and gender-balanced leadership brings breadth of perspective, better decision making and creates stronger organisations. Females are underrepresented in decision making roles within sport and active recreation in the areas of management, coaching and governance. To ensure cultural and behaviour change and increase women and girls' involvement in leadership, those in positions of influence must acknowledge and champion the issue as well as advocating for change.

OUTCOME

More women and girls are leading, working, coaching and volunteering in sport and active recreation, at all levels.

MEASURE (INDICATORS)

- Number of Boards (national, regional and local) meeting gender diversity target – a minimum of 40% of each gender
- Number of organisations meeting gender diversity target for management teams – a minimum 40% of each gender
- Number of women and girls coaching and volunteering at all levels

CASE STUDY

In line with NZ Cricket's vision to lead and oversee a game for all New Zealanders, regardless of gender, religion, ethnicity or sexual orientation, a strong focus has been placed on increasing female representation and capability within national, regional and local leadership models. As a result, the cricket family has undergone a conspicuous shift in terms of the numbers of women on boards all over the country, driven by a Women & Governance Project specifically designed to ensure the recruitment and retention of quality female candidates to boards at all levels.

The proportion of females on the NZC Board has gone from 11% to 44% (including NZC President Debbie Hockley), Major Associations have moved from 4% to 28%, and District Associations from 7% to 14%. This means a total of 43 women now bringing different perspectives to cricket board tables for the undoubted benefit of the game.

What's more, to maintain this momentum, NZC have recently introduced KPIs linked to funding to ensure there are at least two female board members in every Major and District Association.

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It's very difficult to deliver 'Cricket for all New Zealanders' when the key decision-makers typically represent a 'male, older' demographic.”

– WOMEN & CRICKET REPORT

For more information on the NZ Cricket's work visit nzc.nz/governance

**MORE WOMEN AND GIRLS
ARE LEADING, WORKING,
COACHING AND VOLUNTEERING
IN SPORT AND ACTIVE
RECREATION, AT ALL LEVELS**

STRATEGIC PRIORITY

PARTICIPATION HĀPAITIA TE HĀ O HINEAHUONE

TAKE HOLD OF THE PRESENCE OF HINEAHUONE

RATIONALE

The benefits of being active are significant and well documented, and create healthier, happier people, better connected communities and a stronger Aotearoa New Zealand.

Currently, there are clear differences in participation between females and males. 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.

Research tells us that females want to participate more, have different motivations for participating and often prefer experiences that are fun, social and improve physical wellbeing.

OUTCOME

More women and girls are physically active through play, active recreation and sport.

MEASURE (INDICATORS)

- Time spent by women and girls being physically active
- Number of girls and women meeting physical activity guidelines (through play, active recreation and sport)
- Levels of confidence and competence women and girls feel about taking part in activities

CASE STUDY

Celebrating girls being physically active and helping to recognise and reduce the barriers they face underpin the HERA – Everyday Goddess project, which is run by Aktive - Auckland Sport and Recreation.

One of the projects has involved the team working with a group of Papatoetoe High School girls who have been participating in various activities from box fit to dancing. This group identified they either couldn't swim or were not comfortable around water but would like to try water-based activities. HERA connected Centennial Pools and the students to better understand the girls' needs and now the female only swimming activity has been extended to include these students.

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HERA – Everyday Goddess puts the needs and interests of the girls at the centre and the 'HERA girls' themselves shape the programme. We figure this is the best way to achieve our goal of girls leading a more active life.”

– DR SARAH SANDLEY, CEO AKTIVE - AUCKLAND SPORT AND RECREATION

For more information on the HERA – Everyday Goddess see – www.heragirls.org.nz

**MORE WOMEN AND GIRLS
ARE PHYSICALLY ACTIVE
THROUGH PLAY, ACTIVE
RECREATION AND SPORT**

STRATEGIC PRIORITY

VALUE AND VISIBILITY

TAU AI TE HĀ O HINEAHUONE

MAKE MANIFEST THE PRESENCE OF HINEAHUONE

RATIONALE

Value and visibility are closely linked. Women and girls need to see themselves reflected in all types of media and identify with the images used.

There has been a significant increase in the media coverage of women and girls in sport, but it remains significantly less than coverage of men and boys. Avoiding gender bias and stereotypes in the portrayal of females and males is a crucial step on the path to gender equality. The media - and social media - play an important role in increasing visibility and ensuring that coverage of women and girls is focused on achievements, hard work and talent of individuals.

There are also disparities in investment into women and girls in terms of sponsorship, pay and community and gaming funding. Increasing visibility and investment into women and girls as athletes, participants, coaches and leaders not only provides role models for the future, but demonstrates that society values their contribution.

OUTCOME

Women and girls in sport and active recreation are valued and visible

MEASURE (INDICATORS)

- Percentage of media coverage (traditional and social media) dedicated to women and girls
- Pay gap between women and men
- Percentage of investment from funding agencies into women and girls in sport and active recreation

CASE STUDY

Established in 2017, The Wonderful Group NZ exists to empower women in sports media. They discover, support, educate and celebrate, in order to influence communications in the sporting sector and advance the position and influence of women in the sports media industry.

Work to date has included hosting expert sessions with leaders in the media, an Elevator Pitch session, and the launch of a new mentoring program which saw over 20 women link up with others in the media industry. The group included commercial and general managers, production managers, new journalists, commentators, presenters and future directors.

As well as providing successful opportunities for mentees, the Wonderful Group have provided funding from a range of media sponsors to support scholarships for women who want to progress in sports media. These are for young sport-loving women from financially challenged and diverse background.

Watch this space for what this group do next – thewonderfulgroupnz.com

**WOMEN AND GIRLS IN SPORT
AND ACTIVE RECREATION ARE
VALUED AND VISIBLE**

For more information on how you can contribute to the Strategy for Women and Girls in Sport and Active Recreation, visit sportnz.org.nz/womenandgirls



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