

WOMEN AND GIRLS

**IN SPORT AND
ACTIVE RECREATION**

—
SPORT NZ COMMITMENTS
OCTOBER 2018



I AM DELIGHTED TO BE ABLE TO SHARE THE ACTIONS THAT WE AT SPORT NZ ARE TAKING TO ADDRESS INEQUITIES FOR WOMEN AND GIRLS

PETER MISKIMMIN
CEO SPORT NZ



This work is a key facet of our leadership and efforts toward making our sport and active recreation more inclusive and diverse, for the wellbeing and benefit of everyone in Aotearoa New Zealand.

It seems entirely appropriate that as we celebrate 125 years of women's suffrage this year, Sport NZ is stepping up with our contribution to building a more inclusive and fairer society.

We know that women and girls are underrepresented in decision-making roles within sport and active recreation, there are clear participation differences, and opportunities for females in sport and active recreation are not always fair and equal.

In response to the Government's Strategy for Women and Girls in Sport and Active Recreation, we are committing at least \$10m over three years to targeted initiatives to enable more women and girls to realise their potential in and through sport and active recreation.

We are doing this because it is the right thing to do.

Strong, diverse and gender balanced leadership brings breadth of perspective, better decision-making and creates stronger organisations. 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.

This document sets out some of the actions that we will undertake. I ask that everyone committed to developing a more inclusive and fairer society ask:

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

STRATEGIC PRIORITY

LEADERSHIP

HIKITIA TE HĀ O HINEAHUONE

UPLIFT THE PRESENCE OF HINEAHUONE

OUTCOME

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

SPORT NZ WILL

Role model change

- Commit at least \$10m over three years to deliver targeted initiatives in line with the Government Strategy
- Recruit a dedicated role to support strategy development and roll-out
- Invest in ongoing research and evaluation
- Implement a Diversity and Inclusion policy and review current policies and processes to ensure gender and pay equity

Support funded partners to make organisational change

- Develop a Champions of Change programme with key sector leaders
- Develop and publish an annual audit to track diversity of Boards, management teams and high performance coaching roles across partners. Audit to include gender, ethnicity and age to better understand the diversity of sector organisations
- Commitments will be agreed and set through the 2020 Strategy and investment process to achieve the Board gender diversity target of at least 40% by 2021
- Deliver initiatives to increase the number of women in leadership and coaching roles within the high performance system

Support women and girls to progress their ambitions

- Continue to provide governance support and opportunities for current and aspiring women through the Women in Governance programme
- Provide dedicated opportunities for women and girls to further develop as leaders. This includes leadership programmes and other targeted initiatives
- Provide support for the International Working Group on Women in Sport (2018-2022)
- Identify initiatives to increase the opportunities and improve the experiences for women and girls in coaching

STRATEGIC PRIORITY

PARTICIPATION

HĀPAITIA TE HĀ O HINEAHUONE

TAKE HOLD OF THE PRESENCE OF HINEAHUONE

OUTCOME

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

SPORT NZ WILL

Develop and support initiatives to increase the quantity and quality of opportunities available to girls

- Continue to work with current sport and active recreation partners to enhance the quality of opportunities and experiences for women and girls
- Identify and develop new partnerships with organisations who can provide quality opportunities for women and girls

Develop and support targeted initiatives to enhance self-confidence and self-image for women and girls

- Develop an activation fund to increase targeted investment into programmes and opportunities which provide better quality experiences for women and girls
- Engage with women and girls who have lower levels of physical activity and support and empower them to create opportunities to be more active

VALUE AND VISIBILITY

TAU AI TE HĀ O HINEAHUONE

MAKE MANIFEST THE PRESENCE OF HINEAHUONE

OUTCOME

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

SPORT NZ WILL

Support the production of content that represents a diverse range of women and girls being active in any way they choose

- Develop an integrated campaign to support the vision of 'Enabling women and girls to realise their potential in and through sport and active recreation'
- Share research, data and insights that support communities and organisations to empower women and girls to achieve their potential
- Support an annual event focusing on women and girls in the lead-up to the International Working Group on Women in Sport Conference in 2022

Collaborate with key partners and funders to advocate for equitable investment into women and girls

- Advocate for equitable sport and active recreation investment (government, community and gaming, lotteries) for women and girls
- Advocate for pay equity across partner organisations and professional sport opportunities

Work with key partners to generate more media content focusing on women's sport and recreation

- Sponsor an award category supporting 'Best Coverage of Women's Sport' at the TP McLean Sports Journalism Awards
- Monitor and publish a media audit and social media index related to the portrayal of women girls in the media
- Identify and consider partnerships with other groups who are championing all aspects of sports media for women and girls



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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