

# Women and Girls Action Plan

OUR ROADMAP TO JUNE 2024

COMPANION DOCUMENT

# Introduction

This document is meant to be read alongside the Sport New Zealand Ihi Aotearoa Women and Girls Action Plan, published in March 2023.

This action plan sets out a practical roadmap for how we will continue making progress towards the three outcomes in the Government's Women and Girls Strategy - leadership, participation and value and visibility - until the end of Sport NZ's 2020-2024 strategic period.

It builds on the progress made towards our original commitments and represents an evolution in our response to the strategy.

This companion document shows our past, present and future journey towards advancing gender equity in the sport and recreation sector. It covers the progress we have made to date, how we will achieve our current actions and the bigger sector shifts we can work towards achieving together in the future.

# Where are we at?

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## Leadership

**Hikitia te hā o Hineahuone**  
**Uplift the presence of Hineahuone**



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

**98.5%**

of qualifying Sport-NZ funded partners have achieved 40% or more self-identified women on their boards as of December 2021.<sup>1</sup>

 **80%**

In the women-only coach development programme Te Hāpaitanga, 83% of coaches in cohort 1 and 87% of coaches in cohort 2 had an increase in responsibility and/or national coaching position/role during or on completion of the programme.

**19%**

of High-Performance Coaches are female.

**30%**

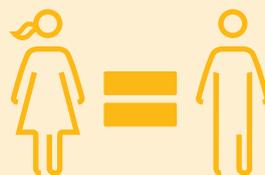
of High-Performance Directors are female.

**33%**

of Chief Executives are female.

**42%**

of board chairs are female.



Senior leadership roles within sport and recreation are balanced by gender showing there is equity within the sector leadership below Chief Executive level.<sup>3</sup>

**“ We needed this quota to smash through the barriers and disrupt the status quo.<sup>2</sup> ”**

**“ The result of more women on boards has been more conversations about women and girls at the board table, although these have not yet translated into board strategies or targets.<sup>10</sup> ”**

Dr Jo Cribb

**“ Gender and vulnerability were not the main things... it was the realisation of performance and potential... this is the greatest visible impact of the [Te Hāpaitanga] programme, and my sport now foresees a future great coach. ”**

NSO Sponsor, Te Hāpaitanga Cohort 1 (2019-2021)

1 Gender quota compliance assessment 2021, Sport New Zealand  
 2 A sector organisation in the Women and Girls Strategy Implementation Consultation 2022  
 3 Diversity and Inclusion Survey 2020, Sport New Zealand / Angus & Associates  
 9 High Performance Sport New Zealand Stocktake February 2023  
 10 Evaluation of Sport NZ Ihi Aotearoa's National Policy for Gender Equity in Governance 2022 Report

# Where are we at?

## Participation

Hāpaitia te hā o Hineahuone  
Take hold of the presence of Hineahuone



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



The #ItsMyMove campaign has been in market for one year. It will continue to be a platform for motivating and inspiring young women to be active their way, while educating parents and caregivers, and sector partners, about what young women want.



One of the impacts of the ongoing COVID-19 pandemic has been an increase in informal physical activity. This has led to an increase in young women's participation during 2021, closing the gender gap in the time people spend being active – **except for young people between ages 15 and 17, where a gender gap remains.**<sup>4</sup> This is where the #ItsMyMove campaign is working to achieve behaviour change.

**17%** There is a 17% gender gap in participation at age 16. **28%** By age 17 this increases to 28%.

Overall, young women experience more barriers to participation than young men, regardless of their participation levels and whether they want to increase their participation or not.<sup>5</sup>



Girls are more likely to cite judgement, lack of confidence and fear of failure as barriers to increasing participation.



Female rangatahi do not have as positive an experience as their male peers at school when it comes to physical activity, citing issues with the range of opportunities available and a sense that the environment is not supportive.

“ There has been a huge shift to engaging people through non-competitive, creative formats.”<sup>2</sup> ”

2 A sector organisation in the Women and Girls Strategy Implementation Consultation 2022

4 Active NZ Change in Participation 2021 Report, Sport New Zealand

5 Young Women Profile 2021, Sport New Zealand

# Where are we at?

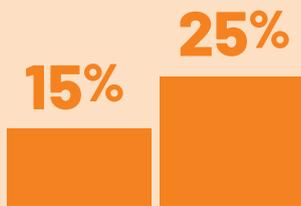
## Value and Visibility



**Tau ai te hā o Hineahuone**  
**Make manifest the presence of Hineahuone**

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

Coverage of women's sport<sup>6</sup>:



The percentage of media coverage dedicated to women's sport has increased from 15% in 2018 to 25% in 2022.

Consumption of women's sport<sup>7</sup>:

**35%**

56% of New Zealanders watch an hour or more of sport each week. Only 35% are watching this much women's sport.

**53%**

of New Zealanders say they won't change their current behaviour towards women's sport in the next 12 months, whether that's watching, attending, or engaging on social media.



The number one barrier to more people engaging in women's sport is knowledge and visibility – knowing enough about the teams, athletes and events.

In the sector workforce<sup>3</sup>:

**15%**

A 15% gender pay gap based on the median annual income exists between males and females.



More females than males see poor remuneration as the main barrier to progression in the sector.



Females are less likely than males to agree that their organisation puts its commitment to diversity and inclusion into practice.

Commercial investment in women's sport<sup>8</sup>:

**\$10 million**

Just over \$10 million of commercial investment was made into 22 different women's sporting codes in 2022.

**“ There is a conscious effort now to portray women in all our channels, to champion them in advertisements, social media, and media. ”**

**“ There is a difference between being visible and being valued. ”**

<sup>3</sup> Diversity and Inclusion Survey 2020, Sport New Zealand / Angus & Associates  
<sup>6</sup> Sports Media and Gender Report 2022, Insentia / Sport New Zealand  
<sup>7</sup> Landscape Report 2022 for Sport New Zealand, Gemba  
<sup>8</sup> Women's Sport White Paper 2022 for Sport New Zealand, Honoco (unpublished)

# How will we achieve our actions?

What we will do	How we will do it	Outcome/s
<p><b>1</b> Support sector organisations and stakeholders in taking a strategic approach to advancing gender equity in their contexts and driving long-term sustainable change</p>	<p>1.1 Provide thought leadership and support to sector organisations on gender equity and ensure relevant partnership investment initiatives are aligned to key outcomes</p> <p>1.2 Develop and share tools and resources that support and enable good practice at an organisational and delivery level</p> <p>1.3 Explore opportunities to financially support partners to develop and implement strategic approaches that address inequities for women and girls</p> <p>1.4 Encourage partners to take action that will reduce the gender pay gap that exists across the sector</p>	
<p><b>2</b> Implement governance policies and initiatives that enable and support gender-diverse boards across the sector</p>	<p>2.1 Maintain Sport NZ gender equity policy, sanctions, and quota at a national level for qualifying partners until at least June 2024</p> <p>2.2 Support investment partners to take a leadership role in introducing and maintaining diversity, equity and inclusion within their organisational cultures and boards</p> <p>2.3 Continue to grow and promote the Women in Governance Pool with a focus on increasing the diversity of board-ready women available to the sector</p>	
<p><b>3</b> Coordinate cross-government and cross-agency responses, influencing policy, investment and projects related to women and girls in sport and active recreation</p>	<p>3.1 Develop engagement plans to influence key government agencies around relevant issues related to women and girls</p> <p>3.2 Work alongside relevant partners and agencies to maximise the leverage and legacy outcomes of major women's sport events hosted in New Zealand (i.e., 2023 FIFA Women's World Cup)</p> <p>3.3 Advocate for equitable investment into sport and active recreation for women and girls by community funding agencies</p>	  
<p><b>4</b> Address knowledge gaps related to gender equity by undertaking research, and share insights, data, and case studies that support sector action</p>	<p>4.1 Undertake research to understand the experiences of under-represented or identified women and girls' groups across different areas of involvement (i.e., participation, coaching, leadership, governance, workforce)</p> <p>4.2 Partner with relevant organisations to develop and share tools, resources, and case studies that showcase good and emerging practice</p>	 
<p><b>5</b> Support the development of female leaders and coaches across the sector</p>	<p>5.1 Continue to deliver the women-only coach development initiative, Te Hāpaitanga</p> <p>5.2 Continue to run the Women in High Performance Residency Experience for female leaders</p> <p>5.3 Invest into sector-led leadership initiatives that build the capacity and capability of women and girls</p>	
<p><b>6</b> Supercharge sector efforts aimed at closing the gender participation gap amongst rangatahi by continuing to drive the national 'It's My Move' campaign</p>	<p>6.1 Support sector organisations to leverage the 'It's My Move' campaign through key messaging, collateral, tools and resources, and other project collaborations</p> <p>6.2 Share and promote 'It's My Move' key messages through media, PR and other channels to increase adults' awareness and understanding of how they can best encourage and empower young women to move their way</p> <p>6.3 Continue to explore and test different approaches to sharing key campaign messages that empower young women to be active and reduce any barriers</p> <p>6.4 Capture and share progress and learnings with relevant stakeholders</p>	 

Outcomes for women and girls:  **Leadership**  **Participation**  **Value and Visibility**

What we will do	How we will do it	Outcome/s
<p><b>7</b> Continue to address the value and visibility of women's sport by reducing gender inequities in high performance and professional sport, in partnership with key stakeholders</p>	7.1 Promote the 'It's Time' Campaign to encourage more people to watch, follow and support women's sport	
	7.2 Work alongside partners to maximise opportunities to promote and leverage upcoming events	
	7.3 Explore broadcast partnerships to increase the visibility of women's sport and break down inaccessible content as a known barrier to engagement	
	7.4 Work with targeted investment partners to trial and test new approaches aimed at increasing commercial investment, and therefore the value of women's sport	
	7.5 Continue to run the Sports Media and Gender study, with annual and six-monthly reports published as well as quarterly case studies	
	7.6 Engage with partners and the media to share media coverage results, and work with them to address the still existent gaps	
<p><b>8</b> Work with sector organisations and other key stakeholders to ensure women and girls have equitable access to spaces and places where they can be physically active and participate in safe and supportive environments</p>	8.1 Collaborate with Regional Sports Trusts (RSTs) and Councils on the development and review of Regional Spaces and Places Plans with a gender equity lens	 
	8.2 Collaborate with National Sport and Recreation Organisations, Councils, Schools, and other relevant stakeholders to gather and showcase good practice resources and stories	
<p><b>9</b> Facilitate learning, development and networking opportunities to support capability building and leadership across the sector</p>	9.1 Support existing women and girls' sector events	  
	9.2 Collaborate with Sport NZ and sector event organisers to ensure a gender lens is applied to their events	
	9.3 Continue to facilitate a Women and Girls sector community of practice / network	
<p><b>10</b> Collaborate with sector organisations and the workforce to improve the activity levels for young women and girls (Sport NZ KRA1) with a focus on those who are less active (Sport NZ KRA2)</p>	10.1 Continue to invest in regional and local organisations through Tū Manawa Active Aotearoa to reduce barriers for young women and girls to participate in play, active recreation, and sport	
	10.2 Provide thought leadership and support to partnership investment initiatives that focus on increasing the number of and improving the quality of participation experiences for young women and girls	
	10.3 Explore opportunities within new and existing Sport NZ initiatives (i.e., Secondary School Project, Balance is Better, Healthy Active Learning, Play Plan, Active Recreation Plan) to support young women and girls to be more physically active	

Outcomes for women and girls:  Leadership  Participation  Value and Visibility

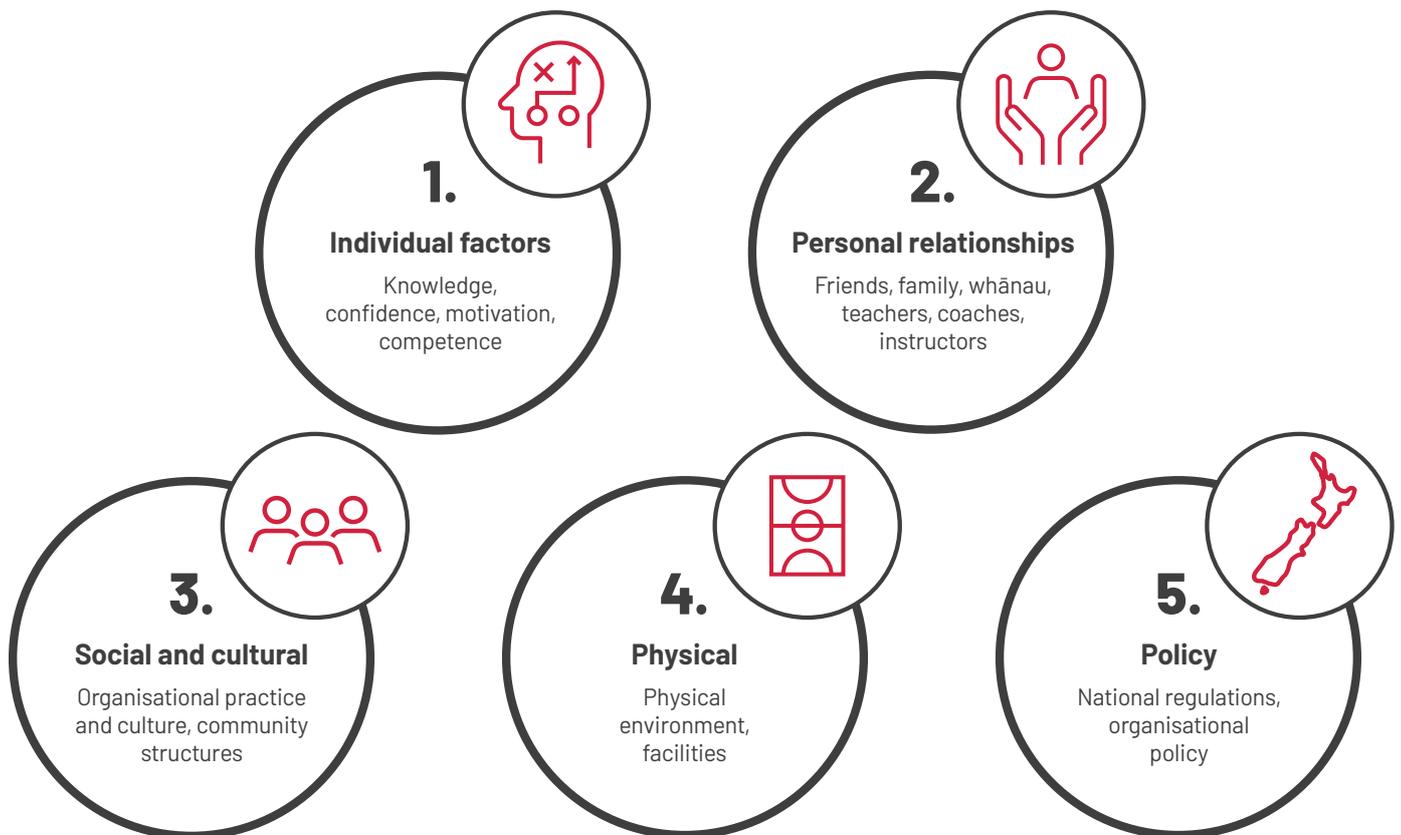


# Creating future change

# Changes that will make the biggest difference

Sport NZ's Strategic Direction 2020-2032 has a long-term vision for a sport and recreation system that is capable, inclusive, trusted and reflects Te Tiriti O Waitangi and the principles of Partnership, Protection and Participation. Sport NZ's Women and Girls Action Plan aims to take a systems approach to enabling changes that will make the biggest difference and move us closer towards this vision. This means that rather than looking at things we want to change in isolation, we will take a holistic view to understand how existing factors, conditions and systems contribute to holding them in place.

The desired shifts for each outcome of the Women and Girls Strategy have been determined across the five components of the socioecological model of behaviour change.



These shifts aim to provide Sport NZ and the sector with clarity about the intermediate outcomes we are seeking and how we can move beyond isolated initiatives or programmes to achieve sustainable change. They also give Sport NZ and the sector a framework to understand the complex, interrelated levels of behaviour change, which can help us identify areas where we can influence or intervene to effect change.

“

**We need to have something each organisation can hook themselves to, being really clear in what direction the sector needs to move and what those outcomes look like.**”

Participant, Women and Girls Strategy Implementation Consultation 2022

	1. Individual Factors	2. Personal relationships	3. Social and cultural	4. Physical	5. Policy
Leadership	<p>More women and girls at all levels can access development and leadership opportunities in and within the sector</p> <p>More wāhine Māori can access leadership, governance and management development opportunities</p>	<p>Sector leaders encourage and support women to progress their leadership aspirations within the sector</p>	<p>Sector organisations value and promote gender diversity at all levels</p> <p>Sector organisations have systems and structures that put gender diversity and a broader commitment to diversity and inclusion into practice</p>	<p>Sector organisations create better working and performance environments that support women to thrive in their roles</p>	<p>Women and girls outcomes are prioritised and are integrated into organisational strategy and business plans, budgets, policies, processes, and procedures</p> <p>National and regional sector policies enable and support gender diverse boards</p>
Participation	<p>Women and girls spend more time being physically active and have access to quality physical activity opportunities that meet their needs, wants and aspirations</p> <p>Women and girls feel confident, motivated and encouraged to be physically active in their own way</p>	<p>Supporters of women and girls provide more encouragement for them to be physically active in their own way (beyond structured activities)</p>	<p>Sector organisations apply a gender lens to their participation strategies and initiatives</p> <p>Sector organisations have increased understanding of the inequities and bias women and girls experience and how these impact their engagement and participation in play, sport and active recreation</p> <p>Sector organisations focus on tackling and removing barriers to young women and girls' participation</p>	<p>Physical environments are safe and accessible, encouraging young women and girls to be active their way</p> <p>Women and girls can participate in female-friendly facilities that meet their specific needs</p>	<p>Sector organisations integrate young women and girls participation outcomes at a strategic level and resource it accordingly</p> <p>Targeted investment reduces inequities, increasing and improving young women and girls' participation opportunities</p>
Value and Visibility	<p>The New Zealand public have increased engagement in and consumption of women's sport (events, broadcasting, news)</p> <p>New Zealanders have positive attitudes towards women and girls in the context of physical activity and value their engagement and contribution</p>	<p>People have increased awareness and recognition of diverse female role models in the sport and active recreation sector</p>	<p>The media coverage of women's sport is increased and media portrayal of women is positive and not stereotyped</p> <p>Sector organisations have increased understanding of the return on investment for women and girls in sport and active recreation</p> <p>Sector organisations and leaders have increased awareness of the sector gender pay gap and take actions to address it</p>	<p>Women and girls have equitable access to quality venues and prime scheduling times</p>	<p>The sector, funders and commercial entities invest more into women and girls in sport and active recreation</p>

For more information visit [sportnz.org.nz/womenandgirls](https://sportnz.org.nz/womenandgirls)

