



# Young Women's Activation Fund

INSIGHTS AND IMPACTS

# Introduction

The Government's [Strategy for Women and Girls in Sport and Active Recreation](#), released in 2018, highlighted clear inequities for women and girls in terms of participation and their wider involvement and visibility within sport and active recreation in Aotearoa New Zealand. Young women are a key area of focus in the strategy as research shows they gradually drop out of structured activity at a much faster rate than young men due to factors like time pressure, fear of judgement and lack of confidence.

The Young Women's Activation Fund (Activation Fund) was launched by Sport NZ in April 2019 as a way of scaling and amplifying the reach and impact of existing programmes designed to help young women aged 12 to 18 get and stay physically active, and to support leadership opportunities for them in active recreation and sport. This investment was one of Sport NZ's initial 24 commitments to the Government's strategy supporting the leadership and participation outcomes, which sought fresh ideas and approaches for getting more young women and girls physically active.

Sport NZ received applications from a wide range of organisations, who were asked to demonstrate how they would include young women in the co-design of their initiatives and ensure their activities were relevant, inclusive and accessible.

Proposals from sector organisations outlined how their initiatives aimed to:

- increase physical activity levels of young women through play, active recreation and sport
- improve young women's confidence and competence
- provide leadership opportunities for young women in play, active recreation, or sport.

The \$2m fund was distributed to nine organisations who received \$30 - \$300k over a three-year period (2020 to 2022) to deliver their initiatives.



The nine initiatives were:

**Dirt Is Good**

WORD World  
Off-road Riding  
Department

1

**Fast 5 Centre  
Competition  
Innovation**

Netball New Zealand

2

**Fusion and  
Oho Ake**

Ignite Sport Trust

3

**GirlPoweredNZ**

GirlGuiding  
New Zealand

4

**Just Shift It**

The Shift Foundation

5

**Kōhine Māia**

Sport Tasman

6

**This is ME®  
Secondary Schools  
Programme**

Sport Waikato

7

**Volleyfest**

Volleyball  
New Zealand

8

**Yeah! Girls**

New Zealand Cricket

9

The Young Women's Activation Fund enabled organisations to fast-track their women and girls' initiatives, expand their offerings, test new approaches, and gather useful insights that helped them to better meet the needs of young women and embed initiatives as key strategic priorities.

This report highlights:



Common themes  
across approaches to  
programme delivery



Challenges initiatives  
faced and how these  
were overcome



Key factors that  
led to success

# Highlights

The Young Women's Activation Fund invested in nine organisations delivering a diverse range of initiatives across the country.

- 9** **were driven by an insights approach** with many using Sport NZ research as well as their own insights into declining participation rates and barriers facing women and girls
- 8** **collaborated with local partners and providers** expanding their delivery networks and passing on insights into providing targeted initiatives for young women
- 7** **expanded their initiatives beyond the funding period** delivering lasting impact for organisations and their communities
- 6** **focused on creating leadership opportunities for young women** with many initiatives being female-led and delivered
- 6** **focused on increasing participation of targeted communities** supporting Māori and Pasifika participants, young female former refugees, rangatahi from high deprivation areas and those facing challenges to their wellbeing
- 6** **worked with secondary schools to deliver their initiatives** highlighting the importance of leveraging the education environment when engaging with female teens
- 5** **used existing research specific to their communities** and insights about participation trends for young women
- 5** **embraced a co-design approach** with an emphasis on strong participant voice during design and delivery
- 2** **took an innovative marketing approach to promote their brand** enabling them to overcome existing perceptions and reach new audiences
- 2** **shifted their organisational approach based on what they learned from delivering their programme** which helped to combat challenges such as long-term sustainability

# Themes

While all nine fund recipients were distinctly different, there were common themes in their approaches to programme delivery.

## Insights-driven

All of the initiatives used an insights approach to design their initiatives. This involved using multiple sources of information within the context they were working in to help them understand the needs of participants and to improve decision-making and demonstrate impact. This approach included the use of big picture data, local knowledge and surveys and approaches to understand the voice of the participant.

Many organisations used Sport NZ research into declining participation rates and barriers facing women and girls in the sports and active recreation sector as a reference point.

National Sports Organisations (NSOs) such as a Volleyball New Zealand and New Zealand Cricket, and Regional Sports Trusts (RSTs) such as Sport Tasman and Sport Waikato, were also able to draw on existing research specific to their communities.



### Spotlight on: Sport Waikato

Sport Waikato was able to survey its community extensively to aid the design of its wide-ranging This is ME<sup>®</sup> initiative. The Voice of Rangatahi (VoR) survey captured the views of over 3,000 young female students and identified barriers such as time, cost, injury and illness, concerns about ability, body image and fear of judgement.

### Spotlight on: New Zealand Cricket

NZ Cricket's Yeah! Girls programme was a direct product of a report into the perilous state of the female game in New Zealand produced by researcher and cricket enthusiast Sarah Beaman in 2016. The 'Beaman' report found that women's cricket was on the brink of extinction in New Zealand, with player numbers having collapsed and many clubs offering few or no playing options at all for women and girls. New Zealand Cricket accepted the findings of the report and urgently set about delivering on a new strategic priority to become "a game for all New Zealanders".

**“ Young women have unique and complex barriers to being physical active and often they're telling us that there aren't opportunities out there that are meeting their needs. ”**

Dr Amy Marfell, Sport Waikato

**“ My daughter hates sports but loves Yeah! Girls. I think it's because you just focus on learning and fun rather than making her feel bad about not knowing what to do. ”**

Parent of a girl who attended a Wellington Yeah! Girls hub

## Locally-led

Many initiatives took a locally led approach working in partnership towards goals, aspirations and opportunities identified by communities, organisations, schools/kura and population groups. An important part of this approach is acknowledging that, as a sector, we do not have all the answers, and it is our responsibility to become partners, enablers and connectors and to identify new ways of working. Many initiatives created positive change by putting the interests, desires and needs of communities first and identifying where play, active recreation and sport could play a positive role. Many were able to influence providers in their region to deliver programmes better suited for young women

Locally Led is about using more targeted methods and integrating learning as an important part of the process. Organisations that recognised a one-size-fits-all solution was unlikely to work for their target communities were able to successfully adapt over their three-year delivery journey. Many initiatives worked with local delivery partners and offered a wide range of often non-traditional sporting and recreational activities.



### Spotlight on: Ignite Sport Trust

Ignite's Fusion programme provides three-day programmes for young female former refugees seeking to find their feet in New Zealand, while dealing with the pressures of family commitments and challenges such as language barriers. Fusion provided these young women with access to a range of sport and recreational activities, personal development and opportunities to get involved in their community. Participants told organisers they loved the programme – but wanted to access it more often, so Fusion evolved from delivering annual three-day programmes into a regular school-based programme and an afterschool youth space called Fusion+.



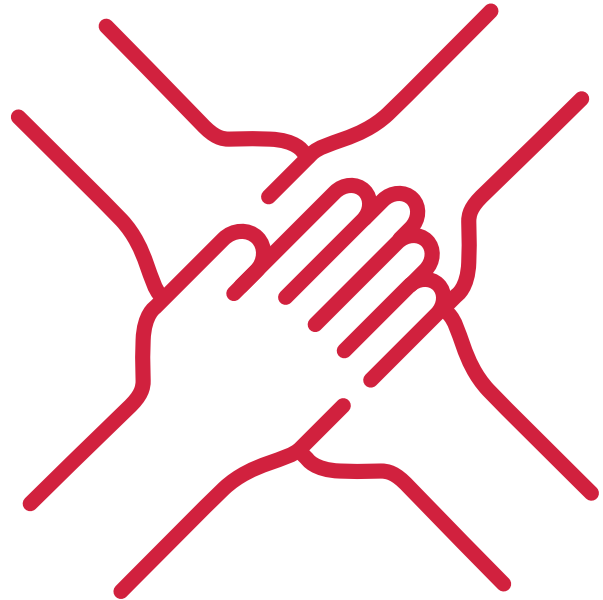
### Spotlight on: Volleyball New Zealand

Volleyball NZ's Volleyfest programme benefitted from a loose framework that required only high-level design principles – as such delivery at little to no cost, on grass, in female-only spaces, and for Māori and Pasifika participants. This allowed regions to create bespoke programmes that worked for their communities. Project leads were provided with minimal guidelines, allowing each region to identify and meet the needs of their communities.

## Commitment to co-design with young women

Co-design was at the heart of many of the successful initiatives supported by the Activation Fund. Co-design is putting aside our assumptions and instead asking people what they want and need. It means working alongside people and communities to define solutions that will work for them. When practiced well, co-design offers the potential for improved community wellbeing outcomes. It is an opportunity for people to impact, lead, and shape the things that influence their lives.

Putting the voice of participants at the centre of the design process consistently delivered positive, and sometimes surprising, results and insights for Activation Fund initiatives. The effectiveness and importance of having a strong participant voice during a co-design process that was both adaptable and ongoing throughout the delivery period was perhaps the single most important (and common) lesson reported by organisations.



### Spotlight on: Shift Foundation

An early adopter of co-design, the Shift Foundation worked with young women, local communities and schools to deliver a wide range of *Just Shift It* programmes that were tailored to the needs of young women across the Wellington region. Key to their success was keeping the co-design process flexible and ongoing throughout the programme's delivery.

**“ It is about actually creating a space for conversations to really hear the young women, really listen and take that on board...the impact at the end is going to be so much deeper if you continue to listen and try to shift and change to suit their needs. ”**

Chloe Bryan, Shift Foundation

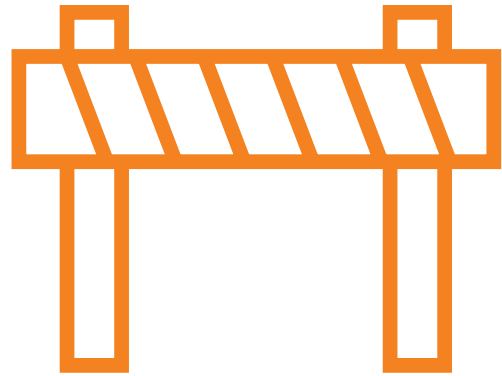
### Spotlight on: Sport Waikato

This is ME<sup>®</sup> fully embraced co-design. It utilised the Voice of Rangatahi survey, capturing the views of over 3,000 young female students while also engaging over 40 school staff and 250 students to support activations. A total of 55 student-led initiatives were adopted by schools – including amazing races, colour and water festivals – while a further 11 initiatives were adopted by schools and providers as a result of support and thought leadership from This is ME<sup>®</sup>.

# Success factors

## Identifying and removing barriers

All nine Activation Fund recipients focused on identifying and removing barriers to participation in their initiatives. They worked closely with communities, organisations and groups that face higher barriers to being physically active to address challenges such as cost, travel and excessive time commitment. The location, delivery, environments and time of activities were tailored specifically to meet the needs of young women. This proved crucial in driving participation and retention.



### Spotlight on: Ignite Sport Trust

Young people participating in Ignite's Oho Ake programme may face barriers such as mental health challenges, involvement in or exposure to gang life, drug and alcohol use, experiences with family and whānau who are or have been absent, physical, sexual and emotional abuse, actions that lead to police and youth justice involvement and the effects of colonisation and racism. After being involved in the programme, participants report seeing new possibilities for their lives, feeling understood, having fun and the time and space to just be themselves.

**“ Young people become young adults who become adults. If they have hope for their future, our collective future is hopeful. ”**

Allie Miles, Ignite Sport Trust



### Spotlight on: Volleyball New Zealand

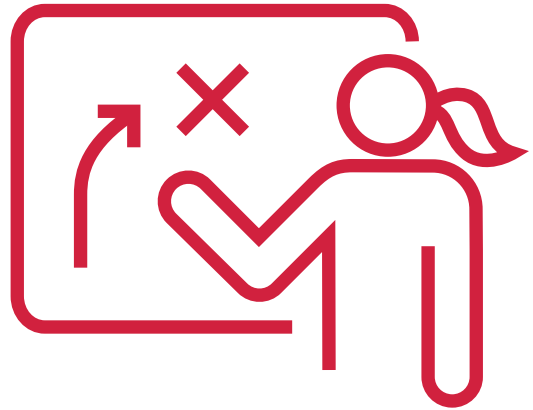
By taking mobile volleyball kits to places where kids already liked to play and stripping down the rules to focus on fun and inclusion rather than competitiveness, Volleyball NZ's Volleyfest programme was able to successfully remove many of the barriers to participation in the sport. With barriers such as cost, travel, and the expectation of a high ability level reduced, there was a significant increase in female participation in communities that had not previously been exposed to volleyball.



## Female designed and led

Female activators were critical to the design of initiatives and creating the right environment for participation. Many organisations found that young women were more likely to participate in and enjoy activities that had been created exclusively for them. In traditionally male-dominated sports such as cricket and mountain-biking, adapting or doing away with conventional rules and creating female-led opportunities were often key to successfully promoting their initiatives.

Female instructors and leaders were able to build trust and relationships with young women, and many participants came to view them as role models. This in turn led to increased participation and leadership by young women.



### Spotlight on: **New Zealand Cricket**

New Zealand Cricket's Yeah! Girls initiative was designed by and for young women and was delivered predominantly by young women activators. To boost young women's participation in the sport, Yeah! Girls sessions were intentionally designed to be fun, active, engaging and short – lasting no more than an hour. Many of the activities were non-traditional cricket activities, mixed with batting, fielding and bowling games and modified cricket games.



### Spotlight on: **WORD**

WORD's Dirt Is Good programme provided girls-only opportunities in a traditionally male-dominated sport. Female riders were involved in the design of the programme and got to decide where their camps were held, what trails would be ridden and even what food would be on the menu. To run the new girls-only programmes, WORD trained and hired more female instructors and split the majority of their weekly programmes and camps into boys' and girls' classes. Some participants in these programmes have now gone on to become instructors themselves.

## The importance of fun, safe environments

A frequent insight from young women involved in the Activation Fund initiatives was that fun was more important than competition. Regardless of the activity, young women wanted an environment that was safe and supportive, where they had time to socialise and were free to try out new activities without fear of judgement. Some factors considered in initiatives were what's expected from young women, what the uniform requirements were, and who was coaching and/or facilitating the sessions. National Sport Organisations incorporated the Balance is Better philosophy and principles such as inclusion, safe environments, and alternative participation structures in the design of their initiatives to ensure quality sport experiences.



### Spotlight on: Sport Tasman

Sport Tasman collaborated with the region's providers to help them create supportive environments for young women who were experiencing challenges and complex behaviours. For example, Kōhine Māia worked with a trauma-informed personal trainer who was able to combine physical training sessions with a "de-escalation toolbox". This helped girls to understand when they needed extra support and different tools they could use to feel safe and comfortable such as: mindfulness, movement practices, going for a walk, breathing, and sensory tools like stress balls.

**" One of the most significant pieces of feedback we have received from the girls is that it doesn't matter what activities we are offering. Girls come back because the environment felt safe, empowering, fun and supportive. "**

Leslie Azzis, Sport Tasman

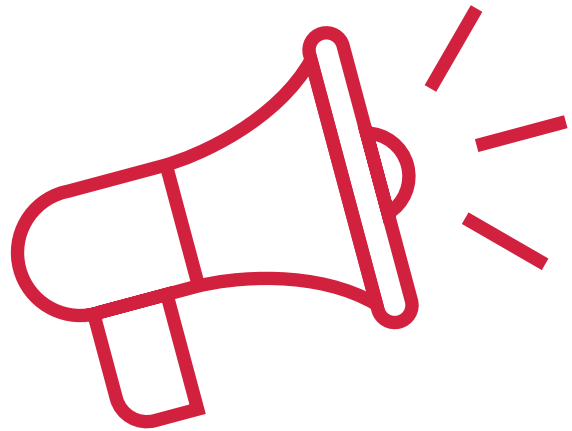
**" When I first started I was just a young troublemaker who looked for drama and this crew made me realise that you're young and you need to have fun. "**

Participant in Ignite's Oho Ake programme

## Marketing

Effective marketing was an important strategy for engaging young people in some of the initiatives. Having recognisable and relatable branding and clear messaging were key to promoting initiatives and driving increased participation, as young women were often reluctant to sign up for new programmes if they weren't familiar to them and were hesitant to give up their free-time to participate.

Organisations leveraged partner brands that possessed strong, positive brand recognition and used marketing tactics that were appealing to young women, such as fun, bold branding with a focus on social media content.



### Spotlight on: GirlGuiding New Zealand

By partnering with other brands and leveraging their existing audiences and strong, positive brand recognition, GirlGuiding New Zealand were able to engage more girls than under the GirlPoweredNZ brand alone. For example, they found that a 'Cheap Skates skate school' had greater credibility and appeal than a 'GirlPoweredNZ skate school'.

**“ It is overlooked how brand-savvy young people are, and how they are being bombarded with all these different brands...They self-identify towards certain brands that reflect on who they are. And if you are trying to push some naff thing on them then they are not interested. The barrier is too high. ”**

Greg Stubbings, GirlGuiding NZ (formerly)



# Outcomes

## 1. Increased participation

All initiatives successfully increased young women's participation in sport and active recreation in their communities.

**3,096**

New Zealand Cricket's Yeah! Girls programme grew from 683 participants at 51 hubs in 2019/20 to 3,096 young women aged 10-17 attending 144 hubs in 2021/22.



**20-30%**

Volleyball NZ's Volleyfest initiatives drove an increase in participation numbers of between 20 to 35 percent across the four regions where it was delivered, with players from the Volleyfest activations progressing to joining school and club teams.

**1668**

Girl Guiding NZ's GirlPoweredNZ programme attracted 1668 participants to 81 events over three years.

**30%**

WORD's Dirt is Good increased new sign-ups of young women to 30%, leading to an overall increase in girls' participation in the programme.



**1200**

Sport Waikato's This is ME<sup>®</sup> programme engaged more than 1,200 young women in partnered sessions, enabling them to try new activities and understand how they like to be active.

**1281**

Netball New Zealand's Fast 5 programmes led by Youth Advisory Groups nationwide collectively generated 1281 participants. Of those, 309 were new to netball, while 135 returned to the sport having previously given up playing.

## 2. Opportunities for youth leadership

One of the key goals of Activation Fund was to generate leadership opportunities for young women in the sport and active recreation sector. Many of the initiatives focused on developing leadership skills in young women, providing pathways for them to become instructors and ensuring growth in the sports and activities would be sustainable.

By having females in leadership roles, young girls could see the activities as being inclusive and welcoming. This created newly empowered youth leaders that went on to make an impact beyond the programmes they participated in – some went on to play a wider role in sport and recreation delivery, and provided a youth voice for forums such as regional Balance is Better committees.

### Spotlight on: Netball New Zealand

Netball New Zealand's Netfest programme successfully boosted the number of young people participating in the game's delivery, with the national membership of its Youth Advisory Groups increasing from 25 in 2020 to 92 the following year. When surveyed initially, just **26 percent** of YAG members were confident to participate in their leadership role – this increased to 68 percent after their participation in the group.



### 3. Increased confidence

Young women who took part in many of the Activation Fund initiatives were trying a sport or activity for the first time, and many reported increased levels of self-confidence following their participation. A key learning for organisations delivering these initiatives was the importance of understanding, and talking to local providers about, how they interact with young women and how they can make them feel supported, valued and heard.

#### Spotlight on: Sport Tasman

Sport Tasman's Kōhine Māia initiative works alongside local providers to support a host of programmes for young women using movement and fitness to support social and emotional self-regulation and create safe spaces for them to be active. For participants, increased satisfaction, self-confidence, and feelings of being safe and supported were among the most notable outcomes.



**“ WORD has given me the confidence to just go out and ride wherever, to always believe in myself but also that it’s okay to walk away and save it for another day. ”**

Keira, participant in WORD

**“ When we arrive, kids rush to help set up. It’s ‘how can I help, how can I help’? That is not what you’d necessarily expect...Their confidence has grown so significantly. The [older kids] manage themselves when they play. But what they didn’t realise is how much of an impact they could have on others by just showing some care and attention. ”**

Grant Harrison, Volleyfest project lead

**“ Once I went to [the skateboard programme] I wanted to keep coming. It has already helped me a lot with talking and not being so quiet. ”**

Hannah, participant in Kōhine Māia

# Challenges

The COVID-19 pandemic heavily impacted the delivery of all Activation Fund initiatives, particularly throughout 2020 when restrictions on public gatherings were often in place. Below are some of the delivery challenges experienced by organisations and how these were overcome.

## Kanohi ki te kanohi (face-to-face) communication

While many providers attempted digital delivery of their initiatives, these were not overly successful as they lacked the physical and social elements crucial to sporting and active recreation activities. Therefore a lack of kanohi ki te kanohi (face-to-face) communication and engagement was a barrier to building whanaungatanga with participants. Many providers therefore ultimately decided to concentrate on meeting their programme targets in Years 2 and 3 of their three-year funding period – and were successful in doing so.

## Whanaungatanga

Another challenge experienced by some providers was building trust and relationships with young women from disadvantaged communities, many of whom had experienced significant social issues.

### Spotlight on: Sport Tasman

Kōhine Māia's participation in the Aroha Kotahi programme at Nelson College for Girls ventured into an extremely challenging space working with young women who were experiencing significant issues. Whakawhanaungatanga – the process of establishing relationships – proved difficult and initial attempts at co-design failed. However, the programme achieved significant success when it collaborated with a trauma-informed personal trainer who was able to build rapport by creating safe environments, equipping young people with new skills to understand their emotions and increasing comfort levels at the gym.

**“ It takes time to find the right approach with groups of girls who have been disenfranchised. Bringing in the right people is crucial, people who can stand their ground while being compassionate, and who have an ability to witness and work with complex behaviours. ”**

Leslie Azzis, Sport Tasman



## Sustainability

Funding security beyond the term of the Activation Fund support period and its impact on future programme delivery was an issue for several providers that lacked resources and pathways to create sustainability and were challenged by a focus on reach versus impact.

### Spotlight on: Shift Foundation

During its two-year delivery period, Wellington provider Shift broke new ground in terms of scale and reach, however that created a new challenge – sustainability. Shift ultimately pivoted to delivering more impactful programmes to a smaller number of young women. With a focus on long-term sustainability, Shift is now delivering just three core programmes. Narrowing its focus has allowed Shift to be more agile, operating where, when and for whom it is most needed.

**“ It’s those stories of that one netball team who gets that opportunity, or that one student and what it has done for them in their schooling at that crucial point. ”**

Chloe Bryan, Shift Foundation





## Impacts beyond the funding period

Delivering the Activation Fund initiatives has had lasting positive impacts for many of the participating organisations. Find out where these organisations are at today and what they are up to next.

### Geographic expansion

For some providers, like Wellington mountain biking organisation **WORD**, this funding provided the springboard to geographic expansion. WORD has expanded to include branches in Wānaka and Christchurch, where it continues to advocate for girls' participation. It is also keen to continue growing its term initiatives and holiday camps for both girls and boys.

Likewise, **Volleyball New Zealand** is expanding the roll out of Volleyfest, working with a further five associations to deliver the programme in the spring/summer of 2023. Discussions are also underway with an additional five associations.

### Increased capability

**Netball New Zealand** has significantly boosted its ability to include a youth perspective in decisions that will impact its future. The sport intends to maintain and bolster its network of Youth Advisory Committees, helping it adapt to and deliver for the needs of future generations of players.

**Sport Waikato** reports that 80 percent of sports and recreation providers that have engaged with This is ME<sup>®</sup> felt now feel better equipped to meet the needs of young women.

### Stronger local partnerships

For **Sport Tasman**, perhaps the greatest lasting impact is the shift in mentality and awareness it has been able to drive among the regions' recreational providers. Its Kōhine Māia initiatives have influenced bigger players to think about what they can offer to teenage girls, and how they can offer it to maximise success and sustainability.

**GirlGuiding New Zealand** continues to deliver events in main centres and is moving into regional and more diverse communities, utilising its ability to engage and support collaborative delivery with partners on the ground. Their goal is to establish at least one youth event brand that is a recognisable mainstay in the sport and recreation event space within three years.

### Increased youth leadership

**New Zealand Cricket's** Yeah! Girls programme remains an important tool to grow engagement with young females, and will evolve over future seasons. NZC is also driving greater female inclusion in its workforce tiers, including in both coaching and officiating. For the 2021/22 season, 82 percent of Yeah! Girls Activators were female with an average age of 21.

### Adapted offerings

**Ignite Sport Trust** has learned the importance of young people's Oho Ake and Fusion journeys continuing past the end of high school. It is trialling a *Fusion+* Young Adults' group to specifically engage with young women in a way that is flexible with their availability, life stage and needs. These young adults are also encouraged to remain connected with the wider *Fusion* whānau as leaders and mentors for the younger members of the group. *Oho Ake* was expanded to include young women (previously it was male-only) and supported the delivery of 23 'journeys' by 281 people.

**The Shift Foundation** has narrowed its focus has allowed Shift to be more agile, operating where and when it is most needed. With a focus on long-term sustainability, Shift is now delivering just three core programmes including: a leadership development programme, a programme centred around Te Whare Tapa Whā, and a social entrepreneurship initiative.



## About the initiatives

Read case studies below on each of the projects to learn about the mahi delivered with the help of this funding, and the challenges, impacts, and lessons learned along the way.

### Dirt is good

#### WORD - Wellington Off-road Riding Department

Female participation in mountain biking is lower than it should be. WORD set out to change this by working with young women and girls to design their own MTB initiatives and breaking down the gender barriers that were keeping them from getting the wheels turning. They are getting more wāhine on the trail, one ride at a time.

[▶ Read the case study](#)

### Fast 5 Centre Competition Innovation

#### Netball New Zealand

Netball NZ has seen more young women participating in the sport by creating opportunities for rangatahi to be heard and lead their own netball experiences. Twelve netball centres nationwide formed Youth Advisory Groups to help them deliver Fast 5 events that would appeal to young people. This youth-led approach successfully created new co-designed formats of the game, fostered leadership skills, introduced new players to the sport and re-engaged others who had drifted away from it.

[▶ Read the case study](#)

### Fusion and Oho Ake

#### Ignite Sport Trust

Ignite Sport is supporting young women to get a fresh start through two of their funded programmes. Fusion provides three-day programmes for young female former refugees seeking to find their feet in New Zealand, while Oho Ake supports young people who are facing challenges to their wellbeing. Both programmes have a common goal – to build confidence and resilience in young women and, most importantly, to provide hope.

[▶ Read the case study](#)

### GirlPoweredNZ

#### GirlGuiding New Zealand

GirlPoweredNZ pivoted to free, schools-based delivery and leveraged the power of partner brands that were more relatable to drive a significant increase in participation amongst young women. By adapting their model from a traditional membership organisation to one that continually adapts and evolves, they have remained relevant for younger generations.

[▶ Read the case study](#)

### Just Shift It

#### The Shift Foundation

Embracing a co-design approach, the Shift Foundation worked with young women, local communities and schools to deliver a wide range of programmes tailored to the needs of young women across the Wellington region. Key to their success was planning activities with young women (not just delivering 'to' them), enabling them to engage and lead. And keeping true to their name, they knew when to shift their strategy to make an even bigger impact.

[▶ Read the case study](#)



**Kōhine Māia**

**Sport Tasman**

Sport Tasman's initiative empowering young women through social connection, collaboration and compassion is about creating safe environments for girls to build their confidence, where they can try out new ways to be active, make friends and learn about themselves along the way.

[▶ Read the case study](#)

**This is ME® Secondary Schools Programme**

**Sport Waikato**

Sport Waikato's This is ME® programme is working with the region's secondary school students to understand the barriers young women face and actively break them down. The programme aims to change girls' attitudes towards physical activity and help them grow as leaders in their schools and communities.

[▶ Read the case study](#)

**Volleyfest**

**Volleyball New Zealand**

Young women across the country are keen to give volleyball a go, but in some communities, a lack of access to indoor courts and the cost of travel meant not everyone had the chance to play. Enter Volleyfest – a fun festival with portable equipment co-designed with and for young Māori and Pasifika women in their local neighbourhoods. This amazing programme is helping teenage girls connect with their communities through sport and grow into confident leaders.

[▶ Read the case study](#)

**Yeah! Girls**

**New Zealand Cricket**

Until a few years ago, cricket was not being offered in a way that engaged women and girls, and there weren't many opportunities to play in girls-only teams and competitions across Aotearoa. Females made up a high percentage of spectators but not when it came to participation. Yeah! Girls is changing that.

[▶ Read the case study](#)



## Resources

The following resources include topics mentioned throughout this report, for organisations interested to learn more about useful insights and successful approaches used in the delivery of the Activation Fund initiatives.

### Insights

#### Young Women's Profile

This report provides key insights into the perceptions of young women aged 12-17 – their behaviour, experiences, needs and desires – to help those working with young women navigate these complexities and support young women on their physical activity journey. It is a resource to assist organisations in understanding the needs of young women to better engage with and provide quality experiences for them in active recreation and sport.

[Find out more](#)

#### Youth voices in active recreation and sport

As we develop the sport and active recreation system to meet the needs of rangatahi, it's essential that we listen to young voices. The following guidance has been designed to help you and your organisation involve young people in your mahi, creating more meaningful and successful offerings.

[Find out more](#)



### Guidance

#### How can activity better meet the needs of young women?

Insights tell us young women understand the value physical activity adds to their lives and their wellbeing, and they want to do more. Here are some tips for sport and active recreation providers to consider when planning, developing and delivering opportunities for teenage young women.

[Find out more](#)

#### Balanced Female Health

This handbook is for adults supporting young people in community sport. Developed by health professionals working in the sport sector, this new resource provides information and practical tips on topics such as female puberty, the menstrual cycle, and factors that impact young people's physical and mental wellbeing.

[Find out more](#)

#### Going with the flow: Menstruation and rainbow inclusive practices in the outdoors

This resource by Education Outdoors New Zealand aims to increase gender equity and menstruation inclusiveness in the outdoors. Learn more about:

- cultural perceptions and practices of menstruation
- rainbow communities experiences in the outdoors
- practical tips and information on how people can manage their periods in the outdoors
- how to create safe and inclusive environments to have conversations

[Find out more](#)

## Approaches

### What is co-design?

Co-design offers the potential for improved community wellbeing outcomes. It is an opportunity for people to impact, lead, and shape the things that influence their lives. Read about what it means to truly co-design with rangatahi and where to begin.

[Find out more](#)

### Insights approach

One of the Three Approaches promoted by Sport New Zealand, the Insights Approach uses multiple sources of information within the context you're working in, to help you understand the needs of participants and to improve decision-making. It involves using multiple sources of information to enhance practice through making evidence-based decisions and demonstrating impact.

[Find out more](#)

### Balance is Better

Balance is Better is an evidence-based philosophy to support quality sport experiences for all young people, regardless of ability, needs and motivations. It is about young people staying involved in sport for life and realising their potential at the right time.

[Find out more](#)



### Locally led approach

The Locally Led Approach is a way of working well with communities, organisations, schools/kura and population groups. This adaptive approach draws on lessons from past and current Sport NZ initiatives, including Active Communities Investment projects and He Oranga Poutama, along with other community-led development philosophies.

[Find out more](#)

### Mana Taiohi framework

The Mana Taiohi principles acknowledge the mana that young people bring or carry, and actively work to enhance that mana. The framework has evolved from the principles of youth development, has been informed by young people, and reflects a Te Ao Māori worldview.

[Find out more](#)

## Campaigns

### #ItsMyMove campaign

If you are a provider of sport and recreation experiences, you can register for the campaign toolkit to support the movement and help create lasting change for young women. Use the #itsmymove toolkit to leverage the campaign for your own initiatives. You'll gain access to the campaign's marketing material and be the first to receive new resources and information.

[Find out more](#)



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