# Commitment Progress Report

WOMEN AND GIRLS IN SPORT AND ACTIVE RECREATION **OCTOBER 2021** 

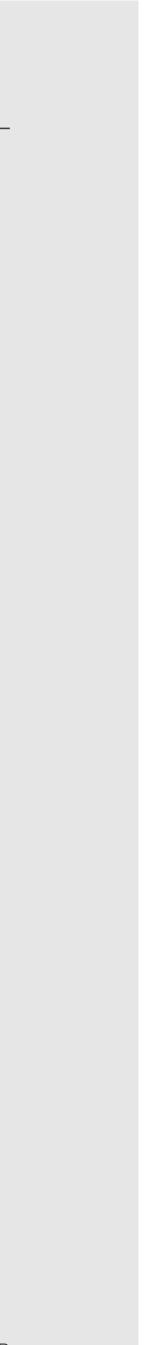


Te Kāwanatanga o Aotearoa New Zealand Government



# This report celebrates some important milestones that are working to address the under-representation of women and girls in sport and active recreation. This work was not the beginning. It is not the end. Change is happening and will continue.

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In October 2018, the Prime Minister launched a government strategy for women and girls in sport and active recreation. On the same day, Sport NZ published 24 commitments – backed by a \$12.7m investment – to deliver momentum to the collective action required to achieve the vision of every woman and girl realising their potential in and through sport and active recreation.

The strategy is shaped around three pillars: leadership, participation, and value and visibility. It was built on and shaped by momentum here and internationally towards empowering women and girls through being active in sport and recreation, whether as a participant, athlete, leader, employee or volunteer.

Three years on, we have achieved a lot. That's what this report is about. But there is much more that has been done. The sector has responded, media have responded and New Zealand is now set to host three women's world cups and the IWG World Conference on Women & Sport. Over these three years we have seen what the power of collective action can deliver, but there has been challenges – none more so than COVID-19, which has provided more barriers to overcome, especially in the area of participation.

We are determined that setbacks will be overcome. The momentum and collective will are too strong.

I am excited about what lies ahead.

I would like acknowledge all those across the sector and Sport NZ who have contributed to the milestones and what has been delivered through our commitments and the successful initiatives undertaken by others.

My final thanks go to the Minister, the Rt. Hon. Grant Robertson, for making women and girls his number one priority as Minister for Sport and Recreation. His leadership inspired the strategy and all that has followed. Sport NZ is committed to continuing our role as a kaitiaki of this work. Already we have prioritised women and girls in our 2021-24 partner investment and also in our Tū Manawa Active Aotearoa fund.

Raelene Castle, Sport NZ Chief Executive

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## Leadership Highlights

**91%** Sport NZ partner organisations confirming 40% target of

self-identified women on boards



women across 12 codes taking part in a Women in High Performance Sport pilot designed to address under representation of women in coaching and leadership roles



gender split for the Sport NZ leadership programmes in 2018/2019

# 1,700

paid workforce and board members from across the sector respond to the first Diversity and Inclusion Survey

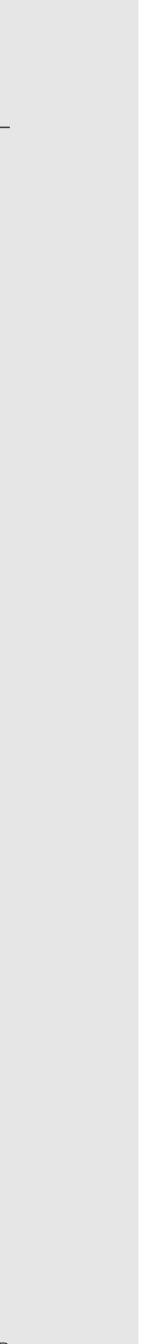
#### **COMMITMENT PROGRESS REPORT 2021**

62%

women coaches selected on Coaching for Impact programme for coaches working with secondary school age athletes

180+

female leaders in sport and active recreation on the Appoint Better Boards women in governance talent pool



## **Participation** Highlights



to support nine projects supporting participation and leadership initiatives for young women

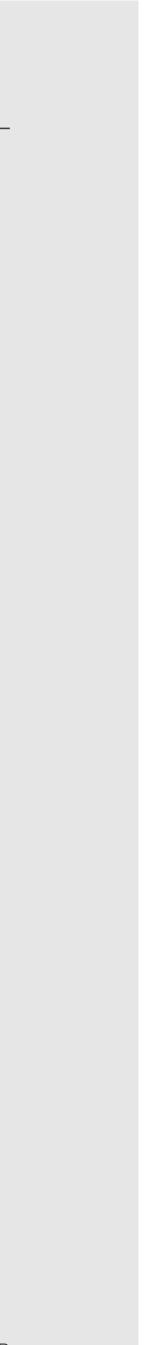
# \$250,000

to help local organisations learn about innovation and co-design to develop new initiatives targeted at young women in their communities



# 70

partner initiatives with an explicit focus on women and girls for the investment period 2021-2024



#### Value & Visibility Highlights

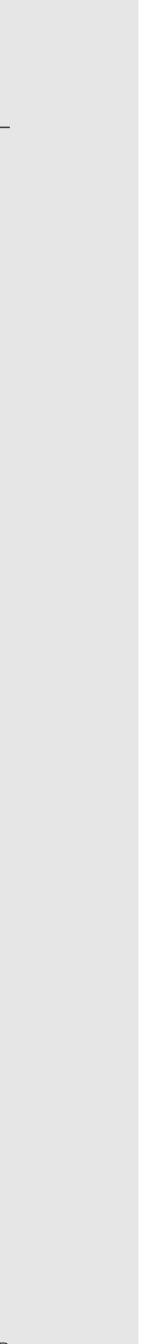


of all New Zealand sports coverage is being analysed in a two-year study to understand gender balance in sports media coverage and sports reporting 106

individuals shared their experience to gain insight on how Muslim women and girls access sport and active recreation **COMMITMENT PROGRESS REPORT 2021** 

# 2000+

attendees participated in one or more of the three annual Sport NZ Women + Girls Summits



# Leadership Hikitia te hā o hineahuone Uplift the presence of hineahuone

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#### **Leadership Commitments Role model change**

	1	2	3	4
Commitment	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
Outcomes	<ul> <li>\$10m invested across our 24 commitments</li> </ul>	<ul> <li>A Women &amp; Girls Lead role was created to oversee the strategy</li> </ul>	<ul> <li>Continuous monitoring and evaluation across strategic commitments</li> </ul>	<ul> <li>Internal Diversity and Inclusion Plan developed and approved</li> </ul>
	<ul> <li>In addition, High Performance Sport NZ (HPSNZ) has invested</li> </ul>	<ul> <li>In January 2019 this became part of a broader Diversity and Inclusion team, reporting to a</li> </ul>	<ul> <li>New research published and shared with the sector in 2018 and 2021 examining the realities, drivers and</li> </ul>	<ul> <li>Succession planning and internation opportunities developed for the NZ female workforce</li> </ul>
	\$2.7m in the Women in newly appointed Diversity and High Performance Sport Inclusion Manager pilot project	<ul> <li>barriers relating to female participation</li> <li>Funding towards insights from Muslim women in building cultural inclusion in</li> </ul>	<ul> <li>Targeted attraction of females for senior positions to eliminate the pay gap by 2025</li> </ul>	

- active recreation and sport report
- Funding of Waikato University PHD student Mihi Nemani's research to understand participation and physical activity of young Māori and Pasifika women in Porirua and South Auckland

- Inclusion Action proved
- and internal ed for the Sport
- females for all ninate the gender
- Applying an unconscious bias lens to the annual remuneration review to identify and address any inconsistencies
- Scoping underway for the provision of unconscious bias training to the sector



## Leadership Commitments Support funded partners to make organisational change

	5	6
Commitment	Develop a Champions of Change programme with key sector leaders	Develop and publish an annual audit diversity of boards, management tea high performance coaching roles acr partners. Audit to include gender, eth and age to better understand the dive of sector organisations
Outcomes	<ul> <li>Work still to be done to confirm the programme, identify allies and align this work with Sport NZ leadership initiatives</li> </ul>	<ul> <li>First Diversity and Inclusion Survey conducted in October 2020 with 1,7 individuals from 154 organisations taking part to help provide key insights into the current state of diversity and inclusion across the workforce and governing boards</li> </ul>

• Follow up surveys planned for 2022 and 2024

#### to track eams and cross thnicity versity

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

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'ey 1,700 IS

- Sport NZ introduced a 40% board gender diversity target by December 2021 for all partners receiving more than \$50,000 of Sport NZ investment
- 91% of the 64 boards have reached target in October 2021
- \$2.7 million committed in Women in High Performance Sport pilot designed to increase leadership and coaching opportunities for women in the high performance system
- Three initiatives have been delivered as a result of this pilot: a residency fund to create nine new leadership roles within National Sporting Organisations (NSOs), Te Hāpaitanga (a coach development programme with an intake of 14 women in 2020 and 16 in 2021) and a resulting satellite programme connecting an additional 22 female coaches
- Women in High Performance Sport symposium held by HPSNZ in October 2019



## Leadership Commitments Support women and girls to progress their ambitions

	9	10
Commitment	Continue to provide governance support and opportunities for current and aspiring women through the Women in Governance programme	Provide dedicated opportun for women and girls to furthe develop as leaders. This incl leadership programmes and targeted initiatives
Outcomes	<ul> <li>Board-ready women in governance talent pool developed and promoted with over 180 candidates currently registered</li> </ul>	<ul> <li>First Women in Leadersh Programme delivered wit 30 women participating f across the sector with a s satisfaction rating</li> </ul>
		<ul> <li>Gender equity on the Exe and Future Leader proga</li> </ul>

and Future Leader progammes, with 26 women completing the courses in 2018 and 2019

nities her cludes d other

Provide support for the International Working Group on Women in Sport (2018-2022)

# 12

Identify initiatives to increase the opportunities and improve the experiences for women and girls in coaching

ship /ith from 95%

cecutive

- Funding and partnership support provided to Women in Sport Aotearoa
- Funding support of \$950,000 • to cover loss of sponsorship opportunity, salaries of key staff and to allow continuation of planning through COVID-19
- Support and sponsorship of IWG • Women & Sport Insight Hub
- Sport NZ are part of the IWG • Women in Sport (2018-2022) Advisory Group

- Gender balance made a key focus of Sport NZ's Coaching for Impact programme introduced in 2020 for coaches working with secondary school age athletes. As a result, 62% of the selected coaches are female
- Development of female coaches made a focus of Sport NZ's investment into NSOs



#### Leadership

Those organisations (like New Zealand Cricket and the NZOC) that have embedded ambitious, process-driven actions with key performance or required measurement criteria, are those that are more likely to succeed, with senior leaders and boards committed to the outcomes.

It isn't enough to just have targets or quotas - for governance, for leadership, for visibility, for participation - giving power, status, authority, resource and responsibility for implementation is how real change is made.

When we see female athletes having equal billing through commercial and media partners, when female directors are made welcome and valued around the board table, when organisations commit to leadership training and mentoring for females, then we know they are on the right path.

#### Liz Dawson

MNZM, Chair – ICC Women's Cricket World Cup 2022



#### Leadership

Undertaking leadership development as part of the Residency Fund has been a highlight, and a part of my journey in provoking a deeper understanding of who I am and how I am as a leader, as well as creating valuable connections with other High Performance leaders.

Whilst it is difficult to measure the true impact of this opportunity, being part of critical conversations, responsibility and accountability for decision making, providing a different perspective in conversations, and having a genuine ability to create and influence change are some of the aspects that have no doubt led to positive impact within our sport.

Tanya Hamilton

High Performance Manager, Surf Life Saving New Zealand

# Participation Hāpaitia te hā o hineahuone Take hold of the presence of hineahuone

to bar



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

	13	14
Commitment	Continue to work with current sport and active recreation partners to enhance the quality of opportunities and experiences for women and girls	ldentify and with organis opportunitie
Outcomes	<ul> <li>Sport NZ core investment and partner plans now include a specific focus on initiatives directed towards getting more young women and girls active</li> </ul>	<ul> <li>Partners Foundat</li> <li>Funding aimed at</li> </ul>
	<ul> <li>Over 70 initiatives across different investment areas have an explicit focus on women and girls</li> </ul>	<ul> <li>a specifi</li> <li>Support inclusivi</li> <li>young period</li> </ul>
		<ul> <li>Over 4 m funding specific;</li> </ul>

nd develop new partnerships nisations who can provide quality ities for women and girls

ership with Women in Sport Aotearoa and The Shift lation to deliver the Women + Girls Summit (annual event)

ng support for Dance Aotearoa NZ towards a programme l at boosting physical literacy, activity and movement with cific focus on young people

ort of a project with Education Outdoors NZ around ivity in the outdoors for young women and non-binary people

Over 4 million allocated from Tū Manawa Active Aotearoa funding towards community-based projects with new partners, specifically designed to get young women active

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

	15	16
Commitment	Develop an activation fund to increase targeted investment into programmes and opportunities which provide better quality experiences for women and girls	Engage with lower levels and empow to be more a
Outcomes	<ul> <li>Delivered \$2m of funding in 2019 towards nine new projects supporting participation and leadership initiatives for young women to be physically active</li> </ul>	<ul> <li>\$200,000</li> <li>innovative to be acted on the second second</li></ul>
		• Case stu

vith women and girls who have els of physical activity and support ower them to create opportunities re active

000 of funding was invested in eight new ative projects supporting young women active across the country (Innovations for g Women Fund)

studies of projects shared with the sector

#### **Participation**

Kōhine Māia is a platform where we use active recreation or physical movement as the medium to engage Kōhine. Through this initiative we learned that it often doesn't matter 'what' the activity is, it can be more about the space and scene we set to make young women feel comfortable and happy, enabling them to create relationships and grow in their sense of pride, achievement and confidence.

With the support of the Young Women's Activation Fund, Kōhine Māia has reached over 600 girls, and connected to 120 community organisations. Our drive and passion for this project has met only positive feedback and, most importantly, girls returning for activities time and time again.

This initiative and its learnings have had such a positive effect in our organisation that we are now looking into the feasibility of expanding the focus on this demographic into other areas of our workstreams.

Lesley McIntosh-Richards

Innovation Manager Active Recreation, Sport Tasman



#### Participation

The Young Women's Activation Fund has helped sustain our Yeah! Girls programme over recent seasons. At NZ Cricket, we have a strong focus on cricket being a game for all New Zealanders, and resources that help us deliver to young females across New Zealand play a significant role in achieving this aim.

**Kent Stead** 

Head of Community Cricket, NZ Cricket

# Value & Visibility Tau ai te hā o hineahuone Make manifest the presence of hineahuone

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

	17	18
Commitment	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 resea support cor to empower their potent
Outcomes	<ul> <li>Campaign developed and scheduled for launch in December 2021</li> </ul>	<ul> <li>Data col 25,150 ac includin</li> </ul>
		<ul> <li>Girls and publishe</li> </ul>

• New women and girls section published on Sport NZ's Balance is Better website

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earch, data and insights that communities and organisations ver women and girls to achieve ential 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

- collected from 5,595 young people and adults through the Active NZ survey, ing information on gender
- Girls and Young Women's Research Profile published in 2018 and updated in 2021

- Three events over three years, each with a specific theme focused back to the Strategy, delivered on behalf of Sport NZ by Women in Sport Aotearoa and The Shift Foundation
- Over 2,000 attendees on virtual and physical channels joined the conversation over three years
- Programme co-designed with young women to ensure relevant content

## Value & Visibility Commitments Collaborate with key partners and funders to advocate for equitable investment into women and girls

	20	21
Commitment	Advocate for equitable sport and active recreation investment (government, community and gaming, lotteries) for women and girls	Advocate fo organisatio opportunitio
Outcomes	• Women and girls participation commitments reflected in 2021-2024 partnership investment process to ensure Sport NZ partners develop initiatives which support young women to be more physically active	• Women reflected to ensur initiative more ph

for pay equity across partner ions and professional sport ities

en and girls participation commitments ted in 2021-2024 partnership investment sure partners continue to develop tives which support young women to be physically active

## Value & Visibility Commitments Work with key partners to generate more media content focusing on women's sport and recreation

	22	23	
Commitment	Sponsor an award category supporting 'Best Coverage of Women's Sport' at the TP McLean Sports Journalism Awards	Monitor and publish a med social media index related women girls in the media	
Outcomes	<ul> <li>Inclusion of 'Best Coverage of Women's Sport' at TP McLean Awards 2018, sponsored by Sport NZ</li> </ul>	<ul> <li>Sport NZ contracted iSe gender balance in sport</li> <li>The first report, publish July 2019 to December</li> </ul>	
	<ul> <li>The following ceremonies were not held as the NZ Sports Journalism Association continues to explore the future of the event</li> </ul>	<ul> <li>where the study was part of the study, which also in engagement, has now explored the publication</li> </ul>	

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edia audit and ed to the portrayal of ia Identify and consider partnerships with other groups who are championing all aspects of sports media for women and girls

- iSentia to publish two reports which explore orts media coverage and sports reporting
- lished in May 2021, covers 14 months from per 2020 (excluding March to June 2020, s paused due to COVID-19)
- The study, which also involves extensive stakeholder engagement, has now evolved to track additional metrics and include the publication of additional case studies
- Through the media analysis study we have worked with the organisations we believe are most likely to be able to advocate for value and visibility of females, and provided opportunities for them to contribute to the design, scope and evolution of the study

#### Value & Visibility

Women in Sport Aotearoa really commends the media analysis conducted by Sport NZ. It has given everyone a benchmark; and shows that there is clearly a lot of room for improvement.

**Rachel Froggatt** 

Chief Executive Officer, Women in Sport Aotearoa

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For more information visit sportnz.org.nz/womenandgirls

