

# Commitment Progress Report

WOMEN AND GIRLS IN SPORT  
AND ACTIVE RECREATION  
OCTOBER 2021



**SPORT**  
**NEW ZEALAND**  
**IHI AOTEAROA**

**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.****

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 to 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

# Commitment highlights



## Leadership Highlights

91%

Sport NZ partner organisations confirming 40% target of self-identified women on boards

60

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

62%

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

50/50

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

180+

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

## Participation Highlights

**\$2.0m**

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

**1/3**

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

**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



# Leadership Commitments

## Role model change

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### 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

- \$10m invested across our 24 commitments
- In addition, High Performance Sport NZ (HPSNZ) has invested \$2.7m in the Women in High Performance Sport pilot project

- A Women & Girls Lead role was created to oversee the strategy
- In January 2019 this became part of a broader Diversity and Inclusion team, reporting to a newly appointed Diversity and Inclusion Manager

- Continuous monitoring and evaluation across strategic commitments
- New research published and shared with the sector in 2018 and 2021 examining the realities, drivers and barriers relating to female participation
- Funding towards insights from Muslim women in building cultural inclusion in 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

- Internal Diversity and Inclusion Action Plan developed and approved
- Succession planning and internal opportunities developed for the Sport NZ female workforce
- Targeted attraction of females for all senior positions to eliminate the gender pay gap by 2025
- 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

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### Commitment

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

### Outcomes

- Work still to be done to confirm the programme, identify allies and align this work with Sport NZ leadership initiatives

- First Diversity and Inclusion Survey conducted in October 2020 with 1,700 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
- Follow up surveys planned for 2022 and 2024

- 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

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### Commitment

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

### Outcomes

- Board-ready women in governance talent pool developed and promoted with over 180 candidates currently registered

- First Women in Leadership Programme delivered with 30 women participating from across the sector with a 95% satisfaction rating
- Gender equity on the Executive and Future Leader programmes, with 26 women completing the courses in 2018 and 2019

- 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

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**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

## Participation Commitments

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

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### Commitment

Continue to work with current sport and active recreation partners to enhance the quality of opportunities and experiences for women and girls

### Outcomes

- Sport NZ core investment and partner plans now include a specific focus on initiatives directed towards getting more young women and girls active
- Over 70 initiatives across different investment areas have an explicit focus on women and girls

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Identify and develop new partnerships with organisations who can provide quality opportunities for women and girls

- Partnership with Women in Sport Aotearoa and The Shift Foundation to deliver the Women + Girls Summit (annual event)
- Funding support for Dance Aotearoa NZ towards a programme aimed at boosting physical literacy, activity and movement with a specific focus on young people
- Support of a project with Education Outdoors NZ around inclusivity in the outdoors for young women and non-binary young 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

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### Commitment

Develop an activation fund to increase targeted investment into programmes and opportunities which provide better quality experiences for women and girls

### Outcomes

- Delivered \$2m of funding in 2019 towards nine new projects supporting participation and leadership initiatives for young women to be physically active

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Engage with women and girls who have lower levels of physical activity and support and empower them to create opportunities to be more active

- \$200,000 of funding was invested in eight new innovative projects supporting young women to be active across the country (Innovations for Young Women Fund)
- Case 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

## Value & Visibility Commitments

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

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### 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'

### Outcomes

- Campaign developed and scheduled for launch in December 2021

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Share research, data and insights that support communities and organisations to empower women and girls to achieve their potential

- Data collected from 5,595 young people and 25,150 adults through the Active NZ survey, including information on gender
- Girls and Young Women's Research Profile published in 2018 and updated in 2021
- New women and girls section published on Sport NZ's Balance is Better website

## 19

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

- 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

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### Commitment

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

### 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 and girls participation commitments reflected in 2021-2024 partnership investment to ensure partners continue to develop initiatives which support young women to be more physically active

## Value & Visibility Commitments

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

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### Commitment

Sponsor an award category supporting 'Best Coverage of Women's Sport' at the TP McLean Sports Journalism Awards

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Monitor and publish a media audit and social media index related to the portrayal of women girls in the media

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Identify and consider partnerships with other groups who are championing all aspects of sports media for women and girls

### Outcomes

- Inclusion of 'Best Coverage of Women's Sport' at TP McLean Awards 2018, sponsored by Sport NZ
- The following ceremonies were not held as the NZ Sports Journalism Association continues to explore the future of the event

- Sport NZ contracted iSentia to publish two reports which explore gender balance in sports media coverage and sports reporting
- The first report, published in May 2021, covers 14 months from July 2019 to December 2020 (excluding March to June 2020, where the study was 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

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

