

# At a Glance

We've made significant progress since the launch of the Government's Women and Girls in Sport and Active Recreation Strategy in 2018, but there's still a way to go in achieving our outcomes. Here are the headlines.



## 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.

**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.

**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.

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



## 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.

**2021** 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.** 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 that young men, regardless of their participation levels and whether they want to increase their participation or not.

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.



## 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: **15%** to **25%**

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: **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: **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: **\$10 million**

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