

Open search panel



Search

Search the Insight Hub...

Cancel

- [Insights](#)  
[Rangahau](#)
- [Events](#)  
[Hui](#)
- [Partnerships](#)  
[Rangapū](#)
- [Impact](#)  
[Whakaaweawe](#)
- About  
Mō Mātou
  - [Overview](#)
  - [History](#)
  - [Support](#)
- [☆ 0 Saved](#)

[☆ 0 Saved](#)

 EN 

- [Sign in](#)
- [Submit](#) 



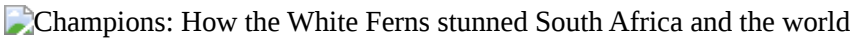
Toggle navigation

[Submit](#) 



# Champions: How the White Ferns stunned South Africa and the world NZ went from a losing streak to World Cup champions – Aiden McLaughlin charts the path to an unlikely triumph and rates our champions

Theme:  
Voice & Visibility



Co-authored by Aiden McLaughlin, LockerRoom

## Overview:

NZ win their first T20 World Cup by posting a huge total of 158-5 and knocking over the favoured South Africa for 126-9

Amelia Kerr named player of the match and the tournament

Greats including captain Sophie Devine, Suzie Bates and Lea Tahuhu finally world champions

The Ferns share the winning prize pool of NZ \$3.85m or about \$250,000 each

It had threatened to be an *annus horribilis* for the White Ferns. Just two competitive wins in 2024 from 19 games. A run of 11 defeats in a row across both T20 and 50-over formats.

England and Australia had been the opposition, arguably the two best teams in the world. But all along captain Sophie Devine was consistent when asked about her side’s form. The side were working hard behind the scenes. Many of the individuals were building experience. They just needed a few players to click and the wins would come.

Here we record that phenomenal final, find out how the White Ferns broke through in Dubai, and rate the performances of a special group of champions:

## How the final played out

New Zealand are the T20 World Champions after an emphatic, all-round performance in Dubai.

Whatever happened over the course of this final, a new name would be on the trophy, with South Africa and the White Ferns surprising almost all observers to make the big dance.

It was South Africa who won the toss, captain Laura Wolvaardt deciding to bowl first and back her side to chase down whatever total the White Ferns could manage. Importantly, Devine said she would have batted first anyway, a method which has been successful for the White Ferns throughout the competition.

Openers Suzie Bates and Georgia Plimmer looked to make the powerplay count as they have so many times in this World Cup, but Ayabonga Khaka made an early breakthrough, taking the wicket of Plimmer, caught at long-on by Sune Luus to make the score 16-1.

Melie Kerr came in at three and the pair not only steadied the ship, but got to 43-1 at the end of the powerplay, the highest score against South Africa over the first six overs in the tournament.

Bates was next out, bowled by Mlaba while attempting a sweep. She’d hit a valuable 32 off 31 and her dismissal brought Devine out towards the end of the eighth over, but the skipper could only make six before being given out on review, lbw to Nadine de Klerk in the 11<sup>th</sup> over.

A vital partnership grew between Kerr and new batter Brooke Halliday, bringing up their combined 50 off 37 balls.

Halliday and Kerr fell for 38 and 43 respectively, and the White Ferns were 141-5 with seven balls remaining. Maddy Green hit 12 from six balls including a huge six to bring the team up to 158-5, their second highest total of the tournament.

Openers Wolvaardt and Tazmin Brits were the top two run scorers in the tournament even before they came out to bat and started strongly again, reaching 47-0 at end of the powerplay. It was also the first time the White Ferns hadn’t picked up a wicket in the first six overs of this World Cup.

Finally, the breakthrough came in the seventh over, with Brits caught in the deep by Green off Fran Jonas for 17 off 18 balls, the score now standing at 51-1.

Although she didn’t take a wicket, Lea Tahuhu’s second over, the ninth of the innings, was crucial because only one run was scored, suddenly raising the pressure on the South African run rate as they reached the halfway point of their innings.

The dangerous Wolvaardt was out at the start of the next over, Kerr’s second, caught comfortably by Bates at extra cover and there was another huge moment just four balls later. Bosch, the matchwinner against England in the semi-final, out for just nine off 13 balls. She was caught behind by Gaze, after an excellent review to make it 64-3 off 10 overs.


The big hitting Kapp was next to go, caught on the boundary by Plimmer, sweeping Carson. Next ball, de Klerk was out to Mair, 77-5 and the momentum had swung hugely to Devine’s side.


Needing 63 off the last five overs, Devine brought Halliday on for the 16<sup>th</sup> over and they rewarded with a wicket with her first legal delivery, taking the wicket of Luus and the scoreboard read 97-6.


The tail was unable to wag for South Africa as New Zealand controlled the closing stages, and although the 11 players wouldn’t afford themselves a smile until the last couple of balls, the total of 126-9 was a margin of which they were well in control.

A decisive, convincing 32-run victory in the biggest game of their lives. These White Ferns have climbed their Everest against all the odds and made their country proud.

[Click here to read the full article](#)

  
Save this Insight





  
Print this Insight

  
Download Insight assets  
For use in your own documents

Was this Insight helpful?



Share this Insight

-  [Facebook](#)
-  [Twitter](#)
-  [Email](#)
-  Copy this page's URL


  
Save this Insight

  
Print this Insight

  
Download Insight assets



[Email this Insight](#)

 Close 'Download Insight Assets' modal



## Download Insight assets

- [Champions: How the White Ferns stunned South Africa and the world.pdf](#)
- [Carson-and-Plimmer-scaled.webp](#) 60KB WEBP

Was this Insight useful?



## Similar Insights (175)

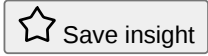
[Meaningful Stakholder Engagement Tool for Sport](#)



Voice & Visibility

### Meaningful Stakholder Engagement Tool for Sport

[From Privilege to Threat: Unraveling Psychological Pathways to the Manosphere](#)



Voice & Visibility

### From Privilege to Threat: Unraveling Psychological Pathways to the Manosphere

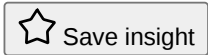
[UC research examines role of hormones in female athletic performance](#)



Voice & Visibility

### UC research examines role of hormones in female athletic performance

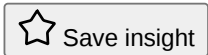
[Made For This Game](#)



Voice & Visibility

### Made For This Game

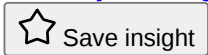
[Global Alliance for Female Athletes - resources and education](#)



Voice & Visibility


### Global Alliance for Female Athletes - resources and education

[NZ's key role in global breakthrough for women's sport](#)



Voice & Visibility

### NZ's key role in global breakthrough for women's sport

By Suzanne McFadden - LockerRoom  
[Women in Sports Marketing Partnerships Across North America 2024-25](#)  
 Save insight

Voice & Visibility

**Women in Sports Marketing Partnerships Across North America 2024-25**

[Women's Sports, Media & Change with Olivia Cleal & Madeline Hislop | The New Rules podcast](#)  
 Save insight


Voice & Visibility

**Women's Sports, Media & Change with Olivia Cleal & Madeline Hislop | The New Rules podcast**

[Sport NZ-Isentia study of gender balance in sports news coverage - Paris Olympics and Paralympics](#)  
 Save insight

Voice & Visibility

**Sport NZ-Isentia study of gender balance in sports news coverage - Paris Olympics and Paralympics**

By Emma Evans - Sport New Zealand  
[The Future of Women's Sports: Insights from Industry Leaders](#)  
 Save insight

Voice & Visibility

**The Future of Women's Sports: Insights from Industry Leaders**

[Women's Sports Foundation Showcases Title IX's Economic Impact In Washington, D.C. For National Girls & Women In Sports Day](#)  
 Save insight

Voice & Visibility

**Women's Sports Foundation Showcases Title IX's Economic Impact In Washington, D.C. For National Girls & Women In Sports Day**

[Dame Sophie Pascoe announces her Retirement from Competitive Swimming](#)  
 Save insight

Voice & Visibility

**Dame Sophie Pascoe announces her Retirement from Competitive Swimming**


[Women's Sports Trust Report: Visibility Uncovered - 2024 - the year in review](#)  
 Save insight

**Women's Sports Trust Report: Visibility Uncovered - 2024 - the year in review**  
[NZ Paralympic Winter Legends: Rachael Henderson \(Née Battersby\)](#)

 Save insight


**NZ Paralympic Winter Legends: Rachael Henderson (Née Battersby)**

By Steve Landells - Paralympics New Zealand  
[Zoi Sadowski-Synnott continues stunning form with snowboard World Cup win](#)

 Save insight


**Zoi Sadowski-Synnott continues stunning form with snowboard World Cup win**

[White Ferns star Amelia Kerr named ICC women’s cricketer of the year for 2024](#)

 Save insight

**White Ferns star Amelia Kerr named ICC women’s cricketer of the year for 2024**

[NZ's Zoi Sadowski-Synnott lands world's first triple cork in women’s slopestyle](#)

 Save insight


**NZ's Zoi Sadowski-Synnott lands world's first triple cork in women’s slopestyle**

[New Zealand shines at inaugural Kho Kho World Cup](#)

 Save insight


**New Zealand shines at inaugural Kho Kho World Cup**

[IOC and UN Women to continue delivering gender equality agenda in and through sport](#)

 Save insight


**IOC and UN Women to continue delivering gender equality agenda in and through sport**

[GAME ON: BRIDGING THE INVESTMENT GAP IN WOMEN’S SPORTS](#)

 Save insight


GAME ON: BRIDGING THE INVESTMENT GAP IN WOMEN’S SPORTS

[Performance Special Report: A Female Lens on Performance](#)

 Save insight

Performance Special Report: A Female Lens on Performance


[Camille’s Para taekwondo ambition](#)

 Save insight

Camille’s Para taekwondo ambition


By Steve Landells - Paralympics New Zealand

[Netball fans show the way](#)

 Save insight


Netball fans show the way

[MU report outlines ways to improve women’s sport coverage](#)

 Save insight


MU report outlines ways to improve women’s sport coverage

[2025 Women’s Sport Calendar \(Worldwide\)](#)

 Save insight

2025 Women’s Sport Calendar (Worldwide)


[Kiwi duo prosper at global Wheelchair rugby tournament - Paralympics New Zealand](#)

 Save insight

Kiwi duo prosper at global Wheelchair rugby tournament - Paralympics New Zealand

By Steve Landells - Paralympics New Zealand


[New brand decision maker research from the Women’s Sport Trust reveals women’s sport sponsorship set for continued growth](#)

 Save insight

Voice & Visibility

**New brand decision maker research from the Women’s Sport Trust reveals women’s sport sponsorship set for continued growth**

[Paralympian swimmers Lili-Fox Mason and Gabriella Smith recognised with Paralympic Pin Presentation](#)


 Save insight

Voice & Visibility

**Paralympian swimmers Lili-Fox Mason and Gabriella Smith recognised with Paralympic Pin Presentation**

By Steve Landells - Paralympics New Zealand


[Beautiful Data – Women-focused insight from the Paris 2024 Olympic Games](#)

 Save insight

Voice & Visibility

**Beautiful Data – Women-focused insight from the Paris 2024 Olympic Games**


[New Research Highlights Financial Realities of Professional Women Athletes](#)

 Save insight

Voice & Visibility

**New Research Highlights Financial Realities of Professional Women Athletes**


[Women’s Sports Poised to Convert Buzz to Dollars, Study Says](#)

 Save insight

Voice & Visibility

**Women’s Sports Poised to Convert Buzz to Dollars, Study Says**


[NZ footballer leads fight against Fifa’s fossil fuels](#)

 Save insight

Voice & Visibility

**NZ footballer leads fight against Fifa’s fossil fuels**


[Podcast: The Business Case for Women's Sports](#)

 Save insight

Voice & Visibility


**Podcast: The Business Case for Women's Sports**

[New Zealand’s Australian Rules sides ready for international action](#)

 Save insight


Voice & Visibility

**New Zealand’s Australian Rules sides ready for international action**  
[Wollaston excited at future for kiwi female riders after world success](#)

 Save insight


Voice & Visibility

**Wollaston excited at future for kiwi female riders after world success**  
[Women's boxing pioneer Daniella Smith unveils journey to the top in new podcast](#)

 Save insight


Voice & Visibility

**Women's boxing pioneer Daniella Smith unveils journey to the top in new podcast**  
[Deloitte: The Future of Sport 2024: Seizing the Moment](#)

 Save insight


Voice & Visibility

**Deloitte: The Future of Sport 2024: Seizing the Moment**  
[WISPA Supporters Club - join now!](#)

 Save insight


Voice & Visibility

**WISPA Supporters Club - join now!**  
By Merran Brockie-David - Women in Sport Aotearoa  
[Research Reveals Significant ‘Fame Gap’ in Women’s Sport](#)

 Save insight


Voice & Visibility

**Research Reveals Significant ‘Fame Gap’ in Women’s Sport**  
[Media and Gender Study: 2023 Annual Report](#)

 Save insight

Voice & Visibility

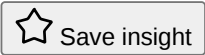
**Media and Gender Study: 2023 Annual Report**  
By Victoria University Melbourne Australia - Victoria University | Melbourne Australia  
[89% OF WOMEN IN FOOTBALL HAVE EXPERIENCED DISCRIMINATION AT WORK, BUT SURVEY REVEALS SURGE OF OPTIMISM ABOUT GENDER EQUALITY IN THE GAME](#)

 Save insight

Voice & Visibility

**89% OF WOMEN IN FOOTBALL HAVE EXPERIENCED DISCRIMINATION AT WORK, BUT SURVEY REVEALS SURGE OF OPTIMISM ABOUT GENDER EQUALITY IN THE GAME**

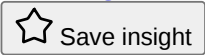
By Victoria University Melbourne Australia - Victoria University | Melbourne Australia  
[Canadian Women & Sport Unveils New Fan Insight Reports](#)



Voice & Visibility

**Canadian Women & Sport Unveils New Fan Insight Reports**

By Canadian Women & Sport - Canadian Women & Sport  
[Liv living her best life in Barcelona](#)



Voice & Visibility

**Liv living her best life in Barcelona**

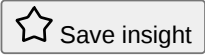
By Suzanne McFadden - LockerRoom  
[Number of women coaching in Olympic and Paralympic sport doubles since 2020](#)



Voice & Visibility

**Number of women coaching in Olympic and Paralympic sport doubles since 2020**

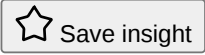
By Victoria University Melbourne Australia - Victoria University | Melbourne Australia  
[Golf NZ to revive Women's Open on the back of Lydia Ko's success](#)



Voice & Visibility

**Golf NZ to revive Women's Open on the back of Lydia Ko's success**

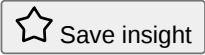
[Kiwi Women's America's Cup team sailing to win, but also for a future](#)



Voice & Visibility

**Kiwi Women's America's Cup team sailing to win, but also for a future**

[Kiwi Women's America's Cup team sailing to win, but also for a future](#)



Voice & Visibility

**Kiwi Women's America's Cup team sailing to win, but also for a future**


[Change in Action Week - Digital Innovation FINALIST - Ella Ferguson](#)

 Save insight

Voice & Visibility

**Change in Action Week - Digital Innovation FINALIST - Ella Ferguson**

[Change in Action Week - Digital Innovation Winner - WomenzSports](#)

 Save insight

Voice & Visibility

**Change in Action Week - Digital Innovation Winner - WomenzSports**


[Change in Action Week - Innovative Impact Winner - POWA First Steps](#)

 Save insight

Voice & Visibility

**Change in Action Week - Innovative Impact Winner - POWA First Steps**

[CBT at Falk College: Empowering Women, Creating Inclusive Environments](#)

 Save insight

Voice & Visibility

**CBT at Falk College: Empowering Women, Creating Inclusive Environments**

[Women in Sport 2024: Analysis of the Sport Value Chain - Media Broadcasting, Sponsorship and Deals Attendance](#)

 Save insight

Voice & Visibility

**Women in Sport 2024: Analysis of the Sport Value Chain - Media Broadcasting, Sponsorship and Deals Attendance**


[The Growth of Women's Sports and Why It Matters for Youth Sport](#)

 Save insight

Voice & Visibility

**The Growth of Women's Sports and Why It Matters for Youth Sport**

[Change in Action Week 2024 Winners](#)

 Save insight

Voice & Visibility

**Change in Action Week 2024 Winners**


[Podcast: The Business case for woman's sport - Ep.#104 going for gold:](#)

 Save insight

Voice & Visibility

**Podcast: The Business case for woman's sport - Ep.#104 going for gold:**


[Paris 2024: Athletes say work isn't over after Olympics reaches gender parity](#)

 Save insight

Voice & Visibility

**Paris 2024: Athletes say work isn't over after Olympics reaches gender parity**


[Olympics 2024: Ranking every New Zealand athlete and their chances of a medal at the Games](#)

 Save insight

Voice & Visibility

**Olympics 2024: Ranking every New Zealand athlete and their chances of a medal at the Games**


[The Women in Sport Podcast - General Election Special: Tackling Heath Inequalities](#)

 Save insight

Voice & Visibility

**The Women in Sport Podcast - General Election Special: Tackling Heath Inequalities**


[Women in Sport Aotearoa's Change in Action Week](#)

 Save insight

Voice & Visibility

**Women in Sport Aotearoa's Change in Action Week**

By Merran Brockie-David - Women in Sport Aotearoa  
[Sport NZ - Media and Gender Study - 4th Annual Report](#)

 Save insight

Voice & Visibility

**Sport NZ - Media and Gender Study - 4th Annual Report**

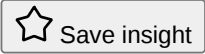
By Emma Evans - Sport New Zealand  
[WISPA's Change in Action Week 2024](#)

 Save insight

Voice & Visibility

WISPA's Change in Action Week 2024

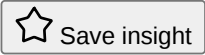
By Merran Brockie-David - Women in Sport Aotearoa  
[Sport Canterbury's Project Pink Dot](#)



Voice & Visibility

Sport Canterbury's Project Pink Dot

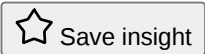
By Rachel Harris - Sport Canterbury West Coast  
[See it to be in it: Promoting women in sport](#)



Voice & Visibility

See it to be in it: Promoting women in sport

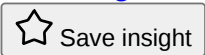
By Merran Brockie-David - Women in Sport Aotearoa  
[Wine, Cheese, and Wāhine Initiatives - Nuku Ora](#)



Voice & Visibility

Wine, Cheese, and Wāhine Initiatives - Nuku Ora

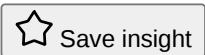
By Lily Joiner - Nuku Ora  
[Ali Pottinger - The future of trail running for women in Australasia](#)



Voice & Visibility

Ali Pottinger - The future of trail running for women in Australasia

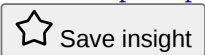
By Ali Pottinger - Squadrun  
[WOMENZSPORTS presents Alice Soapbox: Mea Motu](#)



Voice & Visibility

WOMENZSPORTS presents Alice Soapbox: Mea Motu

By Dani Marshall - Womensports  
[WomensSports presents Alice's soapbox: Emma Twigg \(Rowing\)](#)

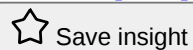


Voice & Visibility

WomensSports presents Alice's soapbox: Emma Twigg (Rowing)

By Dani Marshall - Womensports

[WomenzSports presents Alice's soapbox: Shiray Kaka \(Rugby 7's\)](#)

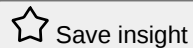


Voice & Visibility

## WomenzSports presents Alice's soapbox: Shiray Kaka (Rugby 7's)

By Dani Marshall - Womenzsports

[Fundraising for Women's Sports in New Zealand](#)

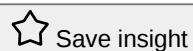


Voice & Visibility

## Fundraising for Women's Sports in New Zealand

By Dani Marshall - Womenzsports

[FIFA Women's World Cup Media & Gender Case Study 2023](#)

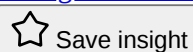


Voice & Visibility

## FIFA Women's World Cup Media & Gender Case Study 2023

By Emma Evans - Sport New Zealand

[Change in Action - 1 Year on from IWG Webinar](#)

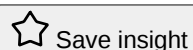


Voice & Visibility

## Change in Action - 1 Year on from IWG Webinar

By Merran Brockie-David - Women in Sport Aotearoa

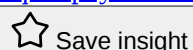
[2022 IWG: Phil Clark - Using Research and Advocacy to Improve the Gender Balance of Sports Coverage](#)



Voice & Visibility

## 2022 IWG: Phil Clark - Using Research and Advocacy to Improve the Gender Balance of Sports Coverage

[Equal pay commitments set for women's sport in NSW, lead by female advocates](#)

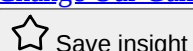


Voice & Visibility


## Equal pay commitments set for women's sport in NSW, lead by female advocates

By Merran Brockie-David - Women in Sport Aotearoa

[Change Our Game State of Play Survey 2022-2023](#)




**Change Our Game State of Play Survey 2022-2023**  
[Findings report – The Value of You Can Be What You Can See](#)

 Save insight


**Findings report – The Value of You Can Be What You Can See**

[Tātāwhāinga - Episode 7: The Role of Sports Media](#)

 Save insight


**Tātāwhāinga - Episode 7: The Role of Sports Media**

By Erin Roxburgh - Women in Sport Aotearoa  
[Tātāwhāinga - Episode 6: Hosting Major Events](#)

 Save insight


**Tātāwhāinga - Episode 6: Hosting Major Events**

By Erin Roxburgh - Women in Sport Aotearoa  
[Tātāwhāinga - Episode 5: Athletes: Humans or Commodities Part 2](#)

 Save insight


**Tātāwhāinga - Episode 5: Athletes: Humans or Commodities Part 2**

By Erin Roxburgh - Women in Sport Aotearoa  
[Tātāwhāinga - Episode 1: Welcome to Tātāwhāinga](#)

 Save insight


**Tātāwhāinga - Episode 1: Welcome to Tātāwhāinga**

By Erin Roxburgh - Women in Sport Aotearoa  
[Podcast: The Business Case For Woman's Sports - Ep.#103 What parity and surveymonkey's research revealed about what international consumers think about woman's sports](#)

 Save insight

**Podcast: The Business Case For Woman's Sports - Ep.#103 What parity and surveymonkey's research revealed about what international consumers think about woman's sports**


[We Hear Her Podcast: Nardi Leonard](#)

 Save insight

Voice & Visibility

**We Hear Her Podcast: Nardi Leonard**


[Relational Leadership, Visibility & Voice](#)

 Save insight

Voice & Visibility

**Relational Leadership, Visibility & Voice**


By Kirsten Spencer - Auckland University of Technology  
[University of Otago Inclusive Language Guidelines](#)

 Save insight

Voice & Visibility

**University of Otago Inclusive Language Guidelines**


[SASS Talk Podcast - Sevens sensation giving dance another fling](#)

 Save insight

Voice & Visibility

**SASS Talk Podcast - Sevens sensation giving dance another fling**


[How men can become better Allies to Women](#)

 Save insight

Voice & Visibility

**How men can become better Allies to Women**


[How to be a male ally to women's sport](#)

 Save insight

Voice & Visibility

**How to be a male ally to women's sport**

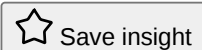
[The Halo of Value Creation Opportunities Around Women's Sports](#)

 Save insight

Voice & Visibility

**The Halo of Value Creation Opportunities Around Women's Sports**

[Future Talent: Yasmeen Kareem](#)



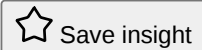
 Yasmeen Kareem

Voice & Visibility

## Future Talent: Yasmeen Kareem

By Vincent Jones - Edged and Gone

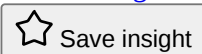
[IWG: Moonira Ramathula Moonira - Visibility and Voice](#)



Voice & Visibility

## IWG: Moonira Ramathula Moonira - Visibility and Voice

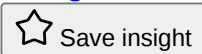
[IWG: Adele Pavlidis - What has sex and gender got to do with it? Exploring tensions and assumptions for elite strength and conditioning coaches](#)



Voice & Visibility

## IWG: Adele Pavlidis - What has sex and gender got to do with it? Exploring tensions and assumptions for elite strength and conditioning coaches

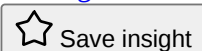
[Strategies To Elevate And Diversify Women's Sports Coverage: Insights From The Gist](#)



Voice & Visibility

## Strategies To Elevate And Diversify Women's Sports Coverage: Insights From The Gist

[Wellington and Graham sign with Brave for Super Smash](#)

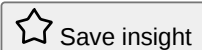


Voice & Visibility

## Wellington and Graham sign with Brave for Super Smash

By Vincent Jones - Edged and Gone

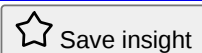
[IWG: Moonira Ramathula - Growing Professional Women's Rugby in Africa](#)



Voice & Visibility

## IWG: Moonira Ramathula - Growing Professional Women's Rugby in Africa


[Latest research from Women's Sport Trust delves into visibility and fandom of women's sport in 2023](#)



Voice & Visibility

**Latest research from Women’s Sport Trust delves into visibility and fandom of women’s sport in 2023**  
[Future Talent: Paige Loggenberg](#)

 Save insight


 Voice & Visibility

Voice & Visibility

**Future Talent: Paige Loggenberg**

By Vincent Jones - Edged and Gone


[New Women’s Sport Trust Partnership With The R&A Reveals Women’s Sports Fans Feel Underserved Despite Record-Breaking Viewing Figures](#)

 Save insight

Voice & Visibility

**New Women’s Sport Trust Partnership With The R&A Reveals Women’s Sports Fans Feel Underserved Despite Record-Breaking Viewing Figures**


[She’s Got Game](#)

 Save insight

Voice & Visibility

**She’s Got Game**


[IWG: Troy Han - Celebrating Women In Sport](#)

 Save insight

Voice & Visibility

**IWG: Troy Han - Celebrating Women In Sport**


[IWG: Gen Dohrmann - Reshaping the images we see of women's sport in Australia](#)

 Save insight

Voice & Visibility

**IWG: Gen Dohrmann - Reshaping the images we see of women's sport in Australia**


[New Zealand Names Third Ever Artistic Swimming Duo For Olympic Games](#)

 Save insight

Voice & Visibility

**New Zealand Names Third Ever Artistic Swimming Duo For Olympic Games**

[Grand Slam winner Routliffe, Sun to pair up for Paris tennis](#)

 Save insight

Voice & Visibility

**Grand Slam winner Routliffe, Sun to pair up for Paris tennis**  
[Olympics 2024: Paris promised gender equality. Are TV commentators meeting that goal?](#)

☆ Save insight

Voice & Visibility

**Olympics 2024: Paris promised gender equality. Are TV commentators meeting that goal?**

[A level playing field: the case for investing in women's sport](#)

☆ Save insight

Voice & Visibility

**A level playing field: the case for investing in women's sport**

[Olympics 2024: Gold medallists Brooke Francis and Lucy Spoor on the challenges they faced](#)

☆ Save insight

Voice & Visibility

**Olympics 2024: Gold medallists Brooke Francis and Lucy Spoor on the challenges they faced**

[PARIS OLYMPICS 2024 Paris Olympics: Kiwi diver Lizzie Roussel returns from baby hiatus to rekindle Olympic dream](#)

☆ Save insight

Voice & Visibility

**PARIS OLYMPICS 2024 Paris Olympics: Kiwi diver Lizzie Roussel returns from baby hiatus to rekindle Olympic dream**

[Michele Kang Invests \\$50 Million to Boost Women’s Sports](#)

☆ Save insight

Voice & Visibility

**Michele Kang Invests \$50 Million to Boost Women’s Sports**

[Aotearoa New Zealand Gender Attitudes Survey 2023](#)

☆ Save insight

Voice & Visibility

**Aotearoa New Zealand Gender Attitudes Survey 2023**

By Maddi Mclean - Sport New Zealand  
[2021 National Sport Club Survey - Female Friendly Environments](#)

☆ Save insight

Voice & Visibility

2021 National Sport Club Survey - Female Friendly Environments

By Maddi Mclean - Sport New Zealand  
[Men as Allies: supporting women and girls in community sport](#)

☆ Save insight

Voice & Visibility

Men as Allies: supporting women and girls in community sport

[Olympic wāhine winning streak makes powerful case for more funding for women's sport](#)

☆ Save insight

Voice & Visibility

Olympic wāhine winning streak makes powerful case for more funding for women's sport

[Eliza wants more than a last tango in Paris](#)

☆ Save insight

Voice & Visibility

Eliza wants more than a last tango in Paris

[Scotty's Spin: Where Is New Zealand's Investment In Women's Sport?](#)

☆ Save insight

Voice & Visibility

Scotty's Spin: Where Is New Zealand's Investment In Women's Sport?

[Women's Sports Trust: Report into the positive impact of women’s sport sponsorship on brands](#)

☆ Save insight

Voice & Visibility

Women's Sports Trust: Report into the positive impact of women’s sport sponsorship on brands

[In a league of her own: WISPA Foundation Member Toni Bruce wins major award](#)

☆ Save insight

Voice & Visibility

In a league of her own: WISPA Foundation Member Toni Bruce wins major award


[Invisibility of female participants in midlife and beyond in sport and exercise science research: a call to action](#)

☆ Save insight

Voice & Visibility

**Invisibility of female participants in midlife and beyond in sport and exercise science research: a call to action**


[Women coaches in Aotearoa New Zealand - Research](#)

 Save insight

Voice & Visibility

**Women coaches in Aotearoa New Zealand - Research**


[Women’s Ice Hockey on the Rise](#)

 Save insight

Voice & Visibility

**Women’s Ice Hockey on the Rise**


[SASS Talk: Olympic cyclist’s hellish ride to Paris](#)

 Save insight

Voice & Visibility

**SASS Talk: Olympic cyclist’s hellish ride to Paris**


[Title IX was a game-changer, but women are still fighting for an equal playing field](#)

 Save insight

Voice & Visibility

**Title IX was a game-changer, but women are still fighting for an equal playing field**


[New Zealander Rebecca Foulsham's key Paralympics role](#)

 Save insight

Voice & Visibility

**New Zealander Rebecca Foulsham's key Paralympics role**


[SASS Talk: Behind the scenes of the Paris Olympics](#)

 Save insight

Voice & Visibility

**SASS Talk: Behind the scenes of the Paris Olympics**

[WomenzSports present's Alice's Soapbox: Ruahei Demant \(Rugby 15's\)](#)

 Save insight

Voice & Visibility

WomensSports present's Alice's Soapbox: Ruahei Demant (Rugby 15's)

By Dani Marshall - Womenssports  
[Auckland HEARTS recognised in Auckland Cricket's History](#)

☆ Save insight



Voice & Visibility

Auckland HEARTS recognised in Auckland Cricket's History

By Astrid van Uden - AucklandCricket.co.nz  
[Lydia Ko within reach of golfing greats after staggering career earnings soar](#)

☆ Save insight

Voice & Visibility

Lydia Ko within reach of golfing greats after staggering career earnings soar

[The Women in Sport Podcast - The Rugby League World Cup: A lasting legacy](#)

☆ Save insight

Voice & Visibility

The Women in Sport Podcast - The Rugby League World Cup: A lasting legacy

[Overcoming the obstacles: How New Zealand women have shone at the Olympic Games](#)

☆ Save insight

Voice & Visibility

Overcoming the obstacles: How New Zealand women have shone at the Olympic Games

[Paris 2024 Olympics: A new era for women in sport](#)

☆ Save insight

Voice & Visibility

Paris 2024 Olympics: A new era for women in sport

[What women want: A wishlist from Kiwi wāhine in sport](#)

☆ Save insight

Voice & Visibility

What women want: A wishlist from Kiwi wāhine in sport

[Yeah, Nah: Is Lydia Ko New Zealand's greatest ever sportsperson?](#)

☆ Save insight

Voice & Visibility

Yeah, Nah: Is Lydia Ko New Zealand’s greatest ever sportsperson?

[CJ’s Story Inspiring Inclusion](#)

☆ Save insight



Voice & Visibility

CJ’s Story Inspiring Inclusion

By Dantaye Simpson - Sport Manawatu

[2023 Women's Sporting Landscape](#)

☆ Save insight

Voice & Visibility

2023 Women's Sporting Landscape

[Who deserves New Zealand's highest sporting honour?](#)

☆ Save insight

Voice & Visibility

Who deserves New Zealand's highest sporting honour?

[Revealed: Portia’s next career step](#)

☆ Save insight

Voice & Visibility

Revealed: Portia’s next career step

By Suzanne McFadden - LockerRoom

[Lydia Ko’s Cinderella story](#)

☆ Save insight

Voice & Visibility

Lydia Ko’s Cinderella story

[Facts and figures: Women in sport](#)

☆ Save insight

Voice & Visibility

Facts and figures: Women in sport

[All Blacks v England: Sex act joke about female physio ‘harassment’](#)

☆ Save insight

Voice & Visibility

**All Blacks v England: Sex act joke about female physio ‘harassment’**  
[IWG: Amy Marfell - The Power of Digital Media for Everyday Activism and Advocacy](#)

☆ Save insight

Voice & Visibility

**IWG: Amy Marfell - The Power of Digital Media for Everyday Activism and Advocacy**  
[IWG Muditambi Ravele - Visibility and Voice: Baby Steps Towards Changing Perceptions of Women Sport](#)

☆ Save insight

Voice & Visibility

**IWG Muditambi Ravele - Visibility and Voice: Baby Steps Towards Changing Perceptions of Women Sport**  
[5 4 3 2 1 Paris: Jonelle Price](#)

☆ Save insight

Voice & Visibility

**5 4 3 2 1 Paris: Jonelle Price**  
[Sail GP: how many women on the water this weekend?](#)

☆ Save insight

Voice & Visibility

**Sail GP: how many women on the water this weekend?**  
[Taranaki Thunder bought by sports media company](#)

☆ Save insight

Voice & Visibility

**Taranaki Thunder bought by sports media company**  
[Kiwi wins gold in groundbreaking women's event](#)

☆ Save insight

Voice & Visibility

**Kiwi wins gold in groundbreaking women's event**  
[Paris Olympics 2024: Full New Zealand schedule](#)

☆ Save insight

Voice & Visibility

Paris Olympics 2024: Full New Zealand schedule


[Women in Sport Reports, Research and Expertise](#)

 Save insight

Voice & Visibility

Women in Sport Reports, Research and Expertise


[5 4 3 2 1 Paris: Eva Morris and Nina Brown](#)

 Save insight

Voice & Visibility

5 4 3 2 1 Paris: Eva Morris and Nina Brown


[The impact of uniform design on female athletes’ confidence - Massey University](#)

 Save insight

Voice & Visibility

The impact of uniform design on female athletes’ confidence - Massey University


[Pioneer women surfers reflect on their struggle for recognition](#)

 Save insight

Voice & Visibility

Pioneer women surfers reflect on their struggle for recognition


[Research Confirms Benefit of Increased Representation of Women on Boards](#)

 Save insight

Voice & Visibility

Research Confirms Benefit of Increased Representation of Women on Boards


[Paris Olympics throw spotlight on needs of athlete mothers](#)

 Save insight

Voice & Visibility

Paris Olympics throw spotlight on needs of athlete mothers


[Audio: Nicky van den Bos: On why people are reluctant to criticise women's sport?](#)

 Save insight

Voice & Visibility

**Audio: Nicky van den Bos: On why people are reluctant to criticise women's sport?**


[Basketball: Player payments double for Taihi Basketball Aotearoa](#)

 Save insight

Voice & Visibility

**Basketball: Player payments double for Taihi Basketball Aotearoa**


[Survey: Consumers want brands to invest in women’s sports](#)

 Save insight

Voice & Visibility

**Survey: Consumers want brands to invest in women’s sports**


[FIFA Women's World Cup economic, social impact 'exceeded expectations' - report](#)

 Save insight

Voice & Visibility

**FIFA Women's World Cup economic, social impact 'exceeded expectations' - report**


[The Conversation of Sport - Are Women Visible in Sports News Coverage?](#)

 Save insight

Voice & Visibility

**The Conversation of Sport - Are Women Visible in Sports News Coverage?**


[The Women in Sport Podcast - Paris 2024 Olympic Preview: Tessa Sanderson](#)

 Save insight

Voice & Visibility

**The Women in Sport Podcast - Paris 2024 Olympic Preview: Tessa Sanderson**


[The Women in Sport Podcast - Paris 2024 Olympic Preview: Joanna Rowsell](#)

 Save insight

Voice & Visibility

**The Women in Sport Podcast - Paris 2024 Olympic Preview: Joanna Rowsell**


[Diversity and Inclusion Survey](#)

 Save insight

Voice & Visibility

**Diversity and Inclusion Survey**


[Super Rugby Aupiki: Blues co-captain Ruahei Demant pleads for greater funding in women's rugby](#)

 Save insight

Voice & Visibility

**Super Rugby Aupiki: Blues co-captain Ruahei Demant pleads for greater funding in women's rugby**


[UNESCO Report: Women and girls' access to sport still lagging far behind](#)

 Save insight

Voice & Visibility

**UNESCO Report: Women and girls' access to sport still lagging far behind**


[IWG: Angelica Saenz - LTB+ Women's Movement is unstoppable, are you moving with us?](#)

 Save insight

Voice & Visibility

**IWG: Angelica Saenz - LTB+ Women's Movement is unstoppable, are you moving with us?**


[World Rugby's smaller ball proposal ignites debate on gender equality in sports](#)

 Save insight

Voice & Visibility

**World Rugby's smaller ball proposal ignites debate on gender equality in sports**


[IWG: Emily Dealy - Using sport as a vehicle for positive social change: A framework advancing social outputs, outcomes and impact of the 'Game on for Women' strategy.](#)

 Save insight

Voice & Visibility

**IWG: Emily Dealy - Using sport as a vehicle for positive social change: A framework advancing social outputs, outcomes and impact of the 'Game on for Women' strategy**


[Video: Yarns with Commonwealth Games athlete Alethea Boon](#)

 Save insight

Voice & Visibility

**Video: Yarns with Commonwealth Games athlete Alethea Boon**


[Super Rugby Aupiki: Navigating challenges for the growth of women's rugby](#)

 Save insight

Voice & Visibility

**Super Rugby Aupiki: Navigating challenges for the growth of women’s rugby**


[The Rise of Women’s Sports Isn’t a Moment, It’s a Movement | Analysis](#)

 Save insight

Voice & Visibility

**The Rise of Women’s Sports Isn’t a Moment, It’s a Movement | Analysis**


[IWG: Sally Rae - Level playing fields do not exist](#)

 Save insight

Voice & Visibility

**IWG: Sally Rae - Level playing fields do not exist**


[NZ's Female Medal Prospects in Paris](#)

 Save insight

Voice & Visibility

**NZ's Female Medal Prospects in Paris**


[IWG Jordan Matthews & Lucy Piggott - Is gender on the international agenda?](#)

 Save insight

Voice & Visibility

**IWG Jordan Matthews & Lucy Piggott - Is gender on the international agenda?**


[Mother’s Day: Professional athletes share the struggle of motherhood and their careers](#)

 Save insight

Voice & Visibility

**Mother’s Day: Professional athletes share the struggle of motherhood and their careers**


[Celebrating 30 years of IWG Women and Sport : IWG Webinar Series](#)

 Save insight

Voice & Visibility

**Celebrating 30 years of IWG Women and Sport : IWG Webinar Series**

[SASS Talk Podcast - Sarah Cowley Ross & Suzanne McFadden - The bounce-back of Squash Queen Joelle King](#)

 Save insight

Voice & Visibility


[SASS Talk Podcast - Sarah Cowley Ross & Suzanne McFadden - Embracing boobs and babies](#)

 Save insight

Voice & Visibility

SASS Talk Podcast - Sarah Cowley Ross & Suzanne McFadden - Embracing boobs and babies


[The ROI of Women’s Sports: A Blueprint for Value Investing](#)

 Save insight

Voice & Visibility

The ROI of Women’s Sports: A Blueprint for Value Investing

[Dalton's special connection to Southland lives on through foundation's gift](#)

 Save insight

Voice & Visibility

Dalton's special connection to Southland lives on through foundation's gift




[A PERIOD THAT STARTS A CONVERSATION: FEMALE ATHLETES BREAK THE TABOO ON MENSTRUATION IN ELITE SPORT](#)

 Save insight






Voice & Visibility

A PERIOD THAT STARTS A CONVERSATION: FEMALE ATHLETES BREAK THE TABOO ON MENSTRUATION IN ELITE SPORT

Our Partners

-  Sport NZ
-  NZ Foreign affairs and trade
-  US Embassy NZ

[Women in Sport Aotearoa Insight Hub](#) | [Ngā Wāhine Hākinakina o Aotearoa](#)

-  [Facebook](#)
-  [Instagram](#)
-  [Linkedin](#)
-  [TikTok](#)
-  [YouTube](#)
- [Contact](#)
- [FAQs](#)
- [Privacy policy](#)
- [Terms of use](#)

# Subscribe to our newsletter


Receive the latest news, events and insights as we publish them.

Name:

Email:

[Subscribe >](#)



 Women in Sport Aotearoa Insight Hub | Ngā Wāhine Hākinakina o Aotearoa

# Subscribe to our newsletter

Our weekly email delivering the latest insights as we publish them, tailored to your tastes.

First name:\*

Email:\*

## Preferences

Select those that apply to you to help us customise your Insight Hub experience.

### Insight Themes

- ☒ All
- ☒ Leadership
- ☒ Social Change
- ☒ Active Lives
- ☒ High Performance
- ☒ Visibility and Voice

### Insight Content Types

- ☒ All
- ☒ Research
- ☒ Case studies
- ☒ News stories
- ☒ Toolkits

Subscribe now >