How men can become better Allies to Women

Theme:
Voice & Visibility

Co-authored by W. Brad Johnson and David G. Smith - Harvard Business Review

When men are deliberately engaged in gender inclusion programs, 96% of organizations see progress —compared to only 30% of organizations where men are not engaged. But many organizations still focus their diversity and inclusion efforts on women, or at best, invite men to attend events designed for women. Men can face penalties for supporting women's advancement and for failing to conform to masculine norms. To create more and better male allies, organizations and women's advocates should recognize that allyship can take many forms and varieties. And men who want to be allies can focus on listening, support, and respect.

Read the full article here.

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

- How men can become better Allies to Women.pdf
- Allies.jpg 590KB JPG

Was this Insight useful?

Similar Insights (183)

Women's Rugby World Cup 2025 leaves powerful legacy

Save insight

Voice & Visibility

Women's Rugby World Cup 2025 leaves powerful legacy

Interview: More options for girls and women than ever before

Save insight

Voice & Visibility

Interview: More options for girls and women than ever before

Sport NZ-Isentia Media and Gender Study - 2024

Save insight

Voice & Visibility

Sport NZ-Isentia Media and Gender Study - 2024

IOC GENDER EQUALITY AND INCLUSION PROGRESS REPORT 2021–2024

Save insight

Voice & Visibility

IOC GENDER EQUALITY AND INCLUSION PROGRESS REPORT 2021–2024

The Cultural Operating System - The GIST

Save insight

Voice & Visibility

The Cultural Operating System - The GIST

Thrower Charli defies medical challenges to excel in Para athletics

Save insight

Voice & Visibility

Thrower Charli defies medical challenges to excel in Para athletics

By Steve Landells - Paralympics New Zealand
Female Health Coaching Course
Save insight

Voice & Visibility

Female Health Coaching Course

Women's sports: What's the opportunity and ROI for brands?
Save insight

Voice & Visibility

Women's sports: What's the opportunity and ROI for brands?

Meaningful Stakholder Engagement Tool for Sport
Save insight

Voice & Visibility

Meaningful Stakholder Engagement Tool for Sport

From Privilege to Threat: Unraveling Psychological Pathways to the Manosphere
Save insight

Voice & Visibility

From Privilege to Threat: Unraveling Psychological Pathways to the Manosphere

UC research examines role of hormones in female athletic performance
Save insight

Voice & Visibility

UC research examines role of hormones in female athletic performance

Made For This Game
Save insight

Voice & Visibility

Made For This Game

Global Alliance for Female Athletes - resources and education
Save insight

Voice & Visibility

Global Alliance for Female Athletes - resources and education

NZ’s key role in global breakthrough for women’s sport

Save insight

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

Voice & Visibility

Women's Sports Trust Report: Visibility Uncovered - 2024 - the year in review

NZ Paralympic Winter Legends: Rachael Henderson (Née Battersby)

Save insight

Voice & Visibility

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

Voice & Visibility

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

Voice & Visibility

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

Voice & Visibility

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

Voice & Visibility

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

Voice & Visibility

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

Voice & Visibility

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

Performance Special Report: A Female Lens on Performance

Save insight

Voice & Visibility

Performance Special Report: A Female Lens on Performance

Camille's Para taekwondo ambition

Save insight

Voice & Visibility

Camille's Para taekwondo ambition

By Steve Landells - Paralympics New Zealand

Netball fans show the way

Save insight

Voice & Visibility

Netball fans show the way

MU report outlines ways to improve women's sport coverage

Save insight

Voice & Visibility

MU report outlines ways to improve women's sport coverage

2025 Women's Sport Calendar (Worldwide)

Save insight

Voice & Visibility

2025 Women's Sport Calendar (Worldwide)

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

Save insight

Voice & Visibility

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

Champions: How the White Ferns stunned South Africa and the world

Save insight

Voice & Visibility

Champions: How the White Ferns stunned South Africa and the world

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

Save insight

Voice & Visibility

Canadian Women & Sport Unveils New Fan Insight Reports

By Canadian Women & Sport - Canadian Women & Sport

Liv living her best life in Barcelona

Save insight

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

Save insight

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

Save insight

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

Save insight

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

Save insight

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
Save insight

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
Save insight

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
Save insight

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
Save insight

Voice & Visibility

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

By Ali Pottinger - Squadrun

WOMENZSPORTS presents Alice Soapbox: Mea Motu

Save insight

Voice & Visibility

WOMENZSPORTS presents Alice Soapbox: Mea Motu

By Dani Marshall - Womenzsports

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

Save insight

Voice & Visibility

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

By Dani Marshall - Womenzsports

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

Save insight

Voice & Visibility

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

By Dani Marshall - Womenzsports

Fundraising for Women's Sports in New Zealand

Save insight

Voice & Visibility

Fundraising for Women's Sports in New Zealand

By Dani Marshall - Womenzsports

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

Save insight

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

Save insight

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

Save insight

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

Save insight

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

Save insight

Voice & Visibility

Change Our Game State of Play Survey 2022-2023

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

Save insight

Voice & Visibility

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

Tātāwhāinga - Episode 7: The Role of Sports Media

Save insight

Voice & Visibility

Tātāwhāinga - Episode 7: The Role of Sports Media

By Erin Roxburgh - Women in Sport Aotearoa

Tātāwhāinga - Episode 6: Hosting Major Events

Save insight

Voice & Visibility

Tātāwhāinga - Episode 6: Hosting Major Events

By Erin Roxburgh - Women in Sport Aotearoa

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

Save insight

Voice & Visibility

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

By Erin Roxburgh - Women in Sport Aotearoa

Tātāwhāinga - Episode 1: Welcome to Tātāwhāinga

Save insight

Voice & Visibility

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

Voice & Visibility

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 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
Save insight

Yasmeen Kareem

Voice & Visibility

Future Talent: Yasmeen Kareem

By Vincent Jones - Edged and Gone
IWG: Moonira Ramathula Moonira - Visibility and Voice
Save insight

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
Save insight

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
Save insight

Voice & Visibility

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

Wellington and Graham sign with Brave for Super Smash
Save insight

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
Save insight

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

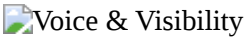
Save insight

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

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 Spoors on the challenges they faced

Save insight

Voice & Visibility

Olympics 2024: Gold medallists Brooke Francis and Lucy Spoors 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

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

By Dani Marshall - Womenzsports

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 Tauihi Basketball Aotearoa

Save insight

Voice & Visibility

Basketball: Player payments double for Tauihi 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 - The bounce-back of Squash Queen Joelle King

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

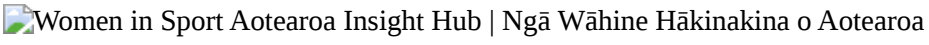
- Contact
- FAQs
- Privacy policy
- Terms of use

© 2026 Women in Sport Aotearoa

Subscribe to our newsletter

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

Name:
Email:
Subscribe

Close panel 

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

- [x] All
- [x] Leadership
- [x] Social Change
- [x] Active Lives
- [x] High Performance
- [x] Visibility and Voice

Insight Content Types

- [x] All
- [x] Research
- [x] Case studies
- [x] News stories
- [x] Toolkits

Subscribe now