

[Skip to content](#)

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

 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](#) 

Interview: Auckland FC launch 'The Next 50' to keep girls in football longer

Theme:
Participation

 Interview: Auckland FC launch 'The Next 50' to keep girls in football longer

Interview: Auckland FC launch 'The Next 50' to keep girls in football longer

WISPA Board Member Dr Alida Shanks was interviewed by the NZ Herald on Auckland FC's new initiative for girls in football, The Next 50.

The programme will provide \$500 of New Balance gear to 50 girls aged 10 to 14, along with access to football camps and development support for the 2026 season.

This is a strong step forward. It delivers practical support where it matters, from quality gear, including sports bras which are critical at this age, to meaningful development opportunities.

It also acknowledges a difficult chapter in our sporting history, when women were banned from football and other sports for 50 years.

There is still important work ahead to dismantle systemic barriers in sport. Initiatives like this move us forward with purpose.

Read the full story [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

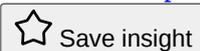
- [Interview: Auckland FC launch 'The Next 50' to keep girls in football longer.pdf](#)
- [Insights hub image AS.png 200KB PNG](#)

Was this Insight useful?



Similar Insights (89)

[Toolkit for a sports ecosystem with a gender perspective](#)



Participation

Toolkit for a sports ecosystem with a gender perspective

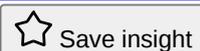
[Interview: The history and future of women and girls' football](#)



Participation

Interview: The history and future of women and girls' football

[Dame Noels: 'A huge cost on my career and life'](#)



Participation

Dame Noels: 'A huge cost on my career and life'

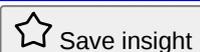
[The rise of women's football in New Zealand](#)



Participation

The rise of women's football in New Zealand

[Good Practice Guide - Increasing participation of Muslim women and girls](#)



Participation

Good Practice Guide - Increasing participation of Muslim women and girls

[Healthy Women in Performance Sport](#)

 Save insight

Participation

Healthy Women in Performance Sport

[Making sport inclusive: Free period products in clubs - report](#)

 Save insight

Participation

Making sport inclusive: Free period products in clubs - report

By Emma Evans - Sport New Zealand

[Rally Report 2024](#)

 Save insight

Participation

Rally Report 2024

By Canadian Women & Sport - Canadian Women & Sport

[Women in Trail Running - Aotearoa 2015-24](#)

 Save insight

Participation

Women in Trail Running - Aotearoa 2015-24

[Kea Kids News: Skateboarding girls are dropping in on Iron Awareness Week](#)

 Save insight

Participation

Kea Kids News: Skateboarding girls are dropping in on Iron Awareness Week

[UN Report of the Special Rapporteur on violence against women and girls, its causes and consequences - Violence against women and girls in sports](#)

 Save insight

Participation

UN Report of the Special Rapporteur on violence against women and girls, its causes and consequences - Violence against women and girls in sports

[Adventures doing a POWA of good](#)

 Save insight

Participation

Adventures doing a POWA of good

By Angela Walker - LockerRoom

[Is Paris 2024 really achieving its goals for gender equality?](#)

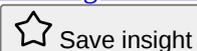


Participation

Is Paris 2024 really achieving its goals for gender equality?

By Victoria University Melbourne Australia - Victoria University | Melbourne Australia

[New legislation for gender identity and sex characteristics in Queensland sport](#)

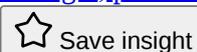


Participation

New legislation for gender identity and sex characteristics in Queensland sport

By Victoria University Melbourne Australia - Victoria University | Melbourne Australia

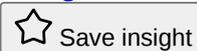
[Strength, power and aerobic capacity of transgender athletes: a cross-sectional study](#)



Participation

Strength, power and aerobic capacity of transgender athletes: a cross-sectional study

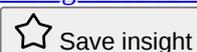
[Change in Action Week - Innovative Impact FINALIST - Hibiscus Coast Football](#)



Participation

Change in Action Week - Innovative Impact FINALIST - Hibiscus Coast Football

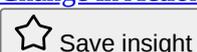
[Change in Action Week - Innovative Impact FINALIST - Active Wāhine](#)



Participation

Change in Action Week - Innovative Impact FINALIST - Active Wāhine

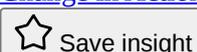
[Change in Action Week - Innovative Impact FINALIST - Kia Ora Academy](#)



Participation

Change in Action Week - Innovative Impact FINALIST - Kia Ora Academy

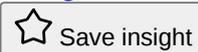
[Change in Action Week - Rangatahi FINALIST - Sylvia Brunt](#)



Participation

Change in Action Week - Rangatahi FINALIST - Sylvia Brunt

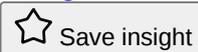
[Change in Action Week - Innovative Impact FINALIST - Wāhine Toa](#)



Participation

Change in Action Week - Innovative Impact FINALIST - Wāhine Toa

[Change in Action Week - Rangatahi Winner - Carmel College](#)



Participation

Change in Action Week - Rangatahi Winner - Carmel College

[ADIDAS BREAKING BARRIERS RESEARCH](#)



Participation

ADIDAS BREAKING BARRIERS RESEARCH

[Kiwi women take clean sweep of the Ski Podium at The North Face Frontier 4- Competition](#)



Participation

Kiwi women take clean sweep of the Ski Podium at The North Face Frontier 4- Competition

[GUIDE TO CREATING ACTIVITIES AND EVENTS FOR YOUNG WOMEN](#)

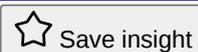


Participation

GUIDE TO CREATING ACTIVITIES AND EVENTS FOR YOUNG WOMEN

By Emma Evans - Sport New Zealand

[A 2024 SURVEY FOR: Women in Trail and Ultrarunning](#)



Participation

A 2024 SURVEY FOR: Women in Trail and Ultrarunning

By Ali Pottinger - Squadrun

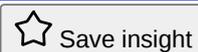
[2022 IWG: Christine Young - Integrity in HP Youth Sport](#)



Participation

2022 IWG: Christine Young - Integrity in HP Youth Sport

[2022 IWG: David Cabello - A Gender Policy for Increasing Women's Representation in Badminton](#)



Participation

2022 IWG: David Cabello - A Gender Policy for Increasing Women's Representation in Badminton

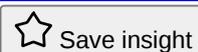
[2022 IWG: Nicole Terril - Bruce Pulman Park – Collaborating, Connecting, Enabling Our Wāhine in Sport](#)



Participation

2022 IWG: Nicole Terril - Bruce Pulman Park – Collaborating, Connecting, Enabling Our Wāhine in Sport

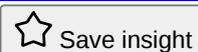
[2022 IWG: Kirsten Spencer - Sport as a social development tool](#)



Participation

2022 IWG: Kirsten Spencer - Sport as a social development tool

[2022 IWG: Erin Hatton - Driving transformational change](#)



Participation

2022 IWG: Erin Hatton - Driving transformational change

[Understanding Period Poverty Infographic](#)

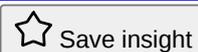


Participation

Understanding Period Poverty Infographic

By Cheycoda Cocks - Sport Manawatu

[Well Wāhine Week Case Study](#)



Participation

Well Wāhine Week Case Study

By Helayna Ruifrok - Sport Gisborne Tairawhiti

[Netball Resources for Clubs and School Administrators](#)



Participation

Netball Resources for Clubs and School Administrators

By Jenna Murie - Netball New Zealand

[Girls Smash Modified Girls Only Cricket Programme](#)



Participation

Girls Smash Modified Girls Only Cricket Programme

By Jess Davidson - New Zealand Cricket

[Innovative approaches to encouraging women's participation in Golf](#)



Participation

Innovative approaches to encouraging women's participation in Golf

By Roxanna Holdworth - This is ME

[Netball Volunteer Programme](#)

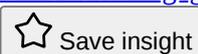


Participation

Netball Volunteer Programme

By Jenna Murie - Netball New Zealand

[Mind. Set. Engage. Rugby's mental wellbeing programme.](#)



Participation

Mind. Set. Engage. Rugby's mental wellbeing programme.

[Sport as a Social Development Tool](#)



 Participation

Participation

Sport as a Social Development Tool

By Kirsten Spencer - Auckland University of Technology

[Netball Player Development Programme](#)

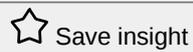


Participation

Netball Player Development Programme

By Alysha Jensen - Netball New Zealand

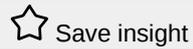
[COACHING GIRLS GUIDE: HOW TO GET \(AND KEEP\) GIRLS PLAYING](#)



Participation

COACHING GIRLS GUIDE: HOW TO GET (AND KEEP) GIRLS PLAYING

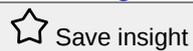
[Why Aussie women's sport needs to talk about fertility](#)



Participation

Why Aussie women's sport needs to talk about fertility

[She Belongs: Building Social Connection for Lasting Participation in Sport](#)

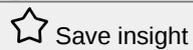


Participation

She Belongs: Building Social Connection for Lasting Participation in Sport

By Canadian Women & Sport - Canadian Women & Sport

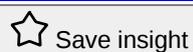
[Sport for Sustainable Development: Designing Effective Policies and Programmes](#)



Participation

Sport for Sustainable Development: Designing Effective Policies and Programmes

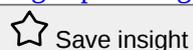
[The Volunteer Capacity of Community Sports Clubs to Support Women and Girls in Sport](#)



Participation

The Volunteer Capacity of Community Sports Clubs to Support Women and Girls in Sport

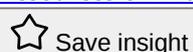
[Huge uptick in girls and women playing football in New Zealand](#)



Participation

Huge uptick in girls and women playing football in New Zealand

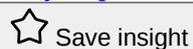
[Resources on Male Allyship](#)



Participation

Resources on Male Allyship

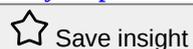
[Rally Report Insights: Body Confidence](#)



Participation

Rally Report Insights: Body Confidence

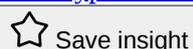
[Rally Report Insights: Mental Health](#)



Participation

Rally Report Insights: Mental Health

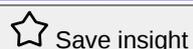
[What type of uniforms do women want to wear when they referee or umpire sport?](#)



Participation

What type of uniforms do women want to wear when they referee or umpire sport?

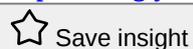
[Women & Padel: Start of a love story](#)



Participation

Women & Padel: Start of a love story

[Empowering young women to lead their experiences - Journeys Central Otago](#)

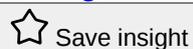


Participation

Empowering young women to lead their experiences - Journeys Central Otago

By Rachel Howells - Sport New Zealand

[Creating safe environments for young women to be active their way](#)

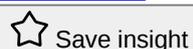


Participation

Creating safe environments for young women to be active their way

By Rachel Howells - Sport New Zealand

[Kōhine māia](#)

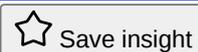


Participation

Kōhine māia

By Rachel Howells - Sport New Zealand

[Yeah! Girls Move - Cricket not the way you know it](#)

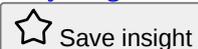


Participation

Yeah! Girls Move - Cricket not the way you know it

By Rachel Howells - Sport New Zealand

[For young women, by young women - WORD girls-only programme](#)



Participation

For young women, by young women - WORD girls-only programme

By Rachel Howells - Sport New Zealand

[Not just for the "sporty", the Not-So-Sports-Club](#)



Participation

Not just for the "sporty", the Not-So-Sports-Club

By Rachel Howells - Sport New Zealand

[Manawatū Cricket Association case study](#)



Participation

Manawatū Cricket Association case study

By Cheycoda Cocks - Sport Manawatu

[Backyard Smash & Sista Smash](#)



Participation

Backyard Smash & Sista Smash

By Roxanna Holdworth - This is ME

[The female-friendliness of New Zealand's tennis clubs](#)



Participation

The female-friendliness of New Zealand's tennis clubs

[Removing Period Poverty As a Barrier to Participation](#)

 Save insight

Participation

Removing Period Poverty As a Barrier to Participation

By Roxanna Holdworth - This is ME

[Te Awamutu AFC starts 2024 off strong with growing demand](#)

 Save insight

Participation

Te Awamutu AFC starts 2024 off strong with growing demand

[Five things to know about women and sport](#)

 Save insight

Participation

Five things to know about women and sport

[Has the Olympics become too sexualised? How sex and gender debates drove online discourse](#)

 Save insight

Participation

Has the Olympics become too sexualised? How sex and gender debates drove online discourse

[Pacific Women's Leadership Programme Impact - Sela Vaenuku](#)

 Save insight

Participation

Pacific Women's Leadership Programme Impact - Sela Vaenuku

[IWG: Claire Badenhorst - Iron regulation throughout the lifespan - An active female perspective](#)

 Save insight

Participation

IWG: Claire Badenhorst - Iron regulation throughout the lifespan - An active female perspective

["Beginning Day 1" Checklist: How to Coach and Support Women and Teen Girl Athletes](#)

 Save insight

Participation

"Beginning Day 1" Checklist: How to Coach and Support Women and Teen Girl Athletes

[Nutrition For Female Athletes](#)

 Save insight

Participation

Nutrition For Female Athletes

[Coaching through a Gender Lens Infographic](#)

 Save insight

Participation

Coaching through a Gender Lens Infographic

[Angel City Equity House Podcast: Myth Busters presented by Gatorade](#)

 Save insight

Participation

Angel City Equity House Podcast: Myth Busters presented by Gatorade

[2022 IWG: Emily Davidson - She Loves Golf Presentation](#)

 Save insight

Participation

2022 IWG: Emily Davidson - She Loves Golf Presentation

[Hikurangi Golf Club president Felice Croft encouraging more women into the sport](#)

 Save insight

Participation

Hikurangi Golf Club president Felice Croft encouraging more women into the sport

[Running and periods: The myths about exercise and your menstrual cycle, debunked](#)

 Save insight

Participation

Running and periods: The myths about exercise and your menstrual cycle, debunked

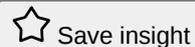
[Updated Pregnancy guidance from UK Sport](#)

 Save insight

Participation

Updated Pregnancy guidance from UK Sport

[IWG: Daenin Roth - Grassroots Role Models Inspiring Change](#)



Participation

IWG: Daenin Roth - Grassroots Role Models Inspiring Change

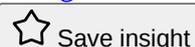
[IWG: Dr Riki Tesler: Social capital and health among participants in the cachibol league in Israel](#)



Participation

IWG: Dr Riki Tesler: Social capital and health among participants in the cachibol league in Israel

[Young Women Profile - September 2021](#)



Participation

Young Women Profile - September 2021

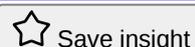
[IWG: Etsuko Ogasawara - New Way of Thinking to Promote Physical Activity for Girls](#)



Participation

IWG: Etsuko Ogasawara - New Way of Thinking to Promote Physical Activity for Girls

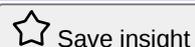
[New Zealand Football Performance & Prevention - Considerations for Female Athletes](#)



Participation

New Zealand Football Performance & Prevention - Considerations for Female Athletes

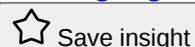
[IWG: Christine Young - Women in Taekwondo - Over 40 is not Over the Hill](#)



Participation

IWG: Christine Young - Women in Taekwondo - Over 40 is not Over the Hill

[Co-Designing Effective Programmes for Young Girls: Insights and Principles](#)

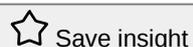


Participation

Co-Designing Effective Programmes for Young Girls: Insights and Principles

By Briana iring - Aktive - Auckland Sport & Recreation

[How To Co-Design A Programme With Participants](#)



Participation

Participation

How To Co-Design A Programme With Participants

By Briana iring - Aktive - Auckland Sport & Recreation

[Empowering Disengaged Girls Through A Participant-Centered Programme](#)



Participation

Participation

Empowering Disengaged Girls Through A Participant-Centered Programme

By Briana iring - Aktive - Auckland Sport & Recreation

[Aktive Women & Girls Facility Guide](#)

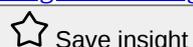


Women & Girls Facility Guide

Participation

Aktive Women & Girls Facility Guide

[Insights to Young Women's Participation - Webinar #1 "Rethinking the offering"](#)

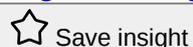


Participation

Insights to Young Women's Participation - Webinar #1 "Rethinking the offering"

By Rachel Howells - Sport New Zealand

[Insights to Young Women's Participation - Webinar #2 "Empowering young women to lead their experiences"](#)

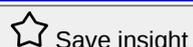


Participation

Insights to Young Women's Participation - Webinar #2 "Empowering young women to lead their experiences"

By Rachel Howells - Sport New Zealand

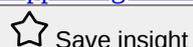
[IWG: Helen Parker - Transgender competitors in women's sport - Change for the better?](#)



Participation

IWG: Helen Parker - Transgender competitors in women's sport - Change for the better?

[Supporting Disabled Teenage Girls to be Active](#)



Participation

Supporting Disabled Teenage Girls to be Active

[400 Games: Melony O'Connor Reaches Refereeing Milestone in Sal's NBL](#)



Participation

400 Games: Melony O'Connor Reaches Refereeing Milestone in Sal's NBL

By Amy McClintock - Basketball New Zealand

[Insights to Young Women's Participation - Webinar #3 "Focus on Wellbeing and creating a safe environment"](#)



Participation

Insights to Young Women's Participation - Webinar #3 "Focus on Wellbeing and creating a safe environment"

By Rachel Howells - Sport New Zealand

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

 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 