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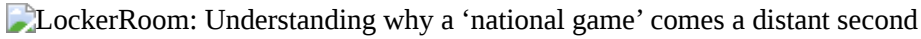
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# LockerRoom: Understanding why a ‘national game’ comes a distant second

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LockerRoom: Understanding why a ‘national game’ comes a distant second

## LockerRoom: Understanding why a ‘national game’ comes a distant second

*A trip to India shows the importance of money, profile and political influence in advancing a sport – popularity doesn’t happen by accident.*

Sport diplomacy is often talked about through the lens of relationships between countries. Delegations, partnerships, handshakes and photos – which, don’t get me wrong, have their place.

But as I arrive in India as part of a sport diplomacy delegation supported by the Asia New Zealand Foundation, I’ve been thinking about sport diplomacy differently – particularly with women in sport. And aligning my own values with a version of sports diplomacy that resonate with me.

I’ve always tried to adapt sports diplomacy as building relationships that last over time with people on the ground doing work in our communities. Soaking up culture and seeing what comes from it – as opposed to having an aim. I believe through connection something always happens.

Read more from WISPA Board member Erin Roxburgh [here](#).

*Originally published by LockerRoom on 25 May 2026*



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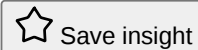
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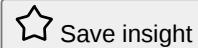
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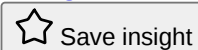
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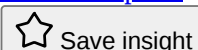
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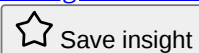
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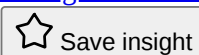
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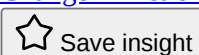
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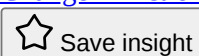
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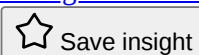
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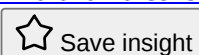
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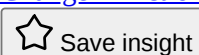
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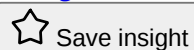
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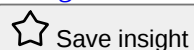
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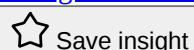
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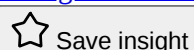
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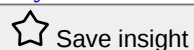
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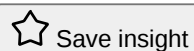
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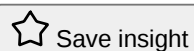


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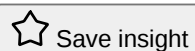
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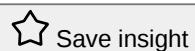
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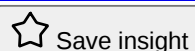
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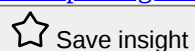
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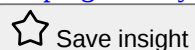
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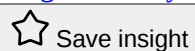
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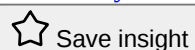
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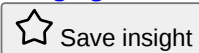
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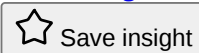
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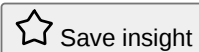
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## Celebrating Champions of Change: Helene Wilson

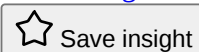
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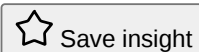
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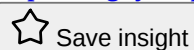
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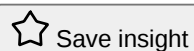
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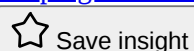
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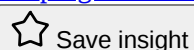
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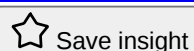
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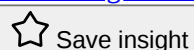
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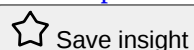
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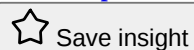


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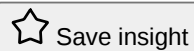
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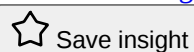


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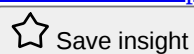


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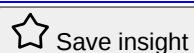
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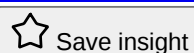
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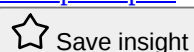
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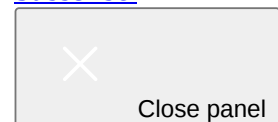
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