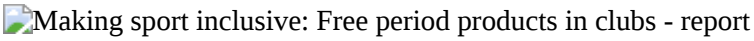
Making sport inclusive: Free period products in clubs - report

Theme:
Participation



Emma Evans
Co-authored by Sport NZ
Sport New Zealand
Message Emma

Periods shouldn’t be a barrier to participation in sport.

In 2024, Sport NZ launched a one-year research project placing free period products in 48 community sport clubs nationwide. Funded by the Ministry of Business, Innovation and Employment as part of the FIFA Women’s World Cup 2023 Leverage and Legacy programme, the project aimed to understand the impact of free period products on inclusivity for female players.

The evaluation found that providing free period products:

- increased player confidence and participation
- reduced stigma around menstruation in sport
- helped clubs foster open conversations about female health
- created a more inclusive environment for women and girls.

Clubs involved in the initiative reported improved player confidence, more open discussions about menstruation, and a positive shift in club culture. Easy access to period products reduced barriers and ensured players could focus on the game with fewer concerns.

Coaches, administrators, and parents all play a crucial role in supporting female health. By normalising menstruation and ensuring access to necessary products, we can help keep more women and girls in the game for longer.

Read the full report here and explore more female health resources for clubs and communities on Sport NZ’s Flow on Effect site.

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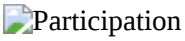

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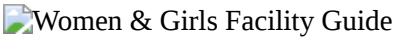

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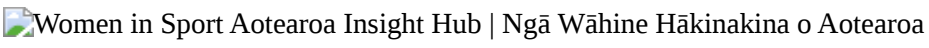
Close panel 

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