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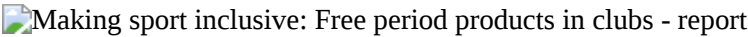
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# Making sport inclusive: Free period products in clubs - report

Theme:  
Participation



[Emma Evans](#)

Co-authored by Sport NZ



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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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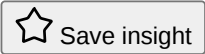
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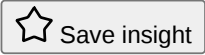
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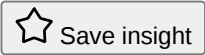
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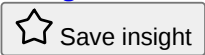
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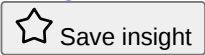
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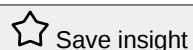
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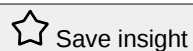
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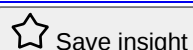
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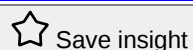


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By Emma Evans - Sport New Zealand

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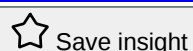


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## A 2024 SURVEY FOR: Women in Trail and Ultrarunning

By Ali Pottinger - Squadrun

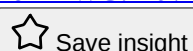
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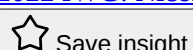
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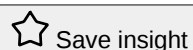
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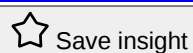
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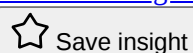
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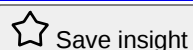


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By Cheycoda Cocks - Sport Manawatu

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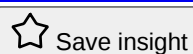


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## Well Wāhine Week Case Study

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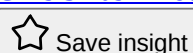


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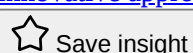


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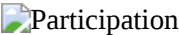
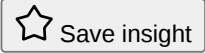
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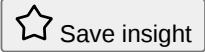


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Sport as a Social Development Tool

By Kirsten Spencer - Auckland University of Technology

[Netball Player Development Programme](#)

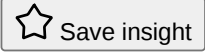


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By Alysha Jensen - Netball New Zealand

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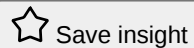
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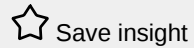


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## **She Belongs: Building Social Connection for Lasting Participation in Sport**

By Canadian Women & Sport - Canadian Women & Sport

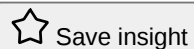
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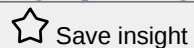
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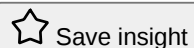
[Huge uptick in girls and women playing football in New Zealand](#)



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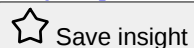
[Resources on Male Allyship](#)



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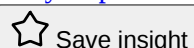
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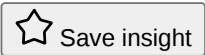
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[Not just for the "sporty", the Not-So-Sports-Club](#)



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

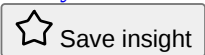
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[Manawatū Cricket Association case study](#)



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Manawatū Cricket Association case study

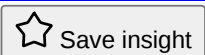
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Backyard Smash & Sista Smash

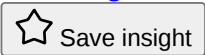
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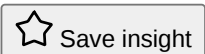
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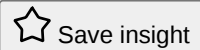
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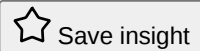
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## Five things to know about women and sport

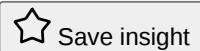
[Has the Olympics become too sexualised? How sex and gender debates drove online discourse](#)



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

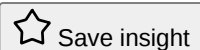
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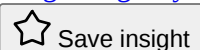
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## IWG: Claire Badenhorst - Iron regulation throughout the lifespan - An active female perspective

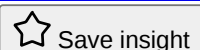
["Beginning Day 1" Checklist: How to Coach and Support Women and Teen Girl Athletes](#)



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

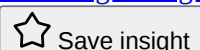
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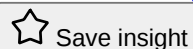
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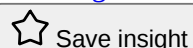
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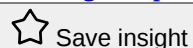
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## Hikurangi Golf Club president Felice Croft encouraging more women into the sport

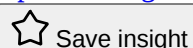
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## Running and periods: The myths about exercise and your menstrual cycle, debunked

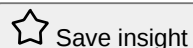
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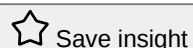
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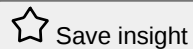
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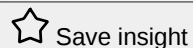
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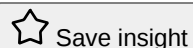
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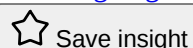
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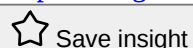


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