

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](#) 

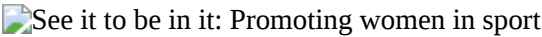
Toggle navigation

[Submit](#) 



# See it to be in it: Promoting women in sport

Theme:  
Voice & Visibility



[Merran Brockie-David](#)

Co-authored by George Heagney, Stuff NZ



[Message Merran](#)

## See it to be in it: Promoting women in sport


An organisation advocating for women’s involvement in sport is starting to see improvements in female representation.


Women in Sport Aotearoa is this weekend [holding a fundraiser evening at Awapuni Function Centre](#) in Palmerston North this weekend to celebrate females in sport.


Guests include Raelene Castle, Farah Palmer, Barbara Kendall and Kayla Whitelock.

The event is hosted by business owners and community supporters John and Angela Turkington, aimed at improving gender equity in sports and recreation.

[Read more 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](#)

⬇

Download Insight assets

- [See it to be in it: Promoting women in sport.pdf](#)
- [Char.jpeg 40KB JPEG](#)

Was this Insight useful?



Similar Insights (175)

[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](#)

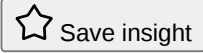


Voice & Visibility

**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](#)



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](#)



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](#)



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](#)



Voice & Visibility

**The Future of Women’s Sports: Insights from Industry Leaders**

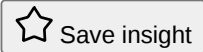
[Women’s Sports Foundation Showcases Title IX’s Economic Impact In Washington, D.C. For National Girls & Women In Sports Day](#)



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](#)



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**

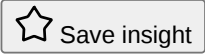
[Women in Sport Aotearoa's Change in Action Week](#)

 Save insight

Voice & Visibility

# Women in Sport Aotearoa's Change in Action Week

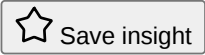
By Merran Brockie-David - Women in Sport Aotearoa  
[Sport NZ - Media and Gender Study - 4th Annual Report](#)



Voice & Visibility

## Sport NZ - Media and Gender Study - 4th Annual Report

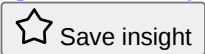
By Emma Evans - Sport New Zealand  
[WISPA's Change in Action Week 2024](#)



Voice & Visibility

## WISPA's Change in Action Week 2024

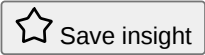
By Merran Brockie-David - Women in Sport Aotearoa  
[Sport Canterbury's Project Pink Dot](#)



Voice & Visibility

## Sport Canterbury's Project Pink Dot

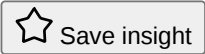
By Rachel Harris - Sport Canterbury West Coast  
[Wine, Cheese, and Wāhine Initiatives - Nuku Ora](#)



Voice & Visibility

## Wine, Cheese, and Wāhine Initiatives - Nuku Ora

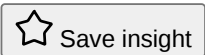
By Lily Joiner - Nuku Ora  
[Ali Pottinger - The future of trail running for women in Australasia](#)



Voice & Visibility

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

By Ali Pottinger - Squadrun  
[WOMENZSPORTS presents Alice Soapbox: Mea Motu](#)

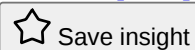


Voice & Visibility

## WOMENZSPORTS presents Alice Soapbox: Mea Motu

By Dani Marshall - Womensports

[WomensSports presents Alice's soapbox: Emma Twigg \(Rowing\)](#)

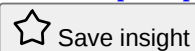


Voice & Visibility

## WomensSports presents Alice's soapbox: Emma Twigg (Rowing)

By Dani Marshall - Womenssports

[WomensSports presents Alice's soapbox: Shiray Kaka \(Rugby 7's\)](#)

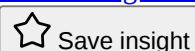


Voice & Visibility

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

By Dani Marshall - Womenssports

[Fundraising for Women's Sports in New Zealand](#)

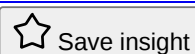


Voice & Visibility

## Fundraising for Women's Sports in New Zealand

By Dani Marshall - Womenssports

[FIFA Women's World Cup Media & Gender Case Study 2023](#)

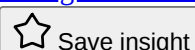


Voice & Visibility

## 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](#)

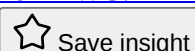


Voice & Visibility

## Change in Action - 1 Year on from IWG Webinar

By Merran Brockie-David - Women in Sport Aotearoa

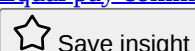
[2022 IWG: Phil Clark - Using Research and Advocacy to Improve the Gender Balance of Sports Coverage](#)



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](#)



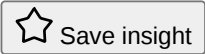
Equal pay commitments set for women’s sport in NSW, lead by female advocates

By Merran Brockie-David - Women in Sport Aotearoa  
[Change Our Game State of Play Survey 2022-2023](#)



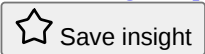
Change Our Game State of Play Survey 2022-2023

[Findings report – The Value of You Can Be What You Can See](#)



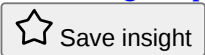
Findings report – The Value of You Can Be What You Can See

[Tātāwhāinga - Episode 7: The Role of Sports Media](#)



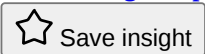
Tātāwhāinga - Episode 7: The Role of Sports Media

By Erin Roxburgh - Women in Sport Aotearoa  
[Tātāwhāinga - Episode 6: Hosting Major Events](#)



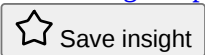
Tātāwhāinga - Episode 6: Hosting Major Events

By Erin Roxburgh - Women in Sport Aotearoa  
[Tātāwhāinga - Episode 5: Athletes: Humans or Commodities Part 2](#)



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


By Erin Roxburgh - Women in Sport Aotearoa  
[Tātāwhāinga - Episode 1: Welcome to Tātāwhāinga](#)



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 men can become better Allies to Women](#)

 Save insight

Voice & Visibility

**How men can become better Allies to Women**

[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



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

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](#)

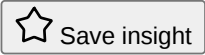
☆ Save insight

**SASS Talk: Behind the scenes of the Paris Olympics**  
[WomenzSports present's Alice's Soapbox: Ruahei Demant \(Rugby 15's\)](#)



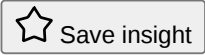
**WomenzSports present's Alice's Soapbox: Ruahei Demant (Rugby 15's)**

By Dani Marshall - Womenzsports  
[Auckland HEARTS recognised in Auckland Cricket's History](#)



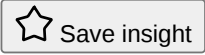
**Auckland HEARTS recognised in Auckland Cricket's History**

By Astrid van Uden - AucklandCricket.co.nz  
[Lydia Ko within reach of golfing greats after staggering career earnings soar](#)



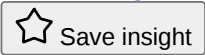
**Lydia Ko within reach of golfing greats after staggering career earnings soar**

[The Women in Sport Podcast - The Rugby League World Cup: A lasting legacy](#)



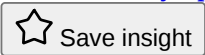
**The Women in Sport Podcast - The Rugby League World Cup: A lasting legacy**

[Overcoming the obstacles: How New Zealand women have shone at the Olympic Games](#)



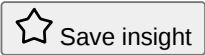
**Overcoming the obstacles: How New Zealand women have shone at the Olympic Games**

[Paris 2024 Olympics: A new era for women in sport](#)



**Paris 2024 Olympics: A new era for women in sport**

[What women want: A wishlist from Kiwi wāhine in sport](#)



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 Taihi Basketball Aotearoa](#)

 Save insight

Voice & Visibility

**Basketball: Player payments double for Taihi 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**

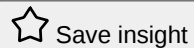
[Celebrating 30 years of IWG Women and Sport : IWG Webinar Series](#)

 Save insight

Voice & Visibility

**Celebrating 30 years of IWG Women and Sport : IWG Webinar Series**

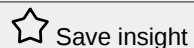
[SASS Talk Podcast - Sarah Cowley Ross & Suzanne McFadden - The bounce-back of Squash Queen Joelle King](#)



Voice & Visibility

**SASS Talk Podcast - Sarah Cowley Ross & Suzanne McFadden - The bounce-back of Squash Queen Joelle King**

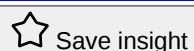
[SASS Talk Podcast - Sarah Cowley Ross & Suzanne McFadden - Embracing boobs and babies](#)



Voice & Visibility

**SASS Talk Podcast - Sarah Cowley Ross & Suzanne McFadden - Embracing boobs and babies**

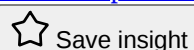
[The ROI of Women's Sports: A Blueprint for Value Investing](#)



Voice & Visibility

**The ROI of Women's Sports: A Blueprint for Value Investing**

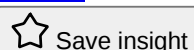
[Dalton's special connection to Southland lives on through foundation's gift](#)



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](#)






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](#)

© 2025 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 