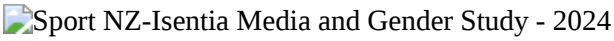
Sport NZ-Isentia Media and Gender Study - 2024

Theme:
Voice & Visibility



Co-authored by Sport NZ

The fifth annual report from the Sport NZ-Isentia study of gender balance in sports news coverage, covering the 2024 period, is now available.

Since the study began in 2020, there have been steady gains in the coverage of women's sport in New Zealand media.

Key findings from the latest report:

- 27% of sports news coverage in 2024 focused on women's sport – a small but significant increase from 2023.
- This result is notable given that major women's events – including the Paris Olympic and Paralympic Games and the Women's T20 World Cup – were held offshore. The study has shown that gender balance tends to be stronger when events are hosted in Aotearoa.
- Despite the increase in coverage, the overall visibility of women in sports news – including athletes, coaches, officials and fans – has slightly declined compared to 2023.

The findings reinforce the need for continued focus and collaboration to ensure women are consistently and equitably represented across all aspects of sports news media. While progress is being made, it is not guaranteed. Sustained effort is needed to maintain and build on these gains.

Sport NZ and Isentia are proud to continue this study. It is one of the most significant of its kind.

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