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# Tātāwhāinga - Episode 7: The Role of Sports Media

Theme:

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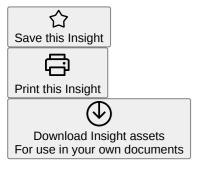
Tātāwhāinga - Episode 7: The Role of Sports Media

Erin Roxburgh

#### Erin Roxburgh

Co-authored by LockerRoom Founder & Sports Journalist, Suze McFadden 📝Women in Sport Aotearoa

The Role of Sports Media. This week on Tātāwhāinga I'm joined by the founder of LockerRoom and legendary sports journalist, Suze McFadden. We discuss Suze's career as well as the role and impact that sports journalism can have. Apr 26, 2023 27:47



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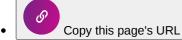


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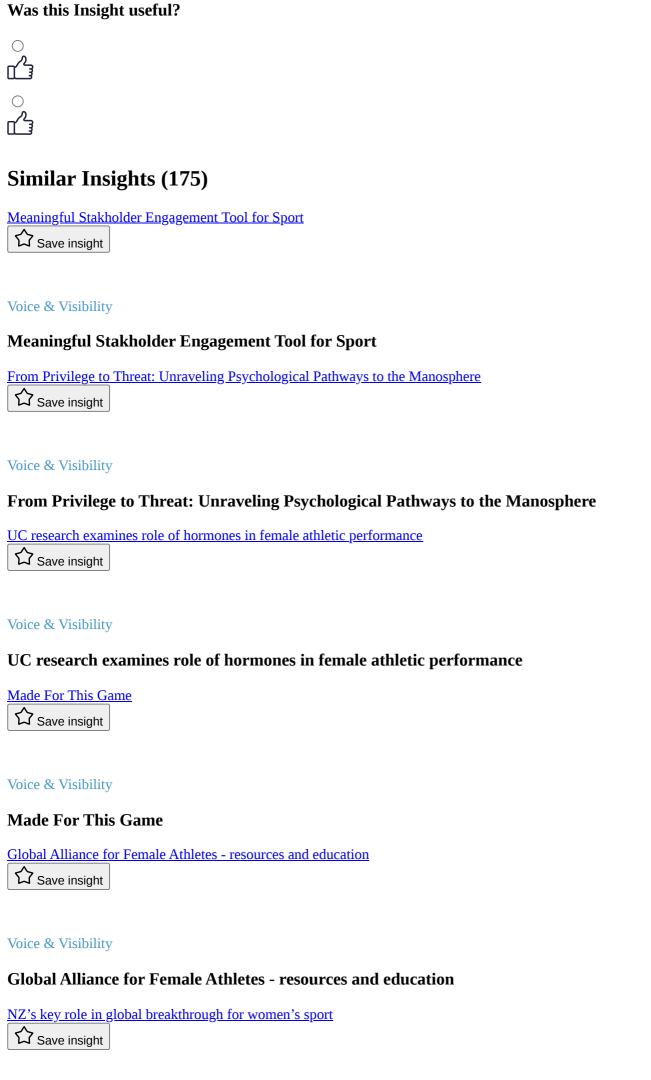




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# NZ's key role in global breakthrough for women's sport By Suzanne McFadden - LockerRoom Women in Sports Marketing Partnerships Across North America 2024-25 Save insight Voice & Visibility Women in Sports Marketing Partnerships Across North America 2024-25 Women's Sports, Media & Change with Olivia Cleal & Madeline Hislop | The New Rules podcast Save insight 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 Save insight 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 Save insight 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 Save insight 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

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# Dame Sophie Pascoe announces her Retirement from Competitive Swimming

Women's Sports Trust Report: Visibility Uncovered - 2024 - the year in review



# Women's Sports Trust Report: Visibility Uncovered - 2024 - the year in review

NZ Paralympic Winter Legends: Rachael Henderson (Née Battersby)

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Voice & Visibility

# NZ Paralympic Winter Legends: Rachael Henderson (Née Battersby)

By Steve Landells - Paralympics New Zealand

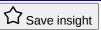
Zoi Sadowski-Synnott continues stunning form with snowboard World Cup win



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#### Zoi Sadowski-Synnott continues stunning form with snowboard World Cup win

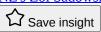
White Ferns star Amelia Kerr named ICC women's cricketer of the year for 2024



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#### White Ferns star Amelia Kerr named ICC women's cricketer of the year for 2024

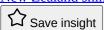
NZ's Zoi Sadowski-Synnott lands world's first triple cork in women's slopestyle



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#### NZ's Zoi Sadowski-Synnott lands world's first triple cork in women's slopestyle

New Zealand shines at inaugural Kho Kho World Cup



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#### New Zealand shines at inaugural Kho Kho World Cup

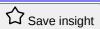
IOC and UN Women to continue delivering gender equality agenda in and through sport



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



#### GAME ON: BRIDGING THE INVESTMENT GAP IN WOMEN'S SPORTS

Performance Special Report: A Female Lens on Performance

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# **Performance Special Report: A Female Lens on Performance**

Camille's Para taekwondo ambition



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#### Camille's Para taekwondo ambition

By Steve Landells - Paralympics New Zealand

Netball fans show the way



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# Netball fans show the way

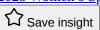
MU report outlines ways to improve women's sport coverage



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# MU report outlines ways to improve women's sport coverage

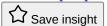
2025 Women's Sport Calendar (Worldwide)



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#### 2025 Women's Sport Calendar (Worldwide)

Kiwi duo prosper at global Wheelchair rugby tournament - Paralympics New Zealand



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#### 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



New brand decision maker research from the	<b>Women's Sport Trust reveals</b>	women's sport sponsorship set
for continued growth	_	

Paralympian swimmers Lili-Fox Mason and Gabriella Smith recognised with Paralympic Pin Presentation

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# Paralympian swimmers Lili-Fox Mason and Gabriella Smith recognised with Paralympic Pin Presentation

By Steve Landells - Paralympics New Zealand

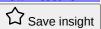
Beautiful Data - Women-focused insight from the Paris 2024 Olympic Games



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#### Beautiful Data - Women-focused insight from the Paris 2024 Olympic Games

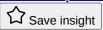
New Research Highlights Financial Realities of Professional Women Athletes



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## **New Research Highlights Financial Realities of Professional Women Athletes**

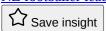
Women's Sports Poised to Convert Buzz to Dollars, Study Says



Voice & Visibility

#### Women's Sports Poised to Convert Buzz to Dollars, Study Says

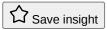
NZ footballer leads fight against Fifa's fossil fuels



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#### NZ footballer leads fight against Fifa's fossil fuels

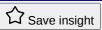
Podcast: The Business Case for Women's Sports



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Champions: How the White Ferns stunned South Africa and the world

Wollaston excited at future for kiwi female riders after world success



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Wollaston excited at future for kiwi female riders after world success

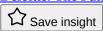
Women's boxing pioneer Daniella Smith unveils journey to the top in new podcast



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Women's boxing pioneer Daniella Smith unveils journey to the top in new podcast

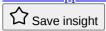
Deloitte: The Future of Sport 2024: Seizing the Moment



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**Deloitte: The Future of Sport 2024: Seizing the Moment** 

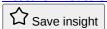
WISPA Supporters Club - join now!



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WISPA Supporters Club - join now!

By Merran Brockie-David - Women in Sport Aotearoa Research Reveals Significant 'Fame Gap' in Women's Sport



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Research Reveals Significant 'Fame Gap' in Women's Sport

Media and Gender Study: 2023 Annual Report



#### 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



Voice & Visibility

# 89% OF WOMEN IN FOOTBALL HAVE EXPERIENCED DISCRIMINATION AT WORK, BUT SURVEY REVEALS SURGE OF OPTIMISM ABOUT GENDER EQUALITY IN THE GAME

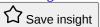
By Victoria University Melbourne Australia - Victoria University | Melbourne Australia Canadian Women & Sport Unveils New Fan Insight Reports



Voice & Visibility

#### **Canadian Women & Sport Unveils New Fan Insight Reports**

By Canadian Women & Sport - Canadian Women & Sport Liv living her best life in Barcelona



Voice & Visibility

# Liv living her best life in Barcelona

By Suzanne McFadden - LockerRoom
Number of women coaching in Olympic and Paralympi

Number of women coaching in Olympic and Paralympic sport doubles since 2020



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# Number of women coaching in Olympic and Paralympic sport doubles since 2020

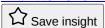
By Victoria University Melbourne Australia - Victoria University | Melbourne Australia Golf NZ to revive Women's Open on the back of Lydia Ko's success



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



# 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

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# 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



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

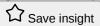
By Emma Evans - Sport New Zealand WISPA's Change in Action Week 2024

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### WISPA's Change in Action Week 2024

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#### **Sport Canterbury's Project Pink Dot**

By Rachel Harris - Sport Canterbury West Coast See it to be in it: Promoting women in sport



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

By Merran Brockie-David - Women in Sport Aotearoa Wine, Cheese, and Wāhine Initiatives - Nuku Ora

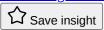


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# Wine, Cheese, and Wāhine Initiatives - Nuku Ora

By Lily Joiner - Nuku Ora

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



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

By Ali Pottinger - Squadrun

WOMENZSPORTS presents Alice Soapbox: Mea Motu



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#### WOMENZSPORTS presents Alice Soapbox: Mea Motu

By Dani Marshall - Womenzsports

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

By Dani Marshall - Womenzsports

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

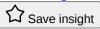


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# WomenzSports presents Alice's soapbox: Shiray Kaka (Rugby 7's)

By Dani Marshall - Womenzsports

Fundraising for Women's Sports in New Zealand



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## Fundraising for Women's Sports in New Zealand

By Dani Marshall - Womenzsports

FIFA Women's World Cup Media & Gender Case Study 2023

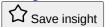


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# FIFA Women's World Cup Media & Gender Case Study 2023

By Emma Evans - Sport New Zealand

Change in Action - 1 Year on from IWG Webinar



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

By Merran Brockie-David - Women in Sport Aotearoa

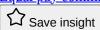
2022 IWG: Phil Clark - Using Research and Advocacy to Improve the Gender Balance of Sports Coverage



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#### 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

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## **Change Our Game State of Play Survey 2022-2023**

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



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

Tātāwhāinga - Episode 6: Hosting Major Events

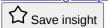


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# Tātāwhāinga - Episode 6: Hosting Major Events

By Erin Roxburgh - Women in Sport Aotearoa

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

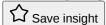


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# Tātāwhāinga - Episode 5: Athletes: Humans or Commodities Part 2

By Erin Roxburgh - Women in Sport Aotearoa

Tātāwhāinga - Episode 1: Welcome to Tātāwhāinga



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#### Tātāwhāinga - Episode 1: Welcome to Tātāwhāinga

By Erin Roxburgh - Women in Sport Aotearoa

<u>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</u>



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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

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We Hear Her Podcast: Nardi Leonard
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How men can become better Allies to Women

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How to be a male ally to women's sport

The Halo of Value Creation Opportunities Around Women's Sports

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The Halo of Value Creation Opportunities Around Women's Sports



#### **Future Talent: Yasmeen Kareem**

By Vincent Jones - Edged and Gone IWG: Moonira Ramathula Moonira - Visibility and Voice



Voice & Visibility

# IWG: Moonira Ramathula Moonira - Visibility and Voice

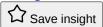
IWG: Adele Pavlidis - What has sex and gender got to do with it? Exploring tensions and assumptions for elite strength and conditioning coaches



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

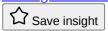
Strategies To Elevate And Diversify Women's Sports Coverage: Insights From The Gist



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#### Strategies To Elevate And Diversify Women's Sports Coverage: Insights From The Gist

Wellington and Graham sign with Brave for Super Smash



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# Wellington and Graham sign with Brave for Super Smash

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IWG: Moonira Ramathula - Growing Professional Women's Rugby in Africa

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# 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



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Latest research from Women's Sport Trust delves into visibility and fandom of women's sport in 2023

Future Talent: Paige Loggenberg

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# **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



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# 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

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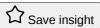
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#### **She's Got Game**

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# **IWG: Troy Han - Celebrating Women In Sport**

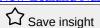
IWG: Gen Dohrmann - Reshaping the images we see of women's sport in Australia



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



Voice & Visibility

# **New Zealand Names Third Ever Artistic Swimming Duo For Olympic Games**

<u>Grand Slam winner Routliffe, Sun to pair up for Paris tennis</u>



#### **Grand Slam winner Routliffe, Sun to pair up for Paris tennis**

Olympics 2024: Paris promised gender equality. Are TV commentators meeting that goal?



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



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



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# Olympics 2024: Gold medallists Brooke Francis and Lucy Spoors on the challenges they faced

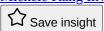
PARIS OLYMPICS 2024 Paris Olympics: Kiwi diver Lizzie Roussel returns from baby hiatus to rekindle Olympic dream



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# PARIS OLYMPICS 2024 Paris Olympics: Kiwi diver Lizzie Roussel returns from baby hiatus to rekindle Olympic dream

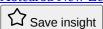
Michele Kang Invests \$50 Million to Boost Women's Sports



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#### Michele Kang Invests \$50 Million to Boost Women's Sports

Aotearoa New Zealand Gender Attitudes Survey 2023

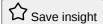


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#### **Aotearoa New Zealand Gender Attitudes Survey 2023**

By Maddi Mclean - Sport New Zealand

2021 National Sport Club Survey - Female Friendly Environments



## 2021 National Sport Club Survey - Female Friendly Environments

By Maddi Mclean - Sport New Zealand

Men as Allies: supporting women and girls in community sport

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Men as Allies: supporting women and girls in community sport

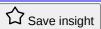
Olympic wāhine winning streak makes powerful case for more funding for women's sport



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Olympic wāhine winning streak makes powerful case for more funding for women's sport

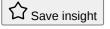
Eliza wants more than a last tango in Paris



Voice & Visibility

Eliza wants more than a last tango in Paris

Scotty's Spin: Where Is New Zealand's Investment In Women's Sport?



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Scotty's Spin: Where Is New Zealand's Investment In Women's Sport?

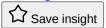
Women's Sports Trust: Report into the positive impact of women's sport sponsorship on brands



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Women's Sports Trust: Report into the positive impact of women's sport sponsorship on brands

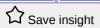
In a league of her own: WISPA Foundation Member Toni Bruce wins major award



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



Invisibility	of female	participants in	ı midlife and	beyond in	sport and	exercise so	cience resear	ch: a call t	0
action									

Women coaches in Aotearoa New Zealand - Research

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#### Women coaches in Aotearoa New Zealand - Research

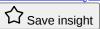
Women's Ice Hockey on the Rise

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#### Women's Ice Hockey on the Rise

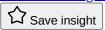
SASS Talk: Olympic cyclist's hellish ride to Paris



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## SASS Talk: Olympic cyclist's hellish ride to Paris

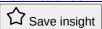
Title IX was a game-changer, but women are still fighting for an equal playing field



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#### Title IX was a game-changer, but women are still fighting for an equal playing field

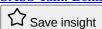
New Zealander Rebecca Foulsham's key Paralympics role



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#### New Zealander Rebecca Foulsham's key Paralympics role

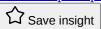
SASS Talk: Behind the scenes of the Paris Olympics



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## SASS Talk: Behind the scenes of the Paris Olympics

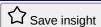
WomenzSports present's Alice's Soapbox: Ruahei Demant (Rugby 15's)



WomenzSports present's Alice's Soapbox: Ruahei Demant (Rugby 15'
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By Dani Marshall - Womenzsports

Auckland HEARTS recognised in Auckland Cricket's History



Auckland HEARTS Capping

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# Auckland HEARTS recognised in Auckland Cricket's History

By Astrid van Uden - AucklandCricket.co.nz

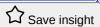
Lydia Ko within reach of golfing greats after staggering career earnings soar



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

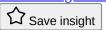
The Women in Sport Podcast - The Rugby League World Cup: A lasting legacy



Voice & Visibility

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

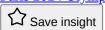
Overcoming the obstacles: How New Zealand women have shone at the Olympic Games



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

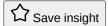
Paris 2024 Olympics: A new era for women in sport



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

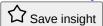
What women want: A wishlist from Kiwi wāhine in sport



Voice & Visibility

#### What women want: A wishlist from Kiwi wāhine in sport

Yeah, Nah: Is Lydia Ko New Zealand's greatest ever sportsperson?



# Yeah, Nah: Is Lydia Ko New Zealand's greatest ever sportsperson?

CJ's Story Inspiring Inclusion





Voice & Visibility

# **CJ's Story Inspiring Inclusion**

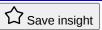
By Dantaye Simpson - Sport Manawatu 2023 Women's Sporting Landscape



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## 2023 Women's Sporting Landscape

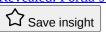
Who deserves New Zealand's highest sporting honour?



Voice & Visibility

# Who deserves New Zealand's highest sporting honour?

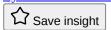
Revealed: Portia's next career step



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#### Revealed: Portia's next career step

By Suzanne McFadden - LockerRoom Lydia Ko's Cinderella story



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#### Lydia Ko's Cinderella story

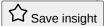
Facts and figures: Women in sport



Voice & Visibility

**Facts and figures: Women in sport** 

All Blacks v England: Sex act joke about female physio 'harassment'



IWG: Amy Marfell - The Power of Digital Media for Everyday Activism
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# 5 4 3 2 1 Paris: Jonelle Price

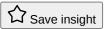
Sail GP: how many women on the water this weekend?



Voice & Visibility

# Sail GP: how many women on the water this weekend?

Taranaki Thunder bought by sports media company



Voice & Visibility

# Taranaki Thunder bought by sports media company

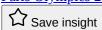
Kiwi wins gold in groundbreaking women's event

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#### Kiwi wins gold in groundbreaking women's event

Paris Olympics 2024: Full New Zealand schedule



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### Women in Sport Reports, Research and Expertise

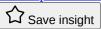
5 4 3 2 1 Paris: Eva Morris and Nina Brown

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The impact of uniform design on female athletes' confidence - Massey University



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## The impact of uniform design on female athletes' confidence - Massey University

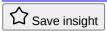
Pioneer women surfers reflect on their struggle for recognition



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#### Pioneer women surfers reflect on their struggle for recognition

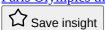
Research Confirms Benefit of Increased Representation of Women on Boards



Voice & Visibility

# Research Confirms Benefit of Increased Representation of Women on Boards

Paris Olympics throw spotlight on needs of athlete mothers



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#### Paris Olympics throw spotlight on needs of athlete mothers

Audio: Nicky van den Bos: On why people are reluctant to criticise women's sport?



Audio: Nicky van den Bos: On why people are reluctant to criticise women's sport?  Basketball: Player payments double for Tauihi Basketball Aotearoa
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Basketball: Player payments double for Tauihi Basketball Aotearoa
Survey: Consumers want brands to invest in women's sports
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Survey: Consumers want brands to invest in women's sports
FIFA Women's World Cup economic, social impact 'exceeded expectations' - report
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FIFA Women's World Cup economic, social impact 'exceeded expectations' - report
The Conversation of Sport - Are Women Visible in Sports News Coverage?
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The Women in Sport Podcast - Paris 2024 Olympic Preview: Joanna Rowsell
Diversity and Inclusion Survey
Save insight

**Diversity and Inclusion Survey** 

Super Rugby Aupiki: Blues co-captain Ruahei Demant pleads for greater funding in women's rugby
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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
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World Rugby's smaller ball proposal ignites debate on gender equality in sports
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SASS Talk Podcast - Sarah Cowley Ross & Suzanne McFadden - Embracing boobs and babies



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# 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



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## 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



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# A PERIOD THAT STARTS A CONVERSATION: FEMALE ATHLETES BREAK THE TABOO ON MENSTRUATION IN ELITE SPORT

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