

Women and Girls Action Plan

OUR ROADMAP TO JUNE 2024



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Te Kāwanatanga o Aotearoa
New Zealand Government

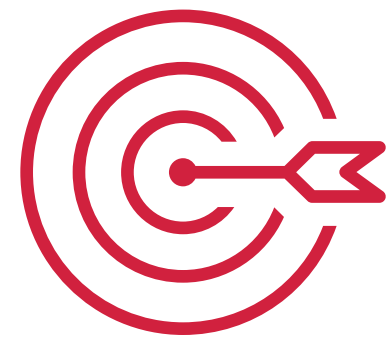
In October 2018 the New Zealand Government launched a strategy to address the inequities women and girls* experience in sport and recreation. On the same day, Sport NZ published 24 commitments – backed by \$12.7m investment – to deliver momentum to the collective action required to achieve this.

Four years on, significant progress has been made.

*Sport NZ's Women and Girls Action Plan represents the interests of all girls and women, including transgender women, and it recognises the right of all people to self-identify. It recognises that women and girls in New Zealand are not all the same; their experiences, needs, and priorities are not all the same. Sport NZ has adopted the same definition used by the Ministry for Women.

The progress to date would not have been possible without the leadership and actions of Sport NZ partners, sector organisations and stakeholders, or the many leaders who came before us and were pioneers in advancing gender equity in our sector.

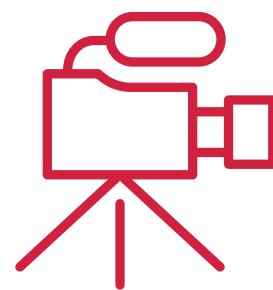
Since 2018, we have achieved important milestones together:



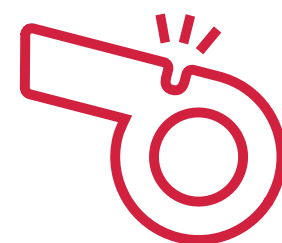
An increase in the number of women on sector governance boards (with 98.5% of qualifying funded partners achieving the 40 percent or more gender diversity target)



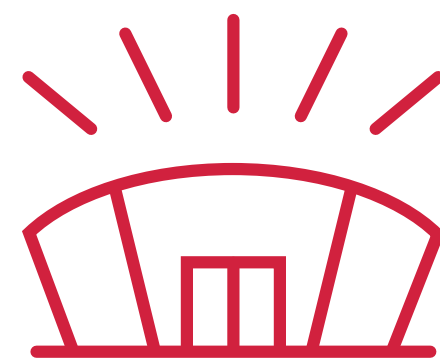
New and innovative approaches to physical activity that young women have tested and validated.



A significant increase in women's sports news coverage (now 25%, up from 15% in 2020)



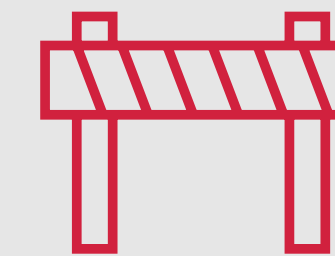
More development opportunities available for female coaches and leaders



Record-breaking attendance at major women's sport events hosted in New Zealand (including the sold-out Rugby World Cup Final at Eden Park in 2022)

Aotearoa New Zealand is leading the way globally in terms of gender equity in sport and recreation. But there is more work to be done.

Research tells us that:



Women and girls are still experiencing more barriers to being active.



Some groups of women and girls are still underrepresented in leadership positions.



Women's sport is still undervalued and underrepresented across media and investment.

“ It’s encouraging to see the progress made over the last four years, but there is still more to do. To achieve sustainable change, we must all keep gender diversity at the forefront of our minds. ”

Raelene Castle, ONZM
Chief Executive, Sport NZ Group

Our Action Plan

This action plan sets out a practical roadmap for how we will continue to make progress towards the three Strategy outcomes - leadership, participation and value and visibility - until the end of Sport NZ's 2020-2024 strategic period.

It builds on the progress made towards our original commitments and represents and evolution in our response to the strategy.

This action plan requires and is centred on a collaborative approach.

We recognise that Sport NZ, partners, sector organisations, and stakeholders can collectively make a significant impact towards achieving the strategy through alignment in our leadership, investment, and initiatives.

The focus areas and actions outlined in this plan were informed by insights and data gathered from across the sector throughout 2022. Feedback on the implementation of the strategy was captured through a series of workshops, focus groups, surveys and in-depth interviews involving over 200 stakeholders.

The actions aim to build on the successes, momentum, and learnings to date.

Outcomes for women and girls:

Leadership



Hikitia te hā o Hineahuone
Uplift the presence of Hineahuone

More women and girls are leading, working, coaching, and volunteering in sport and active recreation, at all levels

Participation



Hāpaitia te hā o Hineahuone
Take hold of the presence of Hineahuone

More women and girls are physically active through play, active recreation and sport

Value and Visibility



Tau ai te hā o Hineahuone
Make manifest the presence of Hineahuone

Women and girls in sport and active recreation are valued and visible

Our Focus Areas

Sport NZ is prioritising actions in five focus areas:

Direction setting

Championing a collective vision, by setting clear priorities and strategic objectives with the sector

Insights

Seeking and sharing knowledge to better understand and address gender inequities

Advocacy

Influencing and championing better outcomes for women and girls across government and the sector

Collaboration

Working in partnership to drive collective action that supports better outcomes for women and girls

Investment


Investing strategically to improve women and girls' experiences in sport and active recreation

Our Actions

Outcomes for women and girls:  Leadership  Participation  Value and Visibility


From now until June 2024, Sport NZ will:



1.  Support sector organisations and stakeholders in taking a strategic approach to advancing gender equity in their contexts and driving long-term sustainable change.

2.  Implement governance policies and initiatives that enable and support gender-diverse boards across the sector.


3.    Coordinate cross-government and cross-agency responses, influencing policy, investment and projects related to women and girls in sport and active recreation.

4.   Address knowledge gaps related to gender equity by undertaking research, and share insights, data, and case studies that support sector action.

5.  Support the development of female leaders and coaches across the sector.

6.   Supercharge sector efforts aimed at closing the gender participation gap amongst rangatahi by continuing to drive the national 'It's My Move' campaign.

7.  Continue to address the value and visibility of women's sport by reducing gender inequities in high performance and professional sport, in partnership with key stakeholders.

8.   Work with sector organisations and other key stakeholders to ensure women and girls have equitable access to spaces and places where they can be physically active and participate in safe and supportive environments.

9.    Facilitate learning, development and networking opportunities to support capability building and leadership across the sector.

10.  Collaborate with sector organisations and the workforce to improve and increase participation opportunities for young women and girls, with a focus on those who are less active.

For more information, refer to the Women and Girls Action Plan Companion Document on the Sport NZ website: sportnz.org.nz/womenandgirls

