

THE CASE FOR CHANGE

LEADERSHIP HIKITIA TE HĀ O HINEAHUONE

UPLIFT THE PRESENCE OF HINEAHUONE

Females are underrepresented in decision-making roles within sport and active recreation in the areas of management, coaching and governance. Strong, diverse and gender balanced leadership brings breadth of perspective, better decision-making and creates stronger organisations.

1. Sport NZ Paid Workforce survey 2017.
2. Holland, R. (2012) Governance of NZ NSO's, Pasifika and Maori voices.



High Performance Coaching is 70% male and 30% female.¹

30%



A workforce survey across sector organisations found governance is 73% male and 27% female.¹

27%



Leadership and Management is 60% male and 40% female.¹



60% 40%

Admin and Support Services is 22% male and 76% female.¹



22% 76%



Data from 2012 showed that among NSO Boards 24% of Directors were women but only 1.6% of those were Māori women and 0% were Pasifika.²

PARTICIPATION HĀPAITIA TE HA O HINEAHUONE

TAKE HOLD OF THE PRESENCE OF HINEAHUONE

There are clear participation differences between males and females in New Zealand. On average females spend less time participating than males, and this is further reflected by females being less likely to meet the national physical activity guidelines. Females want to participate more and it is important that these experiences are fun, social and improve physical wellbeing.

3. Sport NZ Active NZ 2017 Main Report.
4. Sport NZ Girls and Young Women Profile 2018.



12%

On average females spend 12% less time participating in any given week than males.³



On average, females of all ages are more likely than males to want to participate more.³



But something is stopping them...

BARRIERS TO PARTICIPATION ARE SIGNIFICANTLY HIGHER FOR FEMALES COMPARED TO MALES³



What young women and girls want⁴



- TO HAVE FUN AND SOCIALISE
- TO FEEL SAFE TO PARTICIPATE
- THEY DON'T WANT TO FEEL JUDGED
- TO KEEP FIT AND MAINTAIN MY WEIGHT
- TO FEEL CONFIDENT DOING WHAT THEY'RE DOING
- ACTIVITIES TO FIT AROUND THEIR OTHER COMMITMENTS

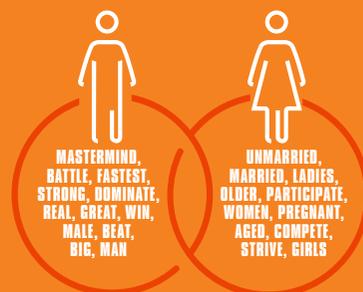
VALUE AND VISIBILITY TAU AI TE HĀ O HINEAHUONE

MAKE MANIFEST THE PRESENCE OF HINEAHUONE

Opportunities for females in sport and active recreation are not always fair and equal. Females and their achievements are less visible, and they are frequently stereotyped in the media. Increasing the visibility of females as athletes, participants, coaches and leaders, not only provides role models for the future but demonstrates that society values their contribution.

5. Aesthetics or athletics? Cambridge University Press 2016.
6. NZOC Gender Balance and Portrayal Research 2015-2016.
7. Voice of the Participant 2016/17 Report (10 sports).
8. Bruce, T. (2017). Gender equality: Sport and society relationships in New Zealand. Paper presented at Gender Summit 10, Tokyo, Japan.

Words associated with athletes in media.⁵



Female athletes were 20% more likely to be spoken for by their coach at the Rio Olympics.⁶



They were also nine times more likely to be pictured with a male spouse or partner.⁶



Females are more likely than males to be dissatisfied with their sports club experience.⁷

Online news coverage of the Rio Olympics from a major NZ media site dedicated 28.2% of its Olympic coverage solely to women, and 43.5% solely to men.⁸

