

Office of Sport



HER SPORT

HER WAY

Year Four Action Plan
2022 - 2023

Acknowledgement of Country

The Office of Sport would like to acknowledge and pay its respects to the traditional custodians of our land, the Aboriginal people of NSW.

The Office of Sport would also like to pay its respects to Aboriginal Elders past, present and emerging.

Artwork
"Jennebe"
By Jasmine Sarin

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Minister for Sport



It gives me great pleasure to present the Her Sport Her Way - Year Four Action Plan

The Her Sport Her Way strategy affirms the NSW Government's commitment to empower women and girls to have full access to opportunity and choice, be valued for their diversity, be recognised for their contribution, and be able to participate in sport at all levels.

This year's action plan has a clear priority of advancing women leaders in sport, investment in strategic partnerships and event legacy initiatives to support the FIBA Women's Basketball World Cup 2022 and the FIFA Women's World Cup TM 2023.

The Year Four Action Plan encompasses dedicated funding to support the participation of all women and girls. This includes the \$25 million Female Friendly Community Sport Facilities

and Lighting Upgrades Fund that will deliver female-friendly change rooms, amenities and lighting upgrades at community sporting facilities across the state.

Now in its fourth year, the Her Sport Her Way Grant Program will also feature as part of the Action Plan. With more than \$1.9 million having been provided under this program to date, we will continue to assist our NSW State Sporting Organisations to develop and deliver new initiatives to increase participation of women and girls in sport, both on and off the field, and build cultures of diversity and inclusion.

Now, more than ever, increasing female participation in sport is crucial for women and girls to reap the associated social, physical and mental health benefits.

At the grass roots level, we will continue to focus on empowering young girls through a ground-breaking partnership with the University of Newcastle to deliver the award-winning Daughters and Dads Active and Empowered program across NSW. The delivery of sport specific versions of the program for cricket, basketball, gymnastics and football will also be supported in 2022-2023.

Our elite female athletes will be supported through a partnership with the Minerva Network which will see increased opportunities for athlete development and mentoring, as well as delivering a talented pool of potential candidates for positions on sports Boards.

I am also excited to support the staging of the second Trendspotter Forum to continue to bring together brands, sporting codes, corporates, media, and government to map and align values between brands and women's sport providers and showcase the value proposition of investing in women's sport.

I thank you for the incredible collaboration over the four years of Her Sport Her Way and look forward to continuing this to achieve positive outcomes for women and girls in NSW.

The Hon. Alister Henskens, SC MP

About Her Sport Her Way

Her Sport Her Way is a four-year strategy (2019-2023) comprising 29 initiatives across four strategic pillars: participation, places and spaces, leveraging investment, and leadership.

The strategy looks through a female lens at the way that sport in NSW is delivered, coached, marketed, led, sponsored and consumed. It aims to remove barriers and improve participation of women and girls across all levels and roles in sport in NSW.

Her Sport Her Way strategy at a glance



The Office of Sport is responsible for overseeing the implementation of Her Sport Her Way. A dedicated team within the Office is leading and driving initiatives in partnership with the sector and other key stakeholders.

As part of this process, the Office of Sport has committed to developing Her Sport Her Way Annual Action Plans and working in partnership with the University of Sydney's SPRINTER Group to evaluate initiatives across the course of the strategy.

NOTE: Abbreviations may be used throughout document:
 The Office of Sport - the Office
 Her Sport Her Way - HSHW
 State Sporting Organisations and State Sporting Organisations for people with Disability - SSOs
 The University of Sydney's SPRINTER Group - SPRINTER
 University of Newcastle - UoN

YEAR FOUR ACTIONS AT A GLANCE

PARTICIPATION

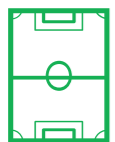


Increasing female participation in sport is essential to reap the associated social, physical and mental health benefits

ACTIONS

- 1.1 Expand delivery of Daughters and Dads Active and Empowered throughout NSW
- 1.2 Deliver Keep Girls in Sport initiatives
- 1.3 Deliver presentations, webinars, Think Tanks and promote the Participation Planning Tool
- 1.4 Deliver the Her Sport Her Way Grant Program

PLACES & SPACES



The availability and equity of access to safe, comfortable and inclusive sport places and spaces encourages and enables women and girls to participate

ACTIONS

- 2.1 Invest in accessible and inclusively designed sporting facilities
- 2.2 Collaborate on NSW Government sport infrastructure planning, grants and access programs
- 2.3 Showcase inclusive design and innovation

LEVERAGING INVESTMENT



The rise in profile of women's sport represents an opportunity to attract and leverage investment for sustainable growth

ACTIONS

- 3.1 Redefine the value of corporate sponsorships for women's sport
- 3.2 Deliver the Trendspotter23 Forum
- 3.3 Deliver the Visibility Matters Broadcaster Forum
- 3.4 FIBA Women's Basketball World Cup 2022 Legacy Program and NSW Football Legacy Program

LEADERSHIP



Strong gender balanced leadership can bring breadth of perspective, better decision making and cultural change that supports participation and involvement of women and girls

ACTIONS

- 4.1 Support SSO boards to achieve gender inclusive cultures
- 4.2 Support the Female Leadership Program
- 4.3 Support the expansion of the Minerva Network and Women in Sports Governance Program
- 4.4 Deliver the Her Sport Her Way Awards

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PARTICIPATION

Increasing female participation in sport is essential to reap the associated social, physical and mental health benefits.



STRATEGY FOCUS

Supporting key influencers to facilitate girls' participation

Evidence has shown that fathers/father figures who are actively engaged with their daughters impact on a host of important physical and mental health outcomes including higher levels of cognitive ability, self-esteem, social skills, resilience, physical activity as well as educational outcomes. Fathers also have a critical role in helping their daughters form a healthy body image.

ACTION #1.1 Expand delivery of Daughters and Dads Active and Empowered programs throughout NSW

The Daughters and Dads Active and Empowered program developed by the University of Newcastle is a world-first lifestyle program targeting fathers/father figures as the agents of change to improve their daughters' physical activity levels, sport skills and social-emotional wellbeing.

Empowering young girls with positive self-image and improved competency in sport skills is a key strategy to enabling girls and women to enjoy a lifelong association with sport and physical activity.

The fourth year of this partnership with the University of Newcastle will see the continued implementation of the classic weekly program, a condensed weekender program and delivery partnerships with the sports of cricket, basketball, gymnastics and football throughout NSW.

WE WILL:

- Deliver Daughters and Dads across NSW through the Office's Centres and Regions
- Refresh and deliver the Daughters and Dads Communications Strategy to amplify the program and extend reach across NSW
- Continue to support the Daughters and Dads program delivery partnerships with the sports of cricket, basketball, and gymnastics in partnership with those SSOs
- Design and pilot Football Daughters and Dads in partnership with Football NSW, Northern NSW Football and Football Australia as part of the NSW Football Legacy Program



STRATEGY FOCUS

Building sector capability

The Office is committed to sharing the latest research, insights and tools and providing funding to assist the sport sector to build capability to adapt, innovate and drive cultural change to reduce barriers to participation for women and girls both on and off the field.

ACTION #1.2 Deliver Keep Girls in Sport initiatives

Despite the extensive benefits of sport, participation for girls and teenage girls is at an all-time low. The COVID pandemic has negatively impacted girls' mental health and participation in sport.

WE WILL:

- Gather and promote latest research, insights on barriers to participation, promising programs and innovative approaches
- Conduct focus groups to explore Daughters and Dads Active and Empowered program teenage application
- Host a Keep Girls in Sport Think Tank showcasing latest insights and exploring innovative approaches and links to solutions to keep girls in sport (on and off the field) to broad audience including sport, Active Kids providers, education sector, relevant government agencies
- Engage diverse providers to promote innovative offerings through Active Kids that reflect what girls want

ACTION #1.3 Deliver presentations, webinars, Think Tanks and promote the Participation Planning Tool

Support to the sector will be provided to share good practice in the design and delivery of inclusive sport experiences that break down barriers to participation and reflect what women and girls want.

WE WILL:

- Contribute to sector presentations, and deliver workshops, webinars and customised Think Tanks
- Promote innovation, research, case studies and use of the Participation Planning Tool
- Celebrate achievements, showcase successful programs and share learnings



ACTION #1.4 Deliver the Her Sport Her Way Grant Program

Adolescent girls' insights reveal that girls avoid trying new things during puberty because they are too afraid to fail and have a fear of judgement.

The 2022/23 HSHW grant funding round will provide funding support to the sector to deliver innovative programs to break down barriers, improve retention of adolescent girls, develop gender inclusive sporting cultures and get more women and girls participating on and off the field.

WE WILL:

- Deliver round 4 of the grant program and encourage organisations to utilise the Participation Planning Tool
- Provide evaluation workshops and evaluation support for grant recipients in partnership with SPRINTER
- Promote promising programs and case studies

“ Data tells us that girls' participation in tennis declines from 14 years of age, the Teen Tennis for Girls program supported through the Her Sport Her Way grant program, will provide important support to retain girls and allow them to enjoy all of the benefits sport and tennis can provide girls in those important years. ”

Darren Simpson - Tennis NSW CEO



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PLACES AND SPACES

The availability and equity of access to safe, comfortable and inclusive sport places and spaces encourages and enables women and girls to participate.



STRATEGY FOCUS

Funding

The NSW Government is making a significant investment in the development of sporting facilities with a focus on delivering projects that remove barriers and boost female participation in sport. A specific funding program to deliver female-friendly change rooms, amenities and lighting upgrades at community sporting facilities across the state will enable more women and girls to get involved in sport.

ACTION #2.1 Invest in accessible and inclusively designed sporting facilities

The Office will deliver the following key sport infrastructure initiatives in 2022/23:

Female Friendly Community Sport Facilities and Lighting Upgrades Grant Program: \$25 million for this new fund to increase the number of fit for purpose, safe, accessible and inclusive female sports facilities as part of the Women's Opportunities Statement.

Multi-Sport Community Facility Fund: \$100 million to support local communities by funding universally designed and inclusive facilities that move beyond compliance and provide dignified inclusion for all.

Centre of Excellence Fund: \$75 million as a grant program and \$113 million to three NRL clubs to assist sporting codes to develop community centres that include integrated high-performance training and administration facilities and support talent identification and development opportunities. Each Centre of Excellence will include multi-purpose facilities, enabling sports to expand community programs and bridge the gap between elite sport and the general community. All centres will feature dedicated female programs and facilities to improve pathways for women and girls.

WE WILL:

- Provide significant investment for the development of sporting facilities across the state with a focus on projects that remove barriers and boost female participation in sport and follow good practice in accessible universal design

ACTION #2.2 Collaborate on NSW Government sport infrastructure planning, grants and access programs

The Office will advocate for and provide advice on the needs and expectations of women and girls in the planning, design, access and funding of sporting facilities by other government agencies.

WE WILL:

- Contribute to whole of government approaches, projects and strategies e.g. Safer Cities Project; Regional Liveability Strategy
- Provide specialist advice on NSW Government facility grant guidelines, assessment processes and whole of government sport facility planning

STRATEGY FOCUS

Building sector capability

The Office is committed to sharing the latest insights and good practice in universal and accessible facility design. Welcoming, inclusive, safe, fit for purpose places which provide equal opportunities for participation for all players, officials, spectators, and administrators will be showcased.

ACTION #2.3 Showcase inclusive facility design and innovation

National and state sport facility audits put a spotlight on facility needs for women and girls and reveal an inadequacy of current facilities, particularly for the traditional male dominated sports.

There is a growing body of evidence to inform features for female friendly and universally designed facilities.

WE WILL:

- Deliver an online series that explores ways to create welcoming, inclusive environments that consider the full range of human diversity: ability, language, culture, gender, age and other differences
- Promote good practice in accessible and universally designed facilities, case studies and shared learnings



3

LEVERAGING INVESTMENT

The rise in profile of women's sport represents an opportunity to attract and leverage investment for sustainable growth.



STRATEGY FOCUS

Building sector capability

The Office is committed to bringing together the latest evidence, case studies, and learnings from sporting codes, brands, corporates, media, and government to map and align values between brands and women's sport providers. In a period where brands are increasingly being held accountable to show social value and embrace equity, there is an increasing opportunity for purpose-based connections that women's sport presents.

ACTION #3.1 Redefine the value of corporate sponsorships for women's sport

Increasing partnerships and investment in women's sport can greatly increase participation and opportunities for all women and girls. Clearly defining the value of corporate sponsorship for women's sport is key to driving better commercial decisions in this space.

WE WILL:

- Develop case studies showcasing partnerships that drive real change for women and girls and provide value for investors
- Feature insights and case studies at the Trendspotter23 forum
- Actively engage with and influence other key business, sponsorship, advertising and marketing forums



ACTION #3.2 Deliver the Trendspotter23 Forum

Building understanding across the sport and corporate sectors of sophisticated and nimble approaches to investment in women's sport is crucial.

The Trendspotter23 forum will target investors and feature the latest data, insights, trends from corporates, brands, the sporting sector and media.

WE WILL:

- Gather the latest insights and partner with relevant agencies to curate and deliver the program
- Deliver the forum in the lead up to FIFA Women's World Cup 2023

“ Connection, simplification, and enjoyment top the list of consumer needs in these challenging times. Moments of crisis create conditions for profound change. Women's sport can capitalise on this desire and create a 'new normal'. Brands are looking to engage with people on a more authentic level and it doesn't get more authentic than women's sport. ”

Emma Montgomery CEO of Leo Burnett

ACTION #3.3 Deliver the Visibility Matters Broadcaster Forum

New media and story channels, along with multi-platform and streaming behaviours are changing the way that people watch and engage with athletes.

For women's sport to grow sustainably and reach diverse markets, audience interest and engagement platforms need to be better understood, and female athletes and teams need to be visible in ways that resonate with diverse fans. The forum will facilitate new thinking and approaches to increasing visibility for women in sport.

WE WILL:

- Draw on the latest insights, data, case studies, and learnings from sporting codes, broadcast media, digital media, female broadcasters and explore innovative solutions and a call to action
- Deliver the forum in lead up to the FIFA Women's World Cup 2023
- Consider opportunities to connect different sports to diverse media opportunities

STRATEGY FOCUS

Drive positive legacy from major women's sporting events

NSW is leading the way in hosting and bidding for major women's sport events. The Office's support of NSW events is led with a legacy focus, ensuring that the sector has the facilities and resources to enhance participation opportunities for women and girls before, during and after the events have been held. Dedicated funding for legacy initiatives reinforces the importance and power of world cups on home soil to connect with young girls.

ACTION #3.4 FIBA Women's Basketball World Cup 2022 Legacy Program and NSW Football Legacy Program

World Cups provide powerful opportunities to promote the value proposition of women's sport and to inspire women and girls to participate.

Legacy programs associated with the world cups, delivered by Basketball NSW, Football NSW and Northern NSW Football will focus on enhancing the participation of women and girls before, during and after the World Cup events for these two sports in 2022 and 2023 as well as promoting access to appropriate facilities.

WE WILL:

- Support Basketball NSW implement FIBA Women's Basketball World Cup 2022 Legacy Program including Basketball Daughters and Dads; I Am A Girl I Can do Anything (IAAG) and IAAG Leadership Scholarship Programs
- Contribute to the FIBA Women's Basketball World Cup 2022 Playmakers Program designed to increase awareness and positioning of the event
- Support delivery of NSW Football Legacy Program including Daughters and Dads Football Program product development and pilot programs



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LEADERSHIP

Strong gender balanced leadership can bring breadth of perspective, better decision making and cultural change that supports participation and involvement of women and girls.



STRATEGY FOCUS

Building sector capability

It is widely acknowledged that diversity delivers better decision-making and organisational effectiveness. Building the capability of sporting organisations to create gender inclusive cultures and environments from grassroots through to the boardroom is a priority as well as supporting girls' and women's career and leadership aspirations in the sport sector.

ACTION #4.1 Support State Sporting Organisations boards to achieve gender inclusive cultures

This two-year partnership with Sport NSW aims to increase the capability of NSW SSOs to develop inclusive cultures at board and management levels.

Phase two of this project will deliver Gender Inclusive Board training to eight targeted SSOs boards and senior executives. Robust evaluation of the initiative will be key to developing a strategy for broader implementation across the sector in the future.

WE WILL:

- Continue the partnership with Sport NSW for delivery of the 'Increasing Women on Gender Inclusive Boards' program
- Provide project evaluation support to Sport NSW in partnership with SPRINTER
- Engage SPRINTER to prepare reports and gather case studies to evaluate the impact of this project
- Explore adapting existing tools and resources for community sporting organisations

ACTION #4.2 Support the Female Leadership Program

Under a partnership with Sport NSW, a pilot program targeted at aspiring female leaders and directors to undertake foundational governance training to support their career aspirations as leaders and directors within the NSW sporting sector will be implemented. The 'Get on Board program' combines the Australian Institute of Company Directors 'Foundations for Not-For-Profit Directors' Course with a practical board readiness workshop delivered by The Thinking Woman & Co to turn theory into strategic action.

In the second year of this partnership with Sport NSW, scholarships will be provided for aspiring female directors and leaders to access this training as not-for-profit board members.

WE WILL:

- Continue the partnership with Sport NSW to deliver the Australian Institute of Company Directors 'Foundations for Not-For-Profit Directors' training
- Deliver the 'Get on Board program' for up to 30 aspiring women working in the sport sector

STRATEGY FOCUS

New and innovative partnerships

Elite women athletes are important role models and influencers for girls and women when it comes to sport and healthy lifestyles. There is great potential to tap into this group to take on leadership roles in sport.



ACTION #4.3 Support the expansion of the Minerva Network and Women in Sports Governance Program

The Office's partnership with the Minerva Network provides a pathway for elite women athletes to raise their profiles and transition into leadership roles through mentoring, support, and training. In addition, Minerva's network of professional businesswomen presents a valuable pool of potential candidates for positions on sports boards.

WE WILL:

- Contribute to an athlete data management system to increase the number of athletes supported through the Minerva program
- Support Minerva Network's Women in Sports Governance program and the establishment of a database of board ready candidates
- Support Minerva Network's series of workshops, webinars and a network event

STRATEGY FOCUS

Visibility and Recognition

The visibility of women in sport as players and leaders is critical to inspiring young girls and normalising participation.

ACTION #4.4 Deliver the Her Sport Her Way Awards

Recognising and celebrating the achievements of female leaders in sport through awards and storytelling shines a light on women's achievements across the sector.

Many individuals, clubs and organisations are striving to give women and girls more opportunities and equal access to participate in their sport. We want to continue to recognise those people and highlight the important work they are doing.

WE WILL:

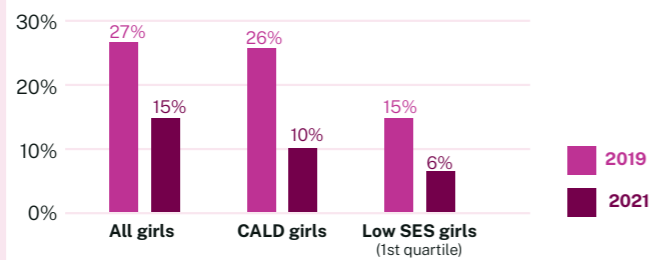
- Host an event to recognise and celebrate award winners
- Promote award winners' stories across social media and other platforms



Participation

85% of girls aged 5-15yrs in NSW do not achieve adequate levels of physical activity¹

Sport participation 3 x per week for girls in NSW²



Barriers to participation

Research has found a universal barrier across life stages: **women feel intimidated and/or embarrassed to exercise in public**³

Fear of judgement is the main barrier for girls & women because of:



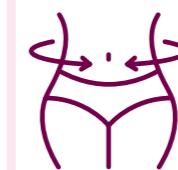
Teenage girls insights

More than **1/4** of Australia teen girls are at risk of not returning to play sport after covid lockdown⁴



60%

reported 'nothing can be done' to make them look forward to participating in team sports again⁴



1/3

are unhappy with their body image⁵

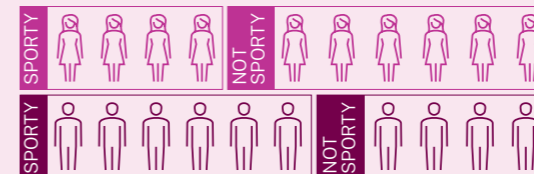


63%

of young women wouldn't play sport or exercise without a friend by their side⁵

4/10

define themselves as 'sporty' compared to 6/10 boys⁵



7/10

girls avoid trying new things during puberty because they are too afraid to fail⁵



Places and Spaces



The most recent sport to conduct a facility audit was **Football Australia**

24%

of football facilities in NSW were suitable for women and girls

Growth in participation by women and girls in 2021



Facility design insights

Principles and features for female friendly design include:

- Co-design
- Inclusive, accessible and universal
- Intergenerational and intersectional
- Flexible, adaptable and functional
- Connecting with Country and Designing with Country
- Safety - lighting, wayfinding, CPTED
- Security - CCTV and passive surveillance
- Inspirational - recognition through art and images
- Equitable access to participation and competition
- Welcoming spaces - clean and well-maintained facilities⁶

Leveraging Investment

Hosting women's world cups in NSW provides powerful opportunities to leverage investment and drive positive legacy



Sporting events hosted

- 2019: Rugby League World Cup 9s (men and women)
- 2020: ICC Women's T20 World Cup
- 2022: UCI Road World Championships (men and women)
- 2022: FIBA Women's Basketball World Cup

Still to come...

- 2023: FIFA Women's World Cup
- 2025: ICF Canoe Slalom World Championships (men and women)
- 2027: Netball World Cup
- 2029: Rugby World Cup

Sports Marketing Landscape

More brands are sponsoring women's sports

38% increase in brands sponsoring women's sport 2019-2021⁷

Women's sport sponsorship in Australia will grow to

20% of total sponsorship value by 2025⁸

Sponsor exposure value in women's sport continues to grow

\$118M 2019

+65%

\$185M 2021⁹



Australian women's teams have a significantly higher emotional connection with the public compared to men's teams¹⁰

69%

of women's sports fans are likely to buy sponsors product or service¹¹



Avid fans of women's sport are trendsetters, early adopters of new tech and increasingly receptive to sponsorship¹²

Leadership

Governance in NSW SSOs in 2021¹³



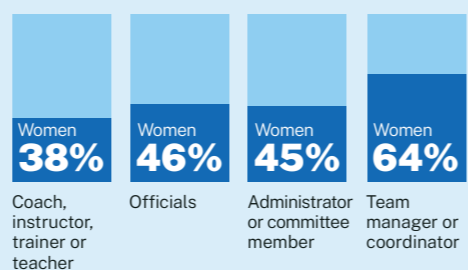
43% of SSOs meet target of **40%** women on boards

5 of the top 13 participation sports had less than **25%** women on boards

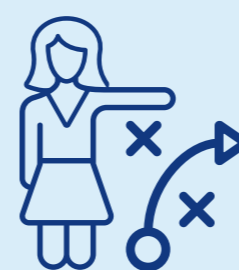
33% of SSOs have women in CEO roles



Volunteer roles in sport by gender in NSW in 2021¹⁴



High-Performance Coaching in Australia¹⁵



13% of women coaches at Tokyo Olympics (up from 9% at Rio)

33% of coaches employed by NSWIS are female

15% of women coaches at Gold Coast Commonwealth Games (up from 10% at Glasgow Games)

24% of coaches in combined codes W-League, WBBL, WNBL, NRLW are female


1. NSW Population Health Survey (SAPHaRI). Centre for Epidemiology and Evidence, NSW Ministry of Health. 2. Ausplay - Jan-Dec 2019 and Jan-Dec 2021. 3. Helping women and girls get active. This Girl Can - Victoria 2018. 4. Suncorp Team Girls initiative research 2020, Australian girls aged 11-17, YouGov Plc 2020. 5. Reframing Sport for Teenage Girls - Women In Sport UK. 6. <https://www.sport.nsw.gov.au/community-sport-infrastructure-resource-library/inclusive-facility-design-and-innovation-forums>

7. Nielsen Sport 24 Database, Dedicated Media Only, 2019-2021. Australian Men's Codes: AFL, NRL, BBL, SR, NBL, ALM. Women's Codes: AFLW, WBBL, SW, WNBL, ALW, SSN. 8. Women's Sport Gets Down to Business: On track for rising monetization. Deloitte 2021. 9. Nielsen Sport 24 Database, 2019-2021. Australian Women's Codes: AFLW, NRLW, WBBL, SW, WNBL, ALW, SSN. 10. True North Research 2022. 11. Sportslink 2021. Avid Fan of Women's Codes. 12. Nielsen Fanlinks, Australians 16+, 2021. Avid Fan of Women's Codes. 13. OoS OSP Report 2022. 14. Ausplay - Jan-Dec 2019 and Jan-Dec 2021. 15. Sport Australia 2022

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