














Strategy at a glance

Play Her Way

Pillars	<h3>She Belongs</h3>	<h3>She Plays</h3>	<h3>She Wins</h3>	
Strategic focus	<p>Leadership and culture</p> <p>Developing sport environments based on inclusivity, equality and respect.</p>	<p>Participation</p> <p>System-wide approach to addressing barriers and opportunities for participation for women with a focus on adolescent girls.</p>	<p>Partnership and investment</p> <p>Innovative approaches to commercialise and generate funding through corporate value alignment with women's sport.</p>	
Intent	<p> She Belongs in inclusive boardrooms</p> <p> She Belongs at every point of the coaching pathway</p> <p> She Belongs in welcoming places and spaces</p> <p> She Belongs in supportive employment environments</p>	<p> She Plays when key people support her</p> <p> She Plays when she has body confidence and no fear of judgement</p> <p> She Plays when she has choices and input</p> <p> She Plays when she can enjoy participating with friends</p>	<p> She Wins when she can see what she can be</p> <p> She Wins when World Cups are on home turf</p> <p> She Wins when brands, sport and key players unite</p> <p> She Wins when professional sport works as a collective</p>	
Implementation	<ul style="list-style-type: none">• Lead Her Way initiatives• Coach Her Way initiatives• Gender inclusive boards program• Safe sporting environments for women initiatives• Gender equity targets for boards through the Organisation Support Program	<ul style="list-style-type: none">• InnovateHER partnerships• EmpowHER Initiatives• Funding for State Sporting Organisations and State Sporting Organisations for people with Disability through the Organisation Support Program	<ul style="list-style-type: none">• World Cup and major event legacy initiatives• NSW Professional Sporting Codes Collective• Innovation forums connecting brands, media and sports	