unprecedented broadcast deals, television audiences and digital engagement. to continue to capitalise on
seasons (AFLW, WBBL
2. Nielsen Sports, 2018

PARTICIPATION

Women and girls are less active than men and boys when it comes to sport-related activities.

When it comes to participating in organised sport and physical activity outside of school hours three times a week, boys’ rates are consistently higher and increase with age, while girls rates plateau when reaching adolescence.1

PARTICIPATION IN ORGANISED SPORT & PHYSICAL ACTIVITY OUTSIDE OF SCHOOL HOURS - 3 TIMES PER WEEK

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-4 years old</td>
<td>44%</td>
<td>35%</td>
</tr>
<tr>
<td>5-8 years old</td>
<td>39%</td>
<td>32%</td>
</tr>
<tr>
<td>9-11 years old</td>
<td>33%</td>
<td>22%</td>
</tr>
<tr>
<td>12-14 years old</td>
<td>22%</td>
<td>1%</td>
</tr>
</tbody>
</table>

Demonstrate advanced kicking skills

Primary School

- 54%

Secondary School

- 16%

Demonstrate advanced throwing skills

Primary School

- 52%

Secondary School

- 18%

EXCELLENCE

Girls rates plateau when reaching 0-4 years old 5-8 years old 9-11 years old 12-14 years old

Globally, Australia is leading the way in women’s sport on

1. Nielsen Sports Top 5 Global Sports Industry Trends, 2018

39/288

In 2016 the AFL’s audit of facilities reported that of the 1,775 NSW facilities 13% have female friendly facilities which is below the national average of 19%.

39%

In 2017, female AFL club participation grew 78%

78%

LEVERAGING INVESTMENT

The rise in profile of women’s sport represents an opportunity to sustainably grow women’s sport by attracting and leveraging investment.

Events are central to leveraging investment into women’s sport. NSW is leading the way in hosting and bidding for major women’s sport events.

NSW will bid to host and showcase major international women’s sporting events throughout the course of the strategy.

Brands are investing in women’s sport for a powerful values-based connection, and female sporting personalities are reaching huge untapped markets, inspiring a whole new generation of kids

HIGH PERFORMANCE COACHING

- Olympic, Paralympic or Commonwealth Games typically see coaching figures of 85% male to 15% female.4
- Only 9% of accredited high performance coaches at the Rio Olympics were female.
- At the 2014 Glasgow Commonwealth Games, 90% of the Australian coaches were male.
- The W-League, AFLW, WBBL, and WNBL have twice as many male coaches as female coaches.

NSW COACHES

10 of the 30 coaches that are employed by NSWIS are women. (May, 2018)

What is holding women and girls back?

Research has found a universal barrier across life stages: women feel intimidated and/or embarrassed to exercise in public.2

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

90%

of survey respondents voted leveraging investment in improved facilities for female players and fans as a top three priority for Government.

In Australia, the women’s sport audience topped 10 million in the 2017/18 seasons of the AFLW, Women’s Big Bash League, W-League and Suncorp Super Netball.

10 MILLION

LEADERSHIP

Leaders on and off the field in sport are key influencers, yet fewer women than men are appointed leaders.

In 2017 only 12.5% (2 out of 16) of the major/larger sports in NSW had at least 40% of women on boards.

40%

Women on boards

40%

COACHES

Women are underrepresented as coaches across the board.

OFFICE OF SPORT