

YEAR ONE HIGHLIGHTS
2019-2020





Welcome

Welcome to the highlights of *Her Sport Her Way* Year One 2019–2020.

The success of the first year of *Her Sport Her Way* centres around the clear role it set out for the NSW Government to work with the sport sector. The strategy has been enthusiastically embraced by NSW sporting organisations of all sizes, government agencies, academia, and new partners and I thank you for coming on this journey with us.

Her Sport Her Way - Year One Highlights include the launch of the Participation Planning Tool and delivering Think Tanks which informed the preparation of Her Sport Her Way grant applications. The Daughters and Dads Active and Empowered Program pilots were delivered with great enthusiasm around the state through our Sport and Recreation Centres and regional offices.

NSW led the way in hosting and bidding for major women's sport events as part of the 10 World Cups in 10 Years initiative – with a strong focus on leveraging the social, health and economic opportunities for women and girls across NSW. The NSW ICC T20 World Cup 2020 Legacy Fund is one example and in another partnership with the World Cup 2020, the Her Sport Her Way Awards were presented at the spectacular Women in Sport gala dinner.

Year One saw the prominence of elite women's sport continue to build with more on-field success and media attention, as well as attendance and viewership records set and broken. Top of the list was the ICC Women's T20 World Cup 2020 Final at the MCG where I was one of the 86,000 fans cheering Australia on International Women's Day 2020.

As the Year One ended, we were buoyed by the news that Australia will host the 2022 FIBA Women's Basketball World Cup and Australia and NZ will jointly host the 2023 FIFA Women's World Cup.

With the disruptive impact of COVID-19, the Her Sport Her Way team has been challenged to adapt the strategy and pivot initiatives contained in our **Year Two Action Plan**.

What's clear is that it's more important than ever to shine a light on women's achievements and continue to advocate for equal opportunities for women and girls in sport.

Karen Jones

Chief Executive Office of Sport

INVESTMENT HIGHLIGHTS



INFRASTRUCTURE

In 2020, **\$40M**has been allocated
across **22 sporting**infrastructure projects which
included a priority focus on
female friendly facility design





ACTIVE KIDS

\$50.85M

has been invested in 514,286 vouchers redeemed by girls to support the cost of participation under the Active Kids Program

INITIATIVES HIGHLIGHTS





delivery models trialled across 5 regional locations



Facilitators trained across NSW



Cricket program developed and trialled



PARTICIPATION PLANNING TOOL

57

organisations completed the new on-line Participation Planning Tool

PRESENTATIONS AND WORKSHOPS

30

presentations and tailored workshops delivered to over

2,219 stakeholders



HSHW AWARDS

New awards program with 4 categories Champion Young Achiever Organisation Trailblazers



NSW ICC T20 World Cup 2020 Legacy Fund; Annual Women's Regional Big Bash; Women In Sport Gala Dinner; HighSchool Girls Leadership Forum and Multicultural Big Dance; University Rugby League Nines Competition





HSHW GRANT PROGRAM

New grant program

\$630K to 23 sports for 27 projects



Supporting key influencers to facilitate girls' participation

Daughters and Dads Active and Empowered Program

A key focus of the Year One Action Plan has been establishing the partnership with University of Newcastle to scale-up the award-winning Daughters and Dads Active and Empowered Program across NSW. This evidence-based program focuses on fathers as change agents for improving their daughters' physical activity levels, sport skills, and social-emotional wellbeing. Five pilots to trial various delivery models of the Daughters and Dads program were undertaken in Office of Sport regional and centre locations between August 2019 and March 2020. In addition, the first of the sport-specific Daughters and Dads programs for Cricket was trialled in two locations which included a Daughters and Dads themed activation as part of the ICC Women's T20 World Cup 2020 Tournament activities. These pilots have been evaluated and the findings will inform the next phase of the scale-up program.



I'd encourage as many people as possible to do the program. I couldn't speak more highly of it. I really liked the combination of classroom and physical application. To be with other dads and daughters and really take a step back and spend time with each other was fantastic.

Nick Hockley, CEO ICC T20 World Cup 2020





Building sector capability through insights, tools and funding

Think Tanks, presentations, and workshops

Since the launch of *Her Sport Her Way* 30 presentations and tailored workshops have been delivered to over 2,219 stakeholders ranging from grass roots clubs and associations through to state, national, and international sporting bodies, schools, academia, health and other government agencies. This effort has increased the impact and reach of *Her Sport Her Way*, building beneficial relationships to drive cultural change in a range of settings.

Academia
Other government agencies

165
265

1,104
685

School setting
Sport sector

Northern NSW Football: Relied heavily on the Her Sport Her Way research and insights showcased at workshops to inform the development and implementation of their 'Kick on Women' program, an introductory program for mature aged females to learn the basics of football in a non-competitive environment.



The research has been absolutely fantastic. It confirmed there was a really strong demand for more mature aged females to get involved. That research allowed us to develop a program which has been really well received.

David Eland, CEO Northern NSW Football

University of NSW: Drew inspiration from a Her Sport Her Way workshop to develop the first ever UNSW Active Women Strategy, based on the evidence and pillars of Her Sport Her Way. This strategy was released in March 2020, and as an initial result of their new mindset the UNSW increased the number of women on their Sports Advisory Council and upgraded their AFL and cricket facilities to meet the needs of women on campus.



In March 2020, we were very proud to launch our Active Women Strategy at UNSW. Her Sport Her Way provided not only the best practice framework and structure but more importantly the inspiration and enthusiasm to start our own journey and deliver our own Women's Sport and Active Recreation Strategy.

Roger Carter,
Sport Development Manager UNSW





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AISNSW has appreciated NSW Office of Sport sharing Her Sport Her Way research and practical applications with member school delegates at both the 2019 AISNSW Heads of Sport Conference 'Around the Grounds' and 2019 AISNSW K-10 PDHPE Conference, 'On Track for PDHPE'. Her Sport Her Way has been very well received by over 140 delegates at each event – teachers and leaders in the independent school sector in NSW.

Association of Independent Schools NSW

Her Sport Her Way Participation Planning Tool

Launched in Year One, the Her Sport Her Way Participation Planning Tool supports State Sporting Organisations and State Sporting Organisations for people with Disability develop and implement strategies and programs to increase participation of women and girls both on and off the field. This on-line tool contains a series of questions to help organisations apply a female lens to their operations and is linked to a resource library with supporting information, tools and templates to execute a female participation strategy. 57 organisations have completed the survey and on-line tool, and grant applicants told us they used the tool to inform strategic planning and preparation of grant applications as well as benchmarking.



After testing the Her Sport Her Way Participation Planning Tool, I think it has great potential for sports that want to review their processes and develop a plan to get more women and girls participating and contributing. I highly recommend other sports giving it a go.

Brittani Nicholl,
Surfing NSW - Community, Participation,
and Education Coordinator



Her Sport Her Way Grant Program

The Office of Sport launched the new Her Sport Her Way Grant Program to provide support to State Sporting Organisations and State Sporting Organisations for people with Disability to test new ideas, concepts and innovations to increase participation of women and girls both on and off the field. Through the first round of this grant program over \$630,000 has been distributed to 23 NSW state sporting organisations across 27 projects. This support will assist the sport sector to break down barriers, promote role models, and foster inclusivity for women and girls in sport. The Office of Sport, with assistance from University of Sydney (SPRINTER), developed a grant evaluation framework and resources to assist sports evaluate the effectiveness of their programs.



We are rewarding organisations which are introducing programs to break down participation barriers, promote role models and foster inclusivity.

> Geoff Lee, Acting Minister for Sport



At Wheelchair Sports NSW, we fell in love with the Her Sport Her Way strategy from the first time we saw it. It is an excellent, evidence-based approach that will change the game for girls and women in NSW regarding sport and recreation. We've been inspired to launch our HER SPORT Festivals for girls and women living with a disability as a result of the Her Sport Her Way Strategy, and we're only just getting started!



Mick Garnett, CEO Wheelchair Sports, recipient of *HSHW* Round 1 grant





Building sector capability

Prioritising investment in female friendly facilities within the Office of Sport facility grant programs has been the priority under the Year One Action Plan. The Greater Sydney Sports Facility fund was established with a strong focus on grassroots, community sporting facilities and projects that cater for the needs of women and girls. In 2020, \$40 million has been allocated across 22 sporting infrastructure projects across Greater Sydney.

Balgowlah Suns Junior AFL Club: \$689,700 towards the innovative construction approach via modular facility of new amenites including accessible public toilets, separate change rooms for males and females, storage and canteen facilities. the need for fit for gender sensitive and universal design amenities, was in response to the strong growth in their female participation.



I am so excited for the Balgowlah Suns Junior AFL club. The Suns players are aged between 5 and 16 years and the clubs is growing. So it was time for the toilet block to go and a modern building with change rooms for boys and girls to take its place. Now this building has separate accessible public toilets as well which the whole community will benefit from.

Michael Regan, Northern Beaches Mayor **Windsor Paddle Sports Club:** \$801,218 towards the construction of a new clubhouse with universally designed female change room and amenities, kitchen, storage, and community meeting room at Macquarie Park.

Wilton Recreation Reserve: \$2.2M towards a new multi-purpose amenity building, four new multi-purpose courts, and upgrades to the AFL building including female change rooms and referee rooms.

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As veteran paddlers of the Windsor Paddle Sports Club, we appreciate the grant from the NSW Government made possible through the Greater Sydney Sports Facility Fund to build a new clubhouse. We hope this clubhouse will be a real boost to paddle sports in the Hawkesbury district, and effectively utilise the great natural asset and potential that is Macquarie Park. The club has always been inclusive of women and girls but having a facility that meets our needs will assist in growing our female membership across a range of paddle sports. Having safe, accessible universally designed female change rooms with hot showers will be marvellous, particularly in winter. As veterans in the sport we recognise the value of participating in sport to stay active, healthy and strong.

Judy and Jill, Windsor Paddle Sports Club This is a fantastic development not only for the people of Wilton but for all of Wollondilly. This facility will allow a number of different sports to be enjoyed at the one location.

Matthew Deeth, Wollondilly Mayor







Drive positive legacy from major women's sporting events

NSW continues to lead the way in hosting and bidding for major women's sport events as part of the 10 World Cups in 10 years initiative – with a strong focus on leveraging the social, health and economic opportunities for women and girls across NSW. This approach ensures that the sector has the facilities and resources to enhance participation opportunities for women and girls before, during and after events have been held in NSW.



The NSW Women's Regional Bash is giving women's cricket in regional areas a chance to grow to new levels. The event showcases local role models and really demonstrates that there are opportunities for us to play similar events to the top-class athletes and the top performers.

Kate Jackson, Coffs Coast Chargers captain



I love rugby, though working and playing in a male dominated sport has its challenges. My ultimate goal is to see 50/50 opportunities within the organisation and on the field with equal funding and resources to create elite pathways and opportunities to ensure the success of the women's game... we are amazing players and deserve to be on the big screen!

Claudia Bell, NSW Rugby Her Sport Her Way Young Achiever

Year One legacy highlights include:

ICC Women's T20 World Cup 2020 and Women's Rugby League Nines World Cup legacy initiatives:



Provided **\$279,000** directly to cricket clubs and associations to support the growth in female participation through the **NSW ICC T20 World Cup Legacy Fund**. A total of 42 projects were funded during 2019/20 for programs, events, facility upgrades and resources specifically for female cricketers.



Celebrated women's cricket and women's sport through social media campaigns and community engagement activities including pop-up cricket activations, a Women in Sport gala dinner featuring the **Her Sport Her Way Awards**, a high school girls leadership forum and multicultural big dance.



Hosted the University 9s tournament at the NSWRL Centre of Excellence during the Rugby League 9s World Cup. The Office of Sport partnered with UniSport Australia, NRL and NSW Rugby League to host this initiative which strengthened the links between the partners to increase opportunities for women's participation.



Established the **NSW Women's Regional Bash** competition - an eight-team knock-out T20 competition held from 13 October 2019 to 21 January 2020. Over 110 players participated in matches across Newcastle, Wollongong, Tamworth and Canberra, with the finals played at the SCG.



Collective Voices

Launched on International Women's Day 2020, Collective Voices is an online book showcasing stories of individuals and organisations that are driving positive change for women and girls in sport. Featuring four themes: Design Shapers, Dream Makers, Ceiling Smashers and Game Changers, this campaign celebrates the many and varied voices that are contributing to the women's sport landscape including initiatives the Office of Sport is undertaking to bring the *Her Sport Her Way* strategy to life. Stories have been added to the book each month and distributed across social media platforms.



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When I heard Amy talk about people doubting her competence, I really got it. It was so inspiring hearing that Amy Perrett had been through the same as I had. I loved how she pushed herself to improve and move up the ladder.

Amy Zhong,
Tempe High School Student at the
High School Girls Leadership Forum during the
ICC T20 Women's World Cup 2020 in Sydney

Featured Stories



The golden ribbon that makes Taylor unbreakable

Inspired by Pantene's Ribbons of Strength campaign, Taylor sets her sights on the Paralympics.



Smashing the grass ceiling as Australia's first female super rugby referee

Amy Perrett, Australia's first female professional rugby referee, shares her passion for the game, her journey to the top, and goals for the future.



Empowering dads to empower their girls

The evidence behind Professor Phil Morgan's award winning Daughters and Dads Active and Empowered Program makes it an absolute game changer.





Visibility and Recognition

Her Sport Her Way Awards

The Office of Sport introduced the inaugural Her Sport Her Way Awards to celebrate and recognise achievements of women in sport. Featuring four categories to recognise young achievers, outstanding organisations, champions and trailblazers, these awards were strongly supported by the sector with outstanding candidates nominated. Award recipients were recognised and awarded at the prestigious ICC Women's T20 World Cup 2020 gala dinner in Sydney with over 250 attendees including multicultural, business and sport leaders, commercial partners, and media representatives.

2019/20 Her Sport Her Way Award Winners

Champion:

Tiffany Slater, GM - Women's Elite Program, NRL



Claudia Bell, Women and Girls Development Officer, NSW Rugby

Outstanding Organisation:

Northern NSW Football

Trailblazers:

Alex Blackwell, former Australian Women's Cricket captain and LGBTQI advocate;

Johanna Adriaanse, UTS/International Women's Group for Women and Sport;

Carolyn Campbell, CEO, Netball NSW





I feel privileged to be able to play a role in shaping the future of women's rugby league and contributing to the growth of women's sport and gender equality more broadly. I am honoured to receive this award which represents the hard work of many people over a number of years that has brought women's rugby league to where it is today.

Tiffany Slater, Manager of Women's Elite Program NRL Her Sport Her Way Champion Award It is great for the organisation to be recognised for the work we have been doing for women and girls. I would like to thank the Office of Sport for initiating the awards, it's really important that the work that has been done in this area is acknowledged.

David Eland, CEO Northern NSW Football Her Sport Her Way Organisation Award

HER SPORT HER WAY Year One Report

- at a glance











1 | PARTICIPATION

Status	Action	We Will	Target
July 1	1.1 Develop the Her Sport Her Way Participation Planning Tool	Launch the Her Sport Her Way Participation Planning Tool. Conduct ongoing refinements to the tool, including resources, information and templates.	30% of NSW sporting organisations have accessed the Her Sport Her Way Participation Planning Tool by 30 June 2020.
	1.2 Conduct innovation Think Tanks and planning workshops	Provide the latest insights through Her Sport Her Way Think Tanks with sporting organisations and new partners. Provide expert advice to support state sporting organisations undertaking strategic planning for women and girls.	Deliver series Her Sport Her Way Think Tanks in 2019-2020
	1.3 Establish the Her Sport Her Way Grant Program	Develop the Her Sport Her Way Grant Program guidelines and launch the new program. Encourage eligible organisations to use the Participation Planning Tool and attend Think Tanks to inform the development of grant proposals.	Deliver the new Her Sport Her Way Grant Program in 2019- 2020
July 1	1.4 Scale up girl empowerment program across NSW	Implement and evaluate Daughters and Dads Active and Empowered program delivery models for scale up in the sport sector and through the Office of Sport's regions. Launch scale-up programs across NSW.	Deliver Daughters and Dads Active and Empowered program across NSW by 30 June 2020.



2 | PLACES AND SPACES

Status	Action	We Will	Target
	2.1 Develop Her Sport Her Way Female Friendly Facility Guidelines	Develop design guidelines for stadia, high performance, regional and community sport facilities. Promote guidelines across the sector.	Her Sport Her Way Female Friendly Design Guidelines developed and promoted.
of June 1	2.2 Prioritise a focus on investment in female friendly sporting facilities within the Office of Sport facility grant programs, including the Greater Sydney Sports Facility Fund.	Give priority to grant applications that cater for the needs of women and girls.	Guidelines demonstrate a priority focus on female friendly sporting facilities.



3 | LEVERAGING INVESTMENT

Status	Action	We Will	Target
The state of the s	3.1 ICC Women's T20 World Cup 2020	Provide funding and resources through the NSW ICC T20 World Cup 2020 Cricket Legacy Fund to assist female cricketers with training and development, and encourage participation.	Establish Women's Regional Bash competition in the 2019-2020 season, to be delivered by Cricket NSW. Provide funding to support the growth in female participation through the NSW ICC T20 World Cup 2020 Legacy Fund.
		Work with Cricket NSW to enhance the performance pathways for female athletes through pre-event initiatives.	
		Promote and celebrate women's cricket through marketing, PR and community engagement activities aligned to the T20 World Cup.	
		Deliver a high school girls leadership forum, in conjunction with the ICC Women's T20 World Cup 2020.	
97	3.2 Women's Rugby League Nines World Cup	Work with the NSWRL, CRL and the NRL to identify opportunities to enhance the female player pathways in Rugby League Nines.	Increased number of female Rugby League Nines teams, participants and competitions in NSW.



4 | LEADERSHIP

Status	Action	We Will	Target
	4.1 Develop NSW Sport Leaders of Change program	Develop the NSW Sport Leaders of Change program for launch in 2020-2021. Adopt a new target of 50 per cent representation on state sporting organisation boards by 2023.	NSW Sport Leaders of Change program developed by 30 June 2020.
	4.2 Increase the number and visibility of female coaches at all levels	Gather relevant research and global insights to inform the NSW Female Coaches Framework. Conduct stakeholder consultations across high performance and talent development.	Deliver stakeholder consultations to inform the NSW Female Coaches Framework during 2019-2020
The state of the s	4.3 Celebrate and recognise achievements of women in sport	Deliver a Sport Leaders Breakfast to celebrate International Women's Day 2020. Establish three awards under the Leaders of Change Excellence Awards to be presented at the breakfast.	Women leaders in sport recognised at the 2020 IWD Sport Leaders Breakfast





