

PARTICIPATION

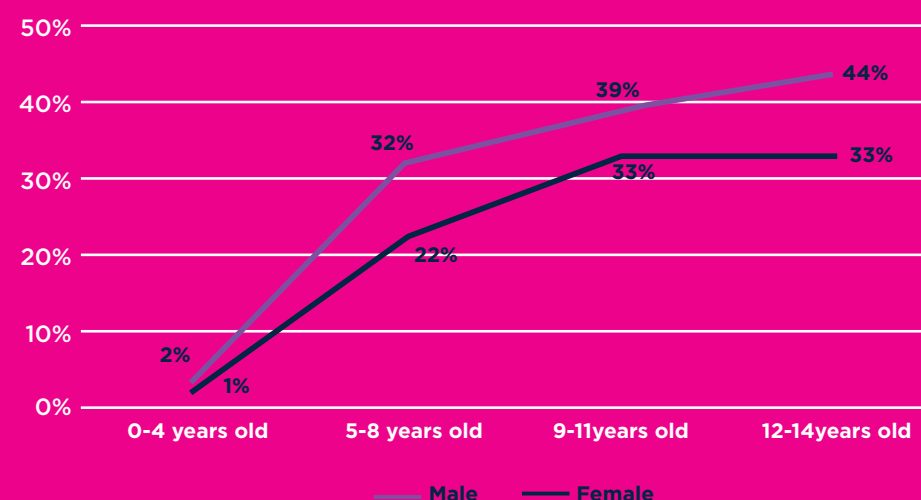


Women and girls are less active than men and boys when it comes to sport-related activities.

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

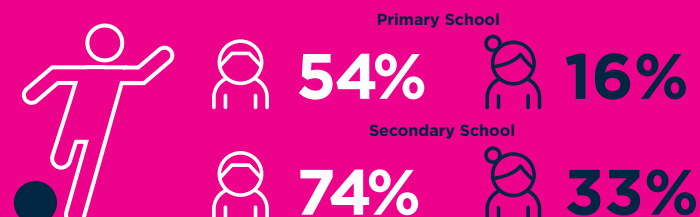
¹ Ausplay January - December 2017
² NSW Schools Physical Activity and Nutrition Survey (SPANs) 2015
³ Helping women and girls get active, This Girl Can - Victoria, Feb 2018

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

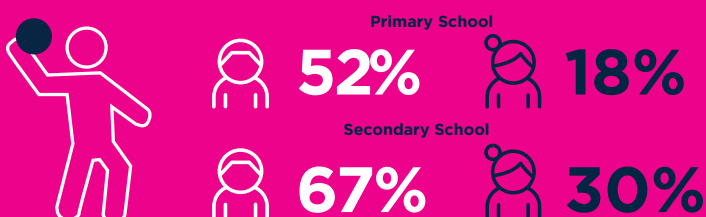


NSW girls are behind boys in the acquisition of key fundamental movement skills, demonstrating a significantly lower mastery level of kicking and throwing.²

DEMONSTRATE ADVANCED KICKING SKILLS



DEMONSTRATE ADVANCED THROWING SKILLS



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.³

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



During their childhood, girls are often marginalised in physical activity contexts at home, school and in the community. Targeting fathers to take an active role in increasing their daughters' physical activity levels and empowering young girls at the same time is an evidenced based approach to achieving change.

PLACES & SPACES



There are inequities in the availability of and access to safe, comfortable and inclusive sport places and spaces to enable women and girls to participate in sport in NSW.



13%

Cricket Australia's 2017 audit of facilities reported that of the 1,775 NSW facilities 13% have female friendly facilities which is below the national average of 19%.

39/288

In 2016 the AFL's audit of facilities reported that of the 288 Australian Football grounds in NSW, just 39 or **13.5%** are deemed to have 'female friendly' or unisex player amenities.



78%

In 2017, female AFL club participation grew 78%



Sport infrastructure is a core enabler of strategies designed to grow women's and girls' sport participation, improve high performance sport outcomes, drive sport related tourism and foster sector sustainability.



90%

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

LEVERAGING INVESTMENT



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



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

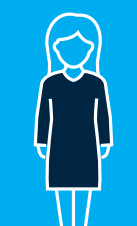


Brands are investing in women's sport for a powerful values-based connection, and female sporting personalities are reaching huge untapped markets, inspiring a whole new generation of kids



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.

LEADERSHIP



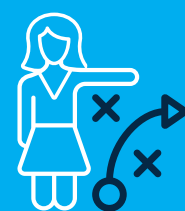
Leaders on and off the field in sport are key influencers, yet fewer women than men are appointed leaders.



40%

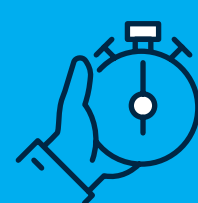
Women on boards

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



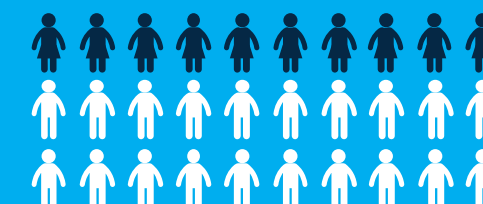
COACHES

Women are underrepresented as coaches across the board.



HIGH PERFORMANCE COACHING

- Olympic, Paralympic or Commonwealth Games typically see coaching figures of 85% male to 15% female.⁶
- 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)