

OFFICE OF SPORT

HER SPO RIJ HER WAY

Year Two Action Plan 2020 - 2021

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Minister's Message



It is my pleasure to introduce the *Her Sport Her Way - Year Two Action Plan* which sets our direction for 2020 - 2021, ensuring the momentum that has been built is sustained through these uncertain times.

With severe drought, bushfires, floods, and the far-reaching effects of the COVID-19 pandemic, 2020 has been the most challenging year for the sport sector, and more so in regional areas.

The Her Sport Her Way team has taken these

factors into account in the development of the Year Two Action Plan and have applied a COVID-19 lens to pivot initiatives. Our aim is to ensure that women's sport stays a priority in terms of investment and visibility. More than ever we want *Her Sport Her Way* to unite, inspire and give direction to our stakeholders working in women's sport.

To do this we need the support of strong leaders. The Sport Leaders for Change program will engage targeted CEOs to become champions for gender equity and commit to practical actions to improve sport outcomes for women and girls. The Girls Leadership in Sport Summit will focus on inspiring and supporting our leaders of tomorrow.

Especially exciting is our new partnership with the Minerva Network which will see increased opportunities for athlete development and mentoring for Australia's elite female athletes in the lead up to the Olympic and Paralympic Games.

With the joyous ICC Women's T20 World Cup 2020 still fresh in our minds, we have started work on developing legacy initiatives for the FIBA Women's Basketball World Cup 2022. More legacy work is on the horizon with the FIFA Women's World Cup in 2023.

The *Her Sport Her Way - Year Two Action Plan* demonstrates the NSW Government's ongoing commitment to building a stronger NSW sports sector where women and girls are valued, recognised, and have equal choices and opportunities to lead and participate.

Thank you for coming on this journey with us.

The Hon. Dr Geoffrey Lee Acting Minister for Sport

ABOUT HER SPORT HER WAY AND ANNUAL ACTION PLANS

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 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 Annual Highlights Reports detailing the plans and progress against each of the *Her Sport Her Way* initiatives.

The Office of Sport is also working in partnership with the University of Sydney's SPRINTER Group to evaluate initiatives across the course of the strategy.

The *Her Sport Her Way - Year One Highlights* report is available at sport.nsw.gov.au/ourwork/women-in-sport

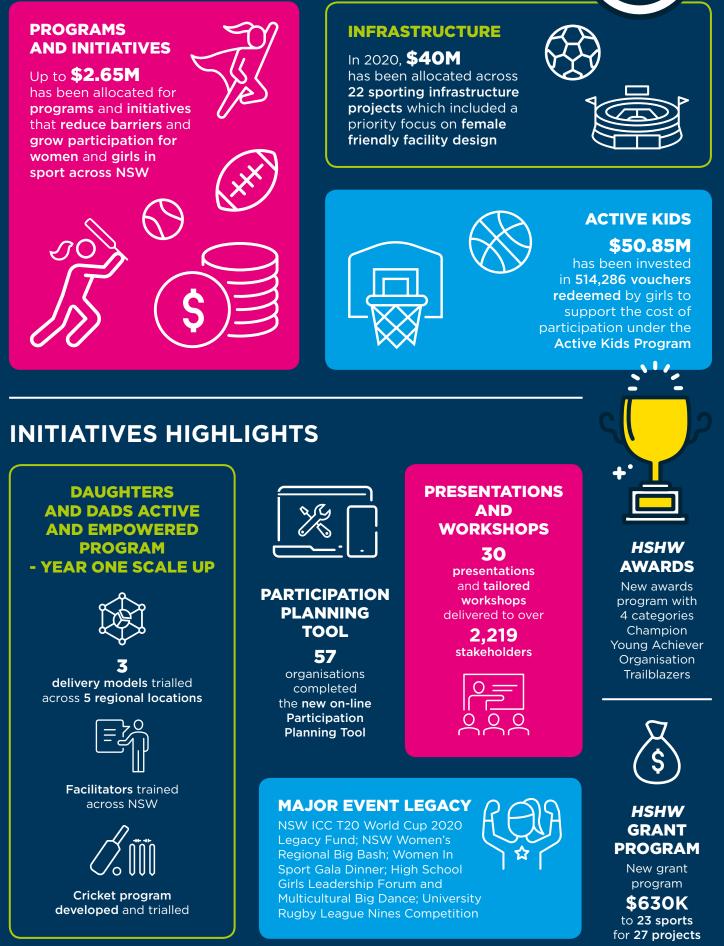
Some of the highlights from Year One are included in the infographic on page 7.



HER SPORT HER WAY 2019 - 2020

INVESTMENT HIGHLIGHTS





1 PARTICIPATION

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

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STRATEGY FOCUS: SUPPORTING KEY INFLUENCERS TO FACILITATE GIRLS' PARTICIPATION

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

ACTION #1.1: Scale up the Daughters and Dads Active and Empowered Program across NSW

Daughters and Dads Active and Empowered is an award-winning program by the University of Newcastle (UoN). The Office of Sport will continue to scale up this program in partnership with the UoN across NSW. COVID-19 impacts on families and vulnerable communities reinforce the need for cost effective and accessible programs that can also benefit positive parenting and health.

TARGET:

 Deliver and evaluate Phase 2 of the Office of Sport and sport sector Daughters and Dads Active and Empowered Programs during 2020-2021.

WE WILL:

- Deliver programs through the Office of Sport
- Deliver a new sport-specific version of the program
- Commence the development of a Daughters and Dads Active and Empowered website and online training platform
- Join forces with a strategic partner to enhance the reach and access of the program for underrepresented and disadvantaged groups.

I HAVE BONDED MORE WITH MY DAUGHTER. SHE BEAMED AT THE IDEA OF SPENDING A WEEKEND WITH ME AWAY FROM THE REST OF THE FAMILY. WE HAVE BEEN DOING A DIFFERENT TYPE OF ACTIVITY MOST AFTERNOONS AFTER SCHOOL. MY SON IS ALSO BENEFITING FROM MY NEW ENTHUSIASM TOWARDS ACTIVITIES BOTH COACHING AND FUN PLAY.

Daughters and Dads Active and Empowered Program participant

The COVID-19 pandemic has created unprecedented challenges for the sport sector. The impacts at all levels have been profound. The Office of Sport is committed to providing research, insights, tools and funding to build capability across the sport sector to continue 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 presentations, workshops, and promote the Her Sport Her Way Participation Planning Tool

Supporting the sector to design and deliver inclusive sport experiences that reflect what women and girls want helps to reduce barriers to participation. Building sector capability through education and workshops, sharing innovative approaches and the provision of effective planning resources is a priority.

WE WILL:

- Provide latest insights through workshops and presentations
- Share case studies from projects under Round 1 of the Her Sport Her Way Grant Program
- Provide advice to support State Sporting Organisations* undertaking strategic planning for women and girls' participation
- Conduct ongoing refinements to the Her Sport Her Way Participation Planning Tool
- Promote the use of the Her Sport Her Way Participation Planning Tool as a resource to assist sports implement female participation strategies and to inform grant proposals.

TARGET:

- Deliver Her Sport Her Way workshops and presentations in 2020-2021.
- 50% of State Sporting Organisations have accessed the Her Sport Her Way Participation Planning Tool.

ACTION #1.3: Her Sport Her Way Grant Program

Women and girls in NSW still face barriers to participation in sport and are under-represented in leadership positions. The Her Sport Her Way Grant Program supports projects aligned to Her Sport Her Way success measures including: more women and girls playing sport; improving retention of adolescent girls in sport; developing gender inclusive sporting cultures; and more women in leadership positions. The round two grant program will consider the impacts of COVID-19 on female participation, including a focus on regional communities.

WE WILL:

- Encourage organisations to utilise the Her Sport Her Way Participation Planning tool to inform grant proposals and strategic planning
- Collate and promote Her Sport Her Way Grant Program Round 1
 case studies
- Conduct grant evaluation workshop with Round 2 successful grant recipients
- Engage University of Sydney SPRINTER group to conduct evaluation workshops with grant recipients and provide ongoing support to evaluate the impacts of projects.

TARGET:

- Deliver Her Sport Her Way Grant Program (Round 2).
- Conduct evaluation workshops with funded organisations by June 2021.



2 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

Government has a key role in leading the design, planning and management of sports facilities to enhance women's and girls' sense of belonging, connectivity and safety to increase their engagement in sport. COVID-19 has created an opportunity to rethink design of buildings to include physical distancing, automated access and touch free bathroom devices, and hygiene consideration – improving public health and wellbeing.

ACTION #2.1: Prioritising investment in female friendly/ universal design sporting facilities within the Office of Sport facility grant programs

The Office of Sport administers several grant programs, supporting the development of sport and active recreation infrastructure across NSW. In 2020-2021 infrastructure grant funding guidelines will strongly reflect a focus on grassroots, community sporting facilities and projects that cater for the needs of women and girls.

WE WILL:

• Give priority to grant applications that cater for the needs of women and girls.

TARGET:

 2020-2021 infrastructure grant funding guidelines demonstrate a priority focus on female friendly, universal design sporting facilities.

ACTION #2.2: Develop Her Sport Her Way Facility Design Guidelines

Applying a gender lens to the design of sporting facilities from the local level through to stadia will improve and increase opportunities for female participants both on and off the field, as players, administrators, officials and fans. The Her Sport Her Way Facility Design Guidelines for stadia, high performance, regional and community sport will consider the needs of female athletes, participants, fans, community, media and facility funders.

WE WILL:

- Develop design guidelines for stadia, high performance, regional and community sport facilities
- Consult industry leaders in the development of guidelines
- Promote guidelines across sport sector and to key partners.

TARGET:

• Her Sport Her Way Facility Design Guidelines developed and promoted.

ACTION #2.3: Case Studies and Digital Stories

Gathering case studies and preparing digital stories to showcase innovation and impacts of sound universal design on female sport participation is an effective way to influence future sport facility development. A digital story board will be developed featuring infrastructure projects funded under the Office of Sport's facility grant programs, expert opinions and elite athlete and project beneficiary views.

WE WILL:

- Gather examples of effective sport facility design that enhances female participation both on and off the field
- Canvas opinions from experts, athletes, stakeholders and project beneficiaries.

ACTION #2.4: Facility Design Innovation Forum

The Facility Design Innovation Forum will showcase innovation in universal design and identify gaps and improvements for the future. The Forum will bring together key stakeholders and feature experts in the field including architects, designers, sporting codes as speakers and panellists.

WE WILL:

• Consult relevant experts in the development and delivery of the Forum.

TARGET:

• Digital story board and case studies developed by June 2021.

TARGET:

• Deliver the Her Sport Her Way Facility Design Innovation Forum in 2020-2021.



3 | LEVERAGING INVESTMENT

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

The women's sport landscape has changed dramatically over the past five years and our female athletes continue to succeed and shine on a global scale. This rise in profile represents a significant opportunity to sustainably grow women's sport by attracting and leveraging investment. Despite the potential risk to investment posed by the pandemic, it appears that women's sport has not fallen out of the hearts of Australia's sport fans. The True North Research survey has revealed for the second time that the strongest emotional connection of Australian fans is with women's national teams¹. Supporting the sector to convert this emotional connection to commercial investment and build confidence across the sport, corporate and government sectors to maximise investment in women's sport is a focus of this Action Plan.

ACTION #3.1: Virtual Roundtable – positioning women's sport in the new world order

Women's sport had positioned itself to capitalise on an extraordinary 2019 before the coronavirus pandemic struck and disrupted momentum. To ensure the Her Sport Her Way leveraging investment initiatives are responsive to current impacts, a select group of stakeholders will participate in a virtual roundtable to report on initial COVID-19 impacts on women's professional sport, explore new opportunities for investment, and provide feedback on strategy focus priorities.

WE WILL:

- Showcase the latest data regarding fans, engagement and sponsorship in relation to women's professional sport
- Highlight new investment opportunities that resonate with consumer values in challenging and uncertain times
- Prioritise Her Sport Her Way leveraging investment initiatives based on roundtable feedback
- Establish interest for a Collaborative Roundtable involving key representatives from sporting codes, brands and agencies to develop nimble and more sophisticated approaches to leveraging investment in a COVID-19 world.

TARGET:

- Deliver a virtual roundtable
 Positioning Women's
 Sport in the New World
 Order.
- Establish the Her Sport Her Way Collaborative Roundtable.

ACTION #3.2: Her Sport Her Way Trendspotter Forum

In an era where brands are increasingly being held accountable to show social value and equity, women's sport represents an opportunity for brands to communicate positive health and social messages to their customers through female sporting talent as role models. The Her Sport Her Way Trendspotter Forum will bring together the latest evidence, case studies, and learnings from sporting codes, brands, media, and government to provide a platform for sport and brands to explore new partnerships and investment opportunities in a COVID-19 operating environment.

WE WILL:

• Gather the latest data, insights and case studies to feature at the Her Sport Her Way Trendspotter Forum.

ACTION #3.3: Collective Voices Campaign

Authentic storytelling drives emotional connection. The competitive advantage offered by women's sport is in the depth of engagement, accessibility and storytelling ability of talent, and positive brand association. The Collective Voices Campaign showcases stories of individuals and organisations that are driving positive change for women and girls in sport. This campaign seeks to engage and unite stakeholders and amplify key messages.

WE WILL:

- Feature stories that celebrate the contribution made by individuals and organisations to advancing opportunities for women and girls in sport
- Keep the campaign relevant and responsive to the changing COVID-19 environment.

TARGET:

• Deliver the Her Sport Her Way Trendspotter Forum by June 2021.

TARGET:

• Deliver the Collective Voices Campaign throughout 2020-2021.

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 support of 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 events have been held in NSW. The importance and power of world cups on home soil to connect with young girls and to normalise women's participation cannot be underestimated. World cups are also powerful opportunities to promote the value proposition of women's sport across government and the private sectors.

ACTION #3.4: FIBA Women's Basketball World Cup 2022 legacy planning

As part of hosting the 2022 FIBA Women's Basketball World Cup, the NSW Government will be leveraging its investment in these events to promote and grow participation for women and girls across the State.

TARGET:

• Contribute to the development of the FIBA Women's Basketball World Cup 2022 legacy initiatives.

WE WILL:

- Contribute to the Local Organising Committee Advisory Committee on Event Legacy for the FIBA Women's World Cup 2022
- Drive positive event legacy through Her Sport Her Way initiatives, including Daughters and Dads Active and Empowered Program, Girls Leadership in Sport Summit and Collective Voices Campaign.

F IN SUCH AN UNCERTAIN TIME, THIS ANNOUNCEMENT GIVES US HOPE AND INSPIRES OUR NEXT GENERATION TO KNOW THAT WOMEN'S SPORT AND WOMEN'S BASKETBALL WILL NOT STAND STILL, IT WILL CONTINUE TO GROW AND CONTINUE TO FORGE PATHWAYS AND OPPORTUNITIES IN THIS COUNTRY.

Lauren Jackson

Head of Women in Basketball, Basketball Australia

4 | LEADERSHIP

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AUSTRALIA

Strong gender balanced leadership can bring breadth of perspective, better decision making and can encourage cultural change to better support girls' and women's involvement

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Leaders on and off the field in sport are key influences, yet fewer women than men are appointed leaders. A coordinated and strategic approach is needed to promote strong gender balanced leadership across all levels including coaching, officiating, management and boards. The Office of Sport has adopted the target of 50% representation of women on State Sporting Organisation* boards by 2023. The Office's Organisational Health Check 2019/2020 found that 59% of State Sporting Organisation boards did not have 40% female representation.

ACTION #4.1: Girls Leadership in Sport Summit

COVID-19 has had a significant and adverse impact on young people from an employment, disrupted education and mental health perspective. Priority will be given to encouraging and supporting young women to advance their careers in sport and aspire to leadership positions.

WE WILL:

- Consider delivery options for the Summit given the COVID-19
 operating environment
- Involve young people in the design and delivery of sessions and as role models and contributors.

TARGET:

• Deliver the Girls Leadership in Sport Summit in 2020-2021.

ACTION #4.2: Sport Leaders for Change Program

It is critical that leaders step forward to drive change from the top down persistently and consistently. For cultural change to be successful it needs to be underpinned by long term planning and resourcing and involve everyone at all levels. Under the Sport Leaders for Change Program the Office of Sport will engage targeted CEOs to become champions for gender equality and commit to practical actions to improve sport outcomes for women and girls in their sports.

WE WILL:

- Feature stories that showcase innovative leadership for gender equality through the Collective Voices Campaign
- Involve Minerva Network Mentors in the program to provide insights to leaders.

TARGET:

• Deliver the Sport Leaders for Change Program during 2020-2021.

STRATEGY FOCUS: VISIBILITY AND RECOGNITION

The visibility of women in sport as players and leaders must be enhanced to inspire young girls to normalise participation. Recognising and celebrating the achievement of female leaders in sport through awards and storytelling shines a light on gender equality across the sector.

ACTION #4.3: Her Sport Her Way Awards

The rise in popularity and opportunities in women's sport have not happened by accident. They have come about through the vision, leadership, hard work and persistence of many people. The Her Sport Her Way Awards provides an opportunity to recognise and reward young achievers, outstanding organisations, champions and trailblazers.

WE WILL:

- Recognise the achievements of award winners at an event as part of International Women's Day celebrations
- Feature award winners and their stories through the Collective Voices Campaign.

TARGET:

• Deliver the 2021 Her Sport Her Way Awards.

FEEL INCREDIBLY HONOURED TO BE RECOGNISED FOR MY CONTRIBUTION IN SPORT. THERE ARE SO MANY OTHER PEOPLE, WOMEN IN PARTICULAR WHO HAVE CONTRIBUTED TO HELP ME HAVE THE OPPORTUNITIES I HAVE HAD.

Alex Blackwell

Former Australian Women's Cricket Captain and LGBTQI Advocate Her Sport Her Way Trailblazer Award 2020





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