



OFFICE OF SPORT

HER SPORT

HER WAY

Year One Action Plan
2019 - 2020

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Minister's Message



As Minister for Sport I am privileged to present the ***Her Sport Her Way - Year One Action Plan (2019 - 2020)***.

Her Sport Her Way is a trailblazing four-year strategy that aims to build a stronger NSW sports sector where women and girls are valued, recognised and have equal choices and opportunities to lead and participate. Comprising 29 initiatives across four strategic pillars, ***Her Sport Her Way*** builds on the current momentum in

women's sport and looks through a female lens at the way sport in NSW is delivered, coached, marketed, led, sponsored and consumed.

A key feature of the ***Her Sport Her Way - Year One Action Plan*** is a strong focus on initiatives that reduce barriers to participation and promote inclusive sport experiences that reflect what women and girls want. The online Participation Planning Tool and Think Tanks will provide the right mix of insights and practical solutions to assist our state sporting organisations grow their game for women and girls, backed by funding support through a new grant program to implement initiatives and test new ideas.

The ground-breaking partnership with the University of Newcastle will see the scale up of their award-winning Daughters and Dads Active and Empowered program across NSW. By targeting fathers as the agents of change, this highly efficacious program improves girls' physical activity levels, sport skills and social-emotional wellbeing.

I am also pleased to announce that, since the launch of ***Her Sport Her Way***, we've set our sights on a new target of 50% representation of women on state sporting organisation boards by 2023.

Her Sport Her Way provides a clear role for government to work with the sector and new partners in innovative ways to shape the future of sport for women and girls in NSW. I look forward to working with you on the exciting initiatives contained in this ***Year One Action Plan*** and I invite you to be part of this journey.

The Hon. John Sidoti MP

Minister for Sport, Multiculturalism, Seniors and Veterans

ABOUT THE YEAR ONE ACTION PLAN

Her Sport Her Way comprises 29 initiatives across four strategic pillars including participation, places and spaces, leveraging investment, and leadership. Over the next four years the Office of Sport will produce annual action plans presenting the initiatives under each of the four pillars of the strategy, and where appropriate, include agreed targets and outcomes to enable progress to be measured. Annual action plans allow flexibility to consider future actions as new ideas emerge and seize opportunities if and when they arise. *The Her Sport Her Way - Year One Action Plan* describes initiatives to be undertaken from 1 July 2019 to 30 June 2020.

Monitoring and evaluation

Critical to improving opportunities for women and girls in sport is an ongoing commitment to data collection, monitoring and evaluation. In partnership with the University of Sydney, mechanisms for monitoring and evaluation will be established to support the implementation of the strategy.

Governance and reporting

The Office of Sport is responsible for overseeing the implementation of *Her Sport Her Way*. A dedicated team within the Office will lead and drive initiatives in partnership with the sector and other key stakeholders. The Office will convene a Her Sport Her Way Advisory Group to guide and support implementation, monitoring and reporting on action plans, as well as identification of future action.

Her Sport Her Way – Strategy at a glance



Download the strategy in full at sport.nsw.gov.au



1 | PARTICIPATION

Improving and increasing women's and girls' participation in sport is essential to reap the associated social, mental and physical benefits

STRATEGY FOCUS: BUILDING SECTOR CAPABILITY

The NSW Government is committed to providing research, insights and tools to build capability across the sport sector to innovate and drive cultural change. The following initiatives have been designed to support the sector to reduce barriers to participation and create innovative, inclusive sport experiences that reflect what women and girls want.

ACTION #1.1: Develop the Her Sport Her Way Participation Planning Tool

The Her Sport Her Way Participation Planning Tool is designed to assist state sporting organisations develop and implement strategies and programs to increase participation opportunities for women and girls both on and off the field. This online tool contains a series of questions to help organisations apply a female lens to their operations. The tool is linked to a resource library with supporting information, tools and templates to execute a female participation strategy.

WE WILL:

- Launch and promote the Her Sport Her Way Participation Planning Tool to state sporting organisations
- Conduct on-going refinements to the tool, including resources, information and templates.

TARGET:

- 30% of state sporting organisations have accessed the Her Sport Her Way Participation Planning Tool by 30 June 2020.

ACTION #1.2: Conduct Her Sport Her Way Think Tanks and planning workshops

Her Sport Her Way Think Tanks and planning workshops are designed to build the capacity of state sporting organisations to respond to the rapidly changing marketplace and develop opportunities to increase the participation of women and girls both on and off the field. The sessions will examine the latest research and insights, and participants will learn how they can design and deliver engaging and sustainable service offerings, how to think and work together more effectively, and how they can identify and capitalise on emerging opportunities. Her Sport Her Way Think Tanks will support state sporting organisations in the preparation of projects for consideration under the Her Sport Her Way grant program.

WE WILL:

- Provide the latest insights through Her Sport Her Way Think Tanks with state sporting organisations and new partners
- Provide expert advice to support state sporting organisations undertaking strategic planning for women and girls.

TARGET:

- Deliver Her Sport Her Way Think Tanks in 2019–2020.

STRATEGY FOCUS: BUILDING SECTOR CAPABILITY

ACTION #1.3: Establish the Her Sport Her Way grant program

The objective of this new grant program is to provide support to state sporting organisations to test new ideas, concepts and innovations to increase participation of women and girls both on and off the field. The grant program will support projects aligned to Her Sport Her Way success measures, including: more women and girls playing sport; improving the retention of adolescent girls in sport; developing gender inclusive sporting cultures and more women in leadership positions.

WE WILL:

- Develop the Her Sport Her Way grant program guidelines and launch the new program
- Encourage eligible organisations to utilise the Her Sport Her Way Participation Planning Tool and attend Her Sport Her Way Think Tanks to inform the development of grant proposals.

TARGET:

- Deliver the Her Sport Her Way grant program in 2019-2020.

STRATEGY FOCUS: SUPPORTING KEY INFLUENCERS TO FACILITATE GIRL'S PARTICIPATION

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 evidence-based approach to achieving change.

ACTION #1.4: Scale up girl empowerment program across NSW

Daughters and Dads Active and Empowered program is a highly efficacious, award winning program developed by the University of Newcastle targeting fathers as the agents of change to improve their daughters' physical activity levels, sports skills and social-emotional wellbeing. The Office of Sport will scale up this program through our regions and the sport sector.

WE WILL:

- Implement and evaluate Daughters and Dads Active and Empowered program delivery models for scale up in our regions and through the sport sector
- Launch scale-up programs across NSW.

TARGET:

- Deliver the Daughters and Dads Active and Empowered program across NSW by 30 June 2020.



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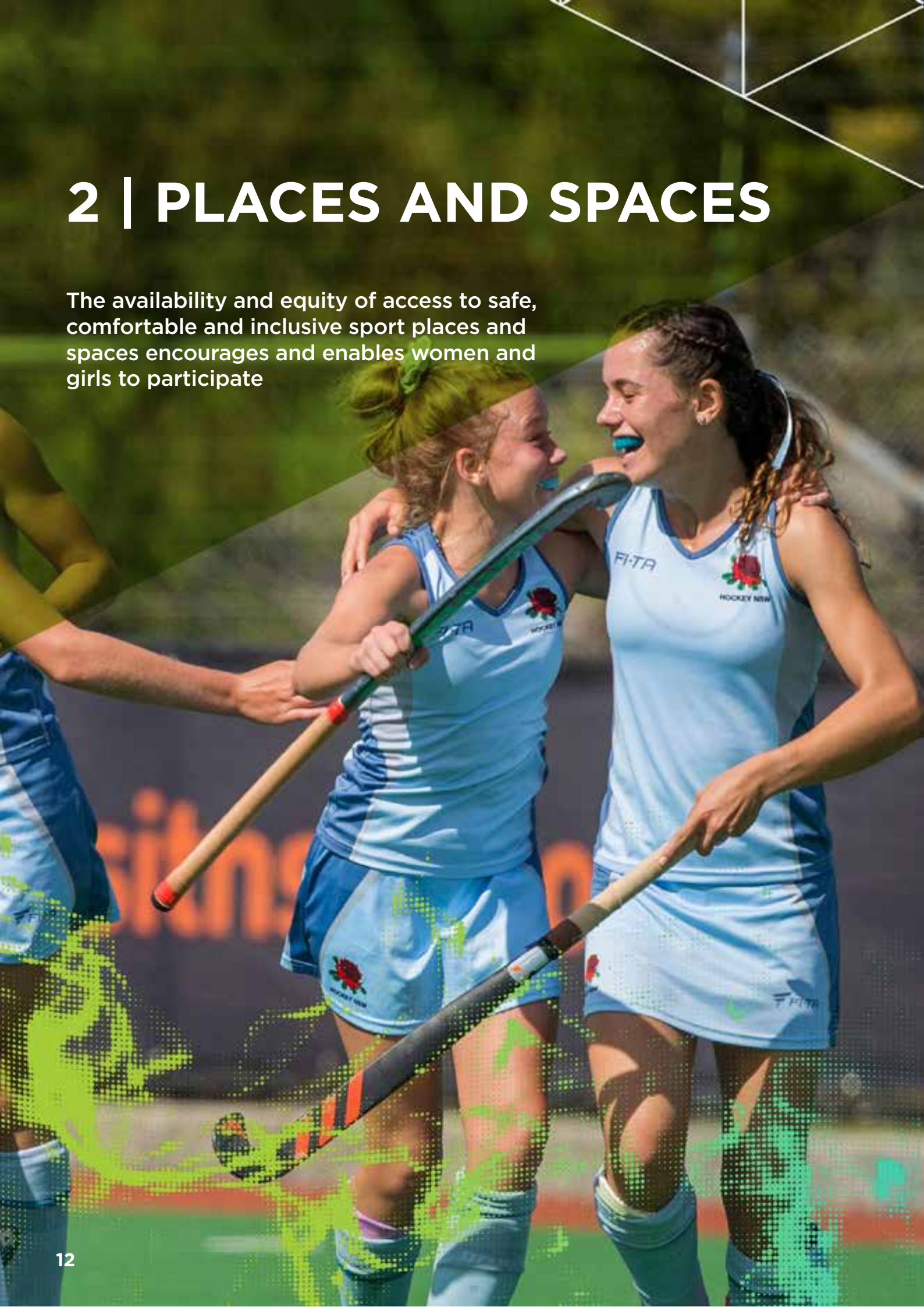
THE BEAUTY OF THE DAUGHTERS AND DADS ACTIVE AND EMPOWERED PROGRAM IS THAT FATHERS AND DAUGHTERS ACT AS AGENTS OF CHANGE

Professor Phil Morgan
University of Newcastle

”

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



STRATEGY FOCUS: BUILDING SECTOR CAPABILITY

Government has a role in leading the design, planning and management of sports facilities to enhance women’s and girls’ sense of belonging, connectivity and safety that lead to increased engagement in sport.

ACTION #2.1: Develop Her Sport Her Way Female Friendly Facility Guidelines

Applying a gender lens in 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 Female Friendly 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
- Promote guidelines across the sector.

TARGET:

- Her Sport Her Way Female Friendly Facility Design Guidelines developed and promoted.

ACTION #2.2: Prioritising a focus on investment in female friendly sporting facilities within the Office of Sport facility grant programs, including the Greater Sydney Sports Facility Fund (GSSFF)

The GSSFF is a \$33 million per annum grant program designed to develop new and enhance existing sporting facilities to increase participation in sport. In 2019–2020 the GSSFF 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:

- Guidelines demonstrate a priority focus on female friendly sporting facilities.

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



STRATEGY FOCUS: DRIVE POSITIVE LEGACY FROM MAJOR WOMEN'S SPORTING EVENTS

The NSW Government 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. These events provide the opportunity to inspire the next generation, engage local communities, and deliver economic benefits to the people of NSW.

ACTION #3.1: ICC T20 Women's World Cup 2020 legacy initiatives

As part of hosting the ICC T20 Women's World Cup, the NSW Government is leveraging its involvement in this event to promote and grow women's cricket, in alignment with Cricket Australia's strategic priorities. The Office of Sport has established the NSW ICC T20 World Cup 2020 Cricket Legacy Fund, providing up to \$6 million over three years assisting clubs, associations and councils to improve cricket facilities and supporting infrastructure, increase participation opportunities, improve female player pathways and enable hosting of elite cricket content in regional NSW.

WE WILL:

- Provide funding and resources through the NSW ICC T20 World Cup 2020 Legacy Fund to assist female cricketers with training, development and encourage participation
- 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 ICC T20 World Cup 2020
- Deliver a high school girls leadership forum, in conjunction with the ICC T20 Women's World Cup 2020.

TARGET:

- 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.

ACTION #3.2: Women's Rugby League Nines World Cup legacy initiatives

As part of hosting the inaugural Rugby League Nines World Cup (October 2019), the NSW Government is leveraging its involvement in this event to promote and develop new opportunities to support the growth of women's rugby league in NSW.

WE WILL:

- Work with the NSWRL, CRL and the NRL to identify opportunities to enhance the female player pathways in Rugby League Nines
- Deliver pilot University Nines competition in NSW, aligned to the Rugby League Nines World Cup.

TARGET:

- Increased number of female Nines teams, participants and competitions in NSW.

STRATEGY FOCUS: BUILDING SECTOR CAPABILITY

Women’s sport represents a greenfield opportunity for investment from corporate brands. 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 and make use of top female sporting talent as role models.

ACTION #3.3: Conduct first Her Sport Her Way Trendspotter Forum with key stakeholders

Key elements in driving better commercial decisions across the board include better measurement and sponsorship frameworks; deeper consumer insights into perception and value; a greater understanding of the value proposition of women athletes; data on the impact of role models on brand and participation; and an understanding of the next generation, future interest and value. The Her Sport Her Way Trendspotter Forum will bring together the latest evidence, case studies, and learnings from sporting codes, brands, media, social media and government to provide a platform for sporting codes and brands to explore new partnerships and opportunities.

WE WILL:

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

TARGET:

- Deliver the inaugural Her Sport Her Way Trendspotter Forum by June 2020.

“ THE COMPETITIVE ADVANTAGE OFFERED BY WOMEN’S SPORT IS IN THE DEPTH OF ENGAGEMENT, ACCESSIBILITY AND STORYTELLING ABILITY OF TALENT, DIRECT ACCESS TO GRASSROOTS LEVEL OF SPORT, AND A POSITIVE BRAND ASSOCIATION ”

Kayla Ramiscal
Nielsen Sports





STRATEGY FOCUS: BUILDING SECTOR CAPABILITY

Leaders on and off the field in sport are key influencers, 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.

ACTION #4.1: Develop NSW Sport Leaders of 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 NSW Sport Leaders of Change program, the Office of Sport will engage targeted CEOs to become champions for gender equity and commit to practical actions to improve sport outcomes for women and girls in their sports.

WE WILL:

- Develop the NSW Sport Leaders of Change program for launch in 2020-2021
- Adopt a new target of 50% representation on state sporting organisation boards by 2023.

TARGET:

- NSW Sport Leaders of Change program developed by 30 June 2020.

Coaches are key influencers within sport and, as the face of the organisation, should reflect the diversity of participants. Women are significantly under-represented as coaches from grassroots through to high performance. Enabling more women to coach is not only important for women and girls, but for the culture of sport itself.

ACTION #4.2: Increase the number and visibility of female coaches at all levels

A coordinated and strategic approach is needed to attract, develop and retain female coaches across all levels of sport. To achieve this the NSW Female Coaches Framework will be developed in consultation with key partners across participation, talent development and high performance. It will focus on athlete to coach transition, training, support networks, role models, talent identification and promotion to increase the number and visibility of coaches at all levels.

WE WILL:

- Gather relevant research and global insights to inform the NSW Female Coaches Framework
- Conduct stakeholder consultations across high performance and talent development.

TARGET:

- Deliver stakeholder consultations to inform the NSW Female Coaches Framework during 2019-2020.

STRATEGY FOCUS: VISIBILITY AND RECOGNITION

The visibility of women in sport as players and leaders must be enhanced to inspire young girls and 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: Celebrate and recognise achievements of women in sport

International Women's Day (IWD) is an opportunity for the Office of Sport to recognise and celebrate the achievement of female leaders in sport. At this annual event, three awards will be presented: Leadership in Sport Award; Women's Leadership in Sport Scholarship; and Women's Sport Trailblazer Award.

WE WILL:

- 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.

TARGET:

- Women leaders in sport recognised at the 2020 IWD Sport Leaders Breakfast.

“ALL OF US IN PATHWAYS AT NETBALL NSW WOULD LIKE TO EXTEND A HUGE CONGRATULATIONS ON “HER SPORT HER WAY”. IT IS INFORMATIVE, THOUGHT PROVOKING AND INSPIRING. THE PATHWAYS TEAM WILL BE INFORMED BY YOUR RESEARCH AND ARE COMMITTED TO DRIVING A CULTURE THAT HAS LONG TERM, HOLISTIC, POSITIVE ATHLETE GROWTH AT THE CORE OF ALL WE DO!”

Margaret Hamley
State Pathways Unit Manager, Netball NSW



PARTICIPATION

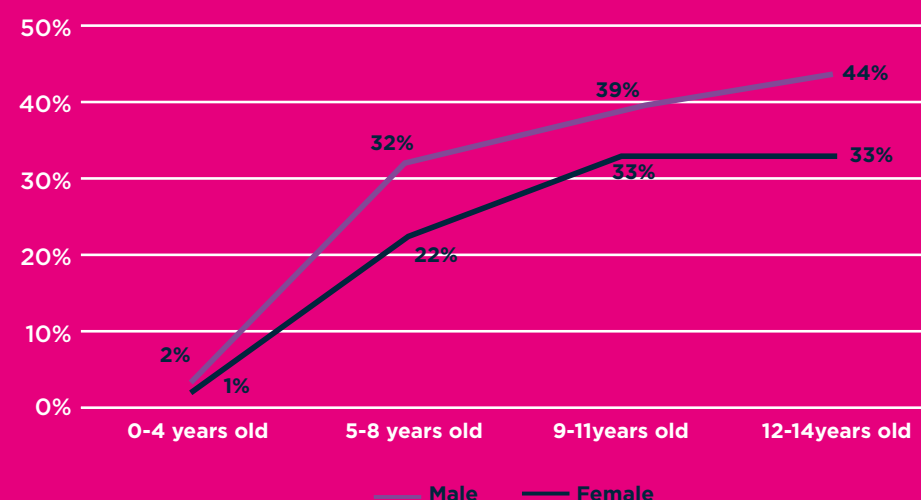


Women and girls are less active than men and boys when it comes to sport-related activities.

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

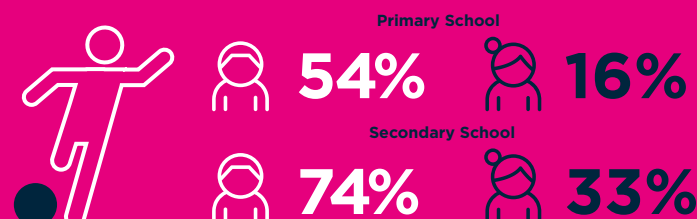
¹ Ausplay January - December 2017
² NSW Schools Physical Activity and Nutrition Survey (SPANs) 2015
³ Helping women and girls get active, This Girl Can - Victoria, Feb 2018

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

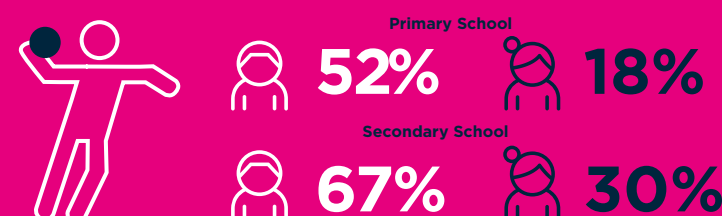


NSW girls are behind boys in the acquisition of key fundamental movement skills, demonstrating a significantly lower mastery level of kicking and throwing.²

DEMONSTRATE ADVANCED KICKING SKILLS



DEMONSTRATE ADVANCED THROWING SKILLS



What is holding women and girls back?

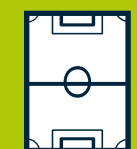
Research has found a universal barrier across life stages: women feel intimidated and/or embarrassed to exercise in public.³

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

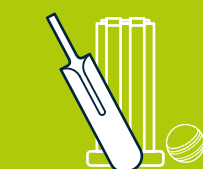


During their childhood, girls are often marginalised in physical activity contexts at home, school and in the community. Targeting fathers to take an active role in increasing their daughters' physical activity levels and empowering young girls at the same time is an evidenced based approach to achieving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



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.

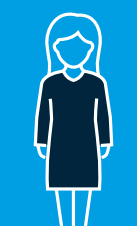


Brands are investing in women's sport for a powerful values-based connection, and female sporting personalities are reaching huge untapped markets, inspiring a whole new generation of kids.



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



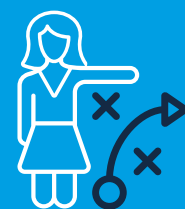
Leaders on and off the field in sport are key influencers, yet fewer women than men are appointed leaders.



40%

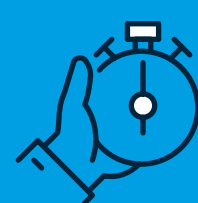
Women on boards

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



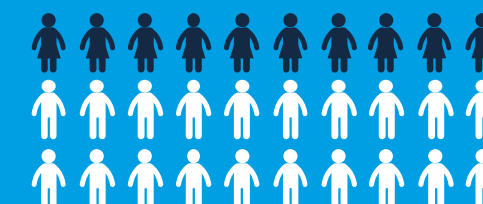
COACHES

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% female⁶
- 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).



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