

HER SPORT HER WAY

STRATEGY AT A GLANCE

The Office of Sport has designed a series of initiatives across four strategic pillars, Participation, Places and Spaces, Leveraging Investment and Leadership. We've applied the 'Her Sport Her Way' lens to each pillar to achieve the vision of enabling women and girls to be valued, recognised and have equal choices and opportunities to lead and participate in sport in NSW.



HER SPORT HER WAY

Summary of Initiatives



1. PARTICIPATION

1.1 Reduce barriers to participation and create innovative, inclusive sport experiences that reflect what women and girls want

- Establish a *Her Sport Her Way* grant program to support increased participation of women and girls both on and off the field
- Conduct Innovation Think Tanks and Participation Planning workshops with sport sector and new partners
- Develop the Participation Framework for Women and Girls resource and on-line tool for sports to drive participation
- Undertake targeted marketing and engagement of diverse providers to promote gender equity of the Active Kids Program

1.2 Support key influencers like parents and coaches to facilitate girls' participation

- Scale up of the award winning girl empowerment program Dads and Daughters Exercising and Empowered (DADEE)
- Develop a specific coach education module for coaching girls



2. PLACES AND SPACES

2.1 Improve places and spaces across the sport facility hierarchy: National/State (Stadia); High Performance; Regional; District; and local to better support women and girls

- Plan and provide for Female Friendly (FF) facility investment across NSW
- Develop a NSW Sport Infrastructure Strategy which has a focus on supportive environments for women and girls
- Conduct Bright Ideas Design Challenge for cost-effective FF facilities
- Develop a suite of FF tools including principles, design guidelines and access templates
- Work collaboratively across the facility hierarchy to promote and apply FF principles, guidelines and templates





3. LEVERAGING INVESTMENT

3.1 Build confidence across the sport, corporate and government sectors to maximise investment in women's sport

- Establish a Collaboration Roundtable to explore new approaches to sponsorships and partnerships
- Work with sector partners to develop a Framework for measuring Return on Investment (ROI) for women's sport
- Develop Consumer Insights Reports and conduct Trendspotter Forums bringing together key stakeholders

3.2 Use new and innovative approaches to generate funding that taps into corporate value alignment with women's sport and societal benefit

- Explore a consortium approach to facilitate partnerships with the corporate sector

3.3 Unite all initiatives and stakeholders under the *Her Sport Her Way* banner to amplify messaging across touchpoints

- Develop a communications strategy, branding and messaging kit to unite and engage stakeholders and partners

3.4 Attract national and international women's events to NSW to leverage investment opportunities and drive positive legacy

- Secure funding and support for upcoming international events
- Work closely with NSOs/SSOs/clubs to better align and maximise event legacy opportunities
- Leverage event investment to strategy messaging, branding and resource materials



4. LEADERSHIP

4.1 Set targets for gender balance and promote good governance principles

- Adopt Sport Australia's *Mandatory Sports Governance Principles* target of 40% of women on boards for state sporting organisations by 2022
- Develop and apply gender equity principles to Office of Sport funding programs and relevant contract agreements

4.2 Build the capability of NSW state sporting organisations to increase women in leadership roles and on boards

- Establish the NSW Sport Leaders of Change Program to support targeted sport CEOs improve outcomes for women and girls
- Develop resource portal linking to information, tools, scholarships, mentoring programs and campaigns
- Work closely with sports on strategies to improve culture and opportunities for women

4.3 Develop the NSW Female Coaches Framework to attract, develop and retain female coaches across all levels of sport

- Engage key partners in the development of a framework to address the barriers to participation for female coaches from community through to high performance sport
- Develop a targeted 'awareness to action' campaign to inspire women and girls to coach
- Establish the *Her Sport Her Way Coaches' Alliance* as a platform for networking and mentoring female coaches
- Implement initiatives to attract, develop, retain and progress high performance female coaches

4.4 Recognise and celebrate the achievements of leaders in women's sport

- Establish annual Leaders of Change Excellence Awards to be announced by Minister for Sport on International Women's Day

FOCUS ACROSS FOUR PILLARS



PARTICIPATION

Increase the number of women and girls playing sport



PLACES AND SPACES

Lead, guide, inform and invest in the provision of sport facilities that support women and girls



LEVERAGING INVESTMENT

Maximise investment in women's sport across the sporting sector, corporate sector, media, social media and government



LEADERSHIP

Support the sector to increase the number of women in leadership positions on and off the field, and develop inclusive sporting cultures

WHAT WILL SUCCESS LOOK LIKE FOR NSW?



More women and girls playing sport

Improved retention of adolescent girls in sport



Sport facilities that meet the current and future needs of female participants and fans

Gender inclusive sporting cultures



More women in leadership positions on and off the field

Major women's sporting events secured and showcased



Increased investment in women's sport across the sporting sector, corporate sector, media, social media and government