

OFFICE OF SPORT



# HER SPORT

HER WAY

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**Year Three Action Plan**  
2021 - 2022





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# Minister for Sport, Multiculturalism, Seniors and Veterans



## It is my pleasure to introduce the Her Sport Her Way Year 3 Action Plan.

This plan has a clear priority of advancing women leaders in sport through investment in strategic partnerships and event legacy. Research has shown that diverse organisations deliver better decision-making and organisational effectiveness. The NSW Government wants sporting organisations to be successful, inclusive workplaces where women want to work, their contributions are valued, and they can thrive and lead in any role.

Through grant funding we're improving sports' capability to provide leadership opportunities in coaching, officiating, management, and board roles. We're supporting sports to shift their thinking and cultivate positive change to improve women's representation on boards.

Our partnership with the Minerva Network will support elite women athletes to advance their careers on and off the field. Our partnership with Sport NSW will deliver gender inclusive training to sporting organisations and support professional development programs for aspiring female leaders across the sector.

Under the 2022 FIBA Women's Basketball World Cup Legacy Program, a leadership scholarship will be open to women of all ages, in all basketball roles, right across the State.

While the focus is on leadership, there are plenty of exciting initiatives under the other Her Sport Her Way pillars.

The roll out of Daughters and Dads Active and Empowered Program continues across New South Wales, and this goes hand in hand with the Keep Girls in Sport initiatives to address the mental and physical impacts of the pandemic on adolescent girls.

The Her Sport Her Way Trendspotter Forum will facilitate new thinking on the return of investment in women's sport by bringing the best minds to the table to discuss the latest evidence, case studies and learnings from sport, business and media.

Just as young girls need to see women athletes, they need to see women coaches, officials, administrators, and leaders. Thank you for embracing Her Sport Her Way. I know that we can achieve much more when we all work together to make sport a place where everyone is welcomed and women leaders are the norm.

A stylized, handwritten signature in black ink.

**The Hon. Natalie Ward MLC**

# About Her Sport Her Way

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 that 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 working in partnership with the University of Sydney's SPRINTER Group to evaluate initiatives across the course of the strategy.

**NOTE:** Abbreviations may be used throughout document:

The Office of Sport - the Office

Her Sport Her Way - HSHW

State Sporting Organisations and State Sporting Organisations for people with Disability - SSOs

The University of Sydney's SPRINTER Group - SPRINTER

University of Newcastle - UoN



# YEAR THREE ACTIONS AT A GLANCE

NSW Government's commitment to women in sport

## PARTICIPATION



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

### ACTIONS

- 1.1 Expand delivery of **Daughters and Dads Active and Empowered** program throughout NSW
- 1.2 Deliver **Keep Girls in Sport** initiatives
- 1.3 Support the sector through the delivery of **Think Tanks, presentations** and promotion of the **Participation Planning Tool**
- 1.4 Invest in the sector through the Her Sport Her Way **grant program**

### FOCUS



## 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.

### ACTIONS

- 2.1 Invest in **universally designed sporting facilities**
- 2.2 Collaborate on **NSW Government infrastructure grant and access programs**
- 2.3 Host an **Inclusive Facility Design and Innovation Forum**

### FOCUS



## LEVERAGING INVESTMENT



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

### ACTIONS

- 3.1 Invest in legacy initiatives in NSW for the **2022 FIBA Women's Basketball World Cup**
- 3.2 Contribute to event legacy planning for the **FIFA Women's World Cup 2023**
- 3.3 Host the Her Sport Her Way **Trendspotter Forum**
- 3.4 Deliver the **Collective Voices Campaign**

### FOCUS



## LEADERSHIP



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

### ACTIONS

- 4.1 Support SSO boards to achieve **inclusive cultures**
- 4.2 **Develop a pathway** and support women to achieve leadership positions
- 4.3 Support the sector to implement **Women Taking the Lead** projects
- 4.4 Deliver **Her Sport Her Way Awards**

### FOCUS



New and innovative partnerships



Capability development



Governance and policy



Campaign to  
Unite Initiatives  
& Stakeholders



Recognition



Dedicated funding



# 1 | PARTICIPATION

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



## STRATEGY FOCUS

### Supporting key influencers to facilitate girls' participation

Evidence has shown that fathers and male role models who are actively engaged with their daughters impact on a host of important physical and mental health outcomes including higher levels of cognitive ability, self-esteem, social skills, resilience, physical activity as well as educational outcomes.

#### **ACTION #1.1** Expand delivery of Daughters and Dads Active and Empowered programs throughout NSW

Developed by the University of Newcastle, Daughters and Dads Active and Empowered is a world-first lifestyle program targeting fathers/father-figures as the agents of change to improve their daughters' physical activity levels, sport skills and social-emotional well-being. This award-winning program has had great success in tackling key public health issues including physical inactivity and social-emotional well-being in girls. At the same time, family relationships are improved by enabling quality one on one time for daughters and their fathers/father figures.

#### **WE WILL:**

- Expand delivery of Daughters and Dads Classic and Weekender programs through Office of Sport Centres and regional locations
- Partner with Gymnastics NSW to deliver Daughters and Dads Classic programs
- Develop and deliver Daughters and Dads Basketball programs through a partnership with NSW Basketball aligned with the FIBA Women's Basketball World Cup 2022 Legacy Program
- Continue to deliver Daughters and Dads Cricket programs in partnership with Cricket Australia and Cricket NSW

“

We had a fabulous time and I honestly think this is a game-changer for my family. We have already been out to the sports store to buy equipment and have already started exercising.”

**Milson Island Weekender participant**





## **ACTION #1.2** Deliver Keep Girls in Sport initiatives

Despite the extensive benefits of sport participation, girls consistently participate at lower rates, are more likely to drop out, and report poor quality sport experiences compared to boys. COVID-19 has negatively impacted girls' mental health and participation in sport. Suncorp Team Girls research in 2020 revealed that more than a quarter of Australian teen girls are at risk of not returning to play sport following time away during lockdowns. Supporting the delivery of initiatives to address the emerging barriers to participation for adolescent girls will help to retain this age group so they can reap the benefits from participation in sport.

### **WE WILL:**

- Gather latest data and insights regarding pandemic impacts and barriers to participation of adolescent girls in sport
- Host Think Tanks to support the sector to design participation programs for adolescent girls showcasing latest insights and exploring innovative approaches to keep girls in sport
- Prioritise funding under the Her Sport Her Way Round 3 grant program for projects that address retention and participation of adolescent girls





## STRATEGY FOCUS

### Building sector capability

The Office of Sport is committed to building capability across the sport sector to adapt, innovate and drive cultural change to reduce barriers to participation for women and girls both on and off the field.

#### **ACTION #1.3** Support the sector through the delivery of Think Tanks, presentations and promotion of the Participation Planning Tool

Inclusive sport experiences that reflect what women and girls want, reduces barriers to their participation. Building sector capability through education, workshops, sharing innovative approaches and the provision of effective planning resources is an ongoing focus.

##### **WE WILL:**

- Provide latest insights through Think Tanks and presentations
- Showcase promising programs
- Provide advice to support state sporting organisations undertaking strategic planning to increase women's and girls' participation
- Promote the use of the Participation Planning Tool as a resource to assist sports execute female participation strategies

“I’m passionate about women in sport, and as one of the NSW sporting organisations to receive funding under Her Sport Her Way - I’m excited to be part of nurturing inclusion and enjoyment at all levels of participation, both on and off the field.”

**Suzanne Ramke Water Polo NSW** - Girls Making Waves

#### **ACTION #1.4** Invest in the sector through the Her Sport Her Way grant program

Women and girls in NSW face barriers to participation in sport and are under-represented in leadership positions. The grant program supports projects aligned to the strategy's 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.

##### **WE WILL:**

- Deliver HSHW grant program Round 3
- Encourage organisations to utilise the Participation Planning Tool to inform grant proposals
- Conduct grant evaluation workshop for Round 3 grant recipients
- Collate and promote grant program case studies
- Release HSHW Grant Program Round 1 Evaluation Report



## 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 key role in leading the design, planning and management of sports facilities to enhance women's and girls' sense of belonging, connectivity and safety. The NSW Government is making a significant investment in the development of sporting facilities with a focus on delivering projects that remove barriers and boost female participation in sport.

#### ACTION #2.1 Invest in universally designed sporting facilities

The Office of Sport will deliver the following key infrastructure initiatives in 2021/22:

**Round 2 Greater Cities and Regional Sport Facility Fund:** This \$100 million fund is for inclusive projects that encourage the participation of women and girls and people with disability. Under this Fund grants from \$100,000 up to \$1 million are available to eligible sport and recreation organisations and councils. Eligible projects include lighting, amenity buildings, clubrooms, change rooms and grandstands.

**Multi-Sport Community Facility Fund:** This \$100 million Fund will focus on inclusive and accessible facilities that meet the needs of women and people with disability, providing more opportunities for people to play sport in their local community and be healthy and active.

**Centre of Excellence Fund:** \$75 million will be available to assist sporting codes develop community centres that will include integrated high performance training and administration facilities to assist talent identification and development opportunities. Each Centre of Excellence will include multi-purpose facilities, enabling sports to expand community programs and bridge the gap between elite sport and the general community. All centres will feature dedicated female programs and facilities to improve pathways for women and girls.

#### WE WILL:

- Give priority to grant applications that cater for the needs of women and girls and demonstrate the provision of fit-for-purpose, accessible and safe facilities, with the aim of increasing access and inclusion

## **ACTION #2.2** Collaborate on NSW Government infrastructure grant and access programs

Through HSHW, the Office will advocate for and provide advice on the needs and expectations of women and girls in the planning, design and funding of sporting facilities by other government agencies.

### **WE WILL:**

- Provide specialist advice on NSW Government facility grant guidelines, assessment processes and whole-of-sport facility planning
- Collaborate with the Department of Regional NSW on the planning and implementation of their sport facility and participation grant projects such as the Regional NSW Stronger Country Communities Fund Round 4

## **ACTION #2.3** Host an Inclusive Facility Design and 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 sport facility design, the needs of women and people with disability in sporting environments as well as sporting codes.

### **WE WILL:**

- Consult relevant experts in the development and delivery of the forum
- Gather promising case studies to showcase at the forum
- Develop contemporary facility design guidelines based on findings from the forum





### 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

NSW is leading the way in hosting and bidding for major women's sport events. The Office's support of NSW 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 the events have been held. 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 #3.1** Invest in legacy initiatives in NSW for the 2022 FIBA Women's Basketball World Cup

The NSW Government has invested \$1m into legacy initiatives over three years as part of the NSW Legacy Program. Delivered by Basketball NSW, the Legacy Program will focus on enhancing the participation of women and girls before, during and after the FIBA Women's Basketball World Cup in 2022 with a focus on Indigenous, multicultural, and regional and remote areas of NSW. The Legacy Program aligns to Her Sport Her Way and Basketball's goal to move towards gender equality.

##### **WE WILL:**

- Support Basketball NSW in the delivery of Legacy Program initiatives aligned to Her Sport Her Way including: Daughters and Dads Basketball, Daughters and Dads Basketball – Savannah Pride, I Am A Girl (IAAG) I Can Do Anything and IAAG Leadership Scholarship Program



This is the culmination of two years of hard work and we are pleased to have the support of NSW government to be able to bring this world class event back to Sydney for the first time in 28 years. Australia is a global leader in women's sport and this event will add to the impressive stable of women's events hosted in Sydney.



**Maria Nordstrom** Basketball NSW

#### **ACTION #3.2** Contribute to event legacy planning for the FIFA Women's World Cup 2023

As part of hosting matches including the Final of the 2023 FIFA Women's World Cup in NSW, the NSW Government will be leveraging its investment to promote and grow football participation for women and girls across the State.

##### **WE WILL:**

- Contribute to event legacy planning for the FIFA Women's World Cup 2023
- Drive positive event legacy to support increased growth in participation for women and girls and to promote positive environments for women and girls who engage with football as a player, coach, official or administrator



## STRATEGY FOCUS

### Building sector capability

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. The groundswell of positive consumer sentiment and engagement is proving to be a powerful ace-card. Now is the time to mobilise the evidence and move away from the traditional focus on viewing numbers which totally undervalues the heartfelt connection that female athletes bring. Supporting and building confidence across the sport, corporate and government sectors to maximise investment in women's sport is crucial.

#### **ACTION #3.3** Host the Her Sport Her Way Trendspotter Forum

The Trendspotter Forum will facilitate new thinking by bringing the latest evidence, case studies, and learnings from sporting codes, brands, corporates, and media to re-imagine investment metrics in relation to women's sport, map and align values, and explore new shared value partnerships. This forum will bring the best and brightest minds together to consider the current trends and new metrics that can drive investment to grow women's sport.

##### **WE WILL:**

- Showcase the latest data regarding global consumer insights and sports trends
- Feature case studies from sport and corporate leaders, elite athletes, sports marketing, sport analytics and media experts
- Deliver a post forum report and on-line articles

#### **ACTION #3.4** Deliver the Collective Voices Campaign

Authentic storytelling drives emotional connection. The commercial advantage of women's sport is in the greater depth of engagement, accessibility, storytelling ability and the proven positive brand association. The Collective Voices campaign seeks to engage and unite stakeholders and amplify key messages.

##### **WE WILL:**

- Feature stories and case studies that celebrate the contributions 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

“

*There have been more female astronauts than women test match umpires.”*

*Claire Polosak - First woman to officiate a Men's test match an international test match and winner Her Sport Her Way Champion Award 2021*

## 4 | LEADERSHIP

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



# STRATEGY FOCUS

## Building sector capability

It is widely acknowledged that diversity delivers better decision-making and organisational effectiveness. It is also known that systematic biases get in the way of women's advancement and that the solutions require systemic change. Inclusive sporting environments are those where gender roles, stereotypes and unconscious bias are challenged, and respectful, equal relationships are the norm. Building the capability of sporting organisations to create gender inclusive cultures and environments from grassroots through to the boardroom is a clear priority of this action plan. This underpins HSHW target of 40% of women on boards for SSOs and will be delivered through increased investment in strategic partnerships and event legacy.

### **ACTION #4.1** Support SSO boards to achieve inclusive cultures

This initiative aims to increase the capability of NSW SSOs to develop inclusive cultures at board and management levels. Through a partnership with Sport NSW, an exploration of the current landscape through research and focus groups will inform the development of training to eight targeted SSO boards and senior executives. Robust evaluation of the initiative will be key to developing a strategy for broader implementation across the sector in the future.

#### **WE WILL:**

- Provide funding and project implementation support to Sport NSW
- Involve Minerva Network Mentors in program to provide insights to leaders
- Provide project evaluation support to Sport NSW in partnership with SPRINTER
- Gather and promote case studies throughout the project
- Engage SPRINTER to prepare an evaluation report including recommendations for scale-up

### **ACTION #4.2** Develop a pathway and support women to achieve leadership positions

Through a partnership with Sport NSW, scholarship opportunities will be offered to 48 aspiring women in three highly regarded training programs. These are: the AICD Governance for Directors Course; the AICD Not-for-Profit Foundations of Directorship Course; and the Chief Executive Women Leaders Program. Sport NSW will assist participants to establish formal mentor arrangements as well as provide events to develop a support network for the group. A program of webinars and a communications strategy on the value of gender diversity at club level boards and committees will also be delivered.

#### **WE WILL:**

- Provide funding and project implementation support to Sport NSW
- Provide project evaluation support to Sport NSW in partnership with SPRINTER
- Gather and promote case studies throughout the project
- Engage SPRINTER to prepare reports evaluating the impact of this project

### **ACTION #4.3** Support the sector to implement Women Taking the Lead projects

Women Taking the Lead is a collection of 27 leadership initiatives funded by Her Sport Her Way and delivered by SSOs and sector partners. Approaches include promoting inclusive sporting cultures, providing training and scholarship opportunities, profiling women leaders, removing barriers and supporting women to progress as coaches, officials, leaders and board members.

#### **WE WILL:**

- Provide project evaluation support to funded organisations in partnership with **SPRINTER**
- Gather and promote case studies
- Engage **SPRINTER** to prepare grant evaluation reports
- Provide support to Basketball NSW to deliver the I Am A Girl Leadership Scholarship Program





# STRATEGY FOCUS

## Visibility and recognition

The visibility of women in sport as players and leaders is critical to inspiring young girls and normalising participation. Recognising and celebrating the achievement of female leaders in sport through awards and storytelling shines a light on women's achievements across the sector.

### **ACTION #4.4** Deliver Her Sport Her Way Awards

The rise in popularity and opportunities in women's sport haven't happened by accident. They have come about through the vision, leadership, hard work and persistence of many people. The Her Sport Her Way Awards provide an opportunity to recognise and reward these people and features five categories: young achiever, outstanding organisation, local champion, champion 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 'Collective Voices'




**Shivani Lakha** – winner Her Sport Her Way Young Achiever Award 2021 with her parents Daksha and Kaishal



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