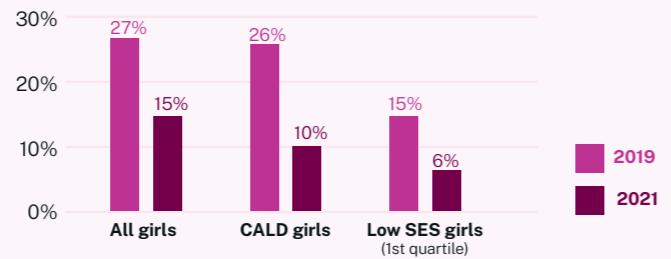


### Participation

**85%** of girls aged 5-15yrs in NSW do not achieve adequate levels of physical activity<sup>1</sup>

**Sport participation** 3 x per week for girls in NSW<sup>2</sup>



**Vouchers used in NSW in 2022**

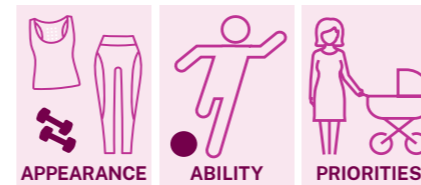
ACTIVE KIDS

FEMALE **47%** MALE **53%**

### Barriers to participation

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

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



### Teenage girls insights

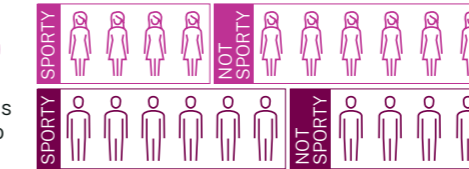
More than **1/4** of Australia teen girls are at risk of not returning to play sport after covid lockdown<sup>4</sup>

**60%** reported 'nothing can be done' to make them look forward to participating in team sports again<sup>4</sup>

**1/3** are unhappy with their body image<sup>5</sup>

**63%** of young women wouldn't play sport or exercise without a friend by their side<sup>5</sup>

**4/10** define themselves as 'sporty' compared to 6/10 boys<sup>5</sup>



**7/10** girls avoid trying new things during puberty because they are too afraid to fail<sup>5</sup>

### Places and Spaces

The most recent sport to conduct a facility audit was **Football Australia**

**24%**

of football facilities in NSW were suitable for women and girls

### Growth in participation by women and girls in 2021



### Facility design insights

Principles and features for female friendly design include:

- Co-design
- Inclusive, accessible and universal
- Intergenerational and intersectional
- Flexible, adaptable and functional
- Connecting with Country and Designing with Country
- Safety-lighting, wayfinding, CPTED
- Security-CCTV and passive surveillance
- Inspirational-recognition through art and images
- Equitable access to participation and competition
- Welcoming spaces-clean and well-maintained facilities<sup>6</sup>

### Leveraging Investment

Hosting women's world cups in NSW provides powerful opportunities to leverage investment and drive positive legacy



#### Sporting events hosted

- 2019: Rugby League World Cup 9s (men and women)
- 2020: ICC Women's T20 World Cup
- 2022: UCI Road World Championships (men and women)
- 2022: FIBA Women's Basketball World Cup

#### Still to come...

- 2023: FIFA Women's World Cup
- 2025: ICF Canoe Slalom World Championships (men and women)
- 2027: Netball World Cup
- 2029: Rugby World Cup

### Sports Marketing Landscape

More brands are sponsoring women's sports

**38%** increase in brands sponsoring women's sport 2019-2021<sup>7</sup>

Women's sport sponsorship in Australia will grow to

**20%** of total sponsorship value by 2025<sup>8</sup>

Sponsor exposure value in women's sport continues to grow

**\$118M** 2019

**+65%**

**\$185M** 2021<sup>9</sup>

Australian women's teams have a significantly higher emotional connection with the public compared to men's teams<sup>10</sup>

**69%** of women's sports fans are likely to buy sponsors product or service<sup>11</sup>

Avid fans of women's sport are trendsetters, early adopters of new tech and increasingly receptive to sponsorship<sup>12</sup>

### Leadership

#### Governance in NSW SSOs in 2021<sup>13</sup>



**43%** of SSOs meet target of **40%** women on boards



**5** of the top **13** participation sports had less than **25%** women on boards

**33%** of SSOs have women in CEO roles

#### Volunteer roles in sport by gender in NSW in 2021<sup>14</sup>



Women **38%**

Coach, instructor, trainer or teacher

Women **46%**

Officials

Women **45%**

Administrator or committee member

Women **64%**

Team manager or coordinator

#### High-Performance Coaching in Australia<sup>15</sup>



**21%** of women coaches at Tokyo Olympics (up from 9% at Rio)

**15%** of women coaches at Gold Coast Commonwealth Games (up from 10% at Glasgow Games)

**33%** of coaches employed by NSWIS are female

**24%** of coaches in combined codes W-League, WBBL, WNBL, NRLW are female