As girls progress through secondary school, they like sport less.

Girls drop out of sport quicker than any other defined group.

Are interested in trying a new sport and recreation activity or doing more of an existing one.

Nationally women and girls (15-18 years) continue to participate less than their male counterparts (Active NZ 2013/2014 & Young People’s Survey 2011).

GIRLS (15-18 YEARS)

48% like playing sport a lot
42% like playing sport a little

Let’s make it happen!

(Sport and Recreation in the lives of young New Zealanders, 2012)
(Sport and Recreation in the lives of 15 to 18 year-old girls, 2014)
Although many women would like to participate more and many girls like playing sport, both practical and personal barriers can challenge them:

<table>
<thead>
<tr>
<th>PRACTICAL</th>
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<tbody>
<tr>
<td>Time - real and prioritised</td>
</tr>
<tr>
<td>Cost - family over ‘self’</td>
</tr>
<tr>
<td>Poor health/ injury/ disability</td>
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<tr>
<td>Finding the right activity at the right time</td>
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<tr>
<td>Don't know where/who to connect with</td>
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<table>
<thead>
<tr>
<th>PERSONAL</th>
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</thead>
<tbody>
<tr>
<td>Personal barriers difficult to identify*</td>
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<tr>
<td>Appearance barriers - body image and looking good</td>
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<tr>
<td>Social confidence “What if I don’t fit in?”</td>
</tr>
<tr>
<td>Ability concerns - even if previously sporting</td>
</tr>
<tr>
<td>Not knowing anyone - wanting to exercise with a friend</td>
</tr>
</tbody>
</table>

*This theme was identified from the literature reviewed that there may be unstated personal barriers that could have more of an effect than we currently recognise

**THE VALUE OF PARTICIPATING**

Most women and girls know that regular physical activity and exercise is a good thing. It provides:

- **Physical & Emotional Wellbeing**
- **Social Connections**
- **The Ability to Be a Team Player**
- **Learning to Compete ‘Win & Lose’**
- **Better Workplace Performance**

Participation by women and girls offers one of the greatest opportunities for the sport and recreation sector to grow.

Equally, participation by women and girls offers opportunities for stronger, healthier and more vibrant communities.
Enjoyment
Fitness & Health
Social Reasons
Low Cost
Convenience

WHERE
Path, Cycleway, Walkway
Outdoors at a Park
At Home
Beach or by the Sea
Bush or Forest

Women mostly participate in sport & recreation in outdoor settings or at home.

WHY
Fitness & Health
Enjoyment
Social Reasons
Low Cost
Convenience

Women participate casually, at low cost, in their own time.

Girls want to be fit and healthy so they look and feel good.

Being fit is more important than looking good.

TOP TEN ACTIVITIES MOST POPULAR WITH WOMEN (16+)
Walking
Yoga/Pilates
Fishing
Tramping
Aerobics
Swimming
Jogging/Running
Dance
Equipment Based
Cycling

TOP TEN ACTIVITIES MOST POPULAR WITH GIRLS (15-18)
Jogging/Running
Swimming
Walking for Fitness
Athletics, Track & Field
Cycling/Biking
Netball
Dance
Basketball
Football, Soccer, Futsal
Badminton

20% of women are a member of any sport or physical activity club compared with 35% of men.

See: Publications Reviewed and Synthesised for more information.
Providers of sport, recreation and physical activity must deliver opportunities in ways that meet the needs of women and girls.

LIMITATIONS & DISCLAIMER
This document has been prepared to provide insight to sport and recreation providers in New Zealand to engage women and girls. It summarises a series of New Zealand and International research and seeks to highlight opportunities to grow women and girls’ participation. This document has been co-produced by Sport Waikato and Sport New Zealand to summarise selected profiles that have been identified as opportunities to grow participation. This document summarises statistics and literature, including best practice/case studies. Sport Waikato and Sport New Zealand recognise that in producing this document other sources of information are available. This document is not a definitive profile and will be updated periodically as new information is published.