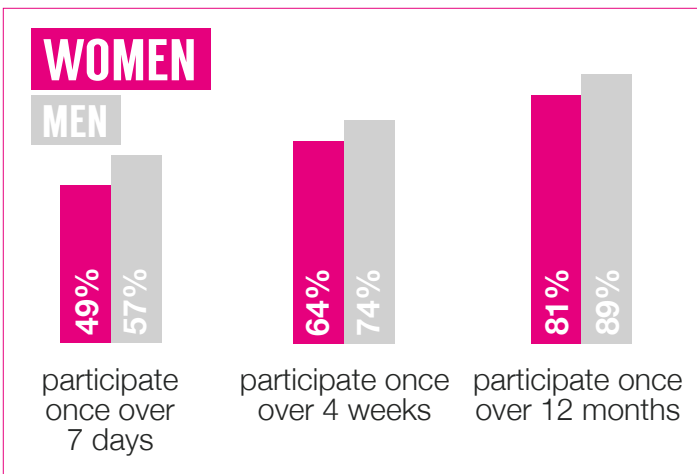


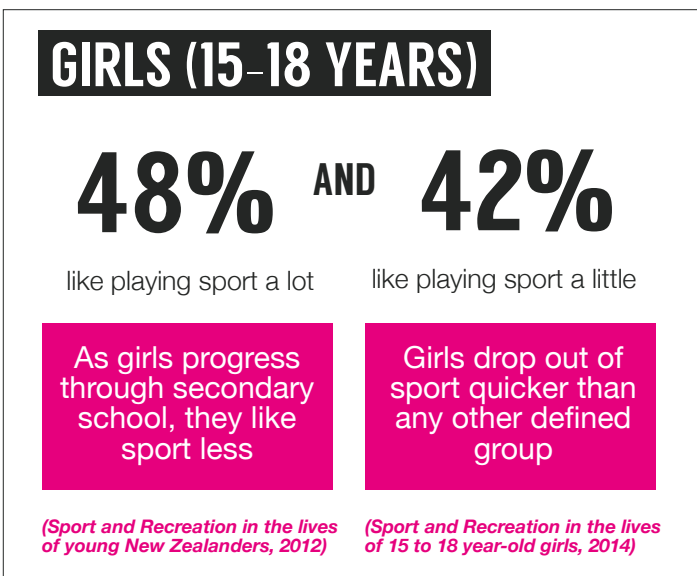
# GROWING WOMEN AND GIRLS' PARTICIPATION

in physical activity for sport,  
exercise or recreation

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



Active NZ 2013/14



Young People's Survey 2011

# 65% OF WOMEN



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

Active NZ 2013/14

# LET'S MAKE IT HAPPEN!

# KNOW THE BARRIERS...

Although many women would like to participate more and many girls like playing sport, both practical and personal barriers can challenge them:

## PRACTICAL



Time - real and prioritised



Cost - family over 'self'



Poor health/ injury/ disability



Finding the right activity at the right time



Don't know where/who to connect with

See: Publications Reviewed and Synthesised for more information

## PERSONAL



Personal barriers difficult to identify\*



Appearance barriers - body image and looking good



Social confidence "What if I don't fit in?"



Ability concerns - even if previously sporting



Not knowing anyone - wanting to exercise with a friend

See: Publications Reviewed and Synthesised for more information

\*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

FEAR OF BEING JUDGED

GETTING SWEATY IS NOT FEMININE!

OTHERS ARE FITTER OR SMALLER

## 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.

See: Publications Reviewed and Synthesised for more information

# KNOW THEIR PREFERENCES

## WOMEN MOSTLY PARTICIPATE IN SPORT & RECREATION IN OUTDOOR SETTINGS OR AT HOME

### WHERE



Path, Cycleway, Walkway

58%



Outdoors at a Park

52%



At Home

44%



Beach or by the Sea

39%



Bush or Forest

27%

Active NZ 2013/14

## FITNESS, HEALTH AND ENJOYMENT ARE MOTIVATORS

### WHY



Fitness & Health

93%



Enjoyment

86%



Social Reasons

49%



Low Cost

48%



Convenience

48%

Active NZ 2013/14

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

See: Publications Reviewed and Synthesised for more information

20%

of women are a member of any sport or physical activity club

COMPARED WITH 35% OF MEN

Active NZ 2013/14

### ACTIVITIES MOST POPULAR WITH WOMEN (16+)



Active NZ 2013/14

### TOP TEN ACTIVITIES MOST POPULAR WITH GIRLS (15-18)



Young People's Survey 2011

# BREAK THE BARRIERS... DELIVER WHAT THEY ARE LOOKING FOR

Providers of sport, recreation and physical activity must deliver opportunities in ways that meet the needs of women and girls.

**THEIR TERMS  
THEIR SPACE**

**Flexible  
solutions**

**FULL  
FAMILY  
ACTIVITIES**

**Same time,  
same place**

**SOFTEN  
THE  
LANGUAGE**

**Not just 'sport'**

**WOMEN &  
GIRLS ONLY  
SESSIONS**

**Safe and  
secure**

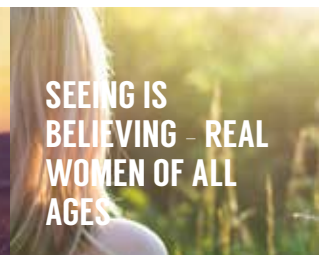
**PARTNER  
ORGANISATIONS**

**Linked to women  
and girls**

**TRAIN  
YOUR  
STAFF**

**People make  
the experience**

See: Publications Reviewed and Synthesised for more information



## PARTICIPATION CAMPAIGNS



### THIS GIRL CAN

<http://www.thisgirlcan.co.uk/>

Designed to enable sports to use the collateral in the campaign for their own marketing - focused on promoting participation.



### I WILL IF YOU WILL

<http://www.sportengland.org/our-work/equality-diversity/women/i-will-if-you-will/>

Helping the women and girls of Bury to get more active, more often and have fun while doing it. Getting women together to try something new.



### THE US GIRLS PROGRAMME

<http://www.streetgames.org/our-work/us-girls>

Designed to increase and sustain young women's participation in sport and physical activity within some of the UK's most disadvantaged communities.

## PUBLICATIONS REVIEWED & SYNTHESISED

**Active New Zealand Survey 2013/14.** Sport New Zealand 2015

**Gender Balance in Global Sport Report: Women on Boards.** Women on Boards July 2014

**Interim Report of the Government's Women and Sport Advisory Board: Department for Culture Media and Sport (October 2014) - Making Women Playing Sport and Working in Sport the Norm.** Department for Media Culture and Sport UK Government 2014

**Project 500, More Women, Better Coaching - One Year On: An evaluation of the first year of Project 500.** Sports Coach UK 2014

**Research Study: Retaining the Membership of Women in Sport. Report to the Australian Government.** Office of Sport, Department of Health, Australian Government 2013

**Sport and Recreation in the Lives of 15 to 18 Year Old Girls.** Sport NZ, 2014

**Sport and Recreation in the Lives of Teenagers.** Sport NZ, March 2014

**Sport and Recreation in the Lives of Young New Zealanders.** Sport NZ, 2012

**Women and Girls in Sport and Active Recreation Stakeholder Forum.** Queensland Government, Department of National Parks, Recreation, Sport and Racing 2013

**Women and Informal Sport: A report for the Women's Sport and Fitness Foundation.** Sport UK 2011

**Women and Sport: First Report of Session 2014-2015: Report, together with formal minutes relating to the report.** Prepared for the House of Commons Culture, Media and Sport Committee July 2014

**Young People's Survey (YPS) 2011.** Sport New Zealand 2013

## 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.



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