

 Open search panel



Search

Search the Insight Hub...

Cancel

- [Insights](#)
[Rangahau](#)
- [Events](#)
[Hui](#)
- [Partnerships](#)
[Rangapū](#)
- [Impact](#)
[Whakaaweawe](#)
- About
Mō Mātou
 - [Overview](#)
 - [History](#)
 - [Support](#)
-  [0](#)
[Saved](#)

 [0](#) Saved

 EN ▾

- [Sign in](#)
- [Submit](#) >

  Toggle navigation [Submit](#) >

She's Got Game

Theme:
Voice & Visibility



Co-authored by Peter Lauria, Briefings

Interest in women's sports and female athletes has exploded. Is it a bubble or the next great investment?

The atmosphere in Kansas City was electric. The anticipation of a new season ran like a charge through the thousands of fans who made their way from downtown to the stadium on the banks of the Missouri River. Tina Turner's raspy voice blared from the speakers as a sea of people dressed in teal and red began lining up hours before the game. Even Patrick Mahomes was there, but this game and this celebration had nothing to do with his Kansas City Chiefs or their latest Super Bowl win. The sold-out crowd of 11,500 was there to watch the Kansas City Current of the National Women's Soccer League (NWSL) open the season at CPKC Stadium, the first facility ever built for the exclusive use of a female professional-sports team.

Danielle Russell was on hand for the match. As vice president of the KC Blue Crew, the Current's official fan group, Russell has been following women's soccer in Kansas City since 2013, when now defunct FC Kansas City was one of the league's founding eight clubs. Having watched that team play on high-school fields and city parks, Russell burst into tears upon entering CPKC Stadium. "It was so overwhelming," she says. "This is our home, it was made for women—instead of women being there as well."

Indeed, the symbolism of the stadium would overshadow the game itself, and serve as a physical embodiment of how women's sports have grown to reach equivalence with men's. Strike that—in many ways over the last few years, women's sports have far exceeded the impact of men's. "Women's sports are proving out as capable of delivering mass audiences," says Thayer Lavielle, executive vice president of The Collective, the women's division of sports-marketing and talent-management company Wasserman. Jenna McLaughlin, head of Korn Ferry's Collegiate Athletics sector, agrees. She notes that the dramatic changes have extended to the collegiate space. "The momentum is unprecedented," she says.

The numbers tell the story: The championship game of the NCAA Division 1 women's basketball tournament, featuring Caitlin Clark in her last game as an Iowa Hawkeye, averaged nearly 19 million viewers. That was about 4 million more than watched the men's title game—the first time ever that the women's championship attracted more viewers than the men's. For the NWSL, ratings were up 41 percent and average ticket sales grew 26 percent during its most recent season. The WNBA attracted its most fans in 13 years. But it isn't just marquee sports getting attention. More than 92,000 fans packed the University of Nebraska's football stadium last year to watch the women's volleyball team, the largest live audience ever for a women's sporting event. And over the last two years combined, the Women's College World Series in softball drew more viewers than the Men's College World Series.

Money follows eyeballs, as the saying goes, and the growth in women's sports is leading to a windfall, attracting investors from across the financial landscape. Private-equity funds and institutional investors are buying into teams and leagues. Technology and media companies are bidding on television rights for networks and streaming platform. Big media buyers like GroupM and individual brands including Ally Bank are increasing advertising spending on women's sports to level the playing field. In total, women's sports are projected to generate nearly \$1.3 billion in revenue this year, a 300 percent increase from 2021.

"This is the moment for women's sports leagues...but they have to be careful not to kill the golden goose."

Despite the boom, or perhaps because of it, most experts say women's sports are at a critical juncture. With more money comes higher expectations, more risk, and less control. As with men's sports, financial interests are bound to create issues between owners, athletes, and fans. Bottom-line concerns could dilute competitiveness, for instance, and higher ticket and concessions prices could alienate fans. As Marc Ganis, founder of sports-finance consulting firm SportsCorp Ltd., sees it, women's sports now faces the same sort of challenge as any other early-stage, high-growth business venture. "This is the moment for women's sports leagues to become profitable, strong, and permanent. But they have to be careful not to kill the golden goose."

The beginnings of this movement couldn't have been more modest. In 2008, a group of Seattle businesswomen paid just \$1 million up-front to buy the city's WNBA team. Back then, establishing a WNBA franchise cost \$10 million—by comparison, the average NBA franchise at the time was valued at \$379 million—but the additional \$9 million was based on business goals that the team did not reach.

Flash forward to last year, when the Seattle Storm sold a minority stake to a group of investors that valued it at \$151 million, a record for a WNBA franchise. The team's four championship titles and league-leading average of 10,000-plus fans per game helped attract investors, but so did the ownership group's growth plan for the team, which included real-estate assets, like a new practice facility, and revenue from new media-rights deals. At 15 times more than the average value of previous WNBA team sales, the deal was a

clear signal that investors think there's money to be made in women's sports—lots of it. “It was a lot riskier to buy into women's sports from a financial perspective five, 10 years ago,” says Ginny Gilder, one of the three businesswomen to buy into the Storm in 2008. “Now the revenue potential is clear.”

To be sure, women's sports teams and leagues have been raising money at a frenetic pace. To cite just one example, the private-equity firm Sixth Street bought the NWSL's most recent expansion franchise for \$53 million, up from the \$5 million price tag to establish a team in 2020. What investors are buying into is the culmination of decades of slowly growing interest in women's sports that dates to the passing of Title IX, the law requiring that entities receiving federal funding provide women with the same access as men to education, sports, and other activities. Title IX is credited with increasing participation in women's sports by the millions at the youth, high school, and collegiate levels. The earliest beneficiaries of Title IX, which passed in 1972, were girls who grew up playing sports, and those girls ended up becoming the parents of girls they are now watching play sports. “Without the increase in collegiate athletics for women, we wouldn't be where we are today,” says Nina King, who oversees 14 women's sports, 13 men's sports, and 750 student athletes as Duke University's athletic director.

Though never an athlete herself, King credits Title IX with sparking her passion for sports. One of the few Black female athletic directors at the Division 1 level, she came to women's sports through the business side, overseeing team and athlete management and functions like human resources, legal affairs, and marketing. In her role as Duke's AD, King has not only had to find a successor for legendary basketball coach Mike Krzyzewski and replace the head coach for its football program, but also has had to contend with the financial fallout from conference realignment and name-, image-, and likeness-rights legislation. In many ways, she's the embodiment of the new collegiate AD, more attuned to how to manage and grow a business than to designing schematics and plays. Or, as she puts it, “You are more of a CEO than a coach.”

But with money comes challenges. Media rights for women's sports, far and away the biggest revenue driver for teams and leagues, are still only a fraction of what they are for men. The NFL's TV and streaming deal will pay the league nearly \$4 billion a year through the next decade. The NBA is negotiating a new contract for a reported \$75 billion, three times more than its current agreement. But women's sports face two distinct challenges with media rights. The first is that the market is still immature, or at least less certain than men's sports, which makes valuing media rights difficult. Did 19 million people tune in because Caitlin Clark made national headlines all year and was playing in a championship game? Or can investors bank on just as many people watching her in a regular-season WNBA game, where the current average TV audience is only 505,000?

Attracting mass audiences requires fans being able to find games. Yet women's sports—despite its growth and a recent threefold increase in coverage—still garners only 15 percent of sports-media coverage in the US, according to a report from The Collective. At the same time, the television rights are fragmented among broadcast, cable, streaming, and digital platforms. “Games can be hard to find when they are spread across multiple platforms,” says Haley Rosen, a former pro soccer player and founder of digital-media company Just Women's Sports. Right now, media-rights deals for women's sports are barely a line item in the profit-and-loss statements of the professional investors buying into them: The WNBA's next contract is estimated at \$100 million, while the NWSL just signed a new four-year deal that pays \$60 million annually. “It's not going to go from a small number to a big number,” says Gilder. “It's going to take a few cycles.”

Until then, investors will have to find growth in other ways. “Professional investors are going to expect professional management,” says Ganis. Which is to say, they are going to run teams like businesses, not trophies, with strict financial metrics around marketing, attendance, ticket sales, merchandising, and even rosters. Without a return attached, not every owner is going to rush out and build a stadium and practice facilities, or buy the team a private jet. It's not hard to imagine a future where contract disputes between profit-focused private-equity owners and high-profile athletes are as common in women's sports as they are in men's. Some analysts also worry that the emergence of private equity, one of the most male-dominated industries, could also undermine efforts to build a pipeline of female leadership and operational talent. PE firms typically install their own partners or managing directors in leadership positions at portfolio companies.

Another challenge facing women's sports is that the business model is built on the men's game and designed for male fans. Lavielle, of The Collective, says the women's-sports ecosystem and infrastructure needs to serve different fans—namely millennial and Gen-Z women—with different expectations. That is already starting to happen. Digital-media companies like Just Women's Sports and The Women's Sports Network are raising money and increasing coverage. Rosen points to data showing that females aged 18 to 24 are the fastest-growing audience for women's sports and that 75 percent of viewers are under 34. The modern fan, she says, isn't a cord cutter: “They never had a cord.” If these women are going to elect to spend their leisure dollars on tickets, she observes, it's critical to make the live experience of games unique. In a widely viewed 2022 TED Talk, Rosen argued that the growth of women's sports has been hindered by underinvestment, undercoverage, and mismarketing of athletes and teams. “We need to build the industry where the next-generation sports fan is spending time, energy, and money,” she says.

Back at the inaugural game at CPKC Stadium, the Current hold on to beat the Portland Thorns, 5-4. A late goal by 16-year-old Alex Pfeiffer, the youngest player ever to score in a NWSL game, proves enough to seal the victory. The team will win three of its next

four games as well. After a disappointing season last year in which they finished eleventh out of 12 teams, the Current are starting off at the top of the league. Led by major international stars in their primes like Temwa Chawinga and Debinha, the team is making fans believe it can bring another championship to Kansas City to go alongside the Chiefs' Super Bowl win.


“Without the increase in collegiate athletics for women, we wouldn't be where we are today.”


It wouldn't be the first championship for a women's soccer team from Kansas City. As one of the founding eight clubs to launch the NWSL in 2012, the Current's predecessor, FC Kansas City, won two titles. That team played its games on high-school football fields and used parking lots for locker rooms; it lasted only four seasons before folding under crushing debt. “No one knew about them,” says the KC Blue Crew's Russell, who guesses she was one of about a thousand or so faithful attendees of the team's games. Another, similar failure could be catastrophic for women's sports—it could, to use a tech-stock analogy, drag down the entire league. Rosen knows how fickle audiences and investors can be. “We aren't going to get a lot of grace,” she says.


But Russell points to office towers bathed in the Current's teal hue, to billboards on the interstate, and to the many watch parties for the team at bars and restaurants. This time feels different. “It feels like the whole city is behind the team now,” she says. Season tickets for the Current are already sold out.

[The last 50 years of women's sport: Milestone Moments](#)

[Download the PDF report here](#)


Save this Insight



Print this Insight


Download Insight assets
For use in your own documents

Was this Insight helpful?



Share this Insight

-  [Facebook](#)
-  [Twitter](#)
-  [Email](#)
-  Copy this page's URL


Save this Insight


Print this Insight


Download Insight assets



[Email this Insight](#)

 **Download Insight assets**

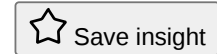
- [She's Got Game.pdf](#)
- [Shes got game.png 880KB PNG](#)

Was this Insight useful?



Similar Insights (138)

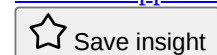
[Deloitte: The Future of Sport 2024: Seizing the Moment](#)



Voice & Visibility

Deloitte: The Future of Sport 2024: Seizing the Moment

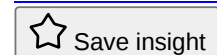
[WISPA Supporters Club - join now!](#)



Voice & Visibility

WISPA Supporters Club - join now!

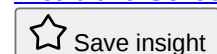
By Merran Brockie-David - Women in Sport Aotearoa
[Research Reveals Significant 'Fame Gap' in Women's Sport](#)



Voice & Visibility

Research Reveals Significant 'Fame Gap' in Women's Sport

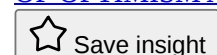
[Media and Gender Study: 2023 Annual Report](#)



Voice & Visibility

Media and Gender Study: 2023 Annual Report

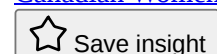
By Victoria University Melbourne Australia - Victoria University | Melbourne Australia
[89% OF WOMEN IN FOOTBALL HAVE EXPERIENCED DISCRIMINATION AT WORK, BUT SURVEY REVEALS SURGE OF OPTIMISM ABOUT GENDER EQUALITY IN THE GAME](#)



Voice & Visibility

89% OF WOMEN IN FOOTBALL HAVE EXPERIENCED DISCRIMINATION AT WORK, BUT SURVEY REVEALS SURGE OF OPTIMISM ABOUT GENDER EQUALITY IN THE GAME

By Victoria University Melbourne Australia - Victoria University | Melbourne Australia
[Canadian Women & Sport Unveils New Fan Insight Reports](#)




Voice & Visibility

Canadian Women & Sport Unveils New Fan Insight Reports

By Canadian Women & Sport - Canadian Women & Sport

[Liv living her best life in Barcelona](#)


 Save insight

Voice & Visibility

Liv living her best life in Barcelona

By Suzanne McFadden - LockerRoom

[Number of women coaching in Olympic and Paralympic sport doubles since 2020](#)


 Save insight

Voice & Visibility

Number of women coaching in Olympic and Paralympic sport doubles since 2020

By Victoria University Melbourne Australia - Victoria University | Melbourne Australia


[Golf NZ to revive Women's Open on the back of Lydia Ko's success](#)

 Save insight

Voice & Visibility

Golf NZ to revive Women's Open on the back of Lydia Ko's success


[Kiwi Women's America's Cup team sailing to win, but also for a future](#)

 Save insight

Voice & Visibility

Kiwi Women's America's Cup team sailing to win, but also for a future


[Kiwi Women's America's Cup team sailing to win, but also for a future](#)

 Save insight

Voice & Visibility

Kiwi Women's America's Cup team sailing to win, but also for a future

[Change in Action Week - Digital Innovation FINALIST - Ella Ferguson](#)

 Save insight

Voice & Visibility

Change in Action Week - Digital Innovation FINALIST - Ella Ferguson

[Change in Action Week - Digital Innovation Winner - WomensSports](#)

 Save insight

Voice & Visibility

Change in Action Week - Digital Innovation Winner - WomensSports

[Change in Action Week - Innovative Impact Winner - POWA First Steps](#)

 Save insight

Voice & Visibility

Change in Action Week - Innovative Impact Winner - POWA First Steps

[CBT at Falk College: Empowering Women, Creating Inclusive Environments](#)

 Save insight

Voice & Visibility

CBT at Falk College: Empowering Women, Creating Inclusive Environments

[Stephanie to take part in Women's Sport Leadership Academy](#)

 Save insight

Voice & Visibility

Stephanie to take part in Women's Sport Leadership Academy


[Women in Sport 2024: Analysis of the Sport Value Chain - Media Broadcasting, Sponsorship and Deals Attendance](#)

 Save insight

Voice & Visibility

Women in Sport 2024: Analysis of the Sport Value Chain - Media Broadcasting, Sponsorship and Deals Attendance


[The Growth of Women's Sports and Why It Matters for Youth Sport](#)

 Save insight

Voice & Visibility

The Growth of Women's Sports and Why It Matters for Youth Sport

[Change in Action Week 2024 Winners](#)

 Save insight

Voice & Visibility

Change in Action Week 2024 Winners

[Podcast: The Business case for woman's sport - Ep.#104 going for gold:](#)

 Save insight

Voice & Visibility

Podcast: The Business case for woman's sport - Ep.#104 going for gold:

[Paris 2024: Athletes say work isn't over after Olympics reaches gender parity](#)

 Save insight

Voice & Visibility

Paris 2024: Athletes say work isn't over after Olympics reaches gender parity

[Olympics 2024: Ranking every New Zealand athlete and their chances of a medal at the Games](#)

 Save insight

Voice & Visibility

Olympics 2024: Ranking every New Zealand athlete and their chances of a medal at the Games

[The Women in Sport Podcast - General Election Special: Tackling Heath Inequalities](#)

 Save insight

Voice & Visibility

The Women in Sport Podcast - General Election Special: Tackling Heath Inequalities

[Women in Sport Aotearoa's Change in Action Week](#)

 Save insight

Voice & Visibility

Women in Sport Aotearoa's Change in Action Week

By Merran Brockie-David - Women in Sport Aotearoa

[Sport NZ - Media and Gender Study - 4th Annual Report](#)


 Save insight

Voice & Visibility

Sport NZ - Media and Gender Study - 4th Annual Report

By Emma Evans - Sport New Zealand

[WISPA's Change in Action Week 2024](#)

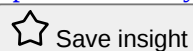
 Save insight

Voice & Visibility

WISPA's Change in Action Week 2024

By Merran Brockie-David - Women in Sport Aotearoa

[Sport Canterbury's Project Pink Dot](#)

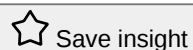


Voice & Visibility

Sport Canterbury's Project Pink Dot

By Rachel Harris - Sport Canterbury West Coast

[See it to be in it: Promoting women in sport](#)

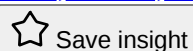


Voice & Visibility

See it to be in it: Promoting women in sport

By Merran Brockie-David - Women in Sport Aotearoa

[Wine, Cheese, and Wāhine Initiatives - Nuku Ora](#)

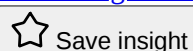


Voice & Visibility

Wine, Cheese, and Wāhine Initiatives - Nuku Ora

By Lily Joiner - Nuku Ora

[Ali Pottinger - The future of trail running for women in Australasia](#)

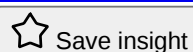


Voice & Visibility

Ali Pottinger - The future of trail running for women in Australasia

By Ali Pottinger - Squadrun

[WOMENZSPORTS presents Alice Soapbox: Mea Motu](#)

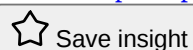


Voice & Visibility

WOMENZSPORTS presents Alice Soapbox: Mea Motu

By Dani Marshall - Womensports

[WomensSports presents Alice's soapbox: Emma Twigg \(Rowing\)](#)

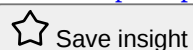


Voice & Visibility

WomensSports presents Alice's soapbox: Emma Twigg (Rowing)

By Dani Marshall - Womensports

[WomensSports presents Alice's soapbox: Shiray Kaka \(Rugby 7's\)](#)

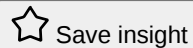


Voice & Visibility

WomensSports presents Alice's soapbox: Shiray Kaka (Rugby 7's)

By Dani Marshall - Womenssports

[Fundraising for Women's Sports in New Zealand](#)

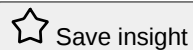


Voice & Visibility

Fundraising for Women's Sports in New Zealand

By Dani Marshall - Womenssports

[FIFA Women's World Cup Media & Gender Case Study 2023](#)

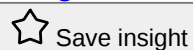


Voice & Visibility

FIFA Women's World Cup Media & Gender Case Study 2023

By Emma Evans - Sport New Zealand

[Change in Action - 1 Year on from IWG Webinar](#)

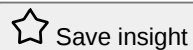


Voice & Visibility

Change in Action - 1 Year on from IWG Webinar

By Merran Brockie-David - Women in Sport Aotearoa

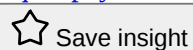
[2022 IWG: Phil Clark - Using Research and Advocacy to Improve the Gender Balance of Sports Coverage](#)



Voice & Visibility

2022 IWG: Phil Clark - Using Research and Advocacy to Improve the Gender Balance of Sports Coverage

[Equal pay commitments set for women's sport in NSW, lead by female advocates](#)

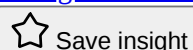


Voice & Visibility

Equal pay commitments set for women's sport in NSW, lead by female advocates

By Merran Brockie-David - Women in Sport Aotearoa

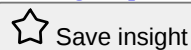
[Change Our Game State of Play Survey 2022-2023](#)



Voice & Visibility

Change Our Game State of Play Survey 2022-2023

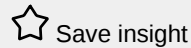
[Findings report – The Value of You Can Be What You Can See](#)



Voice & Visibility

Findings report – The Value of You Can Be What You Can See

[Tātāwhāinga - Episode 7: The Role of Sports Media](#)

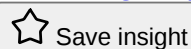


Voice & Visibility

Tātāwhāinga - Episode 7: The Role of Sports Media

By Erin Roxburgh - Women in Sport Aotearoa

[Tātāwhāinga - Episode 6: Hosting Major Events](#)

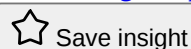


Voice & Visibility

Tātāwhāinga - Episode 6: Hosting Major Events

By Erin Roxburgh - Women in Sport Aotearoa

[Tātāwhāinga - Episode 5: Athletes: Humans or Commodities Part 2](#)

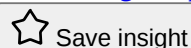


Voice & Visibility

Tātāwhāinga - Episode 5: Athletes: Humans or Commodities Part 2

By Erin Roxburgh - Women in Sport Aotearoa

[Tātāwhāinga - Episode 1: Welcome to Tātāwhāinga](#)

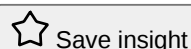


Voice & Visibility

Tātāwhāinga - Episode 1: Welcome to Tātāwhāinga

By Erin Roxburgh - Women in Sport Aotearoa

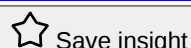
[Podcast: The Business Case For Woman's Sports - Ep.#103 What parity and surveymonkey's research revealed about what international consumers think about woman's sports](#)



Voice & Visibility

Podcast: The Business Case For Woman's Sports - Ep.#103 What parity and surveymonkey's research revealed about what international consumers think about woman's sports

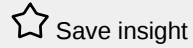
[We Hear Her Podcast: Nardi Leonard](#)



Voice & Visibility

We Hear Her Podcast: Nardi Leonard

[Relational Leadership, Visibility & Voice](#)

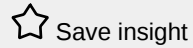


Voice & Visibility

Relational Leadership, Visibility & Voice

By Kirsten Spencer - Auckland University of Technology

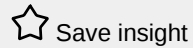
[University of Otago Inclusive Language Guidelines](#)



Voice & Visibility

University of Otago Inclusive Language Guidelines

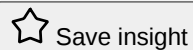
[SASS Talk Podcast - Sevens sensation giving dance another fling](#)



Voice & Visibility

SASS Talk Podcast - Sevens sensation giving dance another fling

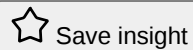
[How men can become better Allies to Women](#)



Voice & Visibility

How men can become better Allies to Women

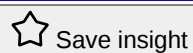
[How to be a male ally to women's sport](#)



Voice & Visibility

How to be a male ally to women's sport

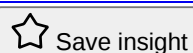
[The Halo of Value Creation Opportunities Around Women's Sports](#)



Voice & Visibility

The Halo of Value Creation Opportunities Around Women's Sports

[Future Talent: Yasmeen Kareem](#)




Voice & Visibility

Future Talent: Yasmeen Kareem

By Vincent Jones - Edged and Gone


[IWG: Moonira Ramathula Moonira - Visibility and Voice](#)

 Save insight

Voice & Visibility

IWG: Moonira Ramathula Moonira - Visibility and Voice


[IWG: Adele Pavlidis - What has sex and gender got to do with it? Exploring tensions and assumptions for elite strength and conditioning coaches](#)

 Save insight

Voice & Visibility

IWG: Adele Pavlidis - What has sex and gender got to do with it? Exploring tensions and assumptions for elite strength and conditioning coaches


[Strategies To Elevate And Diversify Women's Sports Coverage: Insights From The Gist](#)

 Save insight

Voice & Visibility

Strategies To Elevate And Diversify Women's Sports Coverage: Insights From The Gist

[Wellington and Graham sign with Brave for Super Smash](#)


 Save insight

Voice & Visibility

Wellington and Graham sign with Brave for Super Smash

By Vincent Jones - Edged and Gone


[IWG: Moonira Ramathula - Growing Professional Women's Rugby in Africa](#)

 Save insight

Voice & Visibility

IWG: Moonira Ramathula - Growing Professional Women's Rugby in Africa


[Latest research from Women's Sport Trust delves into visibility and fandom of women's sport in 2023](#)


 Save insight

Voice & Visibility

Latest research from Women's Sport Trust delves into visibility and fandom of women's sport in 2023

[Future Talent: Paige Loggenberg](#)

 Save insight


 Voice & Visibility

Voice & Visibility

Future Talent: Paige Loggenberg

By Vincent Jones - Edged and Gone


[New Women's Sport Trust Partnership With The R&A Reveals Women's Sports Fans Feel Underserved Despite Record-Breaking Viewing Figures](#)

 Save insight

Voice & Visibility

New Women's Sport Trust Partnership With The R&A Reveals Women's Sports Fans Feel Underserved Despite Record-Breaking Viewing Figures


[IWG: Troy Han - Celebrating Women In Sport](#)

 Save insight

Voice & Visibility

IWG: Troy Han - Celebrating Women In Sport

[IWG: Gen Dohrmann - Reshaping the images we see of women's sport in Australia](#)

 Save insight

Voice & Visibility

IWG: Gen Dohrmann - Reshaping the images we see of women's sport in Australia


[New Zealand Names Third Ever Artistic Swimming Duo For Olympic Games](#)

 Save insight

Voice & Visibility

New Zealand Names Third Ever Artistic Swimming Duo For Olympic Games


[Grand Slam winner Routliffe, Sun to pair up for Paris tennis](#)

 Save insight

Voice & Visibility

Grand Slam winner Routliffe, Sun to pair up for Paris tennis

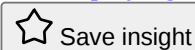
[Olympics 2024: Paris promised gender equality. Are TV commentators meeting that goal?](#)

 Save insight

Voice & Visibility

Olympics 2024: Paris promised gender equality. Are TV commentators meeting that goal?

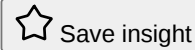
[A level playing field: the case for investing in women's sport](#)



Voice & Visibility

A level playing field: the case for investing in women's sport

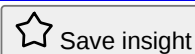
[Olympics 2024: Gold medallists Brooke Francis and Lucy Spoor on the challenges they faced](#)



Voice & Visibility

Olympics 2024: Gold medallists Brooke Francis and Lucy Spoor on the challenges they faced

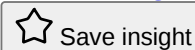
[PARIS OLYMPICS 2024 Paris Olympics: Kiwi diver Lizzie Roussel returns from baby hiatus to rekindle Olympic dream](#)



Voice & Visibility

PARIS OLYMPICS 2024 Paris Olympics: Kiwi diver Lizzie Roussel returns from baby hiatus to rekindle Olympic dream

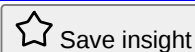
[Michele Kang Invests \\$50 Million to Boost Women's Sports](#)



Voice & Visibility

Michele Kang Invests \$50 Million to Boost Women's Sports

[Aotearoa New Zealand Gender Attitudes Survey 2023](#)



Voice & Visibility

Aotearoa New Zealand Gender Attitudes Survey 2023

By Maddi Mclean - Sport New Zealand

[2021 National Sport Club Survey - Female Friendly Environments](#)

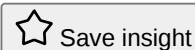


Voice & Visibility

2021 National Sport Club Survey - Female Friendly Environments

By Maddi Mclean - Sport New Zealand


[Men as Allies: supporting women and girls in community sport](#)



Voice & Visibility

Men as Allies: supporting women and girls in community sport

[Olympic wāhine winning streak makes powerful case for more funding for women's sport](#)

 Save insight

Voice & Visibility

Olympic wāhine winning streak makes powerful case for more funding for women's sport


[Eliza wants more than a last tango in Paris](#)

 Save insight

Voice & Visibility

Eliza wants more than a last tango in Paris


[Scotty's Spin: Where Is New Zealand's Investment In Women's Sport?](#)

 Save insight

Voice & Visibility

Scotty's Spin: Where Is New Zealand's Investment In Women's Sport?


[Women's Sports Trust: Report into the positive impact of women's sport sponsorship on brands](#)

 Save insight

Voice & Visibility

Women's Sports Trust: Report into the positive impact of women's sport sponsorship on brands


[In a league of her own: WISPA Foundation Member Toni Bruce wins major award](#)

 Save insight

Voice & Visibility

In a league of her own: WISPA Foundation Member Toni Bruce wins major award


[Invisibility of female participants in midlife and beyond in sport and exercise science research: a call to action](#)

 Save insight

Voice & Visibility

Invisibility of female participants in midlife and beyond in sport and exercise science research: a call to action

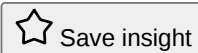
[Women coaches in Aotearoa New Zealand - Research](#)

 Save insight

Voice & Visibility

Women coaches in Aotearoa New Zealand - Research

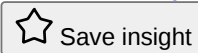
[Women's Ice Hockey on the Rise](#)



Voice & Visibility

Women's Ice Hockey on the Rise

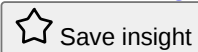
[SASS Talk: Olympic cyclist's hellish ride to Paris](#)



Voice & Visibility

SASS Talk: Olympic cyclist's hellish ride to Paris

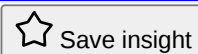
[Title IX was a game-changer, but women are still fighting for an equal playing field](#)



Voice & Visibility

Title IX was a game-changer, but women are still fighting for an equal playing field

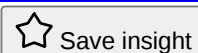
[New Zealander Rebecca Foulsham's key Paralympics role](#)



Voice & Visibility

New Zealander Rebecca Foulsham's key Paralympics role

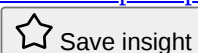
[SASS Talk: Behind the scenes of the Paris Olympics](#)



Voice & Visibility

SASS Talk: Behind the scenes of the Paris Olympics

[WomensSports present's Alice's Soapbox: Ruahei Demant \(Rugby 15's\)](#)

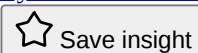


Voice & Visibility

WomensSports present's Alice's Soapbox: Ruahei Demant (Rugby 15's)

By Dani Marshall - Womenssports

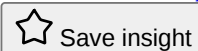
[Lydia Ko within reach of golfing greats after staggering career earnings soar](#)



Voice & Visibility

Lydia Ko within reach of golfing greats after staggering career earnings soar

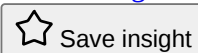
[The Women in Sport Podcast - The Rugby League World Cup: A lasting legacy](#)



Voice & Visibility

The Women in Sport Podcast - The Rugby League World Cup: A lasting legacy

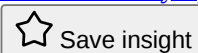
[Overcoming the obstacles: How New Zealand women have shone at the Olympic Games](#)



Voice & Visibility

Overcoming the obstacles: How New Zealand women have shone at the Olympic Games

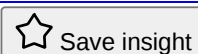
[Paris 2024 Olympics: A new era for women in sport](#)



Voice & Visibility

Paris 2024 Olympics: A new era for women in sport

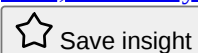
[What women want: A wishlist from Kiwi wāhine in sport](#)



Voice & Visibility

What women want: A wishlist from Kiwi wāhine in sport

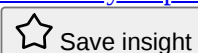
[Yeah, Nah: Is Lydia Ko New Zealand's greatest ever sportsperson?](#)



Voice & Visibility

Yeah, Nah: Is Lydia Ko New Zealand's greatest ever sportsperson?

[CJ's Story Inspiring Inclusion](#)

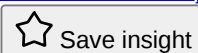


Voice & Visibility

CJ's Story Inspiring Inclusion

By Dantaye Simpson - Sport Manawatu


[2023 Women's Sporting Landscape](#)



Voice & Visibility

2023 Women's Sporting Landscape


[Who deserves New Zealand's highest sporting honour?](#)

 Save insight

Voice & Visibility

Who deserves New Zealand's highest sporting honour?

[Revealed: Portia's next career step](#)


 Save insight

Voice & Visibility

Revealed: Portia's next career step

By Suzanne McFadden - LockerRoom


[Lydia Ko's Cinderella story](#)

 Save insight

Voice & Visibility

Lydia Ko's Cinderella story


[Facts and figures: Women in sport](#)

 Save insight

Voice & Visibility

Facts and figures: Women in sport


[All Blacks v England: Sex act joke about female physio 'harassment'](#)

 Save insight

Voice & Visibility

All Blacks v England: Sex act joke about female physio 'harassment'

[IWG: Amy Marfell - The Power of Digital Media for Everyday Activism and Advocacy](#)

 Save insight

Voice & Visibility

IWG: Amy Marfell - The Power of Digital Media for Everyday Activism and Advocacy

[IWG Muditambi Ravele - Visibility and Voice: Baby Steps Towards Changing Perceptions of Women Sport](#)

 Save insight

Voice & Visibility

IWG Muditambi Ravele - Visibility and Voice: Baby Steps Towards Changing Perceptions of Women Sport

[5 4 3 2 1 Paris: Jonelle Price](#)

 Save insight

Voice & Visibility

5 4 3 2 1 Paris: Jonelle Price

[Sail GP: how many women on the water this weekend?](#)

 Save insight

Voice & Visibility

Sail GP: how many women on the water this weekend?

[Taranaki Thunder bought by sports media company.](#)

 Save insight

Voice & Visibility

Taranaki Thunder bought by sports media company


[Kiwi wins gold in groundbreaking women's event](#)

 Save insight

Voice & Visibility

Kiwi wins gold in groundbreaking women's event

[Paris Olympics 2024: Full New Zealand schedule](#)

 Save insight

Voice & Visibility

Paris Olympics 2024: Full New Zealand schedule

[Women in Sport Reports, Research and Expertise](#)

 Save insight

Voice & Visibility

Women in Sport Reports, Research and Expertise

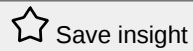
[5 4 3 2 1 Paris: Eva Morris and Nina Brown](#)

 Save insight

Voice & Visibility

5 4 3 2 1 Paris: Eva Morris and Nina Brown

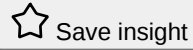
[The impact of uniform design on female athletes' confidence - Massey University](#)



Voice & Visibility

The impact of uniform design on female athletes' confidence - Massey University

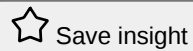
[Pioneer women surfers reflect on their struggle for recognition](#)



Voice & Visibility

Pioneer women surfers reflect on their struggle for recognition

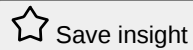
[Research Confirms Benefit of Increased Representation of Women on Boards](#)



Voice & Visibility

Research Confirms Benefit of Increased Representation of Women on Boards

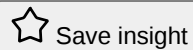
[Paris Olympics throw spotlight on needs of athlete mothers](#)



Voice & Visibility

Paris Olympics throw spotlight on needs of athlete mothers

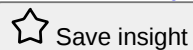
[Audio: Nicky van den Bos: On why people are reluctant to criticise women's sport?](#)



Voice & Visibility

Audio: Nicky van den Bos: On why people are reluctant to criticise women's sport?

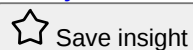
[Basketball: Player payments double for Taiuhi Basketball Aotearoa](#)



Voice & Visibility

Basketball: Player payments double for Taiuhi Basketball Aotearoa


[Survey: Consumers want brands to invest in women's sports](#)



Voice & Visibility

Survey: Consumers want brands to invest in women's sports


[FIFA Women's World Cup economic, social impact 'exceeded expectations' - report](#)

 Save insight

Voice & Visibility

FIFA Women's World Cup economic, social impact 'exceeded expectations' - report


[The Conversation of Sport - Are Women Visible in Sports News Coverage?](#)

 Save insight

Voice & Visibility

The Conversation of Sport - Are Women Visible in Sports News Coverage?

[The Women in Sport Podcast - Paris 2024 Olympic Preview: Tessa Sanderson](#)

 Save insight

Voice & Visibility

The Women in Sport Podcast - Paris 2024 Olympic Preview: Tessa Sanderson


[The Women in Sport Podcast - Paris 2024 Olympic Preview: Joanna Rowsell](#)

 Save insight

Voice & Visibility

The Women in Sport Podcast - Paris 2024 Olympic Preview: Joanna Rowsell


[Diversity and Inclusion Survey](#)

 Save insight

Voice & Visibility

Diversity and Inclusion Survey


[Super Rugby Aupiki: Blues co-captain Ruahei Demant pleads for greater funding in women's rugby](#)

 Save insight

Voice & Visibility

Super Rugby Aupiki: Blues co-captain Ruahei Demant pleads for greater funding in women's rugby


[UNESCO Report: Women and girls' access to sport still lagging far behind](#)

 Save insight

Voice & Visibility

UNESCO Report: Women and girls' access to sport still lagging far behind


[IWG: Angelica Saenz - LTB+ Women's Movement is unstoppable, are you moving with us?](#)

 Save insight

Voice & Visibility

IWG: Angelica Saenz - LTB+ Women's Movement is unstoppable, are you moving with us?


[World Rugby's smaller ball proposal ignites debate on gender equality in sports](#)

 Save insight

Voice & Visibility

World Rugby's smaller ball proposal ignites debate on gender equality in sports


[IWG: Emily Dealy - Using sport as a vehicle for positive social change: A framework advancing social outputs, outcomes and impact of the 'Game on for Women' strategy](#)

 Save insight

Voice & Visibility

IWG: Emily Dealy - Using sport as a vehicle for positive social change: A framework advancing social outputs, outcomes and impact of the 'Game on for Women' strategy


[Video: Yarns with Commonwealth Games athlete Alethea Boon](#)

 Save insight

Voice & Visibility

Video: Yarns with Commonwealth Games athlete Alethea Boon

[Super Rugby Aupiki: Navigating challenges for the growth of women's rugby](#)

 Save insight

Voice & Visibility

Super Rugby Aupiki: Navigating challenges for the growth of women's rugby


[The Rise of Women's Sports Isn't a Moment, It's a Movement | Analysis](#)

 Save insight

Voice & Visibility

The Rise of Women's Sports Isn't a Moment, It's a Movement | Analysis

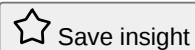
[IWG: Sally Rae - Level playing fields do not exist](#)

 Save insight

Voice & Visibility

IWG: Sally Rae - Level playing fields do not exist

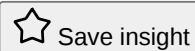
[NZ's Female Medal Prospects in Paris](#)



Voice & Visibility

NZ's Female Medal Prospects in Paris

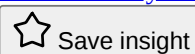
[IWG Jordan Matthews & Lucy Piggott - Is gender on the international agenda?](#)



Voice & Visibility

IWG Jordan Matthews & Lucy Piggott - Is gender on the international agenda?

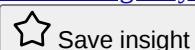
[Mother's Day: Professional athletes share the struggle of motherhood and their careers](#)



Voice & Visibility

Mother's Day: Professional athletes share the struggle of motherhood and their careers

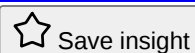
[Celebrating 30 years of IWG Women and Sport : IWG Webinar Series](#)



Voice & Visibility

Celebrating 30 years of IWG Women and Sport : IWG Webinar Series

[SASS Talk Podcast - Sarah Cowley Ross & Suzanne McFadden - The bounce-back of Squash Queen Joelle King](#)



Voice & Visibility

SASS Talk Podcast - Sarah Cowley Ross & Suzanne McFadden - The bounce-back of Squash Queen Joelle King

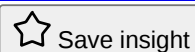
[SASS Talk Podcast - Sarah Cowley Ross & Suzanne McFadden - Embracing boobs and babies](#)



Voice & Visibility

SASS Talk Podcast - Sarah Cowley Ross & Suzanne McFadden - Embracing boobs and babies

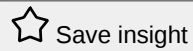
[The ROI of Women's Sports: A Blueprint for Value Investing](#)



Voice & Visibility

The ROI of Women's Sports: A Blueprint for Value Investing

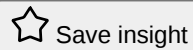
[Dalton's special connection to Southland lives on through foundation's gift](#)



Voice & Visibility

Dalton's special connection to Southland lives on through foundation's gift


[A PERIOD THAT STARTS A CONVERSATION: FEMALE ATHLETES BREAK THE TABOO ON MENSTRUATION IN ELITE SPORT](#)








Voice & Visibility

A PERIOD THAT STARTS A CONVERSATION: FEMALE ATHLETES BREAK THE TABOO ON MENSTRUATION IN ELITE SPORT

Our Partners

-  Sport NZ
-  NZ Foreign affairs and trade
-  US Embassy NZ

[Women in Sport Aotearoa Insight Hub | Ngā Wāhine Hākinakina o Aotearoa](#)

-  [Facebook](#)
-  [Instagram](#)
-  [LinkedIn](#)
-  [TikTok](#)
-  [YouTube](#)

- [Contact](#)
- [FAQs](#)
- [Privacy policy](#)
- [Terms of use](#)

© 2024 Women in Sport Aotearoa

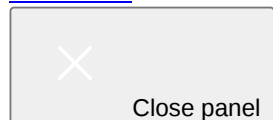
Subscribe to our newsletter

Receive the latest news, events and insights as we publish them.

Name:

Email:

[Subscribe](#) >



 Women in Sport Aotearoa Insight Hub | Ngā Wāhine Hākinakina o Aotearoa

Subscribe to our newsletter

Our weekly email delivering the latest insights as we publish them, tailored to your tastes.

First name:*

Email:*

Preferences

Select those that apply to you to help us customise your Insight Hub experience.

Insight Themes

- All
- Leadership
- Social Change
- Active Lives
- High Performance
- Visibility and Voice

Insight Content Types

- All
- Research
- Case studies
- News stories
- Toolkits

Subscribe now [>](#)