

 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](#) >

The Future of Women's Sports: Insights from Industry Leaders

Theme:
Voice & Visibility

 The Future of Women's Sports: Insights from Industry Leaders

Co-authored by Eye on Annapolis

From: <https://www.eyeonannapolis.net...>

Women's sports are experiencing unprecedented growth, attracting increased investment and global attention. The opportunities for further development are clear as awareness and demand continue to rise. But what does the future hold, and how can stakeholders ensure continued progress?

What is the Future of Women's Sports?

The last few years have seen a seismic upheaval of women's sports. The 2024 Paris Olympics achieved a historic milestone by becoming the first Games with gender parity among athletes, solidifying the global commitment to equality.

Revenue in women's sports has also skyrocketed, surpassing \$1 billion globally in 2024, driven by increased sponsorships, viewership, and merchandise sales. This marks a 300% growth in just three years, a testament to the untapped potential of this market.

In the U.S., the WNBA recorded its highest viewership ever in 2024, further proving that the appetite for women's sports is stronger than ever. Events like Nebraska's women's volleyball game, which drew 92,003 fans to a football stadium, have shattered attendance records, showcasing the growing demand for women's sports on larger stages.

Why Investing in Women's Sports is a Game-Changer

Investing in women's sports is no longer viewed as entirely driven by a moral imperative—it's a smart business move. A recent Deloitte study revealed that 99% of brand decision-makers have increased their investments in women's sports over the past five years.

This aligns with analysis from Avenue Capital's [Marc Lasry](#), who identifies women's sports as having "the most upside potential" in the current market. He has emphasized that women's sports present substantial opportunities for investors, citing the increasing demand and viewership as key drivers for future media rights deals.

Sponsorship deals are a major driver of this growth. For example, the 2023 FIFA Women's World Cup secured 30 sponsorship partners, a 150% increase from 2019, illustrating the rising commercial appeal of women's sports.

Individual athletes are also reaping the rewards. Alex Morgan, a U.S. soccer star, earned \$6.3 million in off-field sponsorships in 2022, far surpassing her playing salary of \$800,000. This highlights the growing recognition of women athletes as valuable marketing assets.

Economic Impact and ROI for Brands

Women's sports fans are unique and highly engaged. Research shows that women are more likely to purchase merchandise and share their enthusiasm on social media, creating a "buzz-worthy" fandom that brands are eager to tap into.

Investments in women's sports also yield broader benefits, including:

- Enhanced brand awareness and positive public perception.
- Improved employee engagement, as companies align with socially responsible initiatives.
- Early-stage opportunities with high ROI potential, as the market remains underdeveloped compared to men's sports.

The Role of Women's Sports in Empowering Future Generations

The impact of women's sports extends far beyond the playing field. According to a Deloitte study, 85% of women who played sports said the skills they developed were crucial to their career success.

The numbers are even more striking among women in leadership roles:

- 91% of women leaders said sports skills were vital to their success.
- 93% of women earning \$100,000+ credited sports for their achievements.

These findings underscore the transformative power of sports in shaping resilient, strategic, and confident leaders.

Encouraging Girls to Stay in Sports

Visibility is key to inspiring the next generation of female athletes. The growing prominence of women athletes as role models encourages young girls to stay involved in sports, fostering critical skills like teamwork, leadership, and problem-solving.

The societal and economic benefits of increasing numbers of girls interested in sport are immense. Girls who play sports have greater self-esteem, better communication skills and thrive in team environments – in short, they’re more likely to excel in their careers, contribute to their communities, and break barriers in traditionally male-dominated fields.

Overcoming Barriers to Growth in Women’s Sports

Despite significant progress, the gender pay gap remains a pressing issue in women’s sports. Women earn approximately 82 cents for every dollar earned by men, and this disparity is even more pronounced in athletics.

The solution lies in increased investment. More sponsorships and higher viewership directly translate to better pay for women athletes, creating a more equitable playing field.

Enhancing Data and Measurement

One of the biggest challenges for women’s sports is the lack of comprehensive data. Unlike men’s sports, which have established metrics for revenue and performance, women’s sports often rely on less robust indicators.

Brands must adopt creative KPIs, such as:

- Social media engagement and follower growth.
- Brand awareness and sentiment analysis.
- Fan loyalty and merchandise sales.

These alternative metrics can help quantify the value of women’s sports and attract more investment.

Expanding Infrastructure and Opportunities

The increasing use of larger venues for women’s sports is a promising trend. For example, the 2024 [NCAA](#)-ESPN deal valued the women’s basketball tournament at \$65 million annually, nearly double its previous valuation.

This shift toward fairer valuations and larger platforms is crucial for leveling the playing field and maximizing revenue opportunities.

Strategies for Sustained Growth in Women’s Sports

Creating Distinct Business Models

For women’s sports to thrive, stakeholders must develop unique products and commercial strategies tailored to their audience. This includes creating standalone leagues, designing innovative merchandise, and exploring new revenue streams like streaming platforms and NFTs.

Mobilizing Collaborative Investment

Initiatives like the Athena Pledge are mobilizing brands to invest in women’s sports. By fostering partnerships between companies and sports organizations, these efforts amplify the impact of investments and drive long-term growth.

Leveraging Media and Technology

Media coverage is a game-changer for women’s sports. Increased visibility on historically male-dominated platforms, combined with the viral power of social media, has expanded fan engagement and reached new audiences.

Technology also plays a crucial role. From advanced analytics to immersive fan experiences, innovation is reshaping how women’s sports are consumed and monetized.

A New Era for Women’s Sports

Women’s sports are at an inflection point, offering unprecedented opportunities for growth and impact. With increased investment, strategic planning, and a commitment to equity, the future of women’s sports is limitless. Now is the time for brands, organizations, and fans to champion this movement and build a thriving, inclusive future.



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

- [The Future of Women's Sports: Insights from Industry Leaders.pdf](#)
- [Womens-sports-unsplash-copy-998x563.jpg_120KB JPG](#)

Was this Insight useful?




Similar Insights (168)

[Women's Sports, Media & Change with Olivia Cleal & Madeline Hislop | The New Rules podcast](#)

Voice & Visibility

Women's Sports, Media & Change with Olivia Cleal & Madeline Hislop | The New Rules podcast

[Sport NZ-Isentia study of gender balance in sports news coverage - Paris Olympics and Paralympics](#)


 Save insight

Voice & Visibility

Sport NZ-Isentia study of gender balance in sports news coverage - Paris Olympics and Paralympics

By Emma Evans - Sport New Zealand


[Women's Sports Foundation Showcases Title IX's Economic Impact In Washington, D.C. For National Girls & Women In Sports Day](#)

 Save insight

Voice & Visibility

Women's Sports Foundation Showcases Title IX's Economic Impact In Washington, D.C. For National Girls & Women In Sports Day


[Dame Sophie Pascoe announces her Retirement from Competitive Swimming](#)

 Save insight

Voice & Visibility

Dame Sophie Pascoe announces her Retirement from Competitive Swimming


[Women's Sports Trust Report: Visibility Uncovered - 2024 - the year in review](#)

 Save insight

Voice & Visibility

Women's Sports Trust Report: Visibility Uncovered - 2024 - the year in review

[NZ Paralympic Winter Legends: Rachael Henderson \(Née Battersby\)](#)


 Save insight

Voice & Visibility

NZ Paralympic Winter Legends: Rachael Henderson (Née Battersby)

By Steve Landells - Paralympics New Zealand


[Zoi Sadowski-Synnott continues stunning form with snowboard World Cup win](#)

 Save insight

Voice & Visibility

Zoi Sadowski-Synnott continues stunning form with snowboard World Cup win

[White Ferns star Amelia Kerr named ICC women's cricketer of the year for 2024](#)

 Save insight

Voice & Visibility

White Ferns star Amelia Kerr named ICC women's cricketer of the year for 2024


[NZ's Zoi Sadowski-Synnott lands world's first triple cork in women's slopestyle](#)

 Save insight

Voice & Visibility

NZ's Zoi Sadowski-Synnott lands world's first triple cork in women's slopestyle


[New Zealand shines at inaugural Kho Kho World Cup](#)

 Save insight

Voice & Visibility

New Zealand shines at inaugural Kho Kho World Cup


[IOC and UN Women to continue delivering gender equality agenda in and through sport](#)

 Save insight

Voice & Visibility

IOC and UN Women to continue delivering gender equality agenda in and through sport


[GAME ON: BRIDGING THE INVESTMENT GAP IN WOMEN'S SPORTS](#)

 Save insight

Voice & Visibility

GAME ON: BRIDGING THE INVESTMENT GAP IN WOMEN'S SPORTS


[Performance Special Report: A Female Lens on Performance](#)

 Save insight

Voice & Visibility

Performance Special Report: A Female Lens on Performance

[Camille's Para taekwondo ambition](#)

 Save insight

Voice & Visibility

Camille's Para taekwondo ambition

By Steve Landells - Paralympics New Zealand

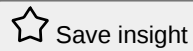
[Netball fans show the way](#)

 Save insight

Voice & Visibility

Netball fans show the way

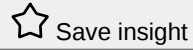
[MU report outlines ways to improve women's sport coverage](#)



Voice & Visibility

MU report outlines ways to improve women's sport coverage

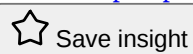
[2025 Women's Sport Calendar \(Worldwide\)](#)



Voice & Visibility

2025 Women's Sport Calendar (Worldwide)

[Kiwi duo prosper at global Wheelchair rugby tournament - Paralympics New Zealand](#)

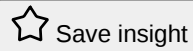


Voice & Visibility

Kiwi duo prosper at global Wheelchair rugby tournament - Paralympics New Zealand

By Steve Landells - Paralympics New Zealand

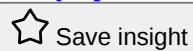
[New brand decision maker research from the Women's Sport Trust reveals women's sport sponsorship set for continued growth](#)



Voice & Visibility

New brand decision maker research from the Women's Sport Trust reveals women's sport sponsorship set for continued growth

[Paralympian swimmers Lili-Fox Mason and Gabriella Smith recognised with Paralympic Pin Presentation](#)

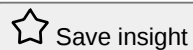


Voice & Visibility

Paralympian swimmers Lili-Fox Mason and Gabriella Smith recognised with Paralympic Pin Presentation

By Steve Landells - Paralympics New Zealand

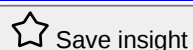
[Beautiful Data – Women-focused insight from the Paris 2024 Olympic Games](#)



Voice & Visibility

Beautiful Data – Women-focused insight from the Paris 2024 Olympic Games

[New Research Highlights Financial Realities of Professional Women Athletes](#)



Voice & Visibility

New Research Highlights Financial Realities of Professional Women Athletes

[Women's Sports Poised to Convert Buzz to Dollars, Study Says](#)

 Save insight

Voice & Visibility

Women's Sports Poised to Convert Buzz to Dollars, Study Says


[NZ footballer leads fight against Fifa's fossil fuels](#)

 Save insight

Voice & Visibility

NZ footballer leads fight against Fifa's fossil fuels


[Podcast: The Business Case for Women's Sports](#)

 Save insight

Voice & Visibility

Podcast: The Business Case for Women's Sports


[New Zealand's Australian Rules sides ready for international action](#)

 Save insight

Voice & Visibility

New Zealand's Australian Rules sides ready for international action

[Champions: How the White Ferns stunned South Africa and the world](#)

 Save insight

Voice & Visibility

Champions: How the White Ferns stunned South Africa and the world


[Wollaston excited at future for kiwi female riders after world success](#)

 Save insight

Voice & Visibility

Wollaston excited at future for kiwi female riders after world success

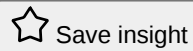
[Women's boxing pioneer Daniella Smith unveils journey to the top in new podcast](#)

 Save insight

Voice & Visibility

Women's boxing pioneer Daniella Smith unveils journey to the top in new podcast

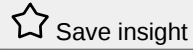
[Deloitte: The Future of Sport 2024: Seizing the Moment](#)



Voice & Visibility

Deloitte: The Future of Sport 2024: Seizing the Moment

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

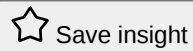


Voice & Visibility

WISPA Supporters Club - join now!

By Merran Brockie-David - Women in Sport Aotearoa

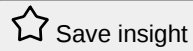
[Research Reveals Significant 'Fame Gap' in Women's Sport](#)



Voice & Visibility

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

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

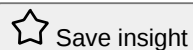


Voice & Visibility

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](#)

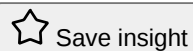


Voice & Visibility

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](#)

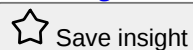


Voice & Visibility

Canadian Women & Sport Unveils New Fan Insight Reports

By Canadian Women & Sport - Canadian Women & Sport

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




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


[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](#)

 Save insight

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](#)

 Save insight

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](#)

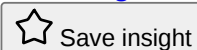


Voice & Visibility

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](#)

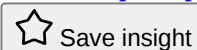


Voice & Visibility

WOMENZSPORTS presents Alice Soapbox: Mea Motu

By Dani Marshall - Womensports

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

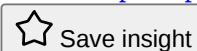


Voice & Visibility

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 - Womensports

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




Voice & Visibility

Fundraising for Women's Sports in New Zealand

By Dani Marshall - Womensports

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


 Save insight

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](#)


 Save insight

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](#)

 Save insight

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](#)

 Save insight

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](#)

 Save insight

Voice & Visibility

Change Our Game State of Play Survey 2022-2023


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

 Save insight

Voice & Visibility

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

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

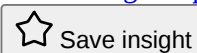
 Save insight

Voice & Visibility

Tātāwhāinga - Episode 7: The Role of Sports Media

By Erin Roxburgh - Women in Sport Aotearoa

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

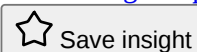


[Voice & Visibility](#)

Tātāwhāinga - Episode 6: Hosting Major Events

By Erin Roxburgh - Women in Sport Aotearoa

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

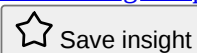


[Voice & Visibility](#)

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

By Erin Roxburgh - Women in Sport Aotearoa

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

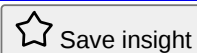


[Voice & Visibility](#)

Tātāwhāinga - Episode 1: Welcome to Tātāwhāinga

By Erin Roxburgh - Women in Sport Aotearoa

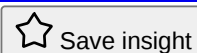
[Podcast: The Business Case For Woman's Sports - Ep.#103 What parity and surveymonkey's research revealed about what international consumers think about woman's sports](#)



[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

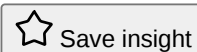
[We Hear Her Podcast: Nardi Leonard](#)



[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](#)

 Save insight

Voice & Visibility

University of Otago Inclusive Language Guidelines


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

 Save insight

Voice & Visibility

SASS Talk Podcast - Sevens sensation giving dance another fling


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

 Save insight

Voice & Visibility

How men can become better Allies to Women


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

 Save insight

Voice & Visibility

How to be a male ally to women's sport


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

 Save insight

Voice & Visibility

The Halo of Value Creation Opportunities Around Women's Sports

[Future Talent: Yasmeen Kareem](#)

 Save insight


 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

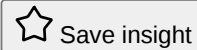
[New Women's Sport Trust Partnership With The R&A Reveals Women's Sports Fans Feel Underserved Despite Record-Breaking Viewing Figures](#)

 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

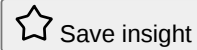
[She's Got Game](#)



Voice & Visibility

She's Got Game

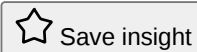
[IWG: Troy Han - Celebrating Women In Sport](#)



Voice & Visibility

IWG: Troy Han - Celebrating Women In Sport

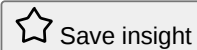
[IWG: Gen Dohrmann - Reshaping the images we see of women's sport in Australia](#)



Voice & Visibility

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

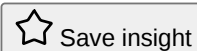
[New Zealand Names Third Ever Artistic Swimming Duo For Olympic Games](#)



Voice & Visibility

New Zealand Names Third Ever Artistic Swimming Duo For Olympic Games

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



Voice & Visibility

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

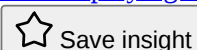
[Olympics 2024: Paris promised gender equality. Are TV commentators meeting that goal?](#)



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](#)

 Save insight

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](#)

 Save insight

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](#)

 Save insight

Voice & Visibility

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

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


 Save insight

Voice & Visibility

Aotearoa New Zealand Gender Attitudes Survey 2023

By Maddi Mclean - Sport New Zealand

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


 Save insight

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](#)

 Save insight

Voice & Visibility

Men as Allies: supporting women and girls in community sport

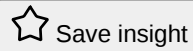
[Olympic wāhine winning streak makes powerful case for more funding for women's sport](#)

 Save insight

Voice & Visibility

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

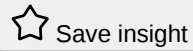
[Eliza wants more than a last tango in Paris](#)



Voice & Visibility

Eliza wants more than a last tango in Paris

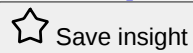
[Scotty's Spin: Where Is New Zealand's Investment In Women's Sport?](#)



Voice & Visibility

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

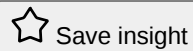
[Women's Sports Trust: Report into the positive impact of women's sport sponsorship on brands](#)



Voice & Visibility

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

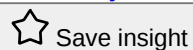
[In a league of her own: WISPA Foundation Member Toni Bruce wins major award](#)



Voice & Visibility

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

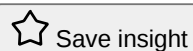
[Invisibility of female participants in midlife and beyond in sport and exercise science research: a call to action](#)



Voice & Visibility

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

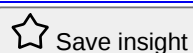
[Women coaches in Aotearoa New Zealand - Research](#)



Voice & Visibility

Women coaches in Aotearoa New Zealand - Research

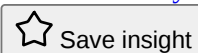
[Women's Ice Hockey on the Rise](#)



Voice & Visibility

Women's Ice Hockey on the Rise

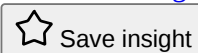
[SASS Talk: Olympic cyclist's hellish ride to Paris](#)



Voice & Visibility

SASS Talk: Olympic cyclist's hellish ride to Paris

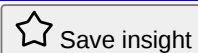
[Title IX was a game-changer, but women are still fighting for an equal playing field](#)



Voice & Visibility

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

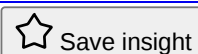
[New Zealander Rebecca Foulsham's key Paralympics role](#)



Voice & Visibility

New Zealander Rebecca Foulsham's key Paralympics role

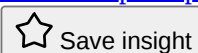
[SASS Talk: Behind the scenes of the Paris Olympics](#)



Voice & Visibility

SASS Talk: Behind the scenes of the Paris Olympics

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

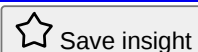


Voice & Visibility

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

By Dani Marshall - Womenssports

[Auckland HEARTS recognised in Auckland Cricket's History](#)



 Auckland HEARTS Capping

Voice & Visibility

Auckland HEARTS recognised in Auckland Cricket's History

By Astrid van Uden - AucklandCricket.co.nz


[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](#)

 Save insight

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](#)

 Save insight

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](#)

 Save insight

Voice & Visibility

Paris 2024 Olympics: A new era for women in sport


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

 Save insight

Voice & Visibility

What women want: A wishlist from Kiwi wāhine in sport


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

 Save insight

Voice & Visibility

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

[CJ's Story Inspiring Inclusion](#)

 Save insight




Voice & Visibility

CJ's Story Inspiring Inclusion

By Dantaye Simpson - Sport Manawatu


[2023 Women's Sporting Landscape](#)

 Save insight

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

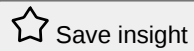
[5 4 3 2 1 Paris: Eva Morris and Nina Brown](#)

 Save insight

Voice & Visibility

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

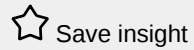
[The impact of uniform design on female athletes' confidence - Massey University](#)



Voice & Visibility

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

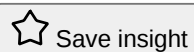
[Pioneer women surfers reflect on their struggle for recognition](#)



Voice & Visibility

Pioneer women surfers reflect on their struggle for recognition

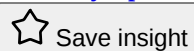
[Research Confirms Benefit of Increased Representation of Women on Boards](#)



Voice & Visibility

Research Confirms Benefit of Increased Representation of Women on Boards

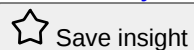
[Paris Olympics throw spotlight on needs of athlete mothers](#)



Voice & Visibility

Paris Olympics throw spotlight on needs of athlete mothers

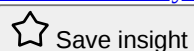
[Audio: Nicky van den Bos: On why people are reluctant to criticise women's sport?](#)



Voice & Visibility

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

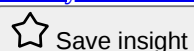
[Basketball: Player payments double for Taiuhi Basketball Aotearoa](#)



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

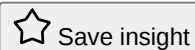
[IWG: Sally Rae - Level playing fields do not exist](#)

 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

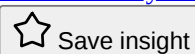
[IWG Jordan Matthews & Lucy Piggott - Is gender on the international agenda?](#)



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

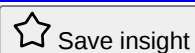
[Celebrating 30 years of IWG Women and Sport : IWG Webinar Series](#)



Voice & Visibility

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

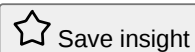
[SASS Talk Podcast - Sarah Cowley Ross & Suzanne McFadden - The bounce-back of Squash Queen Joelle King](#)



Voice & Visibility

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

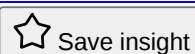
[SASS Talk Podcast - Sarah Cowley Ross & Suzanne McFadden - Embracing boobs and babies](#)



Voice & Visibility

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

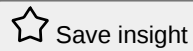
[The ROI of Women's Sports: A Blueprint for Value Investing](#)



Voice & Visibility

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

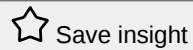
[Dalton's special connection to Southland lives on through foundation's gift](#)



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](#)

© 2025 Women in Sport Aotearoa

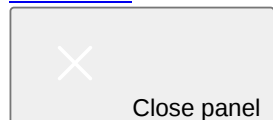
Subscribe to our newsletter

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 [>](#)