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

Theme:

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

Co-authored by Women's Agenda

Have you listened to our new podcast series, The New Rules?

In this episode of The New Rules podcast, Women's Agenda journalists Olivia Cleal and Madeline Hislop join the conversation to explore the growing momentum of women's sports. From the Matildas' cultural impact to the increasing visibility of female athletes in media, they discuss why this moment feels different—and whether it's truly a lasting shift.

The New Rules relives big moments in women's sport – an industry set to top \$1 billion in 2024. This series takes you behind the scenes with Australian-based athletes, commentators and key stakeholders to celebrate the forces driving the growth of women's sports, the impact it's having in communities and what could help drive it to new heights in future.

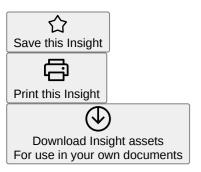
Listen to full episodes of The New Rules podcast in the link below (or on any of your favourite listening platforms).

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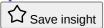
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The Future of Women's Sports: Insights from Industry Leaders

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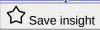
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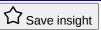
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#### Zoi Sadowski-Synnott continues stunning form with snowboard World Cup win

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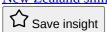
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#### New Zealand shines at inaugural Kho Kho World Cup

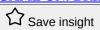
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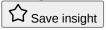
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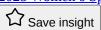
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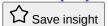
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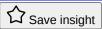


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New brand decision maker research from the Women's Sport Trust reveals women's sport sponsorship set for continued growth

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



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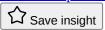
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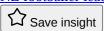
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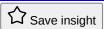
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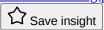
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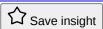
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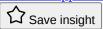
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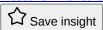
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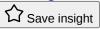
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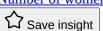
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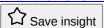
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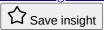


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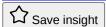


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WOMENZSPORTS presents Alice Soapbox: Mea Motu



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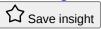


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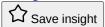


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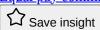
2022 IWG: Phil Clark - Using Research and Advocacy to Improve the Gender Balance of Sports Coverage



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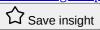
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Tātāwhāinga - Episode 7: The Role of Sports Media



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<u>Tātāwhāinga - Episode 6: Hosting Major Events</u>



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<u>Tātāwhāinga - Episode 5: Athletes: Humans or Commodities Part 2</u>



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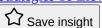
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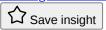
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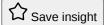
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IWG: Moonira Ramathula - Growing Professional Women's Rugby in Africa



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

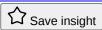
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Future Talent: Paige Loggenberg



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**Future Talent: Paige Loggenberg** 

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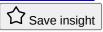
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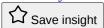
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**IWG: Troy Han - Celebrating Women In Sport** 

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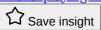
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Olympics 2024: Gold medallists Brooke Francis and Lucy Spoors on the challenges they faced



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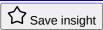
Michele Kang Invests \$50 Million to Boost Women's Sports



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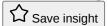
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Aotearoa New Zealand Gender Attitudes Survey 2023



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By Maddi Mclean - Sport New Zealand 2021 National Sport Club Survey - Female Friendly Environments



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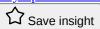
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Men as Allies: supporting women and girls in community sport

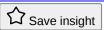
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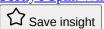
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Scotty's Spin: Where Is New Zealand's Investment In Women's Sport?



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

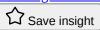
Women's Sports Trust: Report into the positive impact of women's sport sponsorship on brands



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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



#### 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

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

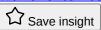
Women coaches in Aotearoa New Zealand - Research



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Women coaches in Aotearoa New Zealand - Research

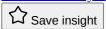
Women's Ice Hockey on the Rise



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Women's Ice Hockey on the Rise

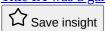
SASS Talk: Olympic cyclist's hellish ride to Paris



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SASS Talk: Olympic cyclist's hellish ride to Paris

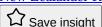
<u>Title IX was a game-changer, but women are still fighting for an equal playing field</u>



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

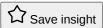
New Zealander Rebecca Foulsham's key Paralympics role



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New Zealander Rebecca Foulsham's key Paralympics role

SASS Talk: Behind the scenes of the Paris Olympics



#### SASS Talk: Behind the scenes of the Paris Olympics

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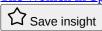
Lydia Ko within reach of golfing greats after staggering career earnings soar



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#### 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



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

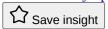
Overcoming the obstacles: How New Zealand women have shone at the Olympic Games



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

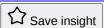
Paris 2024 Olympics: A new era for women in sport



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#### Paris 2024 Olympics: A new era for women in sport

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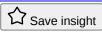
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Sail GP: how many women on the water this weekend?

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

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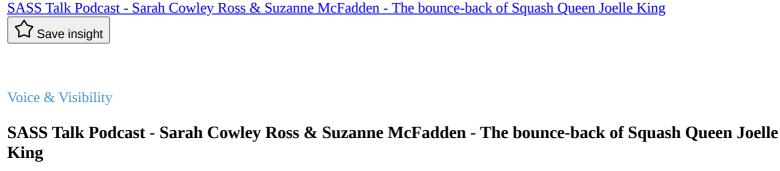
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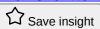
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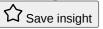
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The ROI of Women's Sports: A Blueprint for Value Investing

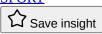
Dalton's special connection to Southland lives on through foundation's gift



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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



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