


 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](#) >

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

Theme:
Voice & Visibility

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

Co-authored by Women's Sports Trust

New research from the Women's Sport Trust has shown the positive outcomes that can be achieved by brands sponsoring women's sport. The report – developed with the sponsorship consultancy ONSIDE – reveals that 24.5 million adults are now aware of any women's sport sponsorship in the UK and women's only deals are proving popular due to their ability to attract new audiences and drive brand affinity.

Overall women's sport was thought to be a key part of the sports sponsorship mix and potentially more impactful:

- 60 per cent agree that sponsors should invest both in the men's and women's side of a sport that they support.
- 63 per cent of women agree that brands sponsoring a sport should give the same level of coverage in advertising to men's and women's teams.
- 29 per cent think more favourably of companies or brands that support women's sport through their sponsorship, compared to 17 per cent that support men's sport.
- 16 per cent of the UK population are more likely to buy from a brand that sponsors women's sport, compared to 13 per cent that sponsor a men's sport.

High-profile sponsorships of women's sport are achieving significant awareness, with 14.6m people aware of O2's sponsorship of the England's women's rugby team the Red Roses and 14.4m aware of Coca Cola's sponsorship of the FIFA Women's Football World Cup.

One of the most exciting findings of the report showed the positive impact brand newcomers, attracted by women's only deals, are receiving to their partnerships. 53 per cent of those aware of make-up brand Il Makiage's partnership with Arsenal and 52 per cent aware of Gucci's partnership with England star Leah Williamson felt more positive about the brands as a result – the best performing of all brands tracked. These partnerships are also driving greater affinity specifically from women, while typically it is men and avid women's sports fans who are most likely to be aware of a women's sport sponsorship overall.

Il Makiage's Arsenal partnership was most successful in driving brand consideration, with 31 per cent of those aware of the sponsorship more likely to consider buying from the brand as a result, compared to an average of 20 per cent across women's sport sponsorship.

Tammy Parlour, CEO and Co-Founder of the Women's Sport Trust, said: "This new research clearly demonstrates the positive impact that can be gained for brands if they invest in women's sport sponsorship."

Parlour continues, "In order to make women's sport more sustainable in the long-term, we hope right-holders can learn from these results and produce creative partnership opportunities. This data should provide confidence to the industry that brands can have tangible outcomes across a variety of metrics, without the activation restraints that often occur in men's sport."

The Women's Sport Trust research, produced by ONSIDE, found that a commitment to equal support of men's and women's sport and focusing on addressing the inequality of opportunities provided to women and girls in grassroots sports are most impactful in driving a positive sentiment towards the sponsoring brand.

47 per cent said that activations focused on community and grassroots sport would have a more positive impact on brand perception, while 45 per cent said that activations promoting sustainability and environmental initiatives would have a positive impact, challenging rights holders to create packages that provide a platform for brands to activate sponsorship in this space. Fans were also keen for brands to play a role in celebrating the brilliance of on-field athletes, with 38 per cent believing brands should produce content promoting the sport as being exciting.

Jon Long, UK and Middle East Managing Director of ONSIDE added: "This research affirms the marketing value of women's sport sponsorship and, most importantly, moves the conversation on from investment to activation. The British public, particularly young adults and avid sports fans, want brands to be bolder and broader in their activation of women's sport sponsorships."

In both men's and women's sport, sponsorships focusing on community/grassroots level activities are most likely to drive recommendation and consideration of the sponsoring brand, with women's sport found to be slightly more effective than men's sport. 2 in 5 would like to see more brands engage in sponsorship of women's sports at a community/grassroots level, rising to 3 in 5 amongst avid women's sports fans and avid women's football fans.



[Play video](#)



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](#)

✕ Close 'Download Insight Assets' modal

Download Insight assets

- [Women's Sports Trust: Report into the positive impact of women's sport sponsorship on brands.pdf](#)
- [WST.png 400KB PNG](#)

Was this Insight useful?



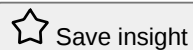
Similar Insights (144)

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

Save insight

Podcast: The Business Case for Women's Sports

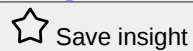
[New Zealand's Australian Rules sides ready for international action](#)



Voice & Visibility

New Zealand's Australian Rules sides ready for international action

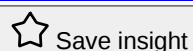
[Champions: How the White Ferns stunned South Africa and the world](#)



Voice & Visibility

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

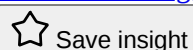
[Wollaston excited at future for kiwi female riders after world success](#)



Voice & Visibility

Wollaston excited at future for kiwi female riders after world success

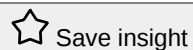
[Women's boxing pioneer Daniella Smith unveils journey to the top in new podcast](#)



Voice & Visibility

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

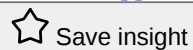
[Deloitte: The Future of Sport 2024: Seizing the Moment](#)



Voice & Visibility

Deloitte: The Future of Sport 2024: Seizing the Moment

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

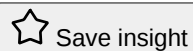


Voice & Visibility

WISPA Supporters Club - join now!

By Merran Brockie-David - Women in Sport Aotearoa

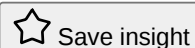
[Research Reveals Significant 'Fame Gap' in Women's Sport](#)



Voice & Visibility

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

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

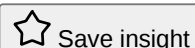


Voice & Visibility

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](#)

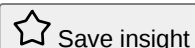


Voice & Visibility

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](#)

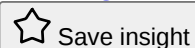


Voice & Visibility

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](#)

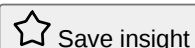


Voice & Visibility

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](#)



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 Health Inequalities](#)

 Save insight

Voice & Visibility

The Women in Sport Podcast - General Election Special: Tackling Health 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](#)

 Save insight

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](#)


 Save insight

Voice & Visibility

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

By Ali Pottinger - Squadrun

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


 Save insight

Voice & Visibility

WOMENZSPORTS presents Alice Soapbox: Mea Motu

By Dani Marshall - Womensports

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


 Save insight

Voice & Visibility

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

By Dani Marshall - Womensports

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

 Save insight

Voice & Visibility

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

By Dani Marshall - Womensports

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


 Save insight

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](#)

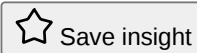
 Save insight

Voice & Visibility

Change in Action - 1 Year on from IWG Webinar

By Merran Brockie-David - Women in Sport Aotearoa

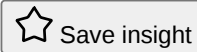
[2022 IWG: Phil Clark - Using Research and Advocacy to Improve the Gender Balance of Sports Coverage](#)



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](#)

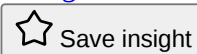


Voice & Visibility

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

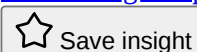
[Findings report – The Value of You Can Be What You Can See](#)



Voice & Visibility

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

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

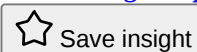


Voice & Visibility

Tātāwhāinga - Episode 7: The Role of Sports Media

By Erin Roxburgh - Women in Sport Aotearoa

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

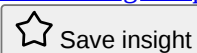


Voice & Visibility

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](#)


 Save insight

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](#)

 Save insight

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](#)

 Save insight

Voice & Visibility

We Hear Her Podcast: Nardi Leonard

[Relational Leadership, Visibility & Voice](#)


 Save insight

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](#)

 Save insight

Voice & Visibility

She's Got Game

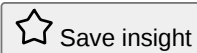
[IWG: Troy Han - Celebrating Women In Sport](#)

 Save insight

Voice & Visibility

IWG: Troy Han - Celebrating Women In Sport

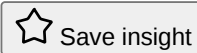
[IWG: Gen Dohrmann - Reshaping the images we see of women's sport in Australia](#)



Voice & Visibility

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

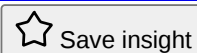
[New Zealand Names Third Ever Artistic Swimming Duo For Olympic Games](#)



Voice & Visibility

New Zealand Names Third Ever Artistic Swimming Duo For Olympic Games

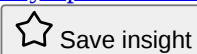
[Grand Slam winner Routliffe, Sun to pair up for Paris tennis](#)



Voice & Visibility

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

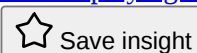
[Olympics 2024: Paris promised gender equality. Are TV commentators meeting that goal?](#)



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

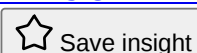
[Olympics 2024: Gold medallists Brooke Francis and Lucy Spors on the challenges they faced](#)



Voice & Visibility

Olympics 2024: Gold medallists Brooke Francis and Lucy Spors 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 Rousset 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](#)

 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?


[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](#)

 Save insight

Voice & Visibility

Women's Ice Hockey on the Rise


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

 Save insight

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](#)

 Save insight

Voice & Visibility

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

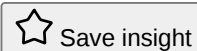
[New Zealander Rebecca Foulsham's key Paralympics role](#)

 Save insight

Voice & Visibility

New Zealander Rebecca Foulsham's key Paralympics role

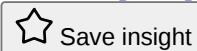
[SASS Talk: Behind the scenes of the Paris Olympics](#)



Voice & Visibility

SASS Talk: Behind the scenes of the Paris Olympics

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

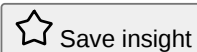


Voice & Visibility

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

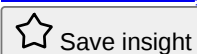
[Lydia Ko within reach of golfing greats after staggering career earnings soar](#)



Voice & Visibility

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

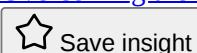
[The Women in Sport Podcast - The Rugby League World Cup: A lasting legacy](#)



Voice & Visibility

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

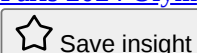
[Overcoming the obstacles: How New Zealand women have shone at the Olympic Games](#)



Voice & Visibility

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

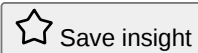
[Paris 2024 Olympics: A new era for women in sport](#)



Voice & Visibility

Paris 2024 Olympics: A new era for women in sport

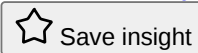
[What women want: A wishlist from Kiwi wāhine in sport](#)



Voice & Visibility

What women want: A wishlist from Kiwi wāhine in sport

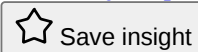
[Yeah, Nah: Is Lydia Ko New Zealand's greatest ever sportsperson?](#)



Voice & Visibility

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

[CJ's Story Inspiring Inclusion](#)

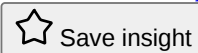


Voice & Visibility

CJ's Story Inspiring Inclusion

By Dantaye Simpson - Sport Manawatu

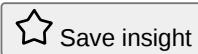
[2023 Women's Sporting Landscape](#)



Voice & Visibility

2023 Women's Sporting Landscape

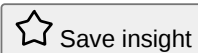
[Who deserves New Zealand's highest sporting honour?](#)



Voice & Visibility

Who deserves New Zealand's highest sporting honour?

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

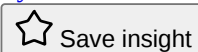


Voice & Visibility

Revealed: Portia's next career step

By Suzanne McFadden - LockerRoom

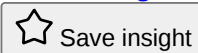
[Lydia Ko's Cinderella story](#)



Voice & Visibility

Lydia Ko's Cinderella story

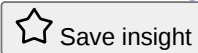
[Facts and figures: Women in sport](#)



Voice & Visibility

Facts and figures: Women in sport

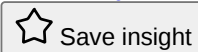
[All Blacks v England: Sex act joke about female physio 'harassment'](#)



Voice & Visibility

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

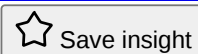
[IWG: Amy Marfell - The Power of Digital Media for Everyday Activism and Advocacy](#)



Voice & Visibility

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

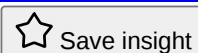
[IWG Muditambi Ravele - Visibility and Voice: Baby Steps Towards Changing Perceptions of Women Sport](#)



Voice & Visibility

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

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



Voice & Visibility

5 4 3 2 1 Paris: Jonelle Price

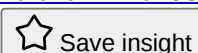
[Sail GP: how many women on the water this weekend?](#)



Voice & Visibility

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

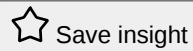
[Taranaki Thunder bought by sports media company](#)



Voice & Visibility

Taranaki Thunder bought by sports media company

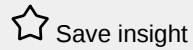
[Kiwi wins gold in groundbreaking women's event](#)



Voice & Visibility

Kiwi wins gold in groundbreaking women's event

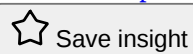
[Paris Olympics 2024: Full New Zealand schedule](#)



Voice & Visibility

Paris Olympics 2024: Full New Zealand schedule

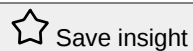
[Women in Sport Reports, Research and Expertise](#)



Voice & Visibility

Women in Sport Reports, Research and Expertise

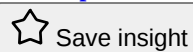
[5 4 3 2 1 Paris: Eva Morris and Nina Brown](#)



Voice & Visibility

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

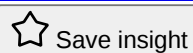
[The impact of uniform design on female athletes' confidence - Massey University](#)



Voice & Visibility

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

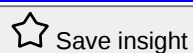
[Pioneer women surfers reflect on their struggle for recognition](#)



Voice & Visibility

Pioneer women surfers reflect on their struggle for recognition

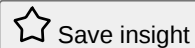
[Research Confirms Benefit of Increased Representation of Women on Boards](#)



Voice & Visibility

Research Confirms Benefit of Increased Representation of Women on Boards

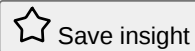
[Paris Olympics throw spotlight on needs of athlete mothers](#)



Voice & Visibility

Paris Olympics throw spotlight on needs of athlete mothers

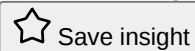
[Audio: Nicky van den Bos: On why people are reluctant to criticise women's sport?](#)



Voice & Visibility

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

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



Voice & Visibility

Basketball: Player payments double for Taihi Basketball Aotearoa

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



Voice & Visibility

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

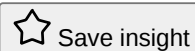
[FIFA Women's World Cup economic, social impact 'exceeded expectations' - report](#)



Voice & Visibility

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

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



Voice & Visibility

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


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



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](#)

 Save insight

Voice & Visibility

NZ's Female Medal Prospects in Paris


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

 Save insight

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](#)

 Save insight

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](#)

 Save insight

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](#)

 Save insight

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](#)

 Save insight

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](#)

 Save insight

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](#)

 Save insight

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](#)



 Save insight

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

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

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

© 2024 Women in Sport Aotearoa

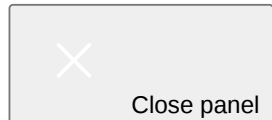
Subscribe to our newsletter


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 