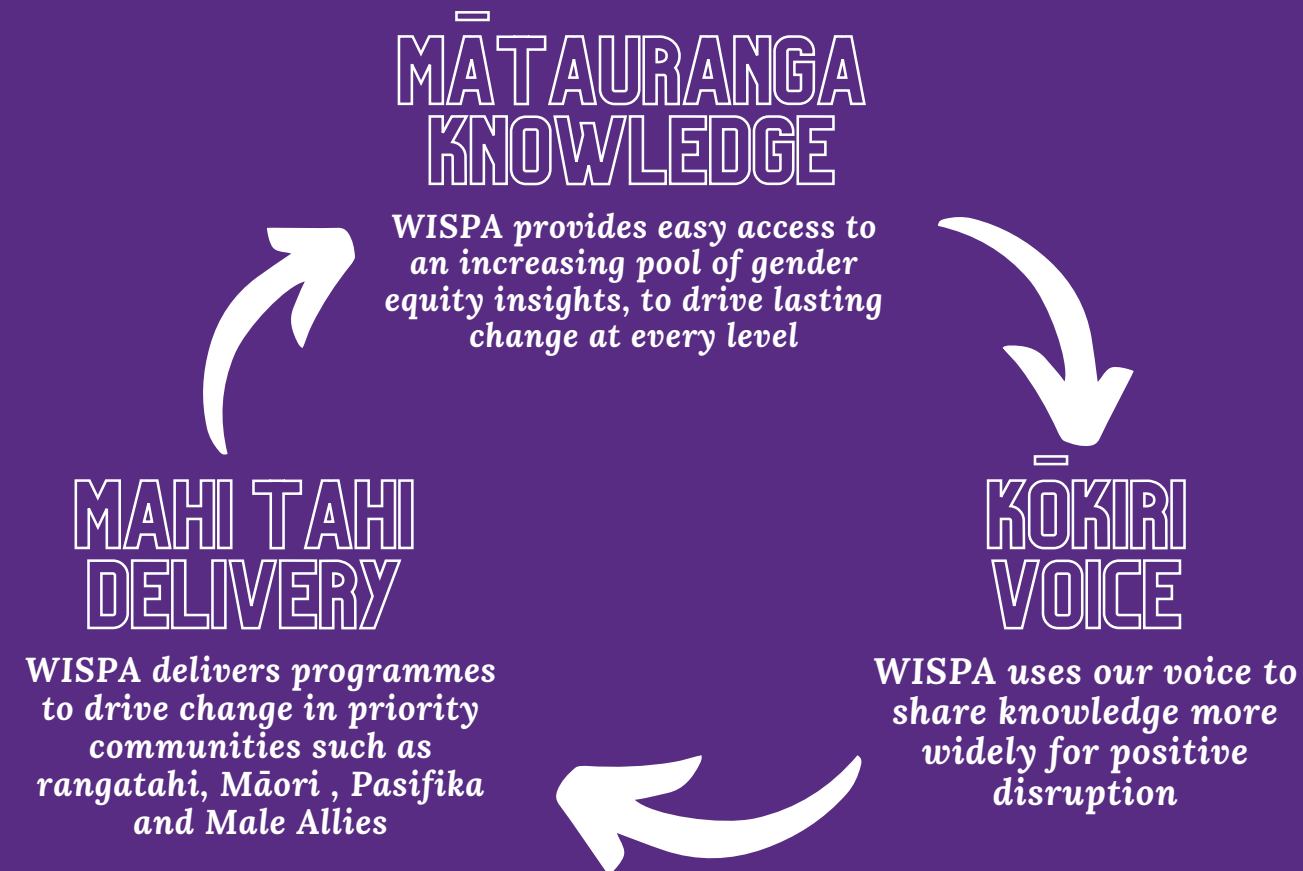


# WOMEN IN SPORT AOTEAROA / NGĀ WĀHINE HĀKINAKINA O AOTEAROA

## Statement of Strategic Intent

TE WHAINGA MATUA / VISION - THE WORLD'S MOST EQUITABLE SPORT SYSTEM, TE TIRITI INSPIRED  
TE KORONGA / PURPOSE - WISPA IS AOTEAROA'S CHAMPION FOR GENDER EQUITY IN SPORT AND PHYSICAL ACTIVITY

### Our Strategic Focus:



### Our Underpinning Principles:



### Enabled by:

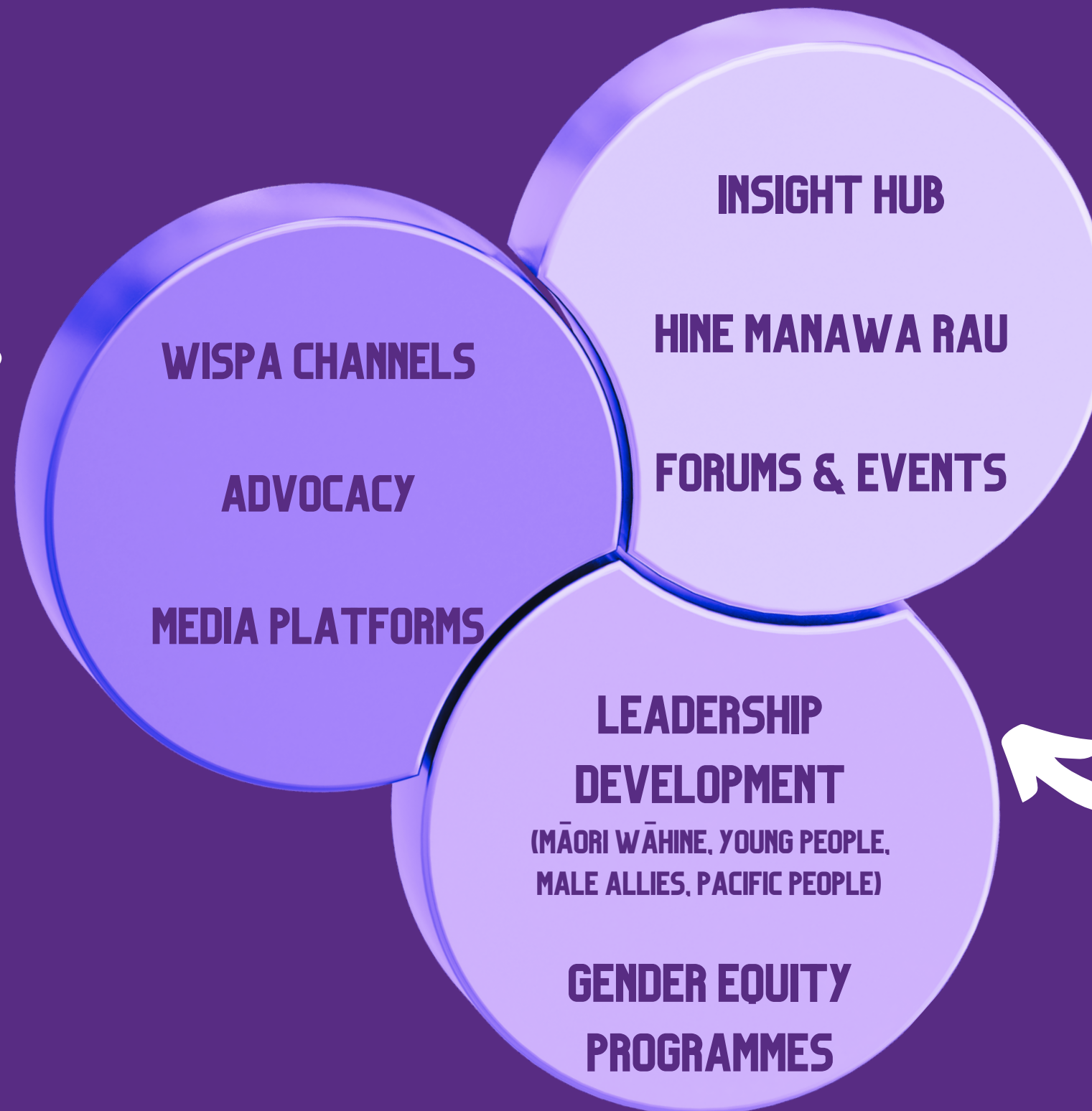


# WOMEN IN SPORT AOTEAROA / NGĀ WĀHINE HĀKINAKINA O AOTEAROA

Statement of Strategic Intent

## OUR STRATEGIC FOCUS:

**KŌKIRI / VOICE**  
WE USE RELATIONSHIPS,  
SOCIAL MEDIA & PR TO  
REACH NEW AUDIENCES  
AND DRIVE CHANGE



## **MĀTAURANGA / KNOWLEDGE**

WISPA BRINGS TOGETHER AND SHARES SEARCHABLE, MEANINGFUL GENDER EQUITY CONTENT IN SPORT AND ACTIVE RECREATION FOR AOTEAROA.

## **MAHI TAHI / DELIVERY**

WE DELIVER PROGRAMMES WHERE THERE IS NEED, TO GROW AND SUPPORT PEOPLE TO LEAD CHANGE AND ACHIEVE GENDER EQUITY IN SPORT

# WOMEN IN SPORT AOTEAROA / NGĀ WĀHINE HĀKINAKINA O AOTEAROA

## Statement of Strategic Intent

### Underpinning Principles

#### COOPERATION NOT COMPETITION

*We see strength in working with those who share our vision: we celebrate and amplify gender equity in sport and physical activity no matter where it is found*

#### CHANGE MINDS, CHANGE BEHAVIOURS, CHANGE SYSTEMS

*We recognise the importance of shifting attitudes and actions in order to shift systems, if change is to last*

#### BEST OF US TO THE WORLD, BEST OF THE WORLD TO US

*We use the relationships we have forged to advance gender equity in sport and physical activity at home and offshore*

#### INSIGHTS DRIVEN

*We use insights because a deep understanding supports the case for change, and takes the guess-work out of how change is achieved*

#### FOR EVERY KIND OF PERSON AT EVERY LEVEL OF SPORT

*We understand that gender is not the only barrier to achieving the world's most equitable sport system, and we overlay that understanding in our work wherever possible*

#### POSITIVE DISRUPTION

*We see gender equity in sport and physical activity as a solution to many of the wider challenges faced in sport, not another problem to resolve*