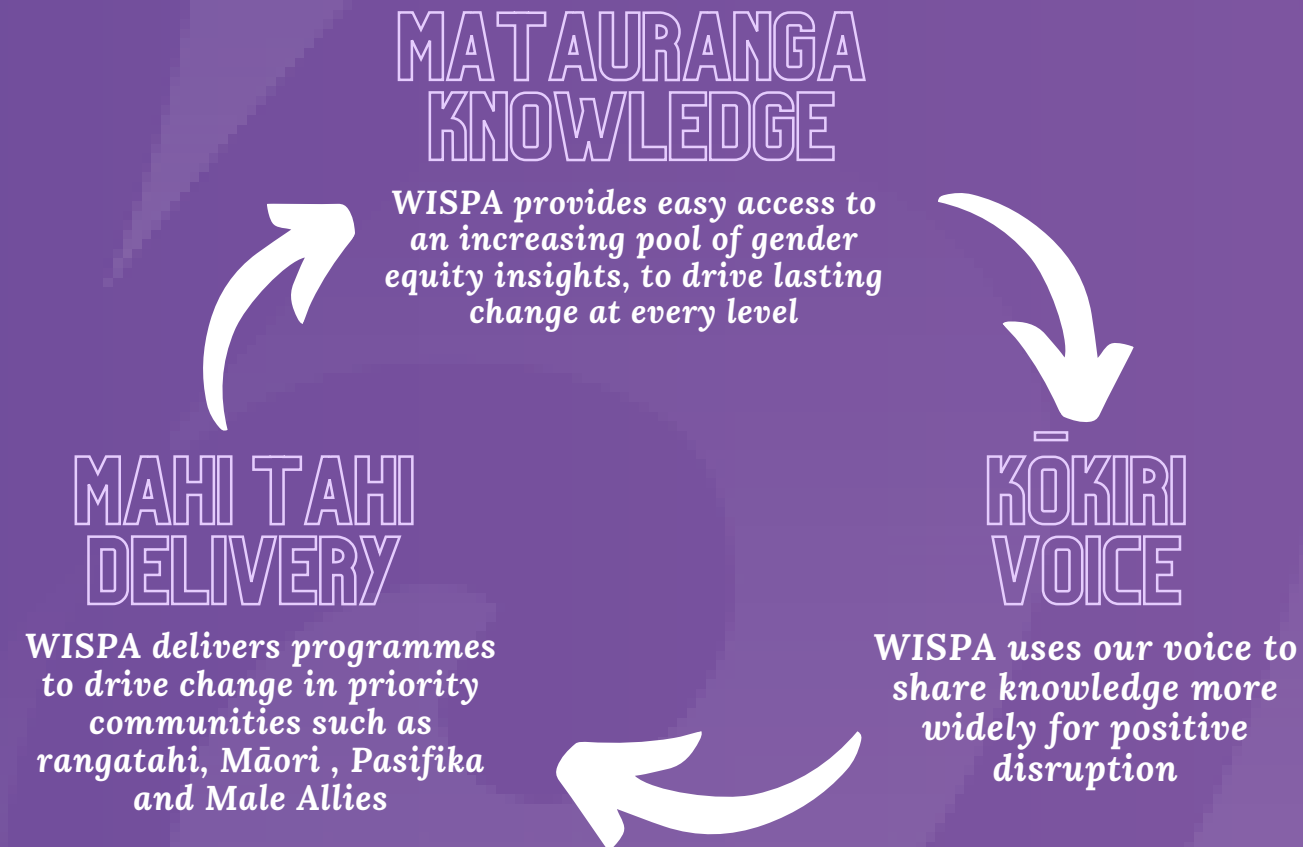


WOMEN IN SPORT AOTEAROA / NGĀ WĀHINE HĀKINAKINA O AOTEAROA

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



MATAURANGA/ 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

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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 forged through IWG 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 IN 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

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WISPA's work contributes to positive change in these national indicators for gender equity, measured by Sport New Zealand

RANGATAHI

REDUCE THE GENDER GAP IN PARTICIPATION FOR RANGATAHI

INCREASE THE PERCENTAGE OF RANGATAHI KŌHINE /GIRLS WHO CONSIDER THEIR EXPERIENCE WITH PHYSICAL ACTIVITY IS POSITIVE

VALUE & VISIBILITY

DECREASE THE GENDER GAP IN COMMERCIAL INVESTMENT IN WOMEN'S SPORT

DECREASE THE GENDER GAP OF PEOPLE KNOWING THE TEAMS, ATHLETES AND EVENTS IN WOMEN'S SPORT

INCREASE THE PERCENTAGE OF MEDIA COVERAGE OF WOMENS SPORT

LEADERSHIP

INCREASE IN THE NUMBER OF FEMALES IN SPORTS ADMINISTRATION SENIOR LEADERSHIP POSITIONS

INCREASE IN THE PERCENTAGE OF HIGH PERFORMANCE COACHES AND HIGH PERFORMANCE DIRECTORS WHICH ARE FEMALE