



IMPACT REPORT

2019 - 2020

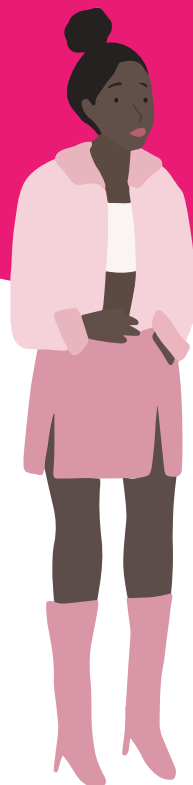


sportwaikato
out there and active



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UNITE DELIVERY PARTNERS

Growing the quality of delivery and opportunities to participate

INCLUDE **CONNECT** **GROW**
COLLABORATE **DIVERSIFY**



CHANGE THE CONVERSATION

Breaking down the barriers to participation through images, messaging and women and girls sharing their stories

SUPPORT **#ThisisMEnz** **CELEBRATE**
ENCOURAGE **CHAMPIONS**



OUR MISSION

This is ME® is an initiative led by Sport Waikato that encourages, supports and celebrates women and girls of all ages getting out there and being active.

GROW PARTICIPATION & CHANGE ATTITUDES

Connecting individuals with opportunities to be active and have fun together

CONFIDENCE **LEADERSHIP**
OPPORTUNITY **COMMUNITY**



FUN





UNITING DELIVERY PARTNERS

Growing the quality of delivery and opportunities for women and girls to participate.

This is ME® unites delivery partners to increase the number of physical activity opportunities available to women and girls that are relevant, inclusive and fun. The breadth, diversity and variety of sector involvement in This is ME® and the number of partners engaged continues to grow at local, regional and national levels. This is ME® partnerships have seen increases in participation opportunities, new and modified activities created and membership growth alongside increases in positive activity experiences being had among women and girls. Over the past 12 months, This is ME® partnerships have facilitated mountain bike sessions, self defence workshops, and girls-only learn to dive classes.

39

Local sport and physical activity partners

5

Regional sport and physical activity partners

4

National sport and physical activity partners

31

Cross-sector partners

3

New/modified activities created

460+

Number of participants

Self Defence Workshop



HIGHLIGHTS

In 2019, we partnered with the University of Waikato and Sport NZ on a research project to better understand the sport and recreation experiences of Muslim women and girls. The research aims not only to capture the voices and stories of Muslim women, but also to initiate policy and delivery change across the sport and recreation sector to ensure more inclusive opportunities for Muslim female participants.

Alongside this work, This is ME® are also working with a Hamilton-based Muslim women's group to support connection to sport and active recreation opportunities. In 2019, we facilitated Mums and Bubs swimming classes by connecting the group with a local, private swimming provider.

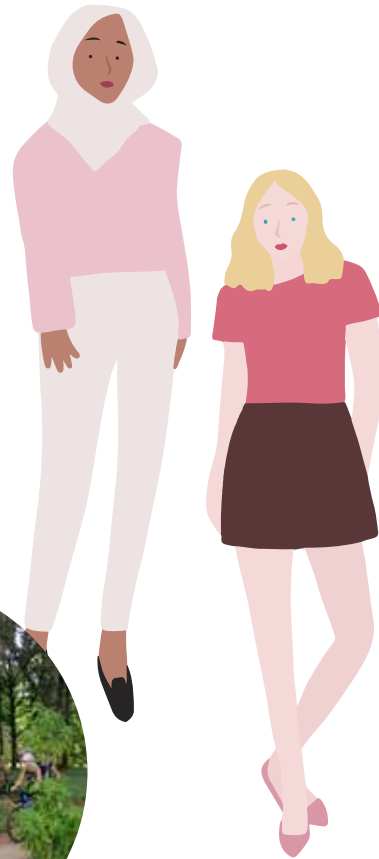
Off the back of our work with Northern Districts Cricket Association, Hamilton Cricket Association and Waikato Valley Cricket Association, This is ME® is partnering with H3 to provide thought leadership to the delivery of the Hamilton component of the ICC Women's Cricket World Cup 2021, which includes community activation and engagement.

38

Muslim women and girls engaged in research

2

Publications to inform the sector



Mountain Bike Session



Girls Diving Session



SUCCESS STORY

Backyard Smash & Sista Smash

In partnership with Northern Districts Cricket Association, Hamilton Cricket Association and Waikato Valley Cricket Association, This is ME® provided thought leadership in the establishment of a new 'brand' of cricket targeting women and girls in the Waikato region. Backyard Smash and Sista Smash provided the platform to launch a modified, inclusive and significantly different form of cricket that is based on a backyard-style game. With no fast bowlers, no outs, no hard balls and no long days in the field, these events helped introduce females to a new game of cricket in ways that met their participatory needs.

The aim of our partnership was to support 'traditional' sports to think differently about their delivery in ways that ensure response to the needs and motivations of women and girls in sport and recreation. The result was the co-creation of a new form of the sport, which was a methodology privileged over attempts to integrate women into the traditional, masculinised model.

The Backyard Smash, held in 2019 and the first event of its kind, saw more than 100 women and girls form their own teams and play on Seddon Park – the hallowed ground of elite men's cricket in Hamilton City. This event was not only planned again for 2020 with over 200 registrations (postponed due to Covid-19), but it has also been replicated in Tauranga at Bay Oval and garnered interest from New Zealand Cricket as they attempt to make the game more inclusive for females.

Ngatea's Sista Smash, which was based on the same principles as the Backyard Smash, was participated in by more than 200 local primary school aged girls. The event made space for dancing in between overs, a lot of laughter and plenty of music.

Next steps will see the cricket associations involved create longer-term and more frequent backyard cricket opportunities for women and girls in the Waikato region.

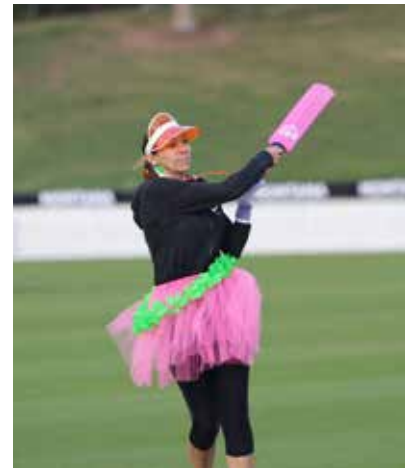
"This is ME® brought a new approach to growing participation and a way to reach into a segment of the community that cricket has previously struggled to engage, which is something we have really valued."

– Eimear Richardson
General Manager, Community Cricket,
Northern Districts Cricket Association



"[I loved] getting the chance to play a new sport, no boys, and no show-offs and fairer for us"

- Sista Smash Participant





CHANGE THE CONVERSATION

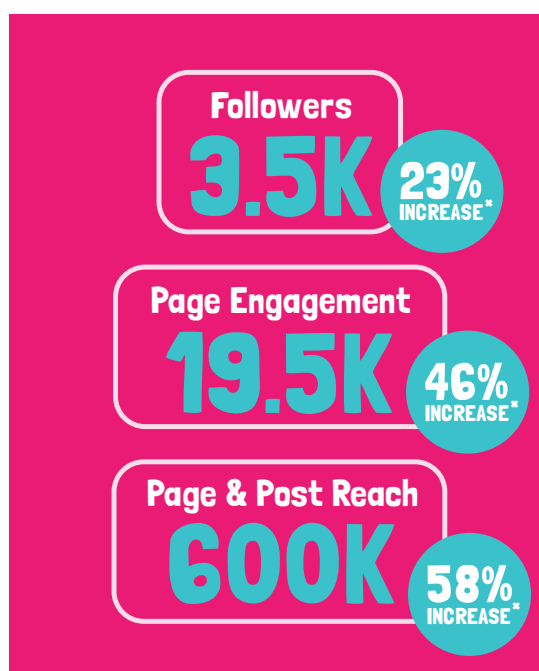
Breaking down the barriers to participation through images, messaging and women and girls sharing their stories.

This is ME® uses digital platforms to empower and inspire women and girls to get moving, to connect them with activity providers and one another, and to challenge dominant messages about females and physical activity.



Facebook continues to be used as a tool to promote local opportunities to get women and girls moving, while celebrating the champion stories of women and girls who have shared their journey.

Recent feedback has seen the creation of community Facebook groups. Driven by local This is ME® working groups, the geographically targeted groups are for women and girls to connect with one another and lead the conversation. They also present opportunities for encouragement and the sharing of opportunities to get active within particular communities.



* February 2019 - February 2020 Facebook insights when compared to October 2017 - January 2019 Facebook insights.

SUCCESS STORY

TAUPO

PIAKO

TE AWAMUTU

Members
825+

Facebook Community Groups

Discussion with women across a number of communities identified the need for an accessible, women-only space to connect, ask questions, seek advice and be informed about physical activity opportunities.

The answer was the creation of closed community-led and district-specific This is ME® Facebook Groups, which have now been created in three districts across the Waikato region. With a combined membership of over 800 women and girls these groups provide a safe, welcoming and friendly environment for females to connect and share. The pages include geographically-based focuses as well as groups specifically for mothers.





Instagram

The This is ME® Instagram page features user generated content which is shared via the hashtag #ThisisMEnz. The page celebrates the various ways that women and girls get out there and moving, and has created a community of support and encouragement to try new things and promotes the idea of feeling confident in your own skin through the celebration of real and raw imagery.



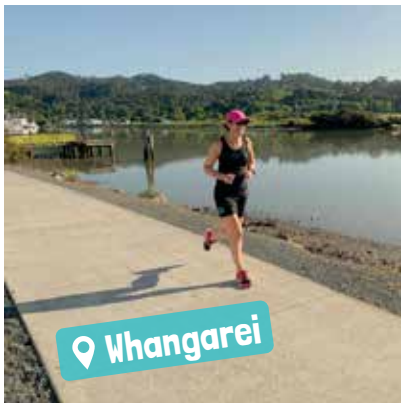
"You have got to have a positive attitude and just get out there. Keep moving, stay focused, because life is way too short to waste your time not doing what you love to do. Just do it"

– Pele, This is ME® Champion

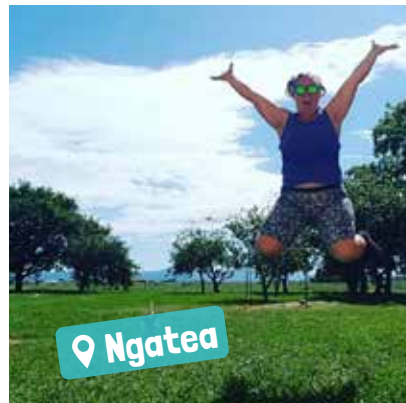
Instagram Followers
1154

Countries Reached (Follower Locations)
14

#ThisisMEnz
2.5K+



Whangarei



Ngatea



Canberra, AUS



Fiordland

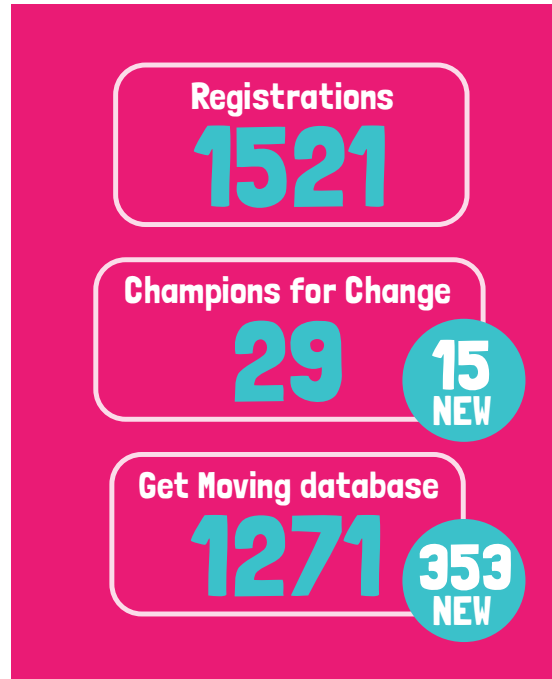




Website

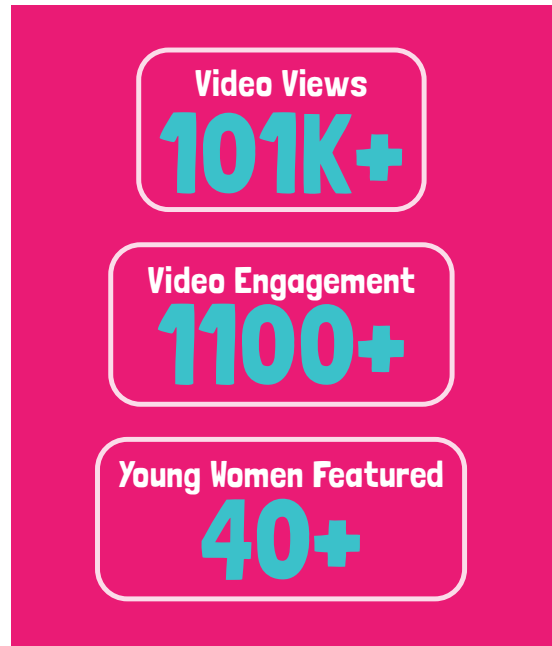
A hub of inspiration and opportunity, the This is ME® website connects women and girls with key messaging, stories about the physical activity journeys of women and girls like them, and opportunities to get moving in their community.

35% of website users (who responded to a 12 month membership survey) increased participation in physical activity from 1-4 times per week to 5 or more times per week, with This is ME® messaging, imagery used, inspirational story telling and community-led activations directly impacting the increase and motivation levels of these users.



Video

In February 2020, This is ME®'s second video was launched. The new video celebrates physical activity among young women and aims to challenge stereotypes about females and physical activity. Using the voices of young women and imagery that flies in the face of traditional notions about the capability of females, the video emphasises the strength, power, courage and capability of young women.



"Ka Pai to all the beautiful wahine showing that WE CAN DO ANYTHING! "

- Eilidh Huggan

**REAL women
& girls getting
active THEIR
way!**

#ThisisMENZ



rochelleoshea



rochelleoshea 🙌 It had to be done! The first time I've done a handstand since school! 🥰 🙌 ...

k8_nz



k8_nz Life's better in colour 🍷🍷🍷🍷🍷

annestans



annestans In my happy (head)space, getting active outside near water 🍷🍷....

activestronglife



activestronglife Playground bits and pieces....

nicki_munro



nicki_munro 🌱 MONDAY 🌱 If your not already owning it, at the very least, laugh i...

harksgal



harksgal Friday feels #friday #relaxandchill #swing #nature #coast #torere #eastcoast #personaltrainer...

sarahleebrittain



sarahleebrittain Thanks to @fronrunnernewplymouth @craig3206 for coming to pace the front of the pack...

britmuminz



britmuminz Pics from an amazing day at the Tarawera Ultramarathon 🍷 loved having family supp...

alexandramadsen_



alexandramadsen_ 🍷 Summer is coming 🍷 ...



GROW PARTICIPATION & CHANGE ATTITUDES

Connecting individuals with opportunities to be active and have fun together.

Engaging and enabling local communities to lead and deliver local activations has seen participation growth across various sport, recreation and physical activity opportunities and positive change in the lives of women and girls.

Rip Rugby



21

Local champions

8

Major activations designed by communities

380+

Women and girls engaged in community activations

38 LEADERS

4

Secondary schools involved

19

Student led activations delivered

300+

Female students engaged in secondary school activations

HIGHLIGHTS

Communities

The last 12 months has seen This is ME® expand to include Taupō, Waipa and Matamata Piako districts, and continuation in the Waitomo district, with over 20 local women forming working groups. These working groups have designed and delivered eight community activations for almost 400 participants.

Activations have included Mingle to Move in Taupō, a social networking evening to connect more than 160 local women with providers of sport, physical activity and recreation opportunities in their community as well as with each other, community timetables of free or low-cost opportunities delivered by local community partner providers – which directly saw a local yoga instructor start up a beginners class to meet the need - a walking festival, and walking netball.

TAUPŌ Women's Golf



TE KUITI Pink Park Walk



TAUPŌ Mingle to Move



Colour Festival



Tough Guy & Gal



Schools

The This is ME® Secondary Schools Programme has seen the continuation of sport, recreation and physical activity opportunities for girls that are inclusive and enjoyable whilst meeting young women's needs.

Working in partnership with several local providers has seen a greater understanding built of the motivations and barriers to activity for young women. Supporting secondary school This is ME® leaders to work alongside their female cohorts to co-design and co-deliver inclusive and supportive opportunities has helped to grow young women's confidence and leadership skills.

In 2019, the This is ME® Secondary Schools Programme has been activated in four secondary schools and has not only engaged young women in more activity, but it has also facilitated policy and delivery changes, including girls-only gym time.

SUCCESS STORY

"It's the mixing with everyone and we're all different ages and you're exercising as well as having a laugh."

- Walking Netball Participant

Walking Netball

In October 2019, the This is ME® community working group in Waipa launched a six-week pilot of Walking Netball.

One of the group had experienced the game in the United Kingdom but noticed a gap in provision in New Zealand, and particularly in her community. With modified rules, including no running or jumping, the adapted game provides an opportunity for women and girls that is more inclusive and lower impact than the traditional game. The working group partnered with a local indoor facility to run pilot sessions for six weeks to launch the game in the community. Twenty five women regularly took part in the games that were run in a relaxed, friendly and supportive environment. The sessions were based on pay-to-play principles and included no set teams, rolling subs, flexible playing intervals (to ensure breaks for women to catch their breath) and no uniforms.

Following the successful pilot, a partnership between Te Awamutu Rugby Sports Club and Albert Park Indoor Centre sees the continuation of the opportunity for 2020. This creates a sustainable system where local community members and providers are supporting and delivering quality opportunities for women and girls in their community.



A flyer for Walking Netball sessions. The top left features the 'WALKING NETBALL' logo in a stylized font. To the right is the 'THIS IS ME' logo. Below the logo, it says 'NO JUMPING!' and 'NO RUNNING!'. A central circular graphic contains the text '10AM-11AM TUESDAYS & WEDNESDAYS ALBERT PARK INDOOR CENTRE' and 'Beginning 3rd and 4th March for 6 weeks'. To the right of this, it says 'A slowed down version of the game of netball. Designed for anyone looking to get moving in a relaxed, friendly and supportive environment.' Below that, it says '\$3 ENTRY' and 'Perfect for all ages and abilities including those that haven't played in awhile, played before or those that have been sidelined due to injury.' At the bottom, there is contact information for Leanne Gates and logos for Albert Park, Te Awamutu Rugby Sports Club, and Sport Waipa.

25

Female Participants

4

Communities Participating

6

Pilot Weeks

2

Community Partners



“What appealed to me and to my sister was that there were no teams, no uniforms, no practices, if you have a prior engagement you don’t feel like you’re letting someone down by not going. That’s what kept them all coming, that they felt free”

– Walking Netball Participant

“It’s the company and the laughter I take home not the workout”

– Walking Netball Participant



LESSONS LEARNED

A Systems Approach

To instigate real and meaningful change for women and girls in sport and recreation, a top down and bottom up approach is necessary. This involves influencing both grassroots and community systems and high level, social structures (e.g., the media, policy, legislation).

Relationship Building

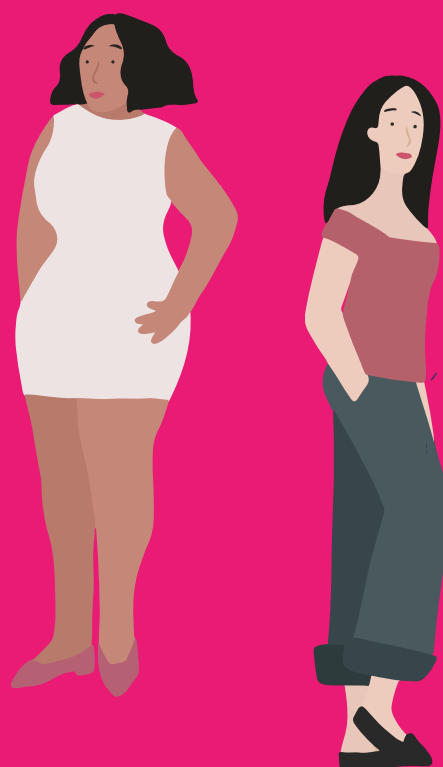
Building relationships and trust is key to initiating change – whether this is at the community or systems level, it is important that people feel engaged in the process and that you bring them along on the journey to ensure change is sustainable.

Community Involvement

Every community is very different. What works with one may not work with another - you can't just replicate ideas and put them into other contexts and assume they will work. Co-design is key and the communities themselves have the answers, you just need to ask!

Innovative Thinking

Initiating change in sport and recreation involves taking risks and stepping outside of traditional ways of thinking and doing. The most successful initiatives have been those that look very different to what is already offered.



WHAT'S NEXT?

Connecting
to national
outcomes

Working to enhance the outcomes of the Women and Girls in Sport and Active Recreation Strategy

Leadership

More women and girls are leading, working, coaching and volunteering in sport and active recreation, at all levels

The next year will see the This is ME® Secondary Schools programme expand into five new secondary schools, whereby the focus will continue to be on developing young women as leaders, supporting increased activity opportunities and instigating policy change in secondary schools in ways that better meet the needs of females. We'll begin a focus on growing females as coaches, and in particular, helping them to find connection and opportunities for growth together.

Participation

More women and girls are physically active through play, active recreation and sport

We will continue to work with Muslim women and girls to increase the opportunities they have to be active THEIR way. We'll launch in two new districts with a focus on continuing to develop local community champions alongside supporting local strategies designed to get more women and girls moving. We'll provide further thought leadership to the ICC Women's Cricket World Cup 2021 – our aim here is to support the formation of strategies to engage more women and girls in the game.

Value and Visibility

Women and girls in sport and active recreation are valued and visible

We'll continue our focus on celebrating women and girls getting moving THEIR way across our digital channels. We'll have a focus on generating more conversation and sharing – we want to privilege women's voices and stories.



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REFERENCES

Women & Girls in Sport and Active Recreation Government Strategy (2018). *Sport New Zealand*.
<https://sportnz.org.nz/assets/Uploads/Women-and-Girls-Govt-Strategy.pdf>