

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](#) >



# Strategies To Elevate And Diversify Women’s Sports Coverage: Insights From The Gist

Theme:  
Voice & Visibility

 Strategies To Elevate And Diversify Women’s Sports Coverage: Insights From The Gist

Co-authored by Lindsey Darvin - Forbes

In light of the controversy surrounding the surge in biased and at times inaccurate media coverage of the WNBA this season, coupled with the absence of high-profile women’s sports media experts, the need to elevate and diversify sports media has reached a critical tipping point. Coverage of women's teams, athletes, and events remains significantly lower than that of their men counterparts, and women and diverse voices are still severely underrepresented in media roles, especially leadership positions. A report out of the University of Central Florida (UCF) estimated that only 14.4% of [professional sports reporters](#) across 100 nationwide outlets were women. From a leadership perspective, that same study estimated that only 16.7% of editors at those same outlets were women.

According to the lead author of the report, [Dr. Richard Lapchick](#), there were slight increases in the proportions of women in sports media from 2018 to 2021, but “the overall record of the sports media for having women in prominent positions remains terrible.” Overall, the study found notable increases in the proportions of women in various sports media roles: sports editors rose from 10.0 percent to 16.7 percent, reporters from 11.5 percent to 14.4 percent, and copy editors from 20.4 percent to 24.7 percent. Columnists also saw a slight increase, from 16.6 percent to 17.8 percent. Despite these gains, the coverage of women’s sports remains disproportionately low, accounting for [only 5-15% of content](#) on linear and streaming platforms.

This lack of representation creates a vicious cycle: fewer diverse voices in decision-making roles leads to less investment in and training for women’s sports media experts, perpetuating the disparity in coverage. That being said, innovative organizations are leading the charge to shift this current status, and women-led sport media organizations such as The Gist, seek to fill some of these much needed gaps.

## Underrepresentation of Women in Sports Media

Women are underrepresented in sports media for several reasons, including systemic gender biases and historical exclusion from the field. Historically, sports journalism has been a men-dominated industry, with deeply entrenched stereotypes that position sports as an interest and career path largely designed for and by men. According to [previous research](#), sports media has long perpetuated narratives that marginalize women's sports and minimize their importance, which in turn influences hiring practices and opportunities for women in sports journalism. The result is a lack of women role models and mentors in the industry, making it challenging for aspiring women sports journalists to navigate their careers.

Additionally, structural barriers and workplace cultures often hinder women's advancement in sports media. Researchers further note that women in sports journalism [frequently encounter a "chilly climate,"](#) where their presence and contributions are undervalued compared to their men counterparts. This environment can lead to higher attrition rates among women, as they may leave the industry due to a lack of support, mentorship, and advancement opportunities. Further, because women's sports receive significantly less coverage than men's, this feeds into a system of limited opportunities for women journalists to cover high-profile events across sporting spaces, also limiting their ability to advance their careers. For those reasons, addressing these issues requires an intentional effort to challenge and change the institutional biases and cultural norms that perpetuate gender disparity in sports media.

## Elevating Women’ Sport Coverage

The video player is currently playing an ad. You can skip the ad in 5 sec with a mouse or keyboardSkip Ad

Despite the current underrepresentation of women working in sports media, trailblazing organizations such as [The Gist](#) are leading new efforts to transform the current landscape. [Ellen Hyslop, Co-Founder and Head of Content for The Gist](#), described that their organizations mission is to level the playing field in the men-dominated sports industry.

According to Hyslop, “A big part of why we wanted to start at The Gist was to actually prove a different business model in the sports industry, and one that was centered on different types of fans, different types of creators, different types of athletes than what traditional sports media was doing, especially because it was such a male dominated space in place.” Overall, The Gist is approaching sports media differently, and they’re focused on designing a model that is more inclusive to both journalists and fans. Hyslop emphasized that The Gist’s mission centers on three key areas:

1. **A welcoming environment and community:** “focused on including a different type of fan into the sports conversation, whether that means that they're more everyday fans, whether it's women, whether it's the LGBTQIA+ community, the BIPOC community, what have you, really creating a safe space for underserved sports fans to be able to feel like they finally have the choice to be involved in the sports conversation and having news catered to them so that they feel empowered and want to be a part of the sports community.”
2. **Driving a representative sports media marketplace:** “only 14% of sports journalists are women or non binary folks, I think that that number has adjusted to 18% over the last couple of years since we started. And when we saw that, we said, okay, it's

no wonder why so many people from those exact communities feel like they're left out of the sports conversation looking in, because when you look at who is the creators of so much of that content, they just kind of lack of perspective on the sports industry. So we really wanted to create a space for more women in the sports industry period.”

3. **Elevating the coverage of women’s sports:** “we really wanted to level the playing field by providing equal coverage of men's and women's sports. And we were really intentional of not separating out women's sports to men's sports, because we truly feel like to see real equity. In all of those three spaces, you have to put men's and women's sports on the same pedestal. And on same platform, you have to put those female journalists who are hiring, you have to have them as authorities in men's sports, and you have to have them as authority in women's sports.”

4. Unbiased Women’s Sport Coverage

Diversifying the workforce in women’s sports media is essential not only for increasing the volume of coverage but also for enhancing its quality. Research indicates that diverse organizations across various industries experience numerous benefits, including improved work quality, better decision-making, higher team satisfaction, and greater equity. The sports media industry stands to gain similarly by prioritizing diversity and investing in diverse voices, leading to insightful and more comprehensive coverage.

In light of recent controversies involving sports reporters who primarily cover men's leagues and teams, the urgency to diversify and elevate women’s sports media experts has become increasingly evident. Incidents such as Indy Star reporter Gregg Doyel making inappropriate comments to WNBA rookie Caitlin Clark, and ESPN reporter Pat McAfee referring to Clark using a derogatory term, highlight the issues that arise when diverse voices are not adequately represented in this space. According to Hyslop, organizations such as The Gist can help to create this change.

Hyslop stated that “some people really underestimate women's sports and underestimate getting into it. And I think that there's a lot of this rhetoric of, ‘oh, I cover the NHL, I could cover the PWHL’ or, ‘Oh, I covered the NBA. So I have no problem covering the WNBA.’ And the fact of the matter is, these are different games. They are different players, they have different rules, there's a completely different setup. And there's a lot of different history and context for all of them, too. And so I think a lot of it is finding those people who are willing and able to kind of put their ego aside and who want to learn and who want to do the training.”

Consistently engaging with women’s leagues, teams, events, and athletes, along with investing in media experts who excel in covering women’s sports, is crucial for changing this narrative. To assist further, Hyslop strongly believes that The Gist can be a great resource for professionals across the sports media industry.

“I would love for [sports media professionals] to subscribe to or to check out our website, because that's also really what [The Gist] is here for. Explaining [aspects of women’s sport such as] how long a season goes on for who are the key players? What are the key storylines, how it all works? Why does it matter? What's the context? I do think that people are willing to do and put in that effort on the men’s sport side, we have an analyst for every single team. And so people we know are willing to put in the work. It's just are they willing to put in the work on the women's side to learn all this history, all this context, develop those relationships with the players, the teams, the league's at large in order to do a good job.”

5. The urgent need to elevate and diversify sports media has never been more apparent. Ultimately, the pervasive gender biases and historical exclusion of women from sports journalism have led to a significant underrepresentation of women in media roles, especially in leadership positions. Despite some progress in recent years, women still make up a small fraction of professional sports reporters and editors, and the coverage of women’s sports remains disproportionately low. This lack of representation not only limits the perspectives and quality of sports coverage but also perpetuates a cycle of exclusion and marginalization. However, organizations like The Gist are pioneering efforts to bridge these gaps, demonstrating that a more inclusive and diverse sports media landscape is both necessary and achievable. By challenging institutional biases and promoting diverse voices, the sports media industry can provide richer, more comprehensive coverage that benefits the industry and fans alike.

<https://www.forbes.com/sites/l...>



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

- [Strategies To Elevate And Diversify Women’s Sports Coverage: Insights From The Gist.pdf](#)
- [The Gist.png 1.0MB PNG](#)

### Was this Insight useful?



## Similar Insights (127)


[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 - WomenzSports](#)

 Save insight

Voice & Visibility

**Change in Action Week - Digital Innovation Winner - WomenzSports**

[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 Heath Inequalities](#)

 Save insight

Voice & Visibility

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

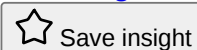


Voice & Visibility

### Wine, Cheese, and Wāhine Initiatives - Nuku Ora

By Lily Joiner - Nuku Ora

[Ali Pottinger - The future of trail running for women in Australasia](#)

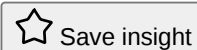


Voice & Visibility

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

By Ali Pottinger - Squadrun

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



Voice & Visibility

### WOMENZSPORTS presents Alice Soapbox: Mea Motu

By Dani Marshall - Womensports

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

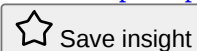


Voice & Visibility

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

By Dani Marshall - Womensports

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



Voice & Visibility

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

By Dani Marshall - Womensports

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

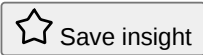


Voice & Visibility

### Fundraising for Women's Sports in New Zealand

By Dani Marshall - Womensports



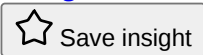


Voice & Visibility

## 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](#)

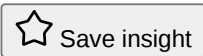


Voice & Visibility

## Change in Action - 1 Year on from IWG Webinar

By Merran Brockie-David - Women in Sport Aotearoa

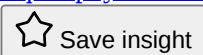
[2022 IWG: Phil Clark - Using Research and Advocacy to Improve the Gender Balance of Sports Coverage](#)



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](#)

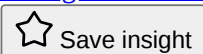


Voice & Visibility

## Equal pay commitments set for women's sport in NSW, lead by female advocates

By Merran Brockie-David - Women in Sport Aotearoa

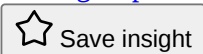
[Change Our Game State of Play Survey 2022-2023](#)



Voice & Visibility

## Change Our Game State of Play Survey 2022-2023

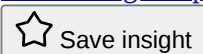
[Findings report – The Value of You Can Be What You Can See](#)



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](#)

 Save insight

Voice & Visibility

## Tātāwhāinga - Episode 6: Hosting Major Events

By Erin Roxburgh - Women in Sport Aotearoa

[Tātāwhāinga - Episode 5: Athletes: Humans or Commodities Part 2](#)


 Save insight

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



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**

[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](#)

☆ Save insight

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](#)

☆ Save insight

Voice & Visibility

New Zealand Names Third Ever Artistic Swimming Duo For Olympic Games

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

☆ Save insight

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?](#)

☆ Save insight

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](#)

☆ Save insight

Voice & Visibility

A level playing field: the case for investing in women's sport

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

☆ Save insight

Voice & Visibility


**Olympics 2024: Gold medallists Brooke Francis and Lucy Spoors on the challenges they faced**  
[PARIS OLYMPICS 2024 Paris Olympics: Kiwi diver Lizzie Roussel returns from baby hiatus to rekindle Olympic dream](#)

 Save insight

Voice & Visibility

**PARIS OLYMPICS 2024 Paris Olympics: Kiwi diver Lizzie Roussel 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?**

[Women's Sports Trust: Report into the positive impact of women’s sport sponsorship on brands](#)

☆ Save insight

Voice & Visibility

**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](#)

☆ 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](#)

 Save insight

Voice & Visibility

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

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

 Save insight

Voice & Visibility

**WomensSports present's Alice's Soapbox: Ruahei Demant (Rugby 15's)**

By Dani Marshall - Womenssports


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

 Save insight

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](#)

 Save insight

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](#)


 Save insight



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](#)

 Save insight

Voice & Visibility

Paris 2024 Olympics: A new era for women in sport


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

 Save insight

Voice & Visibility

What women want: A wishlist from Kiwi wāhine in sport


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

 Save insight

Voice & Visibility

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

[CJ’s Story Inspiring Inclusion](#)

 Save insight




Voice & Visibility

CJ’s Story Inspiring Inclusion

By Dantaye Simpson - Sport Manawatu


[2023 Women's Sporting Landscape](#)

 Save insight

Voice & Visibility

2023 Women's Sporting Landscape


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

 Save insight

Voice & Visibility

Who deserves New Zealand's highest sporting honour?

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

 Save insight

Voice & Visibility

Revealed: Portia’s next career step


[Lydia Ko’s Cinderella story](#)

 Save insight

Voice & Visibility

Lydia Ko’s Cinderella story


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

 Save insight

Voice & Visibility

Facts and figures: Women in sport


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

 Save insight

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](#)

 Save insight

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](#)

 Save insight

Voice & Visibility

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


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

 Save insight

Voice & Visibility

5 4 3 2 1 Paris: Jonelle Price

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

 Save insight

Voice & Visibility

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


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

 Save insight

Voice & Visibility

**Taranaki Thunder bought by sports media company**


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

 Save insight

Voice & Visibility

**Kiwi wins gold in groundbreaking women's event**


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

 Save insight

Voice & Visibility

**Paris Olympics 2024: Full New Zealand schedule**


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

 Save insight

Voice & Visibility

**Women in Sport Reports, Research and Expertise**


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

 Save insight

Voice & Visibility

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


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

 Save insight

Voice & Visibility

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


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

 Save insight

Voice & Visibility

**Pioneer women surfers reflect on their struggle for recognition**


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

 Save insight

Voice & Visibility

**Research Confirms Benefit of Increased Representation of Women on Boards**


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

 Save insight

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?](#)

 Save insight

Voice & Visibility

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


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

 Save insight

Voice & Visibility

**Basketball: Player payments double for Tauihi Basketball Aotearoa**


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

 Save insight

Voice & Visibility

**Survey: Consumers want brands to invest in women’s sports**


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

 Save insight

Voice & Visibility

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


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

 Save insight

Voice & Visibility

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


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

 Save insight

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

## Our Partners

-  Sport NZ
-  NZ Foreign affairs and trade
-  US Embassy NZ

[Women in Sport Aotearoa Insight Hub](#) | [Ngā Wāhine Hākinakina o Aotearoa](#)

-  [Facebook](#)
-  [Instagram](#)
-  [Twitter](#)
-  [YouTube](#)
- [Contact](#)
- [FAQs](#)
- [Privacy policy](#)
- [Terms of use](#)

© 2024 Women in Sport Aotearoa


## Subscribe to our newsletter

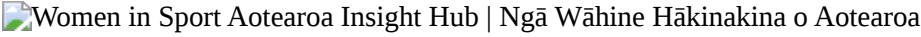
Receive the latest news, events and insights as we publish them.

Name:

Email:

[Subscribe](#) 



Close panel 

## 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 >