



Overview

In 2019, we convened group of regional champions for women and girls in sport/physical activity, called Well Wāhine (WW). This growing group connects 35 wāhine and kōhine across variety of leadership/advocacy roles connected to sport, physical activity, fitness, health, wellbeing.

The purpose of this group is to address inequities that wāhine and kōhine face to being active and well. Ongoing conversations in the year prior to this project articulated, among other things, a desire to create opportunities to participate in ways that made wāhine feel safe and did more to meet their needs.

Further direction came from the voices of kōhine through a 2-year Ministry of Youth Development project we've run at Gisborne Girls High School. The project recruited year 9/10s keen to build leadership skills through design and delivery of an initiative. In conversations, the girls placed high value on prioritising their wellness, particularly the 2020 post-lockdown squad. They expressed their appreciation of the many ways to nurture one's wellbeing.

These two areas of knowledge – that women and girls want more development and opportunities and they value nurturing their wellbeing – grew into Well Wāhine Week (WWW).

Highlights

- 29 providers
- 80% of providers delivered something unique to WWW
- All 70+ events (including special free opportunities through YMCA) were well-attended
- 1000+ participations
- 16 local businesses donated \$3000 of prizes, distributed at the closing celebration.
- participants gave it a net promoter score of 86



"I got to try badminton with my eldest daughter (11) who loved it and wants to join kids classes. I got to use the classes as an excuse to hang out with my friend that I never get to see. AND I tried a mum and Bub class with my baby. Well Wāhine Week changed my perspective about being a busy working mum and being able to find time to still do some really fun activities that are good for me."



Eliminating Barriers: Free & Tailored Events

This week encouraged providers to consider what barriers exist and how they could create the right conditions for women to engage. 80% of the providers created something different from their BAU or tailored their offering as part of this week. SGT re-purposed \$4,500 across 17 providers to support a free and special week of events.

"Organisers worked very hard to cater for a huge range of women. Well done guys!!"

"Having wāhine week was amazing. I got to do things and experience programs I can't afford."



Eliminating Barriers: Ensuring Quality Opportunities for Wāhine on the East Coast

Our wāhine Community Connector and Manawakura (Healthy Active Learning) advisor are both important leaders in their respective East Coast communities. They connect with WHIM in ways that encourage groups within their communities to realise their aspirations and access the expertise that is there. As this initiative was being designed, these two wāhine used their insights into the community to tailor 3 events for coast wāhine. These events were unique to the aspirations of the wāhine in those communities and were built on quality delivery by local experts and professionals.

"I really liked how small and intimate it is; I think there's great power in that. We get to see and learn more about each other and connect deeper in intimate settings."



Eliminating Barriers: Permission

Well Wāhine Week (WWW) promoted activities that many didn't know existed or allowed entry to activities that they otherwise lacked the confidence to attend. WWW generated dialogue and powerful impressions on people that wāhine want these opportunities.

"[I loved] the feeling that it was come and give it a go, you didn't need to be at a certain level and that it was just women, being able to try it for free with no pressure."

"[I loved] being able to try new things at the same time as others. Sometimes trying new things is more intimidating if you're the 'new' person and don't know the kaupapa."

"Women were not afraid to attend alone. These strangers all warmed up to and supported each other right away. Beautiful wairua at the events."

Well Wāhine Week

TRY IT, LOVE IT, BE IT



Empowering change through insights

- 90% of providers identified learnings that they could apply to better engage women and girls in our community.
- 90% of providers want support to apply the learnings
- Participants said that having more one-off, have-a-go sessions was the key thing that would help them continue with a WWW activity that they loved – first equal to “finding more time”.
- This knowledge led to providers designing a year-round, monthly Well Wāhine have-a-go sessions.
- Providers see they directly enable participation by the conditions they create for an event

“Family came together, e.g., mother and daughter... [We’d like to] offer special events for families.”

“We want to explore the possibility of having a childcare facility.”

Future-Focussed

- Providers want to offer something as part of the Well Wāhine Week collective.
- They appreciated the power of the WWW brand and the marketing and admin support provided by SGT.
- To preserve excitement of WWW but also ride the momentum, the collective designed a rostered calendar of monthly wāhine-only, have-a-go sessions on top of their BAU (e.g., Bowls in May, Surfing in June, etc).
- Participants suggested 20+ providers & activities to add
- New Providers have asked to join
- opportunities to partner with champions within the arts and culture communities to lead their respective parts of the calendar



Immediate System Change

Forward action as a result of this week

- private provider delivering series of talks
- club pivoted branding for upcoming series based on language used by a participant.
- One East Coast workshop evolved into monthly fixture due to demand from wāhine in their community.
- Contributors and participants from original WWW event now leading

“This kaupapa is the beginning of something GREAT. Inspiring and empowering for all wāhine and kōhine. Next month we are planning a wāhine pamper day [nails, foot spas, mirimiri] at our local marae. This goes to show that the ripple effect of this kaupapa has had a positive impact on our small rural community.”

Continued Co-Design

We plan to make more time to connect with wāhine -- particularly with those in isolated communities. Shyla Taiapa, our Manawakura (HAL) advisor located in Wharekahika notes that while some outreach can happen through marae:

“the women who might need this most aren’t coming to the marae. We need time for the people in these isolated communities to connect with these wāhine, and assure them that the events on the calendar are safe, inclusive, and work on being future-focused. The beauty of our last event is that we were uplifting each other in a safe space, regardless of people’s past, addictions, whatever.”