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

Theme: Voice & Visibility

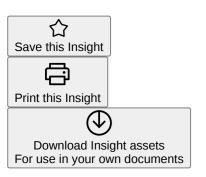
Fundraising for Women's Sports in New Zealand

#### Dani Marshall

Co-authored by WomenzSports

Womenzsports

While we surveyed 150 women athletes/teams representing 14 regions across New Zealand and 40+ sports, their experiences were astoundingly similar: Womenzsports asked 150 New Zealand women athletes/teams who were actively fundraising for their sport to share their experiences with raising money to compete. This is what they discovered. 79% of respondents said "There are limited funds available that specifically target women's sports." 75% of respondents said "Potential sponsors aren't aware of my sport (and/or that women play my sport)." 46% of respondents said "Funds or resources are allocated to men's sport instead of women's sport." 30% of respondents said "Men athletes receive funding that isn't available to women."



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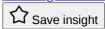
Women's sports: What's the opportunity and ROI for brands?



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Women's sports: What's the opportunity and ROI for brands?

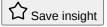
Meaningful Stakholder Engagement Tool for Sport



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#### **Meaningful Stakholder Engagement Tool for Sport**

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#### From Privilege to Threat: Unraveling Psychological Pathways to the Manosphere

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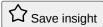
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#### UC research examines role of hormones in female athletic performance



#### **Made For This Game**

Global Alliance for Female Athletes - resources and education



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#### Global Alliance for Female Athletes - resources and education

NZ's key role in global breakthrough for women's sport



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#### NZ's key role in global breakthrough for women's sport

By Suzanne McFadden - LockerRoom

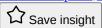
Women in Sports Marketing Partnerships Across North America 2024-25



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#### Women in Sports Marketing Partnerships Across North America 2024-25

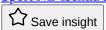
Women's Sports, Media & Change with Olivia Cleal & Madeline Hislop | The New Rules podcast



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#### Women's Sports, Media & Change with Olivia Cleal & Madeline Hislop | The New Rules podcast

Sport NZ-Isentia study of gender balance in sports news coverage - Paris Olympics and Paralympics



Voice & Visibility

#### Sport NZ-Isentia study of gender balance in sports news coverage - Paris Olympics and Paralympics

By Emma Evans - Sport New Zealand

The Future of Women's Sports: Insights from Industry Leaders



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#### New Zealand shines at inaugural Kho Kho World Cup

IOC and UN Women to continue delivering gender equality agenda in and through sport



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GAME ON: BRIDGING THE INVESTMENT GAP IN WOMEN'S SPORTS



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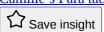
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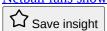
Camille's Para taekwondo ambition



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#### Camille's Para taekwondo ambition

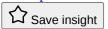
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**New Research Highlights Financial Realities of Professional Women Athletes** 

Women's Sports Poised to Convert Buzz to Dollars, Study Says



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**Podcast: The Business Case for Women's Sports** 

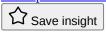
New Zealand's Australian Rules sides ready for international action



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New Zealand's Australian Rules sides ready for international action

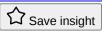
Champions: How the White Ferns stunned South Africa and the world



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Champions: How the White Ferns stunned South Africa and the world

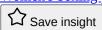
Wollaston excited at future for kiwi female riders after world success



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Wollaston excited at future for kiwi female riders after world success

Women's boxing pioneer Daniella Smith unveils journey to the top in new podcast



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Women's boxing pioneer Daniella Smith unveils journey to the top in new podcast

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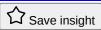
By Merran Brockie-David - Women in Sport Aotearoa Research Reveals Significant 'Fame Gap' in Women's Sport



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#### Research Reveals Significant 'Fame Gap' in Women's Sport

Media and Gender Study: 2023 Annual Report



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#### Media and Gender Study: 2023 Annual Report

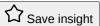
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# 89% OF WOMEN IN FOOTBALL HAVE EXPERIENCED DISCRIMINATION AT WORK, BUT SURVEY REVEALS SURGE OF OPTIMISM ABOUT GENDER EQUALITY IN THE GAME

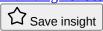
By Victoria University Melbourne Australia - Victoria University | Melbourne Australia <u>Canadian Women & Sport Unveils New Fan Insight Reports</u>



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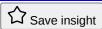
Kiwi Women's America's Cup team sailing to win, but also for a future



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#### Kiwi Women's America's Cup team sailing to win, but also for a future

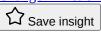
Kiwi Women's America's Cup team sailing to win, but also for a future



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#### Kiwi Women's America's Cup team sailing to win, but also for a future

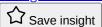
Change in Action Week - Digital Innovation FINALIST - Ella Ferguson



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#### Change in Action Week - Digital Innovation FINALIST - Ella Ferguson

<u>Change in Action Week - Digital Innovation Winner - WomenzSports</u>



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

Change in Action Week - Innovative Impact Winner - POWA First Steps



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Change in Action Week - Innovative Impact Winner - POWA First Steps



CBT at Falk College: Empowering Women, Creating Inclusive Environments

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Women in Sport 2024: Analysis of the Sport Value Chain - Media Broadcasting, Sponsorship and Deals Attendance

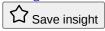
The Growth of Women's Sports and Why It Matters for Youth Sport



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The Growth of Women's Sports and Why It Matters for Youth Sport

Change in Action Week 2024 Winners



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Podcast: The Business case for woman's sport - Ep.#104 going for gold:



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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



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Paris 2024: Athletes say work isn't over after Olympics reaches gender parity

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#### The Women in Sport Podcast - General Election Special: Tackling Heath Inequalities

Women in Sport Aotearoa's Change in Action Week

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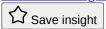
By Merran Brockie-David - Women in Sport Aotearoa <u>Sport NZ - Media and Gender Study - 4th Annual Report</u>



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#### Sport NZ - Media and Gender Study - 4th Annual Report

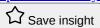
By Emma Evans - Sport New Zealand WISPA's Change in Action Week 2024



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#### WISPA's Change in Action Week 2024

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#### **Sport Canterbury's Project Pink Dot**

By Rachel Harris - Sport Canterbury West Coast See it to be in it: Promoting women in sport



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By Lily Joiner - Nuku Ora

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

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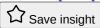
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#### WOMENZSPORTS presents Alice Soapbox: Mea Motu

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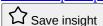


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WomenzSports presents Alice's soapbox: Shiray Kaka (Rugby 7's)



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

By Dani Marshall - Womenzsports

FIFA Women's World Cup Media & Gender Case Study 2023



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#### FIFA Women's World Cup Media & Gender Case Study 2023

By Emma Evans - Sport New Zealand

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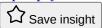
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Equal pay commitments set for women's sport in NSW, lead by female advocates



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

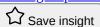
By Merran Brockie-David - Women in Sport Aotearoa Change Our Game State of Play Survey 2022-2023



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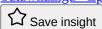
Findings report – The Value of You Can Be What You Can See



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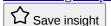
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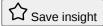


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#### Tātāwhāinga - Episode 6: Hosting Major Events

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#### 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



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#### Latest research from Women's Sport Trust delves into visibility and fandom of women's sport in 2023

Future Talent: Paige Loggenberg



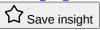
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#### **Future Talent: Paige Loggenberg**

By Vincent Jones - Edged and Gone

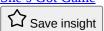
New Women's Sport Trust Partnership With The R&A Reveals Women's Sports Fans Feel Underserved Despite Record-Breaking Viewing Figures



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# New Women's Sport Trust Partnership With The R&A Reveals Women's Sports Fans Feel Underserved Despite Record-Breaking Viewing Figures

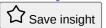
She's Got Game



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#### **She's Got Game**

IWG: Troy Han - Celebrating Women In Sport



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IWG: Gen Dohrmann - Reshaping the images we see of women's sport in Australia

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**New Zealand Names Third Ever Artistic Swimming Duo For Olympic Games** 

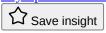
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Grand Slam winner Routliffe, Sun to pair up for Paris tennis

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

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Olympics 2024: Gold medallists Brooke Francis and Lucy Spoors on the challenges they faced

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# 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



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#### Michele Kang Invests \$50 Million to Boost Women's Sports

Aotearoa New Zealand Gender Attitudes Survey 2023



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#### Aotearoa New Zealand Gender Attitudes Survey 2023

By Maddi Mclean - Sport New Zealand

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#### 2021 National Sport Club Survey - Female Friendly Environments

By Maddi Mclean - Sport New Zealand

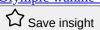
Men as Allies: supporting women and girls in community sport



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#### Men as Allies: supporting women and girls in community sport

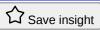
Olympic wāhine winning streak makes powerful case for more funding for women's sport



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#### Olympic wāhine winning streak makes powerful case for more funding for women's sport

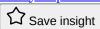
Eliza wants more than a last tango in Paris



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#### Eliza wants more than a last tango in Paris

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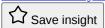
Women's Ice Hockey on the Rise



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Women's Ice Hockey on the Rise

SASS Talk: Olympic cyclist's hellish ride to Paris



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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



Title IX was a game-changer, but women are still fighting for an equal playing field

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#### New Zealander Rebecca Foulsham's key Paralympics role

SASS Talk: Behind the scenes of the Paris Olympics

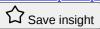
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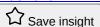


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Auckland HEARTS Capping

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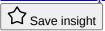
Lydia Ko within reach of golfing greats after staggering career earnings soar



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#### 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



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Overcoming the obstacles: How New Zealand women have shone at the Olympic Games

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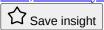
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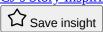
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Yeah, Nah: Is Lydia Ko New Zealand's greatest ever sportsperson?

CJ's Story Inspiring Inclusion





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**CJ's Story Inspiring Inclusion** 

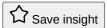
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2023 Women's Sporting Landscape

Who deserves New Zealand's highest sporting honour?



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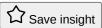
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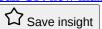
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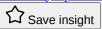
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#### Paris Olympics 2024: Full New Zealand schedule

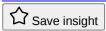
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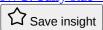
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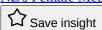
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IWG: Sally Rae - Level playing fields do not exist

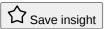
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