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Acknowledgement of Country

UNSW Sport would like to Acknowledge the Bedegal (Kensington campus), Gadigal (City and Art & Design Campuses) and Ngunnawal people (UNSW Canberra) who are the traditional custodians of the lands where each campus of UNSW is located.

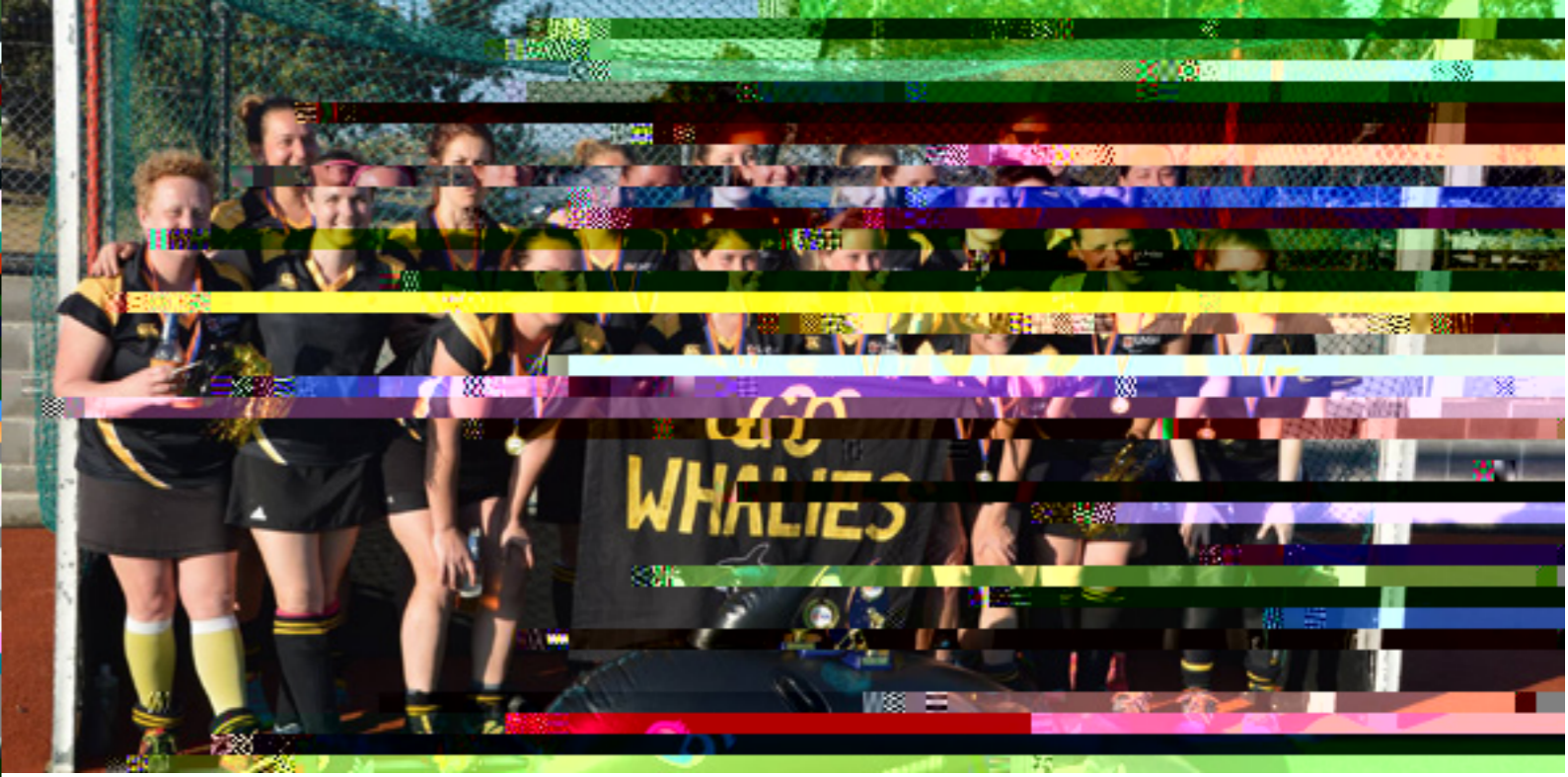
Cover photo courtesy of Arc Sport UNSW

Photo courtesy of Arc Sport UNSW





The UNSW Active Women Strategy is aligned with the UNSW 2025 Strategy, UNSW 2025 Sport Strategy and the NSW Women in Sport Strategy - Her Sport Her Way. The key pillars of this



Summary of key findings

Major barriers to women's participation

Source Arc Sport survey 2019



66%
Time



59%
Cost

30%
Don't know where to start

30%
Intimidating

61%

of women surveyed were aware of Arc Sport's SHE CAN program

Source UNSW Sport survey 2019

3.1/5

average ranking of sports facilities on campus

Source UNSW Sport survey 2019

35%

of female students engaged in Outdoor Recreation

Source Arc Sport survey 2019

90%

of respondents to NSW Office of Sport survey listed improving female facilities as a top 3 priority

Source NSW Office of Sport

10%

of elite level coaches in NSW are female

Source NSW Office of Sport

59%

of NSW sporting boards do not have 40% female representation

Source NSW Office of Sport

40:40:20 Rule

The UNSW Active Women Strategy where appropriate will align itself with the generally recognised 40:40:20 gender equity rule, stipulating that organisations, staff and boards should aim to be made up of 40% women and 40% men, with 20% flexible, which allows for non-binary inclusion, as well as providing flexibility for uneven numbers.

Definitions

The official title of this strategy is Active Women: UNSW Women's Sport and Active Recreation Strategy, however throughout this document it will be referred to as the UNSW Active Women Strategy.

Sport and active recreation encompasses sport, exercise, fitness, recreation, leisure, social sport, movement and all physical activity. Sport & active recreation, for simplicity of language will be used in this strategy.

UNSW prides itself on Equity, Diversity & Inclusion. This strategy uses the words women and female in the true spirit of inclusion, and it must be noted that the terms used in this strategy, women and female, include all people who identify as a woman or as female.

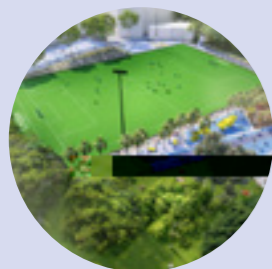
Arc is the not-for-profit organisation for students studying at UNSW, similar to a 'student union'.



Four Pillars of the Active Women Strategy



Participation



Investment & Infrastructure



Marketing & Promotion



Leadership & Governance

Summary of goals

Pillar	P1 - Participation	P2 - Investment & Infrastructure	P3 – Marketing & Promotion	P4 – Leadership & Governance
2025 KPI	KPI – To increase women's participation by 100% from 5,017 to 10,000	KPI – (A) Secure major commercial partner(s) for the strategy and (B) To achieve and maintain a female client minimum rating of 4 (very good)	KPI – 40% of all UNSW Sport media content women focused, 33% international student focused	KPI – All UNSW Sport stakeholders/ members to have women in 40% of leadership roles at all levels
Stage 1 2020 – Year 0 (Foundation Year)	Establish baseline participation data Action Plan to increase transition from SHE CAN program into ongoing participation in sport & active recreation	Communication policy established with Estate Management Facilities Audit Completed	Launch Active Women Social Media Campaign Ambassadors & Social Media Influencers announced	Establish key baseline data Establish governance model
Stage 1 2021 – Year 1	New women's only programs for VG Wellness Precinct Develop a free women's ongoing activity and exercise program based on fun and friendship to launch by 2022	New Donors & Sponsors Brochure Toolkits and case studies of best practice in gender inclusive facilities available online	New Active Women Award at annual Blues Dinner Celebrate Active Women Strategy through existing UNSW/Arc Events each year	Establish Women in Sport Scholarship Policy Coaching, Officiating & Leadership Toolkit
Stage 1 2022 – Year 2	Online resources and toolkits for best practice in gender inclusivity Develop tools to improve the measurement of participation data	Imagery in facilities to be 40% women specific Secure commercial partner	High-profile annual women's sporting event held at UNSW Active Women Online Community to reach 500 members	Launch Coaching, & Officiating Grants Identify and offer free Women in Sport mentoring programs to 4 students or club members
Stage 2 2023-2025	STAGE 2 GOALS WILL BE ADDED FOLLOWING AN 'END OF STAGE 1' REVIEW & REPORT			

Objective:

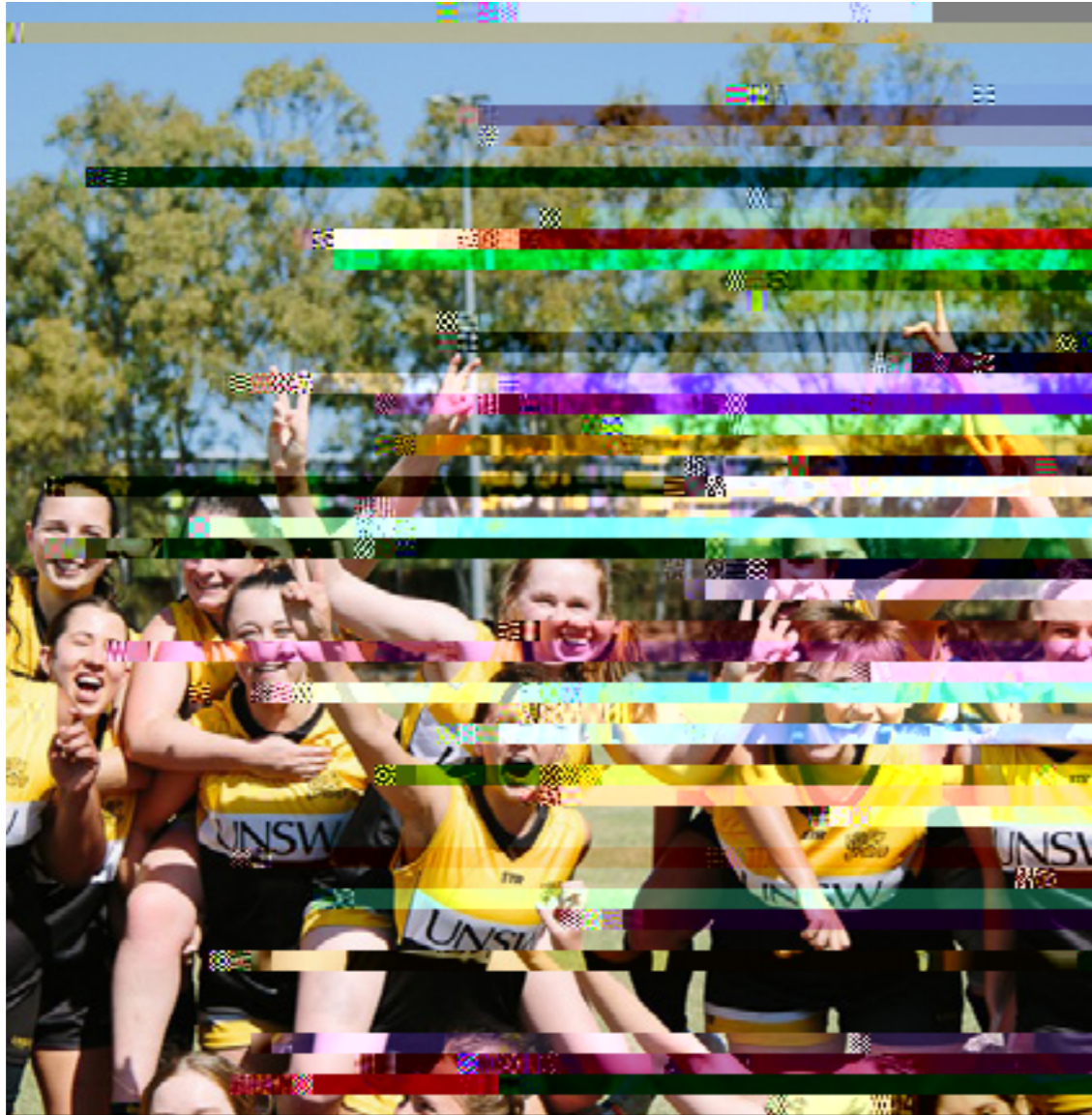
Increase women's participation in sport and active recreation at UNSW

KPI

To increase women's participation by 100% by 2025 from 5,017 to 10,000

Rationale

While there is healthy participation among the women at UNSW in sport and active recreation, there are barriers to women participating. This pillar will focus on finding strategies to maximise opportunities for all women who wish to participate in sport and recreation.



Pillar Two: Investment & Infrastructure



Objective:

Increase visibility of female students and staff in sport and active recreation on campus

KPI:

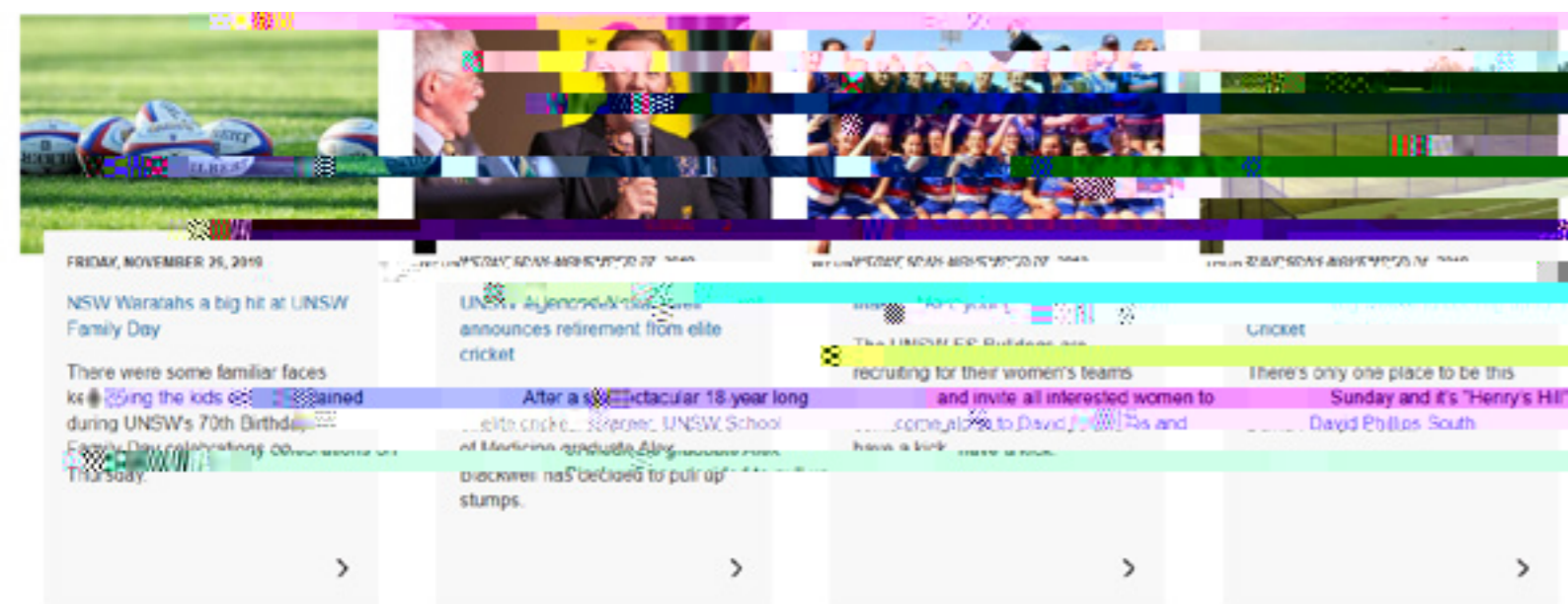
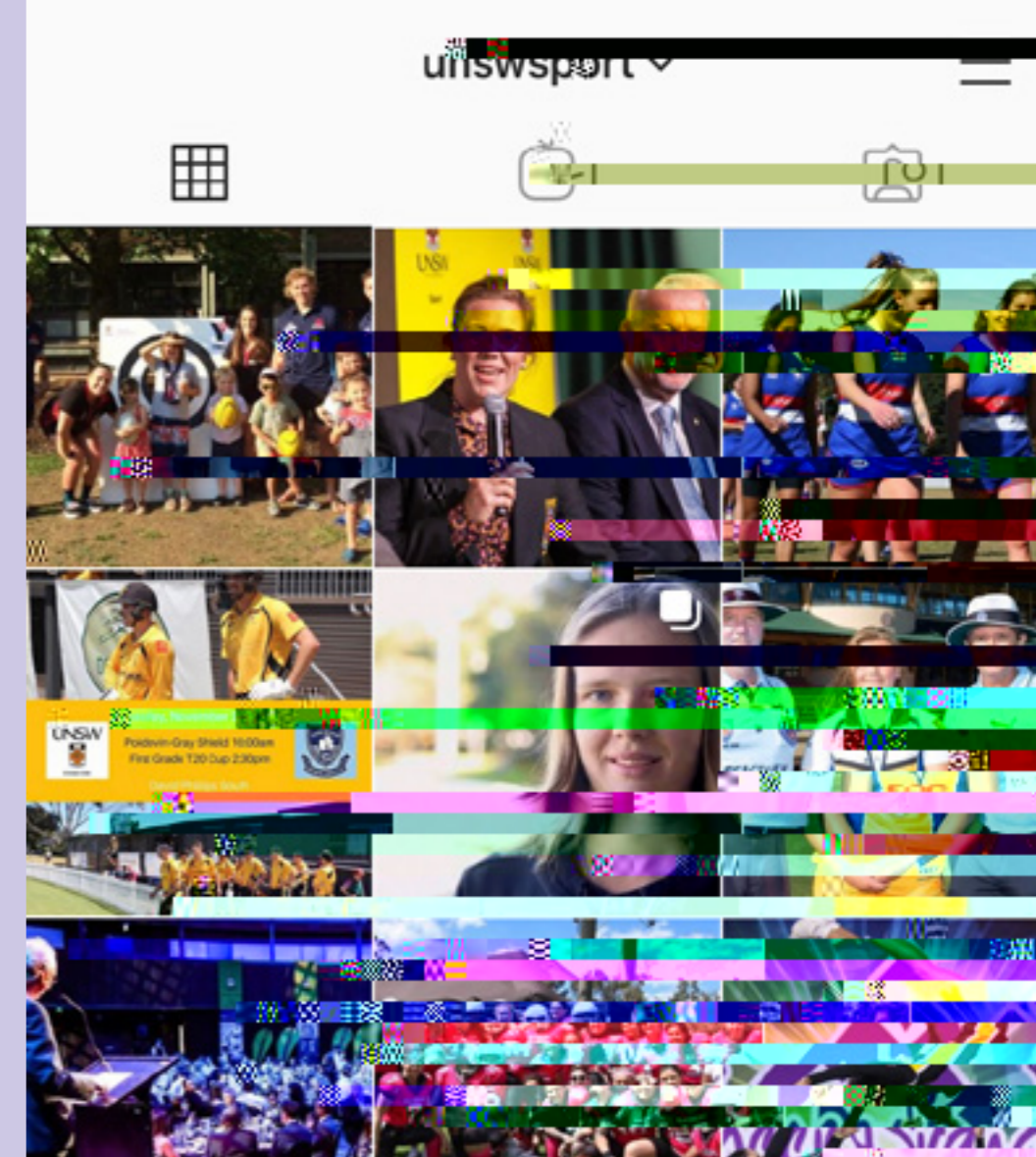
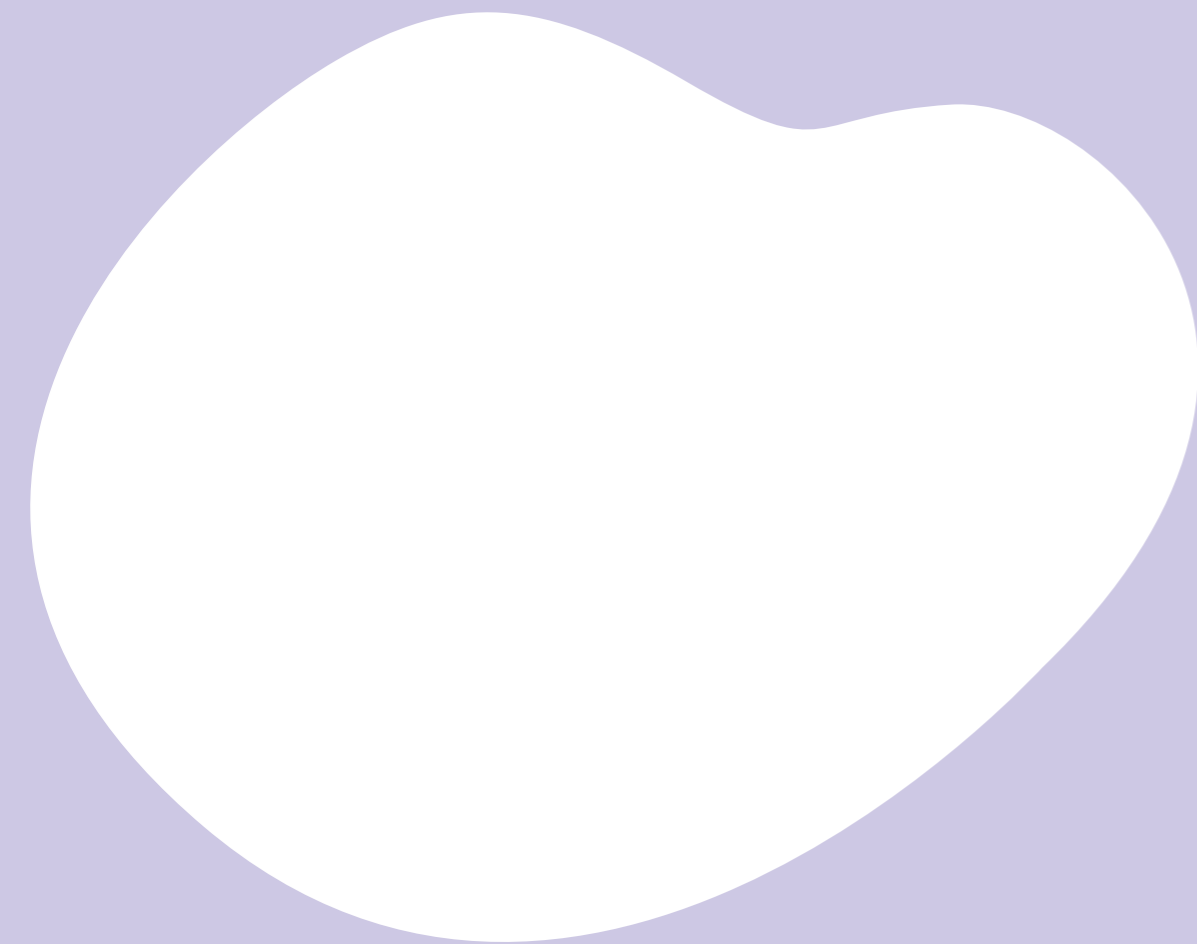
Minimum of 40% of all UNSW Sport media content and coverage to be focused on women and 33% on international students by 2025

Rationale

Following the guiding principle, "if she can see it, she can be it" we aim to increase the visibility of UNSW female students and staff to drive participation in sport and active recreation, in activity itself, but also leadership roles, including coaching, officiating and governance.

Key Findings

-



The UNSW Sport Instagram profile was set up in August 2019 as a promotional tool for UNSW Sport. From our elite athletes who compete on the world stage, to our sporting partners in the community, to those wanting to get fit and active on campus, we wanted a platform to share content that was engaging and insightful for our audience.

When it was created, we had a goal of using the platform to elevate women in sport and active recreation around campus. So we decided to ensure the platform was depicting images of women involved in sport and active recreation to send the message to women that we were providing an inclusive environment where they are welcome.

Since the launch of the UNSW Sport Instagram, 44% of posts are solely focused on women, 26% on men and 30% are of a mixed group or do not feature people.

The UNSW Sport website is primarily used as a news platform. Large feature images and headlines slide across the home page with the three most recent stories so people can keep up to date with the latest news in the UNSW sport and active recreation community.

With the ability to have more nuance included in stories than in Instagram images, the majority of the stories created have featured a balance of male and female athletes.

Of the 117 stories in the news section of the website, 24 (21%) were solely focused on women,

Pillar Four: Leadership & Governance

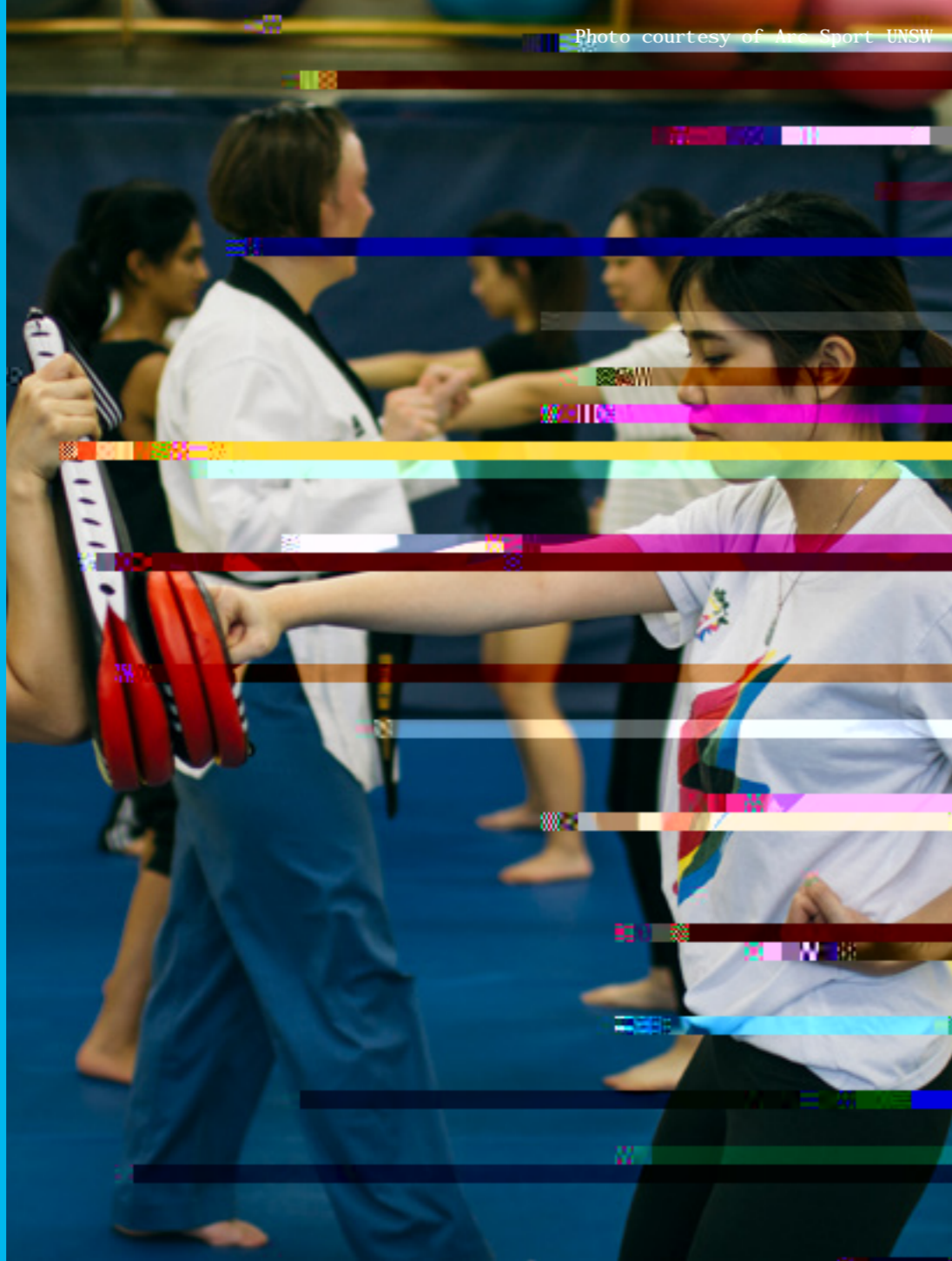


Photo courtesy of Aes Sport UNSW

Objective:

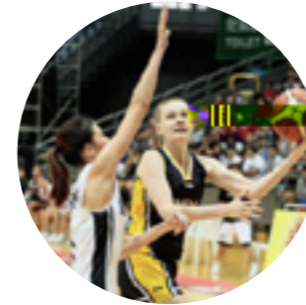
To increase the number of women in leadership, coaching and officiating positions on and off the field and develop inclusive sporting cultures among our UNSW clubs and communities

KPI:

All UNSW Sport stakeholders and members to achieve minimum 40% women in leadership roles at all levels by 2025.

Rationale

Having women in leadership positions, such as on the Sports Advisory Council, Sports Management Board, committees of sporting clubs and in coaching and officiating roles is vital for developing key influencers of sporting culture who bring diversity of thought and experience to UNSW Sport.



Key Findings

- 70 of the 187 Executive positions in UNSW Sports Clubs are female (37.5%)
- Only 11 of the 41 UNSW Sport Club Presidents are female (27%)
- NSW Office of Sport research found that 59% of sporting boards in NSW **do not** have 40% female representation
- Female coaches are underrepresented at all levels of sport, consisting of 38% at grassroots level through to 10% at elite level – there is no current data available for gender of coaches at UNSW
- Olympic, Paralympic or Commonwealth Games typically see coaching figures of 85% male to 15% female.
- 10 of the 30 coaches that are employed by NSWIS are women.
- In NSW in 2016/17 there were 48,320 (38%) female coaches and 78,580 male coaches (62%).
- The W-League, AFLW, WBBL, and WNBL have twice as many male coaches as female coaches.

Actions	KPI	Delivered by

Implementation and Team Structure

To ensure this strategy is delivered successfully and that all stakeholders have an ongoing voice the following structure will be implemented.

The Executive Team will comprise four full-time University staff members; one full-time Arc staff member; and one student representative. The appointment of the team was endorsed by the UNSW Sports Management Board. The Executive Team will provide quarterly updates to the Board.

The team for 2020/2021 is:

Megan Maurice, UNSW Sport and Division of External Engagement
Roger Carter, UNSW Sport
Fergus Greal, UNSW Division of Equity Diversity & Inclusion
Dorcey Rutter, UNSW Estate Management
Minna Annand, Arc Sport
Miriam Abd Elmeseh

Two representatives from the sporting industry and the UNSW Alumni community have been appointed to offer guidance and advice throughout the delivery of the strategy to the Executive Team.

The Executive Team will consult with the following groups both in face-to-face meeting at least once a year and through online feedback.

This is not an exhaustive list - the Executive Team will listen and consult with all staff and students.

- Arc Sport
- UNSW Division of Equity Diversity & Inclusion
- UNSW Estate Management
- Arc Student Representative Council
- International Students
- Elite Athlete Program
- Nura Gili
- UNSW Women's Collective
- UNSW Queer Collective
- Sporting Clubs
- Clublinks
- UNSW HR Wellness Team

Acknowledgements


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Mark Wright
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Helen Bryson
David Maxwell
Megan Maurice

For any feedback, queries or advice relating to any of the information in this strategy document, please contact UNSW Sport:

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