

# Strategy at a glance

## Play Her Way




Pillars	<h3>She Belongs</h3>	<h3>She Plays</h3>	<h3>She Wins</h3>
Strategic focus	<b>Leadership and culture</b> Developing sport environments based on inclusivity, equality and respect.	<b>Participation</b> System-wide approach to addressing barriers and opportunities for participation for women with a focus on adolescent girls.	<b>Partnership and investment</b> Innovative approaches to commercialise and generate funding through corporate value alignment with women's sport.
Intent	<div> <b>She Belongs</b> in inclusive boardrooms</div> <div> <b>She Belongs</b> at every point of the coaching pathway</div> <div> <b>She Belongs</b> in welcoming places and spaces</div> <div> <b>She Belongs</b> in supportive employment environments</div>	<div> <b>She Plays</b> when key people support her</div> <div> <b>She Plays</b> when she has body confidence and no fear of judgement</div> <div> <b>She Plays</b> when she has choices and input</div> <div> <b>She Plays</b> when she can enjoy participating with friends</div>	<div> <b>She Wins</b> when she can see what she can be</div> <div> <b>She Wins</b> when World Cups are on home turf</div> <div> <b>She Wins</b> when brands, sport and key players unite</div> <div> <b>She Wins</b> when professional sport works as a collective</div>
Implementation	<ul style="list-style-type: none"><li>• Lead Her Way initiatives</li><li>• Coach Her Way initiatives</li><li>• Gender inclusive boards program</li><li>• Safe sporting environments for women initiatives</li><li>• Gender equity targets for boards through the Organisation Support Program</li></ul>	<ul style="list-style-type: none"><li>• InnovateHER partnerships</li><li>• EmpowHER Initiatives</li><li>• Funding for State Sporting Organisations and State Sporting Organisations for people with Disability through the Organisation Support Program</li></ul>	<ul style="list-style-type: none"><li>• World Cup and major event legacy initiatives</li><li>• NSW Professional Sporting Codes Collective</li><li>• Innovation forums connecting brands, media and sports</li></ul>



Image: WISPAA Finalist 2024, Mark Evans