Strategy at a glance

Play Her Way

Pillars

Strategic focus

Intent

Implementation

She Belongs

Leadership and culture

Developing sport environments based on inclusivity, equality and respect.



She Belongs in inclusive boardrooms



She Belongs at every point of the coaching pathway



She Belongs in welcoming places and spaces



She Belongs in supportive employment environments

- · Lead Her Way initiatives
- Coach Her Way initiatives
- Gender inclusive boards program
- Safe sporting environments for women initiatives
- Gender equity targets for boards through the Organisation Support Program

She Plays

Participation

System-wide approach to addressing barriers and opportunities for participation for women with a focus on adolescent girls.



She Plays when key people support her



She Plays when she has body confidence and no fear of judgement



She Plays when she has choices and input



She Plays when she can enjoy participating with friends

- InnovateHER partnerships
- EmpowHER Initiatives
- Funding for State Sporting
 Organisations
 and State Sporting Organisations
 for people with Disability through
 the Organisation Support Program

She Wins

Partnership and investment

Innovative approaches to commercialise and generate funding through corporate value alignment with women's sport.



She Wins when she can see what she can be



She Wins when World Cups are on home turf



She Wins when brands, sport and key players unite



She Wins when professional sport works as a collective

- World Cup and major event legacy initiatives
- NSW Professional Sporting Codes Collective
- Innovation forums connecting brands, media and sports

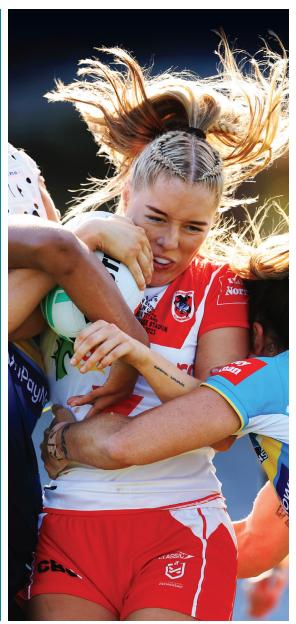


Image: WISPAA Finalist 2024, Mark Evans