

# A SPOTLIGHT ON This is ME®

We work with and for women and girls to ensure there are a range of physical activity opportunities available that meet their needs, to challenge problematic messaging and stereotypes and to ensure sport and recreation providers understand the unique challenges and barriers that females face when it comes to getting moving.

## OUR MISSION

This is ME® is an initiative led by Sport Waikato that encourages, supports and celebrates women and girls of all ages getting out there and being active THEIR way.

### OUR AIMS



#### UNITE DELIVERY PARTNERS

Growing the quality of delivery and opportunities to participate



#### CHANGE THE CONVERSATION

Breaking down the barriers to participation through images, messaging and women and girls sharing their stories



#### GROW PARTICIPATION & CHANGE ATTITUDES

Connecting individuals with opportunities to be active and have fun together



2021  
to 2022



# WORK WITH US!

We want to help you achieve your goals; whether these be increasing participation and participant satisfaction in your activity, facility utilisation or communication with women and girls.

Our aim is to support you in a way that is mutually beneficial, so that as well as women and girls having more quality opportunities to be active, you can experience positive outcomes too.

## WORKING WITH US PROVIDES:

Access to subject matter experts

Tailored and ongoing support

Capability building and delivery guidance

Assistance with data gathering and evaluation

Sustainable and cost-effective solutions

Exposure to partnerships and opportunities

THIS IS  
**ME**<sup>®</sup>



# OVERVIEW OF IMPACT

2021 – 2022



## UNITING DELIVERY PARTNERS

We facilitate cross-sector partnerships at local, regional, and national levels to ensure women and girls have access to a range of quality opportunities that are relevant, inclusive, and fun.

44

Physical activity partners

35

Cross-sector partners

27

Partnerships facilitated

21

This is ME® supported activations

## CHANGE THE CONVERSATION

We challenge dominant messaging and break down barriers to participation through targeted social media campaigns, imagery, and messaging.

REACH

170% INCREASE

716% INCREASE

ENGAGEMENT

177% INCREASE

133% INCREASE

FOLLOWERS

18.6% INCREASE

12.6% INCREASE

Overall this means that our channels and the engagement on them (clicks, views, watches, likes, shares, comments) is growing at a faster rate than the previous 18 months.



## GROW PARTICIPATION & CHANGE ATTITUDES

We utilise the responses that come from surveys such as Voice of Rangatahi to inform our partners' initiatives and opportunities for women and girls to be active in a way that helps address their personal and practical barriers.

700+

Women & girls participating in activations

1000+

Women & girls' voice gathered

12

Secondary schools involved

2414

Female students surveyed (Voice of Rangatahi)

# HIGHLIGHTS

**So much has been achieved throughout 2021 & 2022 as we continue to encourage, support, and celebrate women and girls moving their bodies in ways that work for them, but here are some of our highlights:**



We were a finalist in Sport NZ's 2022 Sport and Recreation Awards Commercial Partnership Category for our partnership with AWWA to eliminate period poverty as a barrier to physical activity.



**20** schools across the region completed Voice of Rangatahi (VoR) surveying with their students, totalling **4911** responses. Of these, **49%** (2414) of responses were from females allowing greater insight into the ways young women want to participate in physical activity.



After several postponements, 34 women (including 7 deaf/hearing impaired participants) attended the Women's 5-aside fun day. 100% of post-event survey respondents would like further opportunities to participate in this format of Football.



103 women attended the Taupō Pink Walk organised by the local This is ME® working group.



We contributed presentations to the IWG Women and Sport and Recreation Aotearoa conferences, as well as a Sport Waikato led council forum, to encourage sector leaders and deliverers to cater to the needs of women and girls through co-design, partnership, and promotion.



## We hosted two webinars:

1) Alongside Sport NZ's Women & Girls Summit (originally designed to be a regional face-to-face event) focused on providing quality experiences to young women. 84 people registered and 75% of attendees learned that they could implement in their own context.



2) In partnership with the Comms team, 90 people registered to learn to speak to participants and promote their offerings to women and girls. 80% of attendees found the session useful.



We published four articles focused on women and girls, one of which was guest written by a young woman. Check these out [here](#).



# CHANGE STORIES

There is proven strength in the way that the This is ME® team operate as influencers of system change. Our role to connect women and girls to providers of activities they want to try, empower them to embrace their bodies and be leaders of their own physical activity journeys, and ensure that co-design remains the central approach has demonstrated the power in building the confidence and capability of others to enact sustainable long-term change.

## Young Women in Leadership project

The disruptions over the past few years have impacted our work in and with Secondary Schools to curb the effects of the 'drop off' in physical activity. However, this has allowed a more adaptive approach and provided the opportunity to be targeted in our engagement with schools.

Our Young Women in Leadership Days were delivered across five secondary schools (Mercury Bay, Katikati College (now with Sport Bay of Plenty), Paeroa College, Matamata College and Thames High School) to empower Year 10 female students to lead physical activity opportunities in the school setting. This idea was a result of data we were seeing from VoR (Voice of Rangatahi) and was reinforced through conversations with a school Sport Coordinator around the lack of motivation or leadership demonstrated by female students.

In partnership with the Waikato Institute for Leisure and Sport Studies (WILSS), we created a workshop for students to explore leadership and what it meant to them, as well as engage in co-design to develop physical activity opportunities that they could lead for themselves and their peers.

"Being able to help lead this program was awesome as we were able to listen to what the girls want [which]... also developed our leadership skills" – Year 10 activation leader

The aim was to encourage students who might not consider themselves as leaders, and those who had not yet found enjoyment in being active, to be leaders of their own physical activity journeys and create opportunities to engage in forms of movement that they might enjoy.

We also worked to build the capability of school staff to support these students and the design of opportunities. It has been interesting to note that where students are allowed full autonomy to organise and run initiatives (with our support), we are seeing much quicker action. Take a look at some examples of student-led activations:

### Mercury Bay High School

We supported 3 female student leaders to organise a walk to the Shakespeare Cliff look out in Cooks Beach for 50 of their female peers.

School staff allowed the students ownership in the planning and implementation of the walk, including completing school procedures for offsite trips. The students are now planning gym classes as their next activation, and we have connected them to a local provider for the delivery of these sessions.



"I used to think it was just the person in charge/the best but trying your best and being respectful is also showing leadership." – Year 10 student



*"It's so great to have something for our year 10 leaders to work towards. I know they are more than capable so happy to support them in going forward with this project."*  
- Deputy Principal at Mercury Bay Area School

### Thames High School

A group of 7 students organised an obstacle course for a total of 25 young women and involved the local fire brigade.

We worked alongside the Sport Coordinator to facilitate further workshops with some of the young women to plan, coordinate, and implement the activation.

*"The girls are really excited to be able to organise something for their classmates. It's cool that they can be so involved in the process"* - Sport Coordinator at Thames High School





# New year, new me. This year, This is ME® social media campaign

In an attempt to engage more young women in online spaces as part of the conversation, This is ME® launched a new social media campaign for 2022 called "New Year, New Me."

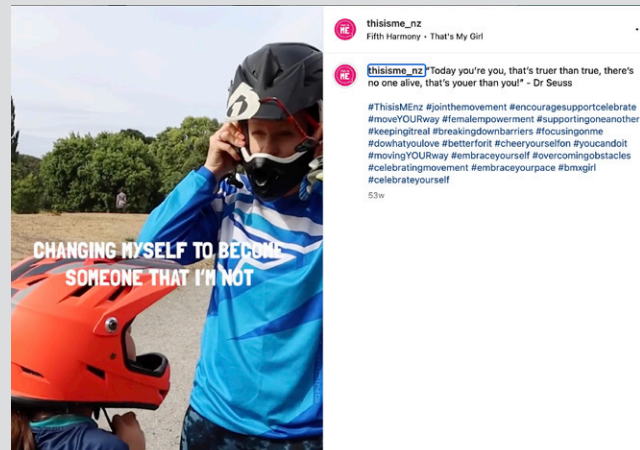
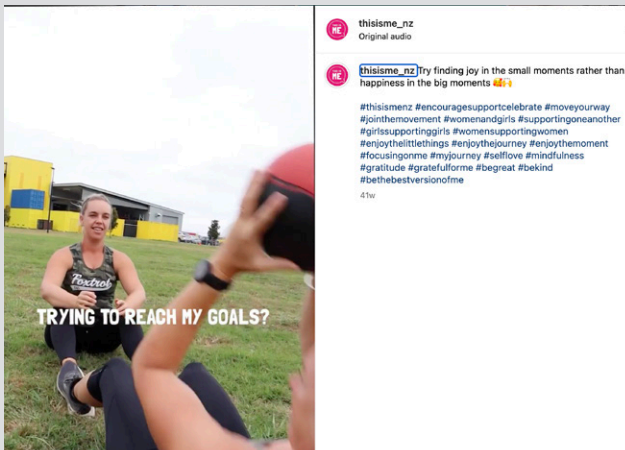
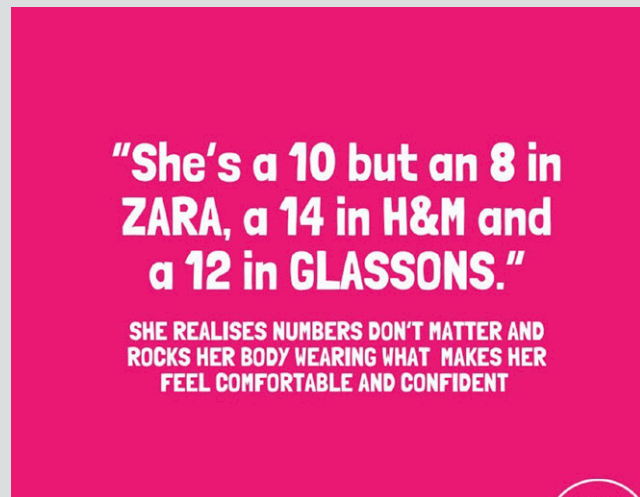
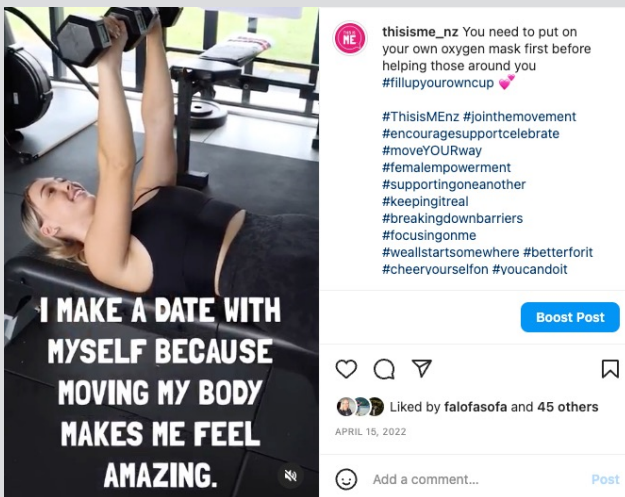
This Year, This is ME® to combat the pressure to set new year's resolutions and reinvent habits. The aim of the campaign was to debunk fitness myths and social expectations that prevent young women from loving and moving their bodies, and that cause them to feel as though they need to "change" or look "different".

We want to continue to remove barriers and reinforce our message of encouraging, supporting, and celebrating women and girls being active in ways that work for them. We leveraged the "Instagram vs reality" trend and started our own taboo topics series showing the realities of being female and active to normalise these subjects.

Alongside this we wanted to show women how they can move past obstacles with our Movements to Move Through Instagram reel series. 'New Year, New Me. This Year, This is ME®' has been our most successful social media campaign to date with a total reach of 190,789 and 5182 engagements.



A New Year's REvolution: How do we Challenge Resolution Culture and the Pursuit of Perfection?



# VOICES OF WAAHINE SURVEY

A key area of interest for us has been females at the tertiary level, who have already experienced the "drop off" and are navigating further competing pressures for their time and energy. As such, we partnered with the University of Waikato to administer the Voices of Waahine survey, to better understand the physical activity needs of young women in extended study.

The survey was promoted via social media and posters placed on notice boards and in female bathrooms around the university campus. The resulting data mostly reinforces what we already know about how females like to be active, the barriers/challenges they experience, and solidifies the need for tailored intervention(s). Likewise, it demonstrates the value of capturing the voices of women and girls to inform the provision of physical activity.

## FULL DATA SUMMARY

The following is a summary of key information identified during the initial analysis phase.

### 475 respondents

(7% of total female enrolments at the University\*)

81%

aged between 17 – 24 years

97%

Domestic students

78%

1<sup>st</sup>, 2<sup>nd</sup> or 3<sup>rd</sup> year of study

85%

Hamilton campus

### Physical activity

Only **19%** are meeting physical activity guidelines (7 days a week)

yet **33%** say they are currently active enough.

**68%** want to be *more* active, and **69%** say that being active is important to them.

### Satisfaction

**22%** are *very* or *extremely* satisfied with the physical activity opportunities offered at the University of Waikato.

### Inclusion & access

**31%** say they *usually* or *always* feel encouraged and welcomed to participate in sport and active recreation at the University of Waikato.

**49%** say women have equal access and opportunities to be active compared to other genders at the University of Waikato.

### Barriers to participation



Time



Confidence



Cost



Friends not going/participating



Not knowing others

The University of Waikato have an opportunity to (re)shape what physical activity looks like for females going forward, which will have significant impact on activity levels post-secondary school. To support ongoing work in this space, an agreement has been signed between Sport Waikato and the university to part-fund a role to increase physical activity participation and opportunities for female students, and the This is ME® team will work closely with this individual to provide support and guidance.



THE UNIVERSITY OF  
WAIKATO  
Te Whare Wānanga o Waikato





# WHAT'S NEXT?

Connecting  
to national  
outcomes

**Working to enhance the outcomes of the  
Women and Girls in Sport and Active Recreation Strategy.**

## Leadership

***More women and girls are leading, working, coaching and volunteering in sport and active recreation, at all levels.***

To effectively sustain and maintain the work of This is ME®, we have identified the need to build the capability of the internal Sport Waikato team who have connections to the education sector and/or those delivering to women and girls and empower them to have conversations about participation with key influencers in their spaces. By disseminating this knowledge, we can grow the number of subject matter experts in this space which in turn, allows for the concentrated growth of This is ME® to continue to address targeted barriers and move into other areas of need.

## Participation

***More women and girls are physically active through play, active recreation and sport.***

We will continue to work with women and girls to increase the opportunities they have to be active their way. We will continue to work with local leaders, providers, and communities to support strategies designed to get more women and girls moving. We are preparing to release a collection of online modules to support providers to understand and deliver quality sport and physical activity opportunities that meet the needs and aspirations of women and girls. We'll provide further thought leadership to the FIFA Women's World Cup 2023 to support the formation of strategies to engage more women and girls in Football, as well as play, active recreation, and sport more widely.

## Value and Visibility

***Women and girls in sport and active recreation are valued and visible.***

We'll continue our focus on celebrating women and girls getting moving THEIR way across our digital channels. Building on the success of "New Year, New Me-This Year, This is ME®", we have launched a new campaign called #SupportHer to change the language that people, including men, use when talking to women about their bodies. Our focus remains on generating more conversation and sharing to privilege female voices and stories.

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