



# ENTRY FORM

THE EFFIE AWARDS AOTEAROA IN ASSOCIATION WITH TVNZ – ENTRY FORM

<b>ENTRY ID</b>	681-B04
<b>ENTRY TITLE</b>	<b>Unpro: Getting girls moving by showing you don't need to be pro to play</b>
<b>CLIENT</b>	<b>Sport NZ / It's My Move</b>
<b>PRODUCT</b>	<b>Government &amp; Non-Profit</b>
<b>FIRST MEDIA APPEARANCE DATE</b>	<b>28<sup>th</sup> April 2024</b>
<b>CAMPAIGN START DATE</b>	<b>28<sup>th</sup> April 2024</b>
<b>CAMPAIGN FINISH DATE</b>	<b>Ongoing</b>
<b>CATEGORY</b>	B04. – Content or Social-first Campaign
<b>CATEGORY DESCRIPTION</b>	<p>Campaigns that met the client challenge and had a demonstrable impact on business results through a compelling content-led solution. The judges are looking for content campaigns that took the big idea beyond advertising-led solutions and formats. Examples might include editorial-style content, branded entertainment, informational content that influenced brand and business results, or social-first campaigns that leveraged the distinct capabilities of social platforms to drive results. Entries should explain what insight led to content being the best solution to the client brief. You will need to demonstrate how the context or platform in which the content appeared enhanced the relevance and impact of the content. You will need to prove how this solution drove material and measurable results for the brand.</p>

**WORD COUNT: 2500 MAX**

**EXECUTIVE SUMMARY [0%]**

Give the judges an understanding of the case they are about to read by providing a brief summary for each of the items below. A one-sentence summary is recommended for each line.

(Maximum: 100 words in total – not included in total word count)

The Challenge:	To close the gender participation gap in physical activity, we couldn't just promote sport — we had to dismantle the hidden barriers keeping girls on the sidelines.
The Insight:	For girls navigating constant judgment, movement felt less like freedom and more like another test to pass.
The Strategic Idea/Build:	Champion 'giving it a go' over 'nailing it'
Bringing the Strategy & Idea to Life:	'The Unpros'—a creator-led social movement that cleared a path from the sidelines to the field by celebrating imperfect, joyful participation.
The Results:	We reached the right girls in the right places, drove overwhelming positive sentiment, and measurably increased activity among those most at risk of dropping out.

Why is this entry an outstanding example for effective marketing in this Effie entry category?

(Maximum 90 words – this is not included in total word count)

Young women were walking away from physical activity—not because of apathy, but because they could only see an inaccessible version of movement that didn't feel for them.

Rather than creating more ads telling girls to get active, Sport NZ sparked a movement inside the digital worlds these girls already inhabited.

Led by creators and shaped by the audience themselves, 'Unpros' turned social content into a catalyst for joyful participation.

This case demonstrates the impact of social-first thinking on tough-to-crack behaviour, for an audience where trust and authenticity are everything.

<p><b>01.</b></p>	<p><b>Challenge, Context &amp; Objectives [20%]</b></p> <p>This section covers your strategic business context for your marketing activity, alongside your key business challenge and objectives.</p> <p>Please provide the necessary context on your industry category, competitors, and brand so the judges, including those unfamiliar with your brand/category, can evaluate your entry. Outline the degree of ambition represented by your objectives. Including historical data may be useful here to provide judges with a clear picture of the situation the brand or organisation found itself in.</p>
<p><b>01A</b></p>	<p>Before your effort began, what was the state of the brand's/organisation's business and the overall category in which it competes? What was the strategic challenge that stemmed from this business situation? Provide context on the degree of difficulty of this challenge.</p>

**SPORT NZ NEEDED TO GET YOUNG WOMEN MOVING AGAIN**

Sport New Zealand is a government agency that exists to ensure every Kiwi can access the benefits of movement.

But those benefits weren't being accessed equally—teenage girls were dropping out of physical activity (PA) at alarming rates, driving lifelong disparity.

Among rangatahi (young people), boys averaged two more hours of weekly exercise than girls. This gap widened: at age 16, there was a 17% difference in hours. By 17, it was 28%<sup>1</sup>.

To respond, Sport NZ established *It's My Move*, a long-term initiative to close the gender participation gap before it became permanent.

**YOUNG WOMEN WERE BEING SET-UP FOR A LIFETIME OF LOSING**

Girls who stop being active during adolescence rarely return. Missing teenage sports was setting them up for lifelong disadvantage.

Inactivity creates compounding health consequences:

**Physical:** Increased risks of obesity, cardiovascular disease, Type 2 diabetes, poor bone density<sup>2</sup>.

**Mental:** Higher rates of anxiety and depression<sup>3</sup>.

<sup>1</sup> Sport NZ Young Women Profile 2021

<sup>2</sup> WHO, Physical Activity, 2024

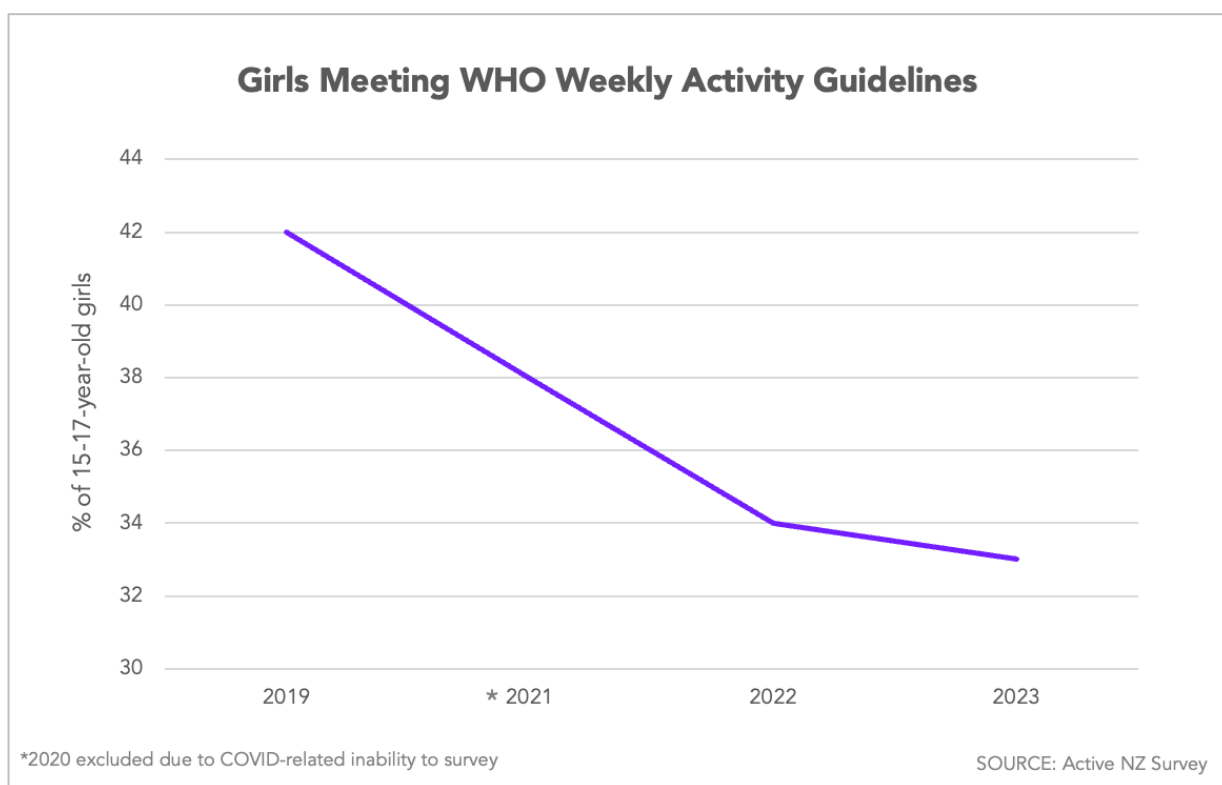
<sup>3</sup> Hopkins Medicine, Risks of Physical Inactivity

**Emotional:** Movement builds self-esteem<sup>4</sup> and resilience<sup>5</sup>

### THERE WAS A CLEAR GAP BETWEEN INTENTION AND ACTION.

83% of young women wanted to be more active than they currently were, and 96% understood the benefits of physical activity<sup>1</sup>.

But only 34% of 15-17-year-old girls met WHO activity guidelines<sup>1</sup>, a decline of nearly 10% since 2019.



And a fifth of girls did under 30 minutes of weekly activity. **Error! Bookmark not defined.**

Awareness wasn't enough.

### IN RESPONSE TO THE BRIEF, WE DUG DEEP TO UNDERSTAND THE TRUE CHALLENGE:

#### 1. Girls have retreated from the online spaces where sport traditionally lives

Online, they've abandoned traditional channels and the increasingly advertorial public internet, favouring more personal corners of social media like group chats and stories. These are shaped by peers, not by the male-dominated voices of mainstream sport.

<sup>4</sup> Effects of Early Sport Participation on Self-esteem and Happiness, The Sport Journal 2018

<sup>5</sup> Cultivating Resilience in Youth: Assessing the Psychological Benefits of Sport-Based Development Programs

This means girls don't have natural access and engagement with the same diversity and volume of sports culture and content as boys.

**2. Girls face more competing demands on their time**

As girls get older, the structures that once kept them active fall away - their PE participation drops by over 50% between ages 15-17<sup>6</sup>.

Exercise stops happening naturally and starts requiring time they don't feel like they have. Between school, jobs, relationships and domestic responsibilities – pressures disproportionately felt by young women<sup>7</sup> - 59% of girls report being too busy for sport (compared to 46% of boys)<sup>2</sup>.

**3. For girls, movement becomes performance rather than play**

As girls grow, joyful play like tag and climbing trees are replaced by achievement-centred activities like running and "workouts". Between ages 12-16, participation driven by weight loss jumps from 6% to 23%<sup>1</sup>.

This is fuelled by constant input from adults and algorithms. Well-meaning encouragement often feels like pressure, turning movement into another expectation rather than personal choice.

These shifts compound to create a hidden barrier keeping young women stuck on the sidelines.

Sport NZ couldn't just tell girls to play more sport. Given the scale of the challenge, we had to find a new way in.

And with lifelong health at stake, we couldn't let these girls stay benched.

**THE STRATEGIC CHALLENGE:**

To get girls back in the game, Sport NZ needed to clear a path from the sidelines to the field

**01B**

What were the objectives you set to address your challenge? For each objective, include: KPI, benchmarks, previous outcomes and the rationale for why it was selected.

Please outline one business/organisational objective and a maximum of 3 marketing and 3 advertising/comms objectives.

Sport NZ's vision is "Every Body Active".

To support that goal we needed to address one critical barrier: the persistent drop-off in teenage girls' physical activity.

<sup>6</sup> Active NZ, Snapshot of the 2023 Participation Landscape  
<sup>7</sup> Pew Research Center, The Gender Gap in Teen Experiences, 2025

We developed three communications objectives:

### **OBJECTIVE 1: BRING MOVEMENT NATURALLY INTO THE WORLDS OF 14-17-YEAR OLD GIRLS**

Our audience had retreated to peer-led online spaces and grown skeptical of outside voices, especially anything that felt like pressure or judgment about their bodies. Sport NZ had previously struggled to connect — reaching them on their terms was essential.

**Target:** 70% Campaign reach against our target audience of 129,000 girls aged 14-17

### **OBJECTIVE 2: MAKE PHYSICAL ACTIVITY FEEL MORE ACCESSIBLE AND APPEALING TO YOUNG WOMEN**

To shift participation, we had to change young women's minds about their own ability and inclination to engage in physical activity.

**Target:** 350,000 post engagements, 85% positive sentiment across platforms

### **OBJECTIVE 3: INCREASE YOUNG WOMEN'S PARTICIPATION IN PHYSICAL ACTIVITY**

To give women equal access to long-term wellness, we needed to get them moving now.

**Target:** 3% increase in our audience meeting PA guidelines (from 37% to 40%), measured by Active NZ survey

This number had been steadily declining (-7% over three years). A 3% increase would represent significant reversal.

02.	<p><b>Insights &amp; Strategy [25%]</b></p> <p>This section covers the key building blocks of your strategy. Explain to the judges how you arrived at your strategy and clearly articulate that strategy. Focus on the thinking or insight(s) that unlocked your solution and tied it to successfully addressing your objectives.</p>
02A.	<p>Explain the thinking that led you to your strategy. Explain how any insights discovered were directly tied to your brand, your audiences behaviours and attitudes, your research and/or business situation.</p>
<p><b>WHEN MOVEMENT DOESN'T LOOK LIKE YOU, IT DOESN'T FEEL FOR YOU</b></p> <p>But girls today have plenty of sports role models... right?</p> <p>Yes, girls can look up to sportswomen at the top of their game. But “top of their game” is exactly the problem.</p> <p>If you're a world-class professional, a six-pack fitness influencer, or a 'Pilates Princess' with a rotation of Lululemon sets and deep enough pockets to spend \$30 a pop on Reformer classes... then PA might feel like it's for you.</p> <p>Research shows that visibility alone doesn't shift behaviour<sup>8</sup> - even major women's sporting events don't boost participation<sup>9</sup>. Broad strokes representation wasn't enough.</p> <p>Because girls still weren't seeing movement that truly looked like them.</p> <p><b>GAME FACE ON: WHEN LIFE BECOMES ONE LONG PERFORMANCE</b></p> <p>Social media is a seamless part of teenage girls' world<sup>10</sup>. It's how they curate identity, claim belonging, and decide who's worth listening to.</p> <p>This means teenage girls have grown up learning to optimise themselves for online approval<sup>11</sup>. On social media, 73% feel pressure to look perfect<sup>12</sup>, and 89% filter or edit their photos<sup>13</sup>.</p> <p>This makes them deeply reluctant to be seen trying, let alone failing – especially when it comes to something as vulnerable as messy, sweaty exercise.</p> <p><b>FEAR OF JUDGEMENT KEPT GIRLS BENCHED</b></p> <ul style="list-style-type: none"> <li>• 68% of female rangatahi avoid physical activity when they don't feel confident about their bodies<sup>1</sup></li> <li>• 45% cite fear of being judged as their primary barrier<sup>14</sup></li> <li>• 38% say it's fear of not being good enough<sup>14</sup></li> </ul> <p>When everything around you whispers "only the good belong," trying can feel too risky.</p>	

**THE REAL MVPS: FINDING INSPIRATION IN YOUR TEAM**

Here’s the game-changer: over a third of women say their friends are their most important exercise influencers. They're more motivated by women like themselves than by celebrities<sup>15</sup>.

Together, these insights revealed something crucial about sparking movement: it's not about out-of-reach aspirations and celebrity perfection. It's about relatable inspiration that makes it feel safe to start imperfectly.

**THE STRATEGIC GAME PLAN:  
CHAMPION 'GIVING IT A GO' OVER 'NAILING IT'**

In a world where image is the ultimate currency and sport only projects picture-perfect athleticism, we needed to showcase a different kind of athleticism entirely: one that celebrates effort over outcome, participation over perfection.

**02B.**

What was the Core Idea or strategic build that enabled you to reach your solution?  
(Be succinct. A maximum of 50 words.)

**Show girls they don’t need to be pro to play.**

<sup>8</sup> The Lancet, 'An evidence-based assessment of the impact of the Olympic Games on population levels of physical activity', 2021  
<sup>9</sup> International Journal of Sport Policy, "The World Cup Trilogy: An Analysis of Aotearoa New Zealand’s Leverage Strategies for the Women’s Cricket, Rugby and Football World Cups', 2022  
<sup>10</sup> McKinsey and Company, 'True Gen: Generation Z and its implications for companies', 2018  
<sup>11</sup> Vogue, 'Why does Gen Z curate their Instagram Explore Page as if someone is watching?', 2024  
<sup>12</sup> Dove Global Beauty and Confidence Report 2022  
<sup>13</sup> Adobe State of Creativity Report 2023  
<sup>14</sup> Sport NZ Active NZ Survey 2022  
<sup>15</sup> Asics Global Consumer Study 2023

03.	<b>Bringing the Strategy &amp; Idea to Life [20%]</b>
03A.	Describe the creative solution and how it helped the idea break out of the category and resulted in unexpected solutions.
<p>In traditional sport, the ultimate aspiration is "going pro". It's a title that signals exactly the mastery that feels unreachable to most young women.</p> <p>So we created a new title to chase – "Unpro".</p> <p style="text-align: center;"><b>INTRODUCING THE UNPROS: A LEAGUE OF THEIR OWN</b></p> <p>The Unpros became our counter-movement to professional sport - a celebration of everyday sporting heroes who move on their own terms, not for medals but for joy.</p> <p>We asked one simple question: <b>"Are you ready to go Unpro?"</b></p> <p>It was an invitation to embrace the beautiful mess of movement - the sweaty, perfectly imperfect reality of sport without keeping score.</p> <p><b>LED BY HIGHLY UNPROFESSIONAL 'ATHLETES'</b></p> <p>Rather than preaching from a corporate playbook, we let the community lead the charge.</p> <p>At the heart of the idea, we assembled a diverse squad of 'highly unprofessional' content creators who embodied the Unpro energy. We shared the challenge, and let them interpret it for their community in their own way.</p> <p>These creators shared their own movement anxieties and fears, creating genuine connection through vulnerability. They championed mantras that became rallying cries:</p> <ul style="list-style-type: none"> <li>• "Suck at it and do it anyway"</li> <li>• "Dance like nobody's watching (cause you closed the curtains)"</li> <li>• "Laugh in the face of fails"</li> </ul> <p>Their content naturally spoke the community language of cultural references and inside jokes, feeling authentic without trying too hard.</p>	

**FROM MOTIVATION TO MOVEMENT**

Each week, our Unpros documented their movement in all its glorious mediocrity. Walking to bookshops became cardio. Bedroom dancing became FUN45. Skating with mates became a more *soulful* cycle.

**Ailya Rawle** (travel vlogger) embraced adventure in a three-part series with her friends, trying tennis, paddleboarding, and trampolining. She added fun by ditching the paddles, and including on-theme memes.

**Rachael Taylor** (nursing student) returned to handball and tennis—sports she loved as a child—and fully embraced those tennis outfit checks.

**SiennasSpot** (kid creator) discovered a skimboard buried in the garage and documented the wave chasing and wipeouts that followed.

The magic formula? "**JUST DO IT (AVERAGELY)**"

**A BEAUTIFUL GAME-CHANGER**

The Unpros was an aesthetic and tonal departure from typical sport content. Instead of polished highlight reels, we served up a mosaic of real moments: the stumbles, giggles, and "good enough" victories that happen when you remove pressure and add play.

The result? A safe space where young women could try, fail, laugh, and try again - no qualifications required.

**03B.**

**WHAT WAS THE COMMUNICATIONS STRATEGY?**

This section relates to the media and communications thinking and strategy that brought the creative solution to life in the most powerful and relevant way for the target audience. Include all significant touchpoints and channels in this section.

**Outline the rationale behind your communications strategy.** Explain how the key elements worked together to drive results:

'The Unpros' needed to feel like a movement by our audience, for our audience.

So we made content creators the heart of our communications, on our trusted audience's platforms: TikTok, Instagram and Snapchat.

The communications strategy unfolded in three phases:

### 1. LAUNCH: INTRODUCE THE 'UNPROS' MOVEMENT WITH COMMUNITY CREDIBILITY

We partnered with two high-trust content creators to extend the invitation to girls: mental health advocate Jazz Thornton and rugby league star Katelyn Vaha'akolo.

They weren't our audience's age, but platform research showed strong affinity.

### 2. EXTEND: LET OUR AUDIENCE BRING UNPRO TO LIFE

GWI and social listening helped us tap into our audience's diverse passions (from fashion to gaming), informing our selection of 14 small-scale content creators – our audience's age, and trusted in their digital communities.

We briefed them in person, co-designed personalised 'Unpro' movement plans, and handed them the mic. They weren't asked to perform, just participate.

This interest-led approach let us appear organically in newsfeeds and FYPs, granting us access to our audience's niche, hard-to-reach digital habitats.

### 3. ENGAGE: BUILD MOMENTUM FROM THE INSIDE OUT

While the campaign was creator-led, Sport NZ's own 'It's My Move' channels played a supporting amplification role.

We used organic placements on the account to reshare content via Stories, created a highlight reel, and reposted UGC on TikTok.

This allowed us to create social proof for young women that while the campaign was gathering momentum in niche corners of social media, this was one unified movement building towards a shared goal of joyful physical activity.

**List all supplementary communications touch points** used in this campaign (the touchpoints that were not central to the campaign).

N/A

**What was the \$ Spend?** Outline the media and production spend on the campaign within the campaign period. Use actual spend rather than ratecard. In the case of donated media please list the rate card value separately from the paid media spend.

Media Spend	\$640k (including influencers)
Outline the media spend in relation to competition and versus last year	The original <i>It's My Move</i> launched in 2022 with a \$3M budget and a 60" 6pm news spot. 'Unpros' launched on TikTok, averaging just \$6K per video. While the earlier campaign also targeted parents, the spend gap was stark.
Creative Production Spend	\$233k (Strategy, creative and research)

<b>04.</b>	<p><b>WHAT WERE THE RESULTS? [20% for 4A and 15% for 4B].</b></p> <p>Outline the results achieved by the campaign against the short and long-term objectives set, provide conclusive proof that it was the campaign that drove the results.</p> <p>In this section, the judges will be looking to see a clear cause and effect between the communication activity and business performance over time. Show the compelling evidence that will convince even the most cynical finance director.</p> <p><b>Please Note:</b> All results must be sourced to be judged; any unsourced results will not be considered by judges.</p>
<b>04A</b>	<p><b>Overall achievement against objectives [20%].</b></p> <p>Clear proof that the objectives established in section one have been achieved. Judges will be seeking quantified results. Successful entries ensure that results can easily be aligned against objectives established in section one.</p> <p>Note: Please ensure all data is sourced, and is specific to the results period outlined in the Call for Entry, and geographically isolated to Aotearoa.</p>

**DID WE CLEAR A PATH FROM THE SIDELINES TO THE FIELD, GETTING GIRLS BACK IN THE GAME?**

Yes, in one of the hardest areas for government to win: Gen Z social media.

We got young women listening, and moving.

**OBJECTIVE 1. BRING MOVEMENT NATURALLY INTO THE WORLDS OF 14 – 17-YEAR OLD GIRLS**

*Target: 70% campaign reach against our target audience of 129,000 girls aged 14-17*

Despite minimal paid spend, our creator-led approach **delivered precise, high-volume visibility** with the exact audience we set out to reach.

**90% of all campaign reach landed within the 14-17 year-old age group, and 94% of them identified as female** – a direct hit on our target audience.

In total, the campaign generated more than **18 million video plays**, remarkable against our target audience of 129,000 girls.

By comparison, *It's My Move 2022* generated 2.28M TikTok impressions which, while positive, is significantly lower social reach than 'The Unpros'.

**OBJECTIVE 2. MAKE PHYSICAL ACTIVITY FEEL MORE ACCESSIBLE AND APPEALING TO YOUNG WOMEN**

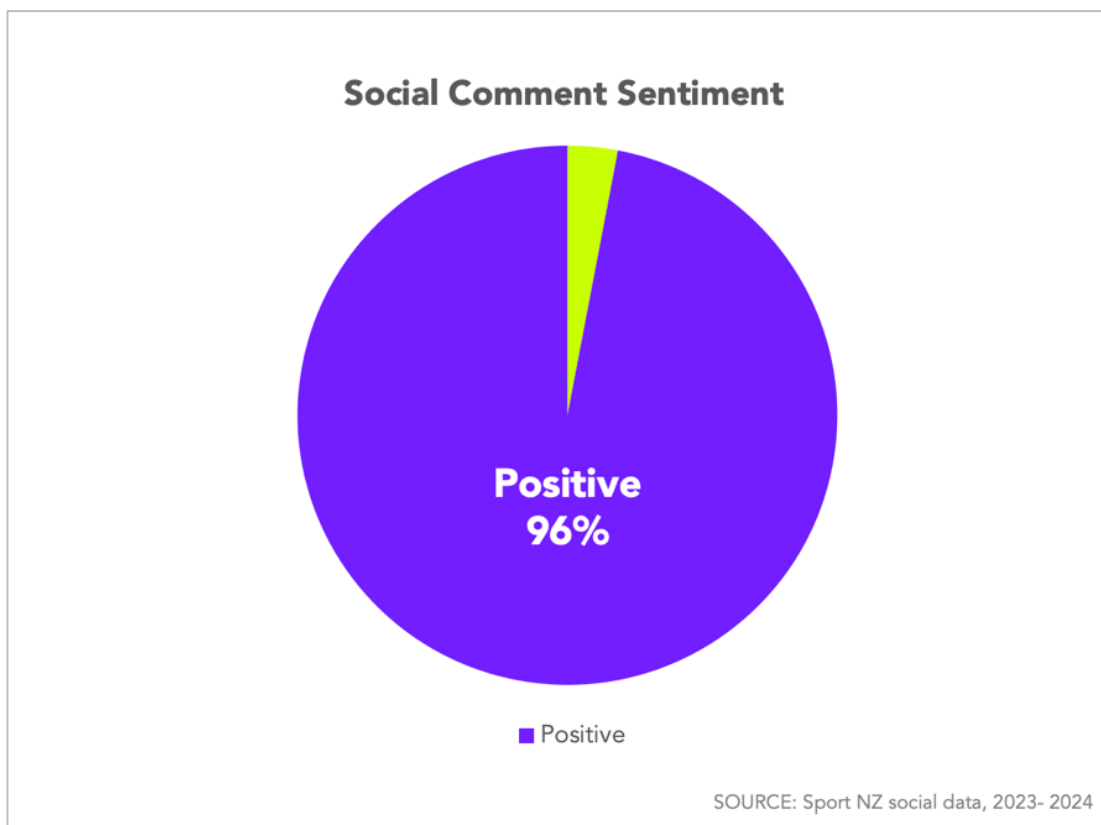
*Target: 350,000 post engagements, 85% positive sentiment*

Government campaigns rarely earn enthusiasm online, especially with teenagers. But our peer-powered movement did.

'Unpros' generated **600,000 organic post engagements**: 548,000+ likes, 3,400+ shares, 4,200+ comments<sup>16</sup>.

**96% of comment sentiment was positive** - 'love' was the most-used word<sup>16</sup>.

This was **social permission in action**.



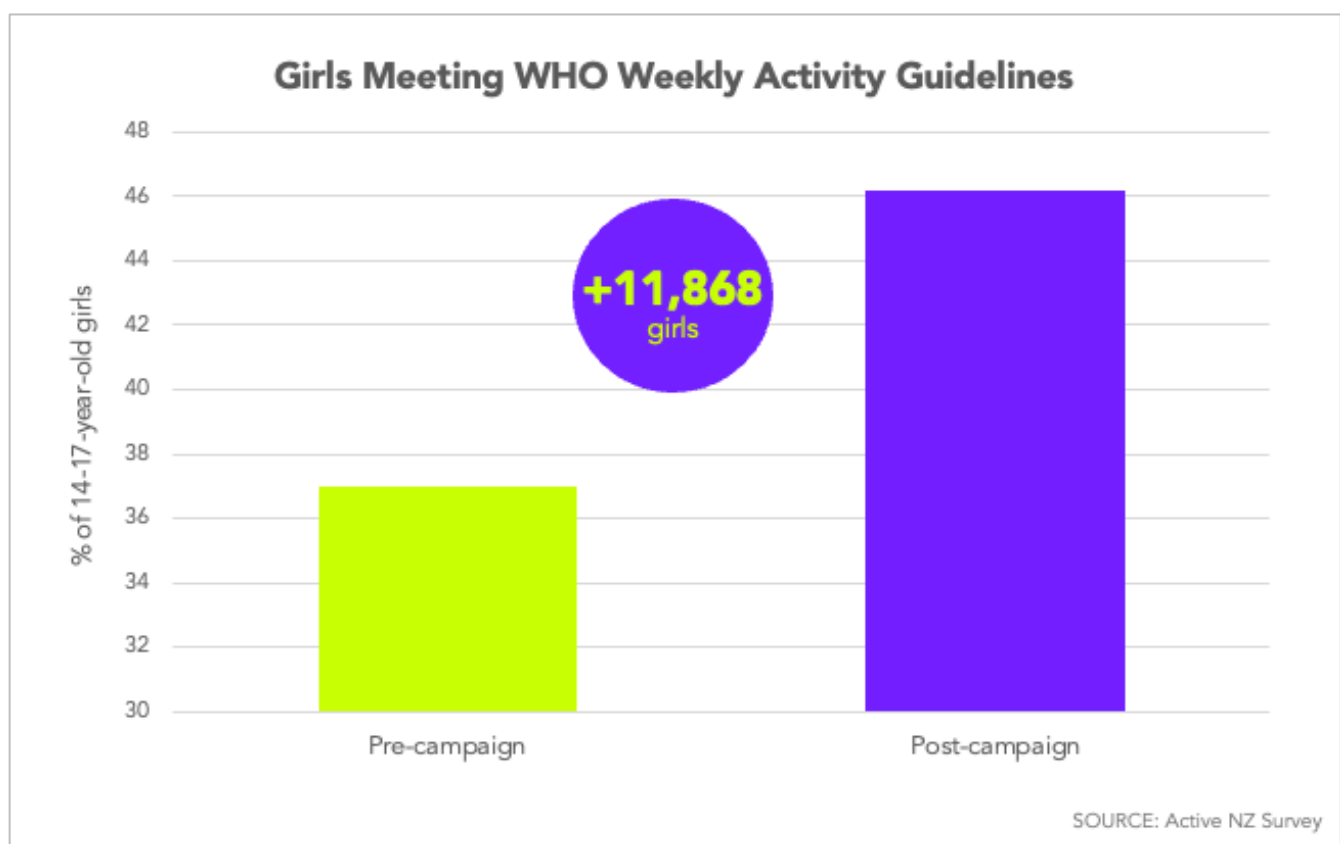
<sup>16</sup> Sport NZ social data, 2023-2024

**OBJECTIVE 3. INCREASE YOUNG WOMEN'S PARTICIPATION IN PHYSICAL ACTIVITY**

Target: 3% increase in our audience meeting PA guidelines (from 37% to 40%), measured by Active NZ survey

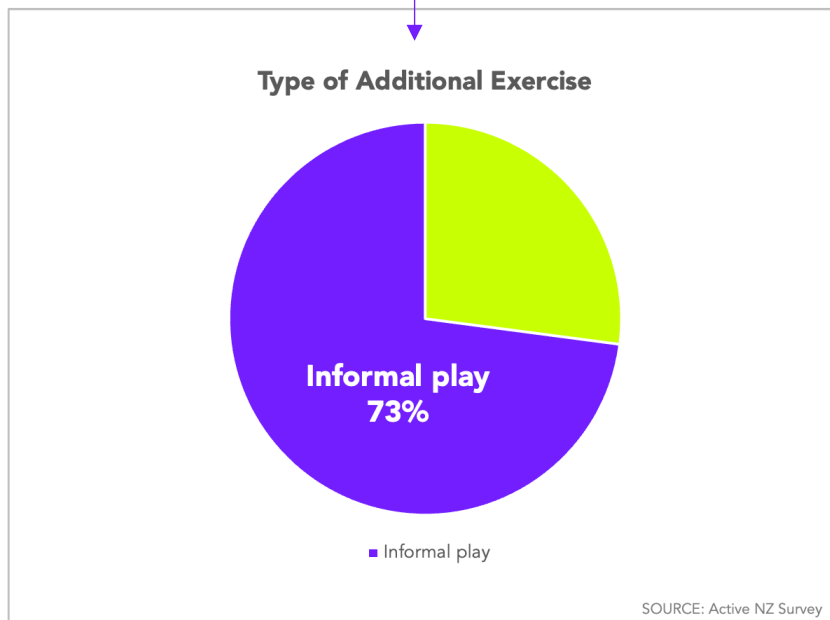
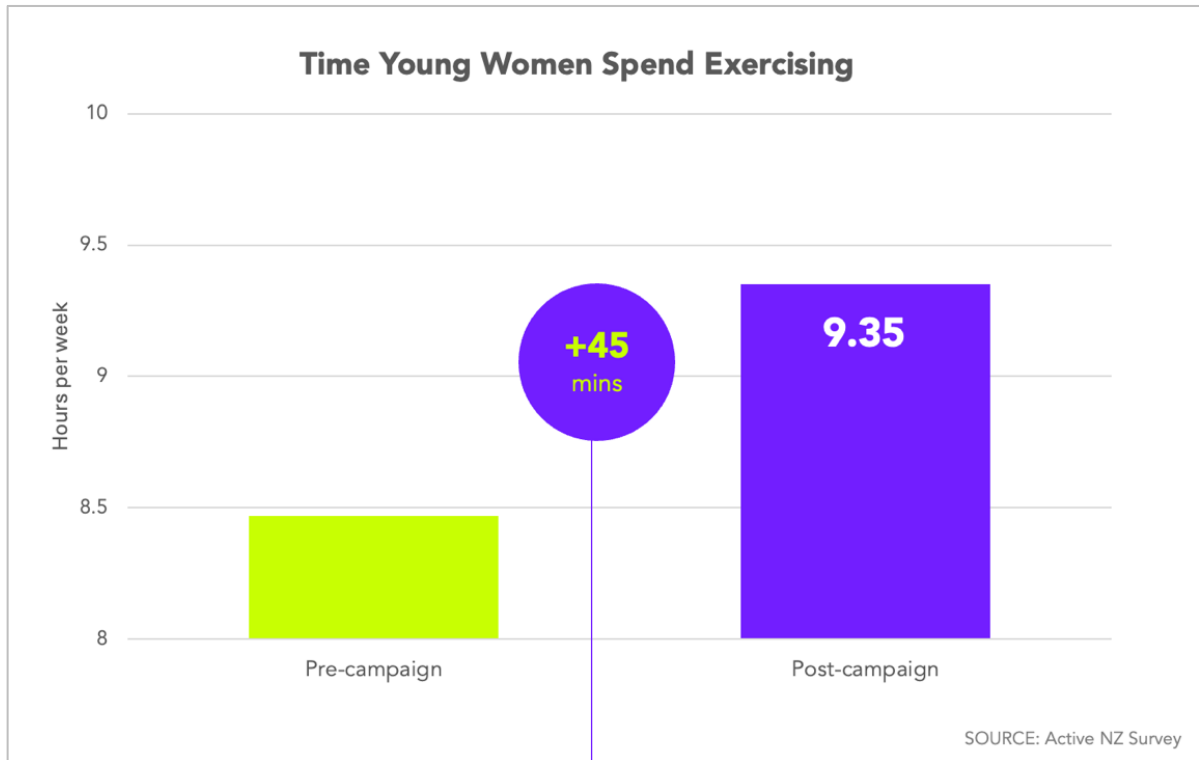
Young women doing less than 30 minutes of activity a week dropped by 16%<sup>17</sup> - this was a significant win, as it reduced the group of girls most at risk of long-term health issues from inactivity.

At the same time, the number of young women meeting WHO's recommended 420 minutes of weekly activity rose by 9.2%<sup>174</sup>.



<sup>17</sup> Active NZ Survey Conducted by Verian N=30,000 Annually

Overall, the average time young women spent exercising rose from 8 hours 47 minutes weekly to 9 hours 35 minutes<sup>17</sup>.



This is an increase of 48 minutes per week – with 35 of those minutes attributed to ‘informal play’<sup>17</sup>, exactly the unstructured, joy-led movement our campaign set out to champion.

**ROI: WE DELIVERED SIGNIFICANT LONG-TERM VALUE FOR AOTEAROA.**

11,868 more girls were meeting weekly activity recommendations<sup>174</sup>.

A global average of 58% of active adolescents remain active into adulthood<sup>18</sup>.

If only a conservative 5% of our newly active girls (593 total) continue the habit long-term, based on projections of **\$12,500 in lifetime health savings** per newly active person<sup>19</sup> this equates to a total public health return of \$7.41 million.

On an \$873,000 investment, that's a return of:

\$8.49 for every \$1 spent (5% continuation)

Even by the most cautious measures, the campaign delivered substantial, lasting return for New Zealand's future wellbeing.

**04B****Convincing proof that the results were a direct result of your campaign [15%].**

Outline other external factors that could account for the results outlined in 04A and provide compelling evidence and rationale for why these did not contribute significantly to those results. There are almost always other factors that could have affected your results, such as product changes, pricing, distribution, stock levels, competitive activity, weather, etc. You need to convince the judges that these factors were not responsible for your results, or estimate their contribution and/or demonstrate how they needed the campaign to amplify their impacts.

**Tangible uptake in the kind of movement we championed.**

Increased activity was most pronounced in 'Informal play'.

**No comparable messaging or programme changes during the campaign**

'Unpros' was the only Sport NZ initiative directly targeting young women and promoting informal activity. Other Sport NZ-funded programmes focused on organised sport and remained unchanged. There were also no other large-scale campaigns delivering similar messaging to this audience during the campaign period.

**Language and messages repeated back by the audience.**

The phrase "going unpro" has made its way into the teenage girl vernacular. Comments featured campaign-specific phrases (e.g. "I went unpro at Waterworld this summer too😂").

<sup>18</sup> Asics Global State of Mind Study 2024

<sup>19</sup> Deloitte: Economic Health & Societal Well-being: Quantifying the Impact of the Global Health & Fitness Sector (New Zealand), 2022

### The increase in active female rangatahi can't be explained by shifting demography

The number of girls meeting activity guidelines rose by 9.2%, while the population of 10 – 19-year-olds grew by just 3.06%, with no meaningful gender shift.

### Macro conditions worked against us.

Young people's screen time was rising, making activity harder to sell. Ongoing cost-of-living pressures made sport inaccessible for many.

### Major women's sports events didn't contribute.

NZ hosted FIFA Women's World Cup in 2023, but gains were short-lived – female representation in sports media dropped overall that year, from 28% to 26%. By launch, we were back to status quo<sup>20</sup>.

Visibility from major events – including women's<sup>21</sup> - doesn't drive participation<sup>22</sup>.

#### Guidance Notes

Please refer to the guidance notes below, to ensure your entry conforms to eligibility criteria.

**Eligibility:** Data presented must be isolated to Aotearoa, and work must have run between 1 June 2023 and 30 June 2025. Results may be included up to 22 July 2025. Results data that fails to isolate or identify data specific to the eligibility period and/or Aotearoa New Zealand risks low marks and/or being ineligible.

**Data Sources:** All data referenced in the entry requires sources (recommended as footnotes on the page referenced or at the end of the entry).

**Charts and Graphs:** Entrants are encouraged to display data via charts & graphs within the limits allocated in each question. Sources required for all data including charts and graphs.

**Agency names:** No agencies, of any kind, are to be included in the entry.

<sup>20</sup> Isentia, 'Sports Media and Gender, 2023

<sup>21</sup> International Journal of Sport Policy, 'The World Cup Trilogy: An Analysis of Aotearoa New Zealand's Leverage Strategies for the Women's Cricket, Rugby and Football World Cups', 2022

<sup>22</sup> The Lancet, 'An evidence-based assessment of the impact of the Olympic Games on population levels of physical activity', 2021