



ENTRY FORM

THE EFFIE AWARDS AOTEAROA IN ASSOCIATION WITH TVNZ – ENTRY FORM

ENTRY ID	701-B10
ENTRY TITLE	Unpro: Getting girls moving by showing you don't need to be pro to play
CLIENT	Sport NZ / It's My Move
PRODUCT	Government & Non-Profit
FIRST MEDIA APPEARANCE DATE	28th April 2024
CAMPAIGN START DATE	28th April 2024
CAMPAIGN FINISH DATE	Ongoing
CATEGORY	B10. – Diversity, Equity & Inclusion – Community Engagement
CATEGORY DESCRIPTION	<p>This category applies to any campaigns, brand or non-profit, whose success was dependent on effectively and authentically connecting with specific cultural, ethnic, or under-served groups or communities (example: Māori, LGBTQIA+, disabled people, Pacific Peoples, etc.). If the entry had multiple audiences, it is necessary to demonstrate results for the specific audience detailed in the entry.</p> <p>Judges will be interested in not only the direct results of the work, but also the broader impacts of the work including the process of developing the work (e.g. journey you took to ensure authentic and meaningful connection with the community), and the indirect impact of the work (e.g. how the work either challenged or reinforced existing narratives about the community to a broader audience). Judges may not be familiar with your particular audience, so this is your opportunity to showcase the details that they may miss.</p> <p>Entries that aim to address issues faced by a marginalized group by speaking to a broader audience should enter category B11 Positive Change.</p>

WORD COUNT: 3000 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:	We co-created 'The Unpros' with rangatahi and empowered teen creators to lead a peer-driven movement on TikTok and Instagram.
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)

Too many young women were walking away from physical activity—not because they didn't care, but because it no longer felt like a space they belonged.

So rather than push harder with polished campaigns, Sport NZ handed the mic to the people girls trust most: each other.

'The Unpros' tackled systemic exclusion through authentic community co-creation. This case demonstrates the power of culturally fluent, peer-led storytelling to shift attitudes and actions in hard-to-reach groups.

<p>01.</p>	<p>Challenge, Context & Objectives [20%]. 156</p> <p>This section covers your strategic context for your marketing activity, alongside your key challenge and objectives.</p> <p>Please provide the necessary context on your entity/organisation, competitors, and brand or kaupapa so the judges, including those unfamiliar with your brand/<i>kaupapa</i>, 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 <i>brand, or entity/organisation</i> found itself in.</p>
<p>01A</p>	<p>Before your effort began, what was the state of the entity’s/organisation’s/brand’s position and the overall category in which it operates? What was the strategic challenge that stemmed from this situation? What was the audience you decided to connect with? Why was engagement with this specific audience important? Were there any specific barriers or societal constructs that lessened the relevance of previous efforts to communicate? 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 exercise per week than girls. This gap widened: at age 16, there was a 17% difference in exercise hours. By 17, it was 28%¹.

To respond, Sport NZ established *It's My Move*, a long-term initiative aimed at closing 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. They weren't just missing teenage sports, they were set up for a lifetime of disadvantage.

Physical inactivity creates compounding health consequences:

Physical health: Increased risks of obesity, cardiovascular disease, Type 2 diabetes, and poor bone density².

Mental health: Higher rates of anxiety and depression³.

Emotional wellbeing: Regular movement builds self-esteem⁴ and resilience⁵

¹ Sport NZ Young Women Profile 2021

² WHO, Physical Activity, 2024

³ Hopkins Medicine, Risks of Physical Inactivity

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

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

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 activity¹.

But only 34% of 15-17-year-old girls met WHO activity guidelines¹, a decline of nearly 10% since 2019.



And a fifth of girls did under 30 minutes of weekly activity.⁶

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.

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 15-17⁶.

Exercise stops happening naturally and starts requiring time they don't feel like they have. Between school, jobs, relationships and domestic responsibilities – pressures often disproportionately felt by young women⁷ - 59% of girls report being too busy for PA (compared to 46% of boys)².

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%¹.

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 aren't minor inconveniences. They compound to create a hidden barrier keeping young women stuck on the sidelines.

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

And with lifelong health at stake, we couldn't afford to 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: intended impact/KPI, benchmarks, previous outcomes and the rationale for why it was selected.

Please outline one social impact change/behaviour change objective and a maximum of 3 marketing and 3 advertising/comms objectives.

Objectives specific to successfully following processes that have a positive impact on priority communities can also be included. Please outline why these processes were important, how they should be assessed, and why this assessment is appropriate for judges who may not be familiar.

⁶ Active NZ, Participation Landscape 2023

⁷ Pew Research Center, The Gender Gap in Teen Experiences, 2025

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.

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>Insights & Strategy [25]</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>What was the insight or insights identified as key to unlocking the solution? What was your process for developing authentic communications that resonated with your audience? Was the work developed in partnership with people from the community? What impact did the process have on the people involved along the way (e.g. how did your process reflect/incorporate the diversity outcomes the campaign itself aimed to achieve)? How did the way that you worked impact the outcome?</p>

Girls navigate a world saturated with expectations and external directives—a reality that often alienates them from PA.

To counter that, we put authentic youth leadership at the heart of every decision.

A diverse collective of rangatahi - including disabled young women and those facing financial barriers - co-created the campaign from start to finish.

We built a continuous feedback loop that challenged our assumptions, reshaped ideas, and kept the work grounded in lived experience.

Here's what they taught us:

WHEN MOVEMENT DOESN'T LOOK LIKE YOU, IT DOESN'T FEEL FOR YOU

In this day and age, girls have plenty of sports role models... right?

Yes, girls can look up to sportswomen at the top of their game. But that's exactly the problem - they're at the top of their game.

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 sure, PA might feel like it's for you.

Research shows that visibility alone doesn't shift behaviour⁸ - even major women's sporting events don't boost participation⁹. Broad strokes representation wasn't enough to move the needle.

⁸ The Lancet, 'An evidence-based assessment of the impact of the Olympic Games on population levels of physical activity', 2021

⁹ 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

Because girls still weren't seeing movement that truly looked like them.

"[people at the gym] they're not relatable people."

"it would be a bit stressful, and it would put a lot of pressure on to keep those high [fitness] standards..."

GAME FACE ON: WHEN LIFE BECOMES ONE LONG PERFORMANCE

Social media is a seamless part of teenage girls' world¹⁰. It's how they curate identity, claim belonging, and decide who's worth listening to.

Teenage girls have grown up learning to optimise themselves for online approval¹¹. On social media, 73% feel pressure to look perfect¹², and 89% filter or edit their photos¹³.

How they appear when moving is top of mind.

"You look around and everyone just looks great and you feel like 'little old me — I shouldn't be here.'"

"[a fit person is] Tall. Strong. Skinny"

This makes them deeply reluctant to be seen trying, let alone failing – especially when it comes to something as vulnerable as messy, sweaty exercise.

FEAR OF JUDGEMENT WAS KEEPING GIRLS BENCHED

The statistics tell a stark story:

- 68% of female rangatahi avoid physical activity when they don't feel confident about their bodies¹
- 45% cite fear of being judged as their primary barrier^{Error! Bookmark not defined.}
- 38% say it's fear of not being good enough¹⁴

"I feel like a lot of girls might be quite insecure, about how they perform and look."

"I don't really enjoy [exercising publicly], because of all the other people around that are at different [more advanced] stages."

When everything around you whispers "only the good belong," trying feels too risky.

¹⁰ McKinsey and Company, 'True Gen: Generation Z and its implications for companies', 2018

¹¹ Vogue, 'Why does Gen Z curate their Instagram Explore Page as if someone is watching?', 2024

¹² Dove Global Beauty and Confidence Report 2022

¹³ Adobe State of Creativity Report 2023

¹⁴ Sport NZ Active NZ Survey 2022

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 celebrities¹⁵.

They want to see realistic, relatable and accessible depictions of movement.

"When my friends encouraged me or do it with me, I'm likely to be more active."

"Some people might not join sports is because they don't have the money. So I think it's a really good idea to actually encourage people to just even just go for a walk and run or like dance."

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.	<p>What was the Core Idea or strategic build that enabled you to reach your solution?</p> <p>(Be succinct. A maximum of 50 words.)</p>
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Show girls they don't need to be pro to play.

¹⁵ Asics Global Consumer Study 2023

03.	Bringing the Strategy & Idea to Life [20%].
03A.	Describe the creative solution and how it built authentic connection with your audience. Outline what, if any, collaboration took place to ensure authenticity, at each stage of development (e.g. research, strategy, idea creation, execution). If the work relates to te ao Māori, what process was taken to ensure protection of Māori interests, taonga or mātauranga? Please consider the same principles if your solution draws upon the ideas, interests or treasures of any other culture.
<p>Our rangatahi group helped us land on a creative approach:</p> <p>In traditional sport, the ultimate aspiration is "going pro". It's a title that signals mastery, legitimacy, and frankly, everything that feels unreachable to most young women.</p> <p>So we created a new title to chase – "Unpro".</p> <p style="text-align: center;">INTRODUCING THE UNPROS: A LEAGUE OF THEIR OWN</p> <p>The Unpros was our counter-movement to professional sport - celebrating everyday heroes who move on their own terms, not for medals but for joy.</p> <p>We asked one simple question: "Are you ready to go Unpro?"</p> <p>This invitation celebrated the beautiful mess of movement - the sweaty, perfectly imperfect reality of PA when nobody's keeping score.</p> <p>With the core idea locked, we refined the execution — recruiting friend duos to help shape it.</p> <p>Working with disability consultants, we inbuilt inclusivity from the ground up. Research revealed key creative shifts:</p> <ul style="list-style-type: none"> • Challenge over perfection — They preferred pushing each other, not polished performance • Show the struggle — Real effort felt more relatable than picture-perfect content • Many ways in — They wanted options, not a single path to being active • Right voice, right platform — On TikTok, Sport NZ needed to support, not lead 	

These insights brought 'Unpros' to life:

LED BY HIGHLY UNPROFESSIONAL 'ATHLETES'

Rather than preaching from a corporate playbook, we let the community lead the charge.

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.

These creators shared their own movement anxieties and fears, creating genuine connection through vulnerability. They championed mantras that became rallying cries:

- "Suck at it and do it anyway"
- "Dance like nobody's watching (cause you closed the curtains)"
- "Laugh in the face of fails"

Their content naturally spoke the community language of cultural references and inside jokes, feeling authentic without trying too hard.

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 chaotic fun by ditching the paddles for hand-paddling 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 inevitable wipeouts that followed.

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

This wasn't about transformation stories or before-and-after shots. It was about the small, joyful wins that happen when you remove pressure and add play.

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 actually move the needle.

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 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 instead of treating content creators as amplification, we made them the heart of our communications. The entire campaign was delivered through them, on our audience's trusted 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

We tapped into our audience's diverse passions, including reading, gaming, comedy and fashion.

GWI and social listening helped us identify top interest areas, informing our selection of 14 small-scale community content creators - the same age as our audience, and trusted in their digital communities.

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

This interest-led approach meant we could 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/evaluation)

04.

WHAT WERE THE RESULTS? [20% for 4A and 15% for 4B].

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.

In this section, the judges will be looking to see a clear cause and effect between the communication activity and business performance or social change over time. Show the compelling evidence that will convince even the most cynical judge.

Please Note: All results must be sourced to be judged; any unsourced results will not be considered by judges.

04A

Overall achievement against objectives [20%].

Clear proof that the objectives established in section one have been achieved. Judges will be seeking clear evidence of results. Successful entries ensure that results can easily be aligned against objectives established in section one.

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.

DID WE CLEAR A PATH FROM THE SIDELINES TO THE FIELD, TO 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

Exceeded: We reached the right audience in the right places, at exceptional scale.

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 across platforms

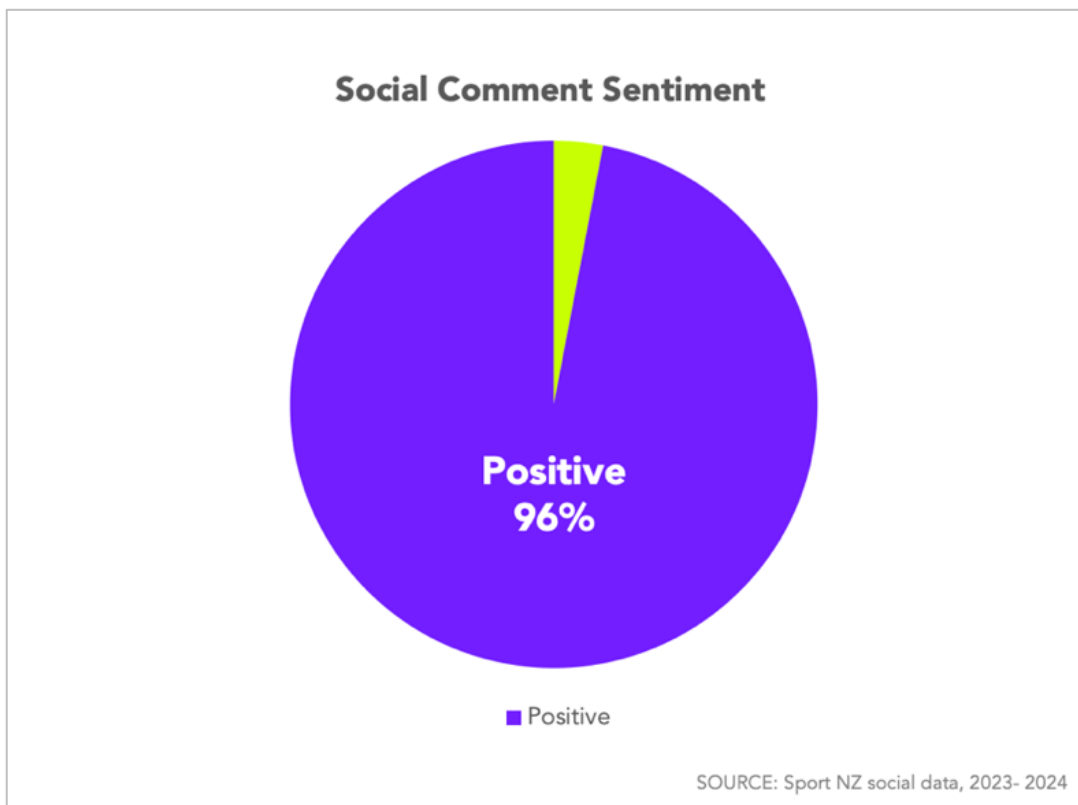
Exceeded: We created a space where girls felt seen, supported and keen to engage

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

‘Unpros’ generated 600,000 organic post engagements, including 548,000+ likes and 13,400+ shares¹⁶, demonstrating that young women were embracing our content.

We received 4,200+ comments over the campaign period. 96% of the comments’ sentiment was positive - ‘love’ was the most-used word¹⁶.

This was social permission in action.



¹⁶ 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

Exceeded: Despite structural barriers and years of internalised pressure, we got female rangatahi moving.

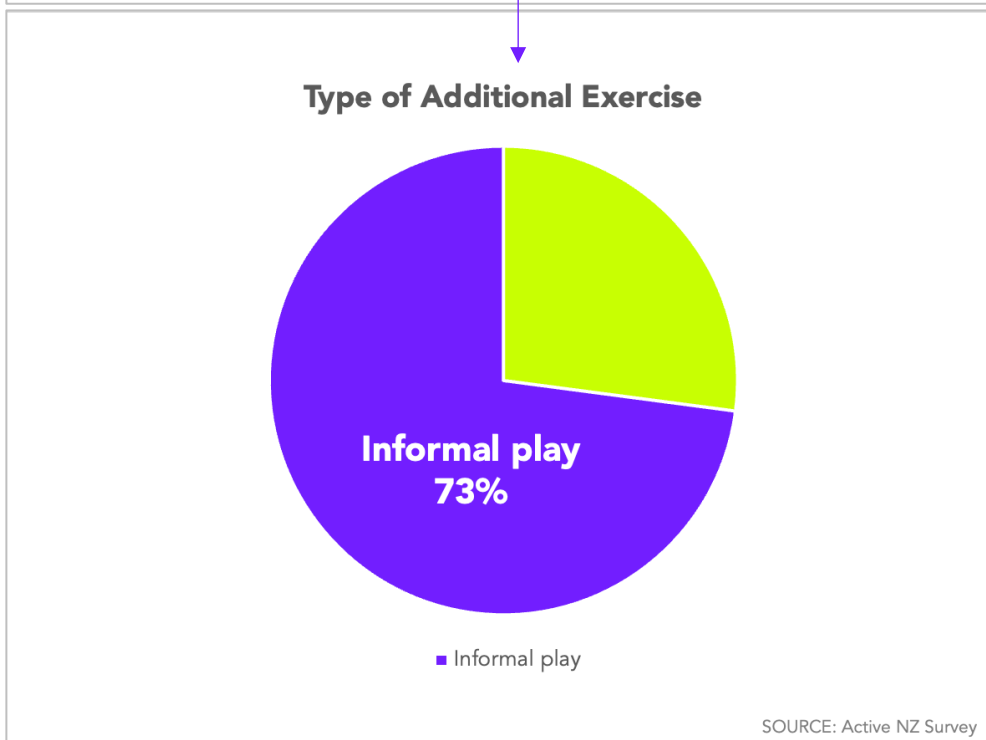
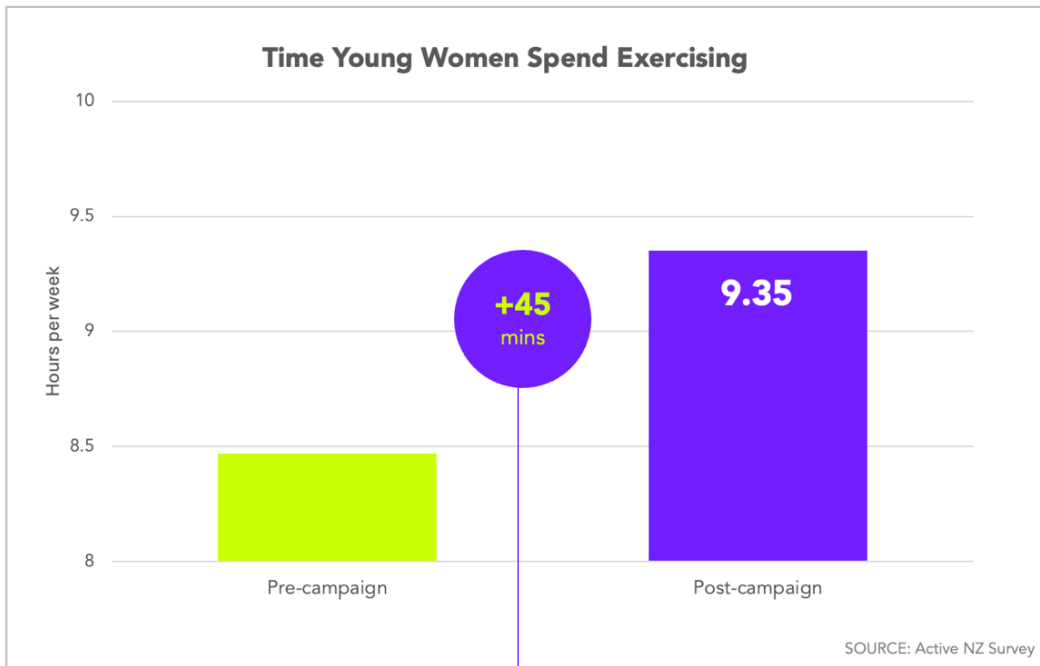
The number of young women doing less than 30 minutes of activity a week dropped by 16%¹⁷ - this was a significant win, reducing the group of girls most at risk of long-term inactivity-related health issues.

And those meeting WHO’s recommended 420 minutes of weekly activity rose by 9.2%¹⁷⁴.



¹⁷ Active NZ Survey Conducted by Verian N=30,000 Annually

Overall, girls’ average weekly exercise rose from 8 hours 47 minutes weekly to 9 hours 35 minutes¹⁷.



This is an increase of 48 minutes per week – with 35 of those minutes attributed to ‘informal play’¹⁷, exactly the unstructured, joy-led movement we championed.

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

11,868 more girls were meeting weekly activity recommendations¹⁷⁴.

While global data shows 58% of active adolescents remain active into adulthood¹⁸, we used conservative estimates to calculate potential long-term value based on projections of \$12,500 in lifetime health savings per newly active person¹⁹:

If just 5% of these girls continue being active for life, that's 593 girls, generating \$7.41 million in future health savings.

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, so pre-empt the judge's cynicism and identify those issues that might have directly influenced your results and tell us why they weren't material.

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 😂").

¹⁸ Asics Global State of Mind Study 2024

¹⁹ 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 quo²⁰.

Visibility from major events – including women's²¹ - doesn't drive participation²².

	<p>Guidance Notes.</p> <p>Please refer to the guidance notes below, to ensure your entry conforms to eligibility criteria.</p>
	<p>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.</p> <p>Data Sources: All data referenced in the entry requires sources (recommended as footnotes on the page referenced or at the end of the entry).</p> <p>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.</p> <p>Agency names: No agencies, of any kind, are to be included in the entry.</p>

²⁰ Isentia, 'Sports Media and Gender, 2023

²¹ 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

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