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Who We Are

Womensport and Recreation NSW is the Peak Body for women's sport in NSW. We are a not for profit organisation comprising a volunteer Board and one part time employee. We are funded through the NSW Office of Communities Division of Sport and Recreation, sponsorships and membership fees.

Our Patron is the Hon Pru Goward, NSW Minister for Women and Minister for Family and Community Services.

Our mission is:

Promoting *ACCESS, PARTICIPATION* and *EQUITY* for Women and Girls through Sport and Recreation.

What we do

Our key objectives are:

To help girls be motivated to start or continue with sport... by providing metropolitan and regional 'Get Active' forums each year for hundreds of schoolgirls to meet female sporting champions and learn first-hand from them as role models.

To encourage women and girls from culturally and linguistically diverse communities... to continue with sport or become active participants. We encourage joining the general community in physical movement and expression.

To include Indigenous women and girls in all aspects of physical activity and recreation. Our goal is to support the development of sustainable lifestyles.

To help athletes and sporting organisations maximise the use of media to drive interest in their teams or their particular sport....by providing 'hands-on' workshops.

To work with state sporting organisations to help more women step up to senior executive roles and to increase the number of women on our State's sporting boards....by providing entry into the well-established Talent Development programs, run in partnership with Chief Executive Women.



So what's the problem?

Women's sports get less than 10% of the media coverage that male sports get, and less than 2% in TV and radio. This means women also get very little by way of sponsorship and funding – women competing even at National and Olympian levels frequently have to fund their own travel, accommodation, medical/physio expenses, and in many cases their own outfits – even when representing Australia!

This imbalance flows down to grassroots participation – girls once they reach their teens often find it hard to get club support and drop out of sport at an alarming rate – 65% of them play organised sport aged 10, by age 35 its less than 13%....and the big drop out happens age 14-16.

Why does it matter?

Women's health – heart disease, not breast cancer is the biggest cause of premature death for women and kills more women than men in Australia. Regular physical activity is the key prevention factor.

Participation in sport has a major influence on developing confidence. We assist women to develop the skills to address gender imbalance in decision making which continues to be a major issue with significant productivity and profit implications.

Women influence what their families do and how they spend their money. Child obesity and lack of physical activity is now one of our major problems as a nation.

What does this have to do with local government?

Councils own the majority of sport and recreation facilities and influence or determine who uses them. Councils control how they are managed. Councils also make land use planning decisions about passive and active open space.

Councils also work with the local community to develop Community Strategic Plans and how resources will be raised and spent over at least the next 10 years.

Councils have a BIG part to play in helping us to achieve our mission!!!

Blacktown City Council's Community Strategic Plan includes the strategic direction to be a sporting city and 'where we will be by 2025' includes:

- Our families participate in some form of sporting code or activity, creating a healthy and fit community.

Focus Areas include:

- Maximise community interest in sport and increase participation by actively promoting Council's facilities and the benefits of sport to the wider community
- Promote community development through sport.

We want to work in partnership with councils to:

- **Help drive participation of women and girls at a grassroots level**

HOW?

- Be aware of /help combat obstacles – e.g. Personal Safety
 - Do your sporting grounds have adequate lighting around change rooms/parking areas?



- Do change rooms have door locks?
- Is there access to women only washing /change areas?

- Challenge the sporting clubs who use your facilities as to how well they promote grassroots participation for women/girls (e.g. ask/be aware of what this looks like at all levels (age) and “rump” fixture issues, and don’t accept excusesif women/girls aren’t playing, why and what are they doing about it?
- **Land Use Planning** – ensure your LEPs include land for sports fields for team sports which have many more benefits than activities undertaken along through ‘passive recreation’.

We want to work with councils in community building partnerships.