

Ministry for Women Advice Cover Sheet

Wednesday, 1 November 2017

Remuneration and participation of women in sport

Purpose

Briefing No:	MW 17-18 0076
Doc Ref No:	D-215538
Min Office No:	
Priority:	Medium

This briefing provides advice on remuneration for New Zealand's national women's rugby team, the Black Ferns and background information on wider issues of participation and recognition for women and girls in sport.

Action sought

From	Action sought	Suggested Deadline
Minister for Women Hon Julie Anne Genter	Forward this briefing to the Minister for Sport and Recreation, Hon Grant Robertson Note the Ministry's current support of initiatives to increase women's participation and recognition in sport.	At your convenience

Resources used to prepare this advice

Work Programme	Output Plan or Ministerial Priority <input type="checkbox"/>	Responding to ad hoc requests <input checked="" type="checkbox"/>	Other agency work (budget/governance) <input type="checkbox"/>
Name of Project			
Other resources used to provide this advice			

Contact for telephone discussion

Name	Position	Section 9 (2) (a)	Telephone	1 st Contact
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Remuneration and participation of women in sport

Purpose

1. The Minister for Sport and Recreation, Hon. Grant Robertson, has stated that he supports higher remuneration for the Black Ferns and that he plans to discuss the issue with New Zealand Rugby (NZ Rugby).
2. This briefing provides advice on:
 - remuneration for New Zealand's national women's rugby team, the Black Ferns
 - background on wider issues of participation and recognition for women and girls in sport and recreation.
3. You may want to forward this paper to the Minister for Sport and Recreation for his information.

Remuneration for women in rugby

4. When the Black Ferns won the World Cup in August this year, Steve Tew, NZ Rugby Chief Executive, said that he would like to pay women players more but the development of a sustainable, manageable and equitable professional payment model for women players was a challenge.
5. NZ Rugby has stated its commitment to promoting and growing women's rugby.
6. NZ Rugby is currently developing a new 2030 Strategy to align the development of rugby in New Zealand with wider New Zealand and global trends. The Ministry for Women (the Ministry) attended a recent planning meeting about this Strategy and raised the issue of pay equity for men's and women's teams. While there was some support for pay equity, participants noted that women's rugby does not bring in the money, audiences and publicity that men's rugby does.
7. We have not found information about how NZ Rugby makes decisions on player's pay and the role that revenue, audiences and publicity play in making its decisions. Approximately 90 percent of NZ Rugby's 2016 income of \$162 million was generated by broadcasting rights, sponsorship and licensing arrangements and match-day takings. This suggests that audience numbers and media coverage are likely to be strong drivers of investment decisions by NZ Rugby.

Visibility of women and girls in male dominated fields changes attitudes

8. Our experience working to grow women's participation in male dominated industries suggests that raising the visibility and profile of women is central to changing attitudes.
9. NZ Rugby could work to build audiences and media coverage for women's rugby, as part of its efforts to increase the participation and inclusion of women and girls. Growth of the audience for the women's game is likely to help drive increased financial recognition of players.
10. The following types of action may be useful:
 - building the visibility and profile of existing female players, at all levels
 - identifying influential men and women to champion women's rugby and commit to raising the profile of the women's game and building audiences
 - collaborating with other sporting organisations, like Sport NZ, that aim to increase the participation of women and girls
 - advocating for greater media coverage of women in rugby and other sporting codes. Media coverage for women's sport overall is currently poor.
11. Such an approach would be consistent with NZ Rugby's Respect and Responsibility Goal 4 of Gender Equality¹ and its agreement with New Zealand Football, New Zealand Cricket, New Zealand Rugby League, Netball New Zealand and Hockey New Zealand to increase diversity and inclusion across these sports.
12. The Minister for Sport and Recreation could also ask about NZ Rugby's plans to develop a pathway to professionalism in women's rugby and whether it plans to increase remuneration to the Black Ferns in the short term.

Wider issues of participation and recognition of women in sport

13. The potential mental and physical health benefits of participation in sport are well documented. Sport can also help develop confidence, team work and leadership skills. Research shows a direct correlation between girls' participation in sport and greater achievement in higher education and employment.
14. Sport and sporting organisations can also contribute to changing gender stereotypes and combating gender-based discrimination and violence. The popularity of rugby in New Zealand makes it particularly important that rugby takes a leadership role here. Rugby NZ's new Respect and Responsibility goals are consistent with this role.

¹ This Goal states that NZ Rugby commits to gender equity, working to empower girls and women to be engaged and included at all levels and leveraging the current and potential commercial power of girls' and women's rugby.

15. The Ministry supports the development of an inclusive and safe sporting culture in New Zealand that promotes the participation, success and leadership of women and girls, people from all ethnic groups and the LGBTIQ+ community.

New Zealand has high rates of participation in sport and physical recreation

16. Approximately 75 percent of women and men participate in community level sport and recreation each week.
17. Women are doing well in sports at the international level. For instance, in the Rio Olympic Games New Zealand had eleven women medallists compared with seven male medallists. The Black Ferns are the dominant team in women's rugby worldwide, with Women's Rugby World Cup titles in 1998, 2002, 2006, 2010 and 2017. The Silver Ferns are currently ranked second in the International Netball Federation World Rankings.
18. However, challenges remain in the visibility, influence and recognition of women in sports and sports administration. A number of sports organisations, including Women in Sport Aotearoa (WISPA) and Sport NZ are working to address these challenges.

Women are under-represented in senior sports roles

19. Progress in women's participation and achievement on the sports field is not reflected in women's representation in coaching, senior sports management and board roles.
20. Across 72 National Sport Organisations, women make up 35 percent of board directors. This is a significant improvement on 27 percent in 2012. Farah Palmer joined the NZ Rugby Board as its Māori Representative in December 2016. She is the first and only woman NZ Rugby Board member.
21. In the volunteer sector, men are more likely to be coaches and women parent helpers, providing transport and organising refreshments for games.

Women players are paid less than men

22. Financial remuneration of women's talent and ability in sport is often significantly less than men's. Remuneration of the Black Ferns is the most recent national example to receive media coverage.
23. There have been international efforts to address this inequality. For example, in 2007, Wimbledon became the last of the four major tennis tournaments to award equal prize money, with the US Open rolling out pay parity in 1973, the Australian Open in 2001 and the French Open in 2006.

Media coverage of women's sports is poor

24. Research shows that women's sport coverage in the New Zealand media has remained at approximately 10 percent for the past 30 years. The absence of women from sports media, both in front of and behind the camera, reflects and reinforces the low cultural value placed on women's sporting achievements.

25. While media coverage may increase when women succeed internationally, this does not filter down to the provincial level, where women's teams have little visibility.

The Ministry is supporting initiatives to increase women's participation and recognition in sport

26. The Ministry is working with government agencies and sector leaders to support efforts to improve the participation of women and girls in sport. Recent initiatives include:
- supporting Sport NZ in the development of a leadership strategy for women
 - exploring potential support for New Zealand's bid to host the 8th International Working Group on Women in Sport World Conference and Secretariat
 - participating in a New Zealand Rugby 2030 Strategy Session with leaders from the public and private sector on future trends, opportunities and challenges
 - fostering relationships with high profile advocates for women in sport.

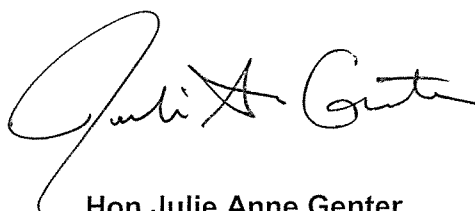
Recommendations

The Ministry recommends that you:

1. **note** the recent media attention given to remuneration for players in the Black Ferns
Noted
2. **forward** a copy of this briefing to the Minister of Sport and Recreation, Hon Grant Robertson
Agree / disagree
3. **note** the Ministry's current support of initiatives to increase women's participation and recognition in sport
Noted
4. **note** that we will report back to you on progress in this area in our Weekly Reports.
Noted



Renee Graham
Chief Executive



Hon Julie Anne Genter
Minister for Women

Date: 16 Nov 2017

