

## International Working Group (IWG) on Women and Sport Strategic Plan 2018-2022

<b>VISION:</b>	<b>A sustainable sporting culture based on gender equality that enables and values the full involvement of girls and women in every aspect of sport and physical activity.</b>			
<b>MISSION:</b>	<b>Empowering women and girls – Advancing Sport</b> The mission is accomplished through the action and influence of the IWG as a catalyst, engaging governmental and non-governmental organizations and individuals for the advancement and empowerment of women and sport globally.			
<b>VALUES:</b>	<b>Collaboration</b> We place importance on international collaboration, enabling us to achieve our vision through consultation with stakeholders and incorporate their feedback into our decision-making.	<b>Inclusiveness</b> We value diversity through the provision of equal opportunity, voice, and choice for all people regardless of nationality, ethnicity, religion, gender, disability, age or sexual orientation.	<b>Transparency</b> We are transparent and accountable in all our operations and decision-making processes including management and governance.	<b>Outcomes focus</b> Recognizing the importance of appropriate processes, we aim to achieve measurable outcomes in keeping with our mission and vision.
<b>PURPOSE:</b>	<b>Use the power of sport and physical activity to drive positive social change for women and girls and improve their health and wellbeing.</b>			
<b>GOALS:</b>	<b>Leadership &amp; Advocacy</b>	<b>Capability &amp; Knowledge</b>	<b>Value &amp; Visibility</b>	<b>Connections &amp; Engagement</b>
	Influence gender equity agenda	Facilitate positive behavioral change	Leading advocate for women and girls	Support an empowered global network
<b>STRATEGIC INTENT:</b>	<ul style="list-style-type: none"> <li>• Promote, support and monitor the IWG Brighton + Helsinki Declaration and all other existing IWG legacies;</li> <li>• Proactively add value to the work of the Brighton plus Helsinki signatories</li> <li>• Strengthen IWG strategic partnerships with UN and key agencies (i.e. WHO); governments; NGOs; special interest</li> <li>• Embrace and empower new generation of leaders in gender equity across sport</li> <li>• Drive inclusion on key agendas and influence sport gender policies globally</li> </ul>	<ul style="list-style-type: none"> <li>• Develop a world leading information hub, reference point and repository</li> <li>• Share global best practice, data, innovations and research (incl quadrennial IWG Progress Report)</li> <li>• Support development of current and future female leaders in global sport</li> <li>• Support advancement of indigenous and lower engagement groups</li> <li>• Advocate development of gender equity in the coaching community</li> </ul>	<ul style="list-style-type: none"> <li>• Lead positive conversations around gender equity in sport and physical activity</li> <li>• Advocate increased attention, coverage and investment into women/girls sport</li> <li>• Showcase and celebrate success of women/girls in sport and physical activity</li> <li>• Encourage positive gender portrayal in media, social and communications</li> <li>• Amplify the messaging through all available communication platforms</li> <li>• Support and empower ambassadors</li> </ul>	<ul style="list-style-type: none"> <li>• Grow and engage the IWG network</li> <li>• Partner with leading sports agencies to maximize reach/impact (ie. IOC, IPC)</li> <li>• Connect and engage with key media influencers, especially broadcasters</li> <li>• Stand up globally for safe sport and champion sport integrity and welfare</li> <li>• Champion the involvement of diverse groups in sport and physical activity</li> <li>• Promote the lifestyle and wellbeing benefits of sport and physical activity</li> </ul>
	• Manage IWG World Conference promotional campaign	• Deliver the 8 <sup>th</sup> IWG World Conference event		• Lead bid process for the 9 <sup>th</sup> IWG World Conference
<b>IMPACT &amp; LEGACIES:</b>	<b>IWG</b>		<b>New Zealand &amp; Oceania</b>	
	Position IWG as a connected, innovative and relevant catalyst for global change		Play key role in sustainable change for women and girls in sport and physical activity	
	<ul style="list-style-type: none"> <li>• Enhanced global reputation and profile</li> <li>• Established, high profile, respected brand</li> <li>• Mutually beneficial key partnerships</li> <li>• An inspired and empowered network</li> </ul>	<ul style="list-style-type: none"> <li>• Good governance and leadership</li> <li>• Strong, sustainable business practices</li> <li>• Best use of innovative technologies</li> <li>• Regular measurement and evaluation</li> </ul>	<ul style="list-style-type: none"> <li>• Enhanced global reputation for New Zealand as a diverse and inclusive nation</li> <li>• A coordinated and integrated cross-sector Women in Sport framework in NZ-Oceania</li> </ul>	<ul style="list-style-type: none"> <li>• An established, sustainable and globally respected organization and network promoting gender equity in NZ-Oceania</li> <li>• Respected flagship safe sport program</li> </ul>