

Brief

Women in Sport Aotearoa, Ngā Wāhine Hākinakina o Aotearoa, (WISPA) exists to transform New Zealand society through leadership, research and advocacy, ensuring that all women and girls gain equity of opportunity to participate, compete and build careers in sport and active recreation. It delivers initiatives and programmes domestically and is also the appointed global delivery agent for the International Working Group (IWG) on Women and Sport Secretariat & Conference 2018-2022.

The IWG is the world's largest network dedicated empowering women and girls and advancing sport. Established in May 1994, it developed and is guardian of the Brighton Declaration on Women and Sport. Updated in 2014, the Brighton plus Helsinki Declaration now has 550+ signatories – global organisations demonstrating their commitment to actively supporting women and girls in sport and physical activity. The IWG works year-round to bring attention to issues, partnering with agencies including the UN and UNESCO. Every 4 years it stages the world's largest conference on gender equity in sport, attracting 1,500+ experts. The next conference takes place in Auckland, May 2022.

Opportunity

UN International Women's Day is celebrated on 8 March every year and in 2019, this date marks two years since WISPA was officially launched. WISPA took over as IWG global delivery agent in October 2018 and since then, has been focussed on strategic planning and internal development work, with little public activity. This work has been approved by the Global Executive, meaning it can be launched.

Vision

Carve out space for IWG/WISPA on a busy media and social media day for organisations that support women's empowerment and gender equity. Position IWG/WISPA as leading women's voice for sport.

Campaign Objectives

Build awareness and increase understanding of IWG and WISPA globally and in New Zealand, by:

- Promoting a 'save the date' and announcing venue for 8th IWG World Conference, Auckland 2022
- Officially launching the new IWG Brand Identity and assets (logo suite, colours, digital platforms)
- Promoting the new IWG Patron, Helen Clark (confidential: not yet announced)
- Announcing the new IWG Global Executive Team (as required by IWG MOU)

Operational Objectives

- Deliver WISPA's first global and local communications campaign as the New Zealand Secretariat
- Connect WISPA directly for the first time with over 5,000+ members of the IWG global database
- Trigger interest in potential commercial partnerships amongst IWG/WISPA corporate network

Tools

Websites

- New IWG website, www.iwgwomenandsport.org, launching 1 March
- New WISPA website already live, www.womeninsport.org.nz

Social Media

- IWG social media channels updated by 1 March – Facebook, Twitter, Instagram and LinkedIn
- WISPA social media channels already updated – Facebook, Twitter, Instagram and LinkedIn

e-Newsletter

- IWG e-Newsletter in development, targeting 5,000+ database, to be launched 8 March

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Network

- Partner platforms (ie. Sport NZ, ATEED, etc)
- IWG Executive Member platforms (ie. personal networks)
- International and national media networks

Collateral

- IWG e-Newsletter
- IWG World Conference Media Release
- IWG World Conference Social media headers (Facebook, Twitter, Instagram and LinkedIn)
- IWG World Conference Website banner (for IWG and WISPA websites)
- IWG PowerPoint template
- IWG World Conference Brochures

Proposed Approach

Date/Time	Activity	Comment
Fri 1 Mar NZT	<ul style="list-style-type: none"> • New IWG Website goes live • Updated IWG social media goes live 	Featuring new IWG Brand ID
Fri 1 Mar NZT	<ul style="list-style-type: none"> • Announce new IWG Executive Team on new IWG website and social media channels 	News on IWG website IWG social media posts (shared by WISPA/network)
Sat 2 Mar NZT	<ul style="list-style-type: none"> • 'Meet the Members' Social Media Campaign starts: <ul style="list-style-type: none"> ○ Morning: Raewyn (Co-Chair) ○ Afternoon: Ruth (Co-Chair) 	IWG social media posts (shared by WISPA/network)
Sun 3 Mar NZT	<ul style="list-style-type: none"> • Meet the Members: <ul style="list-style-type: none"> ○ Morning: Matilda (Africa) ○ Afternoon: Karen (Americas) 	As above
Mon 4 Mar NZT	<ul style="list-style-type: none"> • Meet the Members: <ul style="list-style-type: none"> ○ Morning: Etsuko (Asia) ○ Afternoon: Niina (Europe) 	As above
Mon 4 Mar NZT	<ul style="list-style-type: none"> • Send out Media Release announcing IWG World Conference Dates and featuring IWG Patron Helen Clark to media, under embargo, for use on Friday. 	
Tues 5 Mar NZT	<ul style="list-style-type: none"> • Meet the Members: <ul style="list-style-type: none"> ○ Morning: Rosa (IAPESGW) ○ Afternoon: Kari (WSI) <i>tbc – rep. may change</i> 	As above
Wed 6 Mar NZT	<ul style="list-style-type: none"> • Meet the Members: <ul style="list-style-type: none"> ○ Morning: Dienebou (CONFEJES) ○ Afternoon: Game (Co-Opt) 	As above
Thurs 7 Mar NZT	<ul style="list-style-type: none"> • Meet the Members: <ul style="list-style-type: none"> ○ Morning: Lila (Co-Opt) ○ Afternoon: Fiona (Co-Opt) 	As above
Fri 8 Mar NZT	<p>UN International Women's Day</p> <ul style="list-style-type: none"> • 6am: IWG World Conference campaign goes live: <ul style="list-style-type: none"> ○ Web – news to go live ○ Social media – posts to go live ○ Database – e-Newsletter to be sent ○ Media – release already out previous Monday • 7am: Rachel Froggatt to give presentation at UN Women Breakfast, Christchurch, New Zealand • 9am: Rachel Froggatt available for media activity in Christchurch and then from 12pm in Auckland 	News on IWG website News on WISPA website IWG social media posts (shared on WISPA pages) (shared by the network) e-Newsletter to database
Sat 9 Mar NZT	Rachel Froggatt and Sarah Leberman go to CSW, New York	Conference brochures / info
Wed 13 Mar NYC	Sarah Leberman presents as part of CSW Parallel event	IWG PowerPoint / brochures