



## UNLOCKING OPPORTUNITIES FOR WOMEN & GIRLS IN SPORT

Tuesday 8 May 2018, 9:30am – 2:00pm, ANZ Stadium, Sydney

Facilitated by Wendy Gillett, CEO Bluearth

TIME	ITEM	WHO
9:30am	Registrations, morning tea and mingle	
10:00-10:05am	<b>Welcome</b>	Wendy Gillett, CEO Bluearth
10:05-10:10am	Acknowledgement of Country	
10:10-10:15am	<b>Setting the Scene:</b> About the strategy, participation pillar and outcomes for today	Kerry Turner, Office of Sport
<b>PARTICIPATION LANDSCAPE AND INSIGHTS</b>		
10:15-10:30am	<b>Current state of play:</b> female participation and unique characteristics that affect participation; <i>This Girl Can Victoria</i> ambassador clips: real women giving it a go and getting active no matter how well they do it, how they look or how sweaty they get.	Dr Lindsey Reece, Director SPRINTER - University of Sydney
<b>WHAT IS NEEDED TO GROW THE GAME FOR WOMEN AND GIRLS?</b>		
10:35-10:45am	<b>Doing things differently:</b> Strategic approach to growing female participation – FFA Women’s Football Development Guide	Sarah Walsh, General Manager Women’s Football - FFA
10:45-10:55am	<b>Doing different things:</b> Innovative approaches – applying insights to change the product & delivery. VicHealth’s <i>Changing the Game</i> story	Stefan Grun – Executive Manager Marketing and Communications VicHealth
10:55-11:45am	<b>Discussion #1:</b> <b>What is needed for sports to grow the game for women and girls?</b>	<b>Facilitated discussion</b>
11:45 – 12noon	<b>Workshop feedback &amp; whole group discussion</b>	Wendy Gillett

12:00: LUNCH

HOW INFLUENCERS AND ROLE MODELS CAN INSPIRE PARTICIPATION?

12:30 – 12:33pm	<b>Applying the Social Ecological Model</b> – what are the various levels of influence?	Wendy Gillett
12:33-12:45pm	<b>DADEE program:</b> insights/evidence around enhancing the physical/sport skills and social-emotional well-being of girls	Professor Philip Morgan - University of Newcastle
12:45-12:55pm	<b>Peer to peer influence and the power of youth engagement:</b> Gymnastics NSW Youth Development Program shaping participation opportunities for young people	Morgan Janssen, Club and Regional Development Coordinator – Gymnastics NSW
12:55-1:05pm	<b>Power of a brand partnerships to inspire girls</b> – #TeamGirls/ Cotton On Body/Samsung/Disney/Nickelodeon etc.	Kayla Ramiscal, Snr Account Manager - Nielsen Sports
1:05-1:45pm	<b>Discussion #2:</b> <b>How do we leverage our role models and support key influencers to motivate and sway participation for women and girls in NSW?</b>	<b>Facilitated discussion</b>
1:45-2:00pm	<b>Workshop feedback &amp; whole group discussion</b> Wrap and close	Wendy Gillett