

International Women's Day Toolkit

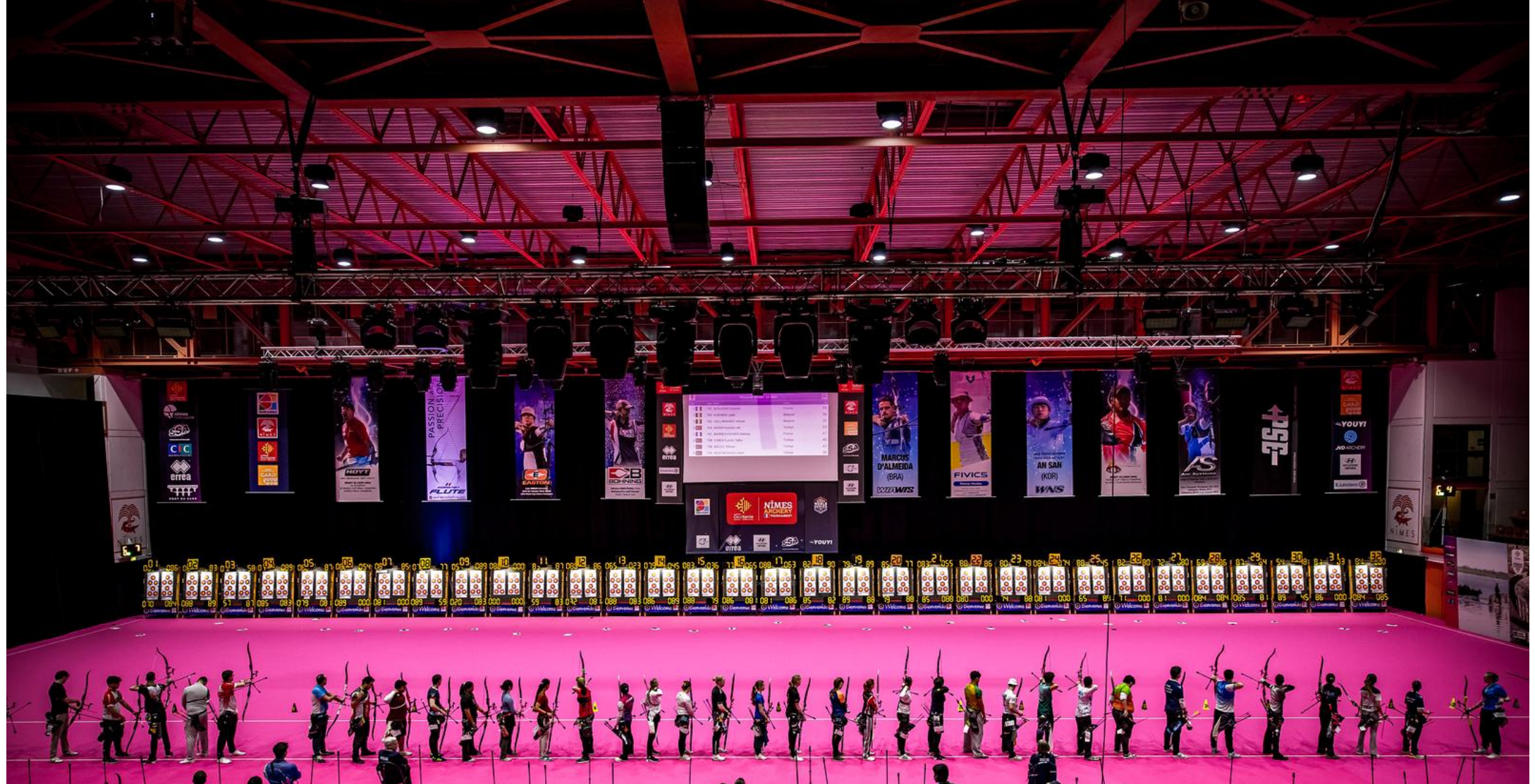
Presented by the World Archery gender equity and inclusion committee

3 February 2026 / Online via MS Teams

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Introduction



Introduction: GE&I committee

Permanent committee

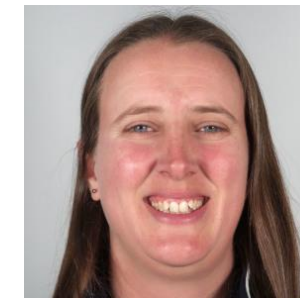
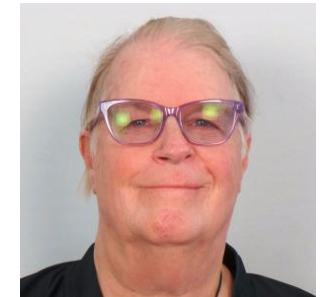
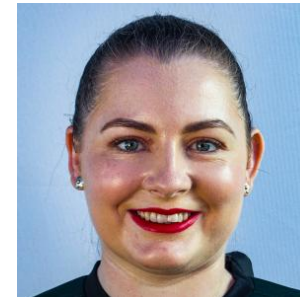
Voted during last Congress held in Gwangju 2025

Members

- Kerrie Leonard, Ireland (chair, 2027)
- Lexie Matheson, New Zealand NZL flag (deputy chair, 2027)
- Nicky Hunt, Great Britain (2029)
- Vidushi Persaud-McKinnon, Guyana (2029)

- 3 more members to be appointed by Executive Board until 2029

- Cecilia Viscarra Moser, World Archery liaison officer
- Contact: members@archery.sport



Introduction: sport and gender equity



- Sport as a platform for change: **a critical tool for closing the gender gap**, as it breaks down harmful stereotypes, boosts women's self-esteem, and promotes leadership and resilience
- **Archery is considered one of the most gender-equal sports** in terms of competition structure, rules, and history
 - Among first Olympic sports to include women (1904)
 - 50:50 athlete quota and equal prize money.
 - Men and women shoot at the same distances, use similar equipment, and compete in mixed-team events.
- Significant gender gaps persist across participation and leadership
 - women and girls represent **36% of archers worldwide**
 - women account for **17% of federation presidents, 28% of board members**, and **34% of secretary generals**
 - Women **head coaches (20%), national judges (29%), and national coaches (17%)**



International Women's Day 2026

- International Women's Day (IWD) is celebrated annually on **8 March**. It is a global movement born in 1911. In 2026 we are celebrating 115 anniversary
- It serves to **showcase achievements of women, raise awareness, drive action to push for progress** in closing the gender gap
- **Theme in 2026: "Give to Gain"** which focuses on accelerating gender equity through collaborative action. It encourages a mindset of generosity and collaboration. It emphasizes the power of reciprocity and support



Proposal for MAs on the IWD

- Gender equity and inclusion committee **encourages member associations** to:
 1. Organise a **local archery tournament**
 2. Post in **social media how your organisation contributes** to gender equity, equality and inclusion; the achievements of women in your national archery community; and spotlight mixed team events
 3. Highlight **#GiveToGain** aspects such as sharing knowledge, resources, providing visibility, giving training, mentoring or just time to support. This contributes to women's advancement





International Women's Day toolkit



New Zealand model

- The Auckland Archery Club celebrates women in archery through an event that is now a permanent fixture in the club calendar. It is tailored to their specific setting, needs and marketability.
- Member associations must adapt it to their own situation and unique qualities and goals
- The event was designed to be fun for participants
 - Reflect national history and culture
 - Globally visible and aligned with IWD values
 - Women-led
 - Inclusive and diverse participation
 - Reflect national history and culture



8 steps for conceiving an archery tournament to celebrate the International Women's Day

Step 1. Generic beginning

- Know the history of your own organisation
- Define purpose and goals
- Consult women stakeholders, talk to your colleagues to find synergies
- Decide event format (tournament, fun shoot, festival)
- Embed as a legacy event

New Zealand example

- New Zealand is the first country in the world to see the sunrise
- On 8 March, New Zealand is still in summer, allowing a dawn shoot
- Archers shooting at 07:30 will likely be the first in the world on IWD
- The event honours New Zealand's 1893 achievement as the first nation to grant women's suffrage



Step 2. Planning

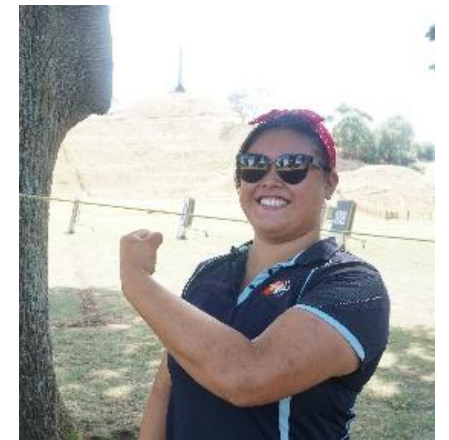
- Build partnerships with other #IWD2026 events
- Get buy-in from your federation and other stakeholders
- Know the history of your own organisation and hold statistics on women archers, officials, etc.
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- Consult women stakeholders, talk to your colleagues to find synergies
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New Zealand example

The IWD tournament objectives are:

- to spark dialogue, inspire action and engagement within the archery community
- to put the club and Aotearoa New Zealand on the world stage
- to confirm the event as a legacy event in the annual calendar
- to engage stakeholders: media, corporate leaders, community leaders
- activate youth and club shoot
- ask leaders to promote women's rights and gender equality



Step 3. Venue and accessibility

- Indoor or outdoor venue
- Accessibility for all participants (focus on your target group – women, girls, elderly, para archers, mums)
- Backup venue plan
- Health & Safety compliance

New Zealand example

- Outdoor dawn shoot venue with accessibility and backup options
- Modular sessions
- Inclusive participation
- Efficient coordination



Step 4. Operations and management

- Create an operations manual (example in last slide)
- Risk management and contingency planning
- Volunteer roles and communication
- First aid and emergency plans
- Have simple prizes
- Have a 'guest of honour'



International Women's Day (IWD) 8 March 2025

Proposal:

That Auckland Archery Club hosts the annual International Women's Day (IWD) Legacy Shoot to be held every 8 March or on a date as close to 8 March as possible.

That a budget will be provided for the annual event in (year).

That Ms [Beryl Hall](#) be appointed guest of honour, New Zealand 89-year-old archer who is still shooting

Additional stakeholders:

- World Archery gender equity and inclusion committee
- Archery New Zealand (Inc)

Event description:

The event will consist of four modular sessions, each of which can stand alone or function equally well in association with other modules.

The concept is to build around what already exists.

Two modules already exist and will need only minor adaptation. These are:

- 8.30am Youth archery with unique activities (x2 sessions) – as happens each week
- 1.30pm Achievement round – as already happens each week

While an over-arching management group has oversight of the entire event, a small team can run each module. The management group is composed by... (Person 1, Person 2, Person 3)

It's essential that the interface between modules is efficiently managed.

In-person Modules

- 7.30am **'New Zealand Women Shoot First in the World'**
 - Six archers (recurve, barebow, compound) will shoot arrows and be first in the world to do so
 - The archers will be in costume
 - Media pack
- 8.30am **Youth archery with unique activities (2 sessions)**
 - Women coaches and 'mother' helpers
- 3.00pm **Women's Tournament** – Person 1 to organize Mother and daughter teams
- 5.30pm **Prizegiving and kai**

Online: Person 2 to manage the creation of online support from our 14 sporting dames and international archers

Optics: While this is essentially a club event for club members, the opportunity to carefully manage national and international marketing opportunities is important.

- ❖ Costume
- ❖ 'Rosie the Rivetter' pose as per international website

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Step 5. Budget and financial implications world archery

- Prepare a budget and be fully accountable
- Thank your sponsors
- Do not be disappointed. There's never enough money



New Zealand example

Special targets	100,00
Wristbands	100,00
Printing	30,00
Costume hire	200,00
Fabric purchases	100,00
Total NZD	530,00

Sponsors:

- Costume hire company 'First Scene'
- Karma Cola for soft drinks
- Vegan ice cream company 'Eatkinda'

Steps 6-7. Creative phase, volunteer management, media and promotion

New Zealand example

- Strong visual identity with costumes and pro photograph
- Tell stories through images
- Social media and also engage media early
- Coordinate messaging
- Merchandise and giveaways - branded wristbands (purple for the colour of the day, yellow for allies, rainbow for those who wanted them). Without the year on them so we could get cheaper bulk purchase and reuse them
- Activate athletes and influencers
- Engage sponsors and community leaders
- Use International Women's Day hashtags
- Thank supporters publicly
- Engaged sponsors, elite archers, and community leaders



Step 8. On the day and legacy

New Zealand example

On the event day, be visible, available and accessible
Have a number of ambassadors in bright coloured 'ask me anything' branded T-shirts. Brief them well.

- Admit nothing. Everything that happens was meant to happen
- Roster the team for adequate breaks
- Have handheld comms for your team if necessary
- Keep to time, not easy with archery events
- End the day with a banquet of shared food

- Have a simple 'thank you' event for your volunteers
- Report. Report. Report



1. Sport can accelerate gender equality and inclusion: there's plenty of equity work still to do, and it won't do itself
 - There are great roles for women in our archery communities, focus on: **participation, competition, leadership and governance**
 - When a woman steps up, make it easy for her, hold open the door
2. Inclusion means everyone
 - Build relationships and networks
 - Allies are vital, get them onboard
3. Staging events is a great way to share targeted messages
 - Media are your friends. Tell our stories. Don't forget the mums.
 - You always have something a sponsor needs, even if they don't know it yet
 - It's always easier than it looks
 - Tell everyone everything. Twice

Have fun!!!



Resources



Information

- You can share or quote parts of World Archery articles published in our website:
 - Most popular - History of [archery contribution to equality for women's participation](#)
 - 2025 international women's day - [Increase in female leadership next step for full gender equality in archery](#)
 - #Women in sport - [Women in sport | World Archery](#)
 - #Gender equity - [Gender equity | World Archery](#)
 - #Sport for all - [Sport for all | World Archery](#)
 - #Mixed team - [Mixed team | World Archery](#)

NEWS

Archery history: The sport that pioneered equality for women's participation

10 September 2020



JOHN STANLEY



Archery has long been celebrated for gender equality in competition. Particularly in the modern era, women have taken an equal role in competition – and increasingly in governance as well.

The sport was among the first to include a women's event at the Olympics – in 1904 – and World Archery was the first international federation to have a female president.

It is not a modern phenomenon, either. While the bow and arrow was arguably a symbol of power in ancient civilisations – representing warriors and kings – it was not one solely of masculinity. The

Frameworks and templates

- [IWD Toolkit by World Archery](#), including the New Zealand step-by-step event organization plan
- Event [operation manual](#) and [work breakdown structure](#)
- General resources from [IWD movement](#)
- [IWD 2026 toolkit GiveToGain](#) by International Women's Day global movement
- [International Women's Day #GiveToGain pledge cards](#)
- World Archery social media cards and visuals will be shared with member associations **late February**

You can produce videos like this one made by Archery GB and Nicky Hunt – member of the World Archery gender equity committee



Questions raised during registration



1. Can we have some video clips of inspiring athletes for cross posting? Or all contribute to a video by asking an athlete to name the woman who inspires them? GBR

Thanks for the idea, you can organize this within your federation and at global level, we will consult internally and get back to you

2. For federations with limited resources and smaller participation bases, what are 1–2 low-cost, high-impact ways that can be used successfully to engage women and girls? ZIM

Use social media, reach partners such as schools, National Olympic Committee to produce content with your athletes, coaches, and officials and share it that day.



Thank you! Questions?

