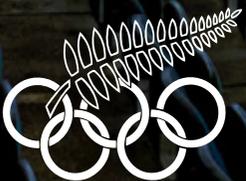


Isentia Case Study

New Zealand Olympic Committee



THE CHALLENGE

Using compelling insight to power action for the New Zealand Olympic Committee and female recognition at the Rio Olympics.

The New Zealand Olympic Committee (NZOC) represents both the Olympic and Commonwealth Games movements in New Zealand.

The organisation's aim is to inspire excellence and pride in New Zealanders and enable New Zealand's elite athletes to achieve on the world's stage. Partnering with Isentia, NZOC uses our insights to advocate for more balanced reporting of female athletes.

In order to continue its extensive work advocating for the advancement of women to leadership roles in the New Zealand sporting sector, the NZOC asked Isentia to examine gender balance in sports reporting during the Rio 2016 Olympic Games.

The NZOC hoped to understand how the media – as the place where dominant attitudes are reflected, created and reinforced – frames athletes, to provide further context for its core belief that how the media covers sport really matters, and that words and images can position female athletes as positive role models and future leaders of the industry.

OUR APPROACH

We designed a project that analysed all mainstream media mentions of New Zealand athletes across a 14-month period covering the build-up to the Olympics, the event itself, and the aftermath.

The analysis focused on imagery, narrative and the language associated with athletes, examining these factors in reporting on male athletes compared to female athletes.

The research found that overt discrimination of female athletes is uncommon in NZ media. However, we also found that it is only when female athletes perform exceptionally that they achieve equal or more coverage than their male counterparts.

28,420

Total Olympic athlete mentions analysed.



This project won a gold AMEC award in 2017 for **Most Impactful Client Recommendations.**

In particular, we found that female athletes were more likely to have their success defined:

- In relation to the success or failure of male athletes, or as a “group” or “team” effort, despite there being few women’s sports with large teams.
- In the context of their personal lives.
- By someone other than the athlete.

Moreover, female athletes were less likely to be presented as the authority on their own performance, with coaches and officials more likely to be sought for comment on the performance of a female athlete or team, compared to that of male athletes and teams.



Outcome

On the basis of this research, the NZOC was able to make two key recommendations to help address the skew uncovered within the data.

These were: to encourage the IOC to use the findings to develop a global measurement framework and benchmark for the representation of female athletes; and to share the data with local sporting committees and bodies to drive change in the media.

The NZOC will also use the findings as the basis for educating journalists and journalism students, and provide further support to sporting organisations to equip female athletes with media training, to help them create and maintain relationships with journalists and media outlets.



“We know awareness leads to change, and it is our hope that this research will serve as a catalyst to more balanced reporting. We would like to encourage sports media and communications teams to consider the words and images they are using, thinking about where articles are placed and who is speaking. Would the opposite gender be portrayed in the same way? Gorgeous Mum or Inspirational Athlete? The choices matter.”

Ashley Abbott

Public Affairs and Communications Director, NZOC

Thank you

About ISENTIA

Isentia (ASX:ISD) is APAC's leading Media Intelligence Insights business, empowering clients to make great decisions. Powered by cutting-edge technology and a team of world-class experts, our mission is to help businesses leap forward where only genuine insight can take them.

To learn more about how we can partner with you visit [isentia.com](https://www.isentia.com)