



## Briefing Note: Comms Strategy for FIFA Women's World Cup 2023

<b>To:</b>	Hon Jan Tinetti, Associate Minister of Education		
<b>Cc:</b>	Hon Chris Hipkins, Minister of Education		
<b>Date:</b>	31 August 2022	<b>Priority:</b>	Low
<b>Security Level:</b>	In Confidence	<b>METIS No:</b>	1294317
<b>Drafter:</b>	Chelsea Whitfield and Stephen Raynes	<b>DDI:</b>	9(2)(a)
<b>Key Contact:</b>	Pauline Cleaver	<b>DDI:</b>	
<b>Messaging seen by Communications team:</b>	No	<b>Round Robin:</b>	No

### Purpose of Report

The purpose of this paper is for you to:

**Note** the Ministry's proposed approach to supporting the FIFA Women's World Cup 2023.

### Summary

- The 2023 FIFA Women's World Cup will be hosted by New Zealand and Australia. This paper outlines the approach the Ministry of Education will take to support New Zealand's leadership of this event.
- This will largely be a communications exercise which will highlight existing education supports available for schools and kura that want to include the event in their local curriculum.

### Proactive Release

- a **Agree** that the Ministry of Education release this briefing in full once it has been considered by you.

☒ **Agree** ☐ **Disagree.**



Pauline Cleaver  
**Associate Deputy Secretary**  
**Te Poutāhū | Curriculum Centre**

31/08/2022



Hon Jan Tinetti  
**Associate Minister of Education**

04/09/2022

## Background

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1. You have requested advice on how Education can support New Zealand as it co-hosts the 2023 FIFA Women's World Cup.

## Approach

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2. The Ministry of Education sees this as a great opportunity for a communications approach that will contribute to shifting the dial for women and girls in relation to gender equity, and women in history as leaders in the equity space, including leadership in sport.
3. This piece of work will be led by our corporate communications team, with input from Te Poutāhū in the curriculum space. We will connect with Education New Zealand to explore any opportunities to collaborate, and we will also be working closely with the associated teams at Sport New Zealand currently working on the FIFA Women's World Cup.
4. The roll out of this communications package will include a social media strategy for promotion of girls and women in sport, as well as increased promotion of the cross-government initiative Healthy Active Learning and curriculum resources developed under this initiative to support Health and Physical Education.
5. The social media strategy will likely include participation from the national team as they visit schools and engage with young people. We will work with our partner agencies to organise this.
6. The lead communications product will be an Education Gazette article centring on women and girls in sport and will feature key health and physical education aligned resources, including the successful release of Movewell. We believe this article would be best timed to go out in late Term 1 or early Term 2, 2023.
7. The Movewell resource aligns with our wellbeing work programme to increase physical activity and sport participation for all genders by using an enjoyable, games-centred approach to develop children's knowledge, attitudes and movement skills. It has garnered excellent feedback from schools and universities. Every school in Aotearoa now has multiple copies of Movewell and it is also available online.
8. As we promote the FIFA Women's World Cup, we will be referring to the Movewell resource as an opportunity to remind schools of the benefits of participating positively in sports and the ongoing opportunities that they provide as young women grow and develop.
9. The draft schedule of communications activities is outlined below.

Date	Activity	Communications channel	Additional notes
Sept-Oct 2022	Connecting with agencies: <ul style="list-style-type: none"><li>• Sport NZ</li><li>• Education New Zealand</li><li>• MBIE</li></ul>	N/A	Establish relationship with partner agencies to understand their approaches and make plans to leverage opportunities

Nov-Dec 2022	Finalise communications plan	N/A	We will share this with your office when it is finalised
Term 1 2023	Begin drafting comms products	N/A	N/A
Term 2 2023	Article on FIFA Women's World Cup	Education Gazette	Education Gazette to link with Sport NZ and Te Poutāhū to produce this article
Once the Ed Gazette article is published	Social media post	Twitter Facebook	Publishing a social post linking to the Education Gazette article
20 July to 20 August 2023	Social media post*	TikTok Instagram Facebook	The idea could be a post about a national football team visit to a school as part of a FIFA promotional activities
20 July to 20 August 2023	Social media video/s*	TikTok Instagram	The idea could be a short video interview with one or two New Zealand national team player/s talking about their journey and how they got there to inspire rangatahi

Please note: the dates, activities and times in this table are subject to change. Activities marked with \* means they are subject to partnership with MBIE (lead govt agency on FIFA) and their schedule of activities that we could leverage to produce content.

## Next Steps

10. Te Poutāhū has reached out to Sport New Zealand to ensure our approaches are aligned. We will be meeting about this during September. We have also approached Education New Zealand to explore any potential opportunities there.
11. When the communications, social media strategy and additional communications products are developed, we will share these with your office to ensure you have visibility over them.
12. An Education Gazette article will be produced, with a view to publish in print in the first half of 2023.
13. The social media strategy will be rolled out in the weeks prior to the initiation of the tournament, in July 2023.