

# INTERNATIONAL WOMEN'S DAY toolkit for archery

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**FEBRUARY 24**

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SUBMITTED BY THE WORLD ARCHERY GENDER EQUITY  
AND INCLUSION COMMITTEE

The purpose of this document is to provide guidance for member associations to celebrate the International Women’s Day through the organization of an archery event inspired by the New Zealand club model. This toolkit was produced by Lexie Matheson, member of the World Archery gender equity and inclusion committee and reviewed by Cecilia Viscarra and the communications department of World Archery.

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## Contents

### *Contents*

1. Introduction
2. The New Zealand tournament model
  - 2.1 Generic beginning***
  - 2.2 Planning***
  - 2.3 Venue and accessibility***
  - 2.4 Operations and management***
  - 2.5 Budget and financial implications***
  - 2.6 Creative phase and volunteer management***
  - 2.7 Media and promotion***
  - 2.8 On the day and after the event***
  - 2.9 Images gallery***
  - 2.10 Examples for download***
3. World Archery online resources
  - 3.1 News pieces***
  - 3.2 Visuals***
4. General IWD tools

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# 1. Introduction

Archery is considered one of the most gender-equal sports in terms of competition structure, rules, and history. It was one of the first Olympic sports to include women (1904) and maintains a 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. Still, significant gender gaps persist across participation and leadership within World Archery member associations, as revealed by the [2024-2025 national federation's survey](#): women and girls represent 36% of all registered archers worldwide, while men account for 64%. In leadership and governance, women remain underrepresented: women account for 17% of federation presidents, 28% of board members, and 34% of secretary generals. Representation is also low among head coaches (20%), national judges (29%), and national coaches (17%).

International Women's Day (IWD) is celebrated annually on 8 March. It is a global movement born in 1911 to celebrate the social, economic, cultural, political, and sporting achievements of women, while pushing for progress in economic empowerment, leadership, and health.

During the IWD, sporting organisations like ours aspire to:

- celebrate the achievements of women archers, coaches and officials and gender equity in archery
- raise awareness about discrimination and gender equality in sport
- take action to forge gender parity
- call for positive change advancing all women
- lobby for accelerated gender equality and inclusion

Imagine a world free of bias, stereotypes, and discrimination. A world that's diverse, equitable, and inclusive. A world where difference is valued and celebrated.

Sport is the perfect tool to achieve this as it breaks down harmful stereotypes, boosts women's self-esteem, and promotes leadership and resilience, and archery is a key contributor.

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One of the most impactful ways we can all mark the IWD is by championing purposeful activities tailored to your own context and to your archery communities in all their wonderful guises. So, how can we be involved and celebrate our archery women and girls?

Guided by the main topic that is annually fixed by the IWD movement (e.g. 2025 it was “accelerate action”, in 2026 is “give to gain”), the World Archery gender equity and inclusion committee encourages member associations to organize a local archery tournament and/or post in social media:

- a) your federation’s contribution to gender equality
- b) the achievements of women in your national archery community and
- c) highlights of local mixed team events

The present document proposes a collection of resources – templates, checklist and guides to celebrate the IWD, including:

- New Zealand step-by-step event organization plan
- Event operation manual
- World Archery articles published in our website under #women in archery, #gender equity and #sport for all
- General resources of global IWD movement

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## 2. The New Zealand tournament model

The Auckland Archery Club, member of Archery New Zealand, celebrates women in archery through an event tailored to their specific setting, needs and marketability. Member associations or clubs must adapt it to their own situation and unique qualities and goals. Follow the 8 steps below as a guide to creating your own archery event as part of International Women's Day.

### 2.1 Generic beginning

Know the history of your own organization, the background of International Women's Day, and understand the interface between the two. Analyse how the two intersect to serve the equity needs of women in your archery network. An important aspect is to ensure that the event is led by women and that the decision-making as well. Few tips:

- Talk to your colleagues to find a synergy that works
- Establish a vision for your event and support it with a flexible plan
- Decide on the nature of the event – tournament, fun shoot, together with a party, seminar or workshop
- Determine whether it will be a whole day or a partial day event, and at national or regional level
- Refine the vision for your event through consultation

#### *From the New Zealand model*

- *New Zealand is the first country in the world to see the sun*
- *8 March is still summer in New Zealand*
- *If New Zealand archers shoot at 07h30 they will be shooting as the sun comes up and more than likely the first archers in the world shooting on IWD*
- *In 1893 New Zealand became the first country in the world to sign universal women's suffrage into law*
- *The vision becomes women in sponsored 'Archery through the ages' costume shooting a variety of bow types at dawn*

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## 2.2 Planning

Once you have the overall idea and vision of your event, build partnerships with other #IWD2026 events. Get ‘buy in’ from your federation and other stakeholders and try to put your indigenous women front and centre and ask for input from them.

Know why you are creating your event. It is important to develop your own themes.

- Develop a programme unique to your situation
- Prepare and present your proposal
- Embed the shoot in your organisation as a legacy yearly event
- Include immigrant and refugee input, if applicable

Some tips: If you choose a full-day event there will be pushback from men who want to shoot on that day. Leave a couple of lanes for them to shoot and advertise the fact.

*From the New Zealand model*

*The objectives of the IWD tournament 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*

*The event was planned as an inclusive tournament, fashioned and promoted on digital platforms using global hashtags (e.g. #ForAllWomenAndGirls #StrikeThePose). ‘the pose’ – ‘Rosie the Riveter’ was used. Our unique local factors were defined: the sun-up shoot and being first to achieve universal suffrage for women, ensuring that the event fits with the unique early March season in New Zealand.*

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## 2.3 Venue and accessibility

Determining the place where the event will take place is crucial. Think about accessibility for your target group – women, girls, senior, para archers, mums with babies, etc. Decide whether your event will be outdoors or indoors. Either way, choose one or various venues. Some tips:

- Have a venue backup plan
- Record all the details of the venue
- Access the venue's health and safety plan and share it
- Visit the venue with your team even if you already know it well
- Establish relationships with the venue management team
- Confirm accessibility – easy to reach by public transport, car, wheelchair compatible, etc.

## 2.4 Operations and management

Undertake a SWOT analysis, identifying clearly your organizing team and event strengths, weaknesses, opportunities and threats. Analyse the results and be realistic about the weaknesses and threats. Know when to 'pull the plug' and not continue. Establish a Cancellation Plan and notify police of the event.

Start building your **Operations Manual**, it will help next year. This manual is your living 'what to do and how to do it' document. It is also a great record and a help when reporting later. Share the manual with your team and make it available for everyone working on the event to access and update. Some tips:

- Build a contact list of participants and stakeholders. Grow the list
- Build your event team across the essential event skillsets (management, promotion, coaching, public relations)
- Have a contingency plan for everything
- Plan to share food and refreshments at the event
- Have simple prizes for fun activities
- Have a 'guest of honour' –New Zealand had 89 year-old [Beryl Hall | World Archery](#) who is still shooting

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## 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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## 2.5 Budget and financial implications

Prepare a budget and be fully accountable. Report all your expenses and try to secure funds annually. Do not be disappointed, there is never enough money.

*The New Zealand example*

*Small budget: USD 200-350*

- *USD 150 -200 for giveaway 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.*
- *USD 150 for food and soft drinks*

*Sponsors:*

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

## 2.6 Creative phase and volunteer management

Few important aspects to consider:

- Create graphics for your theme and post them everywhere
- Understand the value of repetition – image and language
- Ensure you have a capable photographer and videographer on the team and have them capture everything. Get permission, preferably in writing, from your photo subjects to use their images
- Have at least one backup
- Step back from planning so you're free to handle problems when they arise, since you're best equipped to fix them
- Ensure you have enough people to do the work and brief them well
- Make sure you celebrate age, and cultural, gender and ethnic diversity
- Celebrate disability by ensuring the event is accessible

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## 2.7 Media and promotion

Ensure your own people really care about the event, especially if they are front and centre of engagement. Ensure you have skilled, articulate and passionate marketing person in the team. Determine who speaks to the media, as it is important to organise interviews and send out press releases. Some practical tips:

- Build your media contact lists – other organisations will have extensive contacts and they are usually available online
- Get underway with marketing/promotions as soon as possible
- Make an engagement plan - and fully work on it
- Begin making media contact immediately
- Tell stories, as “it’s bread and butter for the media”
- Keep World Archery media informed
- Don’t forget that the media loves cute. New babies never fail to please
- Use your optics, use influencers
- Highlight your international athletes
- Offer merchandise and giveaways, for instance wristbands. Avoid having the year printed on them. The IWD website has great examples.
- Ensure your ambassadors and your team wear recognisable kit.

## 2.8 On the day and after the event

On the event day, be visible, available and accessible. Have several 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. Don’t forget yourself
- 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

After the event:

- Have a simple ‘thank you’ activity for your volunteers
- Thank sponsors
- Report and engage to create a legacy event

## 2.9 Images gallery



Morning shoot with costumes - Photo credit: Anna McDonald



Morning shoot with costumes – Guest of honour [Beryl Hall | World Archery](#) - Photo credit: Anna McDonald



#StrikeThePose: Rosie the Riveter



Youths shoot - Photo credit: Auckland Archery Club



Young women archers of Auckland College Sport - Photo credit: Jeanette Franklin

## 2.10 Examples for download

- [Auckland Archery Club Operations Manual for IWD 2025](#)
- [Work breakdown structure](#)

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## 3. World Archery online resources

### 3.1 News pieces

One of the most popular articles published in World Archery website develops a historical approach on how [\*archery contributed to equality for women's participation\*](#).

Various articles showcasing women in archery and gender equity can also be found in World Archery's webpage under the hashtags:

- [\*Women in sport | World Archery\*](#) #Women in sport
- [\*Gender equity | World Archery\*](#) #Gender equity
- [\*Sport for all | World Archery\*](#) #Sport for all
- [\*Mixed team | World Archery\*](#) #Mixed team

You can share or quote relevant facts and stories from those articles in your own social media posts, indicating the source (World Archery).

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## 3.2 Visuals

Official World Archery social media visuals for the IWD 2026 campaign are available for download in [documents manager](#). There are four square visuals (Feed – 1:1) and two vertical templates for stories (9:16). Golden rules are a) one clear message per visual; b) headline + optional short supporting line only.

➔ Link to square designs in Canva App: <https://www.canva.com/brand/brand-templates/EAHB4LDXsa4>

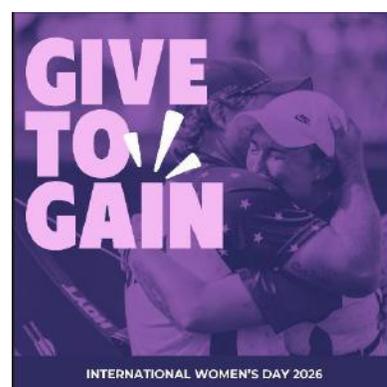
### 3.2.1 Campaign anchor

Purpose: Introduce the campaign

Headline (campaign theme): Give to Gain

Supporting line (year): International Women’s Day 2026

This becomes the main campaign visual and can also be reused by members easily.



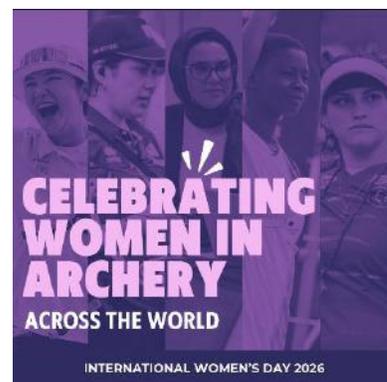
### 3.2.2 Recognition

Purpose: Celebrating women’s achievements

Headline: Celebrating women in archery

Optional supporting line: Across the world

Keep this positive and universal (avoid stats unless they are extremely simple).



### 3.2.3 Leadership and participation

Purpose: Promote participation and leadership (purpose: development + governance message)

Headline: Lead. Coach. Inspire.

Optional supporting line: Women driving archery forward

This one directly supports World Archery equity strategy.



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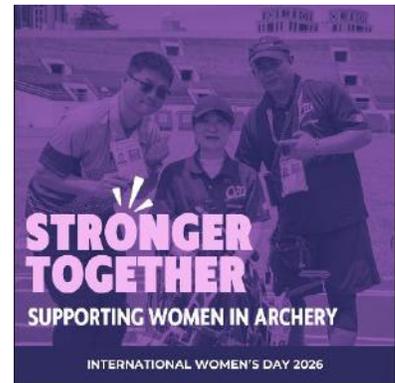
### 3.2.4 Inclusion and allyship

Purpose: Promote collaboration, allyship and shared responsibility

Headline: Stronger together

Optional supporting line: Supporting women in archery

Important to visually include men in support roles in here.



### 3.2.5 Story A – Repost frame

→ Link to story format design in Canva App

<https://www.canva.com/brand/brand-templates/EAHB4FGoeIE>

Purpose: Background for reposting member content

- Minimal or no text
- Strong campaign colours
- Subtle branding

Optional small text (corner or footer):

- International Women's Day
- Give to Gain

Minimal or no text.



### 3.2.6 Story B – Call to action

Purpose: Encourage engagement, participation and submissions (promote QR code / sharing).

Headline: Share your story

Supporting line: Show how your community celebrates International Women's Day

### 3.2.7 Optional call to action

- Tag World Archery
- Submit photos or videos

This template is your engagement driver.

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## 4. General IWD tools

- General resources from [IWD movement](#)
- [IWD 2026 toolkit GiveToGain](#) by International Women's Day global movement
- [International Women's Day #GiveToGain pledge cards](#)