

Operations Manual
2025 International Women's Day
Auckland, New Zealand



2025 International Women's Day

Auckland, New Zealand



Auckland Archery Club

EVENT STRATEGY & OPERATIONS MANUAL

Prepared by: Lexie Matheson

Date: 11 November 2024 ongoing

CONTENTS

1. Event Strategy
2. Event History
3. Event Goals
4. Sustainability
5. Emergency Contacts
6. Challenges
7. Branding
8. Sponsors
9. Partners
10. Endorsements
11. Event Timeline
12. Finance
13. Venue and Logistics
14. Programme
15. Marketing
16. Risk Management
17. Health and Safety
18. Safeguarding
19. Review and Evaluation

Operations Manual: Purpose:

Event operations comprise a broad spectrum of essential activities required for the successful planning, management, and execution of events.

These responsibilities include organizing and hosting special occasions, conducting meetings and ceremonial functions, representing the organization at various events, and upholding a clean and secure environment.

Further duties involve overseeing logistics such as administration, sustainability, legislation and the law, international relations, transportation, risk assessment, health and safety, safeguarding, communication, and reporting.

An event operations manual is also essential for several additional key reasons:

Consistency: This approach ensures that all personnel and external agencies have access to uniform information, contributing to a consistent and high-quality event experience.

Planning: It offers a systematic framework for planning, which is essential for achieving successful event outcomes.

Communication: Serving as an effective communication tool, it facilitates clear and efficient interaction among all event stakeholders.

Efficiency: The process optimizes event planning by reducing the time and resources necessary for coordination and execution.

Risk Management: It enables the identification of potential risks and the development of strategies to mitigate them, thereby promoting a smooth and safe event operation.

In summary, an event operations manual is a vital tool that supports the planning, execution, and success of any event by providing a comprehensive guide for all involved.

International Women's Day (IWD): Event Origin

The World Archery Executive Board expressed a desire to have member associations celebrate 2025 International Women's Day.

Three members of the World Archery Executive Board are also members of the World Archery Gender Equity and Inclusion Committee. I am also a member of that committee.

Each committee member committed to encouraging our national federations to undertake a project of some sort. Archery NZ acknowledged this request, endorsed it, but took no action beyond sanctioning what I opted to do.

I discussed this with three members of the Auckland Archery Club committee who, at the time, seemed keen.

The leadership of the club was approached by these three members and it was agreed that the club would support, and fund, the project.

Auckland Archery Club had staged a successful short version of this event in 2022. No records were kept of this event.

I was aware that there would be pushback against my involvement as I am transgender.

Why did I consider this important and my involvement essential? As the only New Zealander on a World Archery committee, I saw it as my job.

As a transgender woman, club member, and member of Archery NZ, my question is: why not?

'Inclusion means everyone'.

Herstory: International Women's Day (IWD) 2025

International Women's Day (IWD) is celebrated on 8 March, commemorating women's fight for equality and liberation along with the women's rights movement.

International Women's Day gives focus to issues such as gender equality, reproductive rights, and violence and abuse against women.

The event has been spurred on by the universal women's suffrage movement in Europe and North America during the early 20th century.

The earliest version reported was a *Woman's Day* organized by the Socialist Party of America in New York City on 28 February 1909. In solidarity with them, communist activist and politician Clara Zetkin proposed the celebration of *Working Women's Day*, approved at the *1910 International Socialist Women's Conference* in Copenhagen, albeit with no set date; the following year saw the first demonstrations and commemorations of *International Women's Day* across Europe.

Vladimir Lenin declared 8 March as *International Women's Day* in 1922 to honour the women's role in the 1917 Russian Revolution; it was subsequently celebrated on that date by the socialist movement and communist countries.

The holiday became a mainstream global holiday following its promotion by the United Nations in 1977.

International Women's Day is a public holiday in several countries. The UN observes the holiday in connection with a particular issue, campaign, or theme in women's rights.

Themes for 2025

In 2025 the themes were:

**For ALL Women and Girls: Rights. Equality. Empowerment
Accelerate Action**



'Strike the (Rosie the Riveter) Pose'



This year's themes call for action that can unlock equal rights, power and opportunities for all and a feminist future where no one is left behind.

Central to this vision is empowering the next generation — youth, particularly young women and adolescent girls — as catalysts for lasting change.

Besides, the year 2025 is a pivotal moment as it marks the 30th anniversary of the *Beijing Declaration and Platform for Action*. This document is the most progressive and widely endorsed blueprint for women's and girls' rights worldwide that transformed the women's rights agenda in terms of legal protection, access to services, youth engagement, and change in social norms, stereotypes and ideas stuck in the past.

Rosie the Riveter is an allegorical cultural icon who represents the women who worked in factories and shipyards during WWII many of whom produced munitions and war supplies, These women sometimes took entirely new jobs replacing the male workers who joined the military. She is widely recognized in the 'We Can Do It' poster as an international feminist symbol.

IWD EVENT MANAGEMENT TEAM

- Lexie Matheson
 - Contact: via Facebook/Messenger
 - ++64 21 752535
 - lexie.matheson@gmail.com
- Nikki Matheson (no relation)
 - Contact: via Facebook/Messenger
- Anna McDonald
 - Contact: via Facebook/Messenger
- Cushla Matheson
 - Contact: via Facebook/Messenger
 - cushla.matheson@gmail.com

Confirm Support, Endorsements, and Sponsors

- **Supported by:**
 - Auckland Archery Club (Inc)
 - Contact Grant Hewson, President
 - Email: president@aucklandarchery.org.nz
 - Website: [Auckland Archery Club | Rōpū Koperepere o Tāmaki Makaurau](#)
- **Partnered with:**
 - Auckland Archery Club (Inc)
 - Contact Grant Hewson, President
 - Email: president@aucklandarchery.org.nz
 - Website: [Auckland Archery Club | Rōpū Koperepere o Tāmaki Makaurau](#)
 - Tupuna Maunga Authority (venue owner)
 - Website: [Tūpuna Maunga Authority - Home](#)
 - maungaauthority@aucklandcouncil.govt.nz
 - maungaevents@aucklandcouncil.govt.nz

- Cornwall Park Trust Board (the club sits in iconic Cornwall Park)
 - Website: [Cornwall Park | About | Cornwall Park](#)
 - Contact: Murray Reade, CEO
Mobile: 09 524 6442
 - murray.reade@cornwallpark.co.nz
 - Fiona Mayo
Communications Manager
09 524 6442
fiona.mayo@cornwallpark.co.nz
- **Endorsed by:**
 - World Archery Executive Board
 - World
 - Archery Gender Equity and Inclusion Ad Hoc Committee
 - Archery New Zealand (Inc)
 - Contact: Katherine Watson, Chair
 - Contact: chair@archery.org.nz
 - Website: [Archery NZ - Target Archery in New Zealand](#)
 - International Women's Day
 - Website: [International Women's Day 2026](#)
 - My Contact: [IWD Account](#)
 - ID: lexie.matheson@gmail.com
- **Sponsors approached:**
 - First Scene Costume Hire (confirmed)
 - Contact Jo Pilkington, CEO
 - [First Scene - NZ's largest prop & costume hire company.](#)
 - 021 2815 332
 - 334B Rosebank Road (behind BOC Gas), Avondale, Auckland, 1026
 - costumes@firstscene.co
 - Eatkinda (vegan ice cream) (ask again in '26)
 - [Home | EatKinda](#)
 - Karma Cola (ask again in '26)
 - [Karma Drinks — Online Store](#)

Finance

- Budget presented to AAC – approved.
- There is no profit motive.

Sustainability

- Advocate to Auckland Archery Club that IWD be added to the permanent event calendar.
- Don't shoot the sheep.

A Unique Challenge

- As this is an International Women's Day event the blokes will inevitably ask 'what about us?'
Ironic though this is, it's also a fair question, and here's the answer:

- Men and boys are not excluded but women and girls take priority on this day,
- Three lanes will be kept valuable for general shooting all day and men and boys are welcome to use these along with the usual facilities.
- Boys are welcome at Youth Archery as always.
- Allies welcome, please be supportive.
- We will ADVERTISE this but there will still be questions and grizzles. Smile and nod,

Security

- **NZ Police**

Notify NZ Police that the event is on and that it's a weapons related event in a public park. Invite them to drop by.

105 is the number for Police non-emergencies. 111 is the emergency number for Police, Fire and Ambulance.

[105 Police Non-Emergency](#)

[111 Police Emergency](#)

- **Civil Defence**

information@nema.govt.nz

www.civildefence.govt.nz

[Home » National Emergency Management Agency](#)

- **Cornwall Park Security (Matrix Security)**

[Matrix Security & Cornwall Park Partnership | Matrix Security](#)

Landline: 09 579 1567

- **Cornwall Park Arborists (Treesafe)**

History would suggest that trees are the most likely issue events in the park will have. Cornwall Park sub-contracts Treesafe to support this work;

admin@treesafe.co.nz

[0800 TREES NZ \(0800 873 3769\)](#)

[\(09\) 411 5076](#)

Risk Management and Health and Safety

- As per Auckland Archery Club protocols.
 - Garry Cruikshank
 - president@aucklandarchery.org.nz

Safeguarding Girls and Vulnerable Adults

- Lexie Matheson
 - lexie.matheson@gmail.com
 - 021 752535
- Cushla Matheson
 - cushla.matheson@gmail.com
 - 021 428 749

Event Goals

- to support the International Women's Day model

- to promote women in governance and leadership
- to put the club on the world stage
- to put archery in Aotearoa New Zealand on the world stage
- to produce, and distribute memorable optics
- confirm the event as a Legacy (calendar, annual) Event with the club
- engage media (see appendix)
- engage corporate leaders
- community leaders
- activate youth, club shoot
- activate College Sport Auckland
- others with influence to take action in our communities
- ask leaders to promote women's rights & gender equality
- share International Women's Day stories/messages on digital platforms
- use the hashtags
 - #ForAllWomenAndGirls
 - #IWD2025 #StrikeThePose
 - #ActivateAction
- to spark dialogue and inspire action

Event Programme: International Women's Day (IWD) 08 March 2025

Venue: Auckland Archery Club is hosting the International Women's Day (IWD) Legacy Shoot

Guest of Honour: The wonderful Beryl Hall will be our Guest of Honour.



The Event:

- 7.30am **'New Zealand Women Shoot First in the World'**
 - Module co-ordinator:
 - Lexie Matheson
 - lexie.matheson@gmail.com
 - 021 752535
 - Six women archers (recurve, barebow, compound) will shoot arrows and be the first in the world to do so
 - The archers will be in costume
 - 'Rosie the Riveter' all day
 - Media will be present all day
- 8.30am **Youth archery with unique and fun activities (x2 sessions) – all welcome**
 - ✓ Module co-ordinator:

- ✓ Anna McDonald
- ✓ members@aucklandarchery.org.nz
- ✓ 021 752535
- ✓ John Ford
- ✓ youth@aucklandarchery.org.nz
- The line will be run by women - coaches and parent helpers
- Boys and dad's welcome
- Speak Up for Women and Girls
 - short speeches from girls re suffrage in 1893 and IWD#25 today
 - Co-ordinator: Cushla Matheson
events@aucklandarchery.org.nz
- Costumes for girls

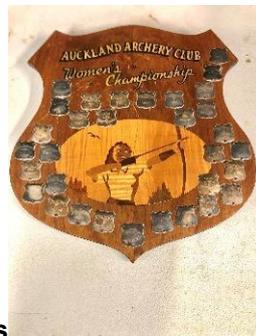
➤ 3.00pm **International Women's Day Women's Tournament**

- Opening
 - Nicki Nicol, President, NZOC
 - Carmel Sepaloni, MP for Waitakere
 - Chloe Swarbrick, MP for Auckland Central
 - Oriini Kaipara, Kaiwhakahaere NZOC
- Beginners Shoot for politicians
 - Cr Josephine Barclay
- 36 arrows at 30m
- Teams/combined score
- Check Archery Osa for registration details
- Mother and daughter costume competition with prizes

➤ 5.30pm **Prizegiving and Kai (shared food)**

The Kiwi tradition of 'Ladies a plate'

- Co-ordinator: Cushla Matheson
events@aucklandarchery.org.nz
- **Trophy Presentation** – 80-year-old Auckland Women's Championship Shield
 - Presenter: Beryl Hall
 - Co-ordinator: Cushla Matheson
events@aucklandarchery.org.nz



○ **Branded Wristbands**

- Purple for women and girls
- Pink for allies
- Rainbow wristbands for anyone who so identifies



International Engagement

Contacts:

- Awen Blakeway, World Archery Media, Bristol, England
 - iwanblakeway@gmail.com
- Archery USA
 - Info@usaarchery.org
 - Website: USA Archery
- Archery GB
 - alastair.marks@archerygb.org
 - Website: About Archery GB - The National Governing Body of Archery

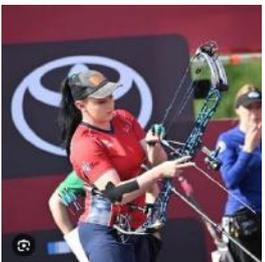
- Meeri Marita Paas (Estonia - World Cup compound medallist)



- Laura van der Winkel (Netherlands - World Cup recurve medallist)



- Izzy Carpenter (Archery GB - World Cup compound archer)



- Sophie Meering (Archery GB - World Cup recurve archer)



- Cecilia Viscarra Moser (World Archery Member Services Coordinator – Bolivia)
- Constance Terrier (World Archery Chief Operating Officer – France)
- Caroline Murat (World Archery Head of Finance – Switzerland)
- Crystal Gauvin (World Archery Executive Board – USA)
- Ping-Kun (Peter) Chiu (World Archery Executive Board – Chinese Taipei)
- Yuko Okura (World Archery Executive Board – Japan)
- Bettina Kratzmüller (World Archery Executive Gender Equity Committee – Austria)



- Chris Wells (World Archery Head of Communications – Switzerland)

Local Engagement

Contact all local clubs to encourage their woman members to participate.

- Massey Archery Club
 - Website: [Massey Archery Club Inc.](#)
 - Contact: macnz.president@gmail.com
 - Contact: macnz.secretary@gmail.com
- Mountain Green Archery Club
 - Website: [Home - Mountain Green Archery Club](#)
 - Contact: info@mgac.org.nz
- Whitford Archery Club
 - Website: [Whitford Forrest Archers Auckland - Home](#)
 - Contact: Grant Miller
 - Email: whitfordforrestarchers@gmail.com
 - Franklin Forrest Archers
 - Website: [About | Franklin](#)
 - Contact: info@franklincountyarchers.com
- River Glade Archers
 - Website: [River Glade Archers Hamilton NZ](#)
 - Contact: Daryl Trim - president@rivergldearchers.nz
 - Riku van Tonder - vice@rivergldearchers.nz
- Shore Archery Club

- Website: [Home - Shore Archery Club](#)
- Contact: secretary@shorearchery.co.nz

Contact College Sport Auckland

Engage with College Sport Auckland to attempt World 'Strike the Rosie the Rivetter Pose' Record.

- College Sport Auckland
 - events@aucklandarchery.org.nz
 - Contact: Jeanette Franklin
 - Website: [College Sport Auckland - Home](#)



Media

Approach all 250 domestic media contacts:

List [here](#).

Utilise personal contacts.

Contact with World Archery to arrange a special news item featuring the club with photographs published on the main World Archery website.

- Contact: Awan Blakeway
- Email: iwanblakewayil

Optics:





Increase in female leadership next step for full gender equality in archery

28 March 2025 Auckland, New Zealand

 IWAN BLAKEWAY



World Archery Monthly Member Association Online Call

Invited to present to approximately 70 member associations from around the world on the topic of women in governance and the importance of engagement.

I sent my PowerPoint to World Archery who formatted it as required by their media protocols.

I didn't include photographs in my version, but coordinator, Cecilia Viscarra Moser, did add photographs and they included pics from our Auckland Archery Club International Women's Day event – yet more international exposure.

Use Online Media

- Arrange for 20+ social media posts
- *Archery in Aotearoa*
 - Contact Lexie
- *Auckland Archery Club*
 - Contact Cushla
- *Auckland Archery Club Member's Group*
 - Contact Anna
- *ClubAppsNZ*
 - Contact Anna
- *World Archery Oceania*
 - Contact Cushla

Create online links to:

Our Sporting Dames

Dame Susan Devoy



Dame Valerie Adams



- International archers (see elsewhere)

Promote Women's Tournament Winners

- Anika Wong and Levi Matheson (child of Nikki)



'Thank You' Emails:

- To Beryl Hall
- To Auckland Archery Club
- To Myshka Wallberg – for the costumes
- To First Scene Costume Hire - [First Scene - NZ's largest prop & costume hire company.](#)
- To everyone who participated
- To our social media partner *Archery in Aotearoa*
- To College Sport Auckland
- To John Clark for generously supporting the event via Youth Archery
- To World Archery Gender Equity and Inclusion Committee
- To Bettina Kratzmüller (World Archery Executive Gender Equity Committee – Austria)
- To Chris Wells (World Archery Head of Communications – Switzerland)
- To Awen Blakeway, World Archery Media
- To World Archery Executive Board
 - Yuko Okura (Japan)
 - Crystal Gauvin (USA)
- To our international athlete supporters
 - Archery USA
 - Archery GB
 - Meeri Marita Paas (Estonia - World Cup compound medallist)
 - Laura van der Winkel (Netherlands - World Cup recurve medallist)
 - Izzy Carpenter (Archery GB - World Cup compound archer)
 - Sophie Meering (Archery GB - World Cup recurve archer)
- To Dame Susan and Dame Val
- To Anna McDonald

- To Cushla Matheson
- To Karen Staples
- To Nathalie Dussart
- To Holly McCutcheon
- To Emma Prideaux
- To Oleksandra (Sasha) Kolesnyk
- To Vanessa Kim
- To our photographers and videographer
- To Finn Matheson (honorary photographer on the day)

Pluses

- An excellent group of women and girls were involved in particular through Youth Archery and College Sport Auckland
- A healthy interface between the event and the needs of male or male identifying archer was achieved (thanks Anna and John)
- The goal was to use the event to market the club, and the sport, internationally and domestically and this was achieved (see World Archery media)
- [Increase in female leadership next step for full gender equality in archery | World Archery](#)
- A satisfying response from sponsors approached
- This is now a club Legacy event

Disappointments

- More (some) support from club leadership would have been valued
- Hard to understand why no other club chose to publish the event but none did
- Hard to understand why Archery NZ chose not to promote the event but it didn't
- Questions arise re the commitment of the club and Archery NZ to gender equity and inclusion, neither of which is a real surprise.

Recommendations

- Now that this is a club Legacy event, get started earlier.
- Learn the lessons from this year
- Ensure that male club members (and committee members) understand that they can still shoot
- Promote a deeper understanding of why we have single sex equity events
- Perhaps have a cisgender woman run the event next year as it doesn't feel as though the club is ready to engage with gender difference on any level
- Don't turn the celebration and the kai into a club committee meeting
- As Sport NZ says 'inclusion means everyone' – I'd add, 'even the freaks'

E koekoe te kōkō, e ketekete te kākā, e kūkū te kererū.

(The parson bird chatters, the parrot gabbles, the wood pigeon coos. This whakatauki (Te Reo Māori saying) teaches that humans, like birds, each have their own unique characteristics. We all have our own strengths, and each has their own place).

Reflections for the Report



Photo Credit: Lexie Matheson

Management #1

International Women's Day (IWD) 08 March 2025

Proposal to:

Auckland Archery Club

- Contact Grant Hewson, President
- president@aucklandarchery.org.nz
- Website: [Auckland Archery Club | Rōpū Koperepere o Tāmaki Makaurau](#)

Proposal:

That Auckland Archery Club will host the annual International Women's Day (IWD) Legacy Shoot to be held every 08 March or on a date as close to 08 March as possible.

That a budget will be provided for the 2025 event.

That Beryl Hall be appointed Guest of Honour.

Management #2

Additional Stakeholders:

- World Archery Gender Equity & Inclusion Committee
- Archery New Zealand (Inc)
 - chair@archery.org.nz

Management #3

The Event:

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

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

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

While an over-arching management group has oversight of the entire event, a small team can run each module. The management group is:

- Anna McDonald
- Nikki Matheson
- Cushla Matheson
- Lexie Matheson

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

The 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 (x2 sessions)**
 - Women coaches and parent helpers
- 3.00pm Women's Tournament
 - Cushla to organise
 - Mother and daughter
- 5.30pm Prizegiving and kai

Online

- Lexie to manage
- Create online support from:
 - Our 14 sporting dames
 - International archers

Useful 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



-
- International theme



-
- Wrist bands



-
- Novelty target faces
- Young women
- Women all ages
- Inclusion 'inclusion means everyone'
- The importance of allyship
- Sharing kai

CONTEXT FOR DISTRIBUTION AND FOR MEDIA RELEASES

International Women's Day (IWD) 08 March 2025



International Women's Day (IWD) Website: [International Women's Day 2025](#)

Imagine a gender equal world. A world free of bias, stereotypes, and discrimination. A world that's diverse, equitable, and inclusive. A world where difference is valued and celebrated. Together we can forge women's equality.

Collectively for #IWD2025 we can all [#AccelerateAction](#).

International Women's Day (IWD) has been around for over a hundred years, as have many of the issues still impacting women's advancement. Since 1911, IWD belongs to all who care about women's equality. Celebrate women's achievement. Raise awareness about discrimination. Take action to forge gender parity. All IWD activity is valid, that's what makes IWD so inclusive.

Collaboration is key to advancing women's equality

Collective action and shared ownership for driving gender parity is what makes International Women's Day impactful. Gloria Steinem, world-renowned feminist, journalist and activist reportedly [once explained](#) "The story of women's struggle for equality belongs to no single feminist nor to any one organization but to the collective efforts of all who care about human rights." So make International Women's Day your day and do what you can to truly make a positive difference for women.

International Women's Day (March 8) is a global day celebrating the social, economic, cultural, and political achievements of women. The day also marks a call to action for accelerating women's equality.

Planning is underway with groups worldwide on a range of collaborative IWD 2025 campaigns and initiatives, so relevant groups are invited to step forward and [get in touch](#).

The first IWD gathering in 1911 was supported by over a million people. Today, IWD belongs to all groups collectively everywhere. IWD is not country, group or organization specific.

IWD 2025 campaign theme is 'Accelerate Action'

Use the hashtags - #IWD2025 #AccelerateAction

Impactful organizations and groups across the world deliver an array of effective strategies, resources, and activity that help **#AccelerateAction** in many areas including:

- recruiting, retaining and developing diverse talent nationally and in our clubs
- supporting women and girls into leadership, decision-making
- designing and building infrastructure meeting the needs of women and girls
- helping women and girls make informed decisions about their health
- providing women and girls with access to quality sports education and training
- elevating women and girl's participation and achievement in sport

There are others that seem inappropriate for this project so I've cut them out.

Strike the Pose

Promote the pose.





Collectively, we can Accelerate Action for gender equality.

At the current rate of progress, it will take until 2158, which is roughly five generations from now, to reach full gender parity, according to data from the World Economic Forum.

Focusing on the need to Accelerate Action emphasizes the importance of taking swift and decisive steps to achieve gender equality. It calls for increased momentum and urgency in addressing the systemic barriers and biases that women face, both in personal and professional spheres.

So, together, let's Accelerate Action to speed up the rate of progress worldwide.

Together, let's #AccelerateAction for gender inclusion and equality.



Social Media & Other Links

[International Women's Day](#)

(3) Facebook

<https://x.com/womensday>

[International Women's Day \(@internationalwomensday_global\) • Instagram photos and videos](#)

[International Women's Day - YouTube](#)

[Find 'inspireinclusion' on TikTok | TikTok Search](#)

[International Women's Day - Wikipedia](#)



COMMUNICATIONS – LETTER TO OUR DAMES

Tēnā koe, Dame Susan,

INTERNATIONAL WOMEN'S DAY 2025

Hope you're well and happy.

I'm Lexie and I'm an occasional manager of our New Zealand national archery team and a member of the World Archery Gender Equity and Inclusion Committee, Finn (my son) is a regular at World Cup and other international events, and my wife Cushla is the World Archery Development Officer for Oceania and is often our national team coach to the big events.

I'm hoping you can help us. We're celebrating International Women's Day on 8 March with a raft of events for our women and girls – lots of social media, a dawn shoot (the sun comes up first in the world in New Zealand), traditional archery costumes, a women's shoot, heaps of stuff for our girls, and a shared meal at the end of the day.

We're calling the day 'Strike a Pose' based on the iconic Rosie the Riveter image that exemplifies courage and a 'can do' attitude (attached). Some of our women have shared photos already (attached) and we'd love it if you, as a sporting hero to our women and girls, might send us a 'hope you have a great day' message along with your own Rosie photo.

Your photo and message will be added to our social media and highlighted, and read out at the event, and that's all – nothing sneaky 😊

And we'll be so very grateful.

If you're happy to help, email the photo and message to me at lexie.matheson@gmail.com and we'll post it on [\(2\) Archery in Aotearoa | Facebook](#), [\(2\) Facebook](#), [\(3\) Facebook](#), and [Archery NZ \(@archerynz\)](#) • [Instagram photos and videos](#)

Thank you for considering our request, have a great week, and enjoy the 8th!

Person best wishes and manaaki

Lexie



COMMUNICATIONS – COMMS TO WORLD FEDERATIONS

Hi there,

INTERNATIONAL WOMEN'S DAY 2025

Hope you're well and happy.

I'm Lexie from New Zealand. I'm an occasional manager of our national archery team and a member of the World Archery Gender Equity and Inclusion Committee, Finn (my son) is a regular at World Cup and other international events, and my wife Cushla is the World Archery Development Officer for Oceania and is often our national team coach to the big events.

I'm hoping you can help us. We're celebrating International Women's Day on 8 March with a raft of events for our women and girls – lots of social media, a dawn shoot (the sun comes up first in the world in New Zealand), traditional archery costumes, a women's shoot, heaps of stuff for our girls, and a shared meal at the end of the day.

We're calling the day 'Strike a Pose' based on the iconic Rosie the Riveter image that exemplifies courage and a 'can do' attitude (attached). Some of our women have shared photos already (attached) and we'd love it if your women athletes, as heroes to our women and girls, might send us a 'hope you have a great day' message along with their own Rosie photo.

These photos and messages will be added to our social media and highlighted, and read out at the event, and that's all – nothing sneaky 😊

And we'll be so very grateful.

If you're happy to help, email the photo and message to me at lexie.matheson@gmail.com and we'll post it on [\(2\) Archery in Aotearoa | Facebook](#), [\(2\) Facebook](#), [\(3\) Facebook](#), and [Archery NZ \(@archerynz\)](#) • [Instagram photos and videos](#)

Thank you for considering our request, have a great week, and enjoy the 8th!

Sincerely,

Lexie



COMMUNICATIONS – MEDIA RELEASE #1



Tēnā koe, media buddy,

INTERNATIONAL WOMEN'S DAY - 'STRIKE THE POSE'

On 8 March 2025, Auckland Archery Club is celebrating International Women's Day 2025 with a day of activities at our historic range in Cornwall Park, and we'd love to share it with you.

The IWD 2025 campaign theme for 2025 is 'Accelerate Action' for gender equality (see pic attached).

At the current rate of progress, it will take until 2158, which is roughly five generations from now, to reach full gender parity, according to data from the World Economic Forum. If we work together, though, perhaps we can speed up the rate of progress.

We hope you'll say 'yes' to sharing this information. We'll still love you if you don't, of course. That goes without saying.

The International Women's Day 2025 activities we have planned are as follows:

- 7.15am **New Zealand Women Shoot First in the World**
- New Zealand is the first country in the world where the sun comes up so we can shoot earlier in the day than anywhere else.
 - We've lined some of our top women archers to shoot a few ends each as the sun comes up to be 'FIRST IN THE WORLD'
 - The archers will be dressed in historic archery costumes of their own choice.
 - This will be filmed, photographed, distributed, and you're welcome come too
 - And we'll celebrate our **Guest of Honour: Beryl Hall** (our most senior shooter)
- 8.30am Two sessions of **Youth Archery** just the same as happens every week but with:
- Historic dress ups for our girls, coaches, and parents
 - All women coaches and parent helpers
 - Learning Moments, women's suffrage & International Women's Day
 - World Record Attempt – most women in the "Strike the Pose" pose in history (see pics below)
 - Free IWD branded wristbands – pink for allies, purple for girls & woman, rainbow ones too
- 3.00pm **The Auckland Archery Club Annual Women's Shoot**
- 30 arrows at 30m
 - In costume (optional)
 - Mother and daughter prizes
 - Competing for the recently rediscovered, eighty-year-old, Auckland Archery Club's Women's Championship Shield

5.30pm **Prizegiving and kai (food)**

All day **Rosie the Riveter 'Strike the Pose' photo sharing**

Rosie's our hero, take a pic of yourself 'Striking the Pose' and share it with us at events@aucklandarchery.org.nz – just like Vanessa has (below).

It's a fun plan and the club has agreed to stage an International Women's Day event every year as one of its annual legacy tournaments.

If you're in Auckland, we would especially love to have you involved on the day in a way that works best for you. Come down and shoot some arrows with us.

Please share this information.

We're sincerely grateful to you for your support.

Ngā manaakitanga,

Lexie

Media Liaison - lexie.matheson@gmail.com - 021 752 535 - that's me next to Rosie in the top row)



IWD 25 'Strike the Pose'



REVIEW AND EVALUATION

Components to review and evaluate:

- Did we attract the numbers of people we anticipated? **Fewer than hoped.**
- Did we attract the market intended? **Yes.**
- Did you reach our sponsorship target? **Yes, with prospects for '26 event.**
- Did we achieve the amount of media publicity you wanted? **Yes. Some TV would have been good.**
- Undertake face to face or surveys. **Yes, with Holly, Beryl, Nathalie, and Anna.**
- Consider using SurveyMonkey. **Did not use this excellent tool.**
- Complete stakeholder and internal debriefs within 2-3 weeks of the event's ending. **Completed**
- Observation and informal conversations throughout the event. **Completed**
- All findings and recommendations should be compiled into a Review and Evaluation Report and circulated to all necessary stakeholders within two months of the event. **Completed (see below). I used the Operations Manual as a data source for the report.**
- The recommendations should be considered at the first planning meeting for the next event and implemented to enhance the overall success of the event. **In train.**