

91279R



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## Level 2 Social Studies, 2019

### 91279 Demonstrate understanding of conflict(s) arising from different cultural beliefs and ideas

9.30 a.m. Friday 29 November 2019  
Credits: Four

#### RESOURCE BOOKLET

Refer to this booklet to answer the questions for Social Studies 91279.

Check that this booklet has pages 2–16 in the correct order and that none of these pages is blank.

**YOU MAY KEEP THIS BOOKLET AT THE END OF THE EXAMINATION.**

## **THE NATURE AND CAUSE OF THE CONFLICT SURROUNDING THE GENDER PAY GAP IN SPORT**

### **Relevant social studies perspectives**

<b>Feminist</b>	A person who believes women should have the same rights and opportunities as men.
<b>Sexist</b>	A person who discriminates because of a person's sex, and who believes that one sex is superior to the other.
<b>Economics</b>	A branch of knowledge concerned with the production, consumption and transfer of wealth.

<b>Glossed words (bold in text)</b>	
discrepancy	difference between facts and figures that should be the same
disparity	a big difference
remunerate	pay
retainers	fees paid in advance to someone in order to secure their services for use when required
unaesthetic	unattractive

## INTRODUCTION

The gender pay gap in sport is a significant issue that has been debated for many years.

The roots of this **discrepancy** between men and women lie in the birth of modern sport, 150 years ago. Victorian society viewed sport as an activity linked to the “muscular male”. It did not think much of the notion of women playing. One of the fathers of the modern Olympic Games and the founder of the International Olympic Committee, Pierre de Coubertin, described women’s sport as an “**unaesthetic sight**” for the human eye and considered their participation would make the competition “impractical, uninteresting” and “improper”. In 1921, the *Football Association* in England deemed the sport “quite unsuitable for females” and banned its clubs from lending pitches to women.

Despite a shift in attitude over time and some progress being made to close the gap, when Wimbledon agreed to offer equal prize money for men and women in 2007, only *nine* of the 44 sports that **remunerate** athletes paid equally. In early 2018, that number stood at 35. However, the remaining nine sports are among the biggest and most lucrative in the world, and include cricket, football and golf.

 <b>Men</b>	<b>Prize money paid per competition / event (NZ\$)</b>	 <b>Women</b>
	Cliff Diving World Series	
	Cricket World Cup	
	Cricket T20 World Cup	
	Darts BDO World Champs*	
	Football World Cup	
	Football Champs League	
	Football Premier League / WSL	
	Football FA Cup	
	Golf The Open	
	Golf US Open	
	Golf PGA	
	Snooker World Champs*	
	Squash World Champs	
	Surfing World Champs Tour	
	Ski Jumping World Cup	

\*Main competition open to both men and women.

(Adapted from BBC figures originally in pounds sterling and converted to New Zealand dollars based on an exchange rate of 1.89 as at 19 August 2019.)

### The sports wage gap needs to close

Female athletes tend to make less money than male athletes – way less. Serena Williams is the *only* female among the world’s 100 highest-paid athletes. Recent studies suggest gender equality in sport is worse than in politics, business and medicine.

**FORBES TOP TEN  
HIGHEST-PAID  
FEMALE ATHLETES  
of 2015**



Reasons for this vary by sport, but the simplest explanation is that men’s leagues generate a lot more revenue than their female equivalents, and the salaries reflect that.

**FORBES TOP TEN  
HIGHEST-PAID  
MALE ATHLETES  
of 2015**



### **The reality in New Zealand women's sport**

In New Zealand in 2015, only \$701 667 in total was paid to the women's sevens and Black Ferns players, according to the collective agreement between the *New Zealand Rugby Union* and the *Rugby Players Collective*. That was from a total of more than \$40 million in player payments in 2015.

Lydia Ko dominated women's golf in 2015, winning five tournaments, but it still wasn't enough to make her New Zealand's highest-paid golfer – in prize money terms, at least.

That honour belonged to male counterpart Danny Lee – the men's world No. 36. Ko – the women's world No. 1 – won \$4.12 million in prize money on the *Ladies Professional Golfers Association* (LPGA) in 2015.

Fellow Kiwi Lee took home \$5.38 million in prize money on the men's equivalent *Professional Golfers Association* (PGA) Tour.

In 2016, 10 female players were contracted to *New Zealand Cricket* on **retainers** of between \$10 000 and \$12 000 a year, and receiving payments of \$190 for each day they were assembled with the national squad.

Meanwhile, 20 men had national contracts, with **retainers** of \$200 000 for the top-ranked player (believed to be Kane Williamson) and \$81 000 for players ranked 18 to 20.

## **POINTS OF VIEW, VALUES AND PERSPECTIVES OF THE INDIVIDUALS/GROUPS INVOLVED IN THE CONFLICT**

### **RESOURCE A: PERSPECTIVES FOR CLOSING THE GENDER PAY GAP**

#### **Valuing female athletes the same as male athletes**

Women's treatment in sport has always been a symptom of wider gender inequality and, as sports has evolved and professionalised, it has become self-perpetuating. The huge funding **disparity** between male and female sport has resulted in women having fewer opportunities to play sport, suffering from inadequate coaching and facilities compared with those enjoyed by men, and being paid less, even for playing international sport. This has damaged the quality of sport – and, therefore, the attractiveness of the product to fans and broadcasters. Some say if there were more sponsorship and media coverage, women's sport would be more popular.

Ruth Holdaway, chief executive of the charity *Women In Sport* in the UK, claims that is not the whole story though.

"Women's sport has huge commercial value," said Holdaway.

"You only have to look at the women's cricket world cup this summer [in 2017] where the final, which England won, was a sell-out at Lord's. It is about brands being able to recognise how they can harness the power of women's sport. There is a huge demand from an audience, but it is about tapping into that market and making it work for both sides.

"We'd love to see more governing bodies valuing their female athletes the same as their male athletes," she said.

"In tennis, the commitment to equal pay at Wimbledon is a good example of a sporting body realising that while the men's and women's games are different, the players put in the same amount of effort and are all playing at the height of their abilities."

In reality, though, there is still a long way to go to address the massive gender pay gap in sports. Despite women's sports stars putting in the same amount of effort and level of performance, it is not reflected in their payments, both internationally and in New Zealand.

#### **United States women's soccer players sue federation for gender discrimination**

In March 2019, just months before they were to defend their world title on the global stage, the members of the US women's national soccer team filed a gender discrimination lawsuit against *US Soccer*, accusing the national federation of paying lower salaries to women and subjecting them to more dangerous playing conditions than their male counterparts.

The lawsuit continues a years-long battle between the women's team, which has vaulted in status while winning the World Cup three times, and *US Soccer* over the players' compensation and treatment compared with that of the men's team, which has accomplished far less, never winning a world title and failing to qualify for the most recent World Cup.

It is also the latest entry in a series of high-profile disputes over gender equity in international team sports, including in basketball, hockey and tennis.

In 2016, five members of the US women's team similarly alleged wage discrimination in a complaint with the *Equal Employment Opportunity Commission*, a precursor to this lawsuit.

The suit is on behalf of 28 current women's players – including stars Alex Morgan, Megan Rapinoe and Carli Lloyd – and seeks class-action status, which would allow former players from teams dating from 2015 to join.

“We feel a responsibility not only to stand up for what we know we deserve as athletes, but also for what we know is right – on behalf of our teammates, future teammates, fellow women athletes, and women all around the world,” Rapinoe said.



Hope Solo, goalkeeper, US women's national soccer team

## **Rugby union: New Zealand's national women's side receive historic paid contracts**

In March 2018, 23 years after men's rugby union was made professional, New Zealand's national women's team – the Black Ferns – will for the first time be offered paid contracts, valued at up to \$45 000, inclusive of allowances and other payments.

The new memorandum of understanding between the *New Zealand Rugby Union* (NZRU) and the *New Zealand Rugby Players Association* (NZRPA) sees a minimum of 30 players employed on contracts. They will also have access to medical and life insurance, as well as maternity leave entitlements to encourage women to return to the game.

In addition to the 30 contracted players, a Black Ferns performance programme will allow another 20 players to train in regional performance hubs, and access interim contracts when called into the squad.

The NZRPA chief executive Rob Nichol said, "This is a significant milestone for the women's XV game. It is a long-term sustainable model that offers genuine pathways and support for female players on and off the field, and that we can build on in the future."

"It signals a very real career path for women's XV rugby players, one that will allow them to thrive in rugby but, most importantly one that will provide an equal focus on helping talented people to achieve engagement and success beyond the game, within their families, communities and chosen careers."

Black Ferns player Kendra Cocksedge welcomed the changes. "My team-mates [and I] are now rewarded for playing the game we love, and while it is not a full-time salary, it is a great start," she said.

NZRU CEO Steve Tew also acknowledged that the success of the women's game hinged on structural support.

"The Black Ferns – and the Black Ferns Sevens – have rapidly grown in profile, stature, and relevance on the international stage. This agreement supports them to be the best they can be when wearing the black jersey.

"If we want to support players to continue to give their all, we need to ensure we're providing the best environment in order for them to perform at their best."

## Equal working conditions for All Whites and Football Ferns

New Zealand's football body announced a new deal on 8 May 2018 that gives the national women's team the same pay and conditions as the men's side, becoming one of the first countries to do so.

Providing equality between the male All Whites and female Football Ferns was "a landmark moment for football in this country", *New Zealand Football* said.

"Today's announcement signifies that we as an organisation are committed to parity for the men's and women's game and to continuing the growth in all areas of our sport," chief executive Andy Martin said.

The deal is unlikely to bring vast sums to female players, as the New Zealand men's side earn only a fraction of their high-profile international counterparts, but Football Ferns striker Sarah Gregorius said it still represented an important principle that recognised the effort women put into their sport.

"It's such an awesome line that we've now drawn in the sand," she told *Radio New Zealand*.

"No matter who you are, whatever gender, when you pull on a New Zealand football shirt, you're entitled to the same treatment and respect, no matter what."

In practical terms, the New Zealand deal means women will receive the same match payments, equal fees on image rights, and a similar proportion of tournament prize money. They will also enjoy the same travel arrangements, meaning women will no longer have to fly economy to tournaments while male players enjoy business class.



The Football Ferns will receive equal working conditions to their male counterparts, the All Whites, under the new collective bargaining agreement

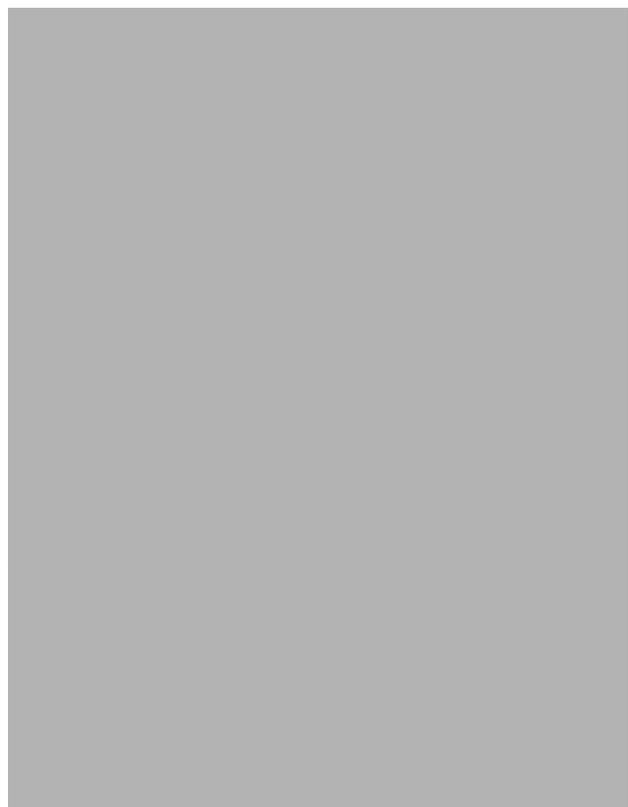
**RESOURCE B: PERSPECTIVES AGAINST CLOSING THE GENDER PAY GAP****Men's tennis players**

While there has been equal prize money in all four tennis majors – the Australian Open, US Open, French Open and Wimbledon – since 2007, the issue of equal prize money has been a regular topic of debate within the tennis community in recent years.

In 2018, the same weekend Rafael Nadal (the world No. 1 men's tennis player at the time) won a record 11th French Open title, he made headlines speaking in an interview with Italian magazine, *Io Donna*. In the article, he commented that the question of whether women's players should be paid equally is "a comparison we shouldn't even make" because of viewer **disparity**.

One tennis fan responded saying: "I wholeheartedly agree with Nadal. If ability and popularity don't matter, then doubles and wheelchair champions should earn the same prize money as men's and women's singles." While another added: "I don't like Nadal, but how is that wrong? If women really want equality, they should be treated like the men. Do they fill stadiums as much as them? Do they bring as many TV viewers? No. Should they earn as much? No. Simple."

Novak Djokovic (the current world No. 1 men's tennis player) and Raymond Moore (then CEO and tournament director at the BNP Paribas Open in Indian Wells in 2016) have also shared similar views.



## Pay parity for women's rugby

In an opinion piece for the *New Zealand Herald*, Mike Hosking acknowledged that, "the deal announced by New Zealand Rugby in 2018 [to offer the Black Ferns paid contracts for the first time] is years overdue, and more than well deserved".

He went on to say, however, that, "... although most of us agree with the concept that women deserve as good a deal as blokes, it simply isn't as simple as dreaming up half-baked concocted comparisons that literally aren't real or logical ...".

"... we have men playing professional rugby and women playing professional rugby and yet no pay parity and, to be blunt, nothing close to it. And why? Because of the logic of the cold hard reality that numbers and facts don't lie.

"Men's rugby has a number around it. Broadcast rights, ticket sales, tournament appearance fees, marketing, branding, advertising and so on. The All Blacks, or professional male athletes if you include super rugby and local-level contests, bring in a number. And on the expense side, is their pay. Women do the same, but the number isn't the same, nor is it anywhere close. So their pay reflects that, and isn't that fair?

"When you can make very deliberate and specific comparisons: apples and apples. Isn't it fair, women in this case get paid less, or they get paid what they're worth, based on what their sport is worth?"

## SOCIAL FORCES THAT HAVE CONTRIBUTED TO THE CONFLICT, AND THEIR EFFECTS

### RESOURCE C: THE MEDIA

#### Lack of coverage

There is a general acceptance that the extent of the gender pay gap is also a by-product of the increasingly commercial nature of sport, where media rights play a big part.

Auckland University professor and former sports journalist Toni Bruce has been conducting research on women's sport coverage in the media since 1984, and said there has been next to no improvement on the small amount given to women. No matter what the time frame, year, or type of media studied, the results show that males average more coverage and females average less. "There is plenty of evidence that we see participation in sport as important and valuable for girls and women. But their absence in sports media sends the message: 'Go ahead and play, but don't expect us to pay attention'. This means that what sportswomen do is not seen as culturally important [therefore deemed worthy of less pay]," she said.

One argument why sports media choose not to cover women's sport is because its audience is largely male. Mark Lichtenhein, chairman of the Ladies European Tour (professional golf) said, "It's important to understand that the money doesn't come from how well the players hit the five iron or how accurate their putting is. It comes from how well the events are packaged and marketed as a product. Too many women's sports are trying to compete with men's sports on men's terms. They're chasing after the same sponsors and the same TV channels. Because of the male-biased demographics of those channels, they don't necessarily get the same viewing figures, creating a perception that the audience isn't there for women's sports and that it's just an add-on to the men's game."

It is a self-perpetuating, "chicken and egg" cycle; audiences will not get excited about women's sport, as it gets minimal exposure in the media, and then the media justifies the lack of coverage by saying that female athletes do not generate enough audience engagement.

A new study reveals gender bias in sports coverage

“That is not a fair argument. You have to invest first at many levels, including marketing and promotion, to get the general public more involved, and then the return of the investment will be better,” said Beatrice Frey, sport partnership manager at the *United Nations Entity for Gender Equality and the Empowerment of Women* (UN Women).

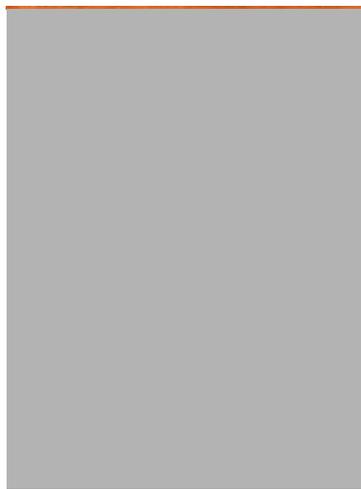
Newspapers and online news sites are essentially the same. Professor Bruce said females often turn away from reading the sports news because there are no women’s sports to read about – a cycle that needs to be addressed. “So many days I read the sports section, and all I see is men, men, men. Yet, in events that include women, the female audience is always higher.”

“It seems like common sense to me that they [media] could build readership significantly by including more women’s sport and consistently following competitions so that readers come to know the athletes and teams and build a connection with them.” Once a connection is built, the consumer will dictate more media coverage and this in turn could be reflected in higher wages.

### Type of coverage



Anna Kournikova and Roger Federer, both tennis players, on the cover of *Sports Illustrated* in 2000 and 2009

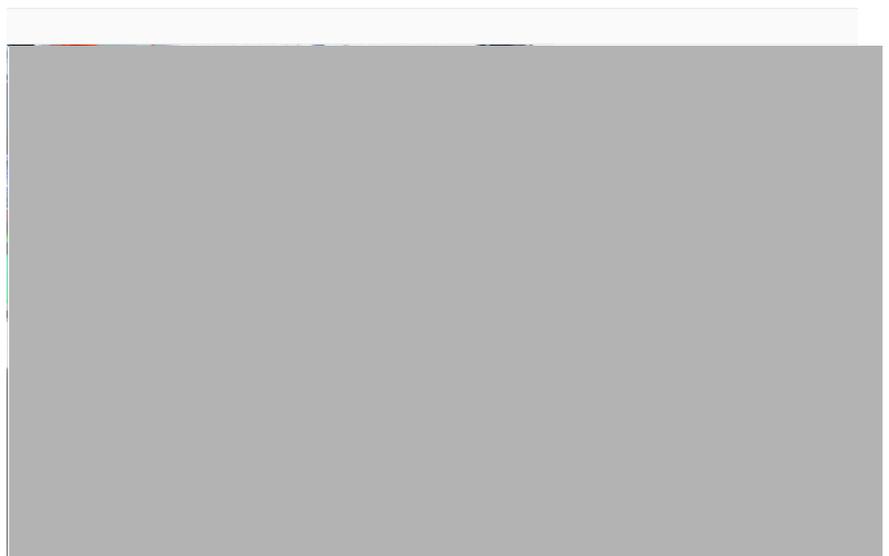


Another problem with the media is the type of coverage that is given to sportswomen. Athletes who are women are typically converted from strong, fit, and athletic to “sexual objects”. They are rarely shown participating in their sport, more frequently scantily clad and passively posed. If you Google “female athletes”, you immediately get an article titled “Meet the 10 Hottest Women of the Winter Olympics”. Female athletes are often more well-known for their attractiveness, rather than athletic prowess. Anna Kournikova, for example, was the Internet’s most ‘searched for’ athlete, despite never having won a major tennis tournament.

Danica Patrick, successful US open-wheel racer, is shown more frequently in a swimsuit than her racing gear and more often than not referred to as ‘sexy’. This contributes to the views of many that women in sport are not taken seriously and don’t command the same respect as men in sport.

“It’s very recent that anyone has taken women’s sports very seriously,” notes Carole Oglesby, co-chair of the *International Working Group on Women and Sport* and a long-time advocate of women’s sports.

Instagram



Danica Patrick on Instagram

## RESOURCE D: SOCIAL ACTION

### Progress internationally

Historically, high-profile individuals championing the cause of equal pay have been an indispensable factor in successfully closing the gap. Nobody embodies this better than Billie Jean King, whose huge contribution to the campaign for pay equality deserves as much praise as her 39 Grand Slam tennis titles on the court. Venus Williams was similarly key in persuading the *All England Lawn Tennis and Croquet Club* to equalise prize money for Wimbledon in 2007.



While the five players from the US women's national soccer team who won the Women's World Cup in 2015 didn't get equal pay for equal work after filing their complaint with the *Equal Employment Opportunity Commission* in 2016, some progress was made. The new terms included generous increases in base pay and match bonuses, better daily allowances and travel benefits, and increased financial support for players who are pregnant. Megan Rapinoe, one of the five, said "I am incredibly proud

Christen Press, midfielder, US women's national soccer team of this team and the commitment we have shown through this entire process. While I think there is still much progress to be made for us and for women more broadly, I think the team should be very proud of this deal and feel empowered moving forward."

Their progress has not been lost on other teams, which have used the soccer team as a sounding board for their own fights. Nigeria's players held a sit-in at their hotel to demand unpaid salaries and bonuses after winning the African championship. Ireland's team threatened to strike. Australia's did, and Norway's players demanded – and won – equal pay with their male counterparts.

Amid these developments, the *World Players Association* has further strengthened its commitment to all women players and the players associations that work on their behalf.

"Sport cannot afford to have women players denied the opportunity to realise their sporting and human potential because of the unsustainable nature of their careers. Granting women the status and pay they deserve will help grow women's sport at all levels. It is without question that the fundamental principle of equal **remuneration** and conditions for work of equal value must apply," said Brendan Schwab, executive director of the *World Players Association*.



More professional sports women than ever have united to fight for the right to compete, better pay and improved working conditions. The "Gender Equality Principles" laid out by the *World Players Association* in 2017 lead the way.

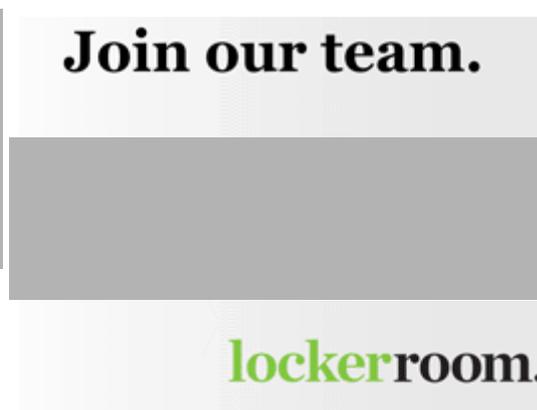
## Progress in New Zealand

Issues of gender equality in New Zealand sport have also gained some traction. In March 2018, Minister for Sport Grant Robertson announced that promotion of women in sport is his number one priority. Explaining that sport was at the heart of New Zealand's identity, he said, "if something is at the heart of our identity and we allow blatant sexism and under-representation of women to continue, then that will be at the heart of our identity as a country and none of us want that." He challenged New Zealanders to "step up and make sport the area where we express our identity as an inclusive, as a diverse country, and one that values everybody for what they bring to the table."

Auckland University Professor Toni Bruce said, "These words are exactly what women's sport advocates want to hear, and the Minister appears seriously committed to real change. If he can put money as well as influence behind the push to gender equality, New Zealand might, indeed, be able to lead the world and achieve a lasting legacy."

Also, in March 2018, *Newsroom* (an independent, New Zealand-based news and current affairs site), launched a dedicated section for women's sport called LockerRoom, to drive greater coverage of women's individual and team competitions here and overseas. Grant Robertson said "I applaud you for doing this. It's fantastic, and it's just what we've got to do; we have to step up for women in sport."

*New Zealand Olympic Committee* chief executive Kereyn Smith also supports the LockerRoom initiative. "The addition of a focused source of features, profiles, issues and news around women's sport and female athletes is fantastic. We know the power of storytelling in creating role models. We're excited that there will now be an outlet dedicated to the coverage of women's sport, with the real potential to encourage more women to achieve their potential," she said.



Some examples of coverage of female athletes by the LockerRoom team

## Acknowledgements

Material from the following sources has been adapted for use in this examination (accessed 14 June 2019).

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