CAN ONE TEAM REALISE THE DREAM OF MILLIONS?

POWER MERI
THE POWER MERI PROJECT

Using women’s sport to address gender issues in PNG

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Gender and Society: PNG Update 2019
Who we are...
The project and the purpose

• Power Meri is a documentary film and community outreach project that uses a women’s sporting story, that of the Oil Search PNG Orchids national women’s rugby league team, to promote discussion about the status and treatment of women in PNG and beyond

• We had seen the impact that women’s rugby league was having on our colleagues, our teammates and our small communities

• We wanted to grow the discussion about how women’s sport changes lives and attitudes beyond the sporting field and into communities, cinemas and classrooms across PNG and the world
Women’s empowerment through rugby league via:
- Programs designed to make an impact from early childhood level up
- On and off-field opportunities for women and girls across the game
- Building women’s confidence and leadership
- Capacity building
Power Meri in PNG
Power Meri in PNG
Power Meri in PNG: feedback

• “This documentary will change the way men think and their view of women”
• “This film was not about the girls losing matches. If we look closely, it was all about us supporting our women to help them achieve their dreams”
• “Many of our men, we think women have defined roles, but this documentary has changed a lot of our views”
• “If we PNG men support our women they can win not only in rugby but in anything”
• “We saw the team’s losing scores in the newspaper and made all kinds of negative comments but we didn’t realise the hard work that went on. We as men must now recognise and acknowledge that women can also make a difference”
• “Here I am, an educated woman with so many privileges, but I have not raised awareness like the Orchids did. I am truly proud of these women and I would like to support them”
• “I hope men here have learnt something to take home to make a difference”
Power Meri in PNG: impact

- Shift in mindsets based on sample size of feedback
- Increased credibility of women’s rugby league
- Growth in participation numbers and range of pathways in women’s rugby league
- New funding and offers of other forms of support and partnerships for women’s rugby league
- Broader reframing of women’s sport and its social impact to attract new partners and funders
Power Meri around the world
Power Meri around the world
Power Meri around the world
Power Meri around the world
Power Meri overseas: feedback

• The Orchids are incredibly strong and inspiring
• I feel so happy and uplifted after the watching that
• I don’t like sport but I was on the edge of my seat
• I like the way it addressed the treatment of women in society but didn’t talk directly about violence
• PNG looks like a beautiful country
• Everyone needs to watch this film
Power Meri overseas: impact

- “Power Meri has just blown apart years of approaches to addressing gender issues”
- Bringing sport into the conversation
- Addressing the topic implicitly and indirectly
- Prompting discussion about the contribution of sport to development strategies and its future use
- Case study in sport and international development
What have we learnt?

• How sport can create female leaders and community role models regardless of their background
• How sport motivates women to change their lives and explore new opportunities
• How sport changes perceptions and attitudes of both men and women in relation to women
• How we approach storytelling addressing gender issues
• How we can harness the power of women’s sport in the Pacific for greater social impact
The film is available to anyone who wants to use it to make an impact in your community/work.

You can run a screening yourself or approach NRL to run it for you in some locations.

Providing feedback helps us learn and track the impact.

There is a teachers’ resource coming soon.

If you’d like to be involved in the next stage, get in touch:

info@powermerifilm.com
POWER MERI

TAKE A PICTURE OF THIS SLIDE!

POWERMERIFILM.COM #PowerMeri

HOST A SCREENING
Screen the film in your local community or organisation
info@powermerifilm.com

SPREAD THE WORD
www.facebook.com/PowerMeriFilm
www.twitter.com/PowerMeriFilm
Instagram: @PowerMeriFilm
"When you mention rugby league, everyone pays attention."

Della Audama, Power Meri (2017)
"It has made me think about the great things I could do for my country in my own little ways."

Cathy Neap, Power Meri (2017)
"It starts here, it starts with us. This nation is about to change."
Amelia Kuk, Power Meri (2017)
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