

# Media Release

**The Hon Ros Spence MP**  
Minister for Multicultural Affairs  
Minister for Community Sport  
Minister for Youth



Monday, 6 September 2021

## MAKING THE CALL FOR MORE WOMEN'S VOICES IN SPORT

The Victorian Government is supporting more women to make their mark in sports broadcasting, launching a new program to address the lack of gender diversity in the industry.

Minister for Community Sport Ros Spence today announced the first round of the *Women in Sports Broadcasting Program*, giving women who have an interest in exploring sports media and broadcasting the opportunity to learn and gain experience from a team of broadcasting experts.

The Government, through the Office for Women in Sport and Recreation and its *Change Our Game* program, is working to create opportunities for women and girls to achieve their potential both on and off the sporting field.

From TV to radio, play-by-play, expert comments, and broadcasting from the boundary, courtside or commentary box, the program helps women determine where their interests lie and identify what their next steps might be.

The program comes off the back of the successful *Making the Call* pilot program held over the past 12 months, which supported 36 women from across the state to follow their dream of a career in sports broadcasting.

Facilitated by co-creators of the award-winning Outer Sanctum podcast and radio show, Emma and Lucy Race, industry experts guiding participants include international cricket commentator Mel Jones, TV executive Dave Barham and sports journalists and broadcasters Kelli Underwood, Andy Maher, Daisy Pearce and Tess Armstrong.

Past graduates include Marnie Vinall, who was selected to be part of Channel 7's coverage team for the Tokyo Olympic Games.

The program will target graduates of the *Making the Call* pilot program as well as women with exceptional relevant experience, helping them extend their skills to establish a fulfilling career in broadcasting.

A further round of the program will be offered in 2022 for women seeking to make their first steps into the sports broadcasting industry.

For more information, visit [changeourgame.vic.gov.au/the-initiative/change-our-game-grants](https://changeourgame.vic.gov.au/the-initiative/change-our-game-grants).

### Quote attributable to Minister for Community Sport Ros Spence

*"On camera and behind the scenes, women in broadcasting are essential to boosting equity in every aspect of sport and active recreation and I am proud to see this program championing more women in sports broadcasting."*

### Quote attributable to Director of the Office for Women in Sport and Recreation Sarah Styles

*"Media coverage of sport plays a pivotal role in breaking down gender stereotypes, encouraging women and girls to participate, and building corporate interest. We're making sure that women's voices are heard and respected."*

### Quote attributable to broadcaster Marnie Vinall

*"The program gave me invaluable information and insight into the sports broadcasting and media space and how to apply my own skills within it, creating opportunities and foundations that I can build on."*

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