

Media Release

The Hon Ros Spence MP

Minister for Prevention of Family Violence

Minister for Community Sport

Minister for Suburban Development



Monday, 20 February 2023

CALLING OUT THE NEXT GENERATION OF WOMEN IN SPORT MEDIA

The Andrews Labor Government is backing more women to get on-air and make their presence heard and felt in sports media.

Minister for Community Sport Ros Spence today launched the Labor Government's *Change Our Game Women in Sport Broadcasting Program* for 2022-23 and encouraged women across the state to apply.

The program supports increased representation of women in sports news and commentary roles, both in front of and behind the camera.

The program, offered through the Office for Women in Sport and Recreation, includes two streams designed to give women the knowledge and edge they need to advance their careers in the sports media.

Stream 1 has an introductory focus to support the development of early-career sports broadcasters. Stream 2 is an extension program to help those growing their presence in the industry go to the next level.

The program will be delivered by Emma Race and Lucy Race from Making The Call, who have both enjoyed significant success and are highly regarded sports media professionals.

By providing women with mentoring, knowledge and the resources needed to succeed, the Government is helping to advance career opportunities for women and filling a notable gap in the sports broadcasting sector.

From the first successful pilot program in 2020, the program has been pivotal in developing and providing opportunities to women in sports media. It has supported 56 participants whose voices and expertise are enhancing sports broadcasting and reporting.

Program graduates have been successful in a variety of roles. Pokuah Frimpong participated in the 2021-22 program and hosts a podcast called Radio Dub which interviews A-League Women's players and discusses the league. Pokuah has also worked for Network 10 and Paramount Plus commentating on the A-League Women.

For more information on the program go to changeourgame.vic.gov.au/the-initiative.

Quotes attributable to Minister for Community Sport Ros Spence

"We're backing more women to break into sports media and succeed in their new career, because we know how important it is to level the playing field."

"The faces and voices we see and hear delivering our sporting news play a huge role in accelerating change towards more inclusive sports coverage."

Quotes attributable to program graduate Pokuah Frimpong

"This program gave me confidence in my ability and a sense of support from other women striving to make it in sports broadcasting. It helped me to go after jobs I wouldn't have thought possible."

"I would recommend it to anyone interested in getting involved in broadcasting but doesn't know where to start."

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