

Media Release

The Hon Ros Spence MP
Minister for Agriculture
Minister for Community Sport
Minister for Carers and Volunteers



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BACKING A BRIGHTER FUTURE FOR WOMEN IN SPORTS MEDIA

The Allan Labor Government is leading the way in levelling the playing field for women and girls in sport, with new research shining a light on the representation of women in sports news, and boosted support for more women to pursue a career in sports media to change the landscape for generations to come.

Minister for Community Sport Ros Spence today announced this year's *Change Our Game Women in Sports Media Program* while launching the Office for Women in Sport and Recreation's new research *The Conversation of Sport: Representation of Women in Sports News Coverage* – helping more women shape the future of sports media.

The new report reveals that only 15 per cent of sports news coverage in Victoria was focused on women's sport in 2022-23, with women's sport also less likely to receive deeper coverage and analysis.

The study also found women journalists represented only 27 per cent of bylines, although were 62 per cent more likely than men journalists to report on women's sport.

We know that reducing the media gap is fundamental to leveling the playing field in sport – on and off the field. That's why the Labor Government is supporting more women interested in a career in sports media with opportunities to gain industry insight, build networks and kickstart their careers.

Applications for this year's *Change Our Game Women in Sports Media Program* are officially open, with the program supporting more than 80 people since 2020. The program will be facilitated by leading sports producers Emma Race and Lucy Race and established industry mentors including Kelli Underwood, Nat Edwards and Rana Hussain.

The Conversation of Sport: Representation of Women in Sports News Coverage was conducted by global media insights firm Isentia for the Office for Women in Sport and Recreation.

To find out more on *The Conversation of Sport* and the 2023-24 *Change Our Game Women in Sports Media Program*, visit changeourgame.vic.gov.au

Quotes attributable to Minister for Community Sport Ros Spence

"Balanced media coverage for women in sport shapes our community and plays a huge role in accelerating change towards more inclusive sports coverage."

"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."

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

"This research has established a baseline for sports news coverage in Victoria and initiated positive discussions with media and sporting organisations alike."

"The Office for Women in Sport and Recreation looks forward to doing our part to continue to support both media and sporting organisations in delivering stronger outcomes for women in sports media."

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