

Media Release

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



Wednesday, 22 May 2024

TURNING UP THE VOLUME FOR WOMEN IN SPORTS MEDIA

The Allan Labor Government is supporting more women to make their mark and pursue careers in sports media - expanding its nation leading *Change Our Game Women in Sports Media Program*.

Minister for Community Sport Ros Spence today announced new participants from across Victoria have been selected for the latest round of the *Change Our Game Women in Sports Media Program*.

Since 2020 the program has been supporting women into sport broadcasting careers and this year the program is expanding to include all forms of media – including print media, producing, interviewing, and podcasting.

New participants include Olympic alpine skier Greta Small, who is seeking to take her skills and career experience to the next level following past experience in media interviews, commentary, and hosting.

Vi Truong, another new participant, is looking to pursue a career in sports media, building on her experience in media operations at the FIFA Women's World Cup.

The program will be delivered by Emma Race and Lucy Race from Making The Call – two highly regarded sports media professionals who have enjoyed significant success in Australia.

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

Since 2020, the program has been pivotal in developing and providing opportunities for women who have gone on to add their voices to our national sports media landscape, ensuring future generations of girls to follow in their footsteps.

The Labor Government's *The Conversation of Sport: Representation of Women in Sports News Coverage* report highlights that women's underrepresentation in sports media – showing women only contribute to 27 per cent of sports bylines, and are 62 per cent more likely than male journalists to report on women's sport.

To find out more about the Program and *The Conversation of Sport*, visit changeourgame.vic.gov.au.

Quotes attributable to Minister for Community Sport Ros Spence

"We're backing more women interested in a career in sports media with opportunities to gain industry insights, build their networks and kickstart their careers through this game changing program."

"The more women working in sports media, the more opportunity we provide to the next generations of Victorian girls who will feel empowered to follow in their footsteps."

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

"This program continues to support women interested in sports media, with the record interest showing more women are seeing themselves reflected in this critical part of the sport industry."