

# Media Release

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



Monday, 8 July 2024

## ADVANCING WOMEN'S CAREERS IN SPORTS MEDIA

The Allan Labor Government is helping more women to take their career in sports media to the next level, with applications now open for a program supporting people to hone their skills and build their connections in the industry.

Minister for Community Sport Ros Spence today announced applications are open for the *Change Our Game* Women in Sports Media Program which helps boost the careers of women in sports media to go to the next level.

The Advancing Career Round of the program facilitated by leading sports producers Emma Race and Lucy Race from *Making The Call* helps women with experience in the industry to take their career to new levels.

Supported by established sports media mentors including Kelli Underwood, Nat Edwards and Rana Hussain, the program helps participants develop practical skills, industry knowledge as well as gain connections with industry experts.

We know there's more to do to increase the gender balance of sports news coverage and representation in Victoria.

*The Conversation of Sport* report published in February, commissioned by the Labor Government's Office of Women in Sport revealed only 15 per cent of sports news coverage in Victoria was focused on women's sport in 2022-23, and women journalists represented only 27 per cent of bylines.

Previous graduates of the program have progressed their careers across a variety of roles including Emma Gallagher, a graduate of the 2022-23 program.

Since taking part in the program Emma has become an experienced commentator covering the Women's National Cricket League and Women's Big Bash League broadcasts with cricket.com.au. Emma is also a courtside announcer for the Bendigo Braves NBL 1 team and has supported Channel 7 with the production of its cricket coverage.

For more information on the program and how to apply visit [changeourgame.vic.gov.au](https://changeourgame.vic.gov.au).

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

*"This program is backing more women to take the next step in their sports media career, to drive greater representation of women in sports news coverage."*

*"The more women we have as the faces and voices delivering sports news and coverage is key to advancing gender equality in sport."*

### Quote attributable to Minister for Women Natalie Hutchins

*"We're working to build a more equal state across Victoria, and part of this is opening up career pathways for women in traditionally male populated industries like sports media. I can't wait to see the amazing women that will come through this program and go on to achieve great things."*

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

*"With record interest in this program, it's clear women are seeking a career in this critical part of the sport industry to drive the conversation of sport."*