

Media Release

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



Friday, 4 October 2024

ADVANCING WOMEN'S CAREERS IN SPORTS MEDIA

The Allan Labor Government is supporting more women to make their mark and pursue careers in sports media through the innovative Change Our Game Women in Sports Media Program.

Minister for Community Sport Ros Spence today announced that 17 participants from across Victoria have been selected for the 2024/25 Change Our Game Women in Sports Media Program.

The program will strengthen the knowledge and skills of each participant and connect them with industry representatives, to support progressing their sports media careers.

Participants will include recently retired Matildas goalkeeper Lydia Williams. With an elite football career spanning 15 years, as well as working for Professional Footballers Australia, Lydia has a range of experience in sports media, including broadcast match interviews, public speaking and commentary

The program will support Lydia and other participants to continue building their careers in the sports media industry.

Australian Opal and Southside Flyers captain Rebecca Cole is also participating in the program to build on her media skillset, which includes being an expert commentator, host and co-producer of a YouTube and podcast series.

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

Women remain under-represented in sports media in Victoria, with only 27 per cent of sports news bylines found to be contributed by female journalists in the financial year ending June 2024.

Addressing this under-representation is also critical for the growth of women's sport – Labor Government research has found female journalists are 62 per cent more likely than male journalists to report on women's sport.

To find out more about the program, visit changeourgame.vic.gov.au.

Quote attributable to Minister for Community Sport Ros Spence

"This program has supported more than 100 women to progress their career in the sports media industry, whether that is in front of or behind the camera or microphone or through print and online channels."

Quote attributable to Minister for Women Natalie Hutchins

"Only 27 per cent of sports news bylines were contributed by women in the last year - programs like Change Our Game will enable outstanding women to continue building careers in the sports media industry and shape the stories that are told across Victoria."

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

"Sport is covered in our media more than any other topic. This program is ensuring more women are shaping that conversation and building their careers across the full spectrum of sports media."

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Quote attributable to Melbourne Victory and former Matildas Goalkeeper Lydia Williams

"As someone who's been fortunate to represent Australia and the Matildas for nearly 20 years, I want to give back to the industry that has given me so much by creating more visibility. There are not enough women in sports media, particularly indigenous women. We need to bridge the gap, foster inclusivity, and ensure the next generation feels empowered to pursue their passions with confidence."