

Media Release

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



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CHANGING THE GAME OF WOMEN'S SPORT IN VICTORIA

Women's sport continues to kick goals in Victoria with a new report released by the Allan Labor Government showing more and more people are watching women's sports with media coverage increasing by one third in just a year.

Minister for Community Sport Ros Spence today released the second *The Conversation of Sport* report, which examined almost 40,000 sports news stories in Victoria from 1 July 2023 to 30 June 2024.

The research found that 20 per cent of sports news coverage last year reported on women's sport – an uplift from 15 per cent in the previous year. While this is an impressive increase there is still more work to be done to get it closer to an even share.

The record-breaking FIFA Women's World Cup 2023 was just the start of the change. During the period of the FIFA Women's World Cup 2023, almost one in three sports news stories in Victoria was about women's sport, with one in five dedicated to women's football.

The report also showed that female journalists have contributed a greater portion of news stories over the last year – with 34 per cent of the bylines compared to 27 per cent the year before.

The research demonstrates the importance of initiatives like the *Change Our Game Women in Sports Media Program*, which is helping women to progress their careers in sports media, and has so far helped more than 100 women since 2020.

The Labor Government is working with media outlets to produce profile pieces about local women in sport, highlighting the important role women play in grassroots sport – and getting the conversation started at that level too.

To find out more about The Conversation of Sport report, visit changeourgame.vic.gov.au.

Quotes attributable to Minister for Community Sport Ros Spence

"Now, more than ever, we must celebrate Australian women in sport and elevate their success – they show our future female athletes what is possible and inspire them to ignore the unhelpful and negative voices around them."

"Through programs like Change Our Game we're making a real difference, breaking down stereotypes and getting more women involved in sport at every level – but the research shows there is more work to be done."

Quote attributable to Minister for Women Natalie Hutchins

"By getting more women involved in sport on and off field we can continue to drive change."

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

"While significant inroads have been made for women and girls in sports participation, from grassroots to the elite, we must see greater visibility of women in sports media to drive a gender equal sport sector – and beyond."

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