

Senate Community Affairs Committee

ANSWERS TO ESTIMATES QUESTIONS ON NOTICE

HEALTH PORTFOLIO

Additional Estimates 2016 – 2017, 1 March 2017

Ref No: SQ17-000471

OUTCOME: 3 – Sport and Recreation

Topic: ASC Grants to Increase Exposure of Women's Sport

Type of Question: Written Question on Notice

Senator: Rice, Janet

Question:

Does the ASC provide funding to sporting bodies for the express purpose of increasing the exposure of women's sport (e.g. recent developments such as Women's AFL and Cricket Australia's Women's Big Bash League)? (If so, please supply details. If not, why not?)

Answer:

The Australian Sports Commission (ASC) expects all sports to work to increase the exposure of women's sport. The ASC encourages all National Sporting Organisations (NSOs) to provide products and programs that are inclusive in order to increase overall participation. In 2016-17, more than \$21 million in participation funding has been allocated to NSOs.

The ASC has previously conducted the following programs or initiatives to increase the commercialisation opportunities and media coverage of women's sport:

- Research into the broadcasting of women's sport in both traditional and new media broadcast platforms.
- Feasibility study into the concept of a multi-sport digital platform to provide opportunities for increased broadcasting and commercialisation of NSOs properties.

From July 2017 the Sporting Schools program will include a specific focus on the participation of girls in years 7 and 8.