

Senate Finance and Public Administration Legislation Committee
ANSWERS TO QUESTIONS ON NOTICE
BUDGET ESTIMATES 2011-2012

Prime Minister and Cabinet Portfolio

Department/Agency: Australian Sports Commission
Outcome/Program: 1.1 - Australian Sports Commission
Topic: Women in Sport Media Grants

Senator: Cash

Question reference number: 152

Type of question: Written

Date set by the committee for the return of answer: 8 July 2011

Number of pages: 1

Question:

- 1. I refer to a joint press release from Minister Ellis and Minister Arbib dated 23 May 2011 announcing the launch of Women in Sport Media Grants. The release states that \$1.4 million will be invested to help women's sport attract more media attention through a grant process. Please outline the criteria and bases on which the grants will be awarded?**
- 2. When is the first grant expected to be awarded?**
- 3. What types of projects will be funded under this program to achieve the stated aim of helping attract more attention to women in sport?**
- 4. How will these grants, as Minister Ellis claims, strengthen the Australian Government's commitment to supporting women in sport?**

Answer:

1. Applications from national sporting organisations (NSOs) were assessed against the following criteria:
 - a) Australian Sports Commission recognition.
 - b) NSOs that have been deemed high priority by the Australian Sports Commission Board or are the recipients of additional funding under the Government's direction paper *Australian Sport: The Pathway To Success*.
 - c) The promotion of women's sporting event, league, competition, team or athletes.
 - d) Any event or competition supported is to be conducted in Australia.
 - e) The initiative will ideally be covered through cross platform media and available in Australia during the funding period.
 - f) The initiative should generate increased media exposure for the NSO and its women's program/s.
- 2.-4. The grants program is designed to assist NSOs to gain increased exposure of women's sport by developing capacity and enabling content to be accessed by the media. The grants will be announced shortly.