

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

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Type of question: Written

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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.-4. Further to information previously provided in response to these questions, the Minister for Sport has announced the Women in Sport Media Grants. Details are attached.



SENATOR THE HON MARK ARBIB

Minister for Indigenous Employment and Economic Development
Minister for Sport
Minister for Social Housing and Homelessness

THE HON KATE ELLIS MP

Minister for Employment Participation and Child Care
Minister for the Status of Women

MEDIA RELEASE

9 July 2011

\$1.45M TO BOOST WOMEN'S SPORT MEDIA COVERAGE

Fifteen national sporting organisations will share in \$1.45 million in new funding to boost the media coverage of women's sport, Minister for Sport Mark Arbib and Minister for the Status of Women Kate Ellis announced today.

The Ministers announced the successful applicants for the Australian Government's Women in Sport Media Grants, a new initiative to increase the exposure and reach of women's sport in the Australian media.

Speaking at the World Netball Championships in Singapore, Senator Arbib commended sports for their vision and initiative in working to increase and enhance the coverage of women's sport in Australia.

"Women's sport deserves greater prominence in the Australian media. These grants will help sports develop quality content for broadcasters and attract greater coverage of a range of women's sports," Senator Arbib said.

"Research has shown that women's sport receives less than nine per cent of sports news media coverage despite Australia's world class women's results and outstanding female athletes.

"Australia's female athletes won 56 per cent of Australia's medals at the Beijing Olympic Games and Australian women claimed 18 world championships and world titles across a range of sports in 2010.

"With the advent of digital television and an increase in demand for content, there is no better time to help women's sports attract the media coverage that will open the door to long term revenues from sponsorship and broadcast rights."

Netball Australia is received \$260,000 to develop a comprehensive digital media strategy and to assist with broadcasting the ANZ Championships. The funding will also be used to produce other digital content to be used across a number of media platforms.

Netball Australia CEO Kate Palmer welcomed the government's support for women's sport.

“This is a positive move forward for women’s sport and will help improve the coverage of women’s sport and make it more accessible to everyone,” Ms Palmer said.

Minister Ellis said she was proud of the government’s significant support for women through programs such as the Women in Sport Media Grants.

“These new grants will ensure that more Australians get to see greater coverage of the inspiring women’s performances that have been missing from the media landscape for too long,” Ms Ellis said.

“Aspiring young female athletes will now be able to see their sporting role models compete in high level events on a more regular basis.

“For too long limited media attention has created a cycle where women’s sport has received less sponsorship and advertising dollars, which has in turn has devalued women’s sport.

“This funding sees the Government stepping in to directly assist with production costs, marketing and promotion of national and international level Australian women’s leagues, competitions, teams and athletes.”

The Australian Government further supports women in sport through the Sports Leadership Grants and Scholarships for Women program and the Women in Sport Leadership Register that aims to improve the number of women on Boards of Australian sporting organisations and helps promote an inclusive culture for women in sport.

Successful recipients:

National Sporting Organisations	Funding
Netball Australia	\$260,000
Cricket Australia	\$200,000
Cycling Australia	\$147,000
Football Federation of Australia	\$100,000
Hockey Australia	\$100,000
Rowing Australia	\$100,000
Surfing Australia	\$100,000
Swimming Australia	\$100,000
Ski and Snowboard Australia	\$80,000
Basketball Australia	\$70,000
Tennis Australia	\$50,000
Athletics Australia	\$50,000
Equestrian Australia	\$35,000
Australian Water Polo	\$30,000
Australian International Shooting	\$28,000

Visit www.ausport.gov.au/womeninsportmedia for more information.