

**PREMIER MEDIA GROUP SUPPLEMENTARY SUBMISSION TO INQUIRY INTO WOMEN IN
SPORT AND RECREATION IN AUSTRALIA**

August 25, 2006

Committee Secretary
Senate Environment, Communications, Information Technology and the Arts References
Committee
Department of the Senate
PO Box 6100
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Canberra ACT 2600

Sent by email ecita.sen@aph.gov.au.

Premier Media Group (PMG) has been requested to make a brief supplementary submission following the public hearing earlier this month. The additional areas requiring further elaboration are:

1. **Medium term trend of amount of sport broadcast on the FOX SPORTS Channels.** We have done a brief overview of the past three years and it appears that the amount of women's sport broadcast has been relatively constant and there has not been a decline in the amount of women's sport broadcast during this time.
2. **Women's Asian Cup held recently in Adelaide.** We have checked our records and the rights to this tournament were not part of the rights offered by the FFA as part of our recent deal with them. The rights to the competition were held by World Sports Group, an international sports rights agency. Immediately prior to the event, when it became clear that no broadcaster was going to broadcast the tournament, we did have at least one informal discussion with the FFA about our possible interest in the tournament, but by that stage we had made alternative broadcast arrangements and commitments and were unable to take the discussion further.
3. **FOX SPORTS News channel.** As we expressed at the public hearing and in our earlier submission, the FOX SPORTS News channel is to launch in October and will be exclusively devoted to the reporting, reviewing and analysis of sports events and sports related matters. The channel is a unique proposition in Australia and opens up the enormous possibilities for all sports, including women's sports to gain increased exposure.

To this end, we believe it would be extremely beneficial for all women's sports to consider strategies to further promote their sport. This includes making available vision, interviews and producing audiovisual coverage of their press conferences to media organizations. Some of the major sports are already doing this to good effect.

Other measures for women's sports bodies to consider include professional planning, giving PMG advance warning about upcoming events, ensuring administrators and key sportswomen undertake media training and making sure media have access to key stakeholders. These types of endeavours will make it much more likely that we will be able to give more extensive coverage of these types of events on the new FOX SPORTS channel.

4. **Funding model to get increased exposure for women's sport.** As discussed, we believe the inquiry should give serious consideration to proposing a funding model to secure increased exposure of women's sport on television. PMG would be happy to work

with government to find a model whereby PMG would commit to broadcasting particular women's sports events on our channels over a sustained period of time (such as three to five years) if some or all of our production/communication costs could be met.

What we envisage is a very targeted program with government or ASC tied funding relating to a particular event or events. We anticipate there would need to be close co-operation to maximize publicity, and to ensure the nominated event is played in a suitable window or time period. Exact details would need to be clarified but depending on what is contemplated, PMG's financial involvement could increase over time, with the government's financial commitment correspondingly decreasing, on the basis that certain criteria were met. We would be happy to engage the government/ASC on this issue in due course.
