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| Change Our Game IWD Lunch  Panel Discussion |
| Video transcript |

**[Change Our Game Logo]**

**Panel Discussion featuring Stef Hanson, Melanie Jones OAM, Pat Shaw and Steve Whatley. Moderated by Dr Bridie O’Donnell**

Dr. Bridie O’Donnell  
I wanted to ask each of you, starting with you, Pat, a little bit about what it is about broadcasting, or talking, or commentating about sport that you love, and why you've chosen to do that after being an athlete yourself.  
  
Pat Shaw:  
[inaudible 00:00:20]  
  
Dr. Bridie O’Donnell  
And what do you see about the way cycling has changed in Australia for women and internationally, and why do you think it's important to have your voice being brought to that?   
  
Pat Shaw:  
[inaudible 00:01:30]  
  
Dr. Bridie O’Donnell  
Stef, tell us a bit about why you created WITSUP, and where you saw a gap in the market on reporting in triathlon.   
  
Stef Hanson:  
I guess it all started with me. I was an athlete, and I'm certainly not an elite athlete, let's make that very clear. But I can swim, bike, and run and I was doing a bit of coaching and commentary. I was just heavily involved in the sport, and I started writing for one of the Australian triathlon magazines, and I was interviewing people doing race reports. I was a personal trainer at the time, so I was doing some strength and conditioning articles. One day, it was such an innocent question, back then it was innocent, and I said to the editor, "Why are there no women on the cover of the magazine?" I didn't think there'd be a wrong answer, but apparently, there is a wrong answer. And his answer was, "Women don't sell magazines."

Stef Hanson:  
That lit a massive fire in my belly, and that's when I all of a sudden knew that all the commentary work that I've been doing, the coaching, the writing had all accumulated into this one idea, and I launched a website or an online magazine, if you will, dedicated to the women in the sport and giving them the platform that they deserve, because I recognized these women as some of the fittest, strongest mentally and physically athletes in the world, but also just like I said, athletes in the world, they weren't just fit women. They were the fittest athletes in the world, and they weren't getting the recognition that they deserved, and that's where the idea was born.   
  
Dr. Bridie O’Donnell:  
Who's the audience? Who are people consuming this on social media and reading your blogs and listening to the podcasts?   
  
Stef Hanson:  
It all started being a female audience, which I just assume that's what it would be, and then over time ... I think we've been running for about seven years now. Over time, we're close to 50, 50 men and women, which is unreal. But since day one, I was really, really conscious that it wasn't just about the women. We didn't want to exclude the men, so we even coined the term supportive dudes, because there's so many guys out there who are interested in women's sport and women in triathlon. So really, it's pretty much at 50, 50 now, which is fantastic, and not something that I originally thought would be the case.   
  
Dr. Bridie O’Donnell:  
Steve, tell us a little bit about the research that Nielsen done and broadly outline where the direction has been headed.   
  
Steve Whately:  
Yeah, sure. Well, we've been really fortunate as a team and Nielsen Sports over the last few years to do a lot of research with government bodies like Sport Australia, New South Wales Office for Sport, and some of the major sports AFL, netball, cycling, cams, done a whole lot of work to grope dissipation, but also grow those sports commercially to support women's involvement in sport, I guess they had more specifically over the last six to 12 months, we did a major piece of global research looking at women in sport, that we conducted in lots of different markets around the world. We had obviously a sample here locally in Australia as well, and so that key piece of work was all around trying to understand the attitudes and behaviors of people towards women in sport.   
  
Dr. Bridie O’Donnell:  
And what are some of the assumptions that were proven and things that actually surprised you in the research?   
  
Steve Whately:  
Yeah. Well, I think probably one of the most valuable insights to take away from it was understanding the brand positioning of women's sport versus that of men's sport, really quite a powerful story when women's sporting competitions and teams can go and talk to brands. As an example, women's sport is seen as far more family friendly, far more inspirational, far more socially responsible and inclusive, and far less aggressive than women's sport. You package that all together, and when you're going out to speak to a brand about why should you partner with women's sport versus men's sport, that really creates quite a compelling case.   
  
Dr. Bridie O’Donnell:  
Mel, a lot of people who retire from a lead of professional sport are left with a question mark about where they might go next. Tell us a bit about your journey to becoming a commentator on the other side of that fence, if you like, and what that's been like for you.   
  
Melanie Jones:  
Yeah. By shear and not a chance more so than anything else, I want to set out to Mark Jennings who's the Australian selector who dropped me from the team in 2001, and I happened to find myself over in England on an Ashes Tour, just trying to fill in the time and Sky Sport England asked if I wanted to commentate on the game, and it was the first time ever that the England cricket board had teamed up with the broadcaster and said as part of the broadcast deal, you must tell at least one women's international year. So, this was the one for that year, and I said to them, "No, no, I'm not going to do that because I wanted to be playing the game. I thought it'd be really, really tough to commentate on a game that I wanted to be playing in." And then they said, "We'll pay you 300 quid." And I said, "Tell me where, when and what time." I thought, how good is this [crosstalk 00:08:40]. All of a sudden, having never been sent to play for Australia, I'm getting paid more than the girls and I'm commentating on sales. I was loving that, that was great.   
  
Melanie Jones:  
And then I found that I did maybe a game a year for the next five years because I was over in England, and I was trying to avoid full time work back here basically, and so I kept going over there. It wasn't until I was working full time when I first got back to Australia, so I was a PE teacher to a primary school for a bit over at [inaudible 00:09:07] Victoria, and then talent manager at TLA. So, they allowed me the chance and flexibility to go off and do this. So it was a hobby for me, I never saw it as a career option, and it was only two years ago, actually the day that I quit my full time job and went full time freelance. So, my head space was never to become a commentator by any stretch of the imagination, so when I commentated for that first 10 or 12 years, it was completely different for me. I've traveled the world, I've watched the girls play, can be involved, want to try, and get the guys to understand the women's game a little bit more and get them engaged in it and understanding it.   
  
Melanie Jones:  
And then from now, it sort of shifted quite a bit too. You know, I want to ... when I'm on air, there's two basic things. One is, and I know there's a number of the girls in the room at the moment, is these are amazing athletes and I want to stop people going, "Oh, I can actually play the game." And get past that to, "How amazing was that cover drive." Then the flip side also is that when I look at my commentary, it's about educating people, engaging them and entertaining them, and then the cricket and particularly with new voices, and new people coming into the game, you've got to try, and connect with them as quickly as possible, and you're connecting with such a broad range of people that you want to be able to show them that there's one girl told her dad that she always wanted to be a nurse and then all of a sudden, went to school and she said she wanted to be the first female caller of the Melbourne Cup.   
  
Melanie Jones:  
And he said it was because she heard me on the Big Bash, slightly disappointed she didn't want to become a cricket commentator, but anyway, it doesn't really matter, it's because I'm a ... But all of a sudden, she has now seen and heard a voice and gone, tick, tick, tick, tick. Oh, I can do that as well.   
  
Dr. Bridie O’Donnell:  
You're right. You mentioned that role models over, and Pat was the same, that famous story from just a couple of weeks ago, a young girl coming home from school crying saying she wanted to be a fireman, then she realized she couldn't be a fireman 'cause she is not a man or a boy, and all over the UK, women who are paramedics, firefighters, et cetera, started posting photos and videos to circulate to saying, "No, no, I'm a firefighter. I'm a paramedic. I'm a police officer."   
  
Melanie Jones:  
I want to pick up on that quickly, sorry to jump in. He goes, but I think language is one of the most important things going for us in front of the mic, and I get a little bit of a backlash on social media because when I look at the sport, and we had exactly the same thing with young girls at my cricket club who didn't want to be batsmen or it didn't go out because they're still wanting to be called because they realized, well, they don't identify as men in any way, shape or form. So, trying to then change the language when we're on air to make it more gender inclusive, you're hoping broadens the sport and makes it more attractive but at the same time, there's still a fair few knock us out there.   
  
Dr. Bridie O.:  
So, then a question for all of you. If we all acknowledge that the athletes are world-class, and if we're talking about professional, elite sport here, they absolutely are. We know people want to see it Steve, we know that brands want to be involved with virtuous, inspiring, wonderful people, and we know that the athletes are committed. Why is it still only at about 10% of the back pages of the sport? Or why is it not being broadcast enough? And what can we all do to address those gaps? Perhaps Stef, if you want to have a word.   
  
Stef Hanson:  
I mean, there's a variety of answers, but I think one very basic answer for the general audience is ... and this is what we always tell people during the triathlons, is that you need to be at the game. Social media is amazing and online presence has changed covering sports across the globe, but we need to see people at the finishing line, so that sponsors can see you at the finishing line and see that you're all very interested in what's happening, and that would go across cycling, cricket, everything. And like you said, you want to break the record and have the [inaudible 00:12:59] field, because that's what sponsors want to see, and that's where the money will come in. So, I think just buying that ticket to go and watch your idols play or race can actually change it without going off and creating a magazine or this or that. It's something little that if you get thousands of people doing it, that's how you actually make a difference.   
  
Melanie Jones:  
I think at the moment we look at ... and I mentioned it before, producers and directors in broadcast is still traditionally male, subeditors are still male. I think things just get missed because their own history of sport is predominantly the stock standard. And it's not just women, I think it's some emerging men's sports as well that they get missed out in that equation as well, because people just aren't used to thinking about them. I think there needs to be a shift at that senior level to get a more diverse set of eyes on things to be able to pick things up a little bit more, and start to infiltrate them into the media.   
  
Steve Whately:  
I think just ... sorry.   
  
Stef Hanson:  
No, no, you go.   
  
Steve Whately:  
Just to talk to you on that broadcast point, and you mentioned broadly 10% of the pages in the newspaper. It's a similar stat when it comes to sports broadcast as well, women's sport only makes up 10% of sports broadcast, even though there's been some significant growth in the last few years. We've looked at some of the data we have on hand around how women's sport is promoted through the media as well, and there's definitely a responsibility for the broadcasters to do more to promote their women's programming. We've looked at in which time slots women's sports coverage is promoted. It's just not promoted in prime time, it's not promoted when there's larger audiences. In the vast majority of cases, it's promoted when there's audiences less than 60,000. So, they're just not driving their own viewers to watch and absorb, and get engaged in that women's content.   
  
Pat Shaw:  
Yeah. That makes it difficult also to change the world map for the children. I've got two young children, three and a half-year-old, and eight-year-old next week. Their will map is being created at the moment, and if they see men's sport on TV all the time on free to air, that's what they believe that's what sport is. It's not to say that they believe that's men's sport, that sport, and less than 10% doesn't give that access to them. I mean, if they'd do an activity at primary school and do cuttings out of the newspaper, what are they going to cut out? They're going to cut out the football player that stubbed his toe on the weekend, he's going to miss two weeks rather than Ashley and [inaudible 00:15:34] who wins the individual world, pursued championship on the same day. That's where I think as commentators or even people in the media, it's such a privilege, and it's a privilege that is sometimes misused.   
  
Dr. Bridie O’Donnell:  
So, perhaps talking about some sports that are doing it well, we have a grand slam here in Melbourne, the Australian Open, and decisions were made, not just around prize money to celebrate those athletes, but to broadcast a men's and a women's match at the night live free to air television every single night, and again, during the day. And like many changes that have to occur there, they would have been pushed back around how many sets are they actually playing, that match only went for 59 minutes, those sorts of challenges, and yet what that's done is make millions of fans really engaged with tennis in January. And then those lead up tournament's become more celebrated. So, where are other sports not picking up from the ones that are doing well, and showcasing those gender equal responses that we see perhaps every four years at Olympics?   
  
Melanie Jones:  
Maybe the difference is sometimes sports think that to get that gender equity balance, they've got to think real big picture straight away. I think sometimes it might just be unfortunately a situation where they've got to find a few other wins that are a little bit cheaper on the sidelines to try, and get that momentum behind it. And then once people are on board with it, then all of a sudden it creates the conversation to be a little bit easier. And it sounds as if I'm being pretty soft on some people in this instance, but sometimes, tennis has the ability with the money to be able to say, yes, we can go equal prize money, that's not a problem, and they can take that back, but it might not be the case at the moment for some other sports. I'm not saying it shouldn't be their end goal and target and target very, very quickly, but I think then sometimes we miss some of the low flying fruit almost that we can actually pick up and run with.   
  
Pat Shaw:  
Yeah. The more viable and sustainable, and then you speak about the exposure at the right times. Cycling is a great example. The Tour de France, I mean I'm struggling to find someone in the room today that doesn't watch some portion of the event, and that's the time to advertise women's cycling, or maybe if you're even a little bit adventurous, maybe you'd advertise a different sport, women's sport during that time, because the viewership is so broad. A lot of people that watch the Tour de France are not actually cycling enthusiasts, they want to see the chateau or they want to see the nice red bush on the left hand side, it's not for me, but it certainly does draw a large crowd. I was speaking before today that in women's live broadcast, streaming mostly, because that's usually how we get our women's cycling, 73% of those are male viewers. So, how do you become ...   
  
Pat Shaw:  
You're very lucky to have a 50, 50 spread. That's incredible. How do you do that, and well, to do that, that it's going to take time, because before there was no streaming, there was no access to it all. You'd have a look on a website for an article, some pictures, you'd never see any footage. So, now that we have footage, it's about drawing people to that, and also then getting the next generation to be motivated and ready to be the next Amanda Spratt in cycling's instance. But we have so many great female role models now, and I think that's the part where sport particularly to get the equality is the biggest step, is having proper stars that are seen as stars rather than being known as stars in their own sport, they're known as a nation, and we can be proud of them as an athlete regardless of their sex.   
  
Dr. Bridie O’Donnell:  
Steve, you looked at what opportunities there still exist through this research. Can you talk us through some of those?   
  
Steve Whately:  
Yeah. I mean, it's a couple of things to touch on there. I think we've talked a little about role models, and I think just more broadly the visibility piece is so important. I just want to talk to that quickly. And that's everything from role models, ambassadors, functions like today, networking events, it's just such an important part. We often hear the term, you can't be what you can't see, and that's extremely relevant. But I think it goes past that as well. That's obviously relevant for women and young girls having something to aspire to, and become those athletes that it's a reality for them now. It's also really important for for men and young boys, like my son as well, to have that exposure of women's sports, so that they're growing up ... And as we've talked about already today, is Mel talked about their growing up, and they're not seeing it as WBB or they're seeing it as cricket.   
  
Steve Whately:  
And the way that cricket is being produced at the moment, where they're playing the local games at venues like Junction over where, I can take my son along to that. I can't take him to the MCG and get him to watch men's sport, 'cause he just won't sit still, but he can go to the Junction Oval and he can, jump on the bounce set up, he gets his free icy pole, watch a bit of women's cricket, and he's going to grow up, and he's going to know [inaudible 00:20:48]. He's going to know them more than he's going to know the men star. So, there's a real opportunity there in terms of harnessing the opportunities that women sport has that perhaps men sport doesn't have.   
  
Dr. Bridie O’Donnell:  
When we talk about commentary and even traveling journalism, it's pretty hard lifestyle. I know for both of you living in rock and roll lifestyle and staying in the Hilton, Steph and Mel, you don't have that same pressure. But if you think back to when before you were a millionaire and you were traveling the [inaudible 00:21:20]. Stef, what's that been like? You talk about being at the events, that's a huge part of it. We see photos of you at events, there was a brilliant photograph of you that someone else took a view with cameras around your neck while you're breastfeeding Frankie, just a couple of months ago, how is the lifestyle of being a commentator or a broadcaster, a journalist? What are the positives and negatives there, and the impact on family and connection to a city?   
  
Stef Hanson:  
I was laughing a lot about the Hilton joke, because I just got back from New Zealand last night where Frankie slept in a porta cot in the bathroom of my hotel room for about a week while I was covering an event. So yeah, she's living a glamorous life. You joked that it's a rockstar lifestyle, it's tough, but I wouldn't change it for the world. We made a decision early on in Frankie's life when she was six and a half weeks old to fly to Hawaii for the Ironman World Championships, feel sorry for me. But it was a big coal to take a six and a half week old all the way over there. I keep saying we, because there's no way I could do it without my husband Brett, who's the most patient man on the planet. For me, I wanted to continue what I'm doing, because it's such a big part of my life, and I've worked so hard to create this platform for women in sport, but I also want it ...   
  
Stef Hanson:  
Even though she was only six and a half weeks, I wanted her to be a part of it as well. So, we're finding ways, and it's a massive learning curve, and I'm not always getting it right. We're involving her in it as much as we can, so the positive side of that I guess is that I'm doing it my way. It may not be the right way, and that's motherhood and work, I don't know if I'm doing it the right way, but we're doing it our way, and whatever we're doing, it's working. But that stresses the importance of being at races, and currently in triathlon, unfortunately, there's no more magazines in Australia for triathlon. We're pretty much the only platform, so men aren't getting any exposure in Australia for triathlon, which is funny, but it's a really sad place because of the whole print media is dying, but it's an interesting position for us to be in at the moment.   
  
Stef Hanson:  
I'm even contemplating, do I need to start covering the men a bit, but then that means the women are going to suffer. I don't know. I'm in a very funny situation right now because I don't know what the future looks like, which that could be a negative, but I also see it as a positive. It's an exciting place to be in at the moment.   
  
Dr. Bridie O’Donnell:  
Pat, you said you've got two kids you're often away or traveling on the road for races, both domestically and sometimes internationally, how has that impact on your relationship, but also your other worker as a business owner?   
  
Pat Shaw:  
Yeah. I guess it's all about getting the equilibrium in life, working out what's most important. When I finished as a athlete, the reason I finished wasn't because I was no longer any good, although I wasn't very good, but it was because there was 10 years of sacrifice almost on the dot for my wife now of eight years, and my firstborn Carta, it was about four years of his life that really didn't say much of his dad. And I said, I [inaudible 00:25:01] now's the time for them. So, although I love the commentary side, I probably don't take advantage of the real big fruit, but I'm not really interested in it either at the moment. I'm 33, I'm incredibly lucky to already cover the events that I do. My most memorable event so far was the first ever Jayco Herald Sun Tour, women's tour, which I still think has been the best race in Australia domestically in this last two years. But my family comes first.   
  
Pat Shaw:  
So, even when I am at our small business in Bellarat, same thing, I refuse to work weekends. I just refuse to until my kids, I'm past 10 years of age, because they're the years that are most important. What I want to show them that will map that I want to be proud of, but I love the commentary side because you have that real fortune of being able to engage people. They're wanting your information to take to their bunch ride on Monday to tell someone that and they know something they didn't know on Friday, and they want it to be right. And if it's not right, they'll tell you on Twitter.   
  
Dr. Bridie O’Donnell:  
So, just on social media, I mean, Steve, I'm sure you've done a lot of work at measuring that. And then I'd love to hear from Melanie and Stef and Pat about actually interactions that can be invigorating, but can also be brutal, and can even be abusive, and they're similarly for athletes, we're seeing now a lot of women who are playing professionally who were non existent to a community, is we saw this in NFL season W season one, they've gone from zero to in everybody's mind happily able to be judged on their appearance and their weight and their 10 lines and their tattoos. So, tell us about the positives of social media for professional women's sports, Steve, and then I'd love to hear from the others about social media generally.   
  
Steve Whately:  
Yeah, sure. I think it's really important we are looking at social engagement, particularly back to that selling women's sport piece, because if you're just looking at traditional metrics like the way you might measure men's sport, and I run [inaudible 00:27:10] on TV, obviously, I talked about the growth of women's sport, but it's still catching up to men support. The rate to of Women's Sport in 2018 was about 5 million Australians compared to almost 14 million for men sports. So, there is that big difference there, and so you need to look beyond just the audiences to build that value proposition of women's sport, and there are so many positive things. I talked about the brand image of women's sport, but that's social engagement piece is huge. We did a bit of analysis looking at some of the major sports across Australia, including, AFL, netball, basketball, soccer, and what we've found is that people during those broadcast on TV, were far more likely to be engaging on social media about that broadcast when they're watching the women's competition as opposed to when they were watching the men's competition.   
  
Steve Whately:  
So, you've got basically a far more engaged group of fans and consuming that content. And so, is it just another part of that story of how you need to sell yourself as a women's competition or club, whatever it might be when you're having conversations with whether it be broadcasters or brands, or whoever it might be.   
  
Dr. Bridie O’Donnell:  
Mel, what's it been like being a female voice often around men's cricket and women's cricket, and how do you manage feedback?   
  
Melanie Jones:  
Like any athlete, they cry in the corner for a couple of hours. Look, it's a tough one, because I think particularly from when I played, cricket wasn't on television, so it's going to be different for the Elisa Haley's, Meg Lennings who are commentating that, and on television so much. So, people have seen them play, so when they then get on to commentate, they know how they played and what they did for the Australian women's cricket team. But all of a sudden, there's a voice on TV that people have no idea about. So, it's a lot easier for them to click that voice, because they have no platform to work from. I think one of the tough things is trying to figure out what you best do as a personality. I remember the first time I copped a bit of critics, I think it's on Instagram, and they tagged in Channel 10 as well, and said, "Channel 10, why have you got her on Big Bash? She doesn't ..."  
  
Melanie Jones:  
I won't go into the full description of the message. I thought I was quite witty, and I thought, oh, I'll just reply, and had a bit of banter with this lovely person and said, "Oh look, I've contacted Channel 10, they're in discussions now to cancel my contract. I'll get back to you." Well, then it opened up, didn't it? He then got, and I'm pretty sure it was he, then he got all his friends to start coming on board, and then it was a flood gate. I think the first thing you've got to realize is how you want to attract it now. Basically, I just block them down, just get on with it, because the amount of time it takes me to find out something witty to go back is a long time, not that quick enough. And then all of a sudden, your friends and supporters are on there and they're getting upset. Now, my feeds on the website, my mum reads this. I don't want her having to deal with all those things as well.   
  
Melanie Jones:  
But some people, they're happy to take it on and do that. So, a lot of it is about finding your voice, knowing when to push back and when not to push back, and my voice is I won't push back against people having a dip at me, because I'm reasonably in a fairly good enough space to be able to say, man, park it. But I will push back if it's a voice that's having a go at a sports issue or cricket issue where I think it's going to be more important to say something.   
  
Dr. Bridie O’Donnell:  
Stef, tell us a bit about ... I mean, fan engagement is one thing, but they're often quick to criticize, and they weren't there to see the event, or why didn't you take photos of her, and how come you're not ... There's always those questions. Tell us how you manage that given you are engaging completely on social media.   
  
Stef Hanson:  
I'm usually in the opposite corner to you crying in the corner. It's a really hard one, because I guess there's so much, and I assume I can speak for all of you. It's just so passionate about what we do that it may be a dig at the sport or at your business, but really deep down, it's a dig at you. I guess similar to you, I've learnt what to fight back against and what to ignore. We get a lot of people in the sport tweeting at us, trying to fire us up, which I would say five years ago, I would have beaten back. It's not valuable, it's a waste of my time, and the people who actually care about what we've got to say. So, I guess it's learning to, to figure out who the trolls are-  
  
Melanie Jones:  
And feeds them.   
  
Stef Hanson:  
Exactly.   
  
Melanie Jones:  
[crosstalk 00:31:52] aren't there when [crosstalk 00:31:52] controlling. And so, you start to actually get that it is a community, it's not one ... usually, most of us think it's one lonely guy sitting there going, "I'm going to have a dip here." There's a whole community where there's presidents, and there's thousand strong. It's ridiculous, and they're there basically just to hurt people, to make them sad. So, to be able to find a way of nullifying that as quickly as possible is really important.   
  
Stef Hanson:  
I do like when people question though. I think there's a difference between people questioning why you're doing something. Like my innocent question to the editor. I didn't have any intent behind it, but then obviously, that all came later, because the only way we learn is by engaging in having as to why this is important, why it's not. The lightest example I can think of, and you guys will probably know this a bit better than me, but the there was a cycling race overseas, and the men's race went off, the women's went about 10 minutes later, and this is an issue with, and I think you alluded to this before, organization's not ... it's not that they're anti-women, they just haven't thought about the women's event. What happened was a woman broke away from the women's race, and caught up to the men. So yeah, unreal. But the organizers were like, well, we can't have that upsetting the men's race, so we're going to stop the women's race ... Oh yeah. So, they all then got freezing cold, I believe.   
  
Stef Hanson:  
They let her go off again because aren't that good chaps? They let her go again later on, but by then she's cold, everyone else's cold, she's blown up, all that kind of stuff. And it started this ... and I've been part of the conversation on Twitter. Everyone's saying this is not a sexist problem, it's a planning problem, and I'm like, "But it stems from the fact that the women weren't thought about." We actually ended up turning around a lot of opinions, because I don't want to argue, but here's a discussion, and that's the beauty of social media if you can utilize it properly. It doesn't always work out like that, and yes, red wine also helps.   
  
Pat Shaw:  
To offer a bit of a different perspective, as you know, I love doing that. Now, I'll keep it short. That's one thing I think the side of things done well though, not that particular incident, but running a men's and women's race on the same day. Can you imagine having the AFL grand final both on the same day, the Big Bash final, both on the same day, then you're engaging a bigger audience, and that's what they've tried to do. Look, [inaudible 00:34:38] things not a rich sport. Then you talked about the Big Dollars Tennis has to play with, and that's why they can achieve straight away the status they have. But I like their positiveness towards cycling in a [inaudible 00:34:53] in the UCR trying to get these races on the same day, I think that's a good starting point.   
  
Dr. Bridie O’Donnell:  
I mean, just the time, I want you to all think about the one last thing you want this audience of 500 people to take home with them around how we talk about, represent, and celebrate women in sport, and perhaps Mel, I'll start with you.   
  
Melanie Jones:  
Yeah. I think for me, and I mentioned it before, it's about having a really good think about how you can use your voice in this conversation, and don't feel as if you always have to be the one being right at the front, maybe that's not your place at that point in time, but there might be at another occasion, and if that occasion arises, I just challenge you to back yourself because you've got 499 other people behind you ready to support that.   
  
Steve Whately:  
I [want 00:35:41] this lady was something that would have been interesting from all surprising, wasn't a stat, something that might be useful for you in your conversations. We looked at part of the research we did was profiling who is the women's sports fan. It's actually one in three Australians are fans of women's sport, pretty even gender split, but I think the really big part of that is that it doesn't sound like much, but 18% of those women's sports fans are not fans of men's sport at all. So, when you talk about the whole of Australia, that actually amounts to an audience of over a million adult Australians who are fans of women's sport that have no interest in men's sport. So, again, a lot of what I talked about today is all about the value proposition around women's sport particularly, compared to men's sport, and there's a really powerful conversation there about, if you're involved in men's sport, and not women's Sport, this is what you're missing out on, this growing number of people who are fully engaged in women's sport.   
  
Stef Hanson:  
I'm going to go off triathlon and go to footie. Growing up, I think my dad was disappointed that I was a girl. Wait, because I could kick a football, I could take a mark over my brothers, he was disappointed that I couldn't become a professional AFL star. He is wrapped that I've had a daughter, and he cannot wait to get her a membership to North Melbourne to work on that. Sorry. To me, that's been a huge change just to see my dad react like that to women's sport, because I never expected it. So, things are changing, and we just have to keep going with the momentum, is my takeaway.   
  
Pat Shaw:  
[inaudible 00:37:40], everyone's on social media, they tweet, share, when you say women's sport on its own, and that will eventually generate media activity, which will put it in the limelight. We're used to our habitude, and we do what we've always done, and as I say, if you do what you always did, you'll always get what you always got. Stuff will change, then change will happen as well.   
  
Dr. Bridie O’Donnell:  
Please join me in thanking our panelists, Pat Shaw, Stef Hanson, Mel Jones, Steve Whately. Thank you.

**[State Government of Victoria logo]**

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