

# CHANGE OUR GAME WOMEN IN SPORTS BROADCASTING PROGRAM

---

2021–22 APPLICATION GUIDELINES  
ROUND 1

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## MESSAGE FROM THE MINISTER FOR COMMUNITY SPORT, THE HON ROS SPENCE MP



Sport is central to our culture and conversations here in Australia.

How sport is portrayed through traditional and new media plays an important role in shaping perceptions, breaking down gender stereotypes, encouraging participation, and driving corporate interest.

While we are working to create opportunities for all Victorians to achieve their full potential both on and off the sporting arena, the lack of gender diversity in many aspects of sports media and broadcasting is a highly visible reminder that this journey is still ongoing.

The Victorian Government's *Change Our Game* Women in Sports Broadcasting Program is one way we're accelerating change.

The program is giving women who have an interest in sports broadcasting the opportunity to learn and gain experience from a team of experts, and is one of the flagship programs of the Office for Women in Sport and Recreation.

From TV to radio, play-by-play, expert comments and broadcasting from the boundary, courtside and in the commentary box, to behind the scenes, the program helps women determine where their interests lie, identify what their next steps might be, and build a network to support their future success.

The successful pilot program run over the past 12 months supported 36 women from across Victoria to follow their dream, and it is fantastic to see the graduates taking up new opportunities in sports media and broadcasting. For instance, Brihony Dawson has excelled in hosting roles on various networks for AFLW and Trap Shooting; Marnie Vinall was embedded in the Channel 7 Tokyo Olympic Games coverage, writing and researching a variety of sports; while Gemma Bastiani has secured industry leading statisticians as mentors, setting her on her goal of becoming Australia's leading statistician for AFLW.

I hope the success of these graduates can be an inspiration for others, and I'm pleased to invite applications for the first round of the 2021–22 *Change Our Game* Women in Sports Broadcasting Program.

I look forward to working with you all to continue levelling the playing field for women and girls in Victoria.



## PROGRAM DESCRIPTION AND OBJECTIVES

### 1.1 About the program

The 2021–22 *Change Our Game* Women in Sports Broadcasting Program (the Program) is designed to give women who are interested in sports media and broadcasting the knowledge and skills to progress their career in this industry. The Program will be run as a workshop and will be delivered by Making The Call, led by experienced broadcasters Emma Race and Lucy Race.

The Program will consist of two rounds. In the first round of the 2021–22 Program, 15 graduates of the 2020–21 Making The Call pilot program will be selected to attend a full day face-to-face workshop (subject to any COVID-19 or other restrictions). The participants will be seeking to progress their media and broadcasting skills to the next level, with special consideration also available to non-graduates with exceptional relevant experience.

The Program will focus on enhancing and refining broadcasting skills such as research and preparation, calling play-by-play, delivering courtside/ground updates, opinion pieces, and how to secure employment in the industry. The curriculum will be tailored to the needs and ambitions of the selected participants and will include individualised sessions before and after the workshop.

By the end of the workshop, participants will have developed a stronger understanding of broadcasting opportunities, clear and individualised goals for future development, mentoring guidance, and a support network.

### 1.2 Objectives of the program

In November 2015, the *Inquiry into Women and Girls in Sport and Active Recreation* (Inquiry) made nine recommendations aimed at enhancing participation by women and girls in sport and active recreation and increasing engagement in leadership and governance roles. The Victorian Government adopted all nine Inquiry recommendations, with the Office for Women in Sport and Recreation established in 2017 to support the delivery of these recommendations.

The *Change Our Game* Women in Sports Broadcasting Program aims to address Recommendation 9, which calls for the profile of women in the sports media to be increased, by creating pathways for women's voices in sport to be heard.

The Program aims to:

- increase awareness of industry structures and the diverse career paths
- support participants to build the skills and confidence they need to pursue opportunities in the sector
- build a network of women developing careers within sports broadcasting and media.

# 2.

## ELIGIBILITY

### 2.1 Eligible Applicants

To be eligible for the Program, applicants must:

- have graduated from the 2020–21 pilot program, Making The Call **OR** be able to demonstrate exceptional relevant experience
- identify as a woman
- be 18 years of age or over
- live in Victoria.

### 2.2 Ineligible Applicants

All individuals, entities and organisations except those listed in Section 2.1 – Eligible Applicants.

# 3.

## PROCESS FOR APPLICANTS

### 3.1 To Apply

#### Step 1: Check your eligibility

Check the information contained in this guide to see if you are eligible.

#### Step 2: Apply online

The link to apply online can be found on the **Change Our Game website**

Click on 'Start new application' to submit your application through Grants Online. You will receive an application number when you submit an application. Please quote your application number in all correspondence relating to your application.

The application will include the questions outlined in Section 3.2.

#### Advantages of applying online

Submitting your application through Grants Online ensures it is received by the Office for Women in Sport and Recreation and the Department of Jobs, Precincts and Regions immediately and can be processed in the most efficient way. If you need assistance with applying online, please call the Grants Information Line on 1800 325 206 for the cost of a local call (except from a mobile phone) on any weekday between 9am and 5pm AEST (except for public holidays).

### 3.2 Application Questions

The application will ask for responses to the following questions.

1. Tell us about yourself, including your experience in the 2020–21 pilot program, Making The Call **OR**, if you did not participate in the pilot, please tell us about yourself and your interest in sports media and broadcasting.
2. Provide detail of any media and broadcast opportunities you have since participated in, such as interviews, commission pieces, and/or television or radio experiences, and/or any attempts you have made to secure such opportunities. Please also include any examples from non-mainstream media and social media platforms. If you did not participate in the pilot, please detail your exceptional relevant experience.
3. What do you consider to be the top three factors that ensure success for women in sports media and broadcasting?
4. What barriers do you identify that could prevent you from taking the next step in your media and broadcasting career?
5. Tell us why you want to participate in this program and how you would contribute to its success.

# 4.

## ASSESSMENT

### 4.1 Assessment process

Eligible applications will be assessed by an Assessment Panel. The panel will:

- Review and score applications against the assessment criteria
- Rank all applications
- Select top 15 applications
- Recommend the applications for approval.

### 4.2 Assessment Criteria

Applications are competitive and will be assessed against the criteria outlined below:

Assessment Criteria	Weighting
Demonstrated experience in the 2020-21 pilot program, Making The Call. For non-graduate applicants, exceptional relevant experience must be demonstrated (e.g. as a broadcaster or in the media, administrator, athlete, and/or volunteer)	25%
Demonstrated ability to successfully apply learnings from participation in the pilot program to real-life scenarios. For non-graduate applicants, demonstrated experience in the applicant's field of expertise that would ensure a comparable level of understanding as Making The Call graduates	15%
Ability to identify key factors that are common to successful careers for women in sports media and broadcasting	15%
Demonstrated understanding of barriers that contribute to the lack of women in sports media and broadcasting	20%
Demonstrated commitment to participate in the program and contribute to its success	25%

# 5.

## TIMELINES

Milestone	Date
Applications open	Monday 6 September 2021
Applications close	5pm AEST, Monday 20 September 2021
Announcement of successful applicants	Early October
Full day, face-to-face workshop (subject to COVID-19 or other restrictions)	Wednesday 24 November 2021



# 6.

## CONDITIONS THAT APPLY TO APPLICATIONS

### 6.1 Acknowledging the Victorian Government's support and promoting success

Successful applicants will be required to acknowledge the support of the Office for Women in Sport and Recreation, as part of the Victorian Government, for the *Change Our Game* Women in Sports Broadcasting Program. The conditions of this Program require that all activities acknowledge support through *Change Our Game* logo presentation on any activity related publications, media releases and promotional material.

Successful applicants may be required to contribute information on activity outcomes for use in marketing materials for the Office for Women in Sport and Recreation and/or the Department of Jobs, Precincts and Regions.

### 6.2 Privacy

The Department of Jobs, Precincts and Regions is committed to protecting your privacy. We collect and handle any personal or health information about you or a third party in your application, for the purpose of administering your application and informing the public of successful applications.

In order for us to administer your application effectively and efficiently, we may need to disclose your personal or health information with others for the purpose of assessment, consultation, and reporting. This can include departmental staff, Members of Parliament and their staff, external experts, such as members of assessment panels, or other government departments. If you intend to include personal information about third parties in your application, please ensure that they are aware of the contents of this privacy statement.

Any personal information about you or a third party in your correspondence will be collected, held, managed, used, disclosed or transferred in accordance with the provisions of the Privacy and Data Protection Act 2014 (Vic) and other applicable laws.

To obtain a copy of the Department of Jobs, *Precincts and Regions Privacy Policy*, please email [changeourgame@sport.vic.gov.au](mailto:changeourgame@sport.vic.gov.au).

For information about how to access information about you held by the Department of Jobs, Precincts and Regions please email [foi@ecodev.vic.gov.au](mailto:foi@ecodev.vic.gov.au) or phone (03) 1800 845 302.



## ADDITIONAL INFORMATION AND ASSISTANCE

For preliminary information on this or any other grant program please contact the Grants Information Line on 1800 325 206 for the cost of a local call (except from a mobile phone) on any weekday between 9am and 5pm (except for public holidays).

# DISCLAIMER

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