

**CHANGE
OUR
GAME**



Change Our Game

Women in Sports
Media Program

2023-24 PROGRAM GUIDELINES

FOUNDATION ROUND



Acknowledgement

The Victorian Government proudly acknowledges Aboriginal people as the First Peoples and Traditional Owners and custodians of the land and water on which we rely. We acknowledge the ongoing leadership role of the Aboriginal community on gender equality and the prevention of violence against women. As First Peoples, Aboriginal Victorians are best placed to determine a culturally appropriate path to gender equality in their communities.

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Message from the Minister for Community Sport

Having strong representation of women and girls in all aspects of sport is fundamental to advancing gender equality in sport.

This includes women in sport media roles. Whether in traditional or new media, it is vital to have women's voices shaping our sporting news and broadcast coverage.

The Victorian Government's 2023-24 *Change Our Game* Women in Sports Media Program is one way we're accelerating change.

This Program builds on the success of the *Change Our Game* Women in Sports Broadcasting Program offered since 2020, which has supported 80 women to build their industry knowledge, skills and networks to shape careers in broadcasting, in front of and behind the camera.

However, we also know that women are under-represented beyond broadcasting. In fact, research commissioned by the Victorian Government's Office for Women in Sport and Recreation has showed that in 2022-23, only 1 in 4 sports news stories in Victoria were reported or presented by women¹.

The renewed *Change Our Game* Women in Sports Media Program will support women across the full breadth of the sports media industry, to ensure greater representation of women in shaping the conversation of sport.

In 2023-24 and 2024-25, 2 separate rounds of the Program will be offered, supporting women at different stages of their sports media career: the Foundation Program, outlined here, and the Advancing Career Program.

This first Foundation Program is tailored to support women either looking to start, or are in the early stages of, a sports media career. The future Advancing Career Program will support women seeking to advance their career in the sports media industry.

Past graduates include Bobby Macumber, who participated in the *Change Our Game* Women in Sports Broadcasting Introductory Program in 2021-22, is a professional presenter, stand-up comedian, radio broadcaster and sports commentator. Since completing the Program, Bobby is now a presenter for ABC Radio Australia, presenting on 2 weekly shows, 'Stories from the Pacific' and 'Fresh off the Field'.

Let's continue pushing for a world where women with sports media careers are the norm. Let's continue pushing for gender parity.

I welcome applications from any women seeking to make their mark on the sports media industry.



The Hon Ros Spence MP
Minister for Community Sport

¹ Office for Women in Sport and Recreation (2024), *The Conversation of Sport: Representation of Women in Sports News Coverage 2022-23*.

Message from the Office for Women in Sport and Recreation

In 2020, the *Change Our Game* Women in Sports Broadcasting Program first launched, to provide a world class opportunity for women to explore and build careers in sports broadcasting, both in front of and behind the camera.

To date, 80 incredible women and gender diverse Victorians have benefitted from the skill development, career planning and networks that this Program provides.

Today, the Office for Women in Sport and Recreation shares with you how we will be taking our approach to increase the profile of women in sports media to the next level.

As of this year, our support in this space expands to the newly-named *Change Our Game* Women in Sports Media Program, recognising not only the breadth of the industry, but the importance of building multifaceted careers in what is a fast-paced and evolving industry.

Change Our Game Women in Sports Media Program, with support of delivery partner *Making The Call*, will continue to provide tangible opportunities for women seeking to start or advance careers in this industry.

To supplement this, OWSR has also released *The Conversation of Sport: Representation of Women in Sports News Coverage*. This delves into the Victorian sports news sector and defines the baseline of current coverage of women's sport. It also outlines opportunities for women both as journalists and as sources, so in time, they will be able to advocate for a better future.

This ground-breaking study analysed more than 34,000 pieces of media made available in Victoria during 2022-23. Findings included:

- Women's sport was the focus of only 15 percent of sports news in Victoria,
- Women journalists were represented in only 27 percent of sports news bylines, and
- Women journalists were 62 percent more likely to report on women's sport than their male peers.

Through the *Change Our Game* Research Grants program, OWSR has also partnered with Deakin University to consider the experiences of women working in sports media across Victoria, and to identify career progression pathways. This will be vital to supporting media organisations to provide working environments that allow anyone, regardless of their gender, to thrive.

In 2023, OWSR released the first *State of Play Survey*, which showed 91 percent of people who watched sport wanted more women commentators². If a career in sports media is something you are interested in, or if you hold ambitions to shape the voice of sports media in any form, then we encourage you to apply. We want to hear from you.



Sarah Styles
Director, Office for Women
in Sport and Recreation

² Office for Women in Sport and Recreation (2023), *State of Play Survey 2022-23*

1. Program description and objectives

1.1 About the Program

The 2023-24 Change Our Game Women in Sports Media Program (the Program) is designed to provide women who are interested in sports media the knowledge, skills and industry contacts to progress their career in this industry.

The 2023-24 Program will offer a **Foundation Program**.

This **Foundation Program** is designed for individuals either looking to start, or are in the early stages, of a sports media career. This Program will support participants to develop:

- an understanding of the sports media industry and options for career pathways
- practical skills including commentating and calling play-by-play, producing for all media platforms (radio, TV, online and podcasting), pitching and framing stories and storytelling, interview techniques, capturing the play (inc. photography and videography), research and preparation
- clear and individualised goals for future career development
- a network to support individuals in their pursuit of paid employment.

Specifically, the **Foundation Program** will involve:

1. an online introductory session
2. a full-day, face-to-face intensive workshop (including practical skills, goal setting and content delivered by industry experts)
3. a subsequent one-on-one professional coaching
4. alumni support (including connections to industry mentors, participants and ongoing support for employment).

Applications from women from targeted or under-represented groups are strongly encouraged to apply.

The 2023-24 Program will be delivered by *Making The Call*, led by experienced broadcasters Emma Race and Lucy Race, supported with key industry partners who will deliver aspects of the Program's content and support participants as industry mentors.

In 2024-25, an **Advancing Career** Program will be offered, supporting individuals seeking to progress career goals and skills in sports media. The 2024-25 Program will be open to previous graduates of the *Change Our Game* Women in Sports Broadcasting Program – Introductory Stream, or non-graduates with exceptional relevant experience in sports media and/or sport industry knowledge. More information on this Program will be available in 2024-25.

1.2 Objectives of the Program

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 paid sports media roles in the sector
- build a diverse network of women developing careers within sports media
- connect program graduates with industry.

1.3 Outcomes of the Program

The Program aims to achieve the following outcomes:

- increased knowledge of industry structures and diverse career paths, that enable women in sports broadcasting and media
- more women with skills and confidence in sports media
- more women in paid sports media roles
- more industry organisations connecting with women in sports media.

2. Eligibility

2.1 Eligible Applicants

To be eligible for the Program, applicants must meet the following eligibility criteria:

- demonstrate an interest in sports media
- identify as a woman, including those who are trans, gender diverse or sistergirl
- be 18 years of age or over
- live in Victoria.

The Victorian Government is committed to creating new pathways and opportunities for women and girls from targeted or under-represented cohorts(s) and recognises that some women and girls are affected by more than one form of discrimination and disadvantage. Applications from eligible candidates from targeted or under-represented cohort(s) are strongly encouraged. These cohorts include:

- Aboriginal and Torres Strait Islander women
- women from culturally and linguistically diverse (CALD) communities
- women with a disability
- women from regional and rural communities
- the LGBTIQ+ community
- women from low socioeconomic areas.



2.2 Ineligible Applicants

All individuals who do not meet the eligibility criteria listed in [Section 2.1](#) – Eligible Applicants are ineligible for the Program.

The Program is not open to entities other than individuals.

Previous graduates of the *Change Our Game* Women in Sports Broadcasting Program are ineligible for the 2023-24 Program, however may be eligible for the Advanced Career Program to be offered in 2024-25.

3. Process for Applicants

3.1 To Apply

Step 1: Check your eligibility

Check the information contained in these Guidelines to see if you are eligible.

Step 2: Apply online

The link to apply online can be found on the Change Our Game website at changeourgame.vic.gov.au/the-initiative/change-our-game-grants/.

The application will include the Application Questions set out in [Section 3.2](#).

Make sure you have the information you need on hand including supporting documentation and click on 'Start new application' to complete and submit your application through Grants Online.

It is strongly encouraged that you save your application regularly, or develop your responses in a separate document, to minimise the risk of information being lost prior to submitting your application.

You will receive an application number when you submit an application. Please quote your application number in all correspondence relating to your application.

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, Skills, Industry and Regions (DJSIR, or the Department) immediately and can be processed in the most efficient way. If you need assistance with applying online please contact the Office for Women in Sport and Recreation at ChangeOurGame@sport.vic.gov.au.

3.2 Application Questions

The application will ask for responses to the following Application Questions.

- 1 Tell us about yourself, including your interest in sports media.

- 2 Tell us about your ambitions in sports media, including:
 - why you want to participate in this Program
 - how you would contribute to its success
 - your aspirations to secure paid employment within the industry.

- 3 Provide detail, including examples where available, of any relevant experience in, or any attempts to secure opportunities (either paid or unpaid) in a field relevant to the Program (e.g. sport, media, or broadcasting). Opportunities may include, but are not limited to:
 - commentary, including play-by-play calling
 - published pieces (for example, online, newsletters, newspapers)
 - television or radio experience
 - sport presentation, non-mainstream media and/or social media platforms
 - public speaking.

- 4 Discuss what you consider to be 3 significant factors that might enable success for women interested in a career in sports media.

- 5 Discuss what barriers you consider might prevent women, including women from under-represented groups, from building a career in sports media.

4. Assessment

4.1 Assessment process

Eligible applications will be competitively assessed by an Assessment Panel, including members of the Office for Women in Sport and Recreation and experts in sports media. The panel will:

1. review and score applications, including responses to the Application Questions against the Assessment Criteria set out in [Section 4.2](#)
2. rank all applications based on an Assessment Criteria score
3. select the top ranked applicants
4. recommend the applications for approval.

The Office for Women in Sport and Recreation reserves the right to amend these Guidelines at any time.

It is expected that more applications will be received than can be successful. Eligibility to the Program does not guarantee success in securing a place in the Program.

In the event an application was unsuccessful in securing a place in the Program, feedback will be available from the Office for Women in Sport and Recreation on request.

4.2 Assessment Criteria

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

Assessment Criteria	Weighting
Demonstrable interest in sports media.	25%
Ability to detail ambitions in sports media roles and motivation to participate in the Program and contribute to its success.	25%
Ability to detail and provide examples of relevant experience in a field relevant to the Program (e.g. sport, media, or broadcasting) and/or any attempts made to secure such opportunities in these fields.	25%
Ability to identify significant factors that might enable success for women interested in a career in sports media.	10%
Demonstrated understanding of barriers that might prevent women, including women from under-represented groups, from building a career in sports media.	5%
Applicant has identified as someone from a targeted or under-represented cohort, as referenced in Section 2.1 – Eligibility.	10%

5. Timelines

MILESTONE	DATE
Applications open	Wednesday, 28 February 2024
Applications close	Wednesday, 27 March 2024, 5pm AEDT
Announcement of successful applicants	May 2024
Program Workshop (full day, face-to-face in Melbourne)	Tuesday 4 June 2024



6. Conditions that apply to applications

The following conditions will apply to applicants who have been notified in writing by the Office for Women in Sport and Recreation that their application has been successful and approved to participate in the 2023-24 *Change Our Game* Women in Sports Media Program.

6.1 Approval of Applicants and Program Attendance

Successful applicants will be notified in writing by the Office for Women in Sport and Recreation if the application has been approved to participate in the 2023-24 *Change Our Game* Women in Sports Media Program and will be provided instructions on how to participate in the Program.

All successful applicants to the Program must be available to participate in:

1. pre-workshop online introductory session (May 2024)
2. a full day, face-to-face intensive workshop in Melbourne on Tuesday 4 June 2024
3. one-on-one professional coaching (post-workshop)
4. support (including connections to industry mentors, participants and ongoing support for employment).

6.2 Conduct and Cooperation of Participant

Where the Office for Women in Sport and Recreation and/or DJSIR is of the reasonable opinion that a continued association with a successful applicant may bring a Minister, the Department or the State into disrepute, the Office for Women in Sport and Recreation may in its absolute discretion cancel or terminate the applicant's place in the Program and any benefits due to the applicant by written notice.

6.3 Acknowledging the Victorian Government's support and promoting success

Successful applicants will be required to acknowledge the support of the Victorian Government, through the Office for Women in Sport and Recreation, for the *Change Our Game* Women in Sports Media Program. The conditions of this Program require that all activities acknowledge support through the Victorian Government and *Change Our Game* logo presentation on any activity related publications, media releases and promotional material. Participants are requested to tag [@ChangeOurGame](https://www.instagram.com/ChangeOurGame) in related social media posts and use the hashtag [#ChangeOurGame](https://www.instagram.com/ChangeOurGame).

Successful applicants may be requested to contribute information and authorise the usage of images, testimonials, videos and/or sound recordings for use in any form of media for publicity, marketing, advertising and promotional purposes in relation to the Office for Women in Sport and Recreation and/or the DJSIR's initiatives or projects or other work which must be for a public purpose. The Department may include the name of the applicant in its annual report.





6.4 Post-Project Evaluation

By submitting an application, all applicants agree to comply with DJSIR's performance monitoring and evaluation procedures.

The successful applicants may receive an evaluation form within 18-months following the Program workshop. Program evaluation activities are non-negotiable for all participants of the *Change Our Game Women in Sports Media Program*. Non-compliance could impact future applications to the DJSIR's programs.

Successful applicants may also be required to contribute information on Program outcomes for use in Program evaluation reviews and the Office for Women in Sport and Recreation's marketing and promotional materials.

6.5 Privacy

Any personal information provided for this program will be collected and used by the Department for the purposes of assessing eligibility, program administration, program review and evaluation. The personal information or health information you provide in your application for a *Change Our Game* program will be collected, used, managed, and is securely stored by the Department. Personal information may be shared by the Department with a third-party provider to enable the third-party to undertake evaluation of the program.

The Department completes a range of eligibility assessments that may include data matching to clarify the accuracy and quality of information supplied. This is part of our auditing and monitoring processes and for confirming eligibility across this program.

As part of our administration, the Department may need to disclose your personal or health information with others for the purpose of assessment, consultation, and reporting. This can include other departmental staff, Members of Parliament and their staff, external experts such as assessment panels or other government departments.

The Department collects demographic information for economic reporting purposes. No personal information is used in reporting; all reports are presented with aggregated data.

If you include or intend to include personal information about third parties in your application, please ensure that they are aware of and consent to the contents of this privacy statement, noting any personal information about you or a third party in your application is collected, held, managed, used, disclosed, or shared in accordance with the provisions of the *Privacy and Data Protection Act 2014* (Vic) and other applicable laws.

During our program, we may take images of participants as noted in [Section 6.3](#). DJSIR will seek your consent and will supply the media authorisation consent form for your completion.

Enquiries about access or correction to your personal information can be emailed to ChangeOurGame@sport.vic.gov.au

Other concerns regarding the privacy of personal information, can be emailed to the Department's Privacy Unit at privacy@ecodev.vic.gov.au. The Department's privacy policy is also available by emailing the Department's Privacy Unit.

7. Additional Information and Assistance

For further information on this Program, please contact the Office for Women in Sport and Recreation at ChangeOurGame@sport.vic.gov.au.



CHANGE OUR GAME

Disclaimer

This document is accurate at the time of publishing but may be subjected to changes at the Office for Women in Sport and Recreation's discretion. The Office for Women in Sport and Recreation reserves the right to amend these guidelines and the terms and conditions at any time as it deems appropriate.

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