

**CHANGE
OUR
GAME**



Change Our Game

Women in Sports Media Program

2024-25 PROGRAM GUIDELINES

ADVANCING CAREER 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

Equal representation in sport is vital in shaping the way we view the world. Having strong representation of women as the faces and voices we see and hear delivering our sporting news and broadcast coverage is fundamental to advancing gender equality in sport.

The Victorian Government's 2024-25 *Change Our Game* Women in Sport Media Program is one way we're accelerating change. This program is supporting women in sport media roles, including roles in front of and behind the cameras, the microphones and on our television screens.

We know that women are under-represented in sports media. Research commissioned by the Victorian Government's Office for Women in Sport and Recreation showed that in 2022-23, only 1 in 4 sports news stories in Victoria were reported or presented by women¹.

The *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.

The 2024-25 Advancing Career Round aims to support women seeking to advance their career to the next level in the sports media industry.

Past graduate Chelsea Ryan, who participated in the 2021-22 Program, has since had multiple sports media roles. Chelsea has commentated at sporting events, including the 2023 Swimming Australia World Championship Trials, and as a radio news and sports reporter on SEN.

Emma Gallagher is another past participant. Since her involvement in the program, Emma has commentated for Women's National Cricket League and Women's Big Bash League broadcasts with [cricket.com.au](https://www.crickets.com.au), has been a court announcer for the Bendigo Braves NBL1 team, published through the ABC's collaboration with Siren Sport, and assisted production for Channel 7's cricket coverage.

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 women seeking to advance their career in 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

Sports media plays an important role in how we watch, listen and read about sport across the country.

Sports news reporting and the live broadcast of sport is a fundamental to how we keep informed and entertained through the sporting achievements of our inspiring athletes and heroes.

The Office for Women in Sport and Recreation (OWSR) is committed to ensuring women are shaping each component of this vital channel.

Through the 2024-25 *Change Our Game* Women in Sports Media Program, OWSR is seeking to level the playing field for women in sports media, by supporting more women to advance their careers in the industry through the Advancing Career Round.

This year's program, with support of delivery partner *Making the Call*, will provide tangible opportunities for women seeking to advance their career in sports media.

This program is directly addressing the under-representation of women in sports media and broadcasting, including that in 2022-23:

- women's sport was the focus of only 15% of sports news in Victoria², and
- 91% of people who watched sport wanted more women commentators³.

The achievements already seen from the previous program graduates are exciting, and the connections and conversations so vital in the sports media landscape have been created that are second to none.

This program recognises we must do more to level the playing field for all women and encourages applicants from diverse backgrounds.

If you are a past graduate, or have extensive experience in sports media or the sports industry, and want to advance your sports media career, then we strongly encourage you to apply.



Sarah Styles
Director, Office for Women in Sport and Recreation

² Office for Women in Sport and Recreation (2024), *The Conversation of Sport: Representation of Women in Sports News Coverage 2022-23*.

³ 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 2024–25 *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 2024–25 Program will offer an **Advancing Career Round**.

This **Advancing Career Round** is designed for individuals seeking to progress career goals and skills in sports media to the next level.

This Program is open to previous graduates of the *Change Our Game* Women in Sports Media Program (including earlier versions of this Program), or non-graduates with exceptional relevant experience in sports media and/or sport industry knowledge.

This Program will be adapted to the needs of successful applicants, with a focus on:

- enhancing and refining sports media skills, which may include commentary and calling play-by-play, producing for all media, presenting opinion pieces and research and preparation, and
- developing industry connections to support in securing paid employment in the industry.

Specifically, the **Advancing Career Round** will involve:

1. a 30 minute online pre-program interview
2. a full day, face-to-face intensive workshop (including a focus on advanced practical skills, professional development and developing industry connections)
3. alumni support (including connections to industry mentors, participants and ongoing support for employment).

The 2024–25 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.

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 are 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:

- be a graduate of the Women in Sports Media Program (Foundation Round) or *Change Our Game* Women in Sports Broadcasting Program (Pilot or Introductory streams), **OR** be able to demonstrate exceptional relevant experience in sports media and/or sport industry knowledge
- 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 providing opportunities for women and girls from targeted or under-represented cohorts(s) and recognises that 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 disability
- women from regional and rural communities
- the LGBTIQ+ community
- women from low socioeconomic areas.

Applicants from these cohorts must also meet the main eligibility criteria listed at the top of this section.



2.2 Ineligible Applicants

The following are not eligible to apply:

- organisations (applying on behalf of an individual or individuals)
- all individuals who do not meet the eligibility criteria listed in [Section 2.1 – Eligible Applicants](#) are ineligible for the Program
- previous graduates of the Extension Stream of the *Change Our Game* Women in Sports Broadcasting Program.

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: Prepare for your submission

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

Applications will include both a written and video component. Where you are submitting a video as part of your application, it is recommended you assign time to prepare, record and upload your video.

Step 3: 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

Make sure you have the information you need on hand including required documentation (such as a video response) and supporting documentation (such as published pieces) 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.



3.2 Application Questions

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

1

Tell us about yourself, including:

- your experience in a previous *Change Our Game* Women in Sports Media Program (including the earlier versions of this Program), and how you applied your learnings from that opportunity

OR

- if you are not a past program graduate, your interest and exceptional relevant experience in sports media and/or sport industry knowledge (e.g. as a broadcaster or in the media, administrator, elite athlete and/or high performance coach, etc.).

2

Provide detail and examples of any media opportunities you have participated in (e.g. sport, media, or broadcasting) and/or any attempts to secure such opportunities (either paid or unpaid). Opportunities may include, but are not limited to:

- commentary, including play-by-play calling
- interviews
- commissioned pieces (for example online, magazines, newspapers)
- television or radio experiences
- non-mainstream media and/or social media platforms
- public speaking.

3

Tell us about your ambitions in sports media, including:

- why you want to participate in this Program
- how you would contribute to its success, and
- your aspirations to secure paid employment within the industry.

Note: a video response is required for this question. A link to the video response is to be provided in the Supporting Documents section of the application form.

4

Discuss what you consider to be:

- 3 significant factors that might enable success for women in sports media roles, and
- what barriers these success factors assist women to overcome.

Note: A video or a written response can be provided for this question. If submitting a video response, a link is to be provided in the Supporting Documents section of the application form.

4. Assessment

4.1 Assessment process

Eligible applications will be competitively assessed by an Assessment Panel.

The panel will:

- review and score applications, including responses to the Application Questions against the Assessment Criteria set out in [Section 4.2](#)
- rank all applications based on an Assessment Criteria score
- select the top ranked applicants
- 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
Demonstrated experience in a previous <i>Change Our Game</i> Women in Sports Broadcasting Program or Women in Sports Media Program, including ability and real-life examples that apply learnings from participation in the Program. For non-graduate applicants, ability to articulate interest in a career in sports media and the applicant's demonstrated exceptional relevant experience in sports media and/or sport industry knowledge (e.g. as a broadcaster or in the media, administrator, elite athlete and/or high performance coach, etc)	50%
Ability to detail ambitions in sports media roles and demonstrated commitment to participate in the Program and contribute to its success	30%
Ability to identify significant factors that might enable success for women in sports media roles, and an understanding of potential barriers to career progress	10%
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	Monday 8 July 2024
Applications close	Monday 5 August 2024, 5pm AEST
Announcement of successful applicants	Late September/early October 2024
Program Workshop (full day, face-to-face in Melbourne)	Monday 18 November 2024



6. Conditions that apply to applications

This Section outlines the conditions that will apply to successful applicants.

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 2024-25 *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 the:

- pre-workshop interview (October 2024)
- full day, face-to-face intensive workshop in Melbourne on Monday 18 November 2024
- 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 Department of Jobs, Skills, Industry and Regions (the Department) 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** in related social media posts and use the hashtag **#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 Department'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 Department'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 Department'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](#). The Department 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 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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