

CHANGE OUR GAME

WOMEN IN SPORTS BROADCASTING PROGRAM

2022-23 PROGRAM GUIDELINES

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MESSAGE FROM THE MINISTER



Equal representation in sport is vital in shaping the way we view the world.

Not just on the field, but in front of and behind the cameras, the microphones and on our television screens. Not just the players, but the faces and voices we see and hear delivering our sporting news.

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

The program aims to develop knowledge, strategies and capabilities of women seeking a career in sports broadcasting, both in front and behind the camera, while also breaking down the barriers for women wanting to progress in this sector. And we are excited to announce that the 2022-23 Program will once again have two offerings.

Both streams are designed to give women the knowledge they need to progress their careers in the sports media industry. Stream 1 will have an introductory focus, to support the development of early career sports broadcasters. Stream 2 will be an extension program, helping those growing their presence in the industry to take their career to the next level.

By providing women with mentoring, knowledge and resources necessary to succeed, the Government is providing career opportunities for women and filling a notable hole in the sports broadcasting sector.

From the first successful pilot program in 2020, this program has been pivotal in developing and providing opportunities to women in sports media. It has supported 56 participants whose voices and expertise are enhancing sports broadcasting and reporting.

Our 2022-23 Program will represent yet another opportunity for women to learn about and build their potential as sports broadcasters, as well as enabling those already in the industry to make an even bigger impact.

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

I look forward to seeing the journey of this year's successful applicants, and many more women in sports broadcasting in the years to come.

THE HON ROS SPENCE MP
Minister for Community Sport

MESSAGE FROM THE OFFICE FOR WOMEN IN SPORT AND RECREATION



Behind every iconic sporting moment in Australian history, there is a voice calling the play.

We've got a great tradition of amazing commentators in Australia sport. What is not great is the lack of diversity and representation of women in the sports media and commentary.

The Office for Women in Sport and Recreation is changing this through the *Change Our Game* Women in Sports Broadcasting Program, to help level the playing field for women in sports broadcasting.

The successful pilot program in 2020 supported 36 participants from across Victoria to follow their broadcasting dreams. It was followed up with an extension program in 2021-22 for 15 participants to further enhance their skills, including ten who completed the pilot program, and another 15 participants, many of whom were from groups under-represented in past graduates, take the first steps in their broadcasting careers through the Program.

The achievements already seen from the Program's graduates are exciting, and the connections and conversations so vital in the sports media landscape provided by the Program are second to none. One example is Pokuah Frimpong, who participated in the 2021-22 introductory program, and hosts a podcast called Radio Dub which interviews A-League women's players and discusses the league. Pokuah has also worked for Network 10 and Paramount Plus providing commentary on the A-League women.

Three years ago, the Office for Women in Sport and Recreation partnered with Emma Race and Lucy Race from Making The Call, and we're excited to be working with them once more to deliver the 2022-23 Program to help the next generation of women realise their sports broadcasting dreams.

An important aspect of this program is the access to industry contacts. In June 2022, the first *Change Our Game* Women in Sports Broadcasting Networking Event generated employment opportunities and pivotal conversations for this program graduates.

Do you see yourself as part of that room next time?

Sport broadcasters connect the people to the play. With a diverse community of sports fans, it's important to have a diversity of voices that call sport. That's why this program recognises we must do more to level the playing field for all women and encourages applicants from diverse backgrounds.

Our vision is for Victoria to deliver world's best practice for women and girls in sport and active recreation. This includes in sports broadcasting.

If this is you, we look forward to receiving your application.

SARAH STYLES
Director, Office for Women
in Sport and Recreation

PROGRAM DESCRIPTION AND OBJECTIVES

1.1 About the Program

The 2022-23 *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 two separate streams, with each stream comprising:

- a full-day workshop delivered by *Making The Call*, led by experienced broadcasters Emma Race and Lucy Race, and
- individualised session/s.

Stream 1 of the Program is an **Introductory Stream** that targets individuals who are either looking to commence or are in the early stages of a career in sports broadcasting. This stream will support participants to develop a stronger understanding of the broadcasting industry and identify clear and individualised goals for future development, while providing mentoring guidance and a support network.

Stream 2 of the Program is an **Extension Stream** open to previous graduates of the *Change Our Game Women in Sports Broadcasting Program* seeking to progress their media and broadcasting skills to the next level, with special consideration also available to non-graduates with exceptional relevant experience in sports media and broadcasting and/or sport industry knowledge. Adapted to the needs of successful applicants, this stream will be focused on enhancing and refining broadcast skills, which may include research and preparation, calling play-by-play, delivering courtside/ground updates, presenting opinion pieces and securing employment in the industry, and coaching by industry experts.

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

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 opportunities in the sector;
- build a diverse network of women developing careers within sports broadcasting and media; and
- connect program graduates with industry.

2.

ELIGIBILITY

2.1 Eligible Applicants

To be eligible for Stream 1 – Introductory, applicants must meet the following eligibility criteria:

- demonstrate an interest in sports media and broadcasting;
- identify as a woman;
- be 18 years of age or over; and
- live in Victoria.

To be eligible for Stream 2 – Extension, applicants must meet the following eligibility criteria:

- be a graduate of a previous *Change Our Game* Women in Sports Broadcasting Program (pilot or introductory program) **OR** be able to demonstrate exceptional relevant experience and/or knowledge;
- identify as a woman;
- be 18 years of age or over; and
- live in Victoria.

The Office for Women in Sport and Recreation reserves the right to recommend an application to the Stream it views as most appropriate for the applicant's experience and understanding.

Applications from eligible candidates who are also 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;
- women connected to niche or under-represented sports; and/or
- the LGBTIQ+ community.

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.

Graduates of Round 1 of 2021-22 *Change Our Game* Women in Sports Broadcasting Program, which provided access to the Extension Stream, are also ineligible for the 2022-23 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: 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.

Ensure you select the correct Program stream:

- **Stream 1 – Introductory**
- **Stream 2 – Extension**

The application will include the Application Questions set out in Section 3.2. Applications will include both a written and video component.

Make sure you have the information you need on hand including required 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) 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.

Stream 1 – Introductory applicants:

1. Tell us about yourself, including your interest in sports media and broadcasting.
2. Tell us about your ambitions in sports media and broadcasting, including why you want to participate in this Program and how you would contribute to its success.
3. Provide detail and examples of any relevant experience in, or any attempts to secure opportunities in, a field relevant to the Program (e.g. sport, media or broadcasting). Opportunities may include:
 - public speaking;
 - published pieces (e.g. online, newsletters, newspapers, etc);
 - television or radio experience; and
 - sport presentation, non-mainstream media and/or social media platforms.
4. Discuss what you consider to be three significant factors that might enable success for women in sports media and broadcasting.
5. Discuss what barriers you consider might prevent women, including women from under-represented groups, from progressing in sports media and broadcasting.

Stream 2 – Extension applicants:

1. Tell us about yourself, including your experience in a previous *Change Our Game* Women in Sports Broadcasting Program and how you applied learnings from that opportunity, **OR** your interest and exceptional relevant experience and/or knowledge if you did not participate in the Program (e.g. as a broadcaster or in the media, administrator, elite athlete and/or high performance coach, etc).
2. Tell us about your ambitions in sports media and broadcasting, including why you want to participate in this Program and how you would contribute to its success.
3. Provide detail and examples of any media and broadcast opportunities you have participated in and/or any attempts you have made to secure such opportunities. Opportunities may include:
 - interviews;
 - commissioned pieces (e.g. magazines, newspapers, online);
 - television or radio experiences; and
 - sport presentation, non-mainstream media and/or social media platforms.
4. Discuss what you consider to be three significant factors that might enable success for women in sports media and broadcasting.
5. Discuss what barriers you consider might prevent women, including women from under-represented groups, from progressing in sports media and broadcasting.

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 broadcasting. The panel will:

1. review and score applications, including responses to the Application Questions and the most suitable Stream for each applicant, 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 from Stream 1 and Stream 2 (as allocated by the Assessment Panel); and
4. recommend the applications for approval.

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.

Applications are submitted for one Stream of the Program, however, the Office for Women in Sport and Recreation reserves the right to recommend an application for a different Stream of the Program.

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

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:

Stream 1 – Introductory Assessment Criteria	Weighting
Demonstrable interest in sports media and broadcasting.	25%
Ability to detail ambitions in sports media and broadcasting 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 in sports media and broadcasting.	10%
Demonstrated understanding of barriers that might prevent women, including women from under-represented groups, from progressing in sports media and broadcasting.	5%
Applicant has identified as someone from a targeted or under-represented cohort, as referenced in Section 2.1 – Eligibility .	10%

Stream 2: Extension Program Assessment Criteria	Weighting
Demonstrated experience in a previous <i>Change Our Game Women in Sports Broadcasting Program</i> , 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 broadcasting and the applicant’s demonstrated exceptional relevant experience and/or 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 and broadcasting and demonstrated commitment to participate in the Program and contribute to its success.	25%
Ability to identify significant factors that might enable success for women in sports media and broadcasting.	10%
Demonstrated understanding of barriers that might prevent women, including women from under-represented groups, from progressing in sports media and broadcasting.	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	Monday 20 February 2023
Applications close	Monday 20 March 2023, 5pm AEDT
Announcement of successful applicants	Late April 2023
Stream 1: Introductory – full day, face-to-face workshop	Tuesday 30 May 2023
Stream 2: Extension – full day, face-to-face workshop	Tuesday 13 June 2023

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 2022-23 *Change Our Game* Women in Sports Broadcasting 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 2022-23 *Change Our Game* Women in Sports Broadcasting 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 full day, face-to-face workshop in Melbourne on Tuesday 30 May 2023 for the Introductory Stream or Tuesday 13 June 2023 for the Extension Stream.

The Office for Women in Sport and Recreation reserves the right to allocate applicants to the Stream it deems most appropriate.

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 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. 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 DJSIR's initiatives or projects or other work which must be for a public purpose.

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 Broadcasting 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

The Department of Jobs, Skills, Industry and Regions (DJSIR) 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 with our partners, 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.

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.

All information supplied in the application is securely stored in databases which reside in Australia and USA.

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.

You may contact us to request access to your personal information, or for other concerns regarding the privacy of your personal information by emailing the DJSIR Privacy Unit at privacy@ecodev.vic.gov.au.

A copy of our privacy statement is located on our website djsir.vic.gov.au/privacy.



ADDITIONAL INFORMATION AND ASSISTANCE

For preliminary information on this program please contact the Office for Women in Sport and Recreation at changeourgame@sport.vic.gov.au.

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.

Authorised by the Office for Women in Sport and Recreation

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This document is also available in an accessible format at
changeourgame.vic.gov.au

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.