



Australian Womensport & Recreation Association

MEDIA RELEASE

19 September 2006

It's time to give women a sporting go!

AWRA is very satisfied with the bipartisan Senate Report ***About Time. Women in sport and recreation in Australia*** – but the questions remains, how and when will it be implemented? As AWRA recommended, a national level working group to implement the recommendations and findings was not put forward. Is this another Senate Report that will sit on the shelf?

It is up to the Howard government to implement the report, mainly through the Australian Sports Commission (ASC), and to date they have been silent. The ASC is in the best position to lead by example, to coordinate strategies and be an effective change agent to improve the status of women in sport and recreation. Its leadership and resources will influence other levels of government and sporting associations to take notice and act on the 18 well documented recommendations.

AWRA President Janice Crosswhite said: “The report is an excellent document that covers many of the current issues and possible solutions to improve women’s sport in Australia. The major media recommendations will encourage partnerships between sporting groups and media agencies and should start to show some difference in the years 2007-2009 when \$3m per annum could be made available for women’s sport and \$1m for coverage of the 2008 Paralympics.”

AWRA hopes that this report heralds a new era of parity for women’s sport, an era that will see more women on sports boards, more regular women’s sport on TV, in newspapers and on radio, which in turn will bring in more sponsorship dollars for elite competitions and players and provide role models for young girls.

Janice added that “AWRA’s role as an advocacy organisation is to ensure that ***About Time’s*** recommendations are implemented. We will be working hard to ensure that this report just doesn’t sit on a parliamentary shelf and that it will be the impetus to make substantive improvements to the status of women in sport and recreation”.

About Time looks at grass roots participation, elite participation, leadership and governance and women’s sport and the media. The report is available at www.aph.gov.au/senate/committee/ecita_ctte/index.htm

Please contact Janice Crosswhite on 03 9719 7553, 0439 560 050 or email crosswhite@bigpond.com for further information.