



## Australian Womensport & Recreation Association

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### **How to spend \$45 million on women's sport!**

After the recent outcomes for the Football World Cup, the Australian Womensport and Recreation Association has been putting together some ideas on how the \$45 million for the bid could have been spent to increase female participation in sport, and reduce some inequalities, in Australia.

A good starting point would be to attract some women's world championships to Australia, with support given to national sporting associations to bid for these events and then to support them with great media coverage. AWRA President Janice Crosswhite said: "Basketball Australia is bidding for the 2014 Women's World Championship and could do with some funding support – and how about Softball Australia pursues the next World Championship and likewise Netball Australia. Our women's teams are all well ranked in the top two or three in these sports".

To produce world standard teams and individuals you need strong national competitions. Funding should be made available to grow new national leagues and events, and to show these events on free to air television. This has happened with the ANZ Netball League in recent years, where all games are covered in each round by Channel 10 and One HD. Not so with our women's football and basketball national leagues, where ABC TV covers only one game a week.

AWRA's list of crucial projects where \$45mill would have been well spent, includes:

- ✓ The development of a cohesive national sport policy for women, covering grass-roots to elite participation. This would be part of a cohesive national sports policy as recommended in the 2009 Crawford Review of Australian Sport.
- ✓ The Commonwealth encourages state and territory governments, and especially local government, to address the lack of women's facilities (such as change rooms) at sporting venues. A new women's sport facility fund would support this.

- ✓ Organisations with an interest in women in sport and recreation be funded by the Australian Sports Commission (ASC) to provide skills training in the areas of leadership, communication and media skills and successful team building.
- ✓ The ASC continues to provide annual (at least) opportunities for women sport leaders to attend workshops and forums to develop techniques for successful networking.
- ✓ The ASC Sport Leadership Grants for Women be continued and that the Commonwealth increase funding for this scheme. AWRA recommends that the funding be increased to \$3 million (now only \$400,000 when in 2010-2011 over \$2.7 million was asked for by individuals and organisations in the latest round of applications).
- ✓ The 2009 media research as reported in *Towards a Level Playing Field: sport and gender in Australian media* should be replicated every two years and that funding is made available to act on the findings. Increased resources and funding is required to bring about change with traditional media and to meet the demand for training in new social media (such as twitter, Facebook, Myspace, etc).
- ✓ Physical Education specialists in primary schools as part of the national school curriculum.

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