



# Australian Womensport & Recreation Association

**AUSTRALIAN WOMENSPORT & RECREATION ASSOCIATION  
INCORPORATED ABN 606 258 03567**

## **EXPRESSIONS OF INTEREST**

The Australian Womensport and Recreation Association Inc (AWRA) is calling for Expressions of Interest from individuals (or companies) for a contractor to evaluate *The Catalyst Project*, our national sports media project (August 2009 to 28 May 2010). The long term purpose of the project is to improve sports media coverage for women.

This will be achieved through:

1. The development of a national media training package.
2. Providing one or two media training workshops in each state and territory (20 sports women per workshop x 11 workshops) focusing on traditional and new media and the delivery of an evening networking event and
3. Upgrading AWRA's website to include a section dedicated to media training and communication for women in sport

### **Background:**

AWRA was incorporated in July 2005 as a national non-government organisation. It is an enthusiastic and vibrant volunteer organisation "to provide advocacy and leadership for the progress and facilitation of opportunities for Australian women and girls in and through sport, physical activity and recreation". (Mission Statement).

AWRA operates with a Chair, Deputy Chair, Secretary, Treasurer and a Board of Management. Meetings are held by teleconference. AWRA's membership is approximately 180, with individual and organisational members from around Australia and overseas. It delivers programs in collaboration with the state womensport associations and some Sports Federations. In 2008-2009, AWRA and the above organizations successfully delivered a national leadership training program around Australia.

## **Project**

AWRA has been successful in a grant application to the Federal Government (Office for Women, Women's Leadership and Development Program Grants 2009-2010) and is now seeking the services of a (part-time) qualified and experienced contractor to conduct an independent evaluation of *The Catalyst Project*.

The workshops aim to provide information, skills training and networking opportunities in the areas of print and electronic media, incorporating new social media such as Myspace, Facebook, twitter, etc. There will be one to two workshops per city, probably delivered in Brisbane, Sydney, Canberra, Melbourne, Hobart, Adelaide and Perth. The workshop delivery involves collaboration with Womensport Queensland, Womensport and Recreation NSW, the Act Sports Federation, Vicsport, Womensport and Recreation Tasmania, SASport and Womensport West.

Each workshop will be followed by an evening networking event that will allow for broader attendance, where invited speakers and participants will discuss and share ideas on using the media to improve coverage of women's sport.

The project will include:

- Development of a training package for workshops: training templates, case studies, workshop material and activities for "hands-on" media communication skills training, which could involve consultation with delivery agencies and research on available materials with national and state associations to find out what is already available
- Providing media training workshops in each state and territory (20 sports women per workshop) focusing on traditional and new media. The delivery of these workshops involves working with the state bodies and their local media outlets in Brisbane, Sydney, Canberra, Melbourne, Hobart, Adelaide and Perth between February and May 2010 (11 workshops)
- Upgrading AWRA's website to include a section dedicated to media training and communication for women in sport, including the development of media fact sheets

**Timeline for evaluation report:** Commence late February, working part-time to report completion in May 2010 and submitted to Office for Women by 28 May 2010.

**Reporting:** The contractor will report to the Board of AWRA and work through the President Janice Crosswhite.

## **Submissions:**

Submissions for consideration should outline:

- Outline of quantitative and qualitative measures to evaluate the project outcomes.
- Your experience, skills and knowledge (maximum 1 page summary)

- Your availability
- Your fees, including any expenses

Please call to discuss prior to submitting an expression of interest, to Janice Crosswhite on 03 9719 7553.

Interested parties should respond by email by COB Friday 12 February 2010 to:

Janice Crosswhite OAM  
President  
AWRA Inc  
[crosswhite@bigpond.com.au](mailto:crosswhite@bigpond.com.au)