



**WOMEN PARTICIPATING
AND LEADING IN SPORT**

ANNUAL REPORT 2018 - 2019



WOMEN PARTICIPATING
AND LEADING IN SPORT

WSA PRESIDENT'S REPORT

As President of WSA it gives me great pleasure to present the 2018-2019 Annual Report.

We had a ground-breaking year marked by the launch of the inaugural Women in Sport Photo Action Awards (#WISPAA) competition and the subsequent nationwide #WISPAA exhibition.

We also celebrated our board director Louise Evans receiving an Order of Australia Medal (OAM) in the Queen's Birthday Honours list for her contribution to media and women in sport.

At our 2018 strategy day WSA director Emily Mogic led the discussions about our 2019 vision and formalised our strategic priorities for the year ahead. (Thanks to Swimming Australia for their Boardroom.)

WSA Director Alison Buxton finalised the *WSA Manifesto - A Plan to Harness the Positive Momentum for Active Australian Women*. This document outlines the key actions WSA continues to advocate for in the media and with government, corporates and sports organisations.

WSA advocates for:

1. Gender pay equality and a living wage for all elite female athletes;
2. Equal access to sporting facilities and amenities;
3. Equal media time and space;
4. Champion role models in women's sport .





Our agenda was delivered through the following events and activities:

1. WSA Mentoring Programs and Leadership Workshops

WSA staged two Mentoring Programs in Melbourne and Sydney.

Melbourne Mentoring Program March 2019

Belinda Kleverlann from Tennis Victoria gave an inspiring speech to the 16 Mentees who signed-up, including one scholarship holder (paid for by a donation generously provided by a WSA member). The program was followed by a lively networking event attended by many of our past mentors and Melbourne based directors.

Thanks to Tennis Victoria who provided the venue, to WSA directors Gen Simmons and Raelene Turner for processing the registrations and marketing the program and to Bron Madigan, Managing Director at Dynamix Sport Projects, for organising the successful networking session.

Sydney Mentor Program May 2019

Rebecca Reed, Partner and Head of Sports, Media & Entertainment Practice at Odgers Berndtson gave the 14 Mentees with a compelling address. The 14 mentees who participated came from a cross section of sporting and non-sporting organisations. The Australian Olympic Committee headquarters, at the Museum of Contemporary Art, provided WSA with the picturesque venue for the workshop and network reception. Sports industry colleagues and WSA directors Frances Cordaro, David Bond and Louise Evans joined the networking reception, with Louise providing breaking news on our #WISPAA competition. Thanks to Frances Cordaro, Gen Simmons and volunteer Briley Myerscough for coordinating the Sydney Program.

Three Women in Sport Leadership Workshops were held at Netball NSW, Sydney - December 18; St Aidens, Brisbane - March 19; and Cumberland Council (NSW), - June 19.



**WOMEN PARTICIPATING
AND LEADING IN SPORT**

2. #WISPAA - Women in Sport Photo Action Awards and Touring Exhibition

In January we launched a major new national initiative - the inaugural Women in Sport Photo Action Awards. In June we held an Melbourne Exhibition of featuring 30 images from the #WISPAA winners and finalists. Special guests at #WISPAA Exhibition launch included Senator Richard Colbeck, federal Minister for Sport, Aged Care, Seniors and Youth; Dr Bridie O'Donnell, Director – Office for Women in Sport and Recreation; WSA Life Member and Past President Janice Crosswhite and #WISPAA winners and finalists including professional #WISPAA category winner Michael Willson and the subject of his award-winning image, AFLW player Tayla Harris. Event partners included Nikon, the IAAF, Epson AAP and MMR. ISPT, the venue owner of 50 Lonsdale Street Melbourne which hosted the exhibition, property investment manager Danielle Darby, and WSA directors Iain Roy and Louise Evans all helped bring the exhibition to life with the CBRE venue management team.

Thanks to the support of ISPT the exhibition is now touring around Australia where people in metropolitan and regional centres will be able to see these magnificent action images of women in sport.

WSA director Louise Evans conceptualised #WISPAA and is the creative and driving force behind this initiative. WSA owes a debt of gratitude to Louise for more than 12 weeks unpaid work she dedicated to bring #WISPAA to life and make it a huge success. Thank you Louise. WSA director Iain Roy also spent an inordinate amount of time steering the #WISPAA Exhibition from a single event into a national tour and I thank him for his huge contribution. Special mention too to volunteer Heather McGiddy who provided invaluable support to make this Exhibition launch happen.





3. Website Launch

WSA launched a great new website thanks to the hard work and dedication of WSA director Gen Simmons. I want to highlight the efforts by Gen, the director who enables fellow directors to complete their tasks. Gen is always the first to put her hand up to take on jobs and is in the background making sure that tasks are completed. A big thank you Gen.

4. Events

Speaking engagements, high-level meetings and industry events attended by WSA Directors:

2018

International Women's Day (Carol Fox presenter)

Meeting with Green's representative (Carol Fox & Natasha Norton)

Apr 18 Change Our Game lunch (WSA Directors attended)

Jun 18 Women in Sport Leadership Summit (Carol Fox MC, Rae Turner panel speaker)

July 23 Women in Leadership and Management Summit (Rae Turner panel speaker)

July 25 Meeting with Senator Jenny McAllister (Carol)

Oct 11 Victorian Women in Sport Gymnastics Breakfast (WSA Directors attended)

Oct 17 Women's Health Women in Sport Awards (Louise Evans attended as awards judge)

Oct 18 Sport Australia Hall of Fame dinner (WSA Directors attended)

November Meeting with federal Sports Minister Bridget McKenzie (Alison Buxton)

2019

Apr 19 Australian Gender Equality Council (Alison Buxton)

May 19 Equality Rights Alliance (Carol Fox, Frances Cordaro)

June 19 Italian Chamber of Commerce Women In Sport lunch (Carol Fox Presenter, Gen Simmons and Louise Evans attended)

July 19 VUT Masters Course (Carol Fox presenter)

July Williamstown Pride Game (Carol)

July 23 Sport Australia National Integrity Forum (Carol)

July ICC T20 2020 World Cup Champion invitation (Carol)

Aug 19 Women In Sport Summit (Carol Fox MC) Rae, Gen, Iain Roy

Aug 19 Maribyrnong Football Club (Carol panallist)



**WOMEN PARTICIPATING
AND LEADING IN SPORT**

5. Media and Social Media

Our traditional media exposure continues to grow with WSA being the first point of contact for comment and analysis about Women in Sport issues thanks to our media spokesperson Louise Evans. WSA featured heavily in the mainstream media in interviews with leading news organisations from the BBC TV World News and ABC TV 7pm News and ABC Radio, to The Australian, The Guardian, SBS, The Herald Sun, The Sydney Morning Herald and The Age.

We have experienced another year of dramatic growth on our four social media channels thanks to the efforts of coordinators Francis Cordaro and David Bond and our six WSA directors who post daily.

I would like to thank our board for all their dedication, I have not mentioned all the tasks and activities that they have been involved in as they are too numerous to mention. So, thank you to:

Raelene Turner – Deputy Chair/Mentoring, Louise Evans – Media & Communications, Gen Simmons- Website & Communications, Alison Buxton –Marketing & Advocacy, David Bond – Treasurer/ Finance, Francis Cordaro – Social Media & Marketing , Emily Movic – Strategy, Iain Roy – WISPAA support & events and finally Sandie Angus- Secretary & Governance who kept us all in line with our reports each meeting.

Warwick Waters is new to the board and will be working on a #WISPAA sponsorship strategy - welcome Warwick.

Natasha Norton, Sandie Angus, Emily Movic and Raelene Turner have left the board this year and I want to say a huge thank you for their efforts, and we look forward to welcoming our new directors who will be joining us soon.

Strategy Day 2019

My business colleague, Tamatha Harding, has generously given up her time to conduct our strategy day on October 11. This session will enable Board Directors to develop a very clear picture about where we can be in 2020 and the strategic pillars we need to work on to achieve that vision.

I am so proud to be a part of this amazing team of people who give up so much of their time and talents to improve the status of all women and girls in sport on a daily basis.

Carol Fox
President/ Chair



WOMEN IN SPORT MENTORING PROGRAM

WSA Mentor program workshops are facilitated by Bron Madigan, Dynamix Sports Projects and WSA President Carol Fox, Carol Fox & Co.

Mentees attend a half-day professional workshop focussing on: Being a confident leader, The art of networking, Boards and committees and; Career pathways.

Following the workshop, our mentees attend a networking event to practice their newfound skills. The Melbourne event was attended by many of our past mentors and Melbourne based directors. In Sydney, NSW WSA board directors and colleagues from the sports industry joined in.

Mentees are matched with highly-experienced and well-regarded sports Industry mentors whose specialisation and skills are aligned with the mentees aspirations and goals for follow-up one-on-one sessions.

In 2019 a WSA Mentoring Scholarship was awarded. Thanks to Kerry Harris of FOCUS Consultants who donated this scholarship. We welcome any future donations that enable young women, who would otherwise not have the opportunity, to participate in our program.



Past and present mentees and mentors have gained significant career benefits and rewarding experiences from participating in WSA's Mentoring Program. We look forward to taking the program further afield in 2020 and welcome expressions of interest.

WSA's Melbourne Mentoring workshop March 29 2019. A big thankyou to Tennis Victoria who donated their Board Room to host our event. Acting Tennis Victoria CEO, Belinda Kleverlaan provided an inspiring and motivating presentation to the new mentees, outlining her journey in sport and leadership. 16 mentees attended with participants coming from Golf Australia, Cricket Australia, Gymnastics Victoria, Netball Victoria, Tennis Victoria, Ballarat Council and Self-employment.

WSA's Sydney Mentoring workshop May 17, 2019. 14 mentees participated from Jack Newton Jnr Golf, Netball NSW, UNSW, Waratahs Rugby, NRL and Corporate. The Australian Olympic Committee provided the venue for the workshop and network reception. Guest speaker, Rebecca Reed, Partner and Head of Sports, Media & Entertainment Practice, Odgers Berndtson gave a compelling talk to 14 mentees. Special mention goes to former mentee and volunteer, Briley Myerscough for assisting WSA directors in coordinating the Sydney program.

WSA LAUNCHES #WISPAA – WOMEN IN SPORT PHOTO ACTION AWARDS and EXHIBITION

In addition to advocating for greater recognition and respect for all women in sport, WSA launched a major new national initiative in January 2019 to help change media and public perceptions of female athletes.

The initiative #WISPAA – Women in Sport Photo Action Awards – was created by WSA Communications Director Louise Evans to showcase the skill, strength and athleticism of Australia's sportswomen in action.

It was borne from the frustration of women in sport being portrayed as smiling, stationary fitness models - often with a ball under their arm or a bat over their shoulder. Where were the action images showing female athletes in flight, performing great feats and fearlessly fighting to succeed? To engage both elite and grassroots photographers, two categories were launched - one for professionals and one for amateurs.

Eleven of Australia's top female athletes backed the #WISPAA launch: Steph Gilmore (surfing), Sam Kerr (soccer), Bronte Campbell (swimming), Alyssa Healy (cricket), Jess Fox (canoe), Minjee Lee (golf), Caitlin Bassett (netball), Jenna O'Hea (basketball), Ellia Green (rugby), Katie Brennan (AFLW) and Kim Brennan (rowing).

A bespoke website was created by Pagemasters to host the awards: <https://wispaa.com.au/>. Nikon and the IAAF joined as #WISPAA sponsors with Nikon providing \$8,000 worth of camera gear and the IAAF providing \$15,000 in flights and accommodation for the professional and amateur winners to attend the 2019 Doha world athletics championships.



The public and media response to #WISPAA was overwhelming with hundreds of images submitted by hundreds of photographers from around Australia.

The judges narrowed the entries down to 15 finalists for each category and the two winners and four runners-up were announced on May 30.

The images were so breath-takingly stunning and inspirational WSA Director Iain Roy organised for the photographs of the 30 finalists to be turned into an exhibition.

A free public exhibition was staged in late June in Melbourne with the assistance of Epson, which printed the images, and ISPT, which hosted the event at 50 Lonsdale Street in Melbourne's CBD.

The #WISPAA exhibition launch, attended by federal sports Minister Richard Colbeck, proved so successful #WISPAA has become a touring exhibition which is going all around Australia. As Olympic swimming champion Bronte Campbell said when #WISPAA was launched - female athletes are not fitness models - they are gladiators. #WISPAA is part of WSA's mission to ensure Australian sportswomen are perceived and portrayed as gladiators of their sports.

Louise Evans contributed over 12 weeks unpaid work to create, launch and run the #WISPAA competition and exhibition. WSA will be seeking a sponsor to support this grand initiative in 2020.



WOMEN PARTICIPATING
AND LEADING IN SPORT

WSA'S ADVOCACY IN THE MEDIA

When the media wants authoritative comment on women-in-sport issues, journalists call WSA for accurate and unbiased analysis.

Over the past financial year WSA featured heavily in the mainstream media in interviews with all the leading news organisations including BBC TV World News, ABC TV 7pm News, ABC News 24, ABC Radio, The Australian, The Guardian, SBS, The Herald Sun, The Sydney Morning Herald and The Age.

WSA commented on a range of contentious issues including the sacking of Cricket Australia employee Angela Williamson, Serena Williams' on-court meltdown, Serena Williams' on-court attire and female sports uniforms, demands for a fair living wage, equal conditions on and off the field and equal media time and space, and the Tayla Harris AFLW kick photo controversy.

WSA media highlights :

2018

August

ABC TV 7pm News: Interview about Cricket Australia/Angela Williamson story. 22min-15sec mark: <https://iview.abc.net.au/show/abc-news-vic>

The New Daily: Australian Sport Foundation being granted deductible gift recipient status (DGR): <https://thenewdaily.com.au/sport/sport-focus/2018/07/31/australian-sports-foundation/>

Fairfax Media: Cricket Australia/Angela Williamson story: <https://www.examiner.com.au/story/5560780/cricket-australia-under-attack-over-sacking/>

ABC Radio Newcastle: 7min interview about Serena Williams being criticised for what she wears on court and the US Open Alize Cornet shirt-change controversy.





October

A WSA media release about the need for a fair living wage, equal conditions on and off the field and equal media time and space for all women in sport was published by seven major media platforms: The Australian, The Sydney Morning Herald, The Guardian, SBS, The Daily Mail, news.com.au and Mamamia.

<https://www.sbs.com.au/news/campbell-comeback-wins-big-at-sport-awards>

<https://www.theguardian.com/sport/2018/oct/18/women-sport-australia-calls-for-more-respect-for-female-stars>

<https://www.smh.com.au/sport/aussie-female-sport-stars-fight-for-equality-just-getting-started-20181018-p50abo.html>

<https://www.news.com.au/breaking-news/call-to-respect-aussie-female-sports-stars/news-story/adaab5c5b3fa62be4d89838ab1593b3b>

<https://www.theaustralian.com.au/news/latest-news/call-to-respect-aussie-female-sports-stars/news-story/adaab5c5b3fa62be4d89838ab1593b3b>

<https://www.dailymail.co.uk/wires/aap/article-6285893/Campbell-comeback-wins-big-sport-awards.html>

<https://www.mamamia.com.au/queensland-abortion-law/>

2019

January

Elite female athletes back WSA's major new photo action awards initiative.

Our #WISPAA - Women in Sport Photo Action Awards - media launch reached a record 28 media platforms: Interview ABV TV News 24, Interview ABC News Radio Breakfast at 7:50am, Interview ABC Radio Afternoons national 3:45pm.

#WISPAA stories were also published on 25 media platforms: The Guardian, Sydney Daily Telegraph, Melb Herald Sun, Adelaide Now, SBS, Daily Mail, NZ Yahoo, The Women's Game, South Asia Page One News, UK-based OneNewsPage (which aggregates 20,000 daily headlines from 1,200 world news sources), Newcastle Herald, Armidale NSW, Illawarra NSW, Wingham NSW, Great Lakes NSW, St George and Sutherland NSW, Blue Mountains, Orange, Manning River NSW, Kyabram Vic, Warrnambool Vic, Echuca-Moama Vic, Ballarat VIC Port Lincoln SA, King Island Tas, Mandurah WA.

Here's four story links:

<https://www.theguardian.com/sport/2019/jan/15/we-are-gladiators-the-elite-athletes-looking-to-raise-profile-of-womens-sport>

<https://www.sbs.com.au/news/top-sportswomen-support-new-competition>

<https://www.heraldsun.com.au/sport/swoop/women-in-sport-arent-smiling-fitness-models-they-are-gladiators-says-bronte-campbell/news-story/6ee108b8af430e0eee3eab6bfb26187e>

<https://thewomensgame.com/news/elite-female-athletes-back-major-new-womens-sport-initiative-517583>

March

Interview about AFLW player Tayla Harris being subjected to online trolling following publication of the now iconic The Kick photo :

<https://www.theaustralian.com.au/news/inquirer/trolling-of-the-belle/news-story/d0e1d8807181e37adf9e95eb2401d169>

May

Our media release about the WISPAA finalists being announced was published on 18 platforms.

National media = 6 — The Guardian, Daily Mail, SBS, Channel Seven News, Channel Nine News, Canberra Times, News.com

Regional media = 6 — Hobart, Illawarra. Bunbury, Burnie, Campbelltown, Newcastle.

Sports media = 4 — AFL, AFLW, Clearinghouse, Yahoo Sports

International = 2 — Angle News, Tech2

National media links:

<https://www.theguardian.com/sport/2019/may/14/tayla-harris-photo-nominated-for-inaugural-womens-sport-award>

<https://www.sbs.com.au/news/top-sportswomen-support-new-competition>

<https://www.dailymail.co.uk/news/article-7026347/Why-Tayla-Harris-kicking-photo-viral-twist-AFL-stars-sexism-saga-disgusting-online-comments.html>

<https://www.canberratimes.com.au/story/6123706/viral-harris-aflw-pic-named-award-finalist/?cs=14238>

<https://au.sports.yahoo.com/incredible-twist-female-footy-stars-viral-photo-034042680.html>

<https://7news.com.au/sport/aflw/viral-harris-aflw-pic-named-award-finalist-c-111243>

<https://wwos.nine.com.au/afl/athletes-outraged-over-reaction-to-photo-of-aflw-star-tayla-harris/17d3e5d8-159d-4fa8-a8ae-a124cba4d637>

June

Our media release announcing the #WISPAA winners and runners-up was published on 43 platforms. It reached 10 national media sites, 12 regional media sites, 12 radio platforms, six sports platforms and three international sites.

National media: Guardian, SBS, Channel 9, Channel 7, Daily Mail, New Daily, Yahoo news, The West Australian, Perth Now, Canberra Times

<https://www.theguardian.com/sport/2019/may/30/tayla-harris-photograph-wins-inaugural-women-in-sport-award>

<https://www.sbs.com.au/news/iconic-image-of-tayla-harris-wins-award>

<https://www.9news.com.au/national/iconic-image-of-tayla-harris-wins-award/53b543b1-32de-4257-9de0-cc147618f107>

<https://7news.com.au/sport/iconic-image-of-tayla-harris-wins-award-c-139448>

<https://www.dailymail.co.uk/wires/aap/article-7084155/Iconic-image-Tayla-Harris-wins-award.html>

<https://www.canberratimes.com.au/story/6190298/iconic-image-of-tayla-harris-wins-award/>

<https://au.news.yahoo.com/tayla-harris-photo-wins-women-in-sport-action-awards-204827915.html>

<https://thewest.com.au/sport/aflw/iconic-image-of-aflw-player-tayla-harris-wins-award-ng-b881215367z>

<https://www.perthnow.com.au/sport/aflw/iconic-image-of-aflw-player-tayla-harris-wins-award-ng-b881215366z>

<https://thenewdaily.com.au/news/people/2019/05/30/tayla-harris-image-wins-award/>

Interview about WISPAA becoming a free public exhibition with plans to take it nationwide: ABC Radio National Breakfast with Fran Kelly:

<https://www.abc.net.au/radionational/programs/breakfast/wispaa-exhibition-celebrates-the-greats-of-womens-sport/11204820>

July

Women's Football World Cup and pay equity dispute interviews:

BBC TV world news: <https://www.youtube.com/watch?v=Z-tXGEdtG0&t=4s>

Sydney Radio 2ser: <https://2ser.com/equal-pay-for-women-in-sport-louise-evans-women-sport-australia/>



WOMEN PARTICIPATING
AND LEADING IN SPORT



SOCIAL MEDIA

In 2018/2019, the social media platforms of Facebook, Twitter, LinkedIn and Instagram continued to increase the visibility and strength of WSA by connecting, engaging and building relations online with the WSA's wide audience.

Across Facebook, Twitter and LinkedIn there were nearly four million impressions during the year, a dramatic increase from the previous year when 2.2 million impressions were recorded.

Our key #WISPAA initiative and the focus on the iconic AFLW Tayla Harris image allowed WSA to extend our reach and significantly increase impressions.

On Facebook, the first half of the year saw daily impressions double, compared to the last half of 2018, up from 18,000 to 34,000 daily impressions, a 110% difference. The daily total reach and daily engaged users also increased by 114% and 154% respectively.

On Twitter, 1344 tweets were posted during the year, 313 more tweets than the previous year. More tweets delivered over two million impressions and engagements up with a change of over 30%. There was also an increase of almost 1,000 followers, up by 15%.

On LinkedIn, again there was a dramatic increase in the first quarter of 2019, with nearly 500,000 impressions and a much stronger engagement rate.

On Instagram, there was a dedicated effort to utilise this platform more and as a result there was increased activity and followers. Furthermore, WSA social media channels allowed WSA to leverage relationships with sporting organisations and businesses by promoting their events and exchange event tickets and discounts for social media marketing.

The dramatic increase across WSA social media channels, including posts, impressions and followers, as well as the ability to do social media marketing, provides a strong foundation for WSA to explore digital commercial opportunities.

Special thanks to WSA Board members, Louise Evans, David Bond, Gen Simmons, Rae Turner, Emily Movic, Alison Buxton and Frances Cordaro who daily post on WSA's social media channels.