



**WOMEN PARTICIPATING
AND LEADING IN SPORT**

ANNUAL REPORT 2021 - 2022



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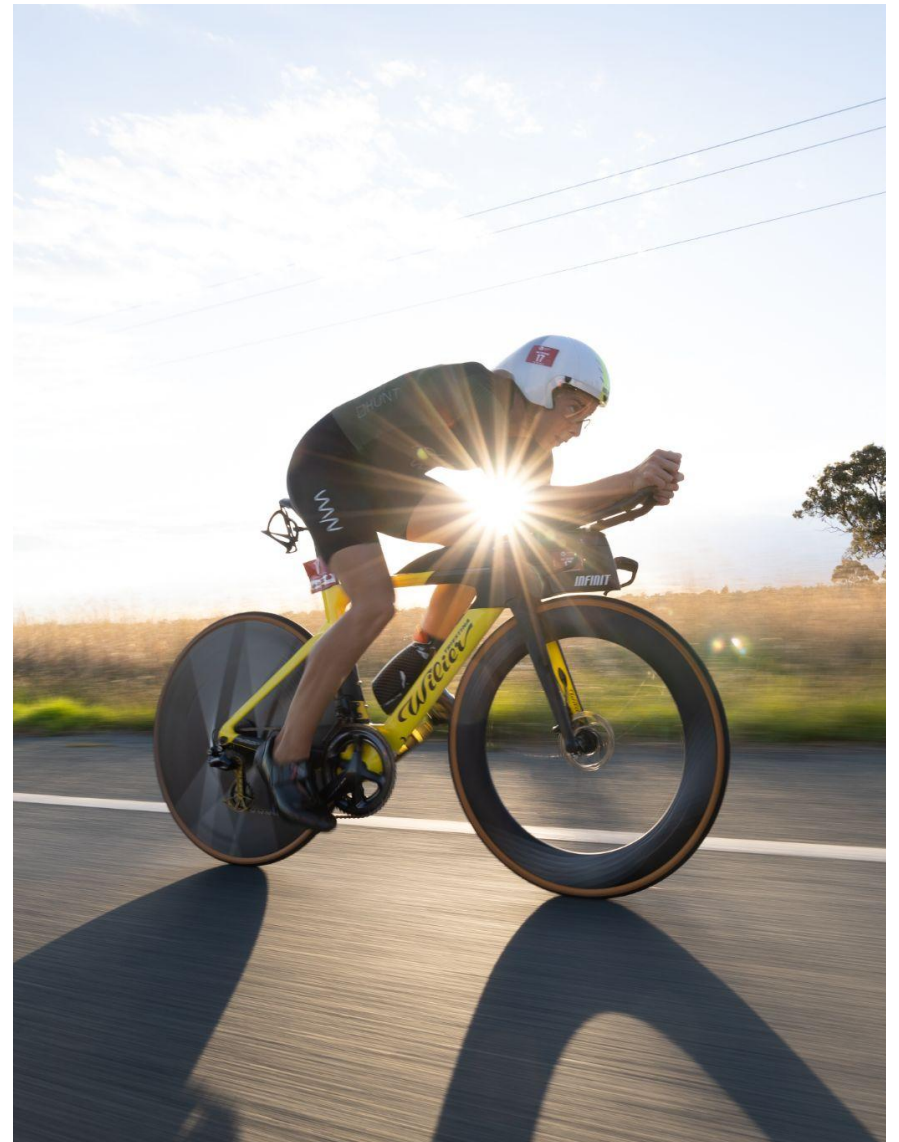
WSA PRESIDENT'S REPORT

I am delighted to present the Women Sport Australia (WSA) 2021-2022 Annual Report.

It has been a big twelve months for WSA and I am proud of the momentum that we have created around our vision of being the peak independent body for women and girls in sport in Australia and remaining dedicated to making sport equitable for all.

In October 2021 we held an online Board Strategy Session to set our priorities for the year and also spent time determining our WSA values. We unanimously agreed to the EPIC values of Equity, Persistence, Independence and Collaboration. Writing this report it is wonderful to reflect on how we have been able to bring each of these values to life.

As part of this session we also revisited our key strategic pillars and formed working groups to assist with bringing activities in each of these areas to life.





The key strategic pillars that will enable us to bring this vision to life are:

ADVOCACY & RELATIONSHIPS

- We are connected and engage with the decision-makers to help influence change.
- We have a strong and connected community of members who value our programs and services.

PROGRAMS & EVENTS

- Our tailored programs and events have an enduring impact for sport and those involved.

PROFILE

- We strive to ensure women in sport are celebrated and promoted, regardless of the sport.
- We are aligned with partners who champion gender equality.

ORGANISATIONAL SUSTAINABILITY

- We are a financially sustainable organisation, underpinned by good governance.

You will be able to read on the following pages about what we have achieved during the year in more detail however I wanted to give a brief update on several of our key initiatives.

GENDER EQUITY IN SPORT PLEDGE

Our Gender Equity in Sport Pledge numbers and WSA member numbers have continued to grow with cost-barriers removed so that anyone who is passionate about equity for women and girls able to sign up.

WOMEN IN SPORT ROUNDTABLES

WSA has worked with Sport Australia to coordinate three online Women in Sport Roundtable sessions bringing together various government, private and volunteer women in sport advocates. These sessions have focused on regular idea sharing and collaboration while working towards a common goal.

CADBURY GET IN THE GAME UNIFORM GRANTS

A partnership with Cadbury enabled WSA to run a grants program to assist females in grassroots sport with funding for uniforms. We are proud that the pool of \$150,000 was able to make a difference to 40 sporting clubs across the country.

WOMEN IN SPORT PHOTO ACTION AWARDS (#WISPAA)

#WISPAA ran for a fourth year with another round of incredible images of strong, athletic and powerful female athletes in action. You'll be able to enjoy viewing these images which are featured throughout this Annual Report. We also held a great #WISPAA function in June where we announced the 2022 winners.

MENTORING PROGRAM

After two years of online programs we were excited to host several in person mentoring workshop programs again in 2022. We held face-to-face programs in Melbourne, Sydney and the Gold Coast and also ran an online workshop to cater for those in different states. We've enjoyed matching mentees with mentors and hearing about how the program is benefiting both parties.

GOVERNANCE REVIEW

To ensure that we can function as effectively as possible as a volunteer Board, we have reviewed several WSA governance practices and developed several new policies. We continue to strive towards best practice.





THE SPORTS BRA PROJECT

On International Women's Day in March, The Sports Bra Project (TSBP) launched in Australia with the Australian shop front of the US organisation hosted on the WSA website. We are proud to be working with the TSBP to assist with making sports bras available to Australian communities who need them.

WOMEN IN SPORT BREAKFAST

An opportunity arose for WSA to take on the delivery of an annual Women in Sport Breakfast in Melbourne which was grasped and will take place on October 7. This will be a great way for WSA to celebrate the work we've done over the last 12 months and bring people together to hear from some great speakers.

All of this wonderful work would not be possible without the work of our passionate and dedicated team of Board Directors. In amongst our day jobs, we have come together as volunteers to deliver these incredibly powerful programs and initiatives and I couldn't be more proud to lead such a great group of directors.

I would like to thank our board for all their dedication:

Tamatha Harding – Secretary
 David Bond – Treasurer
 Iain Roy – Board Director
 Isaak Dury – Board Director
 Cherie Nicholl – Board Director
 Jessica Ivers – Board Director
 Ruth Holdaway – Board Director
 Demelza Fellowes – Board Director
 Chantella Perera – Board Director



I would also like to thank those who have stepped off the Board over the past 12 months:

Samantha Culbert – Former Board Director

Hanna Heptinstall – Former Board Director

Rebecca Read – Former Deputy Chair

We also want to thank John Watkin who took on the role of Cadbury Get in the Game Grants Project Coordinator, Carol Fox and Bron Parry for their wonderful facilitation of the Mentoring Program and various WSA partners News Corp, ISPT, MMR, Diamond Sports and Victoria University. Lastly we welcome Maria Cabeliza who has joined WSA to assist with casual administration requirements.

I am extremely excited to continue to build on the great work that has been achieved over the last twelve months and look forward to seeing what the next year will bring.

Please continue to support us as we take action to create equity for girls and women in sport so we can reach the point where it is a given rather than a goal.

Yours in sport,

Gen Dohrmann
President/Chair





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ADVOCACY AND RELATIONSHIPS: THE WSA GENDER EQUITY PLEDGE

The WSA vision is clear: create meaningful change so that all girls and women have equitable access to physical activity and sport, to unlock limitless possibilities in their lives.

In its second year of implementation, The WSA Equity Pledge unites the broader community desiring to impact participation, policy, representation, and leadership in sports in sustainable and measurable ways. It is a way to bring the many hands together to create a powerful movement when lobbying, advocacy and inspiring change for good.

In 2021/22 the Equity Pledge collective continued to evolve with the introduction of a series of Round Table discussions. The sessions brought together significant contributors in the equity for women and girls sector discussing subject matter around advocacy as a commercial partnership, board and leadership quotas, socio-cultural change, equitable infrastructure and collective research initiatives. Key presenters included John Watkin the project manager for the Get in the Game Grant initiative and Claire Dyson from the Office for Women in Sport and Recreation Victoria.

Summary reports for the round table discussions were distributed post events and further feedback and conversations have resulted in broader connections amongst the collective.

The Equity Pledge working group also activated an information and advocacy stall at the National Sports Convention in Melbourne in July, raising awareness of the WSA vision, soliciting new pledges to the cause.



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ADVOCACY AND RELATIONSHIPS: CADBURY GET IN THE GAME GRANTS

Women Sport Australia is proud to have partnered with Cadbury to launch the \$150,000 Get In The Game Grant Program in October 2021.

Inspired by the research conducted by Victoria University on the impact uniforms can have when it comes to women and girls dropping out of sport, the grants helped to not only draw attention to the issue but acted as a catalyst for change at a grassroots level. Clubs across Australia had the opportunity to apply for grants of up to \$5,000 which were then used to support the purchase and design of new female-friendly sporting attire, to navigate the uniform barriers and ensure ongoing participation.

WSA received applications from 466 clubs and associations from 34 different sports across Australia equating to approximately \$2million in grant funding requests. 34 clubs and associations from 14 sports will receive grants. All state and territories, including 22 metropolitan and 18 regional clubs, received a grant with the average grant being \$3,750.00



International cricketer Tayla Vlaeminck has the ball on a string for junior cricketers Izzy Fenner and Sunday Bladford during her visit to



Catherine Robertson, Georgia Mackus, Felcia Johanson, Dani Mandic and Arnelia Tong model the new uniforms. Picture: David Smith



ADVOCACY AND RELATIONSHIPS: PARTNERSHIPS AND SUPPORTERS

As an independent non for profit organisation Women Sport Australia relies upon the generosity of individuals, communities and corporations to help support us to run and grow our programs, continue our work in advocating for women in sport and assist WSA in reaching its goal to make sport available and equitable for all.

WSA also appreciates the generous support of our individual and corporate donors, who, over the year, provided nearly \$3,000 in financial support. These funds are invaluable in helping WSA to continue to deliver our mentoring program around the country.

The Sports Bra Project

WSA this year has commenced collaborating with The Sports Bra Project (TSBP). This initiative commenced in the USA and has undertaken projects in 26 countries to date. TSBP works to remove barriers to sports participation for women and girls around the world by providing new sports bras to organisations and programs operating in countries and communities where opportunities and access to sport is limited.

In Australia, WSA is looking to help TSBP facilitate donations and bra drives to deliver access to sports bras in regional and indigenous communities. We provide marketing and promotional support to TSBP by hosting an Australian presence on our website and look forward to helping to grow the outcomes of TSBP, including through the inaugural “CeleBRation” lunch in October 2022.

ADVOCACY AND RELATIONSHIPS: PARTNERSHIPS AND SUPPORTERS

News Corp

In 2022 News Corp again supported #WISPAA as media partner. The support continued through editorial coverage from the launch to the winner's announcements as well as exclusively running the News Corp Readers Choice award. That garnered hundreds of votes resulting in a winner that demonstrated that while the judges have a view as to what makes an ideal image, the readers of the News Corp publications have a different view.

News Corp further supported WSA through the Birmingham Commonwealth Games in providing editorial for the WSA social channels detailing the Gold Medals won by the female athletes at the games. Incidentally, they won 64% of the gold!

Getty Images

WSA was delighted to again have the support of Getty Images not only with Cassie Trotter contributing her time as a judge for #WISPAA but also in their support of the Birmingham Commonwealth Games initiative. Getty Images provided access to images from the Games to support the editorial, bringing the WSA coverage of Women's Gold to life.

ISPT

The team at ISPT partnered with WSA in the provision of Foys Arcade in Melbourne, the ideal venue for our #WISPAA event complete with incredible digital artwork that truly showcased the competition images from 2021 and 2022 as well as interactive kiosks for attendees to comment and share their view on equity in sport. In addition, the ISPT team contributed the F & B package and the serving staff to really make the event a great success.





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PROGRAMS & EVENTS: WOMEN IN SPORT PHOTO ACTION AWARDS #WISPAA

If you can't be what you can't see, the Women in Sport Photo Action Awards (WISPAA) ensure that women and girls see what can be through awarding excellence in photographic images of women participating in sport across Australia.

With an eligibility period of 1 May 2021 – 30 April 2022 a considerable part of the year was still impacted by COVID19 closures across the country, however engagement with the #WISPAA awards had a strong lift in entries in terms of images submitted and photographers entering the awards for 2022.



In 2022 an additional category for photographers under the age of twenty-one was added to encourage younger photographers to turn their lenses to capture female athletes. Although the entry numbers were low in its inaugural year, our Emerging winner Ryan Jones, perfectly encapsulated the intent in adding this category in his winning speech. "The award means a lot because it can hopefully push me forward in my career. I'd like to get into sports photography more and be able to get into the industry when I finish university this year."

There was a 20% increase in the number of images entered into the WISPAA awards in 2022. Importantly we saw a 38% increase in the number of photographers entering images in 2022. This increase appropriately recognises the growth in women participating in sporting codes that have not traditionally been as accessible to women and an increased awareness of the athleticism of women across all sports.

The Amateur category had **207 images submitted by 61 photographers.**

The Professional category had **154 photographs submitted by 52 photographers**

The first year of the Emerging category saw **15 images entered by 9 photographers**

WSA was again thankful to have the support of Cassie Trotter, Director of Photography at Getty Images and Selina Steele, Women's Sport Editor at News Corp committing their time to work with the #WISPAA team to judge the entries. In addition, Michael Wilson, winner of the Professional category for the prior three years joined the judging panel.

PROGRAMS & EVENTS: WOMEN IN SPORT PHOTO ACTION AWARDS #WISPAAs

News Corp were the #WISPAAs official media partner again for 2022 which with the WSA social media campaign, amplified the exposure that the competition generated. Editorial support was both in print and online across the metro mastheads, The Advertiser, The Herald Sun, The Daily Telegraph, and the Brisbane Courier Mail.

Stories ran across these publications to support the launch of #WISPAAs, and the launch of the People's Choice Award, which appeared exclusively on the News Corp masthead digital platforms and coverage of the winning images.

For only the second time in the four years that the #WISPAAs have been run, WSA were excited to have an in person event to announce the runners up and winners from the 10 finalists in the Amateur and Professional categories. ISPT maintained their partnership with provision of an ideal venue in the Foys Arcade, F & B with servers well as staff to help the WSA team create the digital art that truly gave life to the space. It was a terrific event with many finalists making the effort to attend from across the country.





PROGRAMS & EVENTS: WOMEN IN SPORT PHOTO ACTION AWARDS #WISPAA

The Winners and Runners Up for 2022 are:

Professional Winner: “Lightning Strike” by Matt King

Professional Runner Up: “Jamie Kah” by Scott Barbour

Professional Runner Up: “Mine!” by Daniel Pockett

Amateur winner: “Strength vs Determination” by David Layden

Amateur Runner Up: “Living on the Edge” by Malcolm Trees

Amateur Runner Up: “Oh no you don’t” by Nick Bamber

Emerging Winner: “Launch Control” by Ryan Jones

News Corp People’s Choice Winner: “A Flare for Winning” by Stef Hanson



PROGRAMS & EVENTS: WOMEN IN SPORT MENTORING PROGRAM

The WSA Mentoring Program Workshop is facilitated by WSA President Carol Fox, Carol Fox & Co. and Bron Parry in partnership with WSA.

Mentees attend a half-day professional workshop focusing on being a confident leader, the art of networking, the role of boards and committees and career pathways.

Following the workshop, mentees usually attend a networking event to practice their newfound skills. The networking events bring together prominent leaders in sport in the various states where workshops are held.

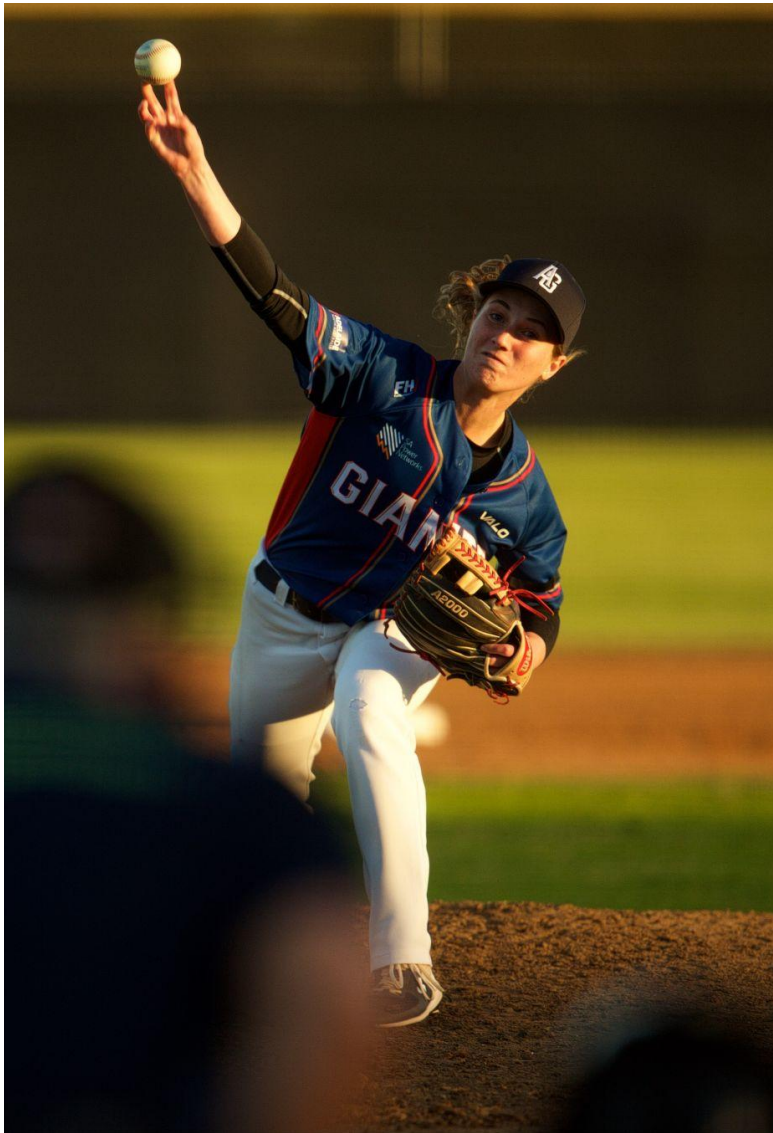
Mentees are matched with highly experienced, well regarded sports industry mentors whose specialisation and skills are aligned with the mentees aspirations and goals for follow-up one-on-one sessions.

Past and present mentees and mentors have gained significant career benefits and rewarding experiences from participating in WSA's Mentoring Program.

In 2022, we were pleased to have a number of workshops held in person in Melbourne, Sydney and the Gold Coast as well as two online workshops.

Our thanks go to Hockey Victoria, Miami State High School and the Australian Olympic Committee for their generous use of their space for our mentees.





PROGRAMS & EVENTS: WOMEN IN SPORT MENTORING PROGRAM

Program Snapshot

While the tail-end of 2021 saw workshops still online, 2022 saw the return to in-person events:

Online, September 2021: 8 participants

Melbourne, March 2022: 10 participants

Gold Coast, May 2022: 16 participants

Online, August 2022: 7 participants

Sydney, September 2022: 10 participants

Next Up

Coming back to in-person events in 2022 was great for mentees to connect in person and attend networking events. Our mentees are also encouraged to connect on LinkedIn and also via the WSA Mentees Facebook Group.

Former mentees have been contacted with a survey so we can start developing a detailed feedback report for future workshops.



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PROFILE: TRADITIONAL MEDIA

Our traditional media exposure continued to grow in 2022 with WSA being approached as a voice of authority for comment about Women in Sport issues at several events, within the media and via podcasts.

A key highlight again has been our partnership with News Corp for the Women in Sport Photo Action Awards resulting in mainstream media coverage for the competition.

This coverage featured pieces on the competition launch, the #WISPAA finalists and the #WISPAA winners shared across News Corp publications including the Herald Sun, the Daily Telegraph and news.com.au.

We have been contacted for many media requests including for the ABC, Channel 9 and local podcasting networks.



DT Daily Telegraph

Revealed: Winners of Women in Sport Photo Action Awards

2022 Women in Sport Photo Action Awards, winners revealed.

1 June 2022



DT Daily Telegraph

Calling all snappers to enter sport action awards

We want to find the best professional and amateur women's sport action photographers, enter now to help celebrate Australia's female...

5 Apr 2022



The Guardian

From rugby league to surf boats, showcasing the best of ...

Photograph: Mark Kolbe/Courtesy of Women Sport Australia and #WISPAA ... the ball during an A-League Women's match between the Victory and...

29 May 2022



News.com.au

Vote: Women in Sport Photo Action Awards

The finalists have been named for the 2022 Women in Sport Photo Action Awards. See the amazing images and vote for the winner now.

25 May 2022



DT Daily Telegraph

Vote: Epic finalists in women's sport photography awards



From rugby league to surf boats, showcasing the best of Australian women's sport - in pictures

The 2022 Women in Sport Photo Action awards finalists from across Australia have been named, with winners to be announced on 1 June

Mon 30 May 2022 03:30 AEST





PROFILE: SOCIAL MEDIA



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Social Media continues to be used by WSA to increase the visibility and strengthen our programs by connecting, engaging and building relations online with WSA's wide audience.

Remaining connected virtually has been important, and with in-person events returning, it's been and wonderful to share our representation at events.

There's been great growth on our four social media channels - Twitter, LinkedIn, Facebook and Instagram, with followers increasing to over 25,500 across the platforms.

All channels saw a steady increase of follower growth and engagement. Facebook reach was up 663% and Instagram reach was up 116% over the past 12 months.

This year, budget allowed for Facebook and Instagram advertising for the mentoring program and WISPA, broadening the reach for entries and bookings.

#WISPA content garnered over 6,000 video views and over 450 organic clicks to the WSA website. The competition also saw increased engagement and conversation with the photographers and athletes involved.

With more WSA Board members specialising in communications, more options are now available for further content creation, reach and engagement on our channels.