



**WOMEN PARTICIPATING
AND LEADING IN SPORT**

ANNUAL REPORT 2022 - 2023



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AND LEADING IN SPORT

WSA PRESIDENT'S REPORT

It's with mixed emotions that I write my final President's Report for the Women Sport Australia (WSA) 2022-2023 Annual Report with my term as a Director of the Board coming to an end in October after reaching the maximum tenure.

As I write this report, Australia is in the throes of FIFA Women's World Cup mania and I couldn't be more proud to see the tremendous fervor around women's sport - I really think we are at the dawn of a new era for appreciation and coverage of women's sport.

It has been another busy twelve months for WSA and we have remained true to our vision of being the peak independent body for women and girls in sport in Australia, dedicated to making sport equitable for all.

In October 2022 we were delighted to deliver a flagship event, hosting the 2022 Women in Sport Breakfast at Marvel Stadium to coincide with the International Day of the Girl. With over 600 people in attendance including major sponsor Victoria University and 23 sports partners, it was an excellent event focused on "Shaping the Game" and what the future of sport looks like for women and girls.



WSA PRESIDENT'S REPORT

The event provided the opportunity to bring our WSA Board of eleven directors together in person for our Board Strategy Session to set our priorities for 2023. After a great day of conversation and planning we were able to revisit our key strategic pillars and form working groups to assist with bringing activities in each of these areas to life.

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 some of our key 2023 initiatives.





WOMEN IN SPORT ROUNDTABLES

WSA has continued to coordinate Women in Sport Roundtable sessions bringing together various government, private and volunteer women in sport advocates. The first session was held online on Harmony Day on 21 March focusing on the landscape for multicultural women and girls in Australian sport. The second session is planned to be held in-person at the National Sports Convention and will focus on exploring the advocacy role the women's sport community needs WSA to be playing.

WOMEN IN SPORT PHOTO ACTION AWARDS (#WISPAA)

#WISPAA ran for a fifth year with a new collection of amazing images demonstrating the strength, athleticism and power of female athletes. You can view these images which are featured throughout this Annual Report. We also held another great #WISPAA function where we announced the 2023 winners.

MENTORING PROGRAM

After five years of running the Women in Sport Mentoring Program in its current format we used 2023 to review the program and develop a refreshed version of the program. We also formally commenced a partnership with the Global Institute of Sport offering WSA members a discount on tuition and launched a masters scholarship opportunity.

WOMEN. SPORT. THE FUTURE LUNCH

WSA partnered with the Pullman on the Park Hotel on the inaugural Women. Sport. The Future Lunch with 30% of event proceeds donated to WSA. It was a fantastic event where I was lucky enough to be on the panel and we are already underway with planning for 2024.

THE SPORTS BRA PROJECT

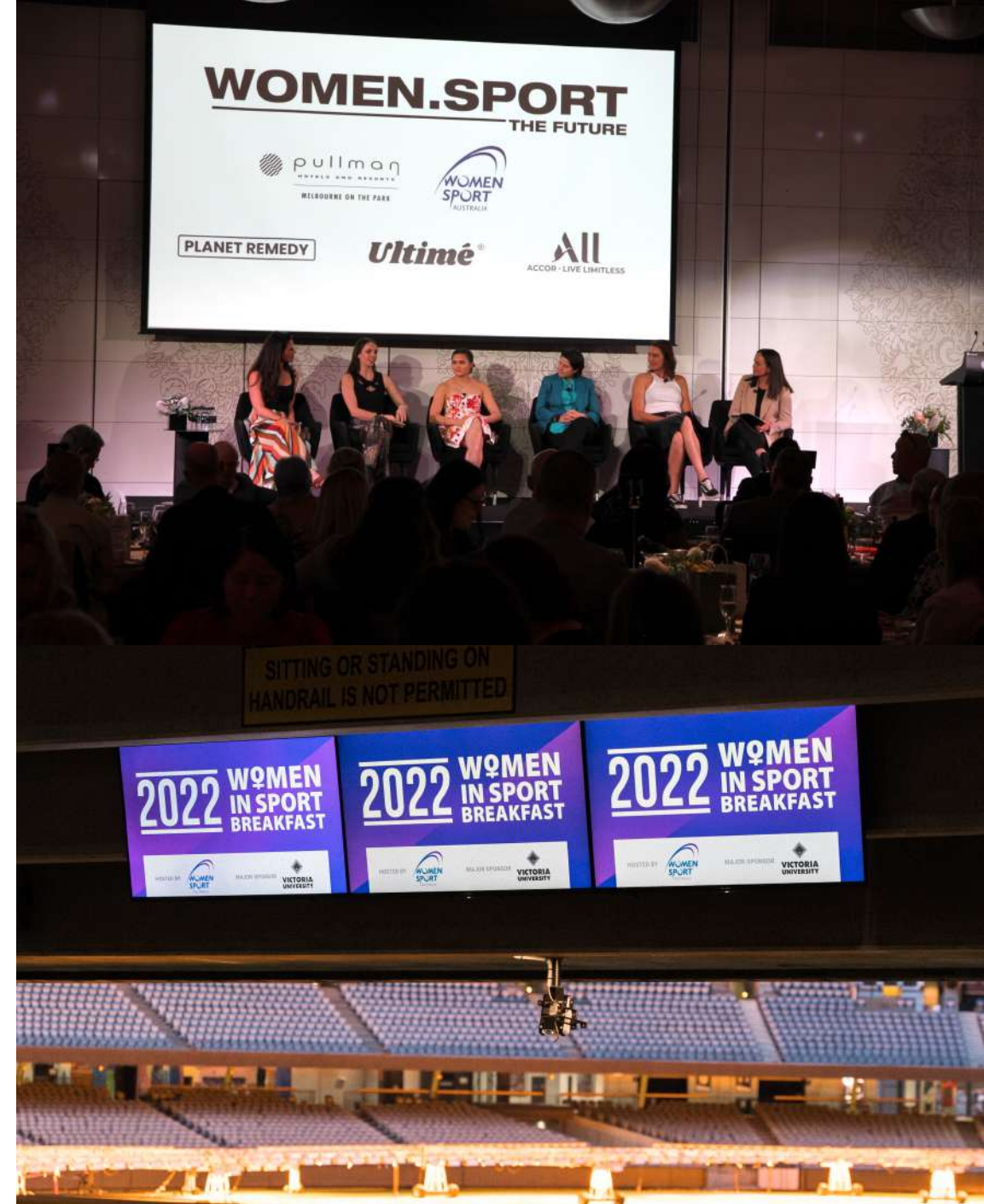
After launching our partnership in 2022, WSA has continued to work with The Sports Bra Project (TSBP) as the Australian shop front of the US organisation hosted on the WSA website. We are proud to be working with the TSBP who make sports bras available to Australian communities in need and we loved being involved in their CeleBRation lunch held in October 2022.

CHICK WITH A BALL - FRAN HURNDALL

Fran Hurndall approached WSA to be the beneficiary of support for an epic run while dribbling a soccer ball that she was planning from the Gold Coast to Sydney during the FIFA Women's World Cup. We are excited to work with and support Fran as she completes her run and raises money for WSA.

WOMEN IN SPORT BREAKFAST

After the successful delivery of the 2022 event, the Women in Sport Breakfast will take place again in 2023 on Friday 6 October with a later, brunch-friendly start time. We look forward to reflecting on what has been an incredible, transformational year and also navigating the path forward.





All of this incredible work would not be possible without the commitment of our passionate and dedicated team of Board Directors. In amongst our day jobs, we have come together as volunteers to deliver these transformational programs and initiatives and I couldn't be more proud of leading such a talented collection of directors.

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

Chantella Perera – Deputy President

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

Helena Dorczak - Board Director



We also want to thank Maria Cabeliza who assists WSA with casual administration requirements and our various WSA partners News Corp, ISPT, MMR, Global Institute of Sport, Pullman on the Park, Diamond Sports and Victoria University.

My heart is full after six years on the Women Sport Australia Board and I know that the organisation is in an excellent place to continue to make an impact with our advocacy work. The women's sport landscape has shifted immensely since I joined the Board in 2017 and it's been excellent to grow the profile and professionalism of WSA. I thank everyone who has been a part of my time with WSA and especially thank former President and WSA Life Member Carol Fox for her mentorship. I am excited to continue to engage with and support the WSA Board as a member and pledgee and know that this group of talented and committed directors will continue to achieve great things.

Please continue to support WSA 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





ADVOCACY AND RELATIONSHIPS: PARTNERSHIPS AND SUPPORTERS

Gender Equity in Sport Pledge

Our WSA vision is to 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 third year of implementation, The WSA Equity Pledge had continued to unite the broader community with the aim to impact participation, policy, representation, and leadership in sports in sustainable and measurable ways. It is a way to bring the many voices together to create a powerful movement when lobbying, advocating and inspiring change for good.

The Equity Pledge has been front and centre at all WSA events this year and we thank everyone who has signed up to the movement.

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 2022 and 2023. In addition, the ISPT team contributed the F & B package and the serving staff to really make the event a great success.



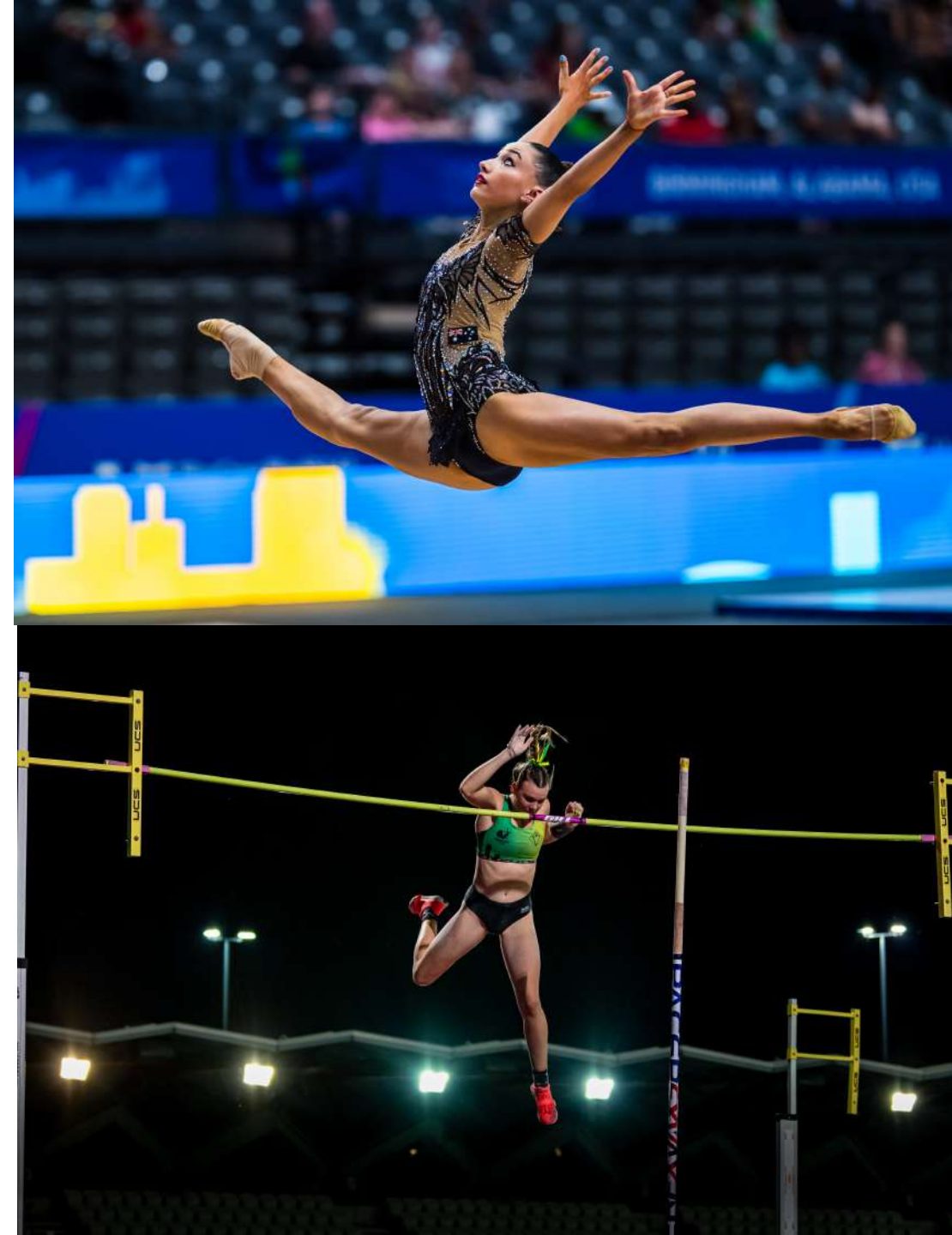
ADVOCACY AND RELATIONSHIPS: PARTNERSHIPS AND SUPPORTERS

Women in Sport Roundtables

After the success of our Women in Sport Roundtable series in 2022 we continued with meaningful discussions on various topics in 2023. Once again the sessions brought together significant contributors in the equity for women and girls sector to amplify fantastic work already being done and stimulate great conversation.

Our first Roundtable was held on Harmony Day (21 March) and focused on the landscape for multicultural women and girls in Australian sport. We thank Carmel Guerra OAM, CEO of Centre for Multicultural Youth, for joining us for the online session and sharing her own experience playing sport and providing some great considerations for engaging CALD women and girls in sport and recreation.

The second Roundtable will be held in person at the National Sports Convention in July and will be used as an opportunity to bring industry-leaders together to provide us with feedback on the role WSA needs to be playing in the community. Key themes that come out of this session will shape WSA's next strategy session and help shape our future priorities.





ADVOCACY AND RELATIONSHIPS: PARTNERSHIPS AND SUPPORTERS

Women.Sport. The Future Lunch - Pullman on the Park

In March 2023, with the support of Effie & Co, WSA partnered with the Pullman on the Park to run the first ever Women.Sport.The Future lunch. Hosted by Daisy Pearce and with a star studded panel including Sarah Walsh (former Matilda and Head of Women's Football), former netball and AFLW player - Sharni Norder (nee Layton), Olympic diver Melissa Wu and WSA President, Gen Dorhmann. The event explored key initiatives sporting organisations were implementing to help achieve gender equality and inclusivity across the industry.

30% of ticket sales from the event, as well as proceeds from the raffle conducted on the day were donated to WSA, equating to \$15,000. As a volunteer run organisation, these funds will allow us to explore the possibility of bringing on a paid administrator to continue our advocacy work and run our programs and events.

ADVOCACY AND RELATIONSHIPS: PARTNERSHIPS AND SUPPORTERS

Run With Fran - Chick With A Ball

WSA is so excited to be partnering with Fran Hurndall as she looks to run 1000 kms from the Gold Coast to Sydney, coinciding with the FIFA Womens' World Cup in an effort to raise \$500,000 for Women Sport Australia. This epic journey will begin on 20 July and will see Fran running 32 kms per day for 32 days, all while dribbling a soccer ball! We wish Fran the best of luck as she looks to make it into the Guinness Book of records with this truly remarkable run and can't wait for her to reach the finishing line in Sydney, just in time for the finals.

News Corp

In 2023 News Corp again supported #WISPAA as media partner. The support continued with exclusively running the News Corp Readers Choice award across both the professional and the amateur photographer categories. Following two years of sponsoring the #WISPAA, News Corp and WSA have reached agreement to partner the broader WSA business. Partnering to maximise reach and providing input and support through their well established sporting credentials.





ADVOCACY AND RELATIONSHIPS: PARTNERSHIPS AND SUPPORTERS

The Sports Bra Project

WSA was proud to continue to support The Sports Bra Project this year. In October 2022, a number of WSA directors were delighted to attend the inaugural fundraising event at Manly Pavilion in Sydney.

In addition to hosting the Australian chapter of this worthwhile project (sourcing and distributing sports bras to underserved communities) on the WSA website, this year WSA joined forces with TSBP in a material way by now having a representative on TSBP's working group. Through this connection WSA hopes to use our advocacy to raise awareness to our networks of the efforts of TSBP across the nation.

We congratulate the TSBP team of Rae Hooper, Jess Hurford, Aysha Down and Jilly Large for their passionate efforts to “provide support” to give women and girls access to necessary equipment to keep their sporting dreams alive.

ADVOCACY AND RELATIONSHIPS: PARTNERSHIPS AND SUPPORTERS

National Sport Convention Partnership

This year we were delighted to form a partnership with Martin Sheppard and the National Sports and Physical Activity Convention. This event is an industry leader in bringing together thought leaders, sport organisations and industry suppliers and partners to address key themes across a number of areas including sport participation, technology and sustainability. This year's Convention also includes global keynote speakers such as Tim Hollingsworth, Chief Executive Officer of Sport England.

Women Sport Australia's partnership with the Convention encompasses a range of collaboration opportunities. These include utilising the Convention to integrate a women in sport event into conference scheduling (which will be held on day 2 of this year's event, on Friday 28 July 2023). WSA directors will also be able to help Convention organisers identify and implement women in sport program opportunities, relevant speakers and funding channels. It is hoped that the very successful WISPAA photo competition will again be showcased at future editions of the Convention, following the staging of a WISPAA exhibition at the Convention in Melbourne in 2019.





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

In its fifth year, the Women in Sport Photo Action Award have again been run and won across the three categories, Professional, Amateur and Emerging photographers. Basketball, pole vaulting and athletics were the big winners of WISPAW 2023.

#WISPAW 2023 is the first year since 2020 that was not impacted by Covid 19. With sport back in force across the country we received over 600 images, which is almost double the number of images submitted across the three categories in 2022.

James Gourley's capture of the Belgium v Puerto Rico match at last year's FIBA Women's Basketball World Cup took first place in the Professional category, while Olivier Rachon's shot "Reaching New Heights" of Elyssia Kenshole clearing the bar at the Victorian Open Track and Field Championships has captured the crown in the amateur category.

The 'Emerging Photographer' category was won by Emma Hoppo with her on-court capture of Abby Cubillo of the Adelaide Lightning . This category invited budding photographers under 21 to submit their images.

WSA was again thankful to have the support of Cassie Trotter, Director of Photography at Getty Images and Emily Benamar, News Corp's Head of Digital Sport committing their time to work with the #WISPAW team to judge the entries. In addition, Michael Wilson, Chief Photographer AFL and winner of the Professional category three years back to back joined the judging panel.

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

News Corp were the #WISPAAs official media partner again for 2023 which with the WSA social media campaign, amplified the exposure that the competition generated. Editorial support was across the digital mastheads, The Advertiser, The Herald Sun, The Daily Telegraph, and the Brisbane Courier Mail.

News Corp also supported the awards by running the News Corp People's Choice exclusively across their digital mastheads. After almost two weeks of voting, the clear stand-outs for the public were "Bubble" by Daniel Pockett and "Reach Out" by Alexander Bogatyrev.

ISPT maintained their partnership with provision of an ideal venue in the Foy's 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.

We'd like to extend our thanks to photographer, Michael Willson for also hosting a photography masterclass on the night, providing value for the photographers and eager sports fans on the evening!





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

The Winners and Runners Up for 2023 are:

Professional Winner: “Belgium v Puerto Rico” by James Gourley

Professional Second Place: “The ‘Don’t Argue’ Fend” by Matt Blyth

Professional Third Place: “Gritty Finish” by Daniel Pockett

Amateur winner: “Reaching New Heights” by Olivier Rachon

Amateur Second Place: “Airbourne” by Malcolm Trees

Amateur Third Place: “Eliza McCartney” by Fred Etter

Emerging Winner: Emma Hoppo

Emerging Second Place: “Who Will Make The Move?” By Jacob Gower

Emerging Third Place: Emma Hoppo

News Corp People’s Choice Winner: “Bubble” by Daniel Pockett

PROGRAMS & EVENTS

Mentoring

After 5 years of running the mentoring program we used 2023 to conduct a review of the program and the role that it plays in supporting women in the industry. As part of that review we are hoping to integrate the mentoring program with opportunities to network, an important component to ensure the skills learnt as part of the program can be put to use as participants look to build their profile in the industry.

We also formally commenced a partnership with the Global Institute of Sport offering WSA members a discount on tuition and launched a masters scholarship opportunity.





PROGRAMS & EVENTS

Women in Sport Breakfast

2022 was the 9th edition of the annual Women in Sport Breakfast and saw WSA take over the reigns from founding partners and custodians of the event, Gymnastics Victoria. Partnering again with Victoria University the breakfast was held on International Day of the Girl (October 6) at Marvel Stadium's Victory Room, MC'd by WSA President Gen Dohrmann.

Themed 'Shaping the Game' over 600 guests came together to celebrate the return of full sport programming post pandemic, the immense growth across all array of codes and more importantly to discuss what the future direction should be for those shaping the game for women and girls in sport.

A high calibre guest panel featuring Australian Sports Commission Chief Executive Kieran Perkins, Cricket Victoria's Head of Women's Cricket Sharelle McMahon, Victoria University's Fiona McLachlan and Head of Women's Football / FIFA Women's World Cup Head of Legacy Sarah Walsh exchanged invaluable perspectives regarding putting words to action when it comes to implementing sport strategies (Perkins), the job's not done (Walsh), the conversation is not shifting fast enough (McLachlan) and grassroots programming is critical (McMahon).

In addition to the brilliant panel discussion, WSA presented their annual Community Champions Awards with over 30 recipients nominated by the sports industry in recognition of outstanding contribution to championing the cause for women and girls in sport.



PROGRAMS & EVENTS

Women in Sport Breakfast

The 2022 Women in Sport Breakfast was an incredible success for WSA and the industry bringing together the community to meet in the room and we look forward to the 10th iteration back at Marvel Stadium in 2023.

Special thanks must go to our event partners in particular

Major Partner - Victoria University,

Founding Partner - Gymnastics Victoria,

Gold Partners - Netball Australia and A-Leagues

Silver Partners - Vicsport, Office for Women in Sport and Recreation Victoria

Bronze Partners - AFL / Marvel Stadium, Advancing Women in Business & Sport, Athletics Victoria, Badminton Victoria, Basketball Victoria, Carlton Football Club, Commonwealth Games Association, Cricket Victoria, Deakin University Sport Network, Golf Australia, Gymnastics Australia, Melbourne Boomers, Netball Victoria, Rugby Victoria, Skate Victoria, SportRadar Group, Sports Excellence Scholarship Foundation, Table Tennis Vic, Tennis Victoria, VicHealth, Voice of Change.

Activation Partner - Golf Australia

Special thanks also to Maria Cabileza our program administrator and the entire Board of Directors for their incredible support delivering the event.

PROFILE: Brand, Marketing & Communications

Our overall brand, marketing and communications have continued to grow substantially across digital platforms but continued representation and consistency across traditional platforms as well.

Organisations are continuing to reach out to WSA to help promote their work and their initiatives. These requests come through our website enquiries and/or social media. We have been able to provide support for many of these organisations through social media promotion, helping drive more attention and engagement through our audience.

The WSA social media has provided support for all activities that the organisation undertakes. It serves as our primary source of marketing and voice. We have continued to grow our audience overall and gradually increase engagement.

Our brand voice has also continued to grow with various initiatives in particular with the diversity of the Board through the Directors and each of their networks. Our continued presence at various events and forums allows WSA to grow it's voice in the women's equity space and be a leading credible source for the best way forward to drive equality for women and girls in sport. Our brand recognition and voice as a credible source for women's sport has continued to be cemented with 20 appearances both through media and events across the year. Highlights included Women's Health Women in Sport Awards and the IWG Women in Sport Conference in New Zealand.





PROFILE: SOCIAL MEDIA

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.

There's been great growth on our four main social media channels - X (formerly Twitter), LinkedIn, Facebook and Instagram, with followers pushing close to the 30,000 mark.

All channels saw a steady increase of follower growth and engagement, with Facebook profile visits growing by 100%, and Instagram profile visits growing by 11%. LinkedIn is proving to be a popular channel for growth and engagement in professional networking, with WSA content re-posted 155 times over the period, and almost 100,000 organic impressions.

The #WISPAAs Instagram account continues to grow, and is used primarily for our library bank of images from the competition. These can be used in promotion but also to showcase the work of the photographers when certain topics or events arise.

PROFILE: Traditional Media

Our traditional media exposure continued to grow in 2022/23 with WSA being approached as a voice of authority for comment about Women in Sport issues at several events, and via radio, television and podcast interviews.

Our partnership with News Corp for the Women in Sport Photo Action Awards resulted in more mainstream media coverage for the competition, including the News Corp People's Choice vote which saw hundreds of votes cast for some incredible images!

President Gen Dohrmann, and other board members took on various news and media commitments, with Gen also featured in International Women's Day coverage of the 100 most influential women in sport.

These media interviews have resulted in WSA adding to our contacts list and reiterating that we are the peak independent body for women and girls in sport when it comes to commenting on issues and topics involving them.



Vote for the best amateur and professional image in the 5th annual Women in Sport Photo Action Awards

The images that show the growth of women's sport are on full display from the finalists of the 5th annual Women in Sport Photo Action Awards. Have your say on the best image here.

less than 2 min read May 19, 2023 - 6:00AM CODE

2 comments



Women in Sport Photo Action Award finalists.

Bringing the dynamite. How can we truly shift the brick walls that stand in the way of equity?

f Share

By Tamatha Harding / January 2023

At the [Women in Sport breakfast](#), hosted by Women Sport Australia, at Marvel Stadium, I listened to Dr. Fiona McLachlan who outlined the fact that despite our efforts we really haven't come that far when it comes to equity in sport. And it made me think, what are the brick walls that sport needs to shift and where can I find the dynamite?



Michelle Redfern (She/Her) • [in](#) • Following
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Gen Dohrmann (née Simmons) is CEO of [Table Tennis Victoria](#) and President of [Women Sport Australia](#) and has held numerous roles in her career, predominantly in sport. [...see more](#)




Gen Dohrmann
Smashing the Patriarchy
WOMEN SPORT AUSTRALIA

the advancing women's sport podcast [FJ](#)

Watch: Daisy Pearce leads star-studded Women in Sport roundtable to talk about equality

On the eve of International Women's Day, some of the leading minds in Aussie women's sport gathered at the Pullman in Melbourne to discuss equity on and off the pitch.



Matthew Elkerton [Follow](#)

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Join female sporting legends Daisy Pearce, Melissa Wu and Sharri Norder to dissect and discuss gender equality in sport.



Gen Dohrmann President, Women Sport Australia

As President of Women Sport Australia, Dohrmann leads the independent body that is driving the agenda on making sport equitable for women and girls in Australia. She is also CEO of Table Tennis Victoria and is a well-credentialed media executive with experience across a range of sports including rugby union, netball, gymnastics and horse racing.