



NSW Women



Women's sport, the media and sponsorship

2005 International Year of Sport and Physical Education

There's no doubt that getting a bit of exercise or playing some sport makes you feel good - quite apart from the obvious health benefits, it gives you a sense of wellbeing.

While everyone can benefit from exercise, for some women, sport and physical activity is their livelihood. We're making these women the focus of this special, International Women's Day edition of *NSW Women*. We also explore the status of the two 'make or break' issues facing the development of women's sport - media coverage and sponsorship.

Although the nation's sportswomen are playing harder, faster and more professionally than ever, and have a proven international record, they still struggle for consistent, long-term coverage.

(From *An illusory image: A report on the media coverage and portrayal of women's sport in Australia, 1996*, Australian Sports Commission)

Athletes need regular media coverage in order to get sponsorship. Both media coverage and sponsorship help to attract new talent and increase the number of spectators prepared to pay to watch players.

Australia's women cricket team rarely captures the headlines but as Jacquelin Magnay, senior sports writer for the Sydney Morning Herald, (see interview page 9) says,

Cont'd

Image: No time for a rest - sports women have to make the most of the limited media opportunities that come their way. Copyright: Sport the Library/Jeff Crow.

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Women's sport, the media and sponsorship (cont'd)

'look at how many people go to a women's cricket match - but is that because the game is not televised, marketed and promoted?'

Things are changing, albeit slowly. Where women compete in popular competitive sports and do well, they can appeal to major sponsors. Successful sportswomen like Cathy Freeman, Susie O'Neill and Layne Beachley have all attracted sponsorship deals.

Unfortunately, there's a much bigger pool of talented, internationally recognised, and highly marketable sportswomen that remain untapped by major and minor sponsors.

By contrast, overseas sports marketers seem to understand that women athletes are a way to connect with women consumers, who are equal partners in consumer spending. *NSW Women* suggests that sponsors ponder whether women

consumers are more likely to be responsive to brands and products connected with sportswomen.

Sport media coverage by gender

- ◆ Newspapers (11 daily & 2 Sunday papers) 8.6% average for women's sport, highest amount 14.1%
- ◆ Regional newspapers cover women's sport more frequently.
- ◆ Television (2 nightly current affairs sports shows plus 3 weekly shows) Average 5.85% - 7.9% women, 63.7% - 80.14% men.
- ◆ Media coverage of women's sport increases dramatically during Commonwealth Games and Olympics when nationalism overrides gender.

*(Based on a period 8 Sept to 6 October 1999)
Source: Bruce, T., Hayles, C., Mikosza, J., & Whittington, J. (1999). Marching in place: Australian media coverage of women's sport in 1999. Unpublished paper. University of Canberra.*

Although there are more international women's sporting events, and they are attracting less sexist media coverage than 10 years ago, we've got a long way to go before media coverage reflects the professionalism of women's sport, and the significant number of participants and spectators.

In this issue of *NSW Women* we share some practical advice about how to gain media coverage and sponsorship from the women who have broken through the barriers. And

we profile three women - Jacquelin Magnay and Simone Thurtell - journalists reporting on sport, and Brenda Miley, a successful business entrepreneur, making a living from surfing.

Message from the Minister



In this issue of *NSW Women* we celebrate International Women's Day, but with a particular focus on the importance of sport and physical activity in women's lives. For all sorts of reasons we need to exercise more. Quite apart from reducing our stress levels and making us feel good we can be good role models for our children and young people - particularly given the disturbing trend towards obesity in our community.

It's timely then that the United Nations has declared 2005 the International Year of Sport and Physical Education - that doesn't just mean organised or competitive sport - it's any type of physical activity that helps improve our fitness and makes us feel good - yoga, swimming, dancing. It's time to stop being spectators and become participants.

There are a range of events across the state to get you involved - to find out what suits you visit www.dsr.nsw.gov.au/sport2005 or call 131302.

As you know March 8 is International Women's Day. It's our chance to celebrate the achievements

of women and the leadership they provide in a myriad of ways in the community. I'm delighted this year, to introduce the inaugural NSW Woman of the Year award, which will be presented at the Premier's Reception on International Women's Day at Government House.

I'm happy to say there is no shortage of events to celebrate International Women's Day, following grants to over 50 local councils and their partner community organisations. The grants program and some of these events are highlighted later in this issue.

Let me urge you to get out and get active.



Sandra Nori
Minister for Women

Message from the Director

Welcome to this special International Women's Day edition of *NSW Women*.

We've chosen women's sport as the theme for this issue of *NSW Women* because 2005 is the International Year of Sport and Physical Education.

While many of us may not participate in team sports we do go to the gym or get out for a walk. These forms of regular exercise we know are so important to our physical health and general wellbeing. It's exercise that makes us stronger and more flexible, both of which become more important as we age.

Each International Women's Day is a time to celebrate women who have succeeded in their chosen field. Women who have made a mark in the arts, sciences, industry, politics, business.

In the 97 years since the first Women's Day in the United States, the event has grown into a global phenomenon. We intend to celebrate it across the State with a range of events. Visit the website www.women.nsw.gov.au to find out what is on.



A significant milestone occurs this year - the ten year anniversary of the Fourth World Conference on Women, held in Beijing, at which the *Beijing Platform for Action* was adopted. The United Nations Commission on the Status of Women is meeting this month in New York to begin an international review of the *Beijing Platform for Action*, to determine what developments there have been in empowering women and girls around the world and what strategies are most appropriate for the future. We hope that it provides some good news, but we expect that much more work will be necessary to deliver real change.

I hope you enjoy this special International Women's Day edition of *NSW Women*.



Helen Boyton
Acting Director

Why media coverage is critical to expanding women's sport

Consistent and positive media coverage of women's sport is necessary if it is to attract development funding and sponsorship.

Netball is a case in point. Netball Australia has worked hard to develop a positive relationship with journalists in order to build a profile for what is the second largest participant sport in Australia. This paid off in 2004 when ABC Radio approached Netball Australia to provide a live radio broadcast of the Australia v New Zealand Test Series, a world first. The sizzling drama of the test series, combined with a world record attendance, drew netball to the attention of the 2006 Commonwealth Games organisers. The netball final will be showcased as the final event at the Games, usurping the traditional event, the men's marathon.

Journalists keep coming back to interview members of the national squad and national women's league teams. 'Feedback from journalists is that the players are articulate, professional and accessible. Our coaches and administrators make sure that journalists have access to players, particularly during big events,' said Michaela Crump, General Manager of Marketing and Communications for Netball Australia.

Netball media officers in state and national offices provide regular media releases, keeping journalists in touch with developments and breaking stories. 'We also invited journalists to finals and test series matches to give them a first hand account of the athleticism, competitiveness and professionalism of the sport. They were converted,' Crump said.

A strong media and sponsorship profile means the difference between members of the Australian netball team working part-time in the lead up to the 2006 Commonwealth Games or being full-time athletes, giving them more time for training in the lead up to the Commonwealth Games and a better opportunity to compete against their New Zealand and United Kingdom rivals, some of whom are paid professional athletes.

Strong media coverage of the 2004 Commonwealth Bank Trophy double header, boosted ticket sales for the international test between Australia and New Zealand series, held later in the year. The test

attracted a world record netball crowd of over 14 000 spectators with an additional audience of 1.13 million, via TV.

Strong crowds increase marketing and sponsorship opportunities, as well as pumping much needed ticket revenues into the sport.

The positive coverage of the Netball Test Series by ABC Radio and ABC TV generated new sponsorship inquiries at Netball Australia. Sponsors, however, are interested in guaranteed media exposure, preferably on commercial media outlets, reinforcing that media coverage is a life blood for sporting associations.

TV broadcasting rights and in some cases, payment for matches that are televised, (as is the case with men's sport) remain goals for women's sport. Netball Australia is aiming to get live coverage of games in better viewing timeslots when next negotiating their broadcasting rights. It's yet to crack pay television sports programming, which offers a significant audience.

Netball Australia is helping women's sport more broadly, by challenging the use of sexist and stereotypical images by the media. They stand by their policy of not using body image as a promotional tool.

Their positive media strategy is paying dividends. It's a strategy that may also work for other women's sports.

*Women's sport offers great media moments.
Photo by Heath Gibson.*



Women's sport - a talent pool looking for sponsors

Sponsorship for sportswomen can mean the difference between being a part-time athlete fitting a competition schedule around full-time work or unemployment while a full-time athlete can focus 100% on their sport. It is a hurdle confronting virtually all of the organised women's sports.

Sponsors are wary of signing up sportswomen, believing they don't bring a large enough audience with them. This is changing with women's sports attracting bigger audiences, such as the world record crowds of women and men supporting netball and the growing support for new sports, such as women's triathlon.

Following the 2004 Olympic Games there was a lot of sponsorship talk about Jodie Henry, the triple gold medal swimmer. Her manager reported at the time that there was strong interest from companies in Asia and Europe, as well as Australia. 'We want to sign major endorsement deals so Jodie can concentrate on swimming, he said.'¹

The 'how big is your audience?' argument however overlooks women as sports spectators and participants. Women are a growing slice of the audience supporting men's sports. In NSW, 895,600 women attended one or more major sporting events in NSW. The sports most popular with women spectators are rugby league, horse racing, motor sports, soccer and cricket.

Unfortunately, many women succeeding in their sport remain largely anonymous outside their field. Take, for example, Adrienne Cahalan - nominated 4 times for Rolex ISAF World Sailor of the Year - most recently in 2004. She has competed in 13 Sydney to Hobart yacht races and is one of the world's most respected and admired professional yacht racers, but few Australians have heard of her.

Women as participants are also overlooked. In NSW there are 1,150,500 women participating in sport and physical activity. Of the top ten activities women participate in, six are sports with international competition and therefore high level sportswomen to profile - swimming, aerobics, tennis, golf, netball and running.²

A recent US study commissioned by Octagon Sports Marketing Company found that women participants and spectators are a market force to be reckoned



*Poor media coverage denies sportswomen, like Armstrong and Stowell, major sponsors.
Photo by James Rankin/JRP.*

with. The online study of 215 women, aged 18 to 54 years, found that women are likely to buy from sponsors who align with their favourite spectator sports, as well as those of their daughters. The participants said that they would be very/somewhat likely to buy from sponsors that advertise via the sports they participate in. The study concluded that sports marketers are not necessarily investing where women have an interest.³

Australian women are getting more involved in a wider range of domestic buying decisions, including cars, financial services, mobile phones, and computers.⁴ Advertising agency McCann Erickson, points out that marketers may be underestimating women's consumer power. 'There's unlimited opportunity for the big ticket marketers to speak to women in the way they want to be communicated to.'⁵

Some sponsors recognise that women athletes can help them to tap into the lucrative economy of women consumers. Unwired Australia signed up Layne Beachley, six times World Surfing champion, as well as Australian fast bowler Brett Lee, to help launch the start up telecommunications network.

Eve Hayter, General Manager of Marketing for Unwired, explained 'We wanted to build trust in our brand, so we chose sports people who are trusted and respected by Australians. We also wanted to reach women and men aged 25 - 45 years.'

Hayter agrees that there is a pool of sportswomen waiting to be tapped into by sponsors.

INTERNATIONAL WOMEN'S DAY



Women protesting against the exploitation of sweatshop workers in Australia at the International Women's Day march in Sydney, 5 March, 2004. Photo by Barbara Konkolowicz, courtesy of National Library of Australia.

International Women's Day is a day to celebrate the gains women have made over the years and to highlight the issues still facing us. Most of all, it's a day to recognise that women have made and continue to make a difference.

International Women's Day (IWD) is celebrated on 8 March each year, with activities and celebrations extending over a week in the days before and after IWD.

The Office for Women has adopted the theme 'Women, Sport and Physical Activity for 2005' since it coincides with the UNESCO International Year of Sport and Physical Education.

NSW Woman of the Year

The NSW Minister for Women and the Minister for Tourism and Sport and Recreation, Sandra Nori, has this year introduced the inaugural NSW Woman of the Year Award. All NSW Government Ministers have been invited to nominate a woman of outstanding achievement and leadership, from within their portfolio. Members of Parliament will present a woman from their electorate with a local Woman of the Year Award.

All nominees will be invited to attend the Premier's Reception for International Women's Day at Government House, where the award winner will be announced.

The Minister said it was unfortunate that so few women were nominated for the Australia Day honours and even fewer recognised.

'Only one-third of the recipients of the 2005 Australia Day Honours were women. It's disappointing but not surprising, since most women just get on with the job.'

'I hope this initiative will go some way towards encouraging the community to recognise the significant role that women play in the community and the contribution they make in so many ways,' she said.

Premier's International Women's Day Reception

The Premier of NSW, Bob Carr, will acknowledge and celebrate International Women's Day by hosting a reception at Government House. This year's guest speaker, Lisa Forrest, will explore the theme 'Women, sport and physical activity'. Ms Forrest is a former Olympic swimmer, now TV and radio broadcaster, actor and writer.

International Women's Day Grants

From Bourke to Bankstown events celebrating International Women's Day will occur, assisted by support from the Office for Women through small grants made available to local councils.

Local councils, in collaboration with community organisations, were encouraged to organise events with an emphasis on community participation on International Women's Day.

The response was very positive, showing that International Women's Day is certainly recognised and supported at a community level. The events planned by councils and community partners, some of which are highlighted on page 7, are an invitation to women of all ages and backgrounds to join together to mark International Women's Day.

WHAT'S HAPPENING AROUND NSW

Women's Wisdom - Narromine

A barbecue breakfast will be held in Rotary Park on Tuesday 8 March where Lyn Sykes will speak about succession planning, conflict resolution and working with families. The event will be of particular interest to remote and rural women. It's free and will take place before work. Details: 6889 9930.

Women and Technology - Gosford

This is a week long program for older women to learn about the internet and internet searching skills. The program is free and will be conducted at the Erina Centre from Monday 7 March to Friday 11 March. Details: Erina Centre - 4365 6706.

Women's Health and Wellbeing - Penrith

In conjunction with the Penrith Health Centre and the South Penrith Neighbourhood and Youth Centre, the council is hosting morning workshops on healthy living and healthy eating. Lunch will be provided and the afternoon session will feature an introduction to yoga. Young women students from local high schools will be bussed to the event. The event is free and scheduled for Tuesday 8 March. Details: 4732 7809.

Notorious Hawkesbury Women - Hawkesbury

An afternoon tea will be held on 8 March with a guest speaker on the subject of notorious local woman - Mary Bligh. The winner of the writing competition, (open to all ages and sexes), on the notorious women of the Hawkesbury will also be announced. Details: 4560 4434.

Echoes Women's Banner - Campbelltown

Four workshops are being run by Campbelltown City Council and Macarthur Diversity Services for migrant and refugee women, to design and produce banners that celebrate their contribution to the cultural diversity of Campbelltown. The workshops are free and will be of four hours duration. They will be held between 14 February and 3 March 2005. The banners will be featured at the council, at local libraries and at events involving women. Details: 4645 4903.

Get active on IWD.

Photo courtesy of the Queensland Office for Women.

Women's Gathering - Gunnedah

In partnership with ZONTA and Gunnedah Families and Support, Gunnedah Shire Council will be transporting women from the villages around Gunnedah to town, to enjoy a free movie and brunch, and the chance to network with each other. Displays on issues of interest will also be erected. The session will run from 10am to 2pm on Tuesday, 8 March and childcare will be available if necessary. Details: 6740 2241.

Diving for Girls - A pool party - Wollongong

The theme of the day is 'a homage to Annette Kellerman'. There will be a variety of activities - the local WOW women's circus will perform and 'Dragons Abreast' (a breast cancer survivors group who dragon boat race) will perform a synchronised swimming routine. As well, there will be a movie, games in the pool and dancing. Women of all ages are invited, as well as men accompanied by women. Entry is \$8.00, \$4.00 for the unemployed and the under 12s are free.

The event takes place between 5-9pm on Saturday, 12 March in the Wollongong Continental Pools. Details: Alexi Bull - 0417 498 984.



For information about other IWD events, go to www.women.nsw.gov.au

Which media? The value of local news, radio and magazines

When thinking about 'the media', local newspapers and radio programs are often overlooked, yet they can be one of the best ways to build a media profile and gain air time for women's sport. A strong local media profile can provide leverage into the media with larger circulation, such as national newspapers and radio, free to air and pay TV.

Building a relationship between athletes and their local print, TV and radio journalists can be the start of a long term relationship. The 'local girl makes good' angle is a positive story with a human interest angle. It is easy to follow their career, reporting on their ups, downs and good news stories. Being 'a local' can foster a sense of loyalty between the athletes and the journalist, reducing the likelihood of bad press.

Netball Australia has worked hard to build relationships with journalists working in local media by identifying those responsible for women's sport and providing them with a steady stream of media releases and good news stories. 'We have regular contact with the journalists to build rapport with the sport, the athletes and the fans. It has worked well for us and strengthened our understanding of what is needed to get a great story', said Michaela Crump, General Manager, Marketing and Communications, Netball Australia.

Local or community radio may be open to having a weekly spot where a local sportswoman is

interviewed about events that week. This can build a following for an athlete and their sport. Sport organisations may need to support their sportswomen by providing media training to give them the confidence to become involved.

Sports people, politicians and activists have all learnt that popular current affairs/comedy TV shows like *The Panel* and *The Glasshouse* are very helpful mediums for raising a profile. The relaxed 'infotainment' and comedy format can help to break down unhelpful stereotypes held about a sport. They also give sportswomen a chance to build a profile, which is the basis of attracting further media coverage and sponsorship.

Australia's netball captain, Liz Ellis, has become much better known and helped raise the profile of her sport, with her guest appearances on TV shows like *the Glasshouse* and (formerly) *The Fat*.

Sport, health and women's magazines are constantly in need of new stories, people to profile and photographs. Magazines are also interested in a wider range of topics, in comparison with news media which is interested in what is happening at a specific point in time.

Holding sporting events at a quiet time in the sporting year or when men's sport is off season can reduce the competition for media coverage. This might be one way to get a foot in the door with the media that is on your doorstep - local media.

Getting active

- ◆ Set achievable goals - don't expect you'll be a sports star in a month.
- ◆ Set goals that can also be reset - once you've reached your first fitness goals, focus on something new.
- ◆ Plan ahead - pencil exercise sessions into your diary.

Source: 'No more exercise excuses' from *HCF Health Insurance Fit & Well*, December 2004



Staying active

- ◆ Reward yourself - have a massage or buy a new pair of runners.
- ◆ Vary your activities - boredom can set in if you don't make sure you do something different every so often.
- ◆ Join a sporting club or find an exercise buddy and make sure you exercise together regularly.

MAKING A LIVING

Sports writing - the best job in the world

Jacquelin Magnay

Of the ten big sporting events around the world last year, Jacquelin Magnay, senior sports writer at the Sydney Morning Herald, attended seven.

'I've got the best job in the world. I get paid to have the best seat at all the major sporting events,' she said.

Trained as a teacher but unable to get a job, Magnay went to work for the Commonwealth Bank Cycling Classic, after impressing them with her thesis on marketing the event. It was mixing with journalists that she discovered that writing was what she really wanted to do. Soon after, she got a job at the St George and Sutherland Shire Leader and within 6 months was the sports editor.

Magnay was active in sport - she represented NSW in athletics and softball, and had a brother who played for St George.

She stayed at the paper for a few years then did a stint at Channel 10, although TV frustrated her. 'You weren't at the cutting edge of sport - if you didn't have pictures you didn't have a story.'

She's been working on and off at the Sydney Morning Herald since 1992.

'My brief is to write on sports issues, things like drugs in sports, the Olympics, as well as the business of sport,' she said. Magnay also has a weekly sports gossip column in the Sun Herald.

There are only two female sports writers at the Sydney Morning Herald. 'You have to be fairly aggressive to survive to be a female sports writer. It's

Photo by Steven Siewert.

a blokey atmosphere and you're dealing with a lot of men, in a male environment.'

Magnay successfully pushed for changes a couple of years ago to post rugby league match interviews.

She says the long hours can be the worst thing about the job but then it also offers flexibility. It's this which has enabled her to raise two children, now in their teens.

Magnay loves the unpredictability of the job. 'You don't know what could happen in the next hour. She recounts how in 1998 she ended up in the suite next to Yasser Arafat at the Hilton Hotel in Athens. He took pity on her when she arrived at 2am in the morning to find her room gone, and agreed to let her stay in a spare suite on his floor, which was being heavily patrolled by armed guards.

Sports writing is not as easy as you might think. In the case of a football match you have to be constantly analysing it. 'By half time you've probably written the story and then when the game finishes you hit the send button.'

For those wanting a career in sports journalism Magnay says find a mentor. 'Women in the industry are keen to help other women'. She also says start writing material and send it off to local papers or specialty magazines. A university course is probably necessary if you want to work for the Sydney Morning Herald since they only accept graduates.

Magnay says the main thing is attitude. 'You have to be incredibly determined and persistent.'

Magnay says find a mentor if you want a career in sports journalism. Photo by Spiro Tzioumis. Photos courtesy of Sydney Morning Herald / Fairfax.



MAKING A LIVING (cont'd)

Simone Thurtell

Simone Thurtell already had five years of broadcasting experience when she took the job of making coffee and answering phones for the ABC radio broadcasters at the Sydney Olympics in 2000. As she says she didn't care what job she had so long as she was at the Olympics.

In this case it put her in the right place at the right time - commentating the gold medal beach volleyball match, won by the Australians, Natalie Cook and Kerri Pottharst.

'That was just a huge career step for me. If I hadn't taken the small opportunities then my major career wouldn't have happened.

Thurtell's been with ABC sport since 1996, first with television and since 2000 with radio. She does everything from hosting Grandstand from the studio on weekends to finding stories, researching and contacting people and producing shows.

She's always loved sport - she was taken to sporting events by her father when she was young and called the rugby league for a community radio station during her Communications course at Bathurst.

After graduating and working in news in Canberra and then Newcastle, she realized it wasn't where she wanted to be. After reporting a particularly bad car accident she decided to find a job in sport.

Thurtell learned that ABC TV was looking for someone to fill in for Karen Tighe and Bridget Tilley, who were going to Atlanta for the Paralympics. She got the job and went from being a reporter/producer to commentating.

Next came the stint at the Sydney Olympics.

She says women have to work twice as hard to be a sports journalist. 'There is a perception in this industry that if you're female you don't know what you're talking about.

'It can be quite tough getting male athletes to take you seriously sometimes - although it is getting better.'

What makes it all worthwhile is the opportunity to see behind the scenes at the big sporting events and to speak one on one to people like cricketers Michael Clarke and Steve Waugh.

'You're incredibly privileged to get an all access pass which lets you go to places that the general public would die to go,' she said.

The downside is the loss of a social life. 'These days sport is Monday to Sunday. We don't get a break anymore.'

Thurtell says jobs aren't usually advertised in the paper so it pays to be in the industry.

'The way to get in is to do lots of free work experience. It's an incredibly small field and there are a lot of sports journalists with a lot of experience.

'What's important is to seize your opportunities and then learn from those around you,' she said.

Saying yes to small opportunities can lead to a big break. Photo courtesy of ABC Radio.



Making a business out of sport

Brenda Miley

Let's Go Surfing was established in 1995 and is Bondi Beach's only licensed surfing school. The brainchild of Brenda Miley it's now an award-winning business which employs 30 people and has an annual turnover of \$1 million.

Why did you open a surfing school?

I trained as a Physical Education teacher and I had always surfed but it was hard to find women to compete against. So I put my skills together and in 1995 I started coaching on the weekend and teaching part-time.

What challenges did you face setting up the business?

My own defeatist attitude was the first stumbling block. Nobody had run a surf school from Bondi Beach before. There were a couple of other surf schools operating nearby but I thought I could do it better than them.

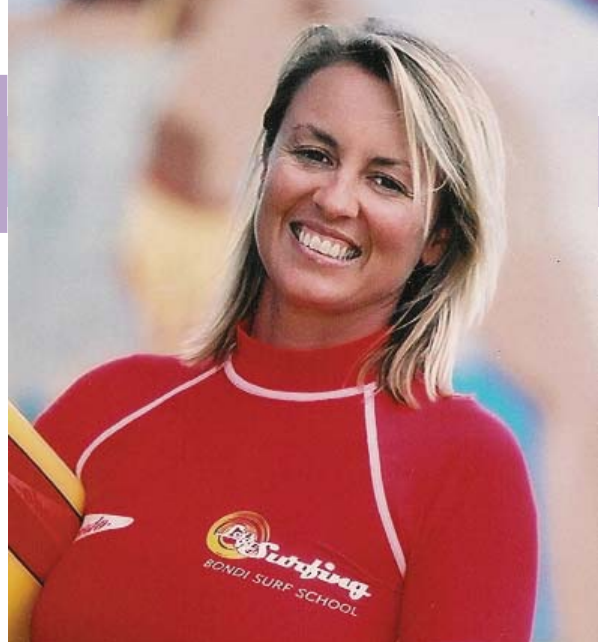
By 1998 the business had grown considerably and I saw a vision of where it could go. It was scary applying for \$60,000 to set up the shopfront with my business partner, who has 10 years of retail experience. That led me to the Department of Sport and Recreation.

What is it like being a small business woman? Have there been some significant milestones?

I actually learned a lot about setting up a business from teaching. I was able to set up the type of learning and business environment that I thought would get the best from people.

A significant milestone was achieving a scholarship from the Department of Sport and Recreation in 1997. I didn't know anything about running a business, so I asked round for help. By completing the management leadership training program, I gained management know-how, a network of other women trying to do something special in sport and also confidence to develop my vision.

In 1999 I joined the Business Women's Mentor Program, offered by the Australian Business Women's Network and Department of State and



Combining skill and passion is the basis of Miley's business success. Photo by David Hahn, courtesy of Australian Women's Weekly.

Regional Development. I learned about setting up a business - being part of the group was as important as the mentoring arrangement. Now I am a mentor under the same program and I have learned a lot from my 'mentee'.

Do you think women can make a career out of sport?

It's fun combining sport and business - it's also very challenging. I've been able to combine the things that I love with things that I am good at. People do say it is difficult to make a career out of sport, but if you are passionate about it and willing to work at it, it can be done.

How does your business benefit the community?

Surf coaching and education is a community benefit in its own right, but I also look at the impact of my business decisions on the community. We offer free classes, as well as courses with fees. We work with schools and disadvantaged groups.

What does surfing have to offer young and older women?

Surfing is the ultimate activity - it's low cost, gets you fit without even knowing it, offers you a social outlet and a chance to connect with the environment and your spiritual side. For younger women, there's the paid competition, as well as judging and coaching jobs. Sponsorship for women in surfing is still questionable - we're at the beginning of something.

What message would you give women thinking about making a business from sport?

If you have an idea that you are passionate about, keep going. Find out about the help available. Consider doing a course. It isn't easy but the rewards are great.

Ending foul play against women

In 2004 there were nine allegations of sexual assault, against over twenty players across nine different football clubs in the Australian Football League (AFL) and National Rugby League (NRL) codes. The allegations triggered a public debate about how the culture of football and other men's sporting codes, perpetuate cultural standards of sexism and violence against women.

In response, the Minister for Women and the Minister for Sport, Recreation and Tourism, Sandra Nori, initiated a poster awareness campaign to encourage the coaching of boys to become responsible men. The poster was launched by the Minister and Cricket NSW in November 2004, and was sent to 195 local councils.

'Anti-social behaviour is unacceptable in sport, as it is at any time,' Ms Nori said.

'Boys learn how to behave from the people around them and from observing the behaviour of people they admire. If the message they get from their coach, or elite sportsmen, is that bad language and aggressive behaviour is acceptable, that's the message they carry into adulthood.'

The allegations against the football players prompted a group of disillusioned fans to set up *Football fans against sexual assault* (FFASA) in 2004. The group urges the AFL and NRL to take a leadership role to change any culture of tolerance for sexual violence within the football codes.

The FFASA website www.ffasa.org chronicles the allegations, the response of the associations, and the recommendations made by FFASA to make the culture more welcoming for women, families and men.

FFASA instigated a purple ribbon campaign, where football and other sporting teams wear an armband

to show they do not support sexual violence. The Broncos, Rabbitohs, Sea Eagles, Dragons, Roosters and Warriors have publicly supported the campaign.

The man he becomes depends on what you teach him now

Fair play on and off the field



ENDING VIOLENCE AGAINST WOMEN IS EVERYONE'S RESPONSIBILITY

The National Rugby League recently reported the main findings from the *Playing by the Rules* research project set up to examine players attitudes towards women. The researchers recommend:

- ◆ Specific education sessions exploring the ethics of social and sexual encounters.
- ◆ Players to work with clubs and the Rugby League Players Association to develop charters of social responsibility.
- ◆ The NRL to continue its efforts to promote responsible use of alcohol.
- ◆ That a uniform process be established for dealing with any woman who wishes to make a complaint regarding player behaviour.
- ◆ Greater promotion of women in Rugby League management and administration.
- ◆ The NRL to assist the NSW Rape Crisis centre in raising the awareness of the plight of sexual assault victims.

The NRL will discuss the recommendations with clubs in 2005. Developments will be reported on www.ffasa.org

Endnotes:

- 1 Coleman, M (2004) 'Jodie gets sponsors' bonanza - Athens 2004' in *The Australian*, 24 August.
- 2 NSW Department of Sport and Recreation (2003) *Female participation in sport, recreation and physical activity in NSW Infosheet*.
- 3 Applebaum, M (2003) 'If you build it, will she come?' in *Brandweek*, v44 n35, p 28 - 34, Sept 29.
- 4 Mackay, H (2004) 'How do we choose?' IPSOS Mackay Report, No. 113.
- 5 Lloyd, S (November 2004) *Women's influence increases*, B & T magazine. Source: www.bandt.com.au/news/d0/0c0282d0.asp.