Australian Womensport and Recreation Association's Submission to the Inquiry into the Broadcasting Services Amendment (Anti-siphoning) Bill 2012

The Australian Womensport and Recreation Association (AWRA) is the peak advocacy body for women's sport and recreation in Australia. Our **Vision Statement is:**

"To build a strong and healthy Australian culture through increasing the active participation of women and girls in sport, physical activity and recreation."

AWRA is pleased to make this brief submission to the Inquiry.

1. AWRA supports the current list in regard to women's sport with:

- Olympic Games.
- Commonwealth Games.
- Netball.
- Tennis.

2. The list as it reads does not differentiate between male and female events in sports such as Rugby Union Football, Cricket, Golf and Soccer. It is presumed these events as currently listed are men's events. It is suggested that a listing of male and female events with these sports would aid clarification.
3. The dilemma for sport's organisations and especially for women's sport teams is that placement on the anti-siphoning list precludes negotiations with pay TV and this will possibly limit income for higher paying broadcasting rights. However, the advantage of having sport on free-to-air television it that it can be seen by all and not by a limited audience. With current figures revealing that women's sport receives only 9% of sports media coverage it is relevant that women' sport is available to mass audiences.
4. Indeed AWRA wishes to make the point that improved coverage of women's sport is a major issue for the Australian sports industry. Improved equity in this area will strengthen the industry and assist with the availability of role models, raise the status and profile of

women’s sport and lead to more sponsorship, thus coming full circle to more media coverage.

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