

CHANGING THE GAME: HOW SPORT AND MEDIA CAN PAVE THE WAY FOR INCLUSION AND EQUALITY IN THE SPOTLIGHT AT WOMEN IN MEDIA NATIONAL CONFERENCE 2023

Sydney, XX July 2023

Trailblazing athletes, seasoned administrators and advocates will gather at the Women in Media National Conference 2023, shining a spotlight on the transformative power of sport and media in creating a more inclusive future.

“Sport has always been a powerful platform that captivates the hearts and minds of people and draws communities together,” said Petra Buchanan, Strategic Advisor to Women in Media.

“With billions of dollars in funding and broadcast rights, and almost one-quarter of all stories written about sport* it holds an unparalleled influence in society. This panel will stimulate discussion about the true potential of sport as a game changer for diversity, inclusivity, and the representation of women.”

The **SPORT’S OUTSIZED IMPACT** panel includes women known for breaking barriers and achieving significant outcomes. These amazing women are leading efforts to create a more inclusive future for Australian sport. The panellists will include:

Ellie Cole OAM, Australia’s most decorated female Paralympian and winner of 17 Paralympic medals. At age three, her right leg was amputated after suffering a life-threatening sarcoma cancer. Ellie represented Australia at three Commonwealth Games (2010, 2018, and 2022) and four Paralympic Games (2008, 2012, 2016 and 2020). She was named Australia’s flag bearer for the Tokyo Paralympic Games closing ceremony in 2022 and is the Australian Team General Manager for the Trinbago 2023 Commonwealth Youth Games.

Moya Dodd AO is a lawyer, sports administrator and a former vice-captain of Australia’s women’s football team, the Matildas. She played in FIFA’s first ever women’s tournament in 1988. Twenty-five years later, she joined the governing body of FIFA - among the most privileged and male-dominated institutions in the world – as one of the first women in its 108-year history.

Tanya Hosch has a distinguished history in Aboriginal and Torres Strait Islander policy, advocacy, governance. Before joining the AFL as the first ever Indigenous person and second woman in their Executive ranks in August 2016, Tanya was the Joint Campaign director of the Recognise movement for constitutional recognition. At the AFL Tanya’s portfolios include – Aboriginal and Torres Strait Islander issues, Gender Equality, Sexuality and Gender Diversity, racism and sexism.

Ita Buttrose AC OBE will headline an impressive speaker lineup including 2023 Australian of the Year Taryn Brumfitt, Leigh Sales AM, Natalie Barr and many other experts in media, technology, and creative industries. Chief News Presenter for Network Ten's flagship news bulletin, Sandra Sully, and co-host of Nine Network's breakfast program *Today*, Sarah Abo, will MC the event which includes keynote speeches, panel discussions, workshops, and networking opportunities. The conference aims to foster meaningful conversations and drive positive change in the media landscape.

ABOUT WOMEN IN MEDIA NATIONAL CONFERENCE

The Women in Media National Conference is supported by presenting partner University Technology Sydney (UTS). The event is taking place in Sydney for the first time on 8-9 September 2023. This premier event brings together professionals from all areas of the media industry, including journalism, communications, production, advertising, marketing, public relations, publishing and digital media.

Attendees can expect an engaging and dynamic two-day event that will leave them inspired and empowered. Access information about the event and speakers on the [conference website](#).

TICKETS ON SALE NOW

Individual and group tickets are now on sale <https://events.humanitix.com/women-in-media-national-conference-or-sydney-or-2023>

You can participate in our 'Pay it Forward' ticket option by contributing to, or paying for, a ticket for another media woman, who might otherwise be unable to attend the National Conference.

ABOUT WOMEN IN MEDIA

Women in Media is a not-for-profit registered charity that exists to help women in media excel, learn, contribute, and connect. With over 6000 members nationwide and branches in each state and territory, members work in all facets of the media including journalism, communications, production, public relations, advertising, marketing, publishing and digital media. Our initiatives aim to increase gender equality, extend leadership and economic participation opportunities for women, and build a safer, more respectful culture in Australian workplaces. For more information visit www.womeninmedia.com.au.

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*The [Women in Media Gender Scorecard](#) shows almost one-quarter (23%) of all media bylines are categorised as sport, making it the most frequent topic in Australian media, however only 18% of stories are written by women.