

## Great game: A Podcast Series to Strengthen Diverse Rural Women's Continued Engagement in Sport.

Episode One [click to listen]

[\*I just want to say one more thing: Wendy and a dream to play Aussie Rules\*](#)

Seed funding gratefully received from Central Hume PCP and the Wangaratta Health and Wellbeing Partnership.



**Central Hume**  
Primary Care Partnership

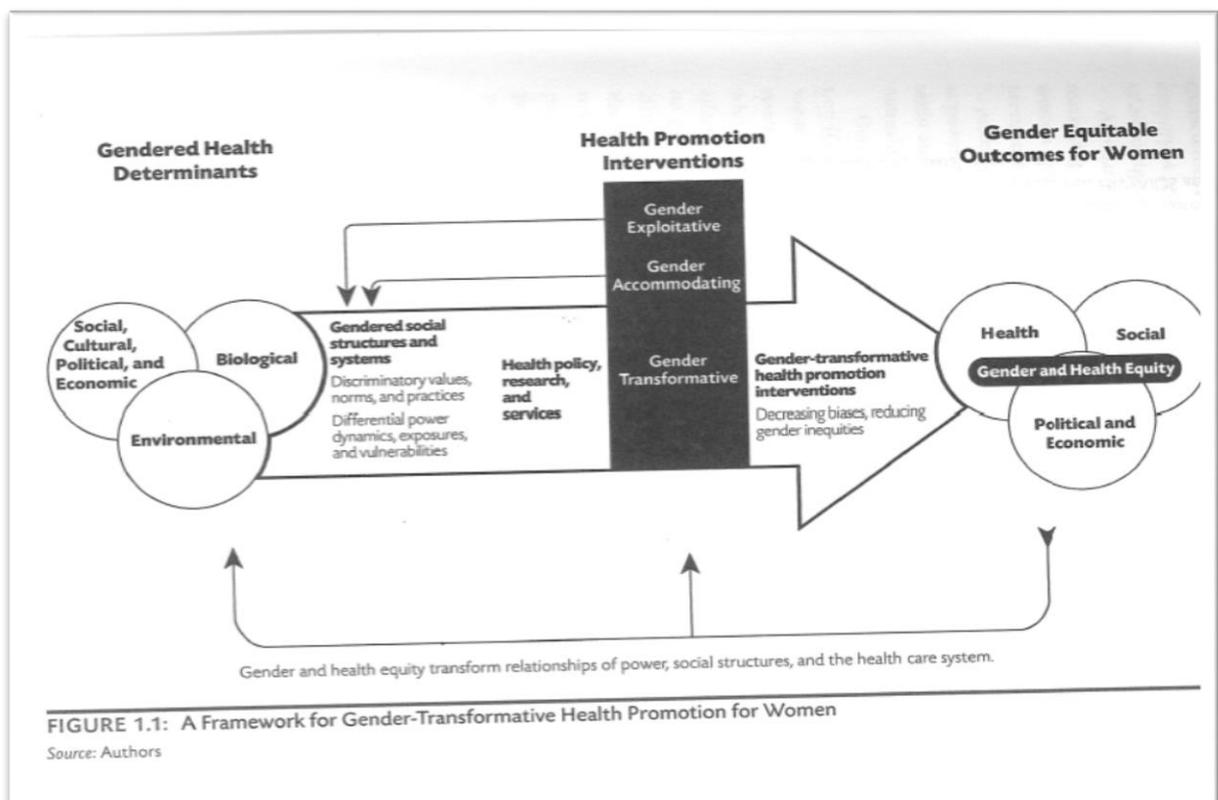
## **Introduction**

This podcast features the voices of a diversity of women who love and play sport. It does as part of the broader work of gender equality in the sports setting, by acknowledging intersectional forms of discrimination impact on older women, LGBTIQ+ women, women with disabilities and Aboriginal and Torres Strait Islander women in particular ways. The impact of that discrimination and exclusion has compounded health impacts. Exclusion can cause isolation, compound access and health outcomes if and when it stops diverse women engaging in sport. The seed funding of this podcast, with an underspend on a project that focusses on capacity building clubs to increase gender equity, responds to the challenge of intersectional exclusion with tools to strengthen the representation of diverse women playing sport by building a digital community through follow-ship and shared stories of challenges and successes.

## Theory of Change

Gender-transformative theory underpins this podcast project. The gender transformative model draws on a socio-ecological model of primary prevention which recognises ‘the causes of the causes’ (Marmot, 2007) of health inequity and responds with a model of change at the personal and interpersonal level that can have profound impacts on the prevention of gendered violence. Gender transformative theory moves beyond the call to ‘do no harm’ with respect to gender (Gupta, 2000, p.8) and seeks to ‘transform harmful and negative gender norms, roles, relations and structures within health promotion research, policy and practice.’ (Greaves, Pederson & Poole, 2014, p. 17.) The framework (see below), developed to underpin gender transformative theory, differentiates between the outcomes that can be achieved by adopting a gender transformative approach and those approaches that reinforce discriminatory values and norms. The gender transformative approach to health promotion works to decrease biases and reduce gender inequities in order to endure health equity across the gender spectrum (Greaves et al, 2014).

### 1.1 Gender Transformative Framework



Source: Greaves, Pederson & Poole, 2014, p. 21

## Knowledge Translation and Exchange

The podcast project uses the evidence on preventing violence against women through sport (Liston et al., 2017) and the *Change Our Game* strategy produced by the Department of Women in Sport and Recreation. Both identify sport and media as settings where work on respect and equity can improve women's health and wellbeing and prevent violence against women and girls. It also draws on intersectional understandings of oppression, which recognise that addressing gender inequity will not necessarily achieve safety for trans, intersex, lesbian, queer women or for women with disabilities, women from culturally and linguistically diverse backgrounds or Aboriginal and Torres Strait Islander women (Crenshaw, 1989).

The Respect and Equity project addressed gender equity in sport by increasing capacity in clubs, communicating the evidence base through sports-specific models and strengthening the authorising environment for gender equity with training sessions. This subsequent project, seed-funded with an underspend on Respect and Equity, recognises that, for diverse women, gender equity may not address their exclusion because of homophobia, transphobia, discrimination on the basis of disability or BMI. It also recognises that, because of our rurality, these women may not have access to others with a shared life experience, understanding or a common understanding of the challenges. The podcast aims to build a digital community for LBTIQ+ women.

The seed funding for the first episode will allow the project to establish itself and produce a proof-of-concept that can be used to source further funding. This proof of concept must be of high quality to attract future funding in what is now a professionalised space of podcast production.

## **Project Brief**

### **Project Proposal – Extension of Respect and Equity in Sport Project**

In order to ensure a virtual community for rural young women and girls who want to play sport but don't enjoy the normative pressures of club culture, it is proposed that the remaining funds are spent on seeding a podcast project. We would record six to seven weeks of episodes (An AFWL season), interviewing women and girls who are playing sport or involved in sports clubs and perhaps working on the margins due to underrepresentation in their chosen sport.

This project continues our partnership approach to gender equity in sports and aligns with the North East Women Get Active Campaign and the regional Respect and Equality For All strategy, which recognises that changing the traditional male-dominated culture of some sporting clubs can take time. While culture is changing, these podcasts will create a library of true stories, a virtual community for girls and women who may not be able to simply choose another sport to play or community of belonging. The recording will tell regional tales of how to keep your head up, showcases the ways we can all participate and inspires us to hang in there when the going is tougher than we might like on the journey of cultural change toward gender equity.

Rules established for the engagement of talent included:

- connection to the region through living in the area or receiving support or services from one of the collaborating agencies on the project;
- a broad range of identities represented including culture, ability, gender/sexual identity, age and town/remote; and,
- suitability for the project as thoughtful story tellers or reflective talent.

## **Project Outcomes**

The broader project will produce six episodes, representing a diversity of voice of women in sport. An application was made to the partnership for seed funding of one episode in order that we could source funding for more (see appendix two).

The Respect and Equity partnership (Ellie Stringer from Gateway Health, Tom Mitten from Sport North East, Katie Gibson from Rural City of Wangaratta, and Naomi Bailey, Women's Health Goulburn North East) thought the podcast project would continue to meet the original objectives of Respect and Equity project. We discussed using Ellie's work with young women in sport as a source of the talent for the podcast.

WHGNE engaged with Felicity at Sport North East who recommended the first interviewee as a unique perspective on the intersection of ageism and sexism in sport. Even though the interviewee lived outside of the Wangaratta area, the first episode features a woman living in the broader rural region who tells a whopping story of triumph that we thought needed to be shared.

Direct project outcomes included:

1. Delivery of the Respect and Equity Project (report already submitted)
2. An episode of the Great Game podcast series focussed on older women's experiences of club culture

### **Outcome 2 – podcast episode**

The first episode was seed funded by an underspend in Respect and Equity, a project to build capacity for gender equity in a sports setting. This seed funding allows the podcast project to 'prove concept' as it seeks further funding for the remaining episodes.

The first episode (see Appendix one) interviewed a woman living in the rural region who began playing football at 50 years old.

The first episode of the proposed series *Great Game* has been produced. Production costs included:

- Production and project time: 25 hours \$2,500
- Sound engineering: 20 hours \$2,000
- In kind time from WHGNE – executive production: 25 hours

The episode is currently being hosted on SoundCloud.

A page for its hosting (unfunded) is being developed within the WHGNE website. The page information links to materials that are representative of diverse women in sport.

Further funding is currently being sought to support the production of the remaining episodes.

### **Other aligned outcomes**

Demonstrating the power of funding for a collaborative approach to build connection and support collective impact, the members of the partnership also were well aligned and able to deliver other projects over the same period of time through other funding sources:

- Building on the partnership and resources, Rural City of Wangaratta and WHGNE, along with new partner Hume Riverina Legal Service, jointly delivered the community-based event *An evening with Phil Cleary – working together to end family violence* with 70 participants (May 2019)
- A Masterclass in Sports Leadership for Gender Equity workshop was also delivered the following day after Phil Cleary event. WHGNE co-facilitated the workshop, attended by 20 representatives from sporting clubs and services, and Sport North East presented on their programs and insights. The masterclass utilised the Handbook developed in the first phase of the Respect and Equity project.
- Sport North East and WHGNE presented the work of Respect and Equity partnership to approximately fifty stakeholders at the first Women and Violence in Sports Forum, La Trobe University, Melbourne (July 2019)

## **Conclusion**

The partnership has been strengthened to continue to deliver in the gender equity and sports space. The primary outcome of the \$4500 funding is an episode of the Great Game podcast series. The objective is to continue seeking funding, using this high quality episode as proof of concept. Once we have secured funding, the partnership will together consider how and where they would like to host the series. The podcast is one tool for representing diverse women's voices in the project of gender equity in sport. Recognising that the Respect and Equity project delivered capacity building at the club level, the podcast ensures that the best practice around intersectional approaches to exclusion strengthens the conversation about the particular challenges diverse women's face with ongoing participation in sport.

## Appendix One

Show Notes

### ***Great Game***

For those that live in regional Australia, life can be hard. It can be socially and geographically isolating, it can be financially and physically tough. One of the strongholds of country life is sport - it provides a sense of community, pride and a social outlet. For women, rural living provides its own challenges. In this series called *Great Game*, we'll talk about this and to some women in regional Victorian sport - who they are, the way they make their communities stronger, and the way they deal with these challenges.

### ***Pilot episode: Wendy from Dookie***

Achieving equality in sport has long been on the agenda for women, and while Australia has been making inroads with the popularity of women's AFL, there is still a long way to go. It's not just women *playing* sport that needs to happen - we know this has been happening for many many years. It's support from councils, clubs, funding bodies, fans, the media, and men in sport that women need to be able to thrive as well as men can in sporting arenas. Equality also means support for athletes of all types.

Wendy Ludeman played AFL for the Shepparton Bears and lives in Dookie, a small town 20 minutes east of Shepparton in regional Victoria. Unlike most of her teammates, Wendy only started playing footy at the age of 50. Although she has always been a talented athlete, she is also now a wife, a mum, a forward pocket and someone who worries about injury and how much she has on her plate every week. In the pilot episode of *Great Game*, I spoke to Wendy about rural life, about sport and community, about playing sport as an older person and as a woman, and about what all this means to other women in regional areas.

For a full transcript of this episode, please [click here](#).

### **Supporting materials for this episode:**

For more information on and draws for the MBCM Northern Country Women's League, you can follow this link:

[http://websites.sportstg.com/assoc\\_page.cgi?c=1-11694-0-519211-0&slD=391691](http://websites.sportstg.com/assoc_page.cgi?c=1-11694-0-519211-0&slD=391691)

See more stories and vids about older women crushing it in their sport of choice here:

<https://www.bustle.com/articles/78986-5-older-women-athletes-who-are-totally-crushing-it-because-fierceness-knows-no-age>

To look at making changes in your local games or club, you can learn more about recruitment and retention of women here:

<http://changeourgame.vic.gov.au/leadership-centre/women-in-sport-recruitment-and-retention-guidelines>

For more positive images of women in sport, you can DIY here with the VicHealth #ThisGirlCan Campaign:

<https://thisgirlcan.com.au/join-our-community/>

For a longer read, have a look at some research on older women and hockey here:

Forsdike, K., Sawyer, A.M., & Marjoribanks, T. (2019). "I'm Not a Vet!" Marginalisation and Practices of Resistance to Ageing by Women Hockey Players. *Journal of Australian Studies*, 43(1): 87-102. doi:10.1080/14443058.2018.1543204

For more podcasts on women in sport, this episode of The Outer Sanctum features a discussion of language and among other things, Phil Cleary talking about our work together in the Wangaratta community. It contains swear words and adult content:

<https://www.abc.net.au/radio/programs/outer-sanctum/evolution/11116712>

Acknowledgement: We Acknowledge the seed funding of this project and the full funding of this episode by Central Hume Primary Care Partnership.



**Central Hume**  
Primary Care Partnership

## Appendix Two

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**From:** Renata Spiller  
**Sent:** Thursday, 15 November 2018 8:02 AM  
**To:** Lisa Guppy <[Lisa.Guppy@centralhumecp.org](mailto:Lisa.Guppy@centralhumecp.org)>  
**Cc:** Susie Reid <[S.Reid@whealth.com.au](mailto:S.Reid@whealth.com.au)>  
**Subject:** Respect and Equity: case study and acquittal

Hi Lisa,

On behalf of Women's Health Goulburn North East and our project partners, please find attached a case study detailing the Respect and Equity project, and a final acquittal which acknowledges the remaining \$4,500 that is to be received at project completion. In discussing with partners, it has been decided that the funds will be used to develop podcasts:

In alignment with the This Girl Can campaign (Vic Health) and continuing our work on Respect and equity in Sports, we would like to spend the remaining funds on seeding a podcast project. In order to ensure a virtual community for rural young women and girls who want to play sport but don't enjoy the normative pressures of club culture, we propose a podcast project. We would record six to seven weeks of episodes (An AFL season), interviewing young women and girls (16-25) who are playing sport or involved in sports clubs and perhaps working on the margins due to their underrepresentation in their chosen sport. This

project aligns with our Respect and Equity For All project and recognises that changing the traditional male dominated culture of some sporting clubs can take time. While culture is changing, these podcasts will create a library of true stories, stories of how to keep your head up, that showcases the ways we can all participate and that inspires us to hang in there when the going is tougher than we might like.

Don't hesitate to get in contact if you have any further queries.  
Kind regards,

Renata

**Podcast Project 2018-9  
PROGRAM LOGIC**

**BROAD AIM:** To explore podcasts as an effective tool in contributing to the strengthening of relationships, respect and equity in a sporting context.

INPUTS	PRIORITIES	ACTIVITIES (what we do)	OUTPUTS (things delivered)	OUTCOMES			
				IMMEDIATE	INTERMEDIATE	LONG TERM	
<p>CHPOP <u>Seed funding</u> – \$4500 – for one of six episodes</p> <p>Best -practice Production company and Sound engineer</p> <p>Creative Director</p> <p><u>Key Stakeholders</u> – Sporting communities</p> <p>Partnership: Sports North East, RCOW, Gateway Health and WHGNE</p> <p>Evidence Base - Change the Story Framework</p> <p>Passion &amp; Collective Wisdom</p> <p>WHGNE backbone organisational expertise</p> <p>Other Regional PVAW Projects in the sports setting</p>	<p><b>Delivering an effective, efficient and engaging podcast, as part of an anticipated series.</b></p> <p><b>Connecting</b></p> <p>Contribute to the ecosystem of tools and resources to increase respect and equity for women and girls marginalised from mainstream sporting culture.</p> <p><b>Implement</b></p> <p>Implementing the national framework for preventing gendered violence</p> <p><b>Strengthening partnerships</b></p>	<p><b>Governance/Networking</b> Respect and Equity Sports Group – convened by WHGNE WHGNE – managing the project Reporting to Wang H&amp;W Partnership <b>Project deliverable:</b> <b>Individual episode</b> Recruit the technical staff to deliver the podcast. Talent identified for a series of six stories about women and girls (including those who identify). Rules established for the engagement of talent. A proposed series of six episodes. Episode 1 (funded) WT: Wendy: I just wanted to add one more thing ... Aligned to engage audiences, focuses on Wendy, an older woman who began playing football at 50, rurality and women in sports.</p> <p><b>Innovation</b> Creating a digital community for rural girls and women, and those who identify, to strengthen inclusive sports cultures.</p> <p><b>Continuing to seek further funding for completion of the series</b> Applications made to the Women's Trust; Qantas and Office for Women. In kind support secured from the Wheeler Centre.</p> <p><b>Hosting</b> Hosting on the WH webpage. In negotiations with Wheeler Centre for hosting and promotion through their platforms.</p>	<p>Delivery of the first funded episode in a proposed series of six.</p> <p>Program logic and theory of change documents aligned with national framework for the prevention of gendered violence</p> <p>Acquittal docs</p> <p>Relationship matrix including technical skills holders and stakeholders</p> <p>Script and production schedule</p> <p>Stakeholder matrix.</p>	<p><b>Delivered</b></p> <p>First Podcast Episode Produced</p> <p>Increased engagement with/by regional sports and equity group.</p> <p><b>Learning about implementation for respect and equity in the sports setting.</b></p> <p>Building knowledge and understanding of stakeholders, allies, challenges, backlash and resistance in the sports setting as a site of respect and equity.</p> <p><b>Innovation</b> Innovative knowledge transfer approaches to build inclusive sports cultures.</p> <p>Contributing to connecting a digital community for diverse women engaging in the sports setting, recognising that legacy culture can exclude. Capturing and amplifying strategies, successes and common challenges for engaging in respect and equity in sporting culture.</p> <p><b>Strengthening local collaboration</b></p> <p>Links between Sports North East, WHGNE, RCOW, and Gateway developed for future projects.</p> <p>Note SNE and RCOW engagement with WHGNE to produce the GE for Sports Leadership Masterclass, and community forum.)</p>	<p><b>Learning/Knowledge [process indicators]</b></p> <p><b>Developing knowledge about podcasts as an effective tool for promoting respect and equity</b></p> <p>The distinct resilience and vulnerabilities of diverse women and girls in the sports setting – the data generated by the podcast will contribute to a broader understanding of this work.</p> <p><b>Documenting and Protecting existing practices</b> Increased awareness of existing practices women and girls engage in to negotiate sporting culture will be documented for future reference in these stories. Episode one contributes knowledge about older women in sport including insights about resilience and strategies.</p> <p><b>Innovation</b> Podcast adopts an approach that showcases, welcomes and fosters innovation in the practice of respect and equity work in the sports setting.</p> <p><b>Strengthening Local Collaboration</b></p> <p>Increased collaboration between partners has already been evidenced in the subsequent projects involving RCOW and SNE: a Masterclass on Leadership for Sports Equity and the forum promoted to sports stakeholders.</p>	<p><b>Behaviour/Action [beyond scope]</b></p> <p>Podcasts</p> <p>Implementation</p> <p>Innovation</p> <p>Protecting Inclusion</p> <p>Stakeholders demonstrate engagement with the dynamics of diversity in the cycle of disaster</p> <p>The conference demonstrates thought-leadership that generates stakeholder and CoP insights into diversity and disaster (use <i>informants to capture at conference</i>)</p> <p><b>Increased effective action on the prevention of gendered violence in a sports setting</b></p>	<p><b>IMPACT</b></p> <p>The prevention of gendered violence in a sports setting through increased insight, connection and shared understanding of women and girls in a rural context.</p> <p>Strengthen partnerships to act on gender equity in sports setting.</p>

**Assumptions**

That the Change the Story Framework has correctly identified sport as a critical setting for primary prevention of gendered violence.  
That podcasts form an important part of the ecosystem of tools for engaging with sporting culture.  
Community engagement is possible  
Culture change in the sport setting is possible – as it has been in wider society.

**External Factors**

Funding  
Federal, State & Local Govt. policy  
Previous, current and future research and implementation projects in this space

## References

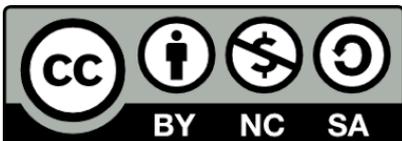
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