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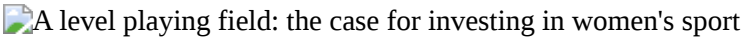

Co-authored by Australian Women in Sport Advisory Group, Victoria University, Male Champions of Change, Susan Alberti MRF, PWC

A level playing field: the case for investing in women's sport

The underrepresentation of women means that sporting clubs and organisations lose out on the many benefits of gender diversity. It presents missed opportunities for sporting organisations, and the broader industry, to expand audience bases, increase viewership and engage different communities in sport. Google searches for AFLW grew by 70% in 2019, following a viral image of star player Tayla Harris showcasing her strong athleticism, demonstrating the growing interest in and demand for women’s sport.

[See the full report here.]

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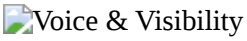

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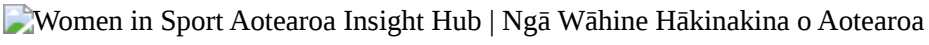
Close panel 

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