

Media Release

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VicHealth, Stars and Renegades push the boundary on women's cricket

VicHealth will partner with the Melbourne Stars and Melbourne Renegades for the second Women's Big Bash League season.

It follows VicHealth's partnership with the teams last year in the inaugural WBBL, which was a resounding success in raising the profile of women's sport in Australia and inspiring other women and girls to get active, which is important for good health and wellbeing.

This year's WBBL will see 12 matches broadcast on Network Ten in prime time and three men's/women's double headers in Victoria including the two Melbourne derbies. All matches will be streamed live on www.cricket.com.au

The Stars and Renegades share VicHealth's goal of championing women in sport, which is also a key priority for the Victorian Government.

Victorian Minister for Women Fiona Richardson said the second season of the WBBL would be a great opportunity to showcase some of Australia's best athletes.

"Raising the profile of women's sport in Victoria is crucial. It is a significant focus of Victoria's first ever Gender Equality Strategy, launched this week," Ms Richardson said.

"Women and girls deserve the same opportunities as men and boys and the Andrews Labor Government is committed to equality."

Melbourne Stars Chief Executive, Clint Cooper said: "We're delighted to have VicHealth on board for the second season of the Rebel WBBL. VicHealth's support in the inaugural WBBL season allowed the Stars to help champion women's sport in Victoria, showcasing the great role models we have in women's cricket and encouraging young girls to get active by participating in cricket."

Melbourne Renegades Chief Executive Stuart Coventry said: "VicHealth continues to be a strong advocate for women's sport in this state and we're very pleased to be able to continue this important work into the upcoming WBBL season. The Renegades are excited about the opportunities ahead to drive participation and the wider profile of the sport across the community."

VicHealth CEO Jerril Rechter said VicHealth hoped the partnership with the Stars and Renegades would continue to raise the profile of elite women's cricket in Australia.

"VicHealth's focus on women in sport forms part of our commitment to achieving gender equality across the community and building a culture of respect and non-violence," Ms Rechter said.

"We're working with the Victorian Government and important partners like the Melbourne Stars and Melbourne Renegades to change our game so women's sport gets the coverage and recognition it deserves, to inspire the next generation of female athletes and to champion the role women play in leadership and management roles.

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“Sport is sport – regardless of the gender playing it. We want to change the conversation around women in sport and change community attitudes.”

The partnership with the Stars and Renegades forms part of VicHealth’s overarching commitment to achieving gender equality across the community and building a culture of respect, equal opportunity and non-violence.

VicHealth is driving new approaches to building gender equality in sporting organisations, schools, workplaces and communities and is currently working with two international gender equality experts from Harvard University to conduct behavioural insights trials that focus on building gender equality in the Victorian context.

As part of the WBBL partnership, the Stars and Renegades will play for the VicHealth Cup at the WBBL derby at the MCG on 1 January 2017.

The WBBL|02 season kicks off on December 10 in Sydney and runs until January 28.

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