

FOR PROMOTING THE ENGAGEMENT
AND RECOGNITION OF WOMEN IN SPORT

A SPORTS AWARD

Danielle Warby describes herself as a women's sports nut. She created SPORTING SHEILAS, a site to promote Australian sportswomen, she has a long association with the FLYING BATS WOMEN'S SOCCER CLUB, she is heavily involved in THE WOMEN'S GAME, a grassroots sports news service, and she is the director of Womensport NSW which promotes participation, access and equity for women and girls in sport and recreation.

She believes that the future of women's sport is online. Using a variety of media, communication and marketing tools, she regularly live tweets women's sports events, offers one-on-one twitter training for sportswomen, runs workshops to enable women in sport to build online social networks, and provides reliable advice about managing an online profile.

Recognising that the lack of coverage of women's sports is a pernicious way of ignoring women and their achievements, Danielle Warby is actively redressing this imbalance and increasing the visibility of women in sport through media representation.



DANIELLE WARBY