

FOR PROMOTING THE ENGAGEMENT
AND RECOGNITION OF WOMEN IN SPORT

A SPORTS AWARD

From 1987 as *The Sydney Morning Herald*'s first female sports writer, Louise Evans dedicated columns to women's sport, and encouraged more women to join her ranks. In 2001 she became the first female sports editor of *The Australian*, a major national newspaper.

In 2012 she joined the Australian Womensport and Recreation Association as board director, supporting female sports journalists, athletes, coaches and administrators.

Louise challenges the entrenched focus on male sport and male idols, tirelessly advocating for women's sport to receive equal attention and finance.

Throughout her career she has broken new ground in the media, steadfastly shining the spotlight on female sporting stars, teams and coaches, helping to raise their profile as world-class athletes, role models and heroes.

Louise Evans has made a strong feminist difference to the world of sport, promoting a feminist perspective in the media through the promotion, engagement and recognition of women in sport.



LOUISE EVANS