

# A **Stan.** ORIGINAL DOCUMENTARY **TRAILBLAZERS**

## IMPACT CAMPAIGN

### ABOUT THE FILM

**DIRECTOR** Maggie Miles & Maggie Eudes

**PRODUCER** Lucy Maclaren, Maggie Miles, Maggie Eudes

**EXECUTIVE PRODUCERS** Kate Gill (Co-CEO PFA) and Caitriona Fay (Managing Partner - Community, Social Investment and ESG, Perpetual)

**RUNNING TIME** 35 mins **STREAMING** Stan, June 4

[trailblazersfilm.com.au](https://trailblazersfilm.com.au)

[WATCH STAN PROMO](#) - RELEASED ON STAN JUNE 4

TRAILBLAZERS is a social impact documentary film that tells the amazing story of the fight for equality by Australia's female footballers.

In the lead up to the 2024 Paris Olympics, 'Trailblazers' celebrates the rise of Australian women's football, from the early days of paying-to-play in front of small crowds to appearing in sold-out stadiums and being watched by over 11 million people at the 2023 FIFA Women's World Cup, the largest recorded viewership in Australian television history.

Trailblazers interweaves accounts of how women from the Australian National Football team joined forces to defy the status quo, demand equality and create profound social change - contributing to one of the greatest gender equality social movements in sport.



### WHY NOW?

The rise of women's football mirrors the progress of gender equality across society, but there is still a long way to go to achieve gender inequality, both in sport and beyond. At the community level, girls are participating in sports at significantly lower levels than boys. At the elite level, women receive unequal support, pay and media coverage. Women are also underrepresented in leadership positions at all levels of sport.

With the success of the Australian Women's Football team and the buzz generated by the 2023 Women's World Cup, an opportunity exists to both celebrate the gains that have been made in women's football but also to spark action on issues where change is still needed.

### THE FACTS

- In 2021 the full-time gender pay gap in 'Sports and Recreation' was 15.1% (WGEA 2021).
- Women make up just 22% of board chairs and 13% of CEOs across more than 60 Australian sporting organisations. (Australasian Leisure Management 2019)
- With the current rate of growth of women's sports media coverage (1% per year), gender balance in sports media coverage won't be achieved until 2048. (Office for Women in Sport and Recreation, The Conversation of Sport: Representation of Women in Sports News Coverage (2022-23).
- 24% of registered football players in Australia are female (Football Australia, Participation Report 2022).

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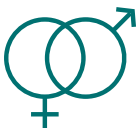
**VISION:** Trailblazers acknowledges and celebrates the legacy of the achievements made in Australian women's football. The film aims to build momentum to further progress gender equality and leadership, and to increase investment and opportunities for women and girls to participate in sport at all levels.

## IMPACT GOALS

Trailblazers' impact campaign will focus on the following impact goals:



Celebrate and acknowledge the legacy of the Australian women's football team and continue to grow the movement of football in Australia.



Educate and drive action for gender equality, diversity and inclusion in sports for everyone at every level.



Support increased representation of women in sports leadership and decision making.



Support partners and campaigns working for equal investment, conditions and opportunities in women and girl's sport



Encourage viewing, engagement and participation in women's sport and increase the visibility and representation of women's sport in the media

## ACTIVITIES

### EDUCATION

Trailblazers film will also be screened in classrooms alongside educational resources created by Cool.org, supported by MECCA M-POWER. Developed for students in grades 5 to 10, these 15 lessons tackle themes of gender equality, media bias, and representation.

### SCREENINGS PROGRAM - LATE 2024

The Trailblazers Screenings Program can play a key role in ensuring that conversation on gender in sports is sustained, reinvigorated and further progressed, leading to positive outcomes for women and girls in sports. Resources will be developed for using the film as a tool for driving action on campaign goals. Key sectors include:

- Community sports clubs
- Elite sport organisations
- Sport investor/sponsor organisations
- Tertiary education - sports-related courses

### COMMUNICATIONS & OUTREACH

- Social media campaign has commenced and is building audiences across [Facebook](#) and [Instagram](#).
- [Website](#) is live, featuring the Education and Take Action pages

**MAJOR FUNDING  
PARTNER**



**FUNDERS**



**PARTNERS**



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# TRAILBLAZERS

## IMPACT CAMPAIGN

## TAKE ACTION

Trailblazers will work alongside partners to reach audiences and provide compelling calls-to-action that work towards achieving impact campaign goals.

The film's impact campaign will be driving action to **#BlazeATrail for gender equality** to:

- Support clubs and organisations to improve gender equity, including supporting women in leadership.
- Support the Cool.org education campaign
- Encourage attendance at women's games.
- Encourage participation of women and girls in sport.
- Correct inaccuracies in the reporting of women's sporting achievements.
- Drive investment in women's and girl's sports.



## PARTNER WITH TRAILBLAZERS

We are developing key partnerships and opportunities to use Trailblazers as a tool to support a diverse range of strategic impact activities, including:

- Education screenings and resources
- Engaging communities, clubs and workplaces
- Sparking discussions through panel events
- Bringing awareness to aligned campaigns and initiatives
- Targeting leaders and decision-makers

## CONTACT

If you would like to partner with the film, please contact the impact team.

Documentary Australia Impact Team

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