

## Media Release

2 September 2016

### VICHEALTH SUPPORTING GENDER EQUALITY IN OUR NATIONAL GAME

VicHealth is proud to be a major partner in tomorrow night's AFL Women's All Star AFL Match between Melbourne Demons and the Western Bulldogs.

The match is the final women's AFL exhibition game before the inaugural National Women's League starts next year.

VicHealth's Acting Physical Activity and Sport Program Manager, Rayoni Nelson, said the match was another important opportunity to showcase the talent of female footballers.

"VicHealth is proud to partner with the AFL to support this match, which will be broadcast during prime time television, to build gender equality in sport and put our female athletes on a national stage," Ms Nelson said.

"We want to increase the number of women and girls who are physically active, while raising the profile of women's sport in the media and championing the important role women play in sports leadership and management.

"Research shows regular participation in physical activity is essential to health and the prevention of chronic disease however more than two thirds of women are classified as being sedentary or having low levels of exercise.

"Having elite players and role models like Daisy Pearce on TVs across the country sends an important message that women's sport matters and is vital to encourage more women and girls to be physically active."

Initiatives like AFL Active, which is funded through VicHealth's Changing the Game program, that aim to provide fun and social ways for women to workout are an important part of getting more women physically active more often.

Players will battle it out on the field for the Hampson-Hardeman Cup, named in recognition of female football pioneers Barb Hampson and Lisa Hardeman.

The game will be broadcast nationally live on Seven Network from 7pm and entry to the game at Whitten Oval is free.

For more information on AFL Active, visit <http://www.aflactive.afl.com.au/>

#### Media Contact

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