

VicHealth announced as first major partner for Melbourne's two Women's Big Bash League teams

The Melbourne Stars and Melbourne Renegades today (13 November) announced VicHealth as the first major partner for both clubs' Women's Big Bash League (WBBL) cricket teams ahead of the inaugural season, which begins next month.

In a major boost for both clubs, the partnership was created through VicHealth's *Changing the Game: Increasing Female Participation in Sport* program which aims to increase the number of women and girls who are physically active, raise the profile of women's sport in the media and championing the important role women play in sports' leadership and management.

As part of the partnership, the Stars and Renegades will play for the Lanning Elliott Cup at the WBBL derby at the MCG on 2 January 2016.

VicHealth CEO Jerril Rechter described the partnership as a major step towards raising the profile of women's sport and championing the important role women play in decision making and leadership roles.

"We want to change attitudes and change the game. Partnering with the Melbourne Stars and the Melbourne Renegades to support the first Women's Big Bash League season is a major step in ensuring that women's sport gets the recognition it deserves."

"This has been an amazing year for women's sport in Australia. We've got some of the best female athletes on the planet, and they deserve better recognition. Recent VicHealth research shows that 62 per cent of Victorians think women's sport should get more coverage in the media. By raising the profile of women's sport, promoting the sporting achievements of women, we want to inspire more women to get involved in sport and get active, which is important for physical and mental health."

Melbourne Renegades CEO Stuart Coventry said the club was delighted to welcome VicHealth to the club.

"It's a fantastic achievement for the club. Together with VicHealth, we see the success of the WBBL as a key pillar in the promotion of women's sport in the broader community. It places an emphasis on healthy living and wellbeing which are core brand values of the Renegades," Coventry said.

"Support for our teams is critically important and I'm delighted that we're able to welcome VicHealth to the Melbourne Renegades family and work together to build the profile of the WBBL team."

Melbourne Stars Chief Executive Clint Cooper also welcomed the partnership with VicHealth. "We are very excited about our partnership with VicHealth and the opportunity it has given us to promote women's cricket," Melbourne Stars Chief Executive Officer Clint Cooper said.

"The Stars and VicHealth share common goals and values, and through this partnership we will be working together to raise the profile of elite women's cricket in Australia.

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