

# Facsimile Message

To: **Natasha Kronouer - Broadcasting Inquiry**

From: **Leeanne Grantham, CEO - WNBL**

Date: **17 Jan. 2000**

Fax No: **9653 2305**

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Dear Natasha,  
Re: WNBL



The WNBL did respond to the anti siphoning provision of the Broadcasting Act 1992 when it was first released. We are fortunately not on the current list and if we were it would effect our business greatly.

It is well known that the ABC have been huge supporters of sport, but more importantly Women's Sport for many years, without the ABC our sport and many other women's sport would die...

Women's sport in this country can not continue to survive without both free to air and pay television. Sponsors (or prospective sponsors) are not interested in your sport if you are not Nationally televised on television, yes free to air is vital but as the ABC can not advertise our only hope for this is through pay. To take this away from us or "minor" sport would see the demise of the same.

It is all sports dream to be on a Commercial Television station but for women's sport this is a huge battle due to many factors, one being money!

If minor sport or women's sport can not be offered to Pay television if they are not on free to air then there is little hope for them, on the other hand pay television does not offer a huge audience (though growing) while the wonderful ABC provides that potential.

We at the WNBL are more concerned with the talk of disallowing the ABC to cover sport that we are with the anti-siphoning issue as this would have a much greater effect on the two leading women's sporting organisations in this country, us and netball. We are also concerned for sport, in the event that television will own 'sport' rather than sport owning its own business.

I appreciate that to most we, like other women's sport and those sports seen as minor, are not as relevant as the night of the AFL, ARL, Soccer etc. yet the potential for growth in our area is huge. It becomes a vicious circle, without money you can't have television, without television you can't get the money.

Without money to spend on marketing and promotion we can not build the profile therefore find it tough to increase awareness and 'bums on seats'.

I hope this help, it is a very interesting subject for women's sport and I intend to meet with Pam Smith soon and others in women's sport and discuss the matter.

*Leeanne Grantham*

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