



Group Project Pitch

Project Topic

Gender Stereotypes in the national Australian Football League for Women

Research and Situation analysis

- Gender stereotypes in sport ———→ AFLW
- Historically, women have been discrimination against
- Have only been allowed to play professionally in the last few years
- AFLW founded Sept 2016
- Stereotypes
- Stigma
- Misogyny
- Debunking



- How is the issue being communicated?
- Existing attempts to solve the issue & Possible angle where communication can help improve the issue



Possible angle where communication can help improve the issue: changing societies connotations with gender language



Understanding of our Stakeholders

- Who they are?
- Their connection to the topic? How/why they are involved?



Understanding of our Audience

- Our target audience and their interest in the topic
- Personal insights with the topic
- Most important needs to address and how to meet them
- Insights we need to know and how we will find them



Possible communication problems and opportunities

- Areas of the topic that would benefit from improved communication
- Stakeholder/audiences not being served by current communication
- Who would benefit the most from improved communication
- NIKE and Kellogg's marketing



Potential Direction

- Social Media campaign communicating with stakeholders about changing stereotypes
- Footy Cards
- Marketing that can be maintaining for the whole year rather than just the season
- CHANGE THE STEREOTYPES

