



MEDIA RELEASE

Issued Friday 6 August, 2010

WOMEN IN SPORT GIVE WOMEN ON THE STREET A HELPING HAND

Netball Australia, along with former captain of the Australian Netball Diamonds, Liz Ellis, have thrown their support behind The Big Issue's ground-breaking new program designed specifically for homeless women, The Women's Subscription Enterprise.

Netball Australia will use its extensive member networks to champion the initiative, which will see subscriptions to The Big Issue magazine sold to corporate Australia, with homeless women employed to work as a Dispatch Assistant to collate, sort and insert the magazines for distribution every fortnight.

For every 100 subscriptions sold, one homeless woman will be employed.

CEO of Netball Australia Kate Palmer said today that Netball Australia was delighted to be associated with the new program.

"Netball Australia is very proud of its record as a leader in the sporting community contributing to the health and wellbeing of millions of women," Ms Palmer said.

"We take seriously our commitment to providing support and assistance to programs aimed at improving women's lives and we believe that this one will have a positive impact on the lives of disadvantaged women."

While The Big Issue has been working for more than two years to launch the groundbreaking new social enterprise, tight budgets and ambitious goals means there is plenty of hard work still ahead.

Head of the Women's Subscription Enterprise Natalie Susman said that the organisation had set a target to sell 9,000 subscriptions to the magazine over a 12 month period.

"The real challenge is only just beginning," Ms Susman said.

"We are asking the Australian community to get behind us as we begin this incredible journey."

Liz Ellis, Ambassador for the Women's Subscription Enterprise and a long-time supporter of The Big Issue, says she is excited to be a part of a program that will make such a positive impact on disadvantaged women.

"I believe passionately in the Women's Subscription Enterprise, and I am honoured to be involved with such an ambitious and capable organisation working to change the lives of disadvantaged women around our country," Ms Ellis said.

Ms Natalie Susman added that the support provided by Liz Ellis and Netball Australia was sure to guarantee the program's success.

"It is important for us to align ourselves with organisations and individuals that share the same values as ours," Ms Susman added.

“Netball Australia understands the massive impact that paid employment, training opportunities, support and financial independence can have on the lives of disadvantaged women and their support.”

Other well known identities who have joined Ms Ellis and thrown their support behind the initiative include TODAY Show co-host, Lisa Wilkinson, The Circle’s Chrissie Swan, Fox FM’s Jo Stanley and Journalist, Tracee Hutchison.

To find out more go to www.thebigissue.org.au/womens

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Media Contact: Danielle Bombardieri at dbombardieri@bigissue.org.au or 0400 100 978.