

TRAILBLAZERS

IMPACT UPDATE - BACKGROUND

ABOUT THE FILM

Trailblazers is a Stan Originals documentary film that tells the amazing story of the fight for equality by Australia's female footballers.

DIRECTORS Maggie Miles & Maggie Eudes

PRODUCERS Lucy Maclaren, Maggie Miles, Maggie Eudes

EXECUTIVE PRODUCERS Kate Gill & Caitriona Fay

RUNNING TIME 37 mins

RELEASE Stan Australia, 4 June 2024



WATCH NOW ON STAN

IMPACT GOALS

The Trailblazers Impact Campaign, created by Documentary Australia, seeks to use the film as a tool to progress gender equality and leadership across society, with the following goals:



Celebrate and acknowledge the legacy of the Australian women's football team and continue to grow the football movement in Australia.



Educate and drive action for gender equality, diversity and inclusion in sports for everyone at every level.



Support increased representation of women in sports leadership and decision making.



Support partners and campaigns working for equal investment, conditions and opportunities in women and girl's sport



Encourage viewing, engagement and participation in women's sport and sustain the visibility and representation of women's sport in the media

IMPACT PARTNERS

Documentary Australia, have developed partnerships with aligned organisations that will use Trailblazers as a tool to support a diverse range of strategic impact activities.



IMPACT PROGRAM

The film's impact campaign is driving action to #BlazeATrail for gender equality by:

- Facilitating impact screenings of Trailblazers with sporting clubs, corporate organisations and educational institutions.
- Supporting clubs and organisations to improve gender equity, including supporting women in leadership.
- Supporting the Cool.org educational resources
- Encouraging attendance at women's games.
- Encouraging participation of women and girls in sport.
- Correcting inaccuracies in the reporting of women's sporting achievements.
- Driving investment in women's and girl's sports.



If you would like to learn more about the film or impact campaign contact info@trailblazersfilm.com.au or go to trailblazersfilm.com.au

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IMPACT UPDATE - AUGUST 2024

IMPACT SCREENING PROGRAM

The Trailblazers Impact Screenings Program launched in July to continue to drive conversation and action for gender equality in sport. The screening program is focussed on:

- Sporting clubs - community & elite clubs
- Corporate organisations
- Educational institutions

To date, 38 organisations from across Australia have registered interest in hosting screenings of Trailblazers including football clubs, corporate organisations and impact partners.

Along with the film, hosting organisations have been provided with a [Trailblazers screening guide](#), impact activation tools such as the Trailblazers pledge and audience surveys.

Corporate Screening - Making the case for investment



On the eve of the Olympics, law firm Gilbert + Tobin hosted a screening for clients, staff, individuals from football/sports and Matildas alumni with a focus on driving the case for investment in women's sport.

The audience listened to a lively panel on the topic of support and investment. The panel was moderated by Moya Dodd (former Vice Captain & partner at Gilbert + Tobin), featuring:

- Maggie Miles (Trailblazers Co-Director)
- Kate Gill (Executive Producer & Co-chief executive, PFA)
- Luke Haynes (Strategy Director at M&C Saatchi Sport + Entertainment) a consultant on the Matildas sponsorship deal with Commbank.

Education Screening - Inspiring the next generation



To celebrate the Olympics, St Charles Primary School in Waverley screened Trailblazers for approximately 80 students from Years 5 & 6. Responses to the film from students included:

"Trailblazers inspired me to start playing football!"

"It inspired us to stand up for what we believe in."

- Survey responses showed that **82% of students were interested in speaking up for gender equality** after watching the film.
- Hear more from the students and how they were inspired in [this short video](#).

Club Screenings - Supporting inclusivity at the grassroots



Clubs have embraced Trailblazers, hosting screenings of the film in clubrooms in Perth, Launceston and Melbourne. Screenings have contributed to building community and belonging in clubs, driving conversations around club measures to address gender equity and have aided fundraising for women and girls-focused initiatives.

"A lot of our players are in their teenage years where it is extremely easy to disengage these days."

By hosting these evenings we hope to keep the girls together and create a sense of community and belonging for them within the club." - Jalyssa O'Byrne, Launceston City FC

If you would like to host a screening Trailblazers please [fill out this form](#) or contact info@trailblazersfilm.com.au

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EDUCATIONAL RESOURCES

On June 24, [Trailblazers education resources](#) were released on Cool.org, for students in grades 5 to 10. The 15 free lesson plans, tackle themes of gender equality, media bias, and representation. Results so far...

- **728 resource downloads from 93 different schools.**
- This means that the Trailblazers school resources will be taught to approximately **18,088 students.**



JULIE DOLAN
Captain 1979

Hear Julie Dolan (1979, Matildas Captain) talk about the [Trailblazers Cool.org educational materials](#)

#BLAZEATRAIL ACTION JOURNEY

Meaningful action is being driven via the [#BlazeATrail pledge](#) and ['Take Action' page](#).

The pledge invites audiences to commit to action to progress gender equality in sport. Through a short quiz, audiences are then matched with appropriate resources from partner campaigns.

- **646 visits to 'Take Action' page** since release
- To date, **80 pledges** have been completed with a commitment to taking action via partner campaigns for gender equality in sport

Impact statements from the Blaze A Trail pledge:

"The documentary gave a voice to my childhood. It affirmed the challenges I faced as a young girl wishing to be a soccer player and instilled in me a hope for revolution in women's sports."

"I'm currently the All Ages Women's representative at my club. I'm consistently faced with men on the board telling me that they are doing the women's teams favours by giving us the bare minimum of what we pay for in our season rego every year. I'm tired. Thanks for highlighting issues like these"

"This doco provided insight into not only how much woman football has grown in Australia but has also emphasised how much work, investment and effort needs to go into further development for equity in sport."

2025 IMPACT CAMPAIGN FUNDRAISING

We are currently fundraising \$60,000 for the impact campaign and screenings program to develop resources and continue to share the film in communities, clubs and boardrooms and develop resources for tertiary education to progress gender equality in sport.

[Make a tax-deductible donation via Documentary Australia.](#)



For further information please contact
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