



**#12 Ladies who League**  
Developed by: Ladies who League  
Year and country: Since 2016, Australia  
Type of project: Podcast

<https://player.whooshkaa.com/shows/ladies-who-league>

### Synthesis of the case study

A radio podcast where the host is joined by a panel of female sports journalists and athletes to talk about the biggest moments in sport from that week.

### Objectives/Challenges

Main objective is to give a voice to female sports through funny and entertaining coverage.

### Target

Sport fans

### The deliverable (What did they do specifically?)

A weekly podcast with athletes, journalists and other personalities as quests.

### Contact information

Ladies who League  
<http://www.ladieswholeague.com/>