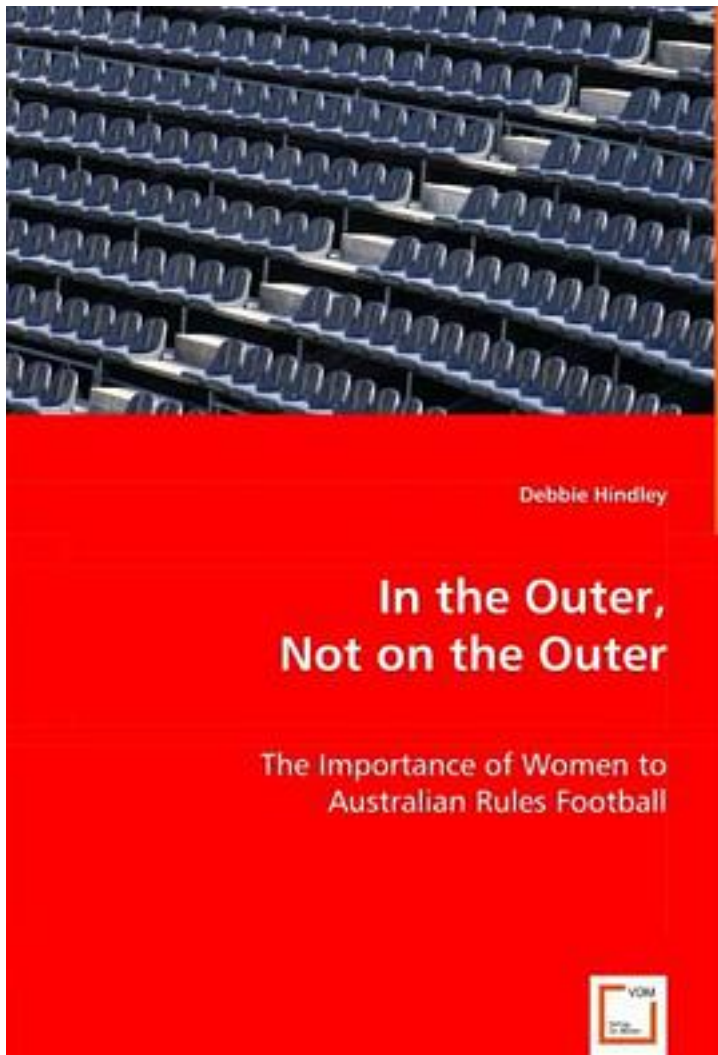


In the Outer, Not on the Outer - The Importance of Women to Australian Rules Football



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The success of Australian Rules football, which emerged from a innovative game in the mid-1900s and grown into a multi-billion dollar industry and social institution of the 21st century, owes much of this success to the sustained following of women. In 2006 womens membership was approximately 50% of members in the premier competition, Australian Football League. This high proportion of women fans differentiates Australian Rules football to many other football codes. This book will fill the gaps of official histories where women have been marginalised, trivialized or tokenized. It will also provide a different perspective on football with the author being Western Australian. It traces women's historical involvement with the game since the 1900s. It examines the myriad roles women play in the maintenance of the game. The new model of female fandom proposed provides a parallel to the celebrity sport hero phenomenon. The book also examines those females who dare to either play the game or work in the industry. This book will be of interest to scholars of sport and society, gender studies, media studies, and Australian history; to sporting administrators and competitors; media commentators and fans of Australian Rules football particularly women.

作者介绍:

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