



Australian Government

**SPORT**  
**AUS**

# SPORT 2030

PARTICIPATION  
PERFORMANCE  
INTEGRITY  
INDUSTRY



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# MINISTER'S FOREWORD



SENATOR  
THE HON BRIDGET MCKENZIE,  
MINISTER FOR SPORT

Australians are known for their love of sport. We have an extraordinary passion for it and our competitive nature is renowned around the world. For many Australians, it is the ethos of who we are, and helps to shape our identity.

We often hear references to the spirit of Australia. This is seen through the prism of sport — on everything from football fields and athletics tracks, to tennis courts and in swimming pools.

It might be the first time you kicked a football or swam a lap. It might be the dedication involved in travelling to and from training — after school or after work. It might be the Saturday mornings spent volunteering at the local sporting club canteen. Or getting up in the middle of the night to watch a sporting event on the other side of the world — cheering, glued to the television, willing someone to win — and knowing households across the country are doing exactly the same thing.

Thanks to our green and gold, our Australian sporting teams and athletes are instantly recognised around the world. Sporting success is a part of Australia's DNA. Consider Don Bradman, Dawn Fraser, John Landy, Rod Laver, Heather McKay, Peter Thomson, Evonne Goolagong Cawley, the Oarsome Foursome, Louise Sauvage and Ian Thorpe, to name just a few of our sporting stars who have more than matched it with the world's best.

Our sporting success is closely linked to our magnificent natural environment. The outdoors is in our national psyche. From Bondi Beach to Fremantle, the Murray River to Cape York, Australians have long been drawn to the water producing world class swimmers, surfers and sailors. Yet, our interests are evolving and our love of snow sports and alpine adventure is growing. Year on year, our winter sports athletes build our reputation in these disciplines.

Sport is part of the fabric of our communities, with dozens of sports played in schools and at club level every day of every week— helping to strengthen social connections, support local economies and improve health outcomes.

We know sport and recreation activities have the ability to bring people and communities together and provide opportunities for inclusion, as they have the ability to inspire and motivate individuals while also fostering community pride.

A national sport plan to ensure we continue to enjoy this success in the years to come — and to encourage more Australians to be involved in sport and physical activity, from childhood through to senior years, so they receive the health and social benefits participation delivers.

The Australian Government recognises that Australia and the role of sport and physical activity in our society has changed. Sport 2030 addresses this change. We need new ways to focus on and invest in sport and physical activity so we can achieve our potential as a nation.

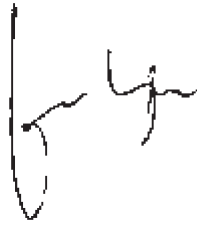
Sport 2030 is the Australian Government's strategic plan to deliver this over the next decade and beyond. It is Australia's first national sport plan that charts a clear path to demonstrate how we will continue to excel in elite sport, maintain sporting integrity, support grassroots sporting organisations, and increase participation levels for better health and wellbeing.

Importantly, Sport 2030 recognises the significant role sport plays in Australia's economy — from our biggest cities, to regional and remote communities — and the need to maximise these benefits.

The success of Sport 2030 cannot be achieved alone; it must be done in partnership. Therefore, I want to acknowledge the leadership and guidance of the Australian Sports Commission (now to be known as Sport Australia) in developing Sport 2030. Thank you also to the Australian Olympic Committee, the Australian Paralympic Committee, Commonwealth Games Australia, the Department of Health and all the national sporting organisations for your advice in developing Sport 2030.

I'm excited about the future of Australian sport — and Sport 2030 will ensure we can realise our vision to be the world's most active and healthy sporting nation, known for its integrity and sporting success.

# CHAIR OF SPORT AUSTRALIA



JOHN WYLIE AM,  
CHAIR OF SPORT AUSTRALIA

The Australian Sports Commission is delighted to support the Australian Government's first ever national sport plan. I am also excited to announce that with the launch of Sport 2030 we are changing our name to Sport Australia. A contemporary name to reflect our changing role in sport.

Sport matters a great deal to our country. It's part of our DNA. We're a proud sporting country, we love to see Australians mix it with the best on the world stage, and our long and illustrious record of success is admired around the world.

Our love of sport is a great asset to our country.

Sport motivates young Australians to be active, producing on the whole better results at school and providing the early foundation of skills and habits that help them remain healthy and active throughout life.

Sport promotes social inclusion and cohesion, and teaches vital lifelong personal qualities of character, resilience and teamwork, as well as the life lessons gained by both winning and losing.

There's nothing like sport as a force for social change and good. The awe-inspiring rise in women's sport and para-sport in the past decade has changed community perceptions and led broader societal changes.

Sport matters economically to our country. It delivers some \$83 billion of benefits to Australia each year - a return of \$7 for every dollar invested, and our national brand in sport supports indirectly many other industries such as food exports and tourism.

Society is however changing, Australia as a country is changing, and sport needs to change too to avoid the classic traps of complacency, stasis and overconfidence that can be the product of decades of success and a failure to adapt to changing times.

Sport 2030 provides a roadmap for future success for sport in this country.

Sport Australia will lead its implementation, to create an even better and more successful national sports sector. If we get it right we know that in 2030 sport will continue to be a key point of national pride, our Olympic and Paralympic teams and national sporting teams will continue to achieve podium success and our athletes and their journeys will be a source of inspiration for the next generations.

Our goal is for Australia to be the most active sporting nation. A healthy and successful sporting nation, known for our integrity, vibrant participation base, thriving sports organisations and world-leading sports industry, as well as our elite competitive results.

Sport 2030 will be supported in the months ahead by the release of more detailed Sport Australia strategies.

In many ways, this is a continuation of the path Sport Australia has been on for a number of years. We have driven change processes for sports to modernise their governance and to embrace the digital economy and innovation.

We've driven better opportunities for women in sport both on and off the field and ensured that para-sport and our Paralympians have taken their rightful place in Australian sport. Through our Sporting Schools program we've provided better opportunities for schoolchildren to experience a wide range of sports and join a local sporting club or group.

Sport Australia will change too, with less emphasis on service delivery that can be done effectively by others and more on system leadership and innovation. The skills required for success are changing, and the Australian Institute of Sport (AIS) is committed to staying ahead of this hyper-competitive game while retaining its unqualified commitment to ethical sport.

We'll look to create new partnerships between Australian sports for the common good of the sector, creating a culture of collaboration, not just competition.

Sport 2030 brings together the knowledge and insight of many people from across the sporting sector who provided submissions, attended feedback sessions and contributed ideas. We thank them for their input.

We also thank the Australian Government for its foresight in wanting a national sport plan, and the significant financial support it continues to offer the sector each year. Without this Australian sport would be a shadow of the success story it is today.

It's said that luck is where preparedness meets opportunity.

There is no doubting the opportunity for Australia. This plan and its implementation will give us that preparedness and a strong basis for long term success.



# INTRODUCTION

The Australian Government has a clear and bold vision for sport in Australia — to ensure we are the world’s most active and healthy nation, known for our integrity and sporting success.

Sport has always been a key part of Australian life — from our biggest cities to the smallest regional towns. For generations it has helped to shape our sense of identity and enhance our international reputation.

Australia has long enjoyed the social and health benefits of participating in sport, with sporting teams so often the heartbeat of local communities. Travel to any sporting ground in regional or metropolitan Australia and you see the sense of belonging that is created around local sporting clubs.

Today, Australians are watching more sport than ever, and our sports industry has grown to be a key contributor to the nation’s economy.

Australia’s long, proud and successful history on the world stage has played a pivotal role in defining what it means to be an Australian.

Who can forget that magical moment at the 2000 Sydney Olympics when Cathy Freeman — wearing the hooded bodysuit — turned for home in the women’s 400-metres to win a gold medal and a permanent place in our sporting history?

The 2000 Olympics were a demonstration of all that is good in sport — for individuals, communities, the economy and our national spirit.

However, much has changed since 2000.



Australia's ageing and ethnically diverse population has made us a stronger, more inclusive country, and the rapidly growing role of technology has transformed the way we live work and play.

But fewer Australians are playing sport and engaging in physical activity — this is a trend we need to reverse. Australia must have a plan to address the decline in participation levels and to ensure we continue to enjoy success in the years to come.

The performance of our elite athletes plays a significant role in helping to motivate and inspire, however we are achieving fewer medals on the world stage, our competitors have improved significantly and our international rankings in many sports have slipped.

We need a plan so our sports industry can continue to thrive as a global leader and grow as a key contributor to our economy. We need to recognise that other countries have changed the way they focus on high-performance sport and have redefined success.

Informed by a comprehensive consultation process, Sport 2030 is Australia's first national sport plan — and represents the Australian Government's long-term commitment to seeing Australian sport thrive.

Sport 2030 is the vision and the plan for sport and physical activity in Australia over the next 12 years to be delivered in partnership with Australia's sporting, physical activity, technology, education and corporate community.



## Sport 2030 — Setting up Australian sport for a prosperous future

### Our vision for Australian sport in 2030

#### Australia is the world's most active, healthy sporting nation, known for its integrity and excellence

Fourteen million Australians participate in sport annually, 1.8 million volunteer 158 million hours each year, and 220,000 are employed across the sector, helping to generate approximately 3 per cent of our national GDP.

Sport is big business — and a good investment. It provides an estimated \$83 billion in combined economic, health and educational benefits each year, with a return on investment of \$7 for every dollar spent.<sup>1</sup>

Sport 2030 will provide significant benefits to Australians of all ages. By 2030, the goal is that:

- We have a diverse and inclusive sport and physical activity sector that supports more Australians to be more active more often, creating a stronger and healthier Australia where as many people as possible see and feel the benefits of sport and physical activity through every stage of their lives;
- Future generations will be more physically active and better prepared with the skills and knowledge to live healthy, active lives;
- Sport and physical activity organisations are connected into other sectors such as health, education and infrastructure to tackle challenges such as physical inactivity and leverage sport for social benefits;
- Barriers will be reduced, allowing greater access to sporting facilities and infrastructure for all Australians no matter where they live;
- Our high-performance system will be focused around sports, teams and athletes and ensuring they have world-leading technology, practices, systems and people to enable them to achieve lasting podium success;
- There will be greater collaboration across the sport sector and with partner organisations, including various levels of Government. The best governance systems will better position our sports for a changing world, enabling them to focus their energy, time and revenue on driving international performance, strengthening the pathways system, creating greater commercial opportunities and increasing participation rates among more Australians;
- Australian sport can identify, address, and proactively deter threats to sport integrity allowing fans and participants to have faith that our sport is safe and fair; and
- The Australian sports industry leads the world in many areas — including integrity, inclusion, innovation, research, physical literacy and technology.

## Plan on a Page

### SPORT 2030

**Australia:** To be the world's most active and healthy sporting nation, known for its integrity and sporting success.

#### STRATEGIC PRIORITIES

**Building a More Active Australia**

**Achieving Sporting Excellence**

**Safeguarding the Integrity of Sport**

**Strengthening Australia's Sport Industry**

#### MISSION

Reduce inactivity amongst Australians by 15% by 2030

National pride, inspiration and motivation through international sporting success

A fair, safe and strong sport sector free from corruption

A thriving Australian sport and recreation industry

#### TARGET

More people of all ages engaged in sport and physical activity throughout every stage of their life

A world class high performance system that is empowered to achieve sporting success through tailored approaches for sports and athletes

Australian sport is seen as safe, trustworthy and fair with secure, reliable systems for deterring, detecting and dealing with threats to competition

A strong, viable, contemporary and inclusive sports industry with high quality successful organisations driving economic and social benefits

Improved physical health

Improved mental health

Personal development

Strengthening our communities

Growing the economy

#### OUTCOMES

## Overview of Sport 2030

Australia's national sport plan has four key priority areas which will, when fully implemented, create a platform for sporting success through to 2030 and beyond.

The priorities are:

- **Build a more active Australia** — More Australians, more active, more often;
- **Achieving sporting excellence** — National pride, inspiration and motivation through international sporting success;
- **Safeguarding the integrity of sport** — A fair, safe and strong sport sector free from corruption; and
- **Strengthening Australia's sport industry** — A thriving Australian sport and recreation industry.

The strategic priorities are interrelated to ensure we address the key relationships between participation, high performance, integrity and the sport industry more broadly. This recognises that the measure of sporting success is far more than how many Olympic gold medals Australia wins.

Sitting under the priority areas are five target outcomes that will:

- **Improve the physical health of Australians** — through the benefits of sport and physical activity, including reduced risk of chronic conditions.
- **Improve the mental health of Australians** — through the recognised mental health benefits of sport and physical activity, including the improved management of mental illness and greater social connectedness.
- **Grow personal development** — from taking up a new challenge, to setting a new personal goal or striving for the podium, being active can help everyone endeavour to be their best self.
- **Strengthen our communities** — by harnessing the social benefits of sport including through improved cohesion and reduced isolation; and
- **Grow Australia's economy** — building on the already significant contribution of sport to the Australian economy.

These outcomes will help to create a healthier, more prosperous Australia at an individual, local, regional and national level — built on a success in sport that will be the envy of world.

## Principles for action

The strategic priorities of Sport 2030 are underpinned by the following principles:

- **Sport and physical activity for all, for life:** every Australian, at all stages of their life, can undertake the exercise they need and want in a safe, fun and inclusive way, whether it is through sport or other types of activity.
- **A diverse sports sector, from the playing field to the boardroom:** promote a diverse sector which represents our population. A varied range of sports opportunities has the greatest chance of getting more Australians active and producing better, well-rounded athletes.
- **Sport Australia leadership:** build on the historically significant work of Sport Australia to continue to provide leadership which inspires Australians to be active and healthy, as well as driving sporting success.
- **Collaboration and partnership:** build new, innovative and mutually beneficial partnerships with organisations that share our vision and desired outcomes, whether other governments, sport or physical activity organisations, commercial or community bodies.
- **Learn, adapt and evolve:** support further research, setting targets, monitoring progress and modifying policy and programs accordingly.

To take a strong first step, we must get the ground work right.

An important change in delivering our target outcomes is how we define sport for the purposes of Government policy and programs. The definition of 'sport' will be broadened to include physical activity, as well as organised and high performance sport, reflecting ever increasing opportunities for Australians to engage in physical activity throughout life.

When the Australian Government talks about 'sport' and sport policy, it will now talk about a broad range of physical activities including informal, unstructured activity such as walking, riding, swimming and running as well as traditional, structured sport and new and evolving sport and physical activity offerings such as mixed martial arts, "ninja" style obstacle courses and stand-up-paddle boarding.

## Challenges and drivers: Past, present and future

The sporting landscape is changing, requiring foresight, action and cooperation if Australian sport is to remain strong, safe and fair in the future. Yet many of these challenges remain familiar.

In 1992, the Australian Government of the day released *Maintain the Momentum*. This was followed in 2010 by *Pathways to Success* and now we have *Sport 2030*. Across a quarter of a century, we have grappled with how to increase our participation levels, sustain and improve Australia's performance on the international stage, protect the fairness of our competitions, and build our sports industry.

What makes Sport 2030 different?

2018 is not 1992. The way we live, work and engage in sport has changed. Australia has changed around sport.

Where once people planned their weeks around sporting and physical activity, today many Australians now look for sporting and physical activities that work around their week. Sport is more fragmented. Traditional sports now compete with less organised physical activities such as yoga, bushwalking, cycling, gym and parkruns for the physical activity demands of Australians.

Where once Australia, through the AIS, set a benchmark for other nations on how to deliver high performance outcomes, we are now no longer at the cutting edge of sporting excellence and this is affecting the performance of our athletes.

As a nation we must seize the opportunity of Sport 2030 to drive genuine and successful change to meet the challenges of today and over the next 12 years.

There has been an exponential growth in the use of digital technology within Australia, while the demography of Australia continues to change. We are becoming older, more ethnically diverse and time-poor. By 2036, one third more Australians will be aged over 65 than in 2012.<sup>2</sup> Currently only 25 per cent of Australians over 65 meet the physical activity guidelines,<sup>3</sup> providing a future challenge but also an opportunity.

Inactivity is the fourth largest cause of chronic conditions in Australia and the nation is now one of the most obese on earth. Fifty-six percent of Australian adults — or more than 10 million people — are living sedentary or low-activity lifestyles.

Only 19 per cent of Australians aged 5 to 17 are meeting the recommended guidelines of 60 minutes of moderate-to-vigorous physical activity each day,<sup>4</sup> with the same age group spending on average two to three hours on screens.<sup>5</sup>

If nothing is done to curb the growth of obesity, one study predicts Australia will face \$88 billion of extra health and social costs over the next 10 years.<sup>6</sup>

Often it is suggested that there is a lack of suitable sporting facilities or inefficient use of existing sporting facilities. There needs to be more encouragement to create opportunity to share facilities across community organisations and schools.

We need to build on current levels of sport and physical activity in schools to ensure each day children are meeting the physical activity guidelines. Research shows fitter children achieve better academic results.<sup>7</sup> Children who grow up playing sport are also 10 per cent more likely to remain active as adults.<sup>8</sup>

High performance sport has become an ultra-competitive “arms race” where countries pour hundreds of millions of dollars into elite programs aimed at landing gold medals and pushing nations higher up the Olympic medal table.

The nations we compete with on the international stage have emulated our innovation and investment of the 1980s and 1990s and have now surpassed Australia.

The world of sport, both internationally and locally, is currently facing external threats on an unprecedented scale. These include sophisticated doping practices; illegal and unregulated sports wagering; infiltration and exploitation of the sports sectors by organised crime; corruption in sports administration; and the ongoing need to protect participants, particularly children, in sporting environments.

While some parts of Australian sport are thriving, others are battling to keep up. A two-speed sport economy has resulted where mainstream sports are growing, thanks to burgeoning revenue streams while other sports struggle and sometimes require government funding to stay afloat. With continued pressure on public funding, it is more important than ever that the money available is used as wisely as possible.

Many of our sporting organisations have served us well for more than half a century, but one of the key challenges is the ability of current organisations to adapt to and keep up with the pace of change.

If Australian sport is to thrive in the face of these challenges, it requires a clear vision and clever investment in areas that will support a healthy, successful and fair sport industry. Responsibility for sport is shared across all levels of government as is investment in sporting infrastructure, but there remains a significant opportunity for greater collaboration to ensure the best results at an elite and community level.



## A national approach through partnership

Sport is a complex ecosystem with more than 75,000 not for profit organisations at national, state and local levels at its centre.

Currently, this system is supported by various entities across all levels of government through the Australian Government Office for Sport and National Integrity of Sport Unit in the Department of Health, Sport Australia, the Australian Institute of Sport, the Australian Sports Anti-Doping Authority, the Australian Sports Foundation, state and territory institutes and academies, state sport and recreation agencies.

The Australian Government collaborates with key independent bodies such as the Australian Olympic Committee, the Australian Paralympic Committee and Commonwealth Games Australia. The system also relies on the investment of stadium and facility operators, equipment suppliers, private providers, gyms, sports technology companies, wagering operators, major events, professional sports, schools, medical professionals and, of course, the volunteers, participants and high performance athletes and coaches at the heart of the system.

It is critical to the success of Sport 2030 that leadership comes from the top. The Minister for Sport will lead the response to these challenges across the Australian Government, with states and territory governments, Sport Australia and with the wider sports industry.

The Minister for Sport will establish an annual Australian Government Ministerial roundtable to bring together all portfolio Ministers who share responsibility for delivering sport and physical activity or who use sport as a vehicle to deliver public policy outcomes.

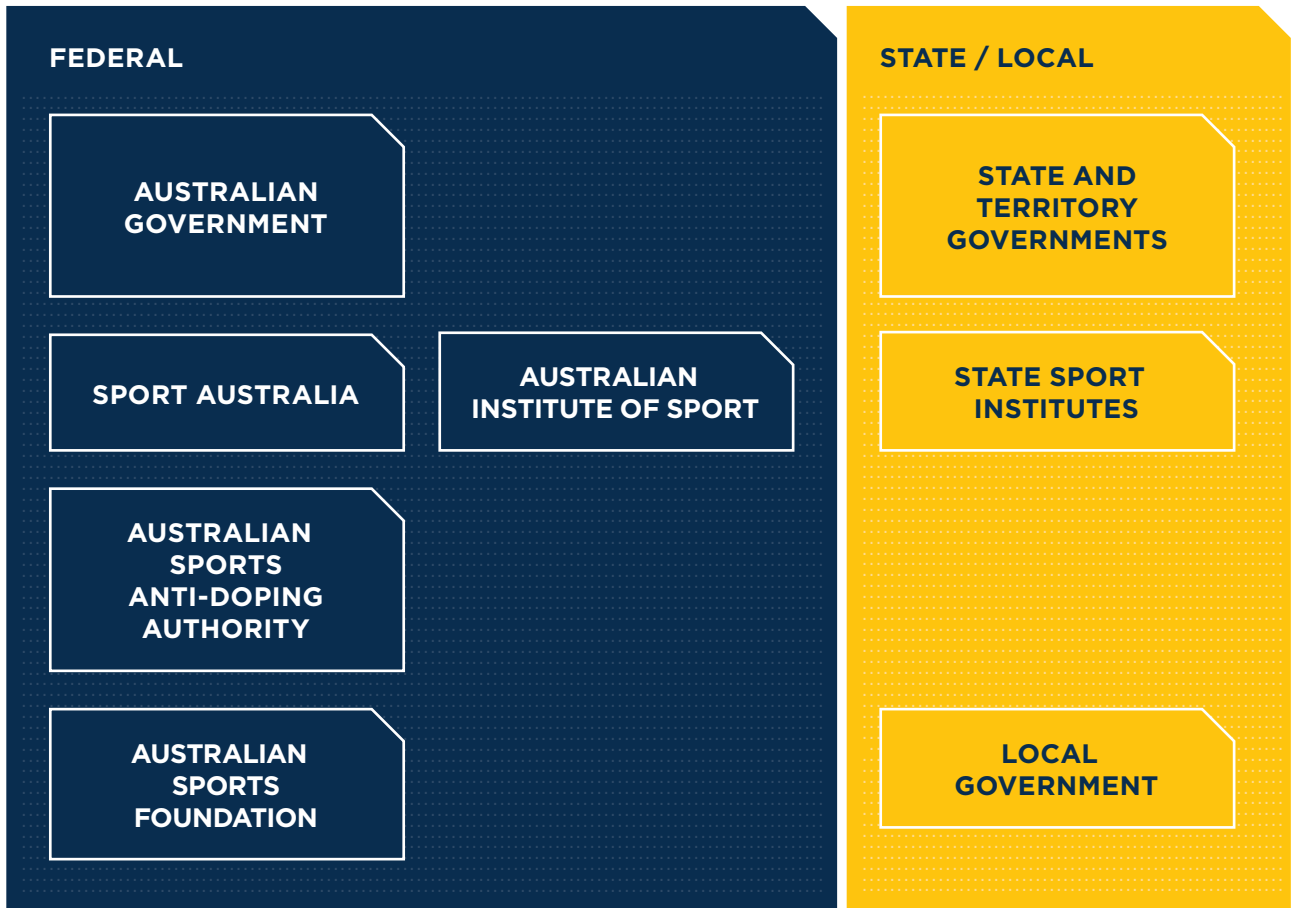
The roundtable will be supported by an inter-departmental committee on sport, recreation and physical activity.

The Minister for Sport, as a member of the Meeting of Sport and Recreation Ministers (MSRM), will lead formal efforts to strengthen MSRM's relationship with the Council of Australian Governments (COAG) to pursue national outcomes with state and territory governments, in particular with:

- COAG Health Council
- COAG Education Council
- COAG Transport and Infrastructure Council

The Australian Government will hold an annual Sport Industry Dialogue to discuss opportunities for collaboration and harmonisation across the sector hosted by the Commonwealth Minister for Sport.

## The Sporting Ecosystem



### AUSTRALIAN SPORTING ORGANISATIONS



### INTERNATIONAL SPORTING MOVEMENTS



## Sport Australia

### Sport Australia is central to delivering Sport 2030.

As the primary agency for sport promotion, programs and investment, Sport Australia is the critical link between sports policy and practice, now to include a broader focus on recreation and physical activity. It provides strategic leadership and support to the sports sector and to national sporting organisations to help them navigate and succeed in the competitive sport landscape. Sport Australia's expertise ensures the Australian Government's significant investment in sport is distributed effectively to deliver the best outcomes for sports, athletes and all Australians.

Sport Australia will lead physical activity, participation and high performance sport in Australia enabling and empowering sports to embrace and engage more Australians in activity.

Sport Australia will have a primary focus on sport and the sports sector. However it will be able to use the reach and influence of the sport and physical activity sectors, local, state and federal government agencies, as well as the community and private sectors as partners, to drive awareness, inspiration and behaviour change. Sport Australia is also currently responsible for delivering the Sporting Schools Program for the Australian Government.

Sport Australia will work with the sector to develop partnerships across government and industries such as health, education, retail, digital and science to create new opportunities for investment in sport.

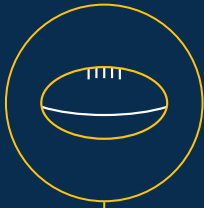
Sport Australia will also work with national sporting organisations to encourage all sports to unite with a collective voice that engages with the corporate, government and philanthropic sectors to deliver more diverse funding options.

It will promote the role sport can play in delivering policy outcomes such as providing organised sport in remote Indigenous communities and promoting greater awareness of mental health initiatives.

Sport Australia will develop a new strategy to take the priorities of Sport 2030 forward. This strategy will articulate Sport Australia's role in leading, enabling and investing in sport and physical activity to deliver participation and high performance outcomes.

To ensure Sport Australia has the authority and governance to deliver on Sport 2030 into the future, the Australian Government will undertake a review of the *Australian Sports Commission Act 1987*, to enable Sport Australia to implement Sport 2030.

# MOMENTS IN AUSTRALIAN SPORT TIMELINE



**1858**

First recorded game of Australian rules football, between Scotch College and Melbourne Grammar School

**1882**

Australia's first win in a cricket test in England, initiating The Ashes

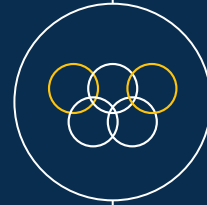


**1897**

First VFL season

**1956**

Melbourne hosts the 1956 Olympics, with many notable performances for the host nation including Betty Cuthbert and Murray Rose each winning three gold medals



**1868**

A cricket team of Indigenous Australians becomes the first Australian team to tour overseas

**1896**

Edwin Flack wins 2 gold medals (800m and 1500m) for Australia at the first modern Olympic Games in Athens

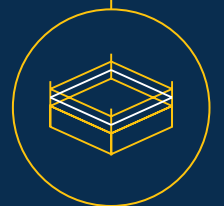


**1948**

The Invincibles tour England and Bradman plays his final test

**1968**

Lionel Rose wins the world bantamweight boxing title and is the first Indigenous Australian to be recognised as Australian of the Year



**1977**

Life. Be In It is launched nationally; World Series Cricket revolutionises sports broadcasting in Australia



**1983**

Australia II wins the America's Cup, beating the New York Yacht Club for the first time in 132 years, ending the longest winning streak in sporting history

**2004**

Australia's best performance at an Olympics, placing 4th on the medal table, winning 17 gold medals in Athens.

Kurt Fearnley wins two gold medals at the Athens Paralympics



**2015**

The Australian Diamonds wins the 2015 World Cup held in Sydney, in front of a world record netball crowd of 16,849 fans



**1981**

The AIS opens in Canberra

**2000**

Sydney hosts a memorable Olympics. Amongst the many highlights was Cathy Freeman's win in the 400m



**2011**

Cadel Evans wins the Tour de France

**2018**

Liz Cambage breaks WNBA record for most points scored in a single game





# **BUILDING A MORE ACTIVE AUSTRALIA**



# BUILDING A MORE ACTIVE AUSTRALIA

More Australians, more active, more often

## Long-term target

People of all ages should have the opportunity to be engaged in sport and physical activity throughout every stage of their life. Every individual, from child to adult, and their communities should be able to reap the benefits of an active lifestyle: to stay mentally and physically healthy, reach their personal goals and build social cohesion.

This will be achieved by driving sustained participation growth, improving access to community sports facilities, encouraging sports organisations to provide better suited offerings, and embedding physical activity within the school day.

Under this strategic priority of building a more active Australia, the Australian Government will promote sport and physical activity participation in the following ways

### Building a More Active Australia

- › Drive movement for life through sport and physical activity participation for all Australians
- › Ensure all Australian children have the skills, confidence and motivation to be active for life and safe in the water
- › Reduce barriers to sport and physical activity participation, including swimming, and actively promote incentives for participation
- › Coordinated investment in sport and recreation facilities to achieve sustainable outcomes for communities, with a focus on universal design to ensure sport is accessible to all Australians

## The case for movement

The physical and mental benefits from being active at all stages in a person's life are clear. Despite this, as a nation we are moving less than ever.

The latest data in Australia tells us physical inactivity contributes to diabetes, cardiovascular disease and various cancers.<sup>9</sup> Exercise can alleviate symptoms of depression<sup>10</sup>, and has been shown to slow the onset of dementia.<sup>11</sup> Remarkably, inactivity when combined with obesity is now considered almost as risky to our nation's health as smoking.<sup>12</sup>

Moving less is affecting our waistlines, health and health system. In 2008, it was estimated physical inactivity costs Australia more than \$13 billion each year in healthcare costs, lost productivity and reduced premature mortality.<sup>13</sup>

- 81 per cent of Australian children are not meeting the recommended Australian guidelines;<sup>14</sup>
- nearly 70 per cent of adults are either sedentary or have low levels of physical activity,<sup>15</sup> and
- two-thirds of adults and one-quarter of children are overweight or obese.<sup>16</sup>

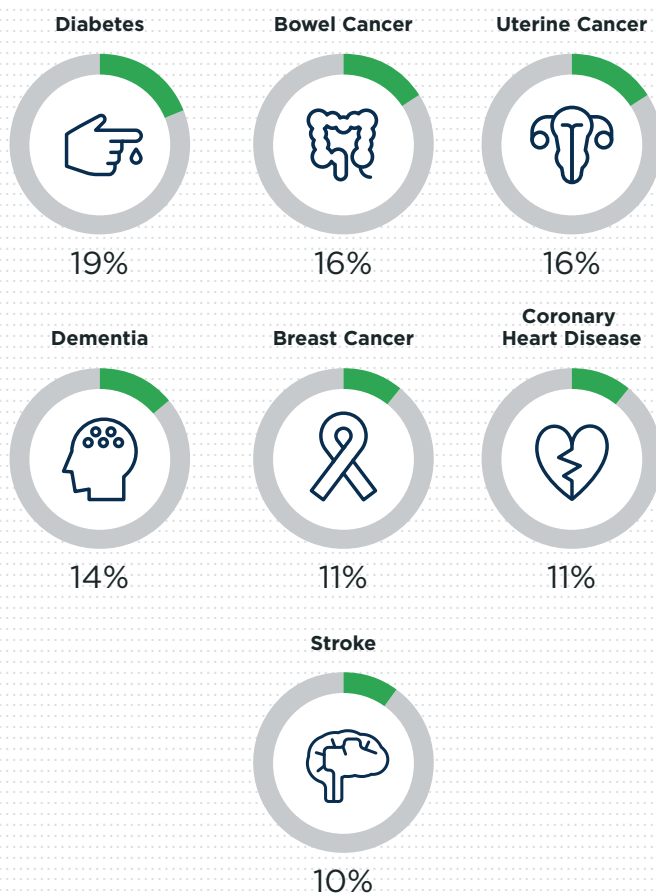
In 2017, it was estimated that sport creates \$29 billion of net health benefits each year.<sup>17</sup>



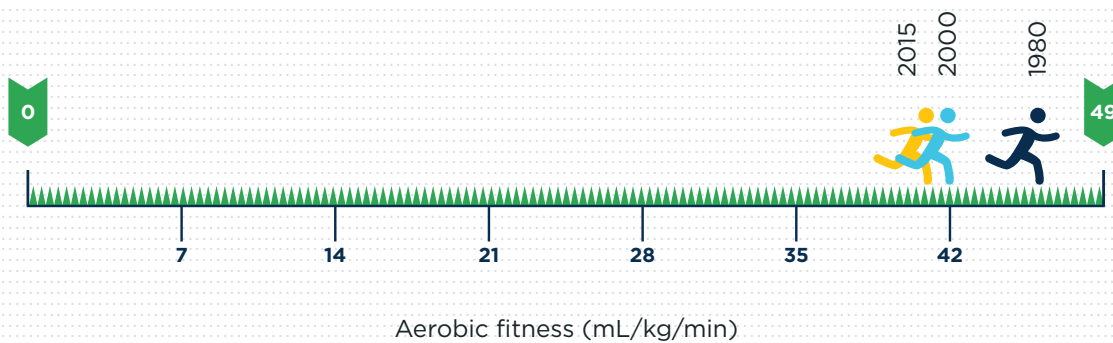
**Nearly 70%** of adults are either sedentary or have low levels of physical activity



**Physical inactivity – the link to the burden of disease in Australia<sup>18</sup>**



**Research shows the average child in 2015 would finish 250 metres behind the average child from the 1980s over a 1.6km run<sup>19</sup>**



United Kingdom studies revealed the least fit child from a class of 30 in 1998 would be one of the five fittest children in a class of the same age today.<sup>20</sup>

This is despite lots of evidence showing sport and physical activity play a positive role in children's holistic development as well as their education.



**Research shows fitter children achieve better academic results and children who play sport stay at school longer.** There is a high correlation between playing sport regularly as a child and higher lifetime earnings which is attributed to the life skills sport imparts on young participants such as teamwork, fair play and resilience. Children who grow up playing sport are also 10% more likely to remain active as adults.<sup>21</sup>

While the health and prospects of our youngest Australians are paramount, it's also important to remember Australia's changing demographics and the role that physical activity can play in supporting better health amongst older Australians.



**Australians over the age of 65 is projected to more than double in the next 40 years.**<sup>22</sup>

Being physically active in older age has significant cardiovascular and metabolic health benefits, it also helps to control weight and combat chronic conditions. Endurance and strength training activities can be used to prevent congestive heart failure, depression, diabetes, osteoporosis and other conditions affecting older people. Progressive resistance training can slow and even reverse age and disease-related loss of muscle mass and function. Activities involving balance/flexibility can improve stability and reduce risk of falls.

Beyond the individual physical and mental health benefits, Australia's network of community-based sporting clubs and competitions is a unique source of social capital which helps bind Australian communities. For example, 92 per cent of Australian adults have an interest in sport, 11 million adults and 3 million children participate in sports each year, people who play sport are 44 per cent more likely to have mixed-ethnic friendship groups than non-participants, and a rich network of sports clubs and competitions exist across the country supported by the largest group of volunteers in the country.

The role that sport and physical activity plays in personal development is significant and should not be underestimated. Sport and physical activity gives everyone the chance to test their limits, be it by starting your first Parkrun on a Saturday morning or competing in a 100m final at the Olympic Games. It also enables us celebrate our personal successes, on a podium at a world event or achieving a personal best weight lift in the gym.

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The Australian Government is committed to reducing inactivity amongst Australians by 15 per cent by 2030.

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## What long-term changes will Sport 2030 promote to increase physical activity?

More Australians need to reap the positive outcomes of an active life. Society must unlock the health, social and economic benefits of increased participation in sport and physical activity.

Sport 2030 is about encouraging and supporting *all* Australians to become more active, particularly people who aren't active enough. Under Sport 2030, the Australian Government will:

- introduce new programs specifically designed to address the complex barriers to participation many people face such as access, time, cost, as well as minimising injuries and support recovery;
- fund physical activity partners based on a clear, agreed set of outcomes which we will pursue jointly;
- continue to support national sporting organisations to lead their networks of organisations and clubs to drive participation in their sports; and
- collaborate and partner across portfolios, with state and territory government, local government and non-government organisations and the corporate sector which share our vision for a more active Australia.

Sport 2030 is about giving Australian children the best start in life by getting them active in ways that support their development and set them up for a lifetime of activity and good health. This includes an emphasis on the importance of play as a form of physical activity.

It's also about providing Australians of all ages and backgrounds with the opportunities and the inspiration to be active in ways which are accessible, affordable and attractive.

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Every Australian, at all stages of their life regardless of gender, ability or ethnicity, and no matter where they live, are able to undertake the exercise they need and want in a safe, fun and inclusive way, whether it is through sport or other types of activity.

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So who are the Australians who are least active? Sport Australia's AusPlay survey tells us that Australians are less likely to be active if they are over 65; a person with a disability; Aboriginal and Torres Strait Islander people; from a culturally or linguistically diverse background; from a regional area; and live in low income households. Women and girls are less likely to be active in ways which maintain or improve their health compared to men and boys.

The Australian Government has long promoted and supported sport and physical activity through support for national sporting organisations and programs and campaigns targeted at specific population groups. Such as, Indigenous people, through the Indigenous Marathon Project, women and girls through the Girls Make Your Move campaign, and people who experience socio-economic disadvantage through Reclink and the Big Issue Community Street Soccer Program.

Building on existing initiatives, the Australian Government will focus on programs and initiatives that target inactive Australians across their life cycle regardless of gender, race, ability, geography and wealth.

To better target future policy and programs, the Australian Government will work across agencies to map the current investment in sport and recreation across all portfolios.

## CASE STUDY

### BIG ISSUE STREET SOCCER PROGRAM



The Big Issue Community Street Soccer Program has provided more than 9,000 disadvantaged and marginalised Australians with the opportunity to improve their health and positively change their lives through participation in an organised community-based sporting activity. In 2018, the Community Street Soccer Program operates at 16 sites across Australia.

The vision is for all homeless, marginalised and disadvantaged Australians to have the opportunity to improve their lives through sport while also building a healthier community and generating social and economic returns. This is done by using an integrated approach to address issues and combining a variety of focus areas into a weekly program in an informal and non-threatening environment. The Australian Government provides financial assistance to the program.

## What will the Australian Government prioritise in the coming years to get everybody active?

### MOVEMENT FOR LIFE

As people age, the barriers to being active change but the need to move remains constant. To help people stay active as they move through their lives, the Australian Government will refocus support to reflect the challenges people face along the life cycle.

Successful societies are inclusive societies.

The Australian Government will partner with sporting organisations and other physical activity providers which have a national footprint to deliver programs that encourage inactive people to undertake more physical activity.

This will include people with a disability, people from culturally and linguistically diverse communities, low-medium income households, Aboriginal and Torres Strait Islander people, people from regional and remote areas, women and girls.

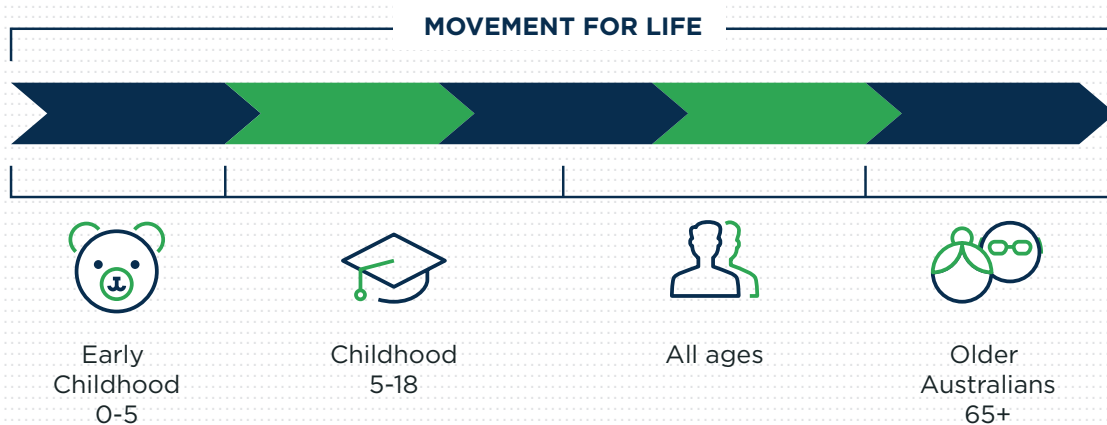
For Sport 2030 to be successful, Australians with a disability need the opportunity to be able to participate in a range of sport and physical activities. It is not good enough that Australians with a disability are one of the most under-represented participation groups in the country given their unique and varied requirements.

The Australian Government will work with community organisations and national sporting organisations to ensure people with disability have greater access to participate in a range of sport and physical activity offerings.

National sporting organisations and traditional sport play a crucial role in getting Australians active and increasing participation levels through their networks of organisations and clubs. A diverse and vibrant sports sector will provide more options for people to be active.

While sport is a great way to become and stay active, it isn't always the preferred option for people who move the least. So the Australian Government is also looking beyond sport to engage innovative physical activity partners who can best deliver participation outcomes in line with Sport 2030.

Sport Australia will partner with organisations which consider the needs of the least active Australians when formulating and delivering their activities and services, that will guide investment in programs which drive positive behaviour change and outcomes.



## PHYSICAL LITERACY

The foundation of movement for life is physical literacy. Put simply, physical literacy is the skills, confidence and motivation to move for life. Critically, it is never too early to ensure every Australian has the necessary physical literacy, which is why Sport 2030 places a strong emphasis on early childhood and schools as part of the solution to our inactivity crisis.

### WHAT IS PHYSICAL LITERACY?

Physical literacy is the integration of physical, psychological, cognitive and social capabilities that help us live active, healthy and fulfilling lifestyles.

The concept of physical literacy relates to a person's motivation, confidence and ability to move healthily. It provides a centrepiece around which sports can unify their efforts in the area of childhood development. This is because promoting physical literacy means promoting a conscious commitment to lifelong active and healthy behaviours.

Sport 2030 provides the opportunity to embed physical literacy as the vehicle for showing the positive effects of sport and physical activity on the health of Australians.



If physical activity, including sport, is going to make a meaningful, measurable contribution to the health of Australians, we need to get smarter about the way sport is delivered and the way activity is measured. If sports deliver activities which promote physical literacy, sports can be sure they are contributing meaningfully to a healthier Australia.

The Australian Government will work with state and territory governments and the Australian Curriculum, Assessment and Reporting Authority to find opportunities to support the teaching of physical literacy in the Australian curriculum.

The Report of the *Review to Achieve Educational Excellence in Australian Schools* (Gonski 2.0) released in March 2018 acknowledged the importance of physical activity for students.

*'Participation in extra-curricular activities, including creative arts and sports, leadership and culture, has a significant impact on a student's learning growth in the cognitive, affective and physical domains of learning. Although conventionally called 'extra-curricular' because they are not always explicit within the Australian Curriculum, these activities are a very important part of learning and should not be regarded as extra, but rather as integral.'*<sup>23</sup>

Following the agreement of the Meeting of Sports and Recreation Ministers, the Ministers will monitor the progress of efforts to include physical literacy in Australian Schools.

## SWIMMING: A SKILL FOR LIFE

Australians love the water and swimming is an important life skill. In order to prevent drowning and increase enjoyment, every Australian child must have access to basic swimming and water safety skill education and knowledge of how to be safe when they are in, on, or around water.

Swimming and water safety skills have been shown to reduce the risk of drowning.<sup>24</sup> The World Health Organization recommends that school-aged children are taught basic swimming, water safety and safe rescue skills.

The Royal Life Saving Society of Australia's benchmark is that a child should be able to be buoyant in the water for at least 50 metres to save themselves.<sup>25</sup>

State and territory governments have reduced mandatory learn to swim programs in schools, and cost of living pressures mean families are not prioritising learning to swim. As a result, many children will leave primary school this year without the swimming and water safety skills and knowledge they will need to be safe around water for the rest of their lives.



The Australian Government is supporting the Australian Water Safety Council's goal of zero preventable drowning deaths.

The Australian Government will work with state and territory Education Ministers to ensure that all children have access to a learn to swim program in primary school.

## EARLY CHILDHOOD

The Australian Government recognises that health, sport and education are vital to the future of our children and the first years of a child's life are critical to their healthy development.

As part of a range of programs aimed at helping parents to give their children the best start in life, Sport Australia will lead the development of the nation's first Early Childhood Activity Strategy.

In developing this strategy, the Australian Government will partner with key early childhood stakeholders such as education institutions, private childcare providers and parent and community groups to better understand how we can improve the quality and increase the amount of physical activity undertaken by children aged 0-5.

## CASE STUDY

Research published in 2018 suggests parents should prioritise play and fun over competitively focused activities in the early years. Published in BMC Public Health,<sup>26</sup> the research suggests that rather than sending kids onto the field at the tender age of four or five, parents should wait until their children are at least six, to ensure they don't lose interest and drop out in years to come.

"Very young children should be having fun and developing basic motor skills playing unorganised sport," said lead author Associate Professor Rochelle Eime, of Victoria University, adding that little ones are likely to become bored before they're ready for club competition at around eight, either swapping activities or dropping sport altogether.

## WORKING WITH AUSTRALIAN SCHOOLS

Schools in Australia value highly the roles sport and physical education play in the development of the whole child, and provide excellent experiences for their students. To understand the value of physical literacy and help embed the concept across the nation's school systems, the Australian Government is committed to continuing its work with the education sector, especially schools, teachers and state and territory counterparts.

Following the agreement of the Meeting of Sport and Recreation Ministers (MSRM), the Ministers will promote the feasibility of developing a reporting system for monitoring the physical activity levels of children in Australian schools.

Schools are key contributors to more physically active communities. This includes encouraging schools to ensure communities can access their facilities, where relevant and appropriate – essentially “Unlocking the School Gate”.

Following the agreement of the Meeting of Sport and Recreation Ministers the Ministers will promote the removal of barriers to enable the use of school sporting infrastructure for sport and physical activity organisations and the wider community.

### Child participation in organised sports of physical activity outside of school hours

The parent IS participating  
in sport or physical  
recreation



72%

The parent is NOT participating  
in sport or physical  
recreation



53%

Health and physical education — one of the eight learning areas within the Australian curriculum, combined with the flexibility of the curriculum, provide the opportunity to use physical activity broadly, and physical literacy more specifically, as an innovative, integrated tool within the classroom. To support this, the Australian Government will continue to empower schools and teachers and support them to demonstrate the value of physical literacy across the curriculum.

Sport Australia, in conjunction with the Commonwealth, state and territory governments, and national sporting organisations will review the current Sporting Schools program to ensure it is continuing to be the most effective form of delivering sports in both primary and secondary schools.

#### USING DIGITAL PLATFORMS TO PROMOTE PHYSICAL ACTIVITY

Personal digital technology, mobiles, and wearable devices provide an opportunity for people to engage and track their physical activity and sport.

The Australian Government will fund a national award for digital innovation in sport that can be adopted and adapted by sports, schools and students to engage in sport.

The Australian Government will promote the competition among schools as an opportunity to encourage projects and conversations that focus on the benefits of physical activity ensuring physical activity is integrated in our children's education and is vital to its success.

#### PROMOTE INCENTIVES TO ENGAGE IN SPORT AND PHYSICAL ACTIVITY

Cost of living pressures are serving as increasing barriers to allowing families to participate in sport and physical activities. Many state and territory governments have introduced sports vouchers to enable families to receive discounts on the cost of registrations and insurance.

There are other grants and levels of assistance for individuals and families looking to engage in sport and physical activity but often this can be difficult for families to determine. Organisations outside of government bodies actively encourage sport and physical activity and it is important that these messages are promoted and supported.

Sport Australia will work with national sporting organisations and physical activity stakeholders to decrease the cost of participating in sports and physical activities, including registration fees, insurance costs, uniform costs.

## OLDER AUSTRALIANS

With Australia's population over the age of 65 set to double over the next 40 years,<sup>27</sup> making sure older Australians are able to enjoy the benefits of physical activity is more important than ever. The Australian Government will encourage Australians aged 65 years and over to adopt and incorporate physical activity into their everyday lives to prevent and reduce the impact of chronic conditions, reduce the risks associated with falls and increase overall physical and mental health.

The Australian Government will support organisations to provide sports and other physical activity opportunities for older Australians through accessible networks including workplaces, aged care services, retirement villages and sports and recreation centres.

## COMMUNITY SPORT INFRASTRUCTURE

Community sport infrastructure is a sound investment with more than eight million Australians using community sporting infrastructure every year. Community sport directly employs 57,000 people, contributing \$5.5 billion in increased economic activity, \$4.9 billion in personal health benefits and \$4.2 billion in social capital uplift.<sup>28</sup> Being physically active is more than just utilising pools, courts and ovals. It is about having access to open spaces - be it on the water, at the beach or hiking in a national park.

The availability of accessible and sustainable sporting and physical activity infrastructure is critical when it comes to getting Australians moving more. Part of this is working to ensure that all funded facilities are designed in a way that they are accessible to all - not modified for use for people with a disability but designed to be used by people with a disability.

The Australian Government will play a key role — alongside state, territory and local governments — in funding infrastructure that meets the ever-changing needs of Australian communities.

Following the agreement of the Meeting of Sport and Recreation Ministers, the Australian Government will engage with state and territory governments to examine a more collaborative model of sports infrastructure funding.

The Australian Government has invested more than \$600 million in sports infrastructure nationwide in the period 2013-2018. This investment will be complemented by the work of Sport Australia which is already producing data and tools to help us better understand the economic and social value of sports infrastructure, in turn helping sporting organisations and governments to plan better.

Following the agreement of the Meeting of Sport and Recreation Ministers, the Ministers will examine opportunities to create a database on sports infrastructure and will work with local government and national sporting organisations to develop a national approach to mapping infrastructure across Australia

All Australians, regardless of age, gender and ability should be able to access infrastructure, play and participate. We need to ensure that all new developments have sporting infrastructure that is accessible to all, have physical activity as a core design element, and provide for the future sporting needs of new communities. Further, we need to ensure that sporting infrastructure supports longer hours of use and include programs that encourage more flexible use of facilities by individuals, sports, and community groups.

Sport Australia will lead the development of best-practice sport and physical activity infrastructure, facility design and use.

The sports sector must work cooperatively with other sectors such as health, education and infrastructure and, more importantly, families to tackle challenges such as physical inactivity.

## **VOLUNTEERS**

Volunteers are often the heart and soul of sporting events and are a crucial component in our sporting communities. Volunteering in sport and physical activity enriches the lives not only of the volunteers but also those whose sport and physical activity is facilitated by them. With 1.8 million volunteering in sporting activities each year, the sports sector engages the largest group of volunteers in the country. Whether preparing a wicket at the local cricket club, keeping score, coaching or umpiring the kids, or running a committee, sport in Australia doesn't happen without its selfless volunteer workforce.

As the business and structures of sport evolve, so too must its workforce. We will continue to invest in our people so that they may drive the industry forward.

The Australian Government will prioritise, in partnership with states and territories, sporting organisations and other stakeholders, initiatives to help recruit, train, reward and recognise volunteers.



# **ACHIEVING SPORTING EXCELLENCE**



# ACHIEVING SPORTING EXCELLENCE

National pride, inspiration and motivation through international sporting success

## Long-term target

Australians have high expectations of our elite athletes and national sporting teams. The Australian Government's role is to enable and empower sports to achieve sustained sporting success on domestic and international sporting stages. To do this, our high performance approach will be tailored around sports and athletes, leveraging Australian Institute of Sport (AIS) expertise where it provides a competitive edge.

Opportunities and pathways must be the focus for our athletes to compete on the world stage. Aspiring athletes need our support and established pathways that allow these athletes to be the best they can be both during and after their careers.

Under this strategic priority of *achieving sporting excellence*, the Australian government will promote and sustain high performance outcomes through the following actions.

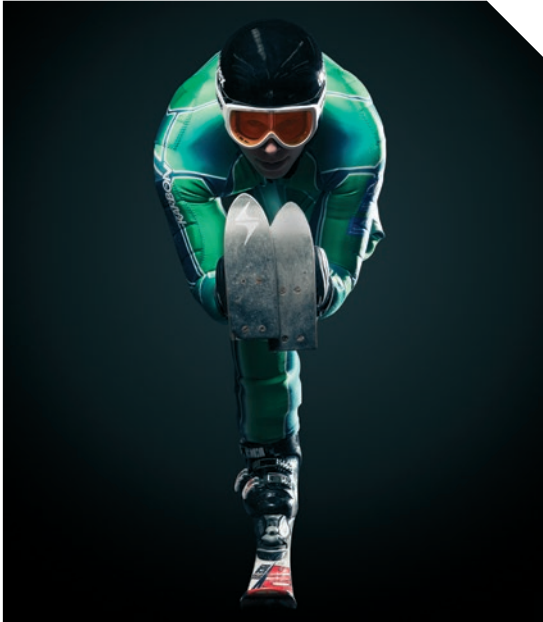
### Achieving Sporting Excellence

- › Examine opportunities to support the AIS to continue being the national high performance system leader
- › Support national sporting organisations achieve sporting success
- › Develop talent across the system
- › Support Australian athletes both during and after their competitive careers

## The case for supporting excellence in sport

Australia has a proud history of producing sporting champions. Our athletes, teams and sports have delivered many historic moments for Australia. The success of our athletes at the international level contributes to our sense of national identity and pride.

Australia needs to reclaim its world leading status. In 1981 when Australia established the AIS, we did not copy other countries, nor did we look back to the 1956 Melbourne Olympics as a model that still worked. Sports, governments and athletes came together to create a model Australia would be proud of — a model that would change the way Australian high performance sport, preparation and research were delivered and would lead the world.



Sport 2030 is not about looking to emulate other countries, nor is it seeking to benchmark ourselves against international investment levels and models. It is about having a system that revolves around athletes and sports and our mission to have sustained sporting success at the highest level.

High performance sport in able-bodied and para-sports has evolved significantly in the four decades since the creation of the AIS. In the early 1980s, sport was largely amateur, there were no state institutes and academies of sport, and sporting organisations did not have centres of excellence. The AIS gave focus to a fledgling industry and a home to athletes. However, as high performance sport matured and progressed, and once athletes and sports had options that provided all the disciplines they needed without having to reside in Canberra, they stayed locally in the environments most conducive to their training and performance.

Since the 2000 Sydney Olympics, Australia's international sporting performance has been in decline with a decrease in both medals and medallists.

Against this backdrop the Australian Government, Sport Australia and the AIS, has reconsidered our collective ambitions and targets, as well as how success is defined. While we'll never stop striving to be the best in the world in as many sports as possible, our aspirations must acknowledge that success in high performance sport is correlated to investment and we should measure our performance using more than just the medal table.

As such, for the first time, Sport Australia has defined high performance Olympic and Paralympic success more broadly than just winning. Success at elite international level remains important to our nation and fundamental to the AIS, but the measurement of success must now also include the impact of athletes as role models, their engagement with the community, and delivering a respected system.



To deliver on Australia's renewed high performance goals and aspirations, the AIS has developed, with sector partners, a comprehensive high performance strategy which will be released later in 2018 as part of Sport Australia's broader strategic planning. The high performance strategy provides the link between Australia's current situation, and the vision and actions required to achieve sustained success into the future.

Across able-bodied and para-sports, Australia needs a fully integrated high performance system. Our sports and athletes need access to the best high performance programs, minds, facilities and research, data and analysis from across our Australian high performance systems. We need to be able to share the lessons learned from the successes and failures across all Australian sports and have a system that is focused on sharing that knowledge quickly and widely to drive better and more consistent results.

## What long-term changes will Sport 2030 promote to sustain success?

The Australian Government is committed to our athletes' succeeding on the world stage. We want our high performance sports system to be recognised as world leading and our sporting champions to be a positive influence on the community.

### A UNITED HIGH PERFORMANCE SYSTEM

Since opening in 1981, the AIS campus has been a benchmark for other nations on how to deliver high performance outcomes for athletes. The AIS campus developed into a symbol of sporting excellence that has continued to inspire generations of athletes. However, the AIS is no longer at the cutting edge of sporting excellence. The world has moved forward.



Australian sport now demands the return of a leading institution to drive system-wide investment in the frontiers of ethical sport, working with partners across all sectors to quickly identify, improve, amplify and share new and emerging ideas, technologies and practices with sports.

The AIS facility in Canberra is at the core of Australia's cultural commitment to high performance excellence.

The thousands of families and school children that tour the site every year will be able to see the AIS facility not as the home of high performance sport, but as the home of Australia's high performance system leadership.

Under Sport 2030, the AIS will support Australian athletes to maintain their place amongst the world's best and fulfil their potential outside the sporting arena too. The AIS will drive reform through leading the national high performance system and through a focus on the big system level that no other organisation is positioned to do.

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The AIS will lead a united, high performance system, underpinned by efficient and effective investment, supporting sport with innovation and promoting athlete wellbeing.

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As the leader, the AIS will collaborate to create high performance strategies that are recognised as world-leading, and that are influential and relevant to all sport in Australia in the following areas:

- working with state-based institutes and sports academies to streamline and maximise pathways while also minimising duplication;
- strengthening the Australian high performance system through a united approach — getting the basics right;
- driving overall investment and resource allocation to optimise performance outcomes, including for the long term through effective pathways;
- transforming Australia's high performance workforce to deliver performance outcomes, particularly in coaching and leadership;
- developing system capability to provide for athlete personal development and wellbeing, and engagement with the community; and
- solving strategic performance issues via applied research, technology and innovation.

## A FOCUS ON ATHLETES

Athletes are the sports sector's core assets and role models, particularly for our children. Not only do athletes need to be in peak physical shape to perform at their best, their mental health and wellbeing is critical to their performance and to their health and ability to thrive after sporting careers come to a close.

With athletes under intense scrutiny and pressure in the high performance environment, it is the responsibility for the AIS to be at the cutting edge and a world leader in supporting the nation's athletes to remain healthy as well as perform at their best.

The AIS will support athletes as they transition through key moments in their sporting lives and beyond. The team will provide national leadership and expertise focused on holistic athlete development, including life skills to negotiate the high performance environment, professional development in career and education, and activities to stimulate effective community engagement and integration.



“It’s really important to have the voices of athletes in this process and the benefit of sharing wisdom to emerging champions can’t be underestimated. There were times during my career that I couldn’t quite find the right person to talk to and this is a great step in the right direction.”

— Ian Thorpe OAM

It is important that athletes who represent Australia internationally do so with all the support and resources required. Career pathways for these athletes through their performance period and beyond will be part of the AIS vision.

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Guided by our athletes, the AIS and Sport Australia will work with Australia’s sport industry to develop a shared understanding of a successful high performance culture that includes athletes finding the right balance between wellbeing, engagement in activities outside of training and competition, and the requirements of elite sport.

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The AIS will develop and implement a national approach to athlete wellbeing and engagement; assist sports to implement this approach; provide centralised resources including access to centrally managed referral networks in mental health and career advice; and facilitate athlete engagement with their communities.

## What will the Australian Government prioritise to support high performance in Australian sport?

Sport 2030 positions the AIS as the leader of Australia's high performance system – not simply a location. The AIS will no longer be defined as a set of buildings in Canberra, but the embodiment of our high performance system.

To support this transition, the Australian Government will secure investment in the system, sports and athletes. This investment will provide improved and innovative support to current and future athletes to maximise opportunities for international success. Under the AIS's high performance strategy, this will be measured through both the number of medals and total number of medal recipients (i.e. in team sports) at major international events.



## EVOLUTION OF THE AIS

For the AIS to regain its previous world-class status and to develop into a 21st century organisation, a new way of structuring itself and working with sport must be introduced. In particular, the AIS must evolve, creating an environment for high-level expertise on sport strategy, leadership and athlete development.

The AIS will support able-bodied and para-sports and athletes across Australia through research, testing, training, injury prevention and rehabilitation facilities that can deliver a genuine competitive edge.

As Sport Australia and the AIS redefines its role in leading the Australian sport sector, we must work in close partnership with our state and territory institutions and academies and nation's sporting bodies to clearly articulate the roles and agreed objectives we will each perform in the future to enable our athletes' success.

Along with state and territory institutes of sport and academies, the Australian Olympic Committee, the Australian Paralympic Committee and Commonwealth Games Australia, we will strengthen our collaboration and efficiency and ensure we are aligned in delivering high performance results for Australia.

The Australian Government will consider a business case for the redevelopment of the Australian Institute of Sport at the current site in Canberra.

Smarter and strengthened partnerships between key sporting bodies are a must, and international success depends on many partners.

The AIS will be an information leader for high performance sport. Professional discipline networks will disseminate key information, promote innovations, and help contribute to research agendas.

The AIS will continue to attract the most relevant and exceptional partnerships to enhance our athletes opportunity for success. These partnerships will seek to drive efficiency and ensure our sports are benefiting from world-leading technology.

The innovations which have the potential to enable athlete success now come from more diverse fields than ever before. Recognising many and varied sources of expertise, the AIS will play a leadership role in working with national sporting organisations, universities, and the private sector to quickly identify, improve, amplify and share new and emerging ideas, technologies and practices with sports.

The AIS will work with university partners across the country.

The AIS will encourage and enable the best research in the country to pursue new technologies, practices, ways of teaching and learning, and systems specifically designed to boost high performance outcomes.

Para-athletes are integral to achieving high performance success and with the 2018 Gold Coast Commonwealth Games we have now seen how hugely popular the integration of para-sport into major sporting events can be. Para-athletes are some of the most celebrated and recognisable athletes in Australia and have a particular ability to motivate and inspire the nation. Australia has participated at every summer and winter Paralympic Games since the first Games in 1960. It is important to ensure that para-athletes are equipped with the best equipment and technology to compete and perform at their highest level.

The Australian Government will fund a para innovation award for new technology developments in equipment that can be specifically used by elite para-athletes.

## SUPPORT TO NATIONAL SPORTING ORGANISATIONS

The AIS will support national sporting organisations to pursue excellence across the high performance program including:

- supporting athletes along their career pathway, including life after sport;
- implementing innovative strategies that are recognised as world-leading;
- increasing the number of high calibre future athletes, achieving a sufficiently broad range of disciplines (where appropriate) and producing medallists;
- attracting, developing and retaining high quality coaches, leaders and support staff; and
- ensuring our sporting champions are strong, positive role models who are engaged with the community, uniting, inspiring and motivating all Australians to participate in sport and live healthier lifestyles.



Investment in and support to athletes is central to implementing innovative high performance strategies that are recognised as world-leading.

Athletes rely on the expertise and guidance from a vast network of support staff to make improvements wherever they can be identified and achieved. Sports medicine, strength and conditioning, physiology, nutrition and psychology, data analysis and bio-mechanics come together to enhance an athlete's performance. For every personal best, finals appearance, podium, league championship, medal, and grand final success, there is a network of support staff all playing their part in that success.

As we seek to identify and foster the best athletic talent, we must also consider the best coaches, administrators, sports scientists and high performance directors to build capability across the system. Influencing current barriers will enable us to better capitalise on international talent to develop our domestic teams where required.

The AIS will work with all sporting organisations to develop world-class coaches, administrators and officials who can drive and support the next generation of high performance athletes.

With the best professionals in place, we will facilitate system-wide collaboration, ensuring we have the people and development programs that allow them to better prepare our elite athletes for competition and a life beyond sport.

Our best athletes and our developing athletes must train and compete in effective daily training environments with genuine high performance culture and great coaches working alongside top sport science and medicine practitioners. There are many ways to provide these environments, at the AIS campus, state institutes and academies, and in sport-specific national training centres.

## ATHLETE WELLBEING AND ENGAGEMENT

Our elite athletes have the capacity to instil pride in a nation, inspire a generation and make a positive impact in communities across Australia. They are our greatest ambassadors. Australia has more than 2,300 high performance athletes within its networks; the combined impact these athletes can have is profound. To successfully harness the power of these individuals, the AIS will create an environment that is supportive to the unique and high pressure lifestyle our elite athletes experience.

To best enable our athletes to realise their fullest potential the AIS is dedicated to the vision that ensures Australian athletes can learn, thrive and contribute to the community during their time in high performance sport and have similar success in life afterwards.

Healthy, well-supported athletes have a greater chance of sustained success. In a nation whose population is dwarfed by our competitors, we do not have the luxury of a vast pool of elite talent. Instead, the AIS will focus on extending the success of our athletes by creating an environment that recognises their changing needs throughout their career, both physically and mentally. In a 2014 study of elite Australian athletes, more than 46 per cent of athletes were experiencing symptoms of at least one of the mental health problems assessed, with injured athletes experiencing higher levels of symptoms for both depression and generalised anxiety disorder.

At the most basic level, athletes should be better off from representing our country at the elite level. Athletes must be supported from their entry and throughout their high performance career. But the AIS must also help them to transition out of high performance sport. The AIS wants these athletes to have the life skills needed to succeed post-career and to give back to the community some of the joy and lessons they derived from sport at the highest levels.

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The Australian high performance system should strive to develop our sports people as better people, not just better athletes.

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# **SAFEGUARDING THE INTEGRITY OF SPORT**



# SAFEGUARDING THE INTEGRITY OF SPORT

A fair, safe and strong sport sector free from corruption

## Long-term target

Australian sport is seen as safe, trustworthy and fair; and has secure, reliable systems for deterring, detecting and dealing with threats to integrity.

Under this strategic priority of safeguarding the integrity of sport, the Australian Government will deliver against this long-term target through the following actions.

### Safeguarding the Integrity of Sport

- › Development and implementation of the Australian Government's response to the *Review of Australia's Sports Integrity Arrangements*
- › Contemporary sports governance arrangements
- › The protection of children in sporting environments

## The case for a fair and strong sports sector

Community confidence in the fairness and legitimacy of Australian sport is critical for the survival and health of the sector, for community participation, and the return on high performance investment. The multiple health, economic, social and cultural benefits of sport are severely undermined when sports integrity is not properly protected. This can only be achieved by ensuring Australia operates an effective and contemporary sports integrity system.

While there are multiple sports integrity challenges, the safety of participants, including children, in sport is paramount. The Australian Government will support the sports sector to provide safe, fair and inclusive environments and opportunities for sports participants.

The integrity of our sporting competitions, at all levels, is the foundation of faith in our sports institutions. Maintaining this faith through contemporary integrity arrangements is a priority of the Australian Government.

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The Australian Government, in conjunction with the sports sector, will continue to identify, address, and proactively deter threats to sports integrity to enable supporters and participants to have faith that Australian sport is fair and safe.

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## What long-term changes will Sport 2030 promote to strengthen the sector's integrity responses?

Sport holds a special place in Australia and provides substantial health, economic, social and cultural benefits in the lives of Australians. Sport is, however, now faced with external threats on an unprecedented scale. The value and benefits of sport are undermined whenever the integrity of sport is compromised and public confidence in sport diminished.

These integrity threats include increasingly sophisticated doping practices; globalisation and rapid growth of online sports wagering — particularly through illegal and unregulated wagering providers; infiltration and exploitation of the sports sector by organised crime; corruption in sports administration; and participant protection issues, including child safety.

Together, they form a complex threat matrix, exposing vulnerabilities across the Australian sporting sector that require a coordinated, robust national response involving sports, governments, regulators, the wagering industry, law enforcement, and other stakeholders.

Although Australia has in many respects led the world in its integrity responses and frameworks, gaps remain and rapid changes in the threat environment require ongoing vigilance to ensure our ability to protect Australian sport and sporting participants remains contemporary and effective.

Of specific concern in this context is Australia's ability to confront the ever-growing threat of illegal wagering on sport and its connections with match-fixing and organised crime. Cases of such corruption are now becoming widespread in global sport, and the proliferation of accessible illegal online bookmakers in Asia presents a particular threat.

Because of the unique nature and challenges presented by sports integrity issues, in 2017 the Australian Government commissioned a comprehensive independent review of Australia's sports integrity arrangements, led by the Hon James Wood AO QC.

The Wood Review found that without a comprehensive, effective and nationally coordinated response capability, the hard-earned reputation of sports in this country risks being tarnished, along with a potential reduction in participation rates and a diminution in the social, cultural and economic value of Australia's significant investment in sport.

Having considered all elements of the sports integrity environment, the review made a range of recommendations. These related to improving anti-doping capabilities; providing efficient, cost-effective and transparent dispute resolution for Australian athletes through a National Sports Tribunal; supporting international collaboration to combat match-fixing and establishing nationally consistent and effective match-fixing (and related corruption) offences; streamlining and simplifying administration of national sports wagering arrangements; and establishing a dedicated cohesive national sports integrity capability in the form of a National Sports Integrity Commission.

Importantly, the Review noted that the manipulation of sports competitions can be easily achieved and difficult to detect in the absence of an ability to monitor wagering markets and to gather, collate, and assess related data and intelligence. The existence of and accessibility to offshore online illegal bookmakers offering markets on Australian sports, including in-play markets; the enormous liquidity and growth of those markets; and the inability for Australia to access related data, represents a significant integrity vulnerability. An important objective stemming from the Wood Review is the capture of all forms of wagering on Australian sport in a regulated environment to minimise the attraction of illegal offshore online bookmakers, and to allow monitoring of markets and an effective response wherever corruption is indicated.

In 2018 the Australia Government has moved to strengthen Australia's anti-doping capabilities through increased funding to the Australian Sports Anti-Doping Authority and the Australian Sports Drug Testing Laboratory. The Australian Government also moved quickly to enhance the important work of the Sports Betting Integrity Unit to further protect Australian sports from criminal influence, match-fixing and other wagering-related corruption, while longer term ongoing capabilities are developed. These and other elements of the Australian Government's response to the Wood Review are being developed by a taskforce already established by the Australian Government in mid-2018.

Another area of immediate action is the establishment of the Safe Sport Australia initiative. This initiative will enable the Australian Government to provide immediate and direct support to community-based sporting organisations to oversee child safe environments.

Australia has an enviable international reputation for the achievements and competitiveness of our athletes, the passion of the sporting public and the role of sport in our society. The sports integrity measures under Sport 2030 will ensure this part of Australian life will continue to be effectively protected and that all Australians can enjoy sport that is safe, fair, clean and inclusive.

In response to the Wood Review, the Australian Government will seek to ensure the sports sector is strong and inclusive so Australians can place their trust in the sector when they engage with sport. Through Sport 2030, the Australian Government will continue to:

- develop and promote resources and initiatives that ensure sport is safe, fair, clean and inclusive;
- encourage and support national and state sporting stakeholders to practice unified behaviours and implement contemporary, best practice governance models; and
- contribute to international integrity efforts so that global sport is conducted on an even playing field for all participants, free from corruption or undue external influence.

## What will the Australian Government prioritise to protect the sector?

### RESPONDING TO THE REVIEW OF AUSTRALIA'S SPORTS INTEGRITY ARRANGEMENTS

Australia is well known as a strong advocate for sports integrity. The Australian Government will prioritise the development of responses to the Wood Review. The development of nationally consistent and effective integrity responses will continue to be prioritised to ensure faith in the sports Australians play and support.

The Australian Government will make a formal response to the recommendations from the Wood Review.

### CONTEMPORARY GOVERNANCE OF SPORTS

Australia is well known as a global leader in sports governance. To remain at the forefront, Sport Australia will refine and consolidate its governance principle framework. This will reduce regulation and provide simplified, targeted and contemporary guidance to accelerate business performance within sporting organisations.

In 2018, sports that rely on Government funding for the majority of their revenue are falling behind the professional sports in their ability to deliver both high performance and participation outcomes. The gap is widening, leading to a two-speed economy where those sports that can generate broadcast outcomes are able to invest in innovation, capability and resources and those without commercial streams of revenue are restricted.

In support of this, Sport Australia will also focus on supporting the transformation of sporting organisations' operational practices through identifying key partnerships, and modern management structures to allow the industry to meet the needs of its participants.

Sport Australia will encourage national sporting organisations to adopt a more efficient, model of governance which can best position sports to be able to drive greater commercial outcomes, reduce reliance on funding, increase autonomy and support innovation.

All sporting and physical activity organisations should strive for best practice governance in order to achieve efficiencies and excellence.

## THE PROTECTION OF CHILDREN IN SPORT

The 2017 report by the Royal Commission into Institutional Responses to Child Sexual Abuse final report has recognised that the broad audience and prominent place of sport in the community presents an opportunity to raise awareness of, and promote, child safety.

Sport Australia will establish and roll out Safe Sport Australia to strengthen the integrity of Australian community sport.

Safe Sport Australia (SSA) is central to the Australian Government's response to the Royal Commission's four recommendations regarding sport. These recommendations will be met through the introduction of child safe standards, the establishment of a child safety advisory committee, expanding the reach of *Play By The Rules*, and improving communication so the child safe standards and relevant resources are accessible.

SSA will position sport at the forefront of child safe practices in Australia by providing a multi-pronged, contemporary approach to ensure all levels of sport understand their roles in keeping children safe. This approach includes sophisticated training for national sporting organisations, complemented by a contemporary approach to accrediting clubs to be child safe through comprehensive, accessible digital resources.

Play by the Rules will continue to provide a broad array of valuable resources regarding inclusion and integrity to its online audience, and this will be augmented by SSA which will ensure child safe practices are deeply embedded throughout Australian sport.

These important measures will also be considered under the Australian Government response to the Wood Review, as part of the overall future national sports integrity framework.

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The Australian Government has committed to publicly reporting on its progress in implementing the Royal Commission's recommendations, including those relating to sport, on an annual basis until 2022. These progress reports will be tabled before parliament. Other information about progress and measures for protecting children will also be shared with a focus on ensuring it is accessible to children and institutions, including those in sporting institutions.

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# **STRENGTHENING AUSTRALIA'S SPORT INDUSTRY**





# STRENGTHENING AUSTRALIA'S SPORT INDUSTRY

A thriving Australian sport and recreation industry with contemporary governance structures, world-leading research and innovation, strong economic investment, hosting global events and facilitating Australia's international interests

## Long-term target

The Australian Government will ensure the sports sector is strong, viable, contemporary and inclusive with high quality successful organisations.

Under this strategic priority of *strengthening Australia's sport industry*, the Australian Government will promote and sustain industry growth through the following actions.

### Strengthening Australia's Sport Industry

- › Sports industry growth led by industry and supported by the Australian Government
- › A new Australian Sports Diplomacy Strategy
- › Coordinated delivery of major sporting events
- › Improved workforce capability to support our athletes and organisations be the best
- › Data, evidence and insights to promote how active, sporting and healthy Australians are and could be

## The case for a stronger Australian sports industry

For Australia to be the world's most active, healthy sporting nation, it needs to have an active, healthy and successful sporting industry that can keep pace with the changing world.

Australia's sport industry consists of many components; from professional and amateur sports to grassroots; recreation participation; sports management and marketing; to sports tourism and major sporting events; sporting products; apparel; volunteers and administrators.

Sport is big business in Australia. The global sports industry is estimated to be worth between \$480 and \$620 billion.<sup>29</sup> In Australia, more than \$12 billion is spent on sport and sports infrastructure each year, supporting a workforce of more than 220,000 people and accounting for two to three per cent of Australia's GDP – comparable to our tourism industry.<sup>30</sup>

The sport and recreation industry employs a wide range of Australians with varied qualifications and skill sets from fitness instructors running boot camps, pool and coastal lifeguards and sporting event managers to coaches, officials, journalists and commentators, sport scientists and nutritionists. Vocational and tertiary education courses delivered by Australian tertiary institutions have grown and diversified to match the industry they support from a *Certificate 1 in Sport and Recreation* to a *Doctor of Philosophy (Exercise and Sport Science)* attracting students from around the world.

Graduates use their skills across the full spectrum of the sport business – from educating our kids to be physically active, to working with global sporting superstars.

Australian universities regularly rank in the top three in various international polls relating to sport and exercise science courses. The domestic and international student market drives the demand for 160 undergraduate and 70 postgraduate sport and leisure courses, across 28 Australian universities.

Increasing awareness of the health benefits of an active lifestyle has led to growing demand for gym memberships and other physical activity options with providers looking to attract and retain new customers with an increasing array of affordable and accessible products. Within the broader sport and recreation sector, the fitness industry has grown over the past five years. Forecast revenue increases for the fitness industry are 7.5% annualised over the five years through 2017-18, reaching \$2.2 billion.<sup>31</sup>

It is an industry providing substantial opportunities for growth and jobs and thus a significant contributor to the Australian economy. The direct economic, productivity and volunteering benefits from sport create a total economic value of approximately \$50 billion a year.<sup>32</sup>



Australian households spent approximately 1.5 per cent of their household budget on sports and recreation products in 2009-10, a total of \$8.2 billion. Total income for sport and recreational activities industries in 2011-12 was \$12.8 billion, with an operating profit margin of 9.5 per cent.<sup>33</sup>

The industry continues to evolve. As the CSIRO identified in 2013 in its report *The Future of Australian Sport*, market forces are likely to influence sport into the future. In particular, elite athletes in some sports will attain significant pay rises and sponsorship deals which may not occur in other sports. This in turn will draw athletes away from those sports that are not able to offer the same financial incentives, resulting in the 'sporting pool' available to consumers being diminished.<sup>34</sup>

In addition, the CSIRO determined that casually organised community sports organisations would be replaced with entities containing more formal governance structures in light of market pressures.

We are watching more sport more often – sharing in the highs and lows of our favourite events. The value of TV rights for major sporting events is continuing to increase and provides the substantive revenue source for major sporting codes. The broadcast rights for AFL, NRL, FFA, ARU, Tennis Australia and Cricket Australia exceeded \$6 billion over the last rights cycle.

At a local and regional level, communities are seeking to host national and state based sporting events, generating vital tourism and small business revenue. These local sporting events provide a valuable injection of funds to local and regional economies. The Australian Masters Games held in Adelaide in 2015 generated a \$12.6 million economic impact for the local economy and in Tasmania in 2017 it generated an economic impact of \$8.3 million.<sup>35</sup> In 2017, the Kanga Cup Football tournament, the largest international youth football tournament in the Southern Hemisphere, generated \$5.2 million for the local economy in Canberra.<sup>36</sup>



Events like the Australian Open held during January in Melbourne each year showcases Australian sport on an international stage. The Australian Open event is considered a pinnacle event in world tennis and ensures that world class tennis is available to all, both in Australia and across the world. In 2018 the Australian Open contributed more than \$280 million to the economy. Nearly 750,000 people attended the event, with more than 80,000 or 11 per cent from overseas.<sup>37</sup> In 2017, the men's singles final, played between Roger Federer and Rafael Nadal, was watched by over 900 million households across the world and was dubbed the most-watched tennis match of all time.<sup>38</sup> These sorts of historic moments put Australia in the world's spotlight and in turn capture the imagination of the sporting world.

Technology in sport is also big business. Some 39 per cent of the Australian adult population who participate in sport use some form of technology for sport or physical activity, with 17 per cent using apps for tracking activity or training and 14 per cent using wearable technology or heart monitors. Online communities are able to connect people around the world, allowing them to train and compete in groups where, and whenever they want to be active. Innovative Australian-born companies continue to sell our expertise to the world.

E-sports are also providing both opportunities and challenges with the number of e-sports enthusiasts around the world expected to rise to 286 million by 2020.

The CSIRO further identified that:

“The sports that Australians play today are the result of cultural evolution over the last two centuries. The desire to play and watch sport is fundamental to Australian culture and this is not likely to change in coming decades. In 2040, Australians will most likely still follow and participate in AFL, cricket, rugby, touch football, netball, sailing, soccer, swimming, basketball, lawn bowls and other sports in large numbers”.<sup>38</sup>

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The Australian Government will prioritise undertaking an economic study and analysis into the value of sport and how it contributes to the Australian economy — including consideration of redistribution models to sustain the ongoing investment in sport.

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## What long-term changes will Sport 2030 promote to strengthen the Australian sports industry

### A THRIVING SPORTS INDUSTRY

The Australian Government wants to develop an internationally competitive, dynamic and thriving Australian sports industry sector which is sustainable, innovative and diverse and boosts the economy of the nation for the long-term. This should be an industry-led approach supported by stakeholders from government and the university and research sector.

Australia has led the world in research, development and innovation, but Australian scientists and researchers need to continue to push the boundaries of what is possible in sport. It is vital to ensure that environments continue to be created that allow the sports sector to initiate, encourage and facilitate research and development in relation to sport, and to undertake research and development related to sports science and sports medicine.

Domestically, a vibrant sporting culture can transform communities and examples are emerging around the country. Using the existing strengths of our communities, regions and natural environment, we want to create a new way of thinking as it relates to the transition from the old economy to the new.

### CASE STUDY

#### BLUE MOUNTAIN DERBY BIKE TRAILS, TASMANIA



The Blue Derby mountain bike (MTB) trail in Derby, located in the northeast of Tasmania, was completed in 2014. Since opening, the Dorset council estimates the economic impact of the MTB trails in the region to be between \$15 million and \$18 million and since its establishment the influx of visitors to the region have increased significantly.

Derby has felt the effects of the declining forestry industry. So, with MTB growing in popularity, this is a perfect example of how investing in sport and recreational infrastructure can re-energise rural and regional areas and harmonise the community in the process. It also has the ability to stimulate the local economy whilst creating jobs.

Small business owners in the area have also reported a positive impact on local teens and children, explaining there is a sense of *“pride that they’ve got in their town”* — Mr Buck Gibson, Local business owner.<sup>39</sup>

## INTERNATIONAL RELATIONS

Australia's sports industry is regarded as a key soft power asset on the global stage. Australia's strong and positive reputation supports stronger diplomatic and economic ties, helps attract investors and tourism and gives other nations confidence Australia is a reputable global citizen.

Sports diplomacy uses the universal passion for sports as a way to bring people together. Sport opens doors and builds relationships at the highest levels between governments but it also supports grass root relationships. The Australian Government recognises the power of sport as a soft power tool that can be used to influence our trade, diplomatic, development and political objectives.

Australia's exceptional track record of sporting success and integrity, as well as our ability to host world-class major events, already helps to enhance our international reputation. Sport reinforces brand Australia, reflecting a "confident, creative and outward looking nation, with a strong economy and an abundance of talented people,"<sup>40</sup> helping us reach more people in more countries than traditional channels allow.

The Australian Government, in partnership with the sports sector, will ensure Australia continues to be seen as a world leader in sports diplomacy, sports integrity and hosting major events. We will use our nation's expertise and reputation for sporting excellence as a vehicle to build greater connections and influence in our region and throughout the world.

## MAJOR SPORTING EVENTS

In 2000, Australia set the standard for international sporting events with the Sydney Olympics. Since then a succession of high quality events, including the Commonwealth Games in Melbourne in 2006 and on the Gold Coast in 2018, have cemented Australia's reputation for major event delivery.

Australia's expertise spans across a range of sectors including event bidding, venue design and construction and event management, marketing and operations. Our event organisers are sought after the world over.

The Australian Government is promoting Australia as a host of choice for major international sporting events. This includes the Australian Government's support for the delivery of the Gold Coast 2018 Commonwealth Games, and planning for the Invictus Games Sydney 2018, and the International Cricket Council World Twenty20 women's and men's tournaments in 2020. The Australian Government has also committed funding for Rugby Australia to prepare a bid to host the Women's Rugby World Cup in 2021 and also for Football Federation Australia to prepare a bid to host the FIFA Women's World Cup 2023.

Recognising the sporting, social, cultural, economic and community benefits that are derived from hosting international sporting events, the Australian Government wants to enhance our international reputation long into the future.

## CASE STUDY

### ONE NETBALL PACIFIC PROGRAM



The Pacific Sports Partnerships (PSP) is Australia's flagship *Sport for Development* program valued at \$4 million a year (2009–2018). PSP is delivered in partnership between the Department of Foreign Affairs and Trade and Australian (and regional) sporting organisations selected

through a competitive grants process. A new Asia Pacific program will deliver stronger development outcomes through partnerships and will strengthen Australia's influence, reputation and relationship to support its foreign policy objectives in the region.

One Netball Pacific, delivered by Netball Australia, aims to build the capacity of Pacific netball federations to deliver netball programs that increase access for women and girls to participate in physical activity whilst also improving their physical and mental wellbeing, and provide leadership opportunities. Netball showcases female leaders to influence a change in gender norms in traditionally patriarchal societies. This includes the Kau Mai Tonga campaign, which challenges community attitudes towards, and champions the benefits of, women being active.





Benefits to the sports sector include:

- providing more frequent exposure to elite-level competition for Australia's best athletes in a 'home ground' environment;
- building capability and capacity within sporting organisations across event and volunteer management as well as marketing and promotion. Such investment will in turn allow sports to more effectively deliver local, territory, state and national events into the future;
- improving sport infrastructure; and
- providing targeted opportunities to focus participation and legacy programs to leverage the heightened awareness and positive attitude toward major events.

The Australian Government recognises that a strategic and coordinated approach to bidding and hosting is required in order to realise and maximise the benefits. To achieve these benefits and maintain our outstanding reputation, the Australian Government on a case by case basis, will continue to support the hosting of major sporting events in consultation with state and territory governments and sports and physical activity organisations.

Governments have an obligation to seek tangible returns from investing in both attracting and staging major international sporting events across Australia's states and territories. These returns are measured across a broad range of economic, community and social benefits to Australians, including:

- **Tourism** — international, interstate and intrastate;
- **Trade** — both direct and indirect business activity generated by sporting events;
- **Employment** — event organisers, commercial partners, service providers;
- **Infrastructure** — legacy benefits of new and improved stadiums, sporting, transport and other public facilities;
- **Gender equality** — both in, and through, sport;
- **Communities** — uniting people, strengthening local communities and instilling national pride;
- **Participation** — creating role models who motivate and inspire children and adults to be active and play sport; and
- **Diplomacy** — leveraging Australia's sporting prowess and egalitarian sense of a 'fair go' to forge new people-to-people links in Australia's national interest.

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The Australian Government will continue to be supportive of major events in collaboration with Australia's national sporting organisations, their international governing bodies, state and territory governments and local organising committees.

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## What will the Australian Government prioritise to support the sports industry?

### SPORTS INDUSTRY GROWTH

As we move further into the 21<sup>st</sup> century, sport can play a key role in helping Australia transition into a smart, high value and export focused nation.

The Australian Government recognises that industry is best placed to drive cultural change and overcome barriers to innovation, productivity and growth.

The Australian Government is keen to work with the sport industry to identify and unlock further opportunities and growth, through the development of a Sport Industry Strategy. Such a strategy could identify opportunities and overcome challenges facing the sector and could include initiatives for the industry to:

- increase collaboration and commercialisation;
- improve international opportunities and market access;
- enhance management and workforce skills; and
- identify opportunities for regulatory reform.

The Sports Industry Strategy (the Strategy) would highlight existing partnerships across the sector and further opportunities for collaboration and would identify challenges and opportunities facing the sector and put forward actions to meet challenges and capitalise on opportunities. The Strategy would capture and respond to local and international developments in the sector. The Strategy will be developed in consultation with stakeholders and provide strategic direction to focus collaborative business, research, education and government sector efforts.

All levels of government could draw on the insights and strategies described in the plan to improve and target relevant industry and innovation programs, inform policy and ensure that regulation is streamlined and fit-for-purpose.

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The Australian Government will prioritise opportunities to grow the sports industry through a Sports Industry Strategy.

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## AUSTRALIAN SPORTS DIPLOMACY

Australia's reputation as a high performing sporting nation and for hosting successful major sporting events has showcased our sporting expertise, culture and way of life. Australia's expertise in sport science and world class status for performance innovations provides opportunities to build our international reputation and capitalise on export markets.

Combined with other activities, sport can be used to help address development priorities across the United Nation's 2030 Agenda for Sustainable Development. This includes helping to address primary risk factors associated with chronic conditions and to promoting gender equality, disability inclusion and social cohesion.<sup>41</sup>

The current sport diplomacy strategy (2015-18)<sup>42</sup> helps to focus our efforts in areas in which we have a comparative advantage and have delivered some strong returns from Australia. The Australian Government recognises that a new strategy will capitalise on our successes and position us to respond to new challenges and opportunities in the region. The new strategy will be informed by a soft power review that the Australian Government is undertaking to ensure that Australia continues to build its soft power and influence.

The Australian Government will renew the Australian Sports Diplomacy Strategy.

Elite athletes and teams play an important role in representing the country in their 'green and gold' at international sporting events. It is important to ensure that the national sporting organisations are best placed to adequately assist their athletes, not only in performing at their highest level on a world stage, but that they are also able to do so in a safe environment.

Sport Australia will work with the national sporting organisations to determine gaps in preparing for international sport events and to work to address concerns around risk management for these events.

## COORDINATED DELIVERY OF INTERNATIONAL EVENTS

When the Australian Government invests in major sporting events, it is expected appropriate governance models be established, recognising the level of government contribution and the requirement for oversight and accountability.

Event proponents, including national sporting organisations and non-national sporting organisations, should approach the Australian Government to assess the scope of involvement – including financial or in-kind support likely to be forthcoming – before taking a decision to express interest or submit a formal bid to host a major event in Australia.

Working together with national sporting organisations and collaborating with state and territory governments, the Australian Government will:

- support national sporting organisations to undertake strategic analyses and plan for major events as part of their long-term business planning for the growth and sustenance of their sport in Australia;
- provide a guided pathway for national sporting organisations to engage with government agencies involved with providing in-kind or cost recovered services to support major events;
- actively look for opportunities to partner with national sporting organisations to selectively bid for and host major international events assessed to return adequate benefits to Australia, its people, business and communities; and
- ensure cost implications are well understood by both proponent national sporting organisations and the Australian Government before bidding or winning the rights to host major events in Australia.

The Australian Government will work with states and territories and national sporting organisations to strengthen the coordination of bids and the delivery of major sporting events.



## A MODERN AND VIABLE DIGITAL SPORTS SECTOR

Like all areas of the economy, digital technology is driving rapid change and exciting new business opportunities in sport.

Banks now have online lenders who can do in seconds what previously took days. Online shopping has changed our habits from buying houses to groceries and holidays. Our university courses are now accessible anywhere and doctors can assess, diagnose and prescribe treatment to people who are sitting half a world away. People can immediately access music, films, news, medical information, finance, transport wherever, however and whenever they want.

There is a widening digital divide between the expectation of sport consumers and the capabilities of sporting organisations to meet these expectations. People find it hard to do business with sports in the same way they now do business with a bank, a retailer, a government or an airline.

People have more entertainment options than are physically located in their own geographic area and sports are increasingly fighting for less recreation time than ever before. Australia needs to motivate more people to engage with sport more often and in order to do that, we have to enable sports to be digitally ready, willing and able.

The Australian Government is committed to a digitally connected Australian sport sector to streamline sport delivery and operations, share knowledge, drive performance and efficiency and make interactions with sport simpler for all current and potential participants.

Sport Australia will prioritise opportunities to support and lead the transition to a digitally connected Australian sports sector, ensuring that it is investing in digital capability that leads to an improved sharing of information, data, systems and processes to help sports, specifically:

- help sports to modernise their digital systems and offerings through expert support;
- transform sports into customer-focused businesses that are constantly improving the user experience; and
- work with sports to partner with technology providers to emulate platforms and online communities that allow people to engage with the sport wherever they are.

## WORKFORCE CAPABILITY

There are around 3.2 million people involved in non-playing roles in organised sport and physical activity. There are approximately 1.5 million people who identify themselves as coaches, instructors, or teachers of sport.<sup>43</sup>

Coaches are the face of community sports programs and their interaction with participants is likely to influence short and long-term participation outcomes. Coaches not only work with the participants, they also engage with parents, families, and communities to create a positive environment. Coaches serve as powerful role models because of their leadership position, both in sport and in their daily work environments.

Like many sectors of society the sport and physical activity sectors face challenges when it comes to addressing lack of diversity. Sport is and should continue to be a powerful tool for inclusion. In 2017 Eleni Glouftsis was the first female field umpire make her AFL debut. Sport should be inclusive of all Australians regardless of gender, ethnicity and age. We need to ensure the right steps are taken to foster development, particularly for coaches, administrators and officials.

Behind the scenes, boards of sporting organisations need to reflect the diversity of our Australian community and provide opportunities for all people. While the situation has improved in recent years, there is still more to be done to both support diversity on boards and the ongoing professional development and support to ensure those numbers increase.

The Australian Government will prioritise increasing the diversity of the workforce in all roles across the sports sector, particularly for coaches, officials and administrators.

## DATA, EVIDENCE AND INSIGHTS

Sound planning about physical activity policy and future investment needs to be informed by quality data. AusPlay, through Sport Australia, will remain the centrepiece for measuring physical activity at a national population level. AusPlay will continue to generate the data needed to understand how much Australians are moving and their motives for getting physically active, to help sports and governments make better strategic decisions.

A research agenda that supports the implementation and ongoing monitoring of sport, physical activity and health outcomes in Australia will be prioritised by Sport Australia.

## INCREASE PHILANTHROPIC REVENUE AND THE FINANCIAL SUSTAINABILITY OF SPORTS

In 2017-18, more than \$44 million was raised through the Australian Sports Foundation to support individual athletes and sports to deliver programs. However, this was a small piece of the Australian philanthropy market, which is estimated at more than \$12 billion in 2016. The Australian Government will work with national sports to enhance the approach to philanthropic foundations based on the health, education, community and high performance outcomes that sport provides.

Sport Australia will work to secure the health of the Australian sporting sector by assisting sports to diversify their sources of revenue or alternative funding to provide greater sustainability and strategic flexibility.

The Sports Foundation already has a unique tax deductible status to raise money to develop Australian sport at all levels – from the smallest grassroots clubs, through schools and community organisations, to the elite levels. But more is needed to boost the sustainability of many organisations and ensure Australia's sports sector remains strong and diverse.

To bolster the financial sustainability of sporting organisations throughout the nation, the Australian Government is enhancing the role of the Australian Sports Foundation by increasing its reach to attract greater philanthropic donations.

New arrangements announced in May 2018 will help the Sports Foundation to pursue its strategy of growing community and philanthropic donations to between \$200 million and \$300 million within 10 years, with the first key milestone being to raise at least \$100 million a year by 2021 – targets which are comparable with what the arts receives annually from philanthropic donations.

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Sport Australia with the Australian Sports Foundation is committed to reducing the number of national sporting organisations that are more than 60 per cent reliant on Australian Government funding and increasing the number of private sector partnerships in national sporting organisations by 50 per cent by 2025 and another 50 per cent by 2030.

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# TARGETS AND MONITORING





# TARGETS AND MONITORING

Key to the success of Sport 2030 are broad, long-term targets which reflect the vision for each of the plan's Strategic Priorities.

Success will be achieved by key stakeholders working together to specifically drive delivery across the wider sports and physical activity sectors. Specifically setting clear goals, a strong evaluation plan, the ongoing monitoring of outcomes, sharing data and conducting timely reviews.

## Goals

- › More Australians, more active, more often
- › National pride, inspiration and motivation through international sporting success
- › A fair, safe and strong sport sector free from corruption
- › A thriving Australian sport and recreation industry with contemporary governance structures, world-leading research and innovation, strong economic investment, hosting global events and facilitating Australia's international interests

Sport Australia will establish specific targets and program guidelines in order to ensure delivery of Sport 2030

## Targets

### PARTICIPATION

By 2030, 15% more Australians participating in at least 150 minutes of moderate to vigorous activity each week.

### HIGH PERFORMANCE

Sport Australia will develop a measurement of sporting excellence and success in line with Sport 2030.

**INTEGRITY**

The Australian Government will develop specific monitoring and reporting arrangements in response to the Wood Review.

**INDUSTRY**

The Australian Government will monitor and report on economic and employment growth across the wider sport and physical activity sectors.

**IMPLEMENTATION AND REPORTING**

Achieving success of Sport 2030 is everybody's business. The Australian Government will establish a Sport 2030 taskforce to ensure accountability for its implementation. The taskforce will seek input from state and territory governments and other stakeholders as required.

Sport Australia will provide an annual update in its annual report on how it is continuing to lead, enable and invest in sport and physical activity to deliver the nation's participation and high performance outcomes.

**EVALUATION AND REVIEW**

The Australian Government will evaluate, review and update Sport 2030 every four years.



# **THE CONSULTATION PROCESS**



# THE CONSULTATION PROCESS

Sport 2030 was informed by a comprehensive consultation process involving key stakeholder forums and a survey of community perceptions.

Forums were held in each capital city, public submissions were made, and an online public perceptions survey was conducted.

In all, 14 forums, totalling 500 people, were held. These included nine sport sector forums, mostly held in conjunction with state and territory departments of sport and recreation, three national sporting organisation forums, a preventive health forum, and a sports leaders forum.

A total of 433 submissions were received. Sports clubs were the main respondents, followed closely by members of the public.

A total of 3,541 members of the public took part in the community perceptions survey. The survey asked people how and why governments should invest in and support different components of the sports sector and what returns on investment are expected from public investment in sport.

Sport Australia coordinated the national consultation. It engaged consultancy firm Urbis, which facilitated most of the forums and analysed all submissions.

Key themes which emerged from the public consultation included:

## **PARTICIPATION**

- Sport's role in schools remains the biggest challenge to driving participation.
- Participants raised the issue of upskilling teachers to better enable them teach sport and physical activity.
- The Sporting Schools program was praised as an effective means of addressing some of the gaps in the area of sport and education.
- Three barriers to participation were consistently identified throughout the consultation: affordability, an over-emphasis on competition over other motivators such as socialising, and stereotypes regarding sports.
- Infrastructure was noted as a key enabler of sport.
- Investment in high performance sport is seen as important, though not as important as supporting community sport.

## PREVENTION

- Some people questioned whether preventive health should be seen as core business for the Australian Sports Commission (Sport Australia) and sports.
- A strong call across the sector to invest in a public awareness strategy regarding the full spectrum of benefits of sport and physical activity, including the physical and mental health, as well as social and community benefits.
- For sport to play a role in promoting good health and preventing chronic conditions, greater collaboration across relevant government departments is required, and sports organisations need greater support to make productive contributions.

## PERFORMANCE

- People recognised the benefits of medal tally success, in terms of civic pride, and resulting funding and sponsorship.
- However stories of excellence are considered a greater indicator of success than medal tallies.
- Targeted investment in a limited amount of high performance sports was highly contested.
- Participants were clear that high performance funding should be equitable for sportspeople with a disability and female athletes.

## INTEGRITY

- Community level integrity issues were a primary focus with good governance seen as a requisite for safe and fair sport.
- Information and awareness was seen as essential possibly using an active education approach to ensure sports, at all levels, were incorporating sound and fair values, including peer education and effective role modelling.
- Feedback all included that perhaps it was necessary to move beyond 'voluntary' codes of conduct, with greater sanctions for sports integrity breaches or the establishment of a sector-wide integrity body, similar to ASADA, but with a broader remit.

For more information on the National Sport Plan consultation process, refer to the Urbis report, which can be downloaded at [www.sport.gov.au](http://www.sport.gov.au).

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