



## **Submission to the Australian Government – A National Sports Plan**

### **Prepared for Sport SA by:**

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## 1. Introduction

The South Australian Sports Federation Incorporated (Sport SA) was established in 1991 as the peak sports industry professional association, providing industry advocacy, training and professional support to its 160 members and affiliated bodies in the industry.

The organisation employs a full time Chief Executive Officer, Business Manager, Training Manager, Membership/ Administration & Finance Officer ( 2 part time roles) and Contracted lecturers as part of the training team.

We are a non-government, not for profit organisation and our members are:

- State Sporting organisations
- Sporting Industry bodies and organisations
- Local government
- Commercial sports industry organisations
- Sporting clubs
- Other organisations associated with the industry

Sport SA has achieved a reputation for promoting sports administration and management as a professional small business operation, for high level advocacy with government on important Sports Industry issues, is a Registered Training Organisation and has expanded a highly respected industry training program to meet the needs of our industry.

The Sport SA Board of Directors, Chief Executive Officer and staff are supported by the industry to lead, represent and advocate for sport while ensuring that the membership has access to services, programs and projects which enhance the delivery of sport.

Sport SA is a member of Community Sport Australia Ltd. with the State Sporting Federations advocating, representing and elevating key matters pertaining to our members at a national level.

### **Our Services:**

Sport SA provides the following member services, activities and programs and also on a needs/fee for service basis for the community:

- Lobbying and Advocacy
- Governance
- Policy Advice and development
- The State Sport Dispute Centre
- Human Resources Services
- Workforce Development
- Event and Project management
- Sport Volunteers Network
- The South Australian Masters Games
- The South Australian Sport Awards
- The South Australian Sport Hall of Fame
- The South Australian Sports Museum

## 2. Responses

### 2.1 Participation.

**How should sporting organisations evolve the way their games are played or the products/variations they offer to ensure we get and keep more Australians active?**

**How do we make sport and physical activity part of everyone's daily routine?**

**How can sports better reach under-represented groups?**

**What is the role of non-traditional sport providers in helping to increase participation in sport?**

**How do we increase sport participation in the schooling years to maximise physical literacy and establish good habits for life?**

Sport SA believes that the National Sporting organisations have the capability including resources to develop innovative products for delivery by state and club sporting organisations. The consistency and quality of these products will enhance the experience of the participant and promote physical activity which meets the needs of the lifestyles.

Access to facilities at appropriate times with good lighting, support structures and facilities which are family and community friendly is a key to increasing involvement. In addition the timing of events and competitions to meet changing work demands and climate concerns is of great significance with the recognition of the upgraded surfaces and indoor facilities also essential in the development of infrastructure.

Community sporting hubs to be at the heart of the community with excellent services and shared facilities for activities will assist in the sustainability of organisations and cater for the needs of all interests as the community activities are brought together with also health services aligned with sport.

Schools and other government facilities are underutilized beyond the school day and often are behind the fences. This valuable community resource needs to be opened up and will also present sport as part of the school and community with shared resources and enhanced learning outcomes in the school and community.

Physical education expertise is required in all primary schools as well as time in the curriculum dedicated to a comprehensive, balanced physical education program as part of the national curriculum. This will provide the foundation for lifelong participation in physical activity and sport, especially because the sport has been taught in a learning environment which is often different from a coaching situation. Working across government with education and will generate opportunities to advocate for the development of fundamental movement skills and improved physical literacy of school aged children.

School sport can also play a significant role in the development of the "habit" of physical activity in your lifestyle and the value of school sporting programs and opportunities of playing with your friends needs to be acknowledged and then supported.

The programs such a Sports vouchers have assisted in reducing the cost barriers to participation and need to be implemented widely including at older ages and perhaps vulnerable adults.

Participation in sport and physical activity when recognised as a valuable contributor for health, wellbeing and community connections requires budgetary support and allocations across these sectors and not isolating into the sport and recreation budget which is often underfunded.

Participation will only increase when the infrastructure is in place at every level to support the diverse interests and needs of the entire population.

## **2.2 Prevention through physical activity**

**How do we ensure that the key benefits of sport and physical activity such as physical and mental health, personal wellbeing and community cohesion are promoted by governments and the community?**

**How should we raise awareness of the benefits of sport to the Australian public?**

**How do we use the reach and influence of sport to get more people active – especially people with sedentary lifestyles?**

**How do we ensure sport delivery bodies (e.g. Australian Sports Commission, State Departments of Sport and Recreation, National Sporting Organisations etc.) and health promotion organisations work together as effectively as possible to improve population health?**

Research and data in sport has been underdeveloped until recently with AusPlay and while we have seen a number of reports regarding the value and contribution of sport to the community, this often did not stand the scrutiny of Treasury in driving the budget allocations for sport. Sport SA considers that this work is essential in demonstrating beyond the anecdotal evidence of the “power of sport” and also the research after the primary school programs.

Quantitative measurement of the economic contribution of sporting events needs to be collected and promoted so that a commensurate investment in community infrastructure is made.

Positive role models from sport certainly are valuable and can be useful tools in influencing people to participate. The challenge remains for retention in sport as the many competing activities come into play and again this is contingent on the available products and programs.

As discussed previously sport needs to be provided in line with the needs of people and not all funding directed to events tourism promoting spectatorship.

Delivery programs such as Sporting Schools and other private providers need to be aligned to sporting pathways so that participation can be pursued if there is interest. In addition the PE and School sport programs require articulation and promotion of opportunities in the community. Health promotion activities have from time to time not acknowledged the value of sport and as such sport has been excluded from funding opportunities. This inhibits pathways and causes duplication when the resources are scarce.

Sport is well organised and is positioned well to deliver many health and social outcomes if supported at an appropriate level of resourcing.

## 2.3 Performance

**Should we be focusing on investment for maximum medal tally success or spreading our spend in support of more high performance athletes in a broader range of sports?**

**How can the AIS and state-based institutes of sport better support high performance athletes?**

The debate regarding high performance and participation should not be viewed in isolation as the athlete travels the development pathway to high performance. The number of sports should continue to be reviewed with participation numbers and perhaps there could be a focus on the international sports more popular in Australia and suiting our lifestyle.

We enjoy Australians success on the international stage but not to the detriment of a healthy, active population. Sport SA believes that organisations should not be funded for high performance without an underpinning participation program widely supported and with a sustainable structure of national, state and grassroots sport.

## 2.4 Integrity

**What are the best arrangements for the Australian Government's sports integrity capability to ensure Australian sport is effectively protected against integrity threats.**

Sport SA seeks clarity in the definition and will assume that we are discussing the ethical framework of an organisation. In addition the culture and approach to "doing business" will provide further background. Transparency and accountability are key requirements of sports integrity.

We have seen direction from the ASC and other agencies and a consistent approach to policy, governance and monitoring would be beneficial. While there will be debate if we are able to establish a legal system for Australia then this can be accepted and endorsed across all sport with leadership by the ASC and support from legislation including that of ASADA and Integrity in Sport Unit and also aligned with International standards.

Currently the inconsistency creates burdens for volunteer organisations and does not support the development the approach of the National Sports Plan.

## 2.5 Major Sporting Events

**Should governments financially support major sporting events to ensure their viability and delivery and provide opportunities to Australian sports and athletes?**

**How do we maximise the value of investment in major domestic and international sporting events?**

**How should governments prioritise investment in major sporting events?**

**Should governments invest funding to attract major international sporting events to Australia?**

Major sporting events need to leave a legacy for the community in terms of economic contribution, infrastructure and sporting infrastructure with recognition of enjoying the success of our Australians on the international stage in Australia. Sport is very happy to support these events with the essential volunteer workforce provided the "Return on the Investment" is made to sport at every level.

The workforce development will benefit the industry and many others and assist in the appreciation of the value of sport. Event tourism is a great market and has the potential to drive economic development which will in turn support the proposition for increased funding of sport as a driver of health and wellbeing.

## 2.6 Governance

**What should be the respective roles for national, state/territory and community sporting organisations to grow Australian sport?**

**How can sporting organisations (national, state/territory, community) better play a role in getting more Australians active?**

The delivery model of sport in Australia includes all levels and it is important that due regard is given to community sport and the provision of sport locally and at state level.

The structure of sport is member – based and has been successful at all levels and it is essential that the strategic purposes of SSO are aligned with NSO but could also be different.

The core business of the NSO is quite different and the roles of each sector of sport require further discussion. Delivery of sport is local by volunteers and at least 70% our workforce is unpaid and the question is how can volunteers be recruited, managed and retained without SSO support?

There is a risk that the volunteer workforce will diminish further re current trends and the opportunities for participation will be reduced and consequent effects on healthy active lifestyle.

The key elements are more than governance:

- Aligned, Shared vision and mission, purpose and strategy for the sport.
- Clarity in Constitution and guiding documents
- Culture, values and communication
- Collaboration across the sport and engagement with stakeholders.
- Efficiency in operations at all levels.
- Clarity re roles of Member organisations including shared responsibilities and ownership.
- Partnerships at state and local level with government and all stakeholders with recognition of the contribution of all levels of government.
- Regional and state strategic alignment with State Government strategic plans including across government approach with sport as community building and contributor to the state- economy, health and well-being.
- Funding and Resource models including service agreements.
- Quality of service delivery at grassroots level.

## 2.7 Sporting Infrastructure

**How can we better develop, utilise and maintain sporting infrastructure to support major events and participation growth?**

The facilities and sporting infrastructure continue to pose challenges to increasing participation and there would be value in developing a hierarchy of facility development to better understand the government roles. This may represent partnerships and present opportunities again across government.

A National Sporting Infrastructure Fund needs to be established to drive this and again sport is to be seen in a similar light to other community infrastructure. Further development of private/ public partnerships could be established utilizing the expertise of Infrastructure experts in government.

Major event facilities could generate funds but it is unlikely that there could be flexibility in design to meet community needs.

Sport SA strongly believes that growth in participation and hence the health and other identified benefits are contingent on the provision of sporting infrastructure including sporting hubs and schools as community hubs.



## **2.8 Sources of funding, including a national good causes lottery**

**Given governments have limited budgets how should they allocate funding across high performance and community sport?**

**Do you support the introduction of a national good causes lottery to increase the funding available for Australian athletes and to increase participation in sport?**

**What other forms of non-government revenue could be used to help Australian athletes and increase participation in sport?**

Sport SA firmly believes that a balance of funding across sport is required and high performance with participation programs are required. It is pleasing to see the discussion of the framework for funding of community sport within this process and this would be of great benefit across government if supported with empirical data findings.

Sport SA is supportive of the lottery and has investigated the UK model over a number of years. This revenue needs to be across all areas of sport and also be in addition to current government budget allocations. This principle of “additionality” is essential and an independent body to allocate funds from a lottery. In supporting both participation and performance it is clear that infrastructure at all levels is essential to achieving outcomes and this funding could perhaps serve as the foundation of a Sporting Infrastructure fund.

Other potential sources to be investigated include:

- “Sugar Free Tax” to fund Physical Education and sport in schools.
- Sporting organisations could be recognised with “Deductible Gift Recipient” status subject to definition and perhaps not for the National Sporting Organisations with revenue over a significant threshold
- Tax Rebate for participation in community sport
- Health Rebate for participation in community sport



### 3. Conclusion

This submission presents the view of Sport SA as the peak industry body for sport in SA and on behalf of our members I am advocating ongoing discussion and review of these key areas.

Our member organisations and their constituents have welcomed the opportunity to contribute to this plan and look forward to the development of a National Sports plan to provide a coordinated approach for sport.

We believe that the “Intergenerational Review of Australian Sport 2017”<sup>1</sup>, the National Sport and Active Recreation Framework together with CASRO Strategic Agenda (2017 – 2019) are required for consideration to bring the National Sports Plan together and achieve the outcomes as setting the vision, plan and actions for sport in Australia.

I would welcome the opportunity to discuss this submission and believe that this work will be beneficial for the sports industry and assist in making sport available for everyone in a safe, enjoyable environment for a healthy, active lifestyle.

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<sup>1</sup> Intergenerational Review of Australian Sport 2017 BCG ( Aust. Government – ASC)

## Appendix A: Sport SA Members at June 2016

### FULL (Category A) TOTAL: 102

ACHPER SA  
 Adelaide University Sport  
 Archery SA  
 Athletics SA Inc  
 Australian Independent Dirt Kart Association Inc.  
 Australian International Pedal Prix Inc  
 Australian Underwater Federation (SA)  
 Australian University Sport Ltd.  
 Badminton SA  
 Baseball SA  
 Basketball SA  
 BMX SA  
 Bowls SA  
 Boxing SA  
 Broomball SA  
 Calisthenics Association of SA Inc  
 Canoe SA  
 Ch9 Adelaide Football League  
 City Bay Fun Run Committee Inc  
 Confederation of Australian Motor Sport SA/NT  
 Croquet SA  
 Cycling SA  
 Darts SA  
 Diving SA  
 Dogs SA  
 DragonBoat SA  
 Drilldance SA  
 Equestrian SA  
 Fencing SA  
 Football Federation SA Inc  
 Golf SA  
 Gymnastics SA Inc  
 Handball SA  
 Hockey SA  
 Horse SA  
 Ice Hockey SA  
 Inclusive Sport SA  
 International Practical Shooting Confederation of SA  
 Judo SA  
 Kodokan Judo SA  
 Korfbal SA  
 Lacrosse SA  
 Life. Be in it  
 Little Athletics SA  
 Marleston League SA  
 Masters Swimming SA  
 Model Aerosport SA Inc  
 Motorcycling SA Inc  
 Netball SA  
 Polocrosse SA  
 Pony Club Association of SA Inc  
 Powerlifting Australia (SA)  
 Recreation SA  
 Riding for the Disabled SA  
 Rowing SA  
 Royal Life Saving Society of Australia (SA)  
 SA Amateur Soccer League Inc  
 SA Clay Target Association  
 SA Cricket Association  
 SA Field and Game Association Inc.  
 SA Ice Skating Association  
 SA Masters Squash  
 SA Men's and Mixed Netball Association  
 SA National Football League  
 SA Olympic Council Inc  
 SA Police Sports Federation Inc.  
 SA Primary Schools Amateur Sports Association (SAPSASA)  
 SA Rifle Association  
 SA Rugby League Inc  
 SA Rugby Union Ltd.  
 SA Snow sport Association  
 SA Water Polo  
 Secondary School Sport SA (SSSSA)  
 Skate South Australia  
 Softball SA  
 Special Olympics SA Inc  
 Sporting Shooters Association of Australia (SA)  
 Sports Association for Adelaide Schools  
 South Australian Sports Medicine Association  
 Squash SA

Surf Life Saving SA  
 Swimming SA  
 Table Tennis SA  
 TAFE SA – Regency Campus  
 Target Rifle SA  
 Tennis SA  
 Tenpin SA  
 Touch Football SA  
 Triathlon SA  
 Uni of SA School of Management  
 Volleyball SA  
 Volunteering SA and NT  
 Wrestling SA Inc  
 Yachting South Australia

### ASSOCIATE (Category B) TOTAL: 55

Active Ageing Australia (SA) Inc  
 Adelaide City Council  
 Adelaide Football Club  
 AFL SportsReady  
 Alexandrina Council  
 Aquatic Operation and Development Australasia  
 Aqualife Training  
 Aquatics Information  
 Athlete's Dream  
 Australian Hitball Federation  
 AUSTSWIM SA  
 Bicycle SA  
 Campbelltown Council  
 City of Marion  
 City of Onkaparinga  
 City of Playford  
 City of Salisbury  
 City of Tea Tree Gully  
 Clare and Gilbert Valleys Council  
 First in Sports First Aid  
 Flinders ONEsport  
 Hamilton Secondary College  
 Henley High School  
 Hills Community Options  
 Innovation Consulting Group  
 Minda Aquatic Centre Inc  
 Minerva Professional Services  
 Next Level Elite  
 Northwest Junior Soccer Association  
 Northern Region Sports Academy  
 Ohdokwan International  
 One Eighty Sport and Leisure Solutions  
 Ororoo Bowling Club  
 Port Adelaide Netball Association  
 Port Pirie Regional Gym Academy  
 Recreational Ice Sports Association of SA Inc.  
 RevolutioniseSPORT  
 SA Aquatic and Leisure Centre  
 SA Country Basketball Council  
 SA Ice Sports Federation  
 SA Road Runners Club  
 SA United Church Netball Association  
 Saint John Ambulance Australia (SA) Inc.  
 Saint Michael's and All Angel's Netball Club  
 Seaford 6 – 12 School  
 South East Local Government Association  
 Sports App  
 Sportspeople Pty Ltd  
 Stay Active Children's Sports Programs  
 Thebarton Aquatic Centre  
 Torrens University  
 Town of Gawler  
 Tredwell Management Services  
 Wakefield Regional Council  
 World Taekwondo

### INFORMATION AND SERVICES (Category C) TOTAL: 2

Good Sports (Australian Drug Foundation)  
 Reade Park Croquet Club

### LIFE MEMBERS

John Dicker APM  
 Jill George  
 Kathy Stanton AM  
 Colin Steinert  
 Murray Tippett

