



# Australian Olympic Committee

SUBMISSION TO THE NATIONAL SPORTS PLAN

31 JULY 2017

# CONTENTS

1 /	INTRODUCTION .....	1
2 /	BACKGROUND .....	2
	2.1 AUSTRALIAN OLYMPIC COMMITTEE OBJECTIVES.....	2
	2.2 AOC MEMBERS SPORTS .....	3
	2.3 KEY CHALLENGES FOR SPORT .....	4
3 /	RECOMMENDATIONS.....	5
	3.1 RECOMMENDATION 1 – STATEMENT OF PURPOSE .....	5
	3.2 RECOMMENDATION 2 – PARTICIPATION + PERFORMANCE = PREVENTION .....	6
	3.3 RECOMMENDATION 3 – INVESTMENT IN KNOWLEDGE .....	8
	3.4 RECOMMENDATION 4 – DIRECT INVESTMENT IN SPORTS.....	9
	3.5 RECOMMENDATION 5 – PARTNERSHIP WITH SPORTS.....	13
4 /	NATIONAL SPORTS PLAN – OTHER TOPICS .....	17
	4.1 INTEGRITY REVIEW PANEL .....	17
	4.2 MAJOR SPORTING EVENTS & SPORTING INFRASTRUCTURE .....	17
	4.3 GOVERNANCE .....	17
5 /	SUMMARY .....	18

# 1 /INTRODUCTION

The Australian Olympic Committee (AOC) congratulates Minister Hunt on the National Sports Plan initiative and is pleased to have been invited to make this submission to the development of the Plan.

Any National Sports Plan (the Plan) will have a direct impact on Olympic sport and is directly relevant to the AOC's broader mandate. The AOC's role is at times misunderstood as having a very narrow focus. In reality, the AOC has an interest in most aspects of Australian sport, and Australia's participation in sport internationally. Therefore, the AOC is well placed to provide a relevant and well-informed contribution to the development of government sports policy.

In making this submission the AOC recognises the many recent studies and reports that have more than adequately addressed the eight areas of consultation identified for underpinning the development of the new Plan. These reports, which contain submissions from the ASC, State Institutes, AOC, APC, NSOs and many other stakeholders, remain valid both as observations and recommendations for the development of this Plan. Initiatives that address the questions raised under the eight areas of consultation have been put forward for many years by both the sport industry and government sport related agencies. Some have been effectively executed while others have remained only on paper.

Therefore, the AOC's submission does not aim to restate what has already been well documented but instead to make recommendations that would enable sports to deliver on the four interrelating pillars of participation, performance, prevention through physical activity and integrity.

Clearly doing nothing is not an option. The situation is time critical because unlike other industries, sport does not have the luxury of postponing. Whether Australian sport is ready or not, the Tokyo Olympics open 24 July 2020.

## 2 / BACKGROUND

### 2.1 Australian Olympic Committee Objectives

The AOC has the following 16 Objects enshrined in our Constitution which are in accordance with the mission and role of National Olympic Committees (NOCs) under the Olympic Charter. The Olympic Charter governs the organisation, action and operation of the Olympic Movement of which the three main constituents are the IOC, International Federations (IFs) and NOCs.

6. 1. To develop, promote and protect the principles of Olympism and the Olympic Movement in Australia in accordance with the Olympic Charter and all regulations and directives issued by the IOC;
2. To promote, raise awareness of and encourage participation in sport for benefits of health, longevity, fitness, skill, achievement, social interaction, wellbeing and other benefits of exercise for all individuals in Australia;
3. In support of the above objects, to effect its exclusive authority for the representation and participation by Australia at the Olympic Games, Olympic Winter Games, Youth Olympic Games, Youth Olympic Winter Games and at Regional Games and do all matters incidental thereto, including the selection and discipline of all members of the teams to represent Australia at those Games. The Committee is obliged to participate in the Olympic Games and Olympic Winter Games by sending athletes;
4. To promote the fundamental principles and values of Olympism in Australia, in particular, in the fields of sport and education, by promoting Olympic sporting and health, educational programmes in all levels of schools, sports and physical education institutions and universities, as well as by encouraging the creation of institutions dedicated to Olympic education, such as National Olympic Academies, Olympic Museums and other programmes, including cultural, related to the Olympic Movement;
5. To ensure the observance of the Olympic Charter in Australia;
6. To recognise the heritage, culture and contribution of our nation's first people, and to give practical support to the issue of indigenous reconciliation through sport;
7. To encourage the development of sport for all for the health, wellbeing and other benefits to all individuals in Australia, and in support and encouragement of those objects, the development of high performance sport as the pinnacle of the benefits of sporting participation;
8. To take action against any form of discrimination and violence in sport;
9. To adopt and implement the World Anti-Doping Code;
10. To encourage and support measures relating to the medical care and health of athletes;
11. To protect clean athletes and the integrity of sport by being a leading advocate in the fight against doping in Australia, and by taking action against all forms of manipulation of competition and related corruption;
12. To exercise its exclusive authority to select and designate the city or cities which may apply to organise Olympic Games in Australia;
13. In order to fulfil these objects, the Committee may cooperate with governmental bodies. The Committee shall not associate itself with any activity which would be in contradiction

with the Olympic Charter. The Committee may also cooperate with non-governmental bodies;

14. To preserve its autonomy and resist all pressures of any kind, including but not limited to political, legal, religious or economic pressures which may prevent the Committee from complying with the Olympic Charter;
15. The Committee has the right to:
  - (1) designate, identify or refer to itself as the Australian Olympic Committee (AOC) which designation or identification must be included or referred to in its name;
  - (2) send competitors, team officials and other team personnel to the Olympic Games in compliance with the Olympic Charter;
  - (3) benefit from the assistance of Olympic Solidarity;
  - (4) use certain Olympic properties as authorised by the IOC and in compliance with the Olympic Charter;
  - (5) take part in activities led or patronised by the IOC, including Regional Games;
  - (6) belong to ANOC and ONOC;
  - (7) formulate proposals to the IOC concerning the Olympic Charter and the Olympic Movement, including the organisation of the Olympic Games;
  - (8) give its opinions concerning the candidatures for the organisation of the Olympic Games;
  - (9) participate, on request from the IOC, in the activities of the IOC commissions;
  - (10) collaborate in the preparation of Olympic Congresses;
  - (11) exercise other rights as granted to the Committee by the Olympic Charter or by the IOC; and
16. to do all such other acts and things incidental to the attainment of these objectives.

We highlight Objects 6.2, 6.3, 6.4 and 6.7 as reflective of our broader role as an NOC and in the development of sport in Australia.

While all of the Objects of the AOC should be acknowledged in any National Sports Plan, Objects 2, 4 and 7 are particularly relevant to the four pillars.

In order to fulfil its Objects, the AOC is keen to continue to cooperate with government at all levels provided our independence and autonomy is recognised; and, there is no interference with our exclusive authority for the representation and participation by Australia at the Olympic Games, Olympic Winter Games, Youth Olympic Games, Youth Olympic Winter Games and (increasingly) at Regional Games and to do all matters incidental thereto, including the selection and discipline of all members of the teams to represent Australia at those Games.

## **2.2 AOC Members Sports**

An essential part of the AOC's role and philosophy is that it provides encouragement and support to all 40 of its member sports on the Olympic programme. With the proper resources and support, they are each capable of success which should not be measured by medals alone, but also their ability to continue to motivate our nation. This broad-based approach does not cut off the potential for sports in which Australia may become successful in the future, particularly given the changing nature of our multicultural population. It also ensures no individual or team is denied the opportunity to achieve national representation at the highest international level of competition.

This philosophy is aided by the international leadership roles played by the IOC's two members in Australia and of Australian representatives on the executive organs and key committees of Olympic IFs. There are others who serve on the International Council of Arbitration for Sport, as arbitrators of the Court of Arbitration for Sport, and on the anti-doping, medical, athletes' commissions and disciplinary etc. committees of our Olympic IFs and other international bodies. This representation, along with success in high performance international sport, supports Australia's international image transcending sport interlinked with Australia's foreign relations at a governmental level, trade promotion, international business development and social exchange opportunities.

### **2.3 Key Challenges for Sport**

The Australian Sports Commission's (ASC) recently commissioned independent research identified key challenges facing Australian sport and society;

- Demographic and social changes, as well as economic factors, are influencing who plays sport, how they play and what sports are being played. This is creating a two-tier sector that could, in the longer term, result in a less diverse and inclusive sport sector – with an ensuing significant drop in participation;
- The depreciation of the Australian dollar is creating an increasingly competitive international environment for elite sport;
- There has been no significant new investment in the AIS for more than eight years, eroding its competitive edge;
- Sport and physical education is being de-emphasised in schools and receiving a lower prominence in the national curriculum;
- Reduced levels of physical activity could be leading to a potential health crisis with an increasing prevalence of child and adult obesity
- Increasing threats to the integrity of sport;
- The availability of sporting infrastructure is causing constraints, particularly for community sports.

The AOC agrees that the above are key challenges and the Plan needs to address these challenges with effective strategic initiatives that have a timeline for action. Such initiatives cannot be actioned by the sports industry alone as some are the absolute remit of government, such as addressing the national curriculum.

## 3 / RECOMMENDATIONS

The following recommendations are based on the acceptance that there exists a significant body of work that already addresses many of the specific questions raised in the National Sports Plan briefing paper. Instead the focus of these recommendations is that by utilising and investing in the existing framework of sport, Government will be able to achieve the outcomes it is seeking including in preventative health.

Sporting organisations provide Government with a highly structured national network of experienced and committed people, largely staffed by volunteers, that reaches all corners of the country and through its diversity appeals to our multicultural community. Therefore, these recommendations are about enabling sporting organisations to improve their capability and capacity to deliver on the outcomes being sought rather than developing new one-off programs.

The Olympic sports are ready to support the Commonwealth Government's health, community wellbeing and education agenda. By the Government recognising sport's role, committing resources and funding, the Government will have its agenda significantly enhanced through sport.

### 3.1 Recommendation 1 – Statement of purpose

The Plan needs to articulate a national purpose of and for the sports industry and clearly state where sport sits in the Commonwealth Government's national priorities. A purpose that is accepted and bought into by all levels of government and the industry and addresses the full spectrum of activity from grassroots to high performance, athletes and sports organisations and governments at all levels.

A clear statement of purpose will enable a meaningful context within which government prioritises sport and how policy and funding decisions are made. The statement of purpose should be used as the reference upon which all proposed policies are tested. Is the policy, initiative, program going to deliver against the purpose.

The AOC recommends that the statement of purpose encompass:

- The independence and autonomy of sports organisations – The principle of autonomy implies rights (freedom of association, power of self-regulation and definition of sporting and internal governance rules by sports organisations without undue external interference etc. but also duties (respect of the general legal framework applicable in the country, the rules and statutes of the international sports organisations concerned, the basic principles of good governance for the proper functioning of the organisation, its credibility and reputation, etc). It is in this sense that the Olympic movement speaks of “responsible autonomy”.
- Diversity of sports – Commit to ensuring a diversity of sports reflecting the multicultural nation that which we are and the new world we are engaging in, particularly our Asian neighbours who participate in many sports which are less traditional in Australia.
- School curriculum – Commit to a vibrant school sport system that provides children with positive diverse sporting experiences, teaching them about the benefits of physical activity that can lead to lifelong sporting and physical pursuits as well as opportunities for talented and determined children to achieve in their chosen sport.
- Community benefit – Recognise the positive impact of whole-of-life sport and active lifestyle in reducing disease and other negative impacts of sedentary lifestyle and the positive impact sport has on social cohesion and mental wellbeing across the community.
- National representation – Recognise that sporting performances and the ability of sport to harness a sense of national pride can unify the country. That individual sportspeople represent

important role models and provide inspiration to the community across countless areas of endeavour, not sport alone. The achievements of Paralympic athletes provide tremendous motivation and hope to the many Australians living with disabilities.

- Partnership – Recognition that, as in the corporate world, sporting organisations understand their sport best and are well placed to develop, implement and deliver the sporting outcomes being sought. The partnership with Government provides support to achieve national objectives of benefit to the community and where outcomes in education and health are being sought, facilitation so sport can assist in delivering.

By making this statement of purpose both the sporting organisations and the Government make a commitment.

### 3.2 Recommendation 2 – Participation + Performance = Prevention

The AOC agrees with the framework for the Plan, that participation, performance and prevention through physical activity are interrelated. Prevention is an outcome of participation and performance, and as sporting participation and performance drives the other, government policy and funding needs to address this and be developed and implemented accordingly. For Government to have sport being able to deliver on prevention it needs to support participation and performance.

Enabling sports to better resource their participation initiatives to drive growth will have the desired effect of improving community health outcomes. More people participating in sport driving down obesity, improving mental health and encouraging social cohesion.

Sport already has the established national network of motivated volunteers to swing into action, delivering an outcome at a far lower cost than by any paid for scheme. A far more productive and bigger bang for government investment than a bespoke specialised program or anti-obesity advertising campaign.

There is a direct link between participation and high performance in every sport. Sports need to keep both parts in the same envelope as each part benefits from, and indeed is largely dependent upon, the existence of the other. Any decision to fund and support either part of this important relationship has implications for the other, and accordingly such decisions need to be made holistically.

#### The Sport Cycle



Supporting participation growth for sports leads to;

- Sustainability through competitions, events, commercial activities;
- Larger passionate and committed supporter base – more volunteers;



- Improved coaching and quality of a programs
- Growing talent pool, both quantity and quality;
- Greater potential for success at the performance level.

Success at the elite level drives interest in sport and therefore, provided the sport is appropriately resourced, it can capitalise on success and grow participation. Historical trends support that there is participation growth off the back of success at Olympic and other international events. When Rob de Castella won the marathon at the 1982 Commonwealth Games and was inspiring us all at the Olympic Games, more people took up running for fitness and leisure. Similarly, when Kieren Perkins was winning Olympic and World Championship gold, more people were swimming. More recently, the win of the Australian Women's 7s side in the Rio Olympics has led to significant increases in those playing women's rugby.

Prior to 2000 Gymnastics Australia's membership was stagnating and fluctuated up and down in the 60,000 to 80,000 range. Since 2000 full active membership now sits at 200,000. Furthermore, growth in the year of the Olympics or year after is always stronger, with the interest generated by Australian athletes competing at the Olympics.

An important link in the participation/performance relationship is the talent pathway. Supporting this link from the broad participation base to the narrower performance sharp end is critical to ensuring ongoing sustainability. Harvesting the talent to achieve success, to maintain interest and draw in more participants and talent is part of the sporting cycle.

As interest in the sport grows, research has shown past and present participants are more likely to:

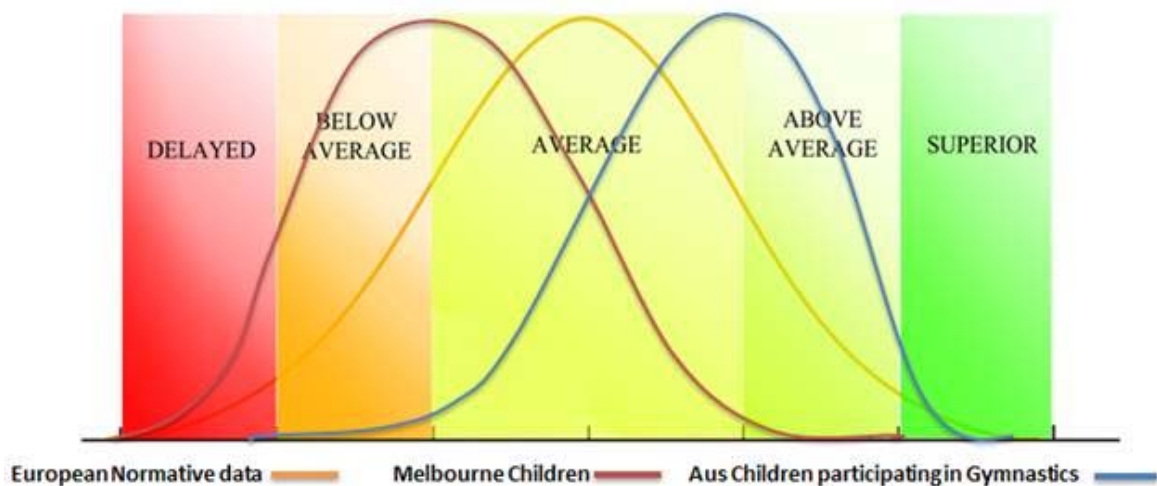
- Attend competitions and events;
- Consume the sport through a variety of media platforms (television, radio, mobile, internet);
- Purchase equipment and licensed merchandise;
- Be active promoters influencing and attracting friends and family to the sport.

All of this supports the sustainability of a sport.

Government investment in multiple sports performance and participation cycles will ensure a vibrant diverse sporting community with the capability and capacity to deliver on prevention through;

- Effective participation programs attractive to the community;
- International success driving interest, creating role models and aspirations to pursue sport;
- Expanding accessibility to meet the health and wellbeing and to address discrete groups including indigenous community and underrepresented communities;
- Support school sport initiatives and sport for life programs.

Sport can deliver, as the following diagram shows how Australian children are performing at general body coordination compared to their European peers. It also highlights the skill level of those children who have participated in a Gymnastics fundamental movement program. As you can note, children who participate in gymnastics, a key fundamental movement program have higher body coordination (physical literacy) than those who do not.



The reverse is obviously true as well. For Olympic sports if through lack of support Games results decline so in time will participation leading to a drying up of the talent pool and therefore relevance as a sport. What follows is a collapse of the capability and capacity to do things, loss of interest by volunteers and then sporting extinction.

The AOC recommends that Commonwealth Government investment needs to be in both sport participation and performance, including pathways, to deliver on prevention through physical activity. The Olympic sports network across Australia provides the government with a low cost of investment for a high return.

### 3.3 Recommendation 3 – Investment in Knowledge

Like any industry sport requires knowledge to stay at the cutting edge in terms of performance, and successful performance outcomes need to be transferred to participation through coaching and education to promote growth and power the cycle. Knowledge is a great enabler.

The importance of sports science and sports medicine in contributing to medal winning performances is incontestable. In the participation space, knowing more about your target market, which leavers to pull in designing participation programs and being able to transfer knowledge learnt in performance to the broader community base, is critical in driving growth. This combination supports the delivery of the broader health-related and social outcomes for the community. Advances in technology development and knowledge in the area of human performance support not only elite sport but also have wider community benefits.

Many of the successes enjoyed by Australian sport over the years has been due to of the revolutionary focus on sport science and medicine through the AIS and the State and Territories Institutes and Academies of Sport. Innovation has come through valuable collaborations with research institutes, universities and other relevant industry groups. This collaboration should be pursued with vigour and therefore requires leadership best undertaken by the AIS.

As performance drives participation, investment in the AIS is vital for Australian sport to remain competitive and for that competitiveness to be exploited at the grass roots level. Continued and enhanced investment in research, analysis and tools in the participation space will ensure the fruits of the performance investment will propagate growth in participation which in turn, through talent pathways supports future success on the international stage.

The AOC recommends that there is appropriate investment in the AIS so it is an establishment with the best and brightest in the sports science, medicine, technology and digital disciplines. A whole of sport focus in a dynamic, collegial environment where special projects can be developed and brought to

fruition beyond just the provision of routine support to sport programs. The pressure of the four-year Olympic cycle provides a powerful impetus for targeting and fast-tracking research, and exposing new technologies during the Games that can facilitate subsequent broader community and commercial applications.

For Australia to remain competitive continued investment in the capability of the AIS in sports science and technology is essential for elite athletes to achieve successful performances and in the other areas of study and research for sporting organisations to improve their capabilities so grow and provide for their participation communities. Through this research prevention through physical activity can be imbedded in sports plans and operations.

### **3.4 Recommendation 4 – Direct investment in sports**

Governments invest in a vast range of the community's needs to protect, enhance and develop Australia. Grants to sport are an investment, the return on this investment is magnified by the reach of sport – a network of passionate volunteers that comes at no cost.

The expectations placed on sport, its participants and organisations, go well beyond sport, yet the majority of sports are volunteer based with stretched resources. Due to a lack of funds, most NFs or National Sporting Organisations (NSOs), as the ASC describes them, lack the capacity and capability to fully support their participation and performance programs.

For Australia to continue to reap the significant economic, health, social and community benefits, the Governments across Australia need to continue to invest in sport. Independent research suggests the economic contribution of the sport sector (including its health impact) is the equivalent of 2–3% of GDP. This research suggests a return to Australia of at least \$5 for every \$1 invested.

The AOC notes the comments made by the ASC Chairman in regards Commonwealth Government sport funding. “That a major challenge is that the ASC has seen a substantial reduction in their appropriation funding — more than 20% in real terms since the 2010–11 financial year”.

The AOC agrees with the ASC that the application of the annual efficiency dividend to the entirety of the ASC's appropriation funding, including the grants to sporting organisations has been particularly debilitating to the sports. It is counter intuitive to expect sports to continue to deliver the outcomes sought by government but to reduce their grants under an efficiency banner.

The AOC recommends that ASC appropriation funding be split into three;

1. Appropriation covering all sporting grants including participation, performance, innovation and special programs – not subject to an efficiency dividend;
2. Appropriation for AIS research grants – not subject to an efficiency dividend and;
3. Appropriation for the operations of the ASC which can be subject to the efficiency dividend.

Sports are in competition with each other. Competition for talent – athletes, coaches, sports sciences, administrators and for audience if they have a mass entertainment aspect. Sports which can offer participants greater income and better opportunities for personal achievement and status will tend to attract the very best athletes and other groups.

The major professional sports through their mass entertainment appeal have significantly grown their revenue streams and therefore improved their competitive advantage. They have been significant beneficiaries of government investment in stadia and centres of excellence which have helped to underpin their participation growth and high-performance programs.

This has allowed the major professional sports to dominate the sports market, making it difficult for the large majority of Olympic sports to compete for talent and participants.

The Minister's initiative to establish a national good causes Lottery is appreciated and supported by the AOC. However, should this initiative not be achieved or be significantly delayed, supplemental funding linked to the health agenda is appropriate given the broader preventative health agenda of the Government.

The AOC appreciates that the Commonwealth has many funding priorities but by supporting Olympic sports high performance programs and their ability to grow participation, community health by prevention is enhanced. This obviously saves far more in future health expenditure than the cost of supplementing these programs with additional funding now.

Governments have choices on how to address societal health challenges such as obesity. Recent marketing campaigns costing upwards of \$50 million have to date produced limited changes to attitudes and behaviours to combat obesity.

The application of \$50 million as an increased investment directly to sports would not only address obesity but also deliver in the community an improved sense of wellbeing, encourage volunteerism and as a "spin off" develop talent capable of international success. Investing in the sporting cycle provides ongoing returns that one off campaign style initiatives cannot achieve.

Presuming the Government supports diversity of sports and seeks to maintain the significant benefits Olympic sports provide Australia, then with a relatively small increase in funding now, results can be turned around. Funding that provides an additional person in participation, a new coach, education programs or overseas competition options, can have a significant and immediate impact on an Olympic sport's capability and capacity.

If funding continues to decline in real terms, then the Olympic sports capacity to compete against the major professional sports for talent will decline leading to the previously stated knock on effects and sporting failure.

The AOC acknowledges that investment by Government in Olympic Sports has been critical to the sports planning and preparation to compete at the Olympic Games. A return on this investment is that successful participation at the Games underpins Olympic sports participation programs which supports their sustainability.

Continued success at the Games also supports the AOC's ability at no cost to the Government to fully fund its Teams and AOC community programs.

For the 2017-2020 Olympiad, the AOC is preparing for the following seven teams - 783 athletes and 460 support staff, totalling 1,243 to represent Australia over the next four years:

- the Asian Winter Games in Sapporo last February where we had a team of 52;
- the Asian Indoor and Martial Arts Games in Ashgabat, Turkmenistan in September this year with a team of 29 in Wrestling, Taekwondo and Weightlifting;
- the Olympic Winter Games in PyeongChang, South Korea from 9-25 February, 2018 for which we are projecting a team of 94;
- the Youth Olympic Games in Buenos Aires from 6-18 October, 2018 with a team of 151; the Pacific Games in 2019 with a team of 71;
- also in 2019, the Association of National Olympic Committees is planning the ANOC World Beach Games in San Diego, USA, for which our team, depending on the events in which we are invited to compete, could number 60;
- we expect to have a team of 36 competing in the Winter Youth Olympic Games in Lausanne, Switzerland from 10-19 January, 2020; and
- from 24 July – 9 August 2020 we expect to field a team of 750 in the Olympic Games in Tokyo, Japan.

For the 2021-2024 Olympiad, the AOC expects to be invited to participate in more sports at the Asian Winter Games in February 2021 and, along with the other NOCs of Oceania, to be included in the 2022 Asian Games in Hangzhou, China with a team of around 750.

In addition, Australia’s successful participation in the Olympic Games continues to;

- Encourage and promote participation;
- Create role models to inspire all Australians;
- Promotes community pride and cohesion;
- Provide international acclaim and status;
- Give governments opportunity to benefit political relations, trade and international affairs;
- Provides additional funding to Australian sport through IOC and global partner distributions.

This and the similar roles played by Commonwealth Games Australia (CGA), Australian Paralympic Committee (APC), Australian University Sport and other multi-sport bodies that field Games teams should be acknowledged in the National Sports Plan.

The AOC directly and with support from the IOC, provides grants to member sports and athletes to assist in their preparation and programs as part of their Olympic campaigns. These grants include;

### Olympic Solidarity

Programs supported by the International Olympic Committee open to all AOC member sports. For the 2017-2020 Olympiad, the AOC anticipates delivering a total of AUD\$2,190,270 in grants to member sports for the following;

- High-Performance programs and for national and internationally sanctioned events;
- Courses to upskill national and state level coaches and transfer of knowledge to clubs and participants;
- Grants to allow member sports to purchase much needed technical equipment;
- Scholarships for athletes to assist in accessing medical, technical, coaching support and equipment in the lead up to an Olympic Games;
- Supporting women and diversity groups within the sporting community through advocate programs and further education;
- Workshops and IOC sanctioned medical courses designed to improve the level of medical care provided to Australian Olympic Team members;

### Medal Incentive

AOC medal incentive funding provides direct support to athletes to support their training and preparation programs leading up to a Games

For the Rio Olympiad Medal Incentive Funding (MIF) payments were made as follows:

Season result was achieved	Year MIF payment made	Gold	Silver	Bronze
2012	2013	\$15,000	\$10,000	\$7,500
2013	2014	\$15,000	\$10,000	\$7,500
2014	2015	\$20,000	\$13,400	\$10,000
2015	2016	\$20,000	\$13,400	\$10,000

For the Tokyo Olympiad, this Funding increases to the following:

Season result was achieved	Year MIF payment made	Gold	Silver	Bronze
2016	2017	\$20,000	\$15,000	\$10,000
2017	2018	\$20,000	\$15,000	\$10,000
2018	2019	\$20,000	\$15,000	\$10,000
2019	2020	\$20,000	\$15,000	\$10,000

For the 2017 -2020 Olympiad, the AOC has budgeted for \$4,825,000 under this program.

### **Olympic Winter Institute of Australia (OWIA)**

The AOC prides itself on the annual grants totalling \$18,925,000 it has made to the OWIA since the AOC established it in 1998. For the 2017-2020 period the AOC has increased these grants from \$1million to \$1.1 per annum.

### **Grants to National Federations (NFs) receiving less than \$100,000 per annum from the ASC**

Winter NFs that receive less than \$100,000 per annum from the ASC in high performance funding are each granted \$50,000 for 2017 -2018, increasing to \$100,000 for 2019 – 2022;

- Biathlon
- Bobsleigh (inc Skeleton)
- Curling
- Ice Hockey
- Luge
- Skating (Figure and Ice Racing)

Any of the above sports likely to have an athlete in contention for a medal will also receive an additional \$50,000 to assist their preparations. A total of \$700,000 is budgeted for the 2017 – 2020 Olympiad.

Summer NFs that receive less than \$100,000 per annum from the ASC in high performance funding are each granted \$100,000 for the 2017 -2020 Olympiad;

- Modern Pentathlon
- Fencing
- Handball
- Karate
- Synchronised Swimming
- Sport Climbing
- Skate Boarding
- Wrestling

Any of the above sports likely to have an athlete in contention for a medal will also receive an additional \$50,000 to assist their preparations. A total of \$900,000 is budgeted for the 2017- 2020 Olympiad.

The AOC recommends that the Commonwealth Government continue to invest directly in sports and through the health initiatives supplement this funding.

### **3.5 Recommendation 5 – Partnership with sports**

The AOC is looking to a deeper and broader partnership with Federal and State Governments. With its member sports the AOC brings to the table a highly structured national network of experienced and committed people, largely staffed by volunteers, that reaches all corners of the country and through its diversity appeals to male and female, young and old and to our multicultural community.

Currently there are 40 Olympic sports, being those on the next Olympic and Olympic Winter Games programmes, and some of which the AOC and ASC separately fund their disciplines, ranging from the very large of Football and Swimming to the very small of Ice Racing and Modern Pentathlon. From the traditional Athletics and Archery to the urban sports and events of Skateboarding, Sport Climbing and Basketball 3x3. Each capable of motivating Australians to be active as a participant, contribute as a volunteer and provide an inspiration to the nation such as Modern Pentathlon's Chloe Esposito.

Olympic sports enjoy a special place in Australia's sporting landscape which if continued to be supported and nurtured can deliver ongoing benefits to the Australian community including:

- Promotion of Olympic sporting and health, educational programmes in all levels of schools, sports and physical education institutions and universities;
- Raised awareness of and encouragement of participation in sport for benefits of health, longevity, fitness, skill, achievement, social interaction, wellbeing and other benefits of exercise;
- The development of sport for all for the health, wellbeing and other benefits and the development of high performance sport as the pinnacle of the benefits of sporting participation;
- Practical support to the issue of indigenous reconciliation through sport;

The AOC has already put the above into practise by developing and funding several community programs targeted at schools and the indigenous community. These programs could be extended through a partnership with Government and commercial partners.

#### **Education and Community**

Over the past four years (2013 - 2016) AOC funded education programs have been able to connect with over 37,700 students and 24,000 teachers, through our various programs:

- 'Chat to a Champ' 15,000 students participated in before and during Sochi 2014 Olympic Winter and Rio 2016 Olympic Games;
- 'Chat to a Champ' is also available for open viewing online and so can be accessed by all Australians;
- Olympism and sport participation message spread to over 15,000 schools through over 100 separate school visits on Olympic Day celebrated annually;
- 'Meet with a Champ' 5,000 secondary students heard Olympians discuss their sporting journeys;
- 'Learn from a Champ' videos viewed over 2,700 times

## **Pierre de Coubertin Awards**

The Pierre de Coubertin Award recognises secondary school students who demonstrate values which are consistent with the Olympic Movement through participation in sporting activities. Nationally over 16,000 Pierre de Coubertin Awards have been granted since the Awards inception in 1993. Recipients are provided with the opportunity to meet Olympians and workshop the demands of elite sport and learn about the Olympic Movement.

## **Indigenous Programs**

The AOC supports Australian indigenous communities through its Olympic education program, collaborating with indigenous organisations including the Cathy Freeman Foundation, Cape York Aboriginal Australian Academy, the Remote School Attendance program and Rob de Castella's Indigenous Marathon Foundation.

## **ASC and AIS Programs**

In addition to the AOC's programs, the AOC is willing to discuss partnering with existing ASC community sports programs and AIS research programs.

## **Athlete Transition**

The AOC welcomes the investment by the AIS in their Personal Excellence Program. Separately, the AOC is providing \$350,000 in resources from 2016 – 2020 towards the AOC Athlete Transition Program, which is being guided by the AOC Athletes Commission. The program addresses the wellbeing of an athlete regarding profound changes in life circumstances and identity which can lead to adversity. To this end the AOC is partnering with industry experts including Beyond Blue and Crossing the Line Sport to assist Olympians in need.

The program also focuses on career progression with regards to mentorships, internships and work placements, drawing on our close connection with corporate Australia. The AOC is also engaging the 2,500+ active members of our Olympians alumni to assist with the program.

There now exists a genuine need across high performance sport to educate and where possible assist elite athletes to make the transition, with the premise emerging for athletes to understand the concept right from the start of their sporting careers. It seems apparent, despite best efforts that national sports do not always have the capacity to provide ongoing assistance to their athletes post retirement.

The AOC would encourage more attention and investment into Athlete Transition by governments, including research to better understand the issues of post athletic career problems and therefore how to address them.

## **Olympic Reach and Impact – delivering preventive health and community wellbeing**

Olympic sports and the Olympic Games can deliver preventive health and community wellbeing provided they are supported. These Olympic sports make up the largest segment of sports participation in Australia; diverse in gender, age and ethnicity;

- Estimated number of Australians participating in Olympic sports is more than 8,840,000;
- ASC AusPlay data shows Olympic Sports rank highly as the most popular sports across the country;
- Olympic sports make up 74% of participants in the Sporting Schools program;

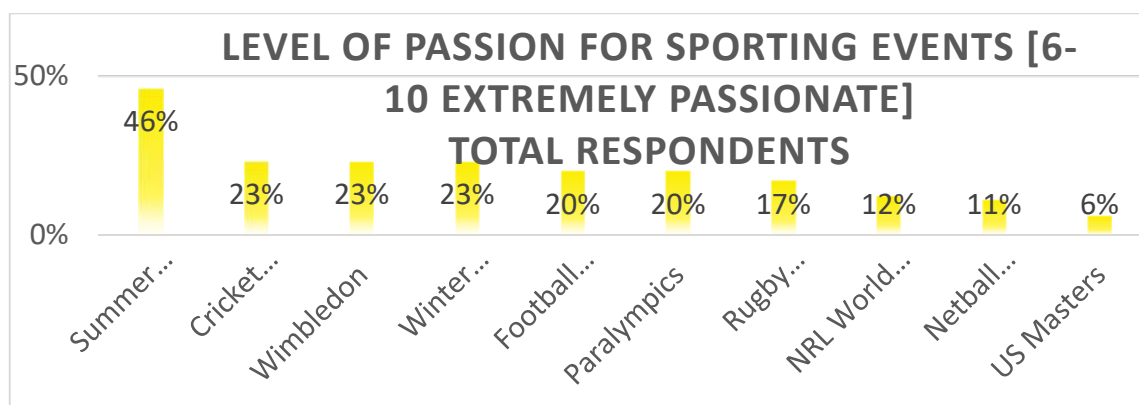


No other sporting event along with its athletes provides the same opportunity to inspire the diversity of the Australian community to be engaged in sport and the benefits of sport participation. The Olympics can deliver the messages that Governments are looking for – get people active, appeal to school children to take up sport and address the key benefits of sport and physical activity for a better, healthier nation.

Over 18m Australians were reached with Seven’s TV broadcast across the 17 days of the Rio Olympics.

- 37.7million LIVE and VOD streams
- 20.7 million minutes viewed
- 73.8m social video views
- The Olympics dominated TV audiences across all key demographics
- Basketball and Athletics top streamed Events
- 3 in 4 Australians aged 14+ tuned in to watch the 2016 Rio Olympics – including 2.9 million across Seven’s new digital platform.

As the following chart shows, the Olympic Games continues to capture and inspire Australians like no other international sporting event, providing the perfect sporting platform to promote community physical activity and health and inspiration to Australian youth.



Olympic Athletes provide the perfect ambassadors to deliver the preventative health message. The athletes have significant social media reach as demonstrated by the examples below.



As the above demonstrates, a partnership with the AOC and its member sports, utilising the sizable participation base, the elite athletes and participation in the Olympic Games, can play a very active and pivotal role in delivering many outcomes for the Government, including the preventive health.

## 4 / National Sports Plan – Other Topics

### 4.1 Integrity Review Panel

The AOC, CGA and APC proposed the Hon Dr Annabelle Bennett AO SC and she has been appointed an adjunct member of the Panel.

AOC President, John Coates AC has met with Panel Chair, Mr James Wood QC and briefed him on the relevant constituent, charters, codes and other rules regulating integrity and dispute resolution for the Olympic Movement, as well as anti-doping developments, including the proposed Independent Testing Authority.

The Olympic Movement Code on the Prevention of Manipulation of Competitions was adopted by the IOC Executive Board in 2015 in compliance with the Council of Europe Convention, Manipulation of Sports Competitions. Compliance is mandatory for all members of the Olympic Movement and changes will be proposed to the Olympic Charter at the IOC Session in Lima, Peru in September 2017 to place it on an equal footing with the World Anti-Doping Code in this regard.

Accordingly, the AOC Executive will be asked to propose to amend the AOC Constitution at the 2018 AOC AGM by inserting the following additional Object:

***“to support the integrity of sport and fight against the manipulation of competitions by adhering to the standards set out in the Olympic Movement Code on the Prevention of Manipulation of Competitions and by requiring Members (a defined term) and Members of an Australian Team (a defined term) to do likewise.”***

### 4.2 Major Sporting Events & Sporting Infrastructure

There are many reports and studies that detail the benefits, opportunities and returns that major sporting events bring to Australia. Developing a strategy in this space will require significant co-operation from all tiers of government, together with sports and other rights holders.

The above is true for sporting infrastructure, which also is invested in from the three tiers of government and to a lesser degree sports and private enterprise.

To properly address both topics with the necessary co-operation, will require Federal Government leadership to establish a mechanism that brings all the parties together with the aim to determine a national strategy.

### 4.3 Governance

While acknowledging that the significant work undertaken by the ASC in this area has been good for the efficiency of sporting organisations, the AOC cautions that the power of self-regulation by Australian Olympic NFs in determining their internal governance rules should be recognised along with their obligation to comply with the rules and statutes of their IFs.

It must also be recognised that sports are not business corporations, with the majority of Olympic NFs, at least, being volunteer based and with extremely stretched resources and budgets. Any organisational or governance reform needs to be tailored for each sport – one size does not fit all.

While the AOC recognises a critical aspect of governance is not just the structures and rules but electing the best and a diverse board, we consider knowledge of the particular sport is essential. The AOC will be pleased to work with the ASC to assist identifying such persons from within the sports capable of adding

value. However, both the ASC and AOC must recognise the independence and autonomy of the NFs and not interfere in their electoral processes.

## 5 / Summary

The AOC's submission consists of five core recommendations to enable sports to deliver on the four interrelating pillars of participation, performance, prevention through physical activity and integrity. The recommendations are about enabling sporting organisations to improve their capability and capacity to deliver on the outcomes being sought rather than developing new one-off programs.

The recommendations are linked, with each supporting the other;

1. Statement of purpose – A clear commitment of sports priority in government policy and investment;
2. Participation + Performance = Prevention – Respecting the sporting cycle as critical to sports ability to be sustainable and grow. By ensuring Commonwealth Government investment is in both sport participation and performance, including pathways, then sport is able to deliver on prevention through physical activity. The Olympic sports network across Australia provides the government with a low cost of investment for a high return.
3. Investment in knowledge – The great enabler, giving Australian sport access to the cutting edge research and ensuring sport continues to evolve and improve so as provide a quality health and community dividend to government.
4. Direct investment in sports – Accepting that sporting organisations are best placed to manage their sports and deliver the outcomes being sought. That with a modest increase in funding directly to sports government will deliver significant increased returns to the nation in health and social wellbeing and ensure we remain a nation of sporting diversity.
5. Partnership with sport - The AOC with its member sports will bring to the table a highly structured national network of experienced and committed people, largely staffed by volunteers, that reaches all corners of the country and through its diversity appeals to male and female, young and old and to our multicultural community. This partnership with the AOC and its member sports, utilising the sizable participation base, the elite athletes and participation in the Olympic Games, can play a pivotal role in delivering many outcomes for the Government, including the preventive health.

The AOC would be pleased to discuss further this submission and the recommendations to assist in shaping the National Sports Plan.

Matt Carroll AM  
Chief Executive Officer  
Australian Olympic Committee

John Coates AC  
President  
Australian Olympic Committee