



Squash Australia Forum

June 2019



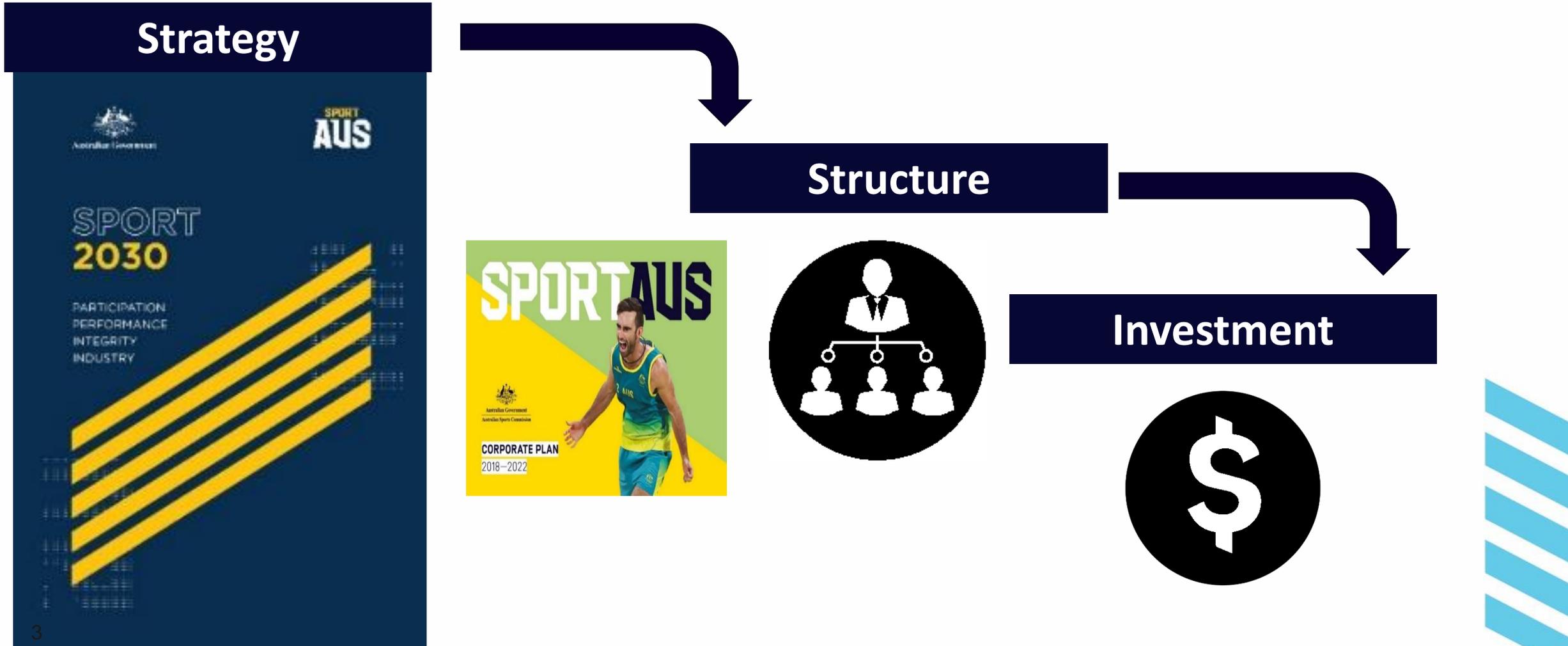


What do we want to achieve in this session

1. Background on Sport Australia & Sport 2030
2. Food for thought for future Planning

Informal – please stop and ask questions along the way

Sport Australia has followed a tried and tested methodology



SPORTAUS

OUR VISION: Australia is the world's most active sporting nation, known for its integrity, sporting success and world-leading sports industry.

OUR PURPOSE: Sport Australia will contribute to improving the health and wellbeing of Australians and making communities stronger through sport and physical activity.

OUR STRATEGIC PRIORITIES

Embedding physical activity through greater engagement and involvement of children and youth in sport

Increasing awareness and reach in areas which have a direct impact on physical activity and physical literacy levels

Building workforce capability across the sector

Improving the digital capability of the Australian sports sector

Leading and enabling a united and collaborative high performance system that supports Australian athletes to achieve podium success.

Evolving a system-wide approach to athlete wellbeing for athletes to engage with and inspire the community

Driving a leaner and more efficient organisation and building a strong workforce culture

More Australians move more often

Building the capability of sport to create a robust, connected industry

National pride and inspiration through international sporting success

SPORT 2030 PRIORITIES

1. Help more Australians be more active, more often
2. Drive Sporting Excellence and Success
3. Safeguard the Integrity of Sport
4. Strengthen the Sports Industry

• **VISION OF SPORT 2030 Plan**

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

Five target outcomes

1. Improve the physical Health of Australians
2. Improve the mental health of Australians
3. Grow Personal Development
4. Strengthen our communities
5. Grow Australia's economy

New funding model for NSO

1. Core Funding

Base funding to **Support Sustainability** & achieve Sport Australia Standards

Taking into consideration-

- Financial Revenue
- Participation Potential – through AUSPLAY and Sporting School Programs etc.
- High Performance potential – assessed by the AIS

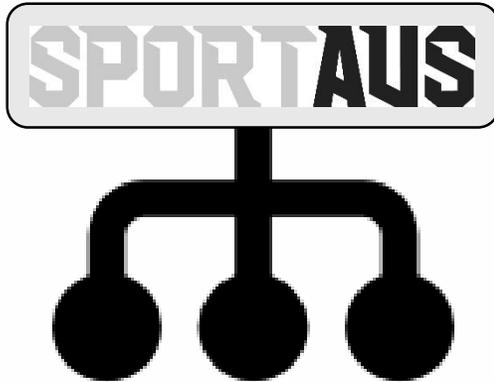
2. Impact Funding

Competitive Grant Process to **deliver outcomes aligned to Sport 2030 Plan**

To unlock the potential of the system Sport Australia must modify our approach to market



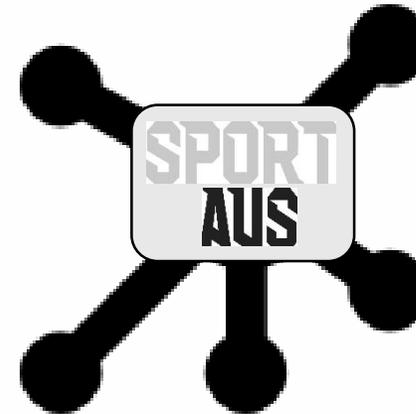
Directive Leadership



I lead Australian Sport

- Top down directive model
- We are the 'experts'
- Siloed and insular within Sport Australia
- Traditionally poor uptake of Sport Australia initiatives
- Recent engagement unstructured

Facilitative Leadership



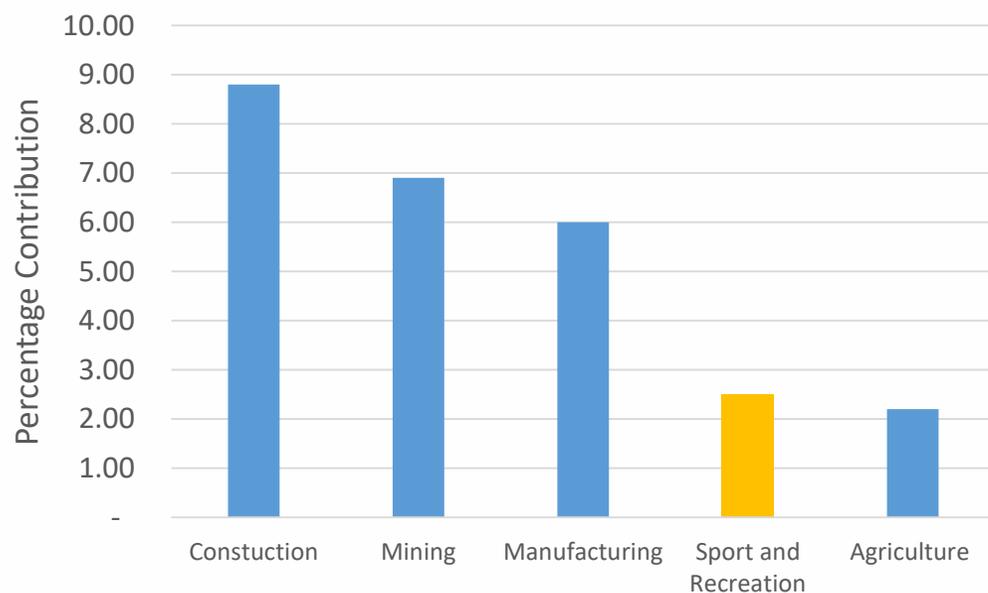
I facilitate the leadership of Australian sport

- Sport Australia centre of industry
- We connect the experts
- Co-design and collaborative
- Strong adoption of Sport Australia initiatives
- Coordinated and consistent engagement

Sport and Recreation contributes 3% of Australia's GDP and employs more than 220,000 people

Australia's Sporting Sector, valued at \$51b (2-3 percent of Australia's GDP¹), is driven by an ageing volunteer base that is predominately male, untrained or underqualified for their roles.

Contribution to National GDP²



Sport Sector contributes \$51b annually to the Australian economy



382,000 Committee Members³
Avg. age 35-54 yrs



643,000 Coaches³
58% male
42% female
500,000 no quals



313,000 Officials³
61% male
39% female
82% of officials still playing the sport

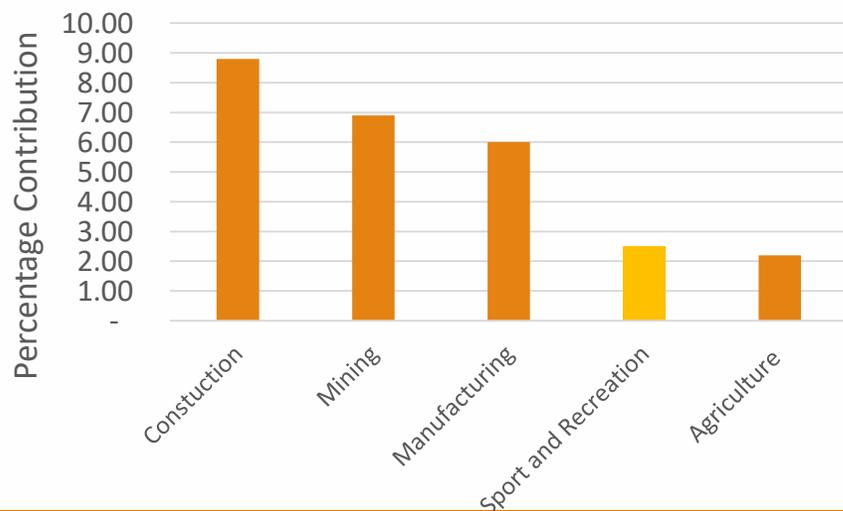


220,000 Paid-staff³
71% <10 years in Sport
Gender pay-gap
Only 41% formal quals relevant to role

Australia’s Sporting Sector, valued at \$51b (2-3 percent of Australia’s GDP¹), is driven by an ageing volunteer base that is predominately male, with limited training.

Portfolio Budget - Sport and Recreation	TOTAL (\$m)	QLD (\$m)	NSW (\$m)	VIC (\$m)	SA (\$m)	NT (\$m)	WA (\$m)	TAS (\$m)	ACT (\$m)	Cwth (\$m)
	1392.62	171.3	397.86	220	46.05	70.72	63	37.42	11.92	374.35

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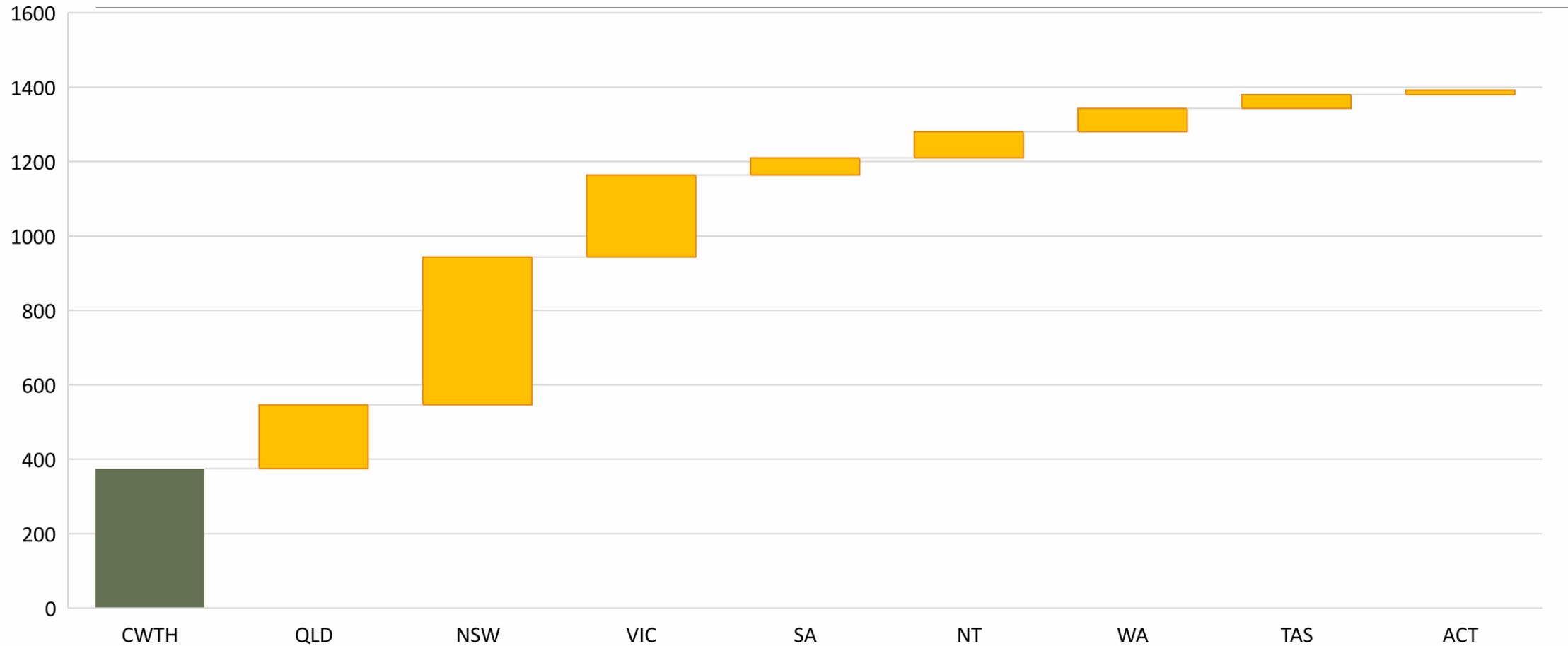


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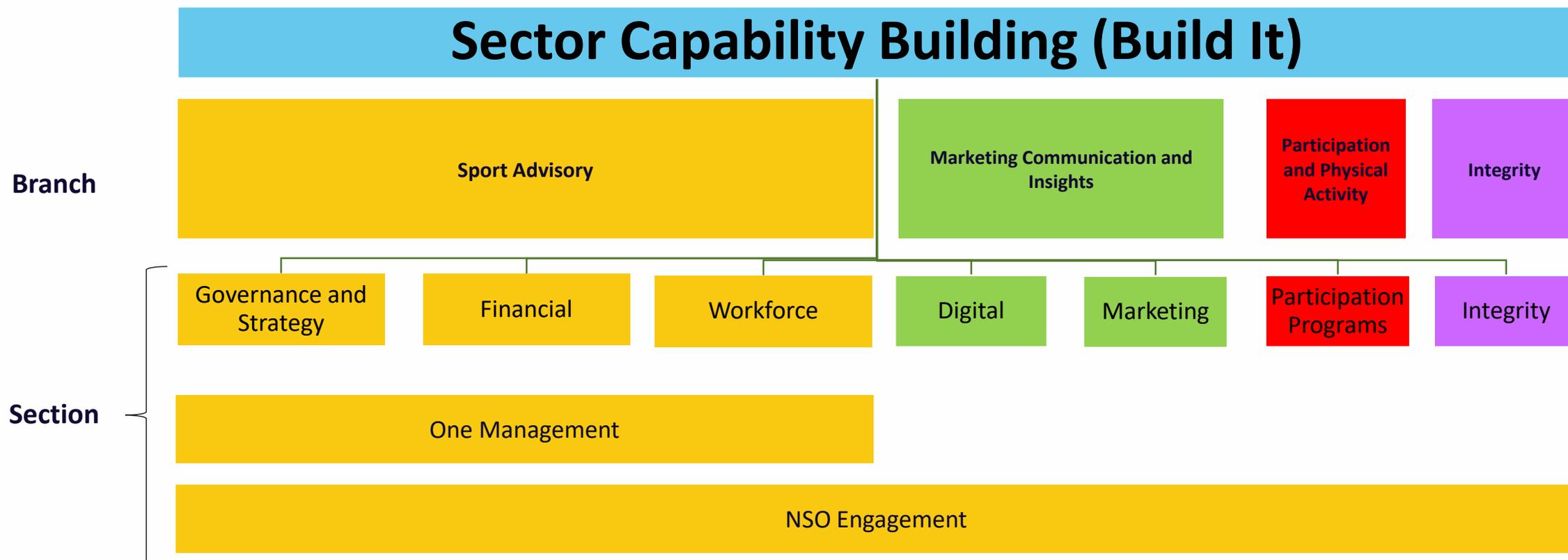


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Alignment is the key to unlocking value from \$1.4b



Building the capability of sport to create a robust, connected industry – Sport Australia Activities



The are four components to Sport Australia's Capability Building Framework



1. Policies, Resources, Tools and Models

Standardised generic material that can assist in organisational enhancement



3. Communities of Practice

- Connecting the industry
- Peer-peer learning and problem solving
- Professional Development Focus



2. Platforms

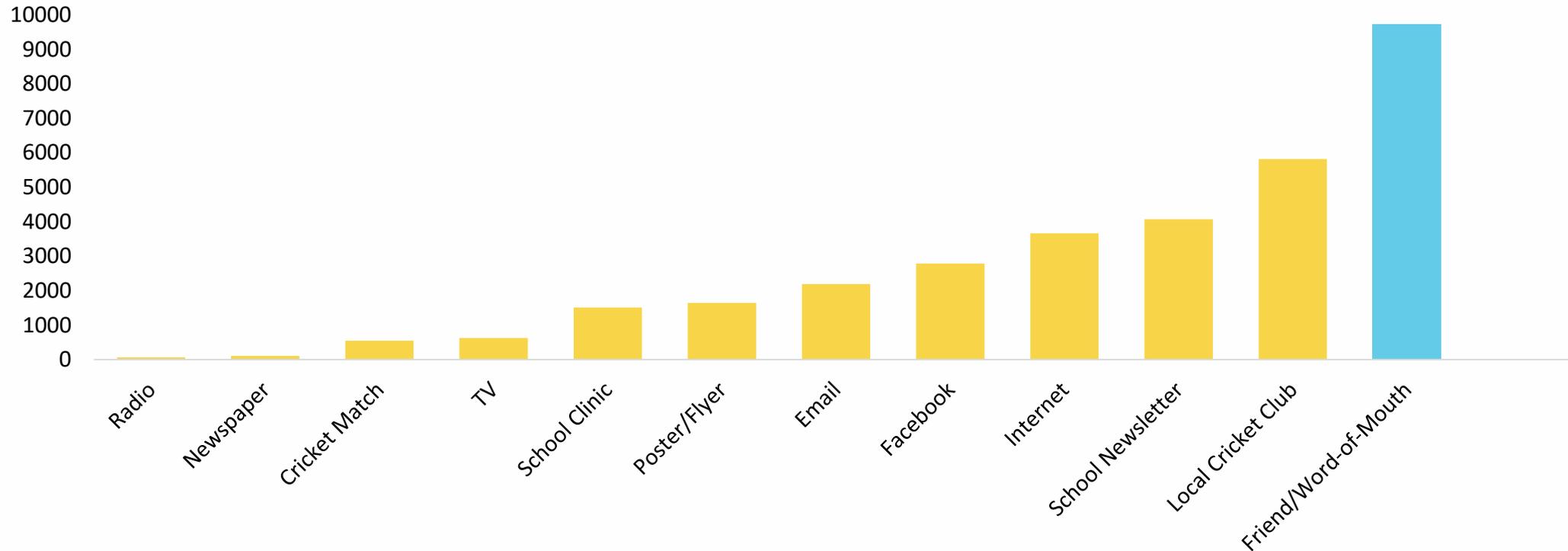
- E Learning
- Leveraging Sport Australia technology platforms
 - Supported by a Shared Service



4. Organisational Development Projects

- Industry Projects
- Impact Projects

Word of Mouth, a function of Quality of Experience, is a key driver of recruitment

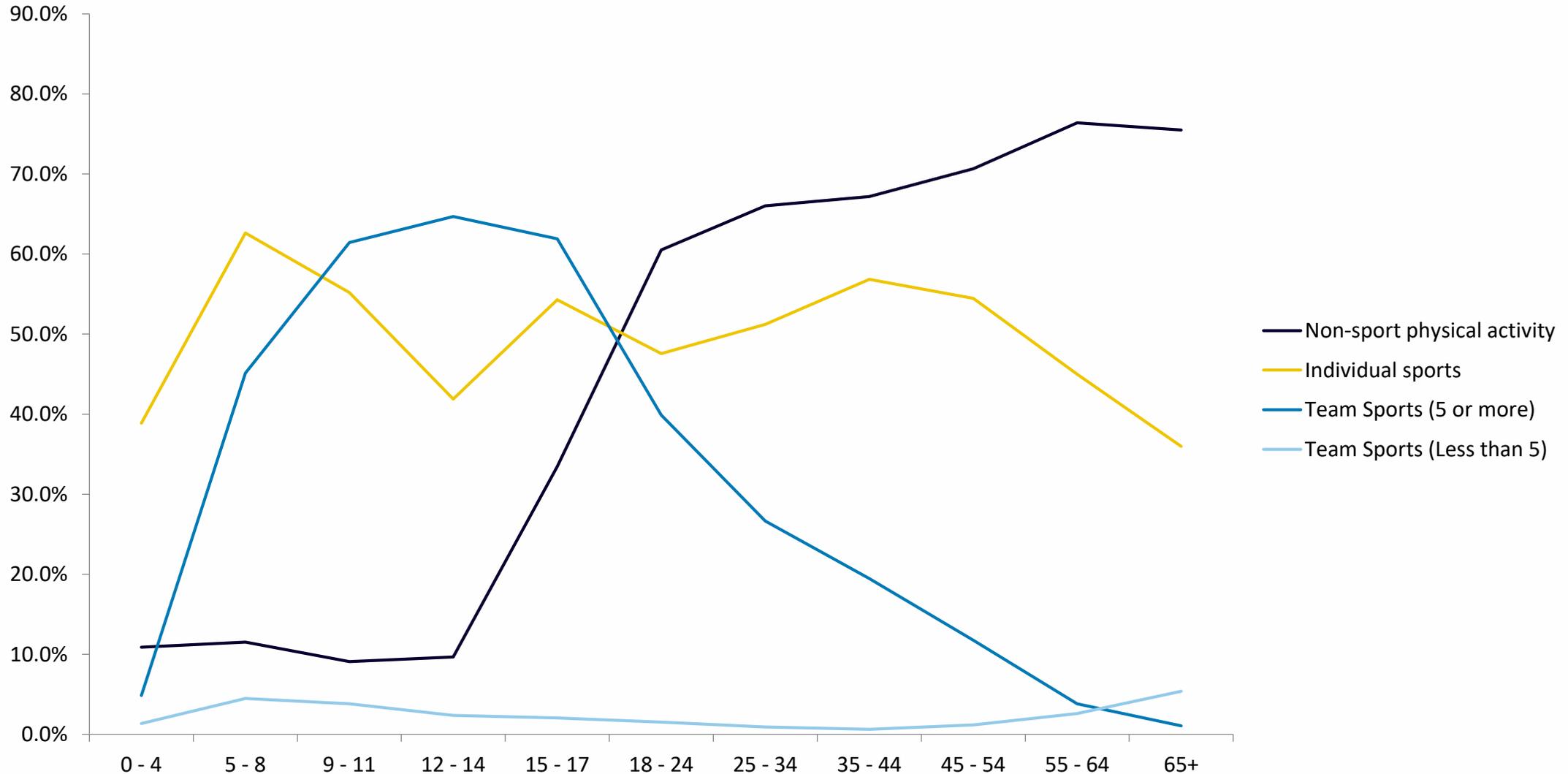


Key Take Away

How do sports implement a peer-peer recruitment strategy for their sport?
Who are the key influencers in a club – how can they be activated?

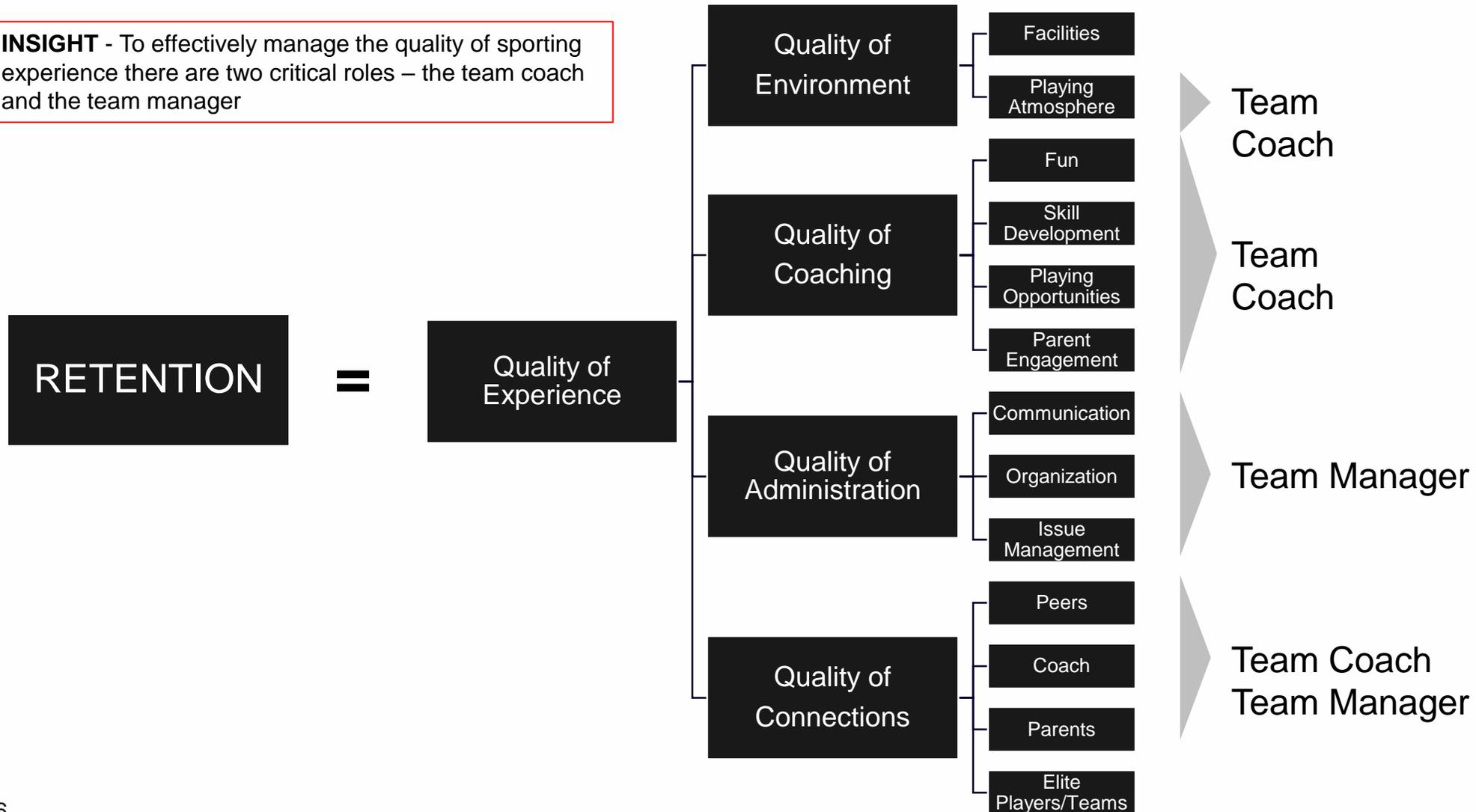


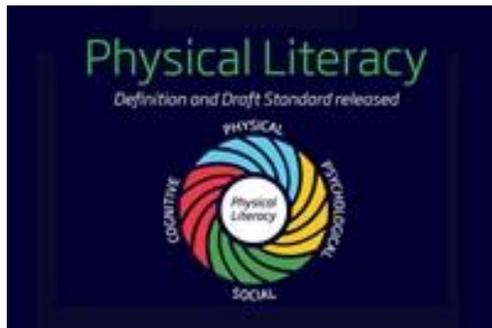
Kids are still getting involved in sport but we are losing them in greater numbers, and earlier, than every before!



The key to growth in sports is NOT recruitment....

INSIGHT - To effectively manage the quality of sporting experience there are two critical roles – the team coach and the team manager





PHYSICAL Literacy

<https://www.youtube.com/watch?v=2ZDIRuM2VwY&feature=youtu.be>

Developing your physical Literacy can give you the confidence and capability to be active and stay active for life.

It can provide –

1. The physical skills and Fitness
2. The attitudes and emotions that motive you to be active
3. The knowledge and understanding of how, why and when you move, and
4. The social skills to be active with others.



FOUR DOMAINS Of PHYSICAL LITERACY

1. PHYSICAL

2. PSYCHOLOGICAL

3. SOCIAL

4. COGNITIVE

https://origin.sportaus.gov.au/physical_literacy#physical



RISKS &/OR OPPORTUNITIES

1. EFFECTIVE INTEGRITY FRAMEWORKS WITHIN SQUASH
2. Collaboration within Squash Community and Sector
3. SIGNIFICANT SPORT AUST. FUNDING PROJECT BASED – Sport 2030 Priorities
4. RETENTION of PARTICIPANTS & SUSTAINABLE FACILITIES
5. Embrace Physical Literacy

FOR INFORMATION - LINKS

<https://www.sportaus.gov.au/nationalsportplan>

https://www.clearinghouseforsport.gov.au/knowledge_base/organised_sport/funding/participation_grants_and_funding_for_sport_and_recreation/_nocache

https://www.clearinghouseforsport.gov.au/about/member_registration

https://origin.sportaus.gov.au/physical_literacy

OTHER FUNDING SITES

<https://www.sportaccessfoundation.org.au/our-news/game-changer-funding-for-young-aussie-para-athletes-2019-saf-grants>

<https://asf.org.au/news/500000-of-cash-grants-to-boost-grassroots-sport/>

<https://playforpurpose.com.au/sporting-club-benefits> **closes 30/6/19**

The Clearinghouse for Sport website has been established to connect sports people with complementary expertise and to help facilitate the exchange of information and knowledge across the sport sector.

Membership is free.

Clearinghouse members have access to a range of online services and information resources, including:

- Knowledge base topics relevant to the sport sector
- Full text electronic journals and research databases
- Digital media including videos and images
- Sports publications archive
- Research profiles and library references services
- Secure member information sharing networks



Australian Government
Australian Sports Commission

Questions

SportAUS.gov.au

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 [@SportAUS](https://www.facebook.com/SportAUS)

 [Sport Australia](https://www.linkedin.com/company/sport-australia)

 [Sport Australia](https://www.youtube.com/SportAustralia)

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