

The Parliament of the Commonwealth of Australia

**The Second Report on an Inquiry into  
Sports Funding and Administration**

**CAN SPORT BE BOUGHT?**

**House of Representatives  
Standing Committee on  
Finance and Public Administration**

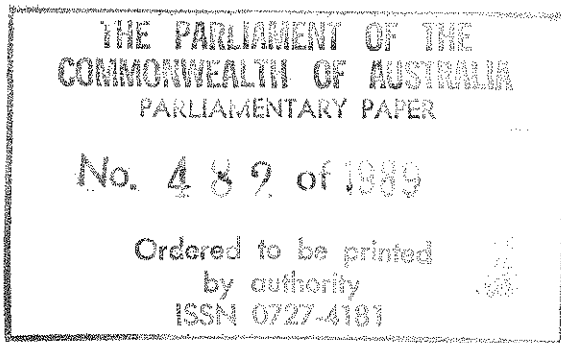
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# TABLE OF CONTENTS

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	Page
Membership of the Committee	iv
Membership of the Subcommittee	v
Terms of Reference	vi
Abbreviations	vii
Summary of Conclusions and Recommendations	ix
Chapter 1 - Introduction	1
Chapter 2 - Participation	7
Chapter 3 - Women in Sport	19
Chapter 4 - Sport for the Disabled	35
Chapter 5 - Sports Funding	44
Chapter 6 - Tobacco Sponsorship	66
Chapter 7 - A Positive Approach	94
Chapter 8 - Facilities and Administration	111
Chapter 9 - Accountability	124
Appendix I - List of Submissions	133
Appendix II - List of Witnesses	149
Appendix III - List of Exhibits	164
Appendix IV - AIS Sports Appropriations (Table 2 from <u>Going For Gold</u> )	174

# MEMBERSHIP OF THE COMMITTEE

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Chairman: Mr S.P. Martin, MP

Deputy Chairman: Hon. I.B.C. Wilson, MP

Members:

- Mr R.A. Braithwaite, MP
- Dr R.I. Charlesworth, MP
- Mr M.R. Cobb, MP
- Mr R.F. Edwards, MP (from 12 April 1989)
- Mr B.W. Courtice, MP
- Mr G. Gear, MP
- Dr J.R. Hewson, MP (up to 20 October 1988)
- Mr H.A. Jenkins, MP
- Mr F.S. McArthur, MP
- Mr J. Saunderson, MP
- Mr R.F. Shipton, MP (from 20 October 1988)
- Mr D.W. Simmons, MP (up to 12 April 1989)

Secretary: Mr P.F. Bergin

## MEMBERSHIP OF THE SUB-COMMITTEE

---

The following Members served on the subcommittee during the course of the inquiry

Chairman: Mr S.P. Martin, MP

Members: Mr B.W. Courtice, MP  
Dr R.I. Charlesworth, MP  
Mr G. Gear, MP  
Mr H.A. Jenkins, MP  
Mr F.S. McArthur, MP  
Mr R.F. Shipton, MP

Secretary: Mr P.F. Bergin

Inquiry Staff: Mr M. Snell  
Ms V. Brown  
Ms S. Fisher

## TERMS OF REFERENCE OF THE COMMITTEE

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The Standing Committee on Finance and Public Administration is empowered to inquire into and report on any matters referred to it by either the House or a Minister including any pre-legislation proposal, bill, motion, petition, vote or expenditure, other financial matter, report or paper.

## TERMS OF REFERENCE OF THE SUBCOMMITTEE

On 1 November 1988 the Minister for the Arts, Sport, the Environment, Tourism and Territories referred to the Committee the inquiry into the funding and administration to sport in Australia.

The Committee adopted the inquiry at its meeting on 3 November 1988 appointed a subcommittee to conduct the inquiry and agreed to the following terms of reference:

- (i) the nature and scope of Government assistance to the development of sport in Australia, with particular reference to elite sport;
- (ii) non-government assistance to sport in Australia, and
- (iii) the administration of sport and its development at Commonwealth and State level.

## ABBREVIATIONS

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AANA	All Australian Netball Association
ABSF	Australian Blind Sports Federation
ACB	Australian Cricket Board
ACC	Australian Coaching Council
ACT	Australian Capital Territory
ACSD	Australian Confederation of Sports for the Disabled
ASAA	Amputee Sporting Association of Australia
ADSF	Australian Deaf Sports Federation
ADSSF	Australian Disabled Skier's Federation
AIS	Australian Institute of Sport
ASC	Australian Sports Commission
AUSRAPID	Australian Sport and Recreation Association for People with an Intellectual Disability
AWCC	Australian Women's Cricket Council
AWSF	Australian Wheelchair Sports Federation
CAS	Confederation of Australian Sport
CP-ASRF	Cerebral Palsy - Australian Sport and Recreation Federation
DASETT	Department of the Arts, Sport, the Environment, Tourism and Territories
DCSH	Department of Community Services and Health
NCRPD	National Committee on Recreation for People with Disabilities
NSO's	National Sporting Organisations
NSW	New South Wales
RDAA	Riding for the Disabled Association of Australia
SA	South Australia
SASI	South Australian Sports Institute
TAFE	Technical and Further Education
VFA	Victorian Football Association
VFL	Victorian Football League
VHPF	Victorian Health Promotion Foundation
WSPU	Women's Sport Promotion Unit





# SUMMARY OF CONCLUSIONS AND RECOMMENDATIONS

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## Funding

The Minister in his 21 August 1989 statement announced that:

The Australian Sports Commission will implement a program to increase the level of corporate sponsorship for elite athletes and sports generally (para 5.54).

The announcement is a step in the right direction, but sporting organisations must realise that it is not the Australian Sports Commission that will find them sponsors but the ASC can show them how to go about it (para 5.55).

The increase in funding of the Australian Institute of Sport is a most welcome initiative. It also presents a challenge to those AIS selected sports. The onus is now on the sports to justify the commitment of resources (para 5.16).

Australia, as a nation, cannot support every sport at the elite level. There needs to be some assessment system whereby sports can be assessed, not only for access to the AIS, but for continuation of the access. In the first report, the Committee suggested that factors to be taken into account in making such assessments include international competitiveness and community support (para 5.12).

The Committee recommends that:

the Australian Sports Commission include in its Annual Report an estimate of the taxation revenue forgone each year through the operation of the Australian Sports Foundation (para 5.14).

The Committee recommends that:

the Standing Committee on Recreation and Sport of the Sports and Recreation Ministers Council collate and publish on an annual basis consolidated statistics on government expenditure on sport including expenditure on the elite model program sports by each sport (para 5.22).

The Committee recommends that:

the Australian Sports Commission in considering grants to the National Sporting Organisations take into account the amount contributed by way of capitation fees and unless there are special circumstances any increase in Australian Sports Commission grants be matched by an increase in the capitation fee (para 9.9).

## Administration

The Committee recommends that:

the results of the efficiency reviews of the national sporting organisations be included in the Annual Report of the Australian Sports Commission (para 9.7).

The ASC has objectives set out in its Act; and is accountable to the Parliament for the funds allocated to it to achieve those objectives. The progress in achieving those objectives should be recorded in the Annual Report of the ASC (para 9.16).

The Committee recommends that:

the Australian Sports Commission include in its Annual Report the progress made in achieving its objects as set out in the Australian Sports Commission Act (para 9.16).

The Committee recommends that:

the Australian Sports Commission, in co-operation with the Confederation of Australian Sport and the Australian Society of Sports Administrators, publish and regularly update details of sports administration courses (para 8.42).

## Participation

There are initiatives underway to encourage the participation of women in sport. These initiatives are to be commended, they must also be monitored. The increase in funding for the Womens Sport Promotion Unit is a welcome initiative (para 3.41).

The Committee recommends that:

the Australian Sports Commission monitor the initiatives in womens sport announced in the 1989-90 Budget and provide in its annual report an assessment of those initiatives (para 3.41).

The Committee supports and encourages the Women's Sport Promotion Unit in its endeavours to alleviate the imbalances in women's sport (para 3.34).

The Committee encourages schools to support unisex uniforms (para 3.11).

The Committee commends and encourages the assistance given to the elderly in commencing or pursuing physical exercise and sport as it will benefit the quality of their lifestyles (para 2.29).

The Committee recommends that:

sporting organisations for the disabled consult with generic sporting organisations to ensure that standards for elite disabled athletes are maintained (para 4.14).

The Committee hopes that the ACSD can extend its functions to offer worthwhile benefits to other groups so they may be encouraged to become members (para 4.30).

The Committee recommends that:

the Australian Sports Commission withdraw funding from the Australian Confederation of Sport for the Disabled, unless the Confederation can establish it is representative of the disabled sporting organisations (para 4.30).

The Committee recommends that:

the Australian Sports Commission have the AUSSIE Sports manual readily and freely available to all community groups (para 2.13).

## **Alternative Sources - Tobacco and Alcohol**

### **Acceptable Sponsorship - ?**

The Committee shares the concern of many Australians about the consumption of alcohol and tobacco. Whether the concerns can be overcome by prohibition or persuasion is a matter for debate. The decision on whether to drink or smoke is made by the individual aware of the damage to oneself and possibly others (para 7.42).

The smoking of tobacco has an impact on the economy through its impact on health costs. If for no other reason, it is a cause for concern. However, it is doubtful if a ban on the product would be successful or even acceptable because, as is noted earlier, almost 4 million Australians are tobacco smokers (para 6.39).

The Committee concludes that:

the consumption of tobacco by Australians, particularly young Australians, is a cause for concern, as is the consumption of alcohol (para 6.70).

The Committee concludes that:

A voluntary restriction which refers to 'where the majority of persons to whom the event appeals are children' cannot guarantee that it will not create an awareness in some children (para 6.40).

The Committee acknowledges that the tobacco companies have made efforts to avoid targetting children in their advertising, but is concerned at the obvious adoption of cigarette smoking by children. The Committee considers that advertising directed at, or promoting socially desired attitudinal changes, is preferable to banning the advertising of products perceived by some to be undesirable (para 6.46).

The Committee concludes that:

a complete ban on the accidental and incidental televising of cigarette advertisements is not realistic. Producers of news bulletins and other television programs would have a heavy onus of ensuring that in all broadcasts there was no advertising in the background, however oblique, which could lead to their being challenged in the Australian Broadcasting Tribunal (para 6.46).

## Public Attitudes

While the Committee does not support prohibition, it would have preferred a more even-handed approach to deterring consumption of tobacco and other drugs (para 7.40).

First, the Committee was disturbed by the Health Foundations being so adamant about banning all tobacco advertising (and some anti-smoking groups even lobbying for banning of tobacco consumption), while maintaining a complacent attitude towards alcohol advertising and consumption (para 7.38).

Secondly, the Committee was dismayed that the Health Foundations while purporting to be unrelenting advocates of the tobacco sponsorship ban, were prepared to succumb to ban exemptions. Such exemptions appear to have been granted to sports activities perceived to be the more popular. This appeared to the Committee to be a case of 'when a ban is not a ban' (para 7.39).

The Committee concludes that:

- (a) the surveys of public opinion on tobacco were of dubious value
- (b) it appears that the results of surveys could be contrived by variables such as the phrasing of the survey questions, the audience targetted and, indeed, the interests of the organisation commissioning the survey (para 6.24).



## Health Foundations

The Committee does not support the establishment of a Commonwealth Health Foundation funded by a tax on cigarette sales (para 7.10).

Such a proposal combines two issues, a tax on tobacco to discourage consumption and a campaign against consumption which is dependent for funding on that consumption. If the foundations are successful and the consumption of tobacco falls so do the funds available to the foundations for sport sponsorship. It would also duplicate much of the work of the Drug Offensive (para 7.9).

The Committee concludes that:

- (a) the Australian Sports Commission could contribute to the National Drug Offensive
- (b) the increased sponsorship of sporting events could be a feature of the National Drug Offensive Campaign.

The Committee recommends that:

- (a) the Australian Sports Commission be involved in the planning of the National Campaign Against Drug Abuse
- (b) the sponsorship of sporting events play a part in the Campaign
- (c) Australia's elite athletes continue to feature in the Campaign (para 7.35).

## The Dilemma

The members were not able to agree on a package of measures to discourage consumption. All members were in agreement, however, that sport should not suffer if the funds available through tobacco sponsorship, which are of the order of \$12 million per annum, were no longer available. Such a withdrawal of funds would reduce the total sponsorship funds available. The resultant increase in competition for the already limited sponsorship funds would have a dramatic impact on Australian sport (para 6.69).

The measures suggested to and considered by the Committee were:

- . a ban on advertising in the print media
- . a ban on outdoor advertising, eg billboards
- . a ban on cinema advertising
- . no change to the existing situation.

The Committee notes the proposal to ban the advertising of tobacco in the print media. This proposal has the support of some Members, while others have reservations about the proposal (para 6.70).

The Committee recommends that:

- (a) if funds are no longer available to sporting organisations as a result of the banning by Governments of certain sponsorships then funds should be provided from other sources (para 6.73).

## Facilities

The Committee in its first report recommended the publication and regular updating of an inventory of international standard sporting facilities. Such an inventory would assist decision makers in planning future facilities. The Committee again makes that recommendation (para 8.20).

The Committee recommends that:

- (a) in the distribution of grants for community sporting facilities preference be given to the construction of facilities which will be used by a number sporting organisations
- (b) the Community Recreation and Sports Facilities Program be continued and that it be provided with an annual appropriation of funds (para 8.16).

One of the objectives of the Facilities Branch of the Australian Sports Commission is:

to continually improve operational efficiency and where possible reduce costs.

The Committee endorses that objective (para 8.26 and 8.27).



# CHAPTER 1

## INTRODUCTION

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### Introduction

1.1 This report continues the Committee's examination of sports funding and administration in Australia. The examination commenced on 3 November 1988 when the Committee at its meeting adopted the terms of reference for the inquiry suggested by the Minister for the Arts, Sport, the Environment, Tourism and Territories. The Committee's first report, Going For Gold, was presented to the House in March 1989. That report concentrated on the plight of Australia's elite athletes. There were other issues commented on in the report.

1.2 The Minister for the Arts, Sport, the Environment, Tourism and Territories did not formally respond to the recommendations of the report. In a letter of 12 May 1989 to the Committee Chairman, the Minister stated:

I am proposing to bring forward shortly a Cabinet Submission seeking increased assistance for sport, and I have taken into account the recommendations of your Inquiry in the preparation of the Submission. I did not consider it appropriate to foreshadow the proposals contained in the Submission prior to Cabinet consideration, and I therefore obtained the Prime Minister's approval to defer my response to Parliament on the first report, with a view to provide a detailed response following the tabling of the final report.

1.3 As a result of the Cabinet Submission the Minister was able to announce an increase in the funding of sport as part of the May 1989 Budget Statement. This increase in funding is dealt with in more detail later in the report.

1.4 There were other reactions to the first report including one from the Australian Sports Commission (ASC):

The report entitled 'Going for Gold' was well researched and directly put the case for additional assistance in an organised manner.

The hearings you conducted were well informed and examined the subject in question deeply. Your own personal knowledge of sport as well as the experience of the other members of the Committee was strongly in evidence throughout the period in which the report was written.

The Commission was pleased to cooperate with the Committee and will do what we can to assist in the future with its deliberations (Letter, 13 September 1989).

1.5 Australian Volleyball Federation Inc. responded to the report by:

writing to congratulate you on the excellent work of your sub-committee inquiring into the funding and administration of sport in Australia.

and,

... believe that the report and its recommendations present an excellent basis for a restructuring of governments' role in elite sport in Australia to achieve the results that are a true measure of the athletic talents we have in this country (Letter, 10 May 1989).

1.6 Mr Paul Brettell, a former officer of the ASC:

wanted to congratulate you and the Committee on the manner in which you have handled a complex and difficult area. You have been astute in your observations and I hope the government, and sport in general, will take notice of your many worthwhile recommendations (Letter, 3 May 1989).

## Focus of the Inquiry

1.7 In Going for Gold, the Committee concentrated on the funding of elite or high performance sports. It is the elite athletes who are the sports models for all Australians. The Committee consequently examined the financial and other assistance available to enable this role modelling to occur. In this report the Committee has considered the issues of participation in sport, alternative sources of funding and accountability for government funding.

## Participation

1.8 In the first report the Committee adopted the accepted model of sport development as set out below.

1.9 The first report concentrated on the high performance or elite part of the model. In this report the Committee concentrates on Stage 1: the participation level. Encouraging greater sports participation by all Australians is important both for developing our elite athletes and for the health, economic and social benefits which accrue from that participation.

1.10 The values and benefits to the individual of a moderate lifelong program of sport are well-recognised as including fitness and health. The productive use of leisure time and the development of physical and social skills are of benefit to the community generally. Of major concern to the Committee was the ASC's references to sport and Australian youth:

a regrettable disparity between the potential benefits of sport, and the practice of sport by Australian youth (Evidence, p. S1401)

and to,

the cycle of low sports participation, poor health, low self-esteem, low socio-economic status and unemployment (Evidence p. S 1401).

## **Alternative Sources of Funding**

1.11 Included in the Committee's terms of reference is:

Non-government assistance to sport in Australia.

This aspect of the inquiry has been dominated by the issue of the sponsorship of sport by tobacco companies though there was also reference to alcohol sponsorship. The ASC has adopted a policy of no tobacco sponsorship.



Any program of the Commission would not accept sponsorship from a tobacco company (Evidence, p. 959).

The ASC does however:

Respect the right of sport to seek sponsorship from any legal source, but it does encourage sporting organisations to seek alternative forms of sponsorship from tobacco companies (Evidence, p. 958).

1.12 The Committee is aware of concern in the community about the impact of tobacco and alcohol, and in particular the impact of tobacco sponsorship of sporting events. There have been initiatives implemented in some states and proposed initiatives in other states which inevitably affect the limited funds available for sport. Of particular interest were those initiatives which propose increased cigarette taxes in order to fund programs which aim to 'buy out' tobacco sponsorship. Certain activities, however, have been exempted from the tobacco advertising bans. The appropriateness of such schemes and their exemptions are considered in more detail later in this report.

## **Conduct of the Inquiry**

1.13 Details on the conduct of the first stage of the inquiry are set out in the first report. Many of the issues raised in that first stage are relevant to this second stage of the inquiry. While there are two reports on the inquiry the transcripts have been continued and are included in one volume. In all, some 146 submissions have been received and there have been 20 public hearings, at which over 160 witnesses have appeared before the subcommittee. A list of the submissions received is at Appendix I. Appendix II lists the witnesses who appeared at the public hearings.

1.14 A feature of the public hearings during the second stage of the inquiry is that a number were held at sporting venues. Such a procedure reduced the formality associated with the public hearing process and allowed an inspection of the facilities. Hearings were held at the National Tennis Centre in Melbourne, the Melbourne Cricket Ground and the Perth Superdome. Other inspections were also conducted in Brisbane, Bundaberg, Darwin and Perth. The uncertainty of travelling arrangements meant that the subcommittee was not able to conduct all the inspections it initially intended.

1.15 The transcripts of the public hearings run to 1,674 pages and the volume of submissions is over 1,500 pages. The transcripts of the public hearings and other evidence authorised for publication have been incorporated in separate volumes and copies are available for inspection in the Committee Office of the House of Representatives and the Parliamentary Library. References to evidence in the text of this report relate to page numbers in those volumes.

## CHAPTER 2

# PARTICIPATION

---

### Introduction

2.1 It was readily apparent that the Committee, in this latter part of its inquiry, should examine Stage 1 the Participation Level of the sport development pyramid:

... a primary focus of attention should be an emphasis on the encouragement of sports participation ... (Evidence, p. S1440).

As the CAS pointed out:

... elite sport would not prosper in an environment where talented youngsters were not receiving adequate recognition and attention (Evidence, p. S1437).

2.2 In Going For Gold, the Committee concluded that the AUSSIE SPORTS Program was making a valuable contribution to the promotion of sports participation and consequently to the development of Australian athletes.

2.3 However, it was also pointed out by the Committee in that report that:

The successful continuation and penetration of the AUSSIE SPORTS Program depends on the allocation of full-time physical education teachers to primary schools (Going For Gold, p. 30).

2.4 The ASC advised in its submission that despite the fact that:

all research points to the need for early movement education (Evidence, p. S1403)

apart from Queensland:

it is quite uncommon for State (primary) schools in other states to have either a specialist PE teacher or a system of PE advisors (Evidence, p. S1403).

Further:

Only two states now have Physical Education Branches providing curriculum and advisory services (Evidence, p. S1403).

and,

Up until about 1986, virtually no primary schools would have had a stated and implemented PE/Sports policy (Evidence, p. S1403).

Ironically:

the fact that high schools have an adequate provision of PE teachers has not apparently led to strong high school sport over the last decade ... (high) school sport generally seems to have declined in status and participation (Evidence, p. S1404).

2.5 Posing the question 'Would a PE specialist in every primary school be the panacea for sport development?', the ASC's response was:

Certainly, it must help greatly if young children are receiving better education in basic movement, as well as basic sports related skills (Evidence, p. S1404).

2.6 As one witnesses suggested in evidence:

... we need teachers to take responsibility for running adequate physical education programs by being able to attend in-service programs to update current information and of course we need to change attitudes towards children in sport (Evidence, p. 1020).

2.7 Currently the ASC is developing strategies for promoting:

- . an ethos of the need for physical education and sport in the education community;
- . awareness among school communities by disseminating model policies for school sport; and
- . sports training courses at teacher training establishments.

2.8 The ASC has also been active in liaising regularly with state sports departments to discuss policies advancing 'Sport for All' and the requirements for sports growth and development.

2.9 The Committee commends and encourages the ASC in these initiatives.

## AUSSIE SPORTS Program

2.10 The ASC's AUSSIE SPORTS Program has received universal support from all sections of the sporting community. For example:

AUSSIE SPORTS, aimed at children up to 12 years, is now in 26% of Australian primary schools. In these schools, it is having a substantial impact on:

- . sport for boys and girls equally
- . enjoyment of sport by children and teachers
- . skill development (Evidence, p. S1414);

It is one of the best programs to have come out of the Sports Commission ... The sports that work in with that program are getting many good juniors out of it (Evidence, p. 789);

and,

it is so open to modification and adaptation for whatever facilities and things like this, you actually have, that it really is the best way for any teacher to go (Evidence, p. 1026).

2.11 The impact of AUSSIE SPORTS has possibly been more far-reaching than anticipated. At workshops conducted by an AUSSIE SPORTS co-ordinator in northern Australia:

we played hockey with slats of wood ... as sticks, and we were talking about kids that are hundreds of kilometres from the fields in Alice Springs even ... it was an eye opener ... in Arnhem Land - they played basketball with goals bolted into two trees ... the whole of the Ramingining community seeing it; the idea came to them that that was okay (Evidence, p. 1027).

and,

I found a thong on the ground and we played touch with a thong. There is absolutely no reason why children could not play touch with a thong, a plastic Coke bottle or anything else ... that is quite okay with AUSSIE SPORTS (Evidence, p. 1029).

2.12 The point of these illustrations is that the AUSSIE SPORTS Program has been able to encourage sports participation and development at a low capital cost without high class equipment and facilities. The key factor is persuading schools to have an education program which instills incentives for sports participation, rather than one which requires the latest equipment:

Mr McArthur - What observations are you making out of this? Are you making the observation that if they can get the incentive from the educational program to set up some sporting arrangement, that is the key factor rather than some good equipment?

Mr Markey - Yes, I would support that. I would not knock a group that is actually asking for the gear, but when there are limited funds I am trying to enhance them to do something rather than to look around and say, 'Sorry, I do not have the gear, therefore I cannot do it'.

Chairman - In terms of the provision of that gear, whose responsibility should that be?

Mr Markey - Basically, the school in any community should actually provide equipment suitable for its physical education program. I have a cricket bag of gear with a T-stand, a cricket bat, Kanga cricket gear, a round soccer ball type of ball, a football, tennis balls, and things like this, and I can play 12 different sports with the single bag of gear. Instead of buying expensive gear a school could come up with a small amount of gear that has multipurpose use (Evidence, p. 1029).

2.13 As well as providing the school community with sports co-ordinators, the AUSSIE SPORTS Program has manuals available at a cost of \$30.00 each.

The Aussie Sports manual actually has some guideline information and some examples of activities for a variety of sports (Evidence, p. 1026).

and,

The manual itself is an excellent resource and offers basic information for at least 30-odd sports. It equips teachers with a variety of choices and would certainly be enhanced if it were given gratis to the schools.

Chairman - So the manual itself, particularly in the case of isolated schools and isolated communities, would be of great benefit if it were made available by the Australian Sports Commission (Evidence, p. 1021).



The Committee recommends that:

the ASC have the AUSSIE SPORTS manual readily and freely available to all community groups

2.14 The AUSSIE SPORTS Program has also been praised for the broad variety of sports which it introduces to children:

... by offering variety, when the child grows in his physical dimensions and his real interests come to the fore - and, of course, he develops expertise - he will be able to play that sport and follow that natural lead ... By that base of variety, we will increase the later choice of those who are good at sports (Evidence, pp. 1022-1023).

2.15 Praise for the AUSSIE SPORTS Program though, was on occasion coupled with the following comments:

If the Sports Commission had had the adequate funding to really promote that program and get it on its way, it would be doing a greater service to the community than it is already doing (Evidence, p. 789)

and,

There is still an enormous way to go before teachers are fully competent in teaching sport and before the structures of providing children with the right sort of school and community experiences are established (Evidence, p. S1414).

2.16 Even the ASC acknowledges that:

The challenges facing the effective implementation and ongoing maintenance of AUSSIE SPORTS will include:

- . working with training colleges and provide some basic training for trainee teachers
- . ongoing negotiations with education authorities to recognise the importance of physical and sports education, and to provide adequate levels of pre-service and in-service training
- . at both regional and community levels, to promote and co-ordinate in-servicing for teachers, to promote coach education, and to be a communication link between school and community (Evidence, p. S1414).

2.17 In 1988-89 the AUSSIE SPORTS Program had a total budget of \$630,000. For 1989-90 the program received increased funding totalling \$1,385,000.

This increased funding will enable an additional 30 AUSSIE SPORTS co-ordinators to be employed Australia wide to ensure more Australian primary school children have the opportunity to be involved in the program than ever before.

The co-ordinators will:

- . encourage more primary schools to participate in the program;

- . work with teachers' colleges to provide extra basic training for student teachers;
- . negotiate with education authorities to promote physical and sports education and to provide adequate teacher training; promote coach education, teacher-in-service courses and parent and community involvement across the country (The Australian Sports Kit).

## Youth Sports

2.18 More recently the ASC has been involved in proposals to promote and extend AUSSIE SPORTS activities out of school hours and further into the community:

the key thing is to link into what is going on in community sport in all places (Evidence, p. 1023).

2.19 The CAS believes there should be a focus on:

the nexus between club sport and the school system and ... increased recognition and attention to the problem of the drop-out rate in sport in the mid teens (Evidence, p. S1440).

2.20 A pioneering initiative addressing youth sport was implemented by the Western Australian Government. Its Sportsfun Program provides after school sports for primary school children from Grades 3 to 6.

2.21 The Sportsfun Program aims to:

- . Encourage children to participate and enjoy sports and physical exercise

- . Improve each child's basic skills of jumping, throwing, catching, hitting, balance and running
- . Develop a body of volunteer coaches capable of conducting junior sports programmes in their communities
- . Provide supervised after school sports activities for children (Evidence, p. S1244).

The program also:

encourages community use of schools, intergenerational learning and community service. It inculcates the positive values portrayed through sports participation and coaching (Evidence, p. S1244).

2.22 The program has been well received by students, parents and the community generally. The Western Australian Government is able to run the program successfully at a cost of approximately \$2,500 per primary school.

2.23 Currently the ASC is in the process of implementing the new Youth Sports Program which is directed at sport for young people aged 13 to 18 years. This program will aim to:

- . find out more about how young people and sport can contribute to each other;
- . foster sports leadership;
- . investigate and address the reasons for drop-out.

2.24 In the 1989-90 Commonwealth Budget, it was announced that an amount of \$8.54 million would be allocated to youth sport over four years. Of this amount \$1,617,900 will be available in 1989-90. This funding will establish:

- . a national SPORTSFUN program which will:
  - train about 2000 young leaders in coaching, umpiring and officiating;
  - provide after school sports programs for 12,000 primary school children by these young leaders; and
  - develop closer school and community links.
  
- . a national leadership award scheme to be developed with national sporting organisations.
  
- . a number of demonstration projects to help young people who are 'at risk' to regain self-esteem and contribute to society through sport and community service;
  
- . strategies for how sporting bodies might best present their sport to young people; and
  
- . a coaching and information program to encourage high school and college students to stick with sport (The Australian Sports Kit).

## Veterans' Sport

2.25 The CAS has been:

active in promoting involvement in sport by the 'masters' age group - particularly through the encouragement of multi-sport festivals for this age group (Evidence, p. S1442).

2.26 A second Australian Masters Games held in Adelaide in October 1989 involved approximately six thousand participants across over thirty different sports.

2.27 As the CAS pointed out:

This area of sports participation is the fastest growing area of sport internationally and can provide enormous benefits to health of the nation and well being of thousands of our citizens (Evidence, p. S1443).

2.28 The ASC also promotes sport for the 'oldies'. It has an advisor working on exercise for the elderly, who considers that:

Community walking is the key to re-introducing activity to oldies. However, once started the oldies can enjoy quite a number of modified sports, eg half-court tennis, Kanga/Kiwi Cricket (Evidence, p. S1412).

2.29 The Committee commends and encourages the assistance given to the elderly in commencing or pursuing physical exercise and sport as it will benefit the quality of their lifestyles.

## CHAPTER 3

### WOMEN IN SPORT

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#### Introduction

3.1 The Committee was most concerned by the many references during the inquiry to how disadvantaged Australian women have been in this perceived sporting nation of ours.

3.2 The ASC advised in its submission that:

girls/women are demonstrably less advantaged, have lower participation rates and lower fitness levels than boys/men (Evidence, p. S1417).

and the CAS noted in its submission that:

It is widely recognised that womens sport has been neglected in Australia in years gone by (Evidence, p. S1441).

3.3 Some of the facts provided to the Committee by the ASC's Women's Sport Promotion Unit (WSPU) were startling:

There are more unfit girls than boys (ACHPER National Fitness Survey 1985)

More girls drop out of physical activity than boys (Girls and Physical Activity Project 1985-87)

Fewer women are involved in regular physical activity than men and fewer women than men return to physical activity later in life (Federal Government Recreation Participation Survey 1986)

In 1989 there is no accurate measurement of registrations of women and girls across National Sporting Organisations to assist with the monitoring of changes in sports participation at the national level

Numbers of women known to be registered in National Sporting Organisations tend to be concentrated in 'low profile' sports where access to funding and sponsorship is more difficult

Less than 5 per cent of sports media coverage is devoted to women (Menzies 1980, 1984)

Less than 10 per cent of elite (level 3) coaches are women (ACC 1988)

Two out of 15 AIS head coaches are women. Two out of 12 AIS/ASC board members are women

In the 1988 Australian Seoul Olympic team less than a third of competitors were women (74 out of 266)

In the 1988 Australian Paralympic team less than a quarter of competitors were women (29 out of 176) (Evidence, p. S720).

3.4 Further, in evidence a Commissioner from the ASC stated:

... most sportswomen are in low profile sports - for example, netball. There are half a million registered players, or a million if you include school girls, but it is a low profile sport. Our funding would be 38c per head. If we compared that to the funding per head for athletics and swimming, we would see an absolutely incredible difference. Yet in Australia at the moment there are only about 16,000 registered athletes (Evidence, p. 781).



3.5 This lack of recognition and publicity in women's sport has occurred despite the high rate of achievements by our elite female athletes:

In all sports since the start of the modern Olympics, women have won more than a third of Australia's gold medals - 25 out of 69 and in 1988 women won 2 of the 3 gold medals (there were 151 men's events and 72 women's events at the 1988 Olympics)

Women have won 11 of Australia's 14 Olympic gold medals in athletics since 1948

The 29 women competitors at the 1988 Paralympics won 33 medals for Australia

The Australian women's hockey, lacrosse, cricket, and water polo teams are ranked first in the world as are several women from individual sports (Evidence, p. S720).

## Problems

3.6 These difficulties of low recognition and fewer advantages in women's sport appear to stem from the general negative attitude that women's sports are 'never as good':

... there is social conditioning that women's sports actually have had to suffer, and it is only an evolution of the fact that women in society are changing their image that is causing an image change with women in sport; it is now becoming desirable and marketable that women's sport be used as a tool by perspective sponsors and by the corporate area (Evidence, p. 1462).

and,

We have found that some sports have difficulty in taking on the funding equity issue. They do not believe that their sports should be made more user friendly to women (Evidence, p. 779).

3.7 The CAS believes that:

... much of the basic problem relating to the involvement of women in sport stems back to problems of coaching and the limited choices available within the educational system and, of course, broader social attitudes (Evidence, p. S1441).

3.8 Such perceptions and attitudes only continue the low participation, low profile, low recognition cycle:

It is a vicious circle: because we are low profile, we miss out on a lot of benefits. But who decides we are low profile? (Evidence, p. 1469).

and,

... in terms of government assistance for women in sport is to try to break the catch-22 situation of low profile, low media, low sponsorship (Evidence, p. 782)

Because of this 'catch-22 situation' there are fewer readily recognisable female sport role models for women:

The way in which the sport infrastructure is set up, women do not reach elite positions in many areas. That must be a loss to the community (Evidence, p. 780).

and,

I am sure that if you ask a lot of people who was the captain of the Australian women's cricket team or the Australian women's hockey team they would be stretched to tell you. Obviously, we have to use elite sportswomen as role models. We have to make sure that those elite sportswomen are well known so that they can not only get sponsorship for themselves and their sport but also so that they can encourage other girls and women to get into sport (Evidence, pp. 785-786).

3.9 With fewer role models there appears to be less encouragement for women to commence or to continue participating in sport. This contributes to the high 'drop-out' rate of teenage girls and the comparatively lower fitness levels of women.

3.10 There are of course other sociological factors which contribute to the drop-out rate of adolescent women from sport. A major factor is self esteem:

a large number of studies here and overseas show that there are marked differences in self-esteem amongst high school youngsters who will not go out and participate in sport (Evidence, p. 227).

and,

... it is self-perception again. As young girls approach puberty, or enter puberty, they do not want to be seen gadding around in netball skirts and skimpy T-shirts; they would rather wear oversize outfits to go to swimming pools so they do not have to display themselves (Evidence, p. 241).

3.11 The Committee is aware that some schools have introduced unisex school uniforms in an attempt to alleviate the drop out rate. The traditional sports tunics have three main problems, namely, they 'show off' girls' bodies, are cold and impractical for playing sport. The Committee encourages schools to support unisex uniforms.

3.12 The education system should also be acknowledged for ensuring that it is less difficult for girls to pursue other than traditional 'girls sports'.

3.13 Another issue concerned with women's participation in sport is child-care. The Victorian Department of Sport and Recreation:

... has a policy on the provision of child-care facilities, but as you can imagine it can only go so far in influencing builders or programs to offer child-care opportunities not only for women, but also for parents. We can influence them if we fund a facility, but there are lots of facilities which are being built and which do exist which do not offer child-care opportunities for their patrons. Another problem is the ongoing funding of the actual child-care provision. The space might be there but it needs to be staffed (Evidence, p. 1224).

## **Gaining Sponsors and Media Access**

3.14 Because women's sports do have a low profile, it is all the more difficult for sportswomen to attract corporate sponsorship and government funding. Yet without sponsorship, their low profile nature of women's sport can only continue.

3.15 As a representative from the All Australian Netball Association pointed out in evidence:

Sponsors, you are probably aware, offer sponsorship for different reasons, either to increase product exposure or for the community perhaps to see that they are very worthwhile citizens. If it is sponsorship from a community point of view, their argument to us is that they do not ever meet important people when they come to netball because we have a low profile. If they are sponsoring the rugby league or Australian rules football they get invited to presidential dinners and meet Prime Ministers and Cabinet Ministers and whatnot, but they do not really get much of a bonus when they come to a women's match. The local politician may turn up if we are lucky. That is one of our handicaps ... It is a vicious circle: because we are low profile, we miss out on a lot of benefits (Evidence, pp. 1468-1469).

3.16 This comment was made in relation to netball which has a comparatively high profile for women's sports. Netball has the highest participation rate of any Australian sport and in terms of world rankings Australian netballers are ranked second. Yet, it still has difficulties attracting sponsors.

3.17 Australia is ranked first in women's cricket in world competition, yet it does not attract anywhere near the same level of support from either government or private sources as mens cricket.

3.18 Even when a women's sport does manage to gain a sponsor, it must attempt to increase and maintain a certain profile:

They provide sponsorship for the sport, but if that sport is not getting a high profile, they start to re-evaluate their sponsorship (Evidence, p. 782).

3.19 When a women's sport does attract a sponsor however, there are many advantages for the sport concerned by way of media publicity

sponsorship and television go hand in hand  
(Evidence, p. 1462)

for the community in general:

the size of our membership is such that we are providing a service to Australian citizens. It is a service that again is self-help. We are providing voluntary people from the community who just find themselves in positions of administration or in technical assistance and those sorts of things. There is a lot of self-help within the Netball Association (Evidence, p. 1460)

and for the development of sports participation:

there is a development spin-off from the top tennis players, or the top cricketers, or the top footballers or whatever: whoever has media exposure gets a benefit back in the little kids who want to play (Evidence, p. 1261).

3.20 The women's sports which have managed to attain significant sponsorships generally have a large participation base and good administrative management and volunteer support.

3.21 For example, netball has:

a large membership, our coverage extends into the low socio-economic group. Also, we cover whole family groups, when mother and daughters play as a unit. Sometimes mothers are involved in coaching or umpiring their daughters, sometimes daughters play together. We are an amateur sport. Our success in catering for the large numbers is based on voluntary capacity of all our people. We are a sport of participants rather than a lot of spectators (Evidence, p. 1457).

and,

Netball, with its huge participation base, is now being able to tap into resources such as the Johnson and Johnson sponsorship, that perhaps are not available to other sports (Evidence, p. 1461).

3.22 The success of netball in attaining and retaining its sponsors has also been due to the 'old girl network':

where they have always provided their own child-care and ... the refereeing set-up ... we really had a very good framework of people who set up the basis of the sport (Evidence, p. 1470).

3.23 The other women's sport that has had some success both in competition terms and in gaining sponsorship is women's cricket:

our Australian team has consistently won which helps any sport and ... particularly helps a sport that is not a traditional girls sport - we have that extra complication for cricket (Evidence, p. 1254).

and,

I believe that after our World Cup we have a much higher profile than perhaps women's cricket had previously. It has been around, historians say, probably longer than men's cricket - women have in fact played the game longer than men (Evidence, p. 1251).

3.24 In contrast to netball, women's cricket has a relatively small participation level (approximately 7,000) and yet has still obtained sponsorship:

We have managed to get a low profile, small numbered sport up to being publicly accepted. The public is even interested in us now. We have done that through a softly, softly approach and some pretty professional work by Ray in obtaining good sponsors who are loyal to us and we are loyal to them (Evidence, p. 1258).

3.25 The success and growth of women's cricket has largely been due to its increasingly professional administration. The Australian Women's Cricket Council (AWCC) liaises frequently with the Australian Cricket Board (ACB). This liaison has been mutually beneficial:

both the Cricket Board at the national level and its various State associations have been very supportive and can now also see the benefit to them in getting broader based programs for both girls and boys at the primary school level in particular, and building the base for cricket as a family sport throughout Australia (Evidence, p. 1250).



Women's cricket has also benefited by encouraging integration with mens' cricket:

We encourage a getting together of men's and women's cricket and we have done it at the various district cricket club levels in various States. The Richmond Cricket Club, for example, has a women's section run by the women's group itself, and that has in fact brought the women into better facilities and given them an array of coaching opportunities. Thus we are encouraging the getting together of men's and women's cricket and we would like to foster that even more so with the Cricket Board (Evidence, p. 1251).

3.26 The womens's sports organisations should benefit from the announcement by the Minister for the Arts, Sport, the Environment, Tourism and Territories regarding assistance in obtaining corporate sponsorship.

## **Marketing and Administration**

3.27 As women's sports grow it becomes more difficult, within existing resources, to service the needs of the media, sponsors, State associations and everyone interested in the growth of women's sport. Therefore the need for professional and efficient marketing and administrative skills is of increasing importance to womens' sport:

On the whole, we need to market women in sport better (Evidence, p. 785).

3.28 Generally:

... women involved in sports administration come from backgrounds which are less corporate and business like. Therefore, they are not quite up to the same level of professional development in business administration as those men who are in similar positions in other organisations.

(Evidence, p. 799)

3.29 An important role of the WSPU is:

to assist sporting organisations to become more efficient so that the community gets more value for its dollar. Part of that process is to help to guide and develop the professionalism of office-bearers within those sporting organisations

(Evidence, p. 779).

3.30 As put forward by the WSPU representative in evidence:

We have found that if a small amount of seeding assistance is given to various women's sports to help them to organise a particular tournament or to give those sports access to professional marketing skills, they can therefore run a successful program which, by the nature of its success, gets promotion and they are in a position to attract sponsorship (Evidence, pp. 782-783).

and,

These sports can thus develop those professional skills and be able to call on private and corporate money to assist them further (Evidence, p. 783).

## Overcoming the Problems

3.31 To address the problems in women's sports, the Federal Government established the WSPU. The prime rationale for the WSPU is to:

... increase the level of participation, by women, in sporting activity ... with the short term objectives of

(i) raising the media profile of women and girls in sport

(ii) addressing the public perception of 'sporting women' (Evidence, p. S34).

3.32 Some of the WSPU's achievements to date include:

- Dissemination of over 5000 copies of the Australian Sports Commission's National Policy and Plan for Women in Sport.
- Dissemination of over 10 000 brochures of the Women's Sport Promotion Unit highlighting its objectives, activities and information about women in sport. These have been well received especially at major women's sporting events.
- Production of 4 issues of 'Active' the first national newsletter for women in sport. 'Active' is a 16 page quarterly newsletter with a distribution of 14 000 to all high schools, national sporting organisations, media, sponsors, women's groups and individuals with an interest in women in sport. Feedback on the newsletter is extremely positive.

- Development of a 'Women in Sport' community service television announcement. The 60 sec announcement has been shown in all States, particularly by regional networks and 'Sky' Channel. It has aroused much discussion and interest about women in sport.
- Establishment of a directory of key contacts around Australia and the identification of programs and initiatives for women in sport. This information has been placed on a 'map of Australia' for further distribution.
- A funding directory has been developed which gives assistance to sporting groups on the agencies and criteria for sports funding. This resource helps groups to better prepare and submit their funding applications to relevant agencies.
- A Media Contact Directory has been developed to assist women in sport to better access the media (Evidence, p. S729).

3.33 In 1988-89, the WSPU's budget allocation was \$170,000. In the 1989-90 Budget, it was announced that the WSPU would receive additional funding of \$0.64 million over the four years commencing 1989-90, \$290,000 of that sum being for the 1989-90 year. This additional funding will be directed at:

- . research and resource development to show teenage girls what sport has to offer and to make sport available to them; and
- . a promotion and community campaign to make women and the community aware of what they can do and what is available.

3.34 The Committee supports and encourages the WSPU in its endeavours to alleviate the imbalances in women's sport.

3.35 AUSSIE SPORTS, being a non-sexist program, has also had a positive impact on sport for women. Evaluations of the program indicated that there is:

... near equal participation and enjoyment rates by boys and girls (Evidence, p. S722).

3.36 The WSPU foresees that the AUSSIE SPORTS Program:

... will eliminate a lot of our work in the years to come because there will be equal numbers of boys and girls playing; there will be equity in terms of access to opportunities and take-up; there will be equal enjoyment for both girls and boys (Evidence, p. 790).

3.37 The Victorian Department of Sport and Recreation has also been active recently in establishing strong links with the WSPU and in promoting women in sport through its Advancing Women's Sport Campaign. This campaign is directed at encouraging 'women and girls to take up and maintain participation in a full range of sport and recreation activities' (Evidence, p. 1223).

3.38 The campaign also gives the childminding needs of participants a high priority and 'will work towards improving the image the media presents of sportswomen and it will encourage increasing reporting of women's sport which will provide role models for girls and young women in particular' (Evidence, p.1223).

3.39 Noteworthy success was achieved by the Victorian Department's sponsorship of the Victorian Ladies Golf Union for the inaugural Victorian Women's Open Golf Championship in 1988. The Department, acting as a sponsor rather than just a grantor of funds was able to encourage both professional and amateur golf women, access additional sponsorship and achieve substantial media coverage.

3.40 As a result of this success, the Department allocated \$40,000 for the Advancing Women's Sport Campaign in 1989-90:

that is available to parent sporting bodies to undertake special programs or other special measures which will aim to increase the participation of women in sport and to increase and improve its overall administration, marketing, liaison with the media, and in turn attract additional outside non-government sponsorship (Evidence, p. 1223).

3.41 There are initiatives to encourage the participation of women in sport. These initiatives are to be commended, they must also be monitored. The increase in funding for the Womens Sport Promotion Unit is a welcome initiative.

The Committee recommends that:

the Australian Sports Commission monitor the initiatives in women's sport announced in the 1989-90 Budget and provide in its Annual Report an assessment of those initiatives.

## CHAPTER 4

# SPORT FOR THE DISABLED

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### Introduction

4.1 For sport to be rewarding for disabled participants, sensitive support from all quarters is required. As set out in the policy statement received by the Committee from the Australian Sport and Recreation Association for People with an Intellectual Disability (AUSRAPID), sport for the disabled should be designed to ensure that disabilities are not focused on; rather it should be designed to encourage individual participation and ability.

AUSRAPID recognises seasonal ongoing activities and does not encourage 'one off' situations which tends to focus on the differences and emphasize the disability rather than the ability of each individual participant (Evidence, p. S574).

4.2 All of the organisations that made submissions on sport for the disabled agreed that their special needs must be recognised, but not in a segregated fashion. On the contrary, to improve sport for the disabled, integration with mainstream sports should be promoted at all levels.

4.3 The Committee commends the ASC's aim of:

ensuring that programs for national sports organisations for the disabled (NSODs) are similar to and, where appropriate, integrated with able-bodied sports bodies (Evidence, p. S1418).

## Integration

4.4 AUSRAPID provided the Committee with the following definition of 'integration':

AUSRAPID perceives integration to be inclusion of individuals, teams, groups of people with an intellectual disability into the regular sport and recreational opportunities of the general community - at Local, Regional, State, National and International levels (Evidence, p. S574).

4.5 An AUSRAPID representative further explained that their organisation's:

... purpose is to promote the integration of people with an intellectual disability into generic community sports activity at a level commensurate with an individual's specific ability. That is, they participate in grades or divisions which are age and ability appropriate (Evidence, p. 548).

4.6 Of interest to the Committee was how such integration should occur for the benefit of all concerned. Presumably co-ordination of events and activities for the disabled according to functional rather than disability classifications would enable a readier assimilation into mainstream sport. A representative from the CAS pointed out, however:

both in organisational and practical terms, ... that the best way, to start is probably by disability group (Evidence, p. 1538).



4.7 AUSRAPID has been most energetic in seeking opportunities for integrated sport. According to its submission, AUSRAPID works with all generic national sports organisations to provide access to national and international events. During 1987-88 AUSRAPID enabled:

- . 80 netballers to play in the Dunlop the Footwear National Carnival, Sydney in August 1988.
- . 62 adult athletes to compete in the Westfield Bicentennial Challenge, Sydney in August 1988.
- . 80 adult tenpin bowlers to play in the National Tenpin Bowling Championships, Melbourne in October 1988.
- . 200 students (aged 12 to 19) both athletes and swimmers to participate in Pacific School Games, Sydney in December 1988 (Evidence, p. S568).

4.8 The National Tenpin Bowling Championships was the first completely integrated national sporting event in which bowlers with an intellectual disability competed alongside able-bodied bowlers (Evidence, p. S568).

4.9 AUSRAPID has also been consulting with the Australian Gymnastic Federation to organise integration of gymnasts with an intellectual disability into local gym programmes throughout Australia. As AUSRAPID aptly pointed out:

... the ideal is for children with disabilities to be involved with Kindergym prior to commencing primary school - so that attitudes of parents, teachers, fellow students, confidence and

co-ordination of participants can be positively enhanced by this pre school experience - the disabled child is then able to join in Aussie Sports and other appropriate progressive sporting opportunities (Evidence, p. S568).

4.10 The Committee highly commends AUSRAPID's integration initiatives and encourages all disabled sporting organisations to seek similar opportunities.

## Elite Disabled Athletes

4.11 While encouraging the integration of disabled people into generic community sports activity, the Committee also recognises that there must be some selection criteria for disabled athletes to enter the elite arena.

4.12 As the CAS stated in its submission:

Sporting competition for the disabled at the international level should not, however, be immune from the need to maintain careful quality control if public funding is being sought (Evidence, p. S1442).

4.13 Similarly in evidence a CAS representative reiterated that:

the same quality control measures that apply to other organisations should apply to the selection of elite disabled athletes (Evidence, p. 1539).

4.14 The Committee endorses the CAS' view that assessment against objective standards of the abilities of disabled athletes should be a pre-requisite for their entrance into representative national elite sport.

The Committee recommends that:

sporting organisations for the disabled  
consult with generic sporting organisations  
to ensure that standards for elite disabled  
athletes are maintained.

## Funding

4.15 The Disabled Sports Program is to receive \$2.55 million over the four years commencing 1989-90. The spending allocation for 1989-90 is \$1,057,400, compared with \$685,000 for 1988-89.

4.16 The funding and administration problems currently confronting disabled sport appear to stem from:

- (i) the small size of disabled sporting organisations
- (ii) the fragmented organisation of disabled sport
- (iii) the low profile of disabled sport and hence less attraction of private sponsorship.

4.17 Some groups were also critical of the fragmented nature of government funding:

the plethora of funding bases - Commonwealth, State, Local Government, voluntary organisations, etc., without any defined body taking responsibility for overall funding (Evidence, p. S567).

4.18 The three main funding sources available to disabled sports are:

- (i) the Commonwealth Department of Community Services and Health
- (ii) DASETT per NCRPD; and
- (iii) the Australian Sports Commission.

4.19 Because of the variety of funding sources:

there is confusion, both within the sporting bodies themselves and in general, about the role of actual sport for the disabled, particularly in the elite aspects in Australian representation, as against the rehabilitation aspects of sport for the disabled. If we are talking sport in Australian teams, to me that is not rehabilitation, that is clearly top sporting effort. There ought to be the same quality control measures that apply to other organisations rather than 'I am available, I would like to go and represent my country' and having my hand out for taxpayers' dollars. I do not think that is right (Evidence, p. 1539).

4.20 In addition, how that funding was allocated was an issue. The Australian Deaf Sports Federation (ADSF) in its submission stated:

Future directions for provisions of sporting opportunities to deaf and disabled people should see the expenditure of funds on people rather than on facilities (Evidence, p. S930).

4.21 The ASC's view is that in order to overcome these funding and administration problems, disabled sporting organisations:

should pool their resources and expertise in an effort to increase the profile and voice of disabled sport thereby making it more attractive and identifiable to potential sponsors, the media and the general public - an organisation such as the ACSD is well-placed to co-ordinate such an approach (Evidence, p. S1420).

4.22 Historically membership of the ACSD (Australian Confederation of Sports for the Disabled) has been limited to national sporting organisations for the disabled. Prior to 1987 the following organisations were members of the ACSD:

- Australian Wheelchair Sports Federation (AWSF)
- Australian Blind Sports Federation (ABSF)
- Australian Disabled Skiers Federation (ADisSF)
- Amputee Sporting Association of Australia (ASAA)
- Australian Deaf Sports Federation (ADSF)
- Riding for the Disabled Association of Australia (RDAA) (Evidence, p. S1419).

4.23 In 1987 the ADSF and RDAA withdrew from the ACSD as they considered that the ACSD's activities were not benefiting their organisations. At that time ACSD activities were generally oriented towards competitive activities (an orientation which did not suit the participation emphasis of RDAA) and the disability groups involved in the Paralympics (which did not include the deaf).

4.24 In 1987 the Cerebral Palsy - Australian Sport and Recreation Federation (CP-ASRF) was formed and joined the ACSD. Currently the ACSD has five member organisations, namely ASAA, ABSF, AWSF, ADisSF and CP-ASRF (Evidence, p. S1420).

4.25 Other disabled sporting organisations funded by the ASC which are not members of the ACSD are:

- Australian Transplant Olympic Association (ATOA)
- Australian Sport and Recreation Association for People with an Intellectual Disability (AUSRAPID)
- Special Olympics (although SO will probably not be funded by the Commission in 1989/90 in view of its policy to fund only one national organisation per disability group, which for the intellectually disabled will be AUSRAPID) (Evidence, p. S1420).

4.26 The ASC, in its submission, proposed that the ACSD have a co-ordination, advisory and lobbying role for its members (Evidence, pp. S1420-1421).

4.27 The Committee highly commends such a role for the ACSD. However, the Committee notes the point made by the ASC regarding the viability of the ACSD. Its ability to be an effective umbrella organisation for disabled sporting associations depends on two crucial factors:

- (i) its members must take responsibility for its success and be prepared to put in the work, and probably some funds, to service it properly; and
- (ii) it must be representative of all, or at least the majority of, NSODs. In order to make this a reality, the activities of the ACSD must be beneficial to all these organisations (Evidence, p. S1421).

4.28 Further the Committee supports the ASC's intention not to fund the ACSD on a long term basis unless it becomes a more representative body. The Committee notes that the ACSD is attempting to broaden the nature of its activities 'to include projects in the areas of marketing, media and promotion of disabled sport' in order of attract increased membership (Evidence, p. S1422).

4.29 The Committee notes the ASC's concern that it may be difficult for the ACSD to obtain membership by AUSRAPID and ATOA who have 'certain philosophical difficulties in being aligned with a group such as the ACSD' (Evidence, p. S1422). Also the ADSF 'due to the nature of their disability tend to prefer to be separate from other disability groups' (Evidence, p. S1422).

4.30 The Committee hopes that the ACSD can extend its functions to offer worthwhile benefits to other groups so they may be encouraged to become members.

The Committee recommends that:

the Australian Sports Commission withdraw funding from the Australian Confederation of Sport for the Disabled, unless the Confederation can establish it is representative of the disabled sporting organisations.

## CHAPTER 5

### SPORTS FUNDING

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#### Introduction

5.1 In the first report the Committee drew attention to the preliminary findings of a study of the extent of government expenditure in Australia at all levels of sport and recreation. The study suggested total government support for sport and recreation at all levels was of the order of \$900 million in 1985-86.

5.2 Local government spending accounted for over 73 per cent of the spending. The spending was directed primarily to the operation and maintenance of facilities for community use. The facilities included swimming pools and indoor and outdoor complexes as well as recreation areas. The expenditure on sport and recreation by the State and Territory Governments was three times that of the Commonwealth. The Committee recommended that the finalisation of the economic impact study be given high priority. The Committee stands by that recommendation and recommends that the appropriate resources be allocated to allow the finalisation of the study.

5.3 In its first report, the Committee concluded that the proposed forward estimates for sport, as published by the Department of Finance in November 1988, were unacceptable. The forward estimates included in a Department of Finance publication Report on Forward Estimates Budget Outlays 1989-90 to 1991-92, gave the estimates for sports as \$23.6 million per annum.



5.4 The Committee was not the only group to reach that conclusion. When the 1989-90 budget figures were announced, there was a significant turnaround. Instead of \$23.6 million, as had been indicated by the forward estimates, sport was allocated \$42.9 million. There has been a significant boost in funding and sport is to receive \$220 million over the next four years.

5.5 The contrast between the November 1988 estimates and the 1989-90 Budget announcement on funding for sport is set out below:

*Table 1*

*Commonwealth Funding of Sport*

	Forward Estimate November 1988 <sup>1</sup> \$m	Revised <sup>2</sup> \$m
1989-90	23.6	42.9
1990-91	23.6	54.7
1991-92	23.6	58.4
1992-93	-	63.6

*Source*

1. Report on Forward Estimates Budget Outlays - 1989-90 to 1991-92, Department of Finance, November 1988, p. 208.
2. Budget Statements 1989-90; Budget Paper No. 1, p. 3.177.

5.6 In addition to the Commonwealth Funds there is also spending by state, local government and the private sector. The most significant sponsorship is that of the athletes themselves and their families, not so much the payments made but the

opportunities forgone by the athlete and the family. The parents of Duncan Armstrong were able to itemise the costs, and these are set out in evidence (pp. 419-425). The costs of such sponsorship is difficult to measure and generally not recognised. It is this personal commitment that is to be admired and encouraged.

## Commonwealth Funding

5.7 The ASC will be the main vehicle for the expenditure of Commonwealth funds. The publication, Commonwealth Assistance to Australian Sport 1987-88, lists over 90 sports as recipients of Commonwealth grants under the Sports Development Program.

5.8 In addition to the expenditure on grants under the program there is also the expenditure on the residential sports of the AIS. In 1988-89 \$13.6 million was allocated to the 17 AIS residential sports. The breakup of the expenditure by sport is set out at Table 2 of the first report. That table is at Appendix IV.

5.9 In its first report the Committee recommended 'that the Commonwealth financial support at the elite level should concentrate on those sports where Australia has established it can be internationally competitive ... and where there is widespread support within the Australian community for the sport either by way of participation or spectators'. The Committee went on to suggest:

Evidence suggested from 15 to 25 sports was the appropriate number of sports in this category. There cannot be set models for all sports, rather, each sport has its own requirements (Going for Gold, para 6.5.1).

5.10 A former Chairman of the Sports Development Grant Committee of the ASC, Mr H Elliott, also commented on the number of sports receiving grants.

When I started at the Australian Sports Commission on the Sports Development Grant Committee, there was something like 123 Australian sports being funded by Commonwealth money. During my time as Chairman of that body, I did the very best I could under the circumstances, and there were some people on my Committee who considered this to be the wrong thing to do. We reduced the number of sports that we helped nationally from 120 to about 91 or 90, or something like that and, believe me, it was a battle all the way. There are some people who perceive that if there is government money available, that government money must be distributed to all sports, and if that is not done it is unfair (Evidence, p. 1156).

5.11 In his statement on the 1989-90 Budget, the Minister, Senator the Hon. Graham Richardson, announced an additional \$27 million will be spent on the development of intensive training centres for up to 25 sports. The Minister went on to explain that these funds will include support to the AIS Sport Residential Program and the National Sports Program. The National Sports Program includes the training of national squads and the holding of pre-competition camps.

5.12 The announcement by the Minister is most welcome. Australia, as a nation, cannot support every sport at the elite level. There needs to be some assessment system whereby sports can be assessed, not only for access to the AIS, but for the continuation of the access. In the first report the Committee suggested that factors to be taken into account in making such assessments include international competitiveness and community support (Going for Gold, para 6.5.2).

5.13 The Australian Sports Foundation provides an avenue by which sports can obtain tax deductibility for donations made through the Foundation. The Foundation provides for a system of preferred donations. In 1987-88 \$4.6 million was received by the Foundation, in 1988-89 \$5.6 million was received and \$15 million estimated for 1989-90. The increase in donations is attributed to the Melbourne Olympic Games bid.

5.14 The cost to the Australian taxpayer of these taxation expenditures should be given due recognition in any statement on sports funding.

The Committee recommends that:

the Australian Sports Commission include in its Annual Report an estimate of the taxation revenue forgone each year through the operation of the Australian Sports Foundation.

## **Funding of the AIS Residential Sport**

5.15 Appendix IV, (Table 2 of the first report) sets out the Commonwealth appropriations for the AIS residential sports. Table 2 sets out the proposed funding for certain AIS sports at the Commonwealth and the State level. The identification of the state contribution is a most welcome initiative. The table includes the initial and revised Commonwealth funding.

*Table 2*

*Revised Funding 1988-89*

*Commonwealth/State Funding of Elite Sport*

Sport	Revised 1988-89			
	Proposed 1988-89 \$m	Commonwealth ASC \$m	States \$m	Total \$m
Athletics	0.7	1.1	0.9	2.0
Swimming	0.6	1.0	0.7	1.7
Hockey	0.6	1.1	0.5	1.6
Basketball	0.6	0.8	0.6	1.4
Tennis	0.5	0.7	0.7	1.4
Netball	0.4	0.6	0.6	1.2
Gymnastics	0.4	0.6	0.6	1.2
Rowing	0.6	0.9	0.3	1.2
Soccer	0.3	0.5	0.4	0.9
Cycling	0.3	0.5	0.2	0.7
Squash	0.3	0.4	0.3	0.7
Water Polo	0.3	0.4	0.2	0.6
Volleyball	NA	0.1	0.4	0.5
Diving	0.2	0.3	0.1	0.4
Canoeing	0.1	0.3	0.1	0.3

*Source*

Information provided by DASETT/ASC.

Not included in the table are cricket, rugby union and weightlifting. Details of the revised funding for these sports were not available.

5.16 The increase in funding of the Australian Institute of Sport is a most welcome initiative. It also presents a challenge to those AIS selected sports. The onus is now on the sports to justify the commitment of resources.

## State Government Funding

5.17 During the course of the inquiry the Committee received evidence from the state and two territory governments. Each government has a commitment to the development of sport but have chosen varying ways to meet that commitment. State Institutes of Sport have been established in Western Australia, Tasmania and South Australia. The Australian Capital Territory and New South Wales have established academies of sport with an emphasis in New South Wales on the development of regional academies. Those states that have established institutes have variations in the operation. Each state has chosen to adopt the model it considers most appropriate. Concern however has been expressed at the potential for competition between the institutes, the departments and in some instances, foundations established to promote sport. The Committee found that there is an awareness of this potential for waste of some resources and a general commitment on the part of those directly involved to prevent the wastage.

5.18 In its submission the Western Australian State Government set out the results of an all states analysis of sport funding for the three years 1985-86, 1986-87 and 1987-88. That analysis which indicated a decline in funding by the States is at Table 3.

5.19 The table was referred to the state governments for comments and if possible an update. The updated statistics have been included in the table in respect of Queensland and the Northern Territory.

*Table 3*

*State Government Funding of Sport*

	1985-86	1986-87	1987-88	1988-89	1989-90
New South Wales	26.6	13.7	13.5	-	-
Victoria	11.1	14.6	11.8	-	-
Western Australia	21.4	24.4	16.2	-	-
Queensland	2.9	5.2	3.6	5.5	6.4
South Australia	5.0	3.6	7.1	-	-
Tasmania	1.1	1.5	1.8	-	-
Australian Capital Territory	1.1	1.2	1.2	-	-
Northern Territory	4.8	5.9	4.4	7.3	7.6
TOTAL	\$76.9m	\$70.0m	\$61.1m	-	-

*Source*

Evidence, p. S621 and additional information supplied.

5.20 The Commonwealth Department of the Arts, Sport, the Environment, Tourism and Territories also has reservations about the estimates submitted by Western Australia:

We have some concerns about the accuracy of the data provided by the Western Australian State Government. They are as follows:

We are unsure what has been defined as sport. Do these figures include capital and recurrent expenditures? Do they only include expenditure made through the Department responsible for sport? Is recreation included? Are the figures

based on expenditures from the Consolidated Revenue only or are expenditures from Trust Funds included? Are expenditures on the racing industry (either facility construction and/or gambling and licensing) included?

- . It has been our experience that funding for all States and Territories has invariably increased over the years, particularly with the approach of the bicentenary.
- . The levels of expenditure for NSW and Victoria, in particular, appear to be low.
- . Expenditure relativities between the States and Territories vary for many reasons (some of which have been outlined above) and so it is not really possible to talk in terms of standard relativities. However, we have found the order of expenditure to be usually NSW, Victoria, Queensland, Western Australia, South Australia, ACT, Northern Territory and Tasmania (Letter, 28 November 1989).

5.21 It is unlikely that expenditure on sport has declined over the three years considered rather it would appear that some difference in classification could account for the apparent decline in funds.

5.22 The exchange of information on sports funding initiatives will assist in the development of initiatives in sport. The development of the Sports Fun Program from a state to national program is one example of this. However there needs to be some standardisation of the information exchanged and compared. The responsibility for such an initiative lies with the Standing Committee on Sport and Recreation.



The Committee recommends that:

the Standing Committee on Recreation and Sport of the Sports and Recreation Ministers Council collate and publish on an annual basis consolidated statistics on government expenditure on sport including expenditure on the elite model program sports by each sport.

5.23 A major initiative in the development of sports sponsorship has been the establishment by some State Governments of Health Promotion Foundations. The issues relating to the foundations are considered in a later chapter.

## Private Funding

5.24 The ASC in its first submission of November 1988 referred to the lack of reliable information about the amounts and levels of non-government assistance to sport in Australia. It went on to suggest that it is difficult to obtain estimates and referred to:

An estimate put forward by the Confederation of Australian Sport is that approximately \$50m to \$60m is provided annually in the form of sponsorship for sport (Evidence, p. S41).

5.25 The comment was drawn to the attention of the CAS, which responded:

That is not a figure we would have given (Evidence, p. 95).

And suggested:

As far as straight cash is concerned, I would back us to be within \$10m either way at \$77m (Evidence, p. 96).

5.26 The estimates did not take account of the level of contra funding that most sporting organisations have with the airlines and hotels.

5.27 The \$50m to \$60m was an 'under estimate' according to a submission from AMATIL. AMATIL estimated that its own sports sponsorship at approximately \$3.6 million and went on to note:

This does not include the indirect investment on servicing and promoting the various projects (Evidence, p. S1326).

5.28 The Department of the Arts, Sport, the Environment, Tourism and Territories referred to the preliminary findings of a survey of sporting organisations the corporate sector, the media, sports marketing firms and government sports administrators which found:

... that sporting organisations are becoming increasingly dependent on financial support from the corporate sector, and to a lesser degree the government, as operational costs for the sport increase.

Direct corporate sponsorship was put at about \$90 million per annum, but many other forms of indirect assistance were also identified. Importantly, sponsors were perceived to be increasingly viewing sponsorship arrangements as purely commercial

propositions from which a return was expected. Corporate support of a sport or team for emotive reasons, although acknowledged as still existing to some extent, were believed to be relatively few and far between (Letter, 28 November 1989).

5.29 AMATIL supported, by way of 577 sponsorships some 47 adult and some 20 junior sports. A key feature of the sponsorship is the involvement within the organisation.

We actively help them achieve their goals, not only through financial assistance, but by our 'everyday' presence at carnivals, events, helping with promotions, seating, signage, uniforms and the like (Evidence, p. S1339).

5.30 Another form of sponsorship was that of the MLC Junior Sports Foundation:

... the MLC Junior Sports Foundation has assisted nearly 3,000 young athletes to a value of almost \$2 million. In 1989, the Foundation awarded 500 scholarships to a value of \$650,000 to junior athletes throughout Australia (Evidence, p. S1522).

It went on to claim:

In fact, the MLC Junior Sports Foundation is the largest private sponsor of junior sport in Australia (Evidence, p. S1522).

5.31 During the inquiry a number of other sponsorships were drawn to the attention of the Committee. The All Australian Netball Association (AANA):

The corporate sector has been generous to us and we are also proud of the fact that Dunlop, ESSO, Johnson and Johnson are sponsors that have stayed with us - they have been true friends and supported our philosophy (Evidence, p. 1458).

and,

Sponsorship and television go hand and hand (Evidence, p. 1462).

5.32 The AANA went on to suggested that another requirement of sponsorship, in addition to exposure of the company's name, was access to decision-makers.

Sponsors, you are probably aware, offer sponsorship for different reasons, either to increase product exposure or for the community perhaps to see that they are very worthwhile citizens. If it is sponsorship from a community point of view, their argument to us is that they do not ever meet important people when they come to netball because we have a low profile. If they are sponsoring rugby league or Australian rules football they get invited to presidential dinners and meet Prime Ministers and Cabinet Ministers and whatnot, but they do not really get much of a bonus when they come to a women's match. The local politician may turn up if we are lucky (Evidence, pp. 1468-1469).

5.33 One of the tobacco companies, W.D. & H.O. Wills outlined the reasons for taking out sponsorship:

When a company undertakes and promotes a corporate sponsorship it is saying, in effect: 'we have helped to make this happen through our financial or other support'. If the audience agrees this is an appropriate and socially worthwhile activity for the company then it will establish and reinforce in their minds a positive attitude towards the company.

A favourable corporate image will not induce someone to go out and buy the company's products, but it does influence their attitude when it comes to making a choice between the company's products or services versus those of a competitor.

So far as cigarettes and alcohol are concerned, there is no expectation that people will take up smoking or drinking as a result of the sponsorship, though there is a hope on the part of the sponsor that a smoker or a drinker who is interested in sport might switch to the sponsor's brand. This expectation would be shared by other sponsors such as airlines, building societies and banks, sporting goods, manufacturers, etc (Evidence, p. 1278).

5.34 One of the major sponsors of sport is the brewing industry. It is estimated that the annual amount provided to Australian sporting bodies and individuals by brewers is in excess of \$30 million (Evidence, p. S1391). A feature of the sponsorship is that the \$30 million does not include costs incurred by the brewers to service the sponsorship through the provision of people, promotional and management advice, signage, etc (Evidence, p. S1391).

5.35 Sponsorship of sport is seen as a marketing tool in a very competitive market.

... The promotional weapons used by the major brewers to fight the market share battle for their respective brands are advertising and sponsorship, mainly of sports, as well as in-store and other promotions. A number of sports sponsorship by brewers are also motivated by a desire, shared by many large Australian companies, to secure a more prominent public corporate profile, to be seen as good corporate citizens and at times simply to be philanthropic - not all sponsorship is directed to high profile sports with substantial spectator appeal (Evidence, p. S1392).

5.36 The range of sports sponsored are, according to the brewers, very extensive:

They not only include high profile sports such as football (VFL, VFA, Rugby Union, Rugby League, Soccer, etc.), cricket, horse racing, harness racing, tennis, athletics, golf, car racing, motorcycle racing and basketball, but also:-

Snow skiing, Water Polo, Fishing, Sky Diving, Indoor Cricket, Hockey, Wind Surfing, Badminton, Equestrian, Wood Chopping, Boxing, Rowing, Lawn Bowls, Baseball, Volleyball, Surf Life Saving, Swimming, Sailing, Darts, Cycling, Hang Gliding, Rodeo, Greyhound, Yachting, Softball, Touch Football, Ironman Surfing (Evidence, p. S1392).

5.37 However, as was stated in evidence by the representative of the Australian Associated Brewers:

There are a lot of nice things anyone could do. We are not in business to do nice things (Evidence, p. S1406).

5.38 Sponsorship is a commercial decision and one interesting aspect which arose during the hearings:

Mr Widerberg - Every brewer would know that the Australian women's cricket team is the world champion because the association has written to every brewer seeking sponsorship. I would think it had been refused by all brewers for the very reason that it would be counterproductive a sponsor a women's team (Evidence, p. 1407)

and,

Mr Stock - We are saying that 90 per cent of the beer drinkers are men so we are targeting the male oriented sports.

Mr Widerberg - Every marketeer in this country would know, in fact, every marketeer in the world would know that there has been no brewer who has successfully marketed beer directly at women. (Evidence, p. 1409).

5.39 Another feature of the sponsorship by breweries has been the co-operation with the Health Promotion Foundations in the sponsorship of 'Don't Drink Drive' advertisements and collaboration in the sponsorship of horse racing.

For instance, the Foundation had a major race at the recent Melbourne Cup Racing Carnival, called the Vic Health Foundation Stakes. This was done in complete correspondence with the Fosters Melbourne Cup - the race before the Vic Health Foundation Stakes.

The collaboration with alcohol companies, especially brewers, by the Foundation is proceeding well, mainly because the brewers are keen to be with the Foundation, to be next to them where appropriate in signage (this contrasts starkly with Benson & Hedges' difficulty in being next to Quit Smoking at the MCG and other cricket grounds around Australia) (Exhibit, No. 97).

5.40 Tobacco sponsorship is considered in more detail in the next chapter. The value of tobacco sponsorship is of the order of \$20 million per annum. A listing of sports sponsored are set out in Table 4. A feature of tobacco sponsorship is the split between sponsorship and promotion. The Tobacco Institute of Australia claimed.

5.41 The tobacco industry in Australia will spend almost of \$20 million on sports sponsorship this financial year alone (Evidence, p 323).

5.42 However, there were claims that the sport did not receive all of the money. Rothmans acknowledged:

Our average naming rights sponsorship fee is on a ratio at \$6 to the sport with \$4 to promotion (Evidence, p. 1471).

5.43 There are however, variances from sport to sport and from event to event.

5.44 The tobacco industry saw sponsorship as a way of promoting the switching of brands.

By sponsoring sporting events, it is hoped that brand awareness and brand loyalty will eventuate amongst existing smokers (Evidence, p. 1347).



According to CAS the predominant areas of tobacco sponsorship:

... appears to be in the fields of cricket, horseracing, formula one motor sports and major professional motor sports, and, indeed, rugby league. You take that component out of the tobacco sponsorship area of sport and you are left with amateur sports (Evidence, p. 1532).

5.45 A significant contribution has been made to Australian sport by the Rothmans Sports Foundation. The Foundation, which was established in 1964:

was operating for nearly 15 years before government even got into the areas in which the sports foundation is involved, which is sports coaching and development (Evidence, p. 1366).

The Foundation has played a significant role in the development of Australian coaching.

with all the people we have produced there are over 80,000 coaches (Evidence, p. 1367)

and,

we have run two elite coaches seminars at which we have had about 125 of the top coaches from probably 30 sports (Evidence, p. 1377)

5.46 However this long term commitment to sports development is in danger of becoming neglected. The Australian Rugby League suggested that the Australian Sports Commission no longer wishes to be associated with the Foundation:

it has been stated that the Commission would rather not appear with Rothmans on publication (Evidence, p. 1423).

There is also a decision that publications of the Foundation could not be distributed in New South Wales schools because the Rothmans material in schools for either teachers or students would not conform to the values that the Department of Education is trying to promulgate (Evidence, p. 1424).

5.47 The Committee also had drawn to its attention the situation regarding the Motor Cycle Grand Prix which was to have been held at Phillip Island but has since moved location to New South Wales. The Auto Cycle Council of Australia outlined the problems with the Grand Prix:

Our recent problems with conducting the Australian Grand Prix at Phillip Island in part be it a major part was with tobacco sponsorship. The Victorian Government authorised an exemption to riders, motorcycles and team members, but continued with the ruling that a warning sign must be displayed near tobacco signs. As this may seem to be very reasonable, the tobacco sponsors were not prepared to participate thereby influencing tobacco sponsored teams not to attend.

The Victorian Health Promotions were prepared to buy out signage on the track, but again the tobacco industry was not prepared to ride under a company that's very existence was to ruin the tobacco companies with their own money (Evidence, p. S1500).

It went on to suggest:

To this end it is not for the Auto Cycle Council of Australia to determine if tobacco advertising encourages individuals to smoke as this is not our area of expertise. Likewise the Auto Cycle Council of Australia doesn't believe that the community or Government should put our participants or sport in a precarious position by banning a legal substance (Evidence, p. S1500).

5.48 The VHPF did not object to the sponsorship by tobacco companies but required that there should also be anti-tobacco promotion at the Motorcycle Grand Prix.

The VicHealth Foundation would also have been happy to sponsor the Motorcycle Grand Prix event, provided the riders/vehicles used colors without trademarks (Evidence, p. S1517).

5.49 It went on to suggest that the tobacco industry could co-operate by allowing anti-smoking messages to lie next to the tobacco signage. The issue of signage also arose in relation to test cricket at the Melbourne Cricket Ground. The Australian Cricket Board provided some background to the dispute:

... The Melbourne Cricket Club's advertising agent entered into an agreement, presumably with the knowledge of the Melbourne Cricket Club, with the Victorian Health Promotion Foundation to plan Quit signs on the MCG. There is a degree of conflict between the signage and the signage of the Benson and Hedges company but ultimately that matter is one that is being negotiated between the Benson and Hedges company, the Victorian Health Promotion Foundation and the Melbourne Cricket Club (Evidence, p. 1609).

The VHPF was 'optimistic that test cricket will take place on the MCG in the forthcoming season' (Evidence, p. 1656).

While the ACB suggested:

... I hope that everybody will show some goodwill and there will be a compromise. I make that point that the very presence of signs on the fence at the MCG contrary to the interests of the tobacco company would represent a compromise on the part of all parties (Evidence, p. 1611).

5.50 The Committee also shares the concern of many Australians about the failure to reach a compromise. The photograph on the cover of the report represents a compromise 'QUIT - Fosters'. It is to be hoped that a similar accommodation can be reached regarding tobacco sponsorship.

5.51 The tobacco industry makes a contribution to Australian sport. Such a contribution is also in the interest of the tobacco companies as the promotion/sponsorship serves to continue the awareness of the brand names of the tobacco companies products.

## **Summary**

5.52 AMATIL and MLC are two companies who have provided the Committee with details of their sponsorship. Other sponsorships have been drawn to the attention of the Committee by the sports. However the major focus of the sponsorship has been on that by tobacco and alcohol companies. The combined sponsorship of these two groups are of the order of \$50 million per annum. When the number of sporting events and local teams that have some sponsorship are taken into account there can be little doubt that sports sponsorship is in the multi-million dollar category.

5.53 Sports must be aware of the requirements of the sponsor, the funds passed over are not a donation but an investment decision. It is for the sporting organisations and particularly the administrators to ensure that there is a professional approach not only to obtaining, but also to the servicing, of the sponsorship.

5.54 The Minister in his 21 August 1989 statement announced that:

The Australian Sports Commission will implement a program to increase the level of corporate sponsorship for elite athletes and sports generally (Statement, 21 August 1989).

5.55 The announcement is a step in the right direction but sporting organisations must realise that it is not the ASC that will find them sponsors but the ASC can show them how to go about it.