



**BACKING AUSTRALIA'S SPORTING ABILITY** *A More Active Australia*



**AUSTRALIANS HAVE ALWAYS** counted themselves amongst the great sports loving peoples of the world. Our success and enjoyment of sport are part of the Australian identity and one reason why our lifestyle has become the envy of the world.

In recent years Australian athletes have won and been placed at international championships across a wide range of sports, achieving a remarkable degree of success even by the very high standards which we have set for ourselves as a nation. We all shared in the world championship victories of our rugby union and rugby league teams, our netball team, our tennis and cricket teams, the marvellous accomplishments of our 1998 Commonwealth Games team, and in the unprecedented success of our Sydney Olympians and Paralympians. All our athletes were worthy flagbearers for Australian pride and a credit to the sporting reputation of the nation.

They are living examples of the rewards that come from taking on personal responsibility, pulling together and having a go.

By backing Australia's sporting ability, the Federal Government is determined to maintain our level of sporting success. We will do this by injecting an additional \$161.6 million into Australian sport over the next four years bringing our total commitment to sport to a record level of \$547 million.

The objective of our policy is twofold — to assist our best athletes to continue to reach new peaks of excellence and to increase the pool of talent from which world champions will emerge. In this way we intend to provide a sports policy for *all* Australians, one to back our best athletes and to encourage even more to become involved.

Ours is a role to encourage athletes, coaches and administrators to find innovative ways to translate natural talent and ability into great sporting achievements. By getting behind our best and

brightest we seek to find new ways to keep ahead of the competition. This is particularly needed at a time of fierce international competition.

The Government's new plan for sport has been timed to allow careful consideration of our strengths at the Sydney 2000 Games in consultation with a broad cross section of Australian sport.

We will help to ensure that sporting organisations keep up with new developments in training techniques and that sporting organisations are vigilant to be tough on drugs in sport.

The centrepiece of our policy is a new strategy to increase community participation in sport. It is true that more players mean more winners but there are also other benefits of being involved in sport. In addition to the obvious benefits of health and fitness, the Government appreciates that sport provides valuable opportunities for people of all ages to improve themselves, display teamwork and become more engaged in community activities.

Our aim is to see more sport played at the grass roots level, particularly amongst school aged children and in rural areas, where sporting groups are often a vital factor in the cohesion of local communities. To this end the Government has increased funding to encourage participation and has introduced new programmes directed at young Australians.

Our sporting heroes will be leaders in the call for Australians of all ages to become active in sport.

Through this policy we hope to maintain and encourage Australia's finest sporting traditions and to lay the foundations for the nation's future sporting success.

**JOHN HOWARD**  
Prime Minister

April 24, 2001

**JACKIE KELLY**  
Minister for Sport and Tourism

## BACKING AUSTRALIA'S SPORTING ABILITY

**THE GOVERNMENT RECOGNISES** that Australian athletes have set a standard of excellence in international and national competition. This is evident through the success of so many individuals and teams over recent years. This Government wants to see sport in Australia continue to be dynamic and innovative, while expanding community involvement at the grass roots.

Backing Australia's Sporting Ability is the Government's strategy to support the foundations of the success achieved by our athletes so that their exceptionally high standard of performance can continue throughout the next decade.

Through the introduction of a major new participation programme, the Government wants to see greater numbers of Australians participating in grass roots sport, particularly young people. We want to see this achieved right across the country in rural and regional communities as well as in our cities.

The plan will also encourage excellence in the management of Australia's leading sporting organisations by promoting efficiency and better outcomes, including a better coordinated and more integrated approach to the management of both high performance sport and grass roots participation. Grass roots sport, which relies so heavily on the efforts of the many thousands of volunteers, will be supported and encouraged to grow and provide even more opportunities for family involvement.

In Australia and overseas, we will be even tougher on drugs in sport.

The Government is backing this vision by injecting an additional \$161.6 million into Australian sport over the next four years. This brings the total commitment to sport to approximately \$547 million, which is the highest amount ever provided. Indicative total funding is provided in the sections covering high performance, participation and drugs in sport initiatives. The balance of funds will be used to support the implementation of these initiatives.

## DELIVERING A MORE ACTIVE AUSTRALIA

A *More Active Australia* will be built upon:

- continued achievement in high performance sport;
- greater grass roots participation in sport for all ages;
- excellence in sports management; and
- continuing to step up the fight against drugs in sport.

Success in these areas will complement our efforts to continue to develop a thriving sport and leisure industry as will the Government's commitment to work cooperatively with all stakeholders.

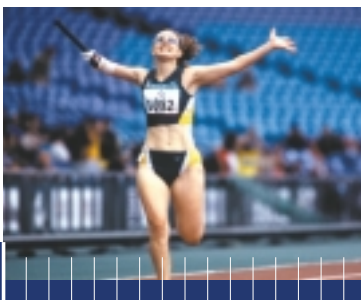


Photo: Australian Sports Commission

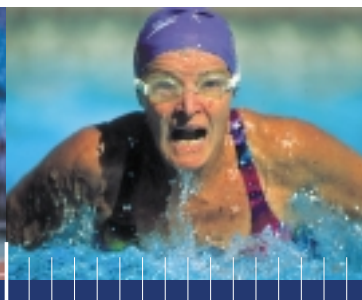


Photo: Allsport

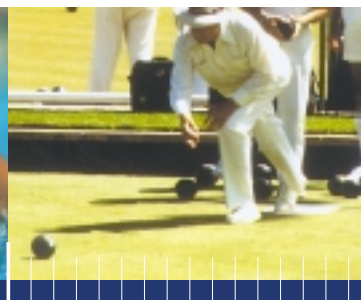


Photo: ACT Bowls Association



Photo: Australian Sports Commission

## GOALS

**THE STRATEGY WILL ENSURE** that resources are provided to maintain the international sporting success achieved by Australian athletes through an integrated national sports delivery system. This was the key to our outstanding performances in Sydney in 2000 and in Kuala Lumpur in 1998, and was integral to our world championship victories across a wide range of sports.

The achievements of Australian athletes over recent years have been outstanding and a source of enormous pride for the entire nation. The number of Olympic, Paralympic and Commonwealth Games medal winners combined with world championship winners and placegetters far exceeds the achievements of other nations of comparable population.

The previous athlete support programme that commenced in 1994 and finished after the Sydney Olympics was the Olympic Athlete Programme.

The new Sports Excellence Programme will provide funding for high performance sport and cover sports that were not included in the Olympic Athlete Programme.

The programme will support Australian athletes, their coaches and support staff who are involved in competing in a large number of high performance sports, including the sports represented at the Olympics, the Commonwealth Games and the Paralympics. We will continue to build the base for future success in a wide range of sports.

Importantly, the programme recognises the vital role of coaches in Australian sport, and that the continued success of Australian athletes depends on the contribution of world class coaches who provide guidance and knowledge, and oversee the training that is necessary for athletes and teams who aspire to compete in international competition.

The Government's goal for high performance sport is to support and strengthen our national sporting structures so that Australian athletes have the systems and back up they need to continue to compete successfully at:

- the 2002 Winter Olympics in Salt Lake City, the 2004 Olympic Games in Athens, and to build a base for continued strong performances at the 2006 Winter Olympics and 2008 Summer Olympic Games.
- the Paralympic Games in 2004 in Athens, and at the 2008 Paralympic Games;
- the 2002 Commonwealth Games in Manchester, and importantly our home Commonwealth Games in Melbourne in 2006, and to continue forward to the 2010 Commonwealth Games; and
- team and individual world championships.

**“THE ACHIEVEMENTS OF AUSTRALIAN ATHLETES HAVE BEEN OUTSTANDING AND A SOURCE OF ENORMOUS PRIDE”**

## ACTIONS

We will:

- utilise world class coaching techniques to strengthen the national framework for elite athlete development, involving the Australian Institute of Sport and state and territory institutes and academies to keep us ahead of the competition;
- provide new and innovative support services to assist national sporting organisations to achieve targets in both high performance sport and significantly increased participation;
- give greater flexibility to national sporting organisations to tailor high performance athlete development programs to meet the needs of their sport;
- provide targeted assistance for high performance athletes preparing for Olympic, Commonwealth and Paralympic competition and other international competition in which Australia is represented;
- encourage the inclusion of athletes with disabilities into mainstream sporting programs, where appropriate; and
- work in partnership with all relevant stakeholders to maximise high performance sport outcomes.

## FUNDING

- The Backing Australia's Sporting Ability package includes an additional allocation of \$122.2 million over four years for Australian athletes — taking Federal Government funding for high performance sport to an unprecedented level.
- Total Federal Government funding for Sports Excellence to support Australian athletes will be approximately \$408 million over the four-year period beginning 2001–2002. This includes approximately \$15 million specifically for Paralympic Games sport and sport for people with disabilities.



## GOALS

**THE GOVERNMENT BELIEVES** that we should convert Australians' passion for sport into greater numbers of people participating at the grass roots level.

There are considerable benefits to be gained from greater participation in grass roots sport including better fitness, the attainment of values, and contributing to the development of world-class athletes. It is vital for the future of Australia's sporting prowess that more people take an active part.

It is true that more players mean more winners but there are also other benefits from being involved in sport. In addition to the obvious benefits of health and fitness, the Government appreciates that sport provides valuable opportunities for people of all ages to improve themselves, display teamwork and become more engaged in community activities.

Our aim is to see more sport played at the grass roots level, particularly amongst school aged children and in rural areas, where sporting groups are often a vital factor in the cohesion of local communities. To this end the Government has increased funding to encourage participation and is introducing a new programme directed at young Australians.

The Government will be supporting a fresh approach to grass roots participation, involving partnerships between the Federal Government, national sporting organisations, local sporting clubs, schools and the business community. By working together, we can achieve increased levels of participation for all Australians.

Together, we will aim to:

- significantly increase the number of people participating in sport right across Australia, including in rural and regional communities;
- markedly increase youth participation in organised sport;
- boost the active membership and reach of sporting organisations and local sporting clubs;
- build renewed awareness of the enduring values of fair play, self improvement and sporting achievement; and
- provide a new means for businesses to actively support their local communities and to enrich the lives of all Australians.

**“OUR AIM IS TO SEE MORE SPORT PLAYED AT THE GRASS ROOTS LEVEL,  
PARTICULARLY AMONGST SCHOOL AGED CHILDREN AND IN RURAL AREAS”**

## ACTIONS

We will:

- build partnerships between the Government, local and national sporting organisations, the business community, schools and local government to deliver expanded and/or new sporting competitions and opportunities for all Australians at the grass roots level;
- create incentives for sporting organisations to make a greater effort in recruiting new players and building links with schools, business and community groups;
- provide more effective pathways from participation in sport into high performance development for those talented individuals who aspire to compete at higher levels;
- require national sporting organisations to achieve greater rates of active participation and increase registered membership as a condition of funding;
- engage school aged children with the aim of strengthening the links between sporting clubs, schools and the community;
- ensure that the benefits of the *More Active Australia* participation partnerships are shared by all Australians whether people live in rural and regional Australia or in the cities;
- build on the legacy of the Sydney 2000 Games by implementing, in partnership with the Australian Olympic Committee, an Olympic Youth Programme to provide an enduring message of sports participation and healthy, drug-free lifestyles to school children and local communities;
- provide increased resources for specific indigenous participation programmes developed by sporting bodies;
- ensure that all Australians regardless of culture, gender, race, capability, or age have an opportunity to be part of a *More Active Australia*; and
- closely monitor participation trends.

## FUNDING

- This package of measures includes an additional allocation of \$32 million for the *More Active Australia* initiative including \$4 million for the new Olympic Youth Programme — taking Federal Government funding for sports participation to an unprecedented level.
- The additional funding means that total Federal Government funding for *A More Active Australia* will be worth approximately \$82 million over the four-year period beginning 2001–2002.



## GOALS

**THE AUSTRALIAN SPORTING** sector is already forward thinking and well organised, but more can be done to enhance the quality of its management and increase its capacity to achieve its aims.

Australians love to see our champions win, but medals do not come free. While the Government will continue to do its part, it expects excellence and innovation from sports administrators to maximise outcomes for sport.

We will achieve:

- the adoption of sound business and management practices by national sporting organisations;
- an integrated approach to managing sport and delivering outcomes;
- greater private sector involvement in the funding of sport;
- a significant increase in off-budget revenue generated by the Australian Sports Commission; and
- a higher level of commercial activity on the part of local and national sporting organisations.

“THE AUSTRALIAN SPORTING SECTOR IS ALREADY FORWARD THINKING  
AND WELL ORGANISED, BUT MORE CAN BE DONE TO  
INCREASE ITS CAPACITY TO ACHIEVE ITS AIMS”

## ACTIONS

We will:

- assist national sporting organisations to deliver efficient and effective administration through management improvement initiatives;
- ensure that grants to national sporting organisations are structured to deliver results in high performance sport; the mainstreaming of sport for people with disabilities; being tougher on drugs in sport; and increased participation, particularly among school aged children including those who live in rural and remote communities;
- set performance targets for national sporting organisations with regular evaluations of progress towards achieving goals in elite sport, participation, fairness, funding, governance, and anti-doping;
- require sporting organisations to adopt sophisticated management systems (such as the Internet-based Sport-Net), to ensure use of up to date business tools in the information technology and communications area;
- increase off-budget revenue for the Australian Sports Commission through better sponsorship returns; more commercial activity at the Australian Institute of Sport facilities; efforts to commercialise intellectual property and programs; and increased provision of consultancy services; and
- enhance the ability of the Australian Sports Foundation, a body through which people can make tax-deductible donations for sporting projects, to deliver outcomes to benefit all Australians.

## A THRIVING SPORT AND LEISURE INDUSTRY

Australia's delivery of the "greatest Olympic Games ever" bears testimony to the dynamism and marketability of our sport and leisure industry. This know-how is a commodity Australia is exporting to the world. Increased participation in sporting activity will further stimulate the industry. A *More Active Australia* means a more vibrant sport and leisure industry.

A clear and tangible direction for the industry's growth is set out in the Sport and Leisure Industry Strategic National Plan — *Game Plan 2006* — launched in February 2001.



## G O A L S

**AUSTRALIA HAS BEEN** a world-leader in the fight against drugs and doping cheats in sport. The *Tough on Drugs in Sport* policy launched in 1999 in the lead up to the Sydney 2000 Games earned Australia an enviable international reputation of strength and technical expertise in this challenging field. Australian actions meant that athletes were subjected to the toughest anti-doping programme ever undertaken at an Olympic Games. This did much to restore the image of international sporting competition.

The Australian Sports Drug Agency remains a strong and independent body responsible for drug testing and athlete education. It has set a standard for other countries to match. Australia has also taken leadership, in first staging the International Drugs in Sports Summit in Sydney in November 1999 and then in supporting the establishment of the World Anti-Doping Agency (WADA), which now coordinates the campaign against doping around the globe.

Our action has delivered success. But those who seek to win dishonestly are employing ever more sophisticated means of masking their deception. Now the Government will go further, working with national sporting organisations to escalate the fight against drug cheats, in order to help protect the integrity and enduring value of fair play that underpins our regard for sport.

We want:

- a sporting environment free from drug cheats in which athletes are able to compete fairly;
- Australia to remain at the leading edge of the fight against drugs in sport;
- our champions to serve as role models for drug free sport;
- recognition by national sporting organisations that Government funding is contingent on them helping to stamp out drugs in sport; and
- universal commitment from all Australians to be “tough on drugs in sport”.

“THE GOVERNMENT WILL WORK WITH NATIONAL SPORTING ORGANISATIONS TO ESCALATE THE FIGHT AGAINST DRUG CHEATS IN ORDER TO HELP PROTECT THE INTEGRITY AND ENDURING VALUE OF FAIR PLAY”

## ACTIONS

We will:

- commit new research to reveal those using currently undetectable drugs and masking techniques;
- increase drug-testing of high performance athletes;
- continue the implementation of the IOC-approved test for EPO;
- continue to educate athletes against the use of drugs;
- engage sporting champions through the Olympic Youth Programme, in advocating drug free sporting competition;
- continue to demonstrate leadership and support to the World Anti-Doping Agency, including membership on the WADA board and its executive and subcommittees; and
- advocate for the provision of more international out-of-competition testing and more transparent and accountable test results management.

## FUNDING

Backing Australia's Sporting Ability includes an additional allocation of \$7.4 million for new anti-drugs research, additional testing and to meet international obligations.

Total Federal Government funding for *Tough on Drugs in Sport* will be nearly \$24 million over the four-year period beginning 2001–2002, including approximately:

- \$18 million for drug testing and education by the Australian Sports Drug Agency;
- \$5 million for anti-drugs research; and
- \$1 million to meet our international drugs in sport obligations in support of the World Anti-Doping Agency.



## BACKING AUSTRALIA'S SPORTING ABILITY

Through this new plan for sport the Government will ensure that:

- Australian athletes have the benefit of a national sporting system that enables them to continue to perform successfully in international competition;
  - greater numbers of Australians, particularly young people, are participating in grass roots sport;
  - there is excellence in Australian sports management; and
  - Australia remains "tough on drugs in sport".
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