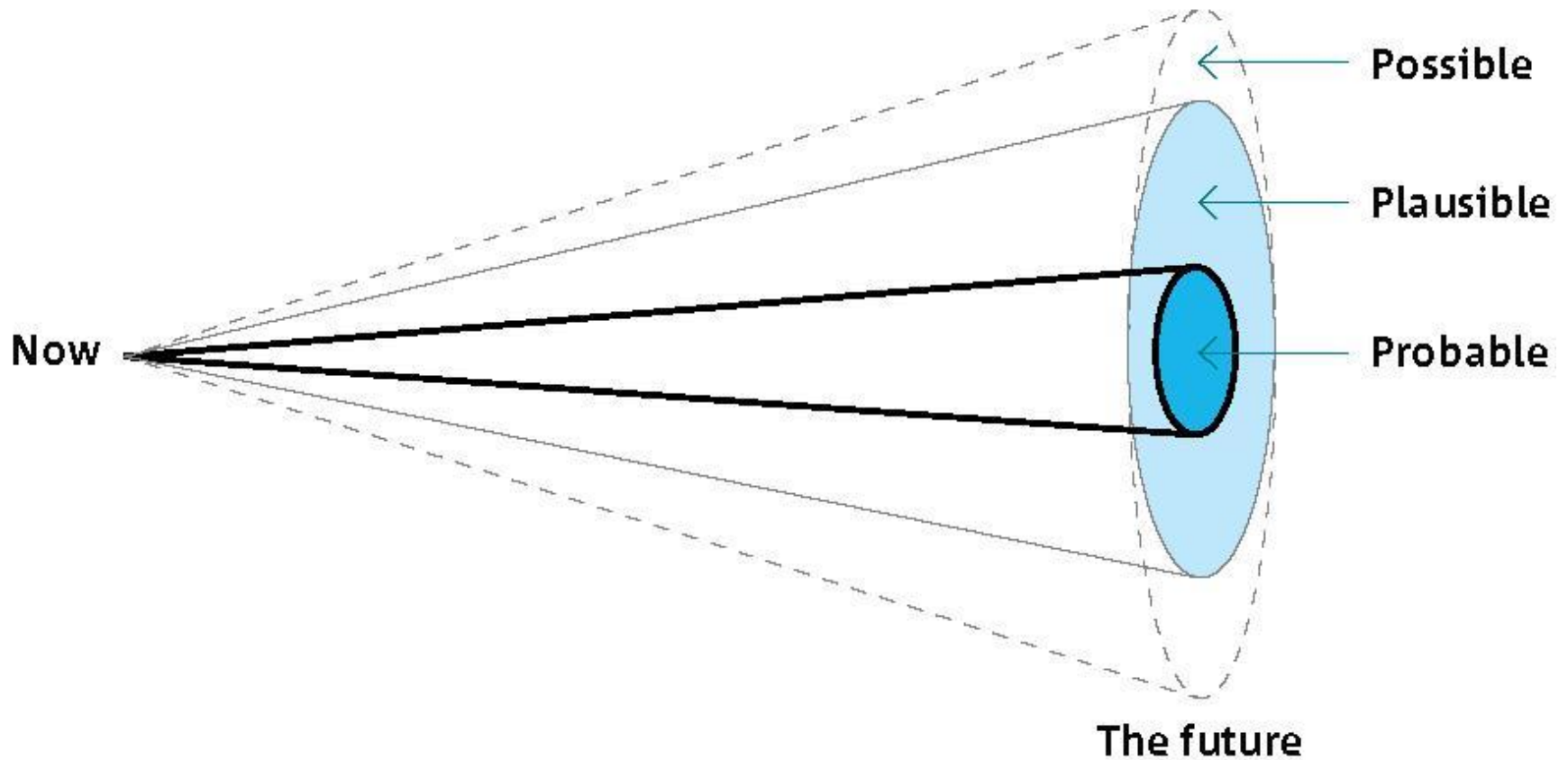


The Future of Australian Sport

Types of Futures



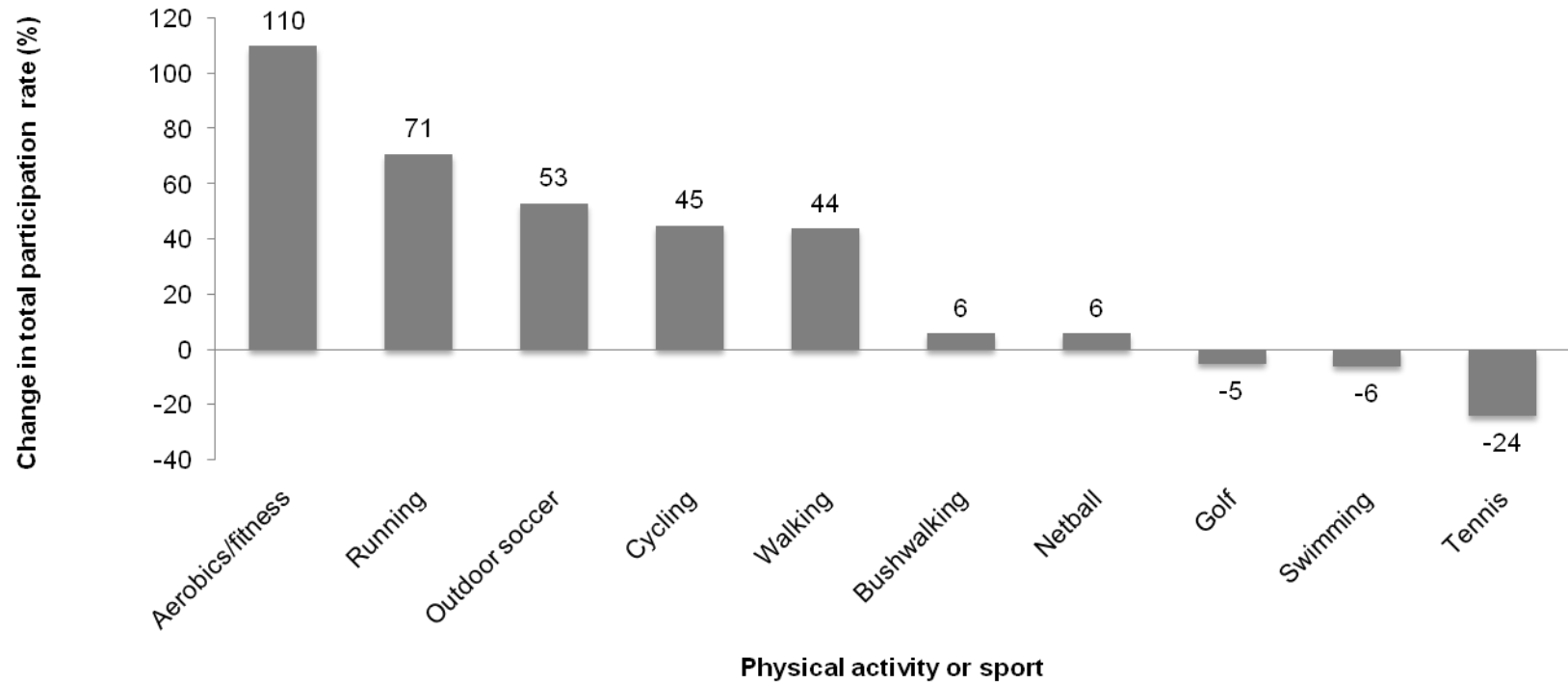


A perfect fit

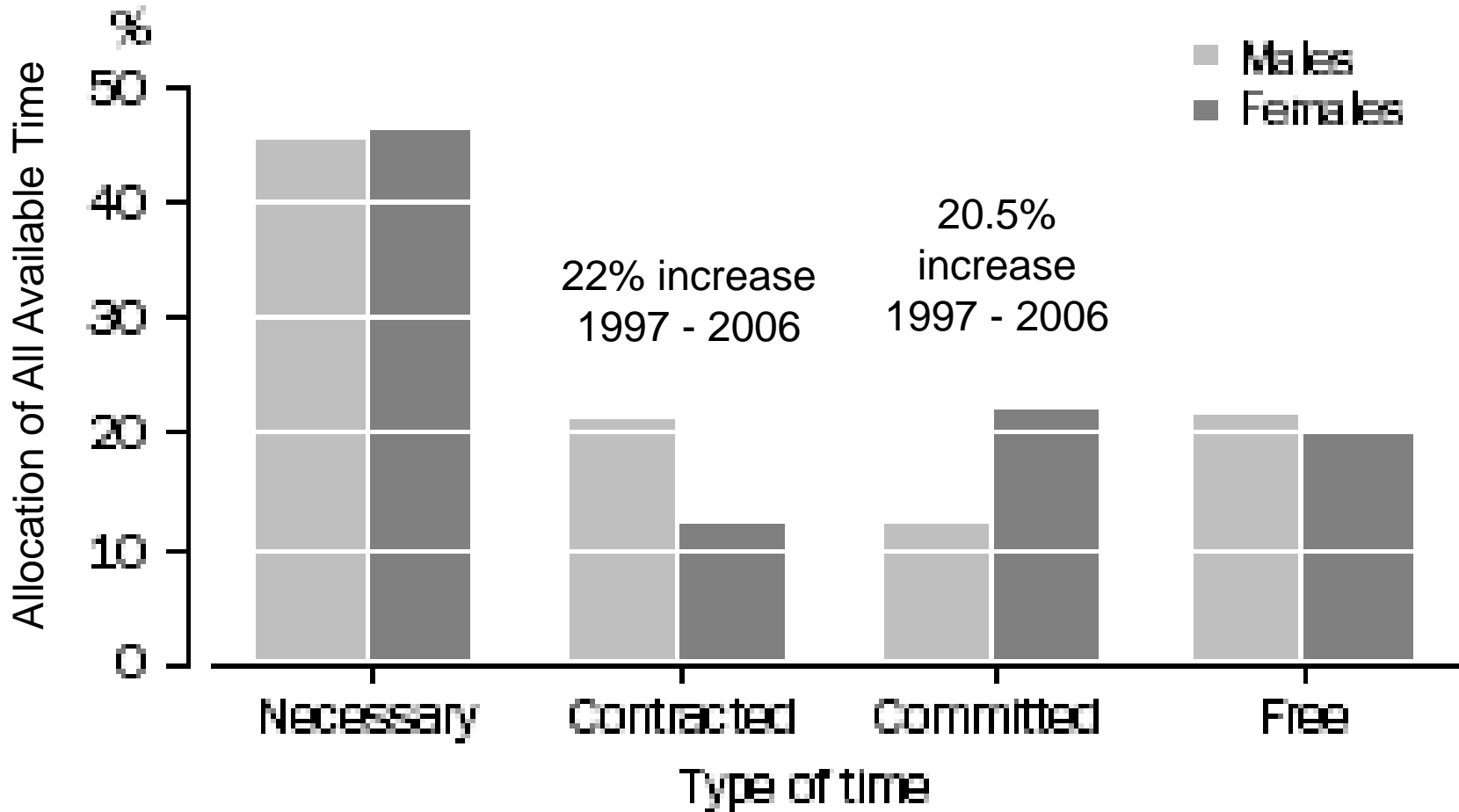
personalised sport and tailored training systems



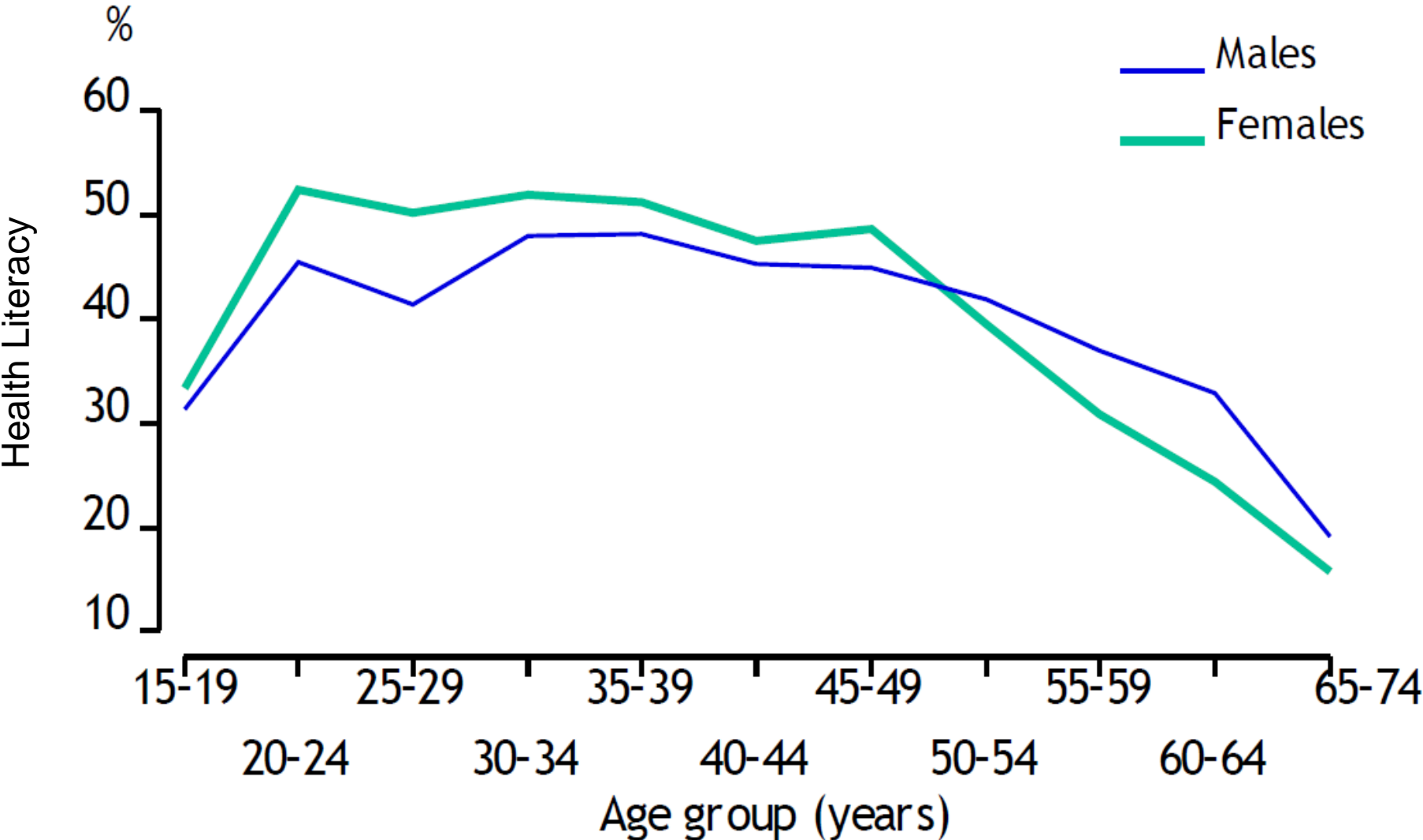
Percentage Change in Participation Rates in Australia 2001-2010



Time Fragmentation



Younger people are more health literate ... therefore a more health literate future is on its way



Individualized Sport



Emerging questions

- *What investment needs to occur in sports to ensure the fitness trend does not occur at the expense of organised sport at a community level?*
- *How can sports best adapt the rules, venues, timing and management of their sports to better suit time fragmented lifestyles and a fitness oriented consumer?*
- *Is there opportunity for partnering with other agencies to target participation in under-represented groups in society?*

From extreme to mainstream

The rise of lifestyle sports



The rise of extreme and lifestyle sports



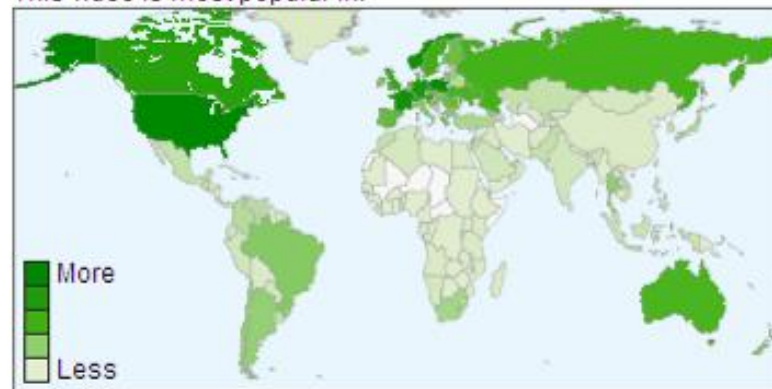
Wingsuit Base Jumps in HD



1,106 videos

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Interaction buttons: Like, Dislike, Add to, Share, and a flag icon.

1,140,680

Total views: 1,140,680



BMX Debut in Beijing 2008

Image source: Wikimedia Commons



Emerging questions

- *Are high performance investment models adaptable enough to take advantage of changes to emerging sports?*
- *What might be the impact of notions of winning changing?*

More than sport

The attainment of health, community & overseas aid objectives via sport

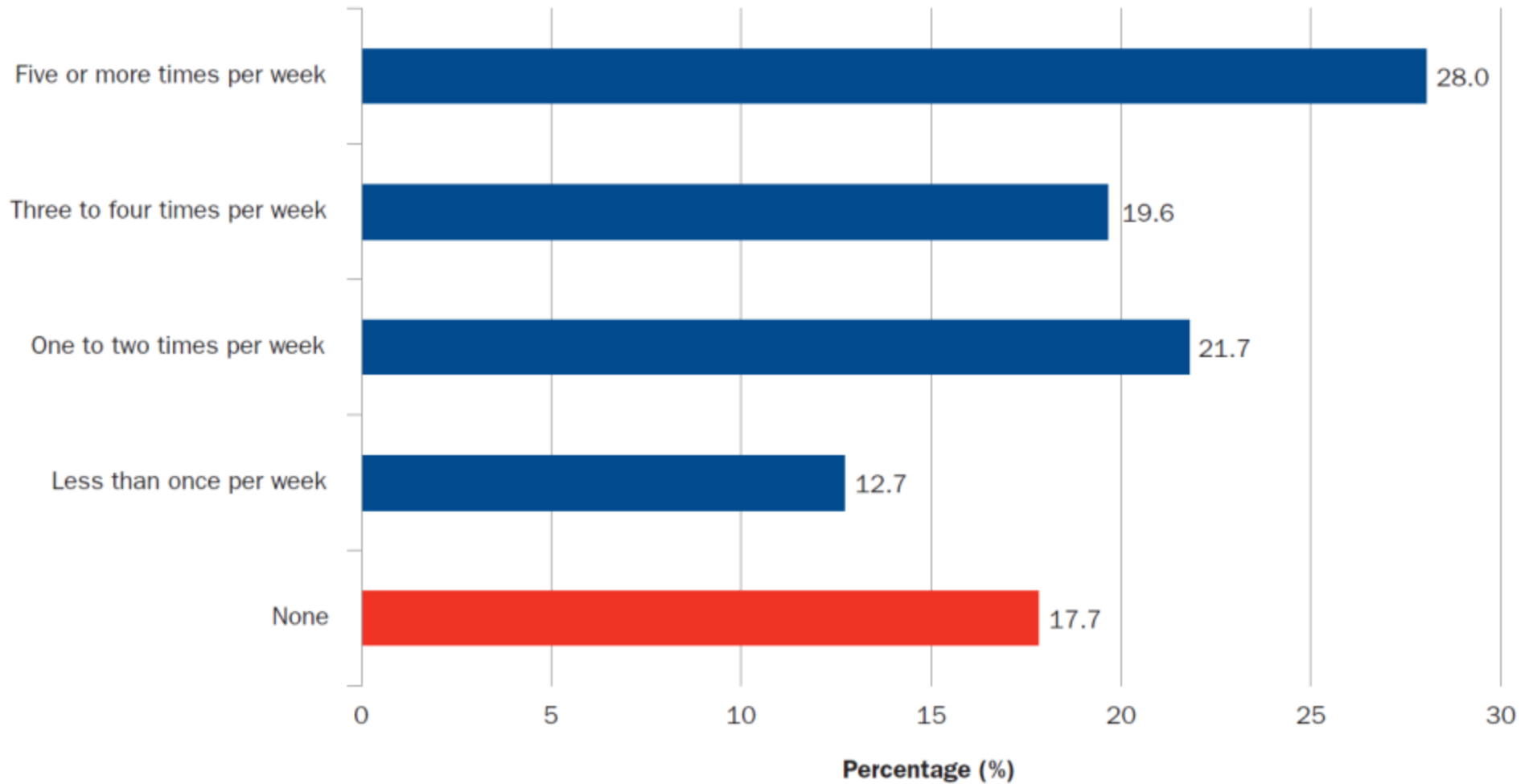


Studies have shown sport can achieve...

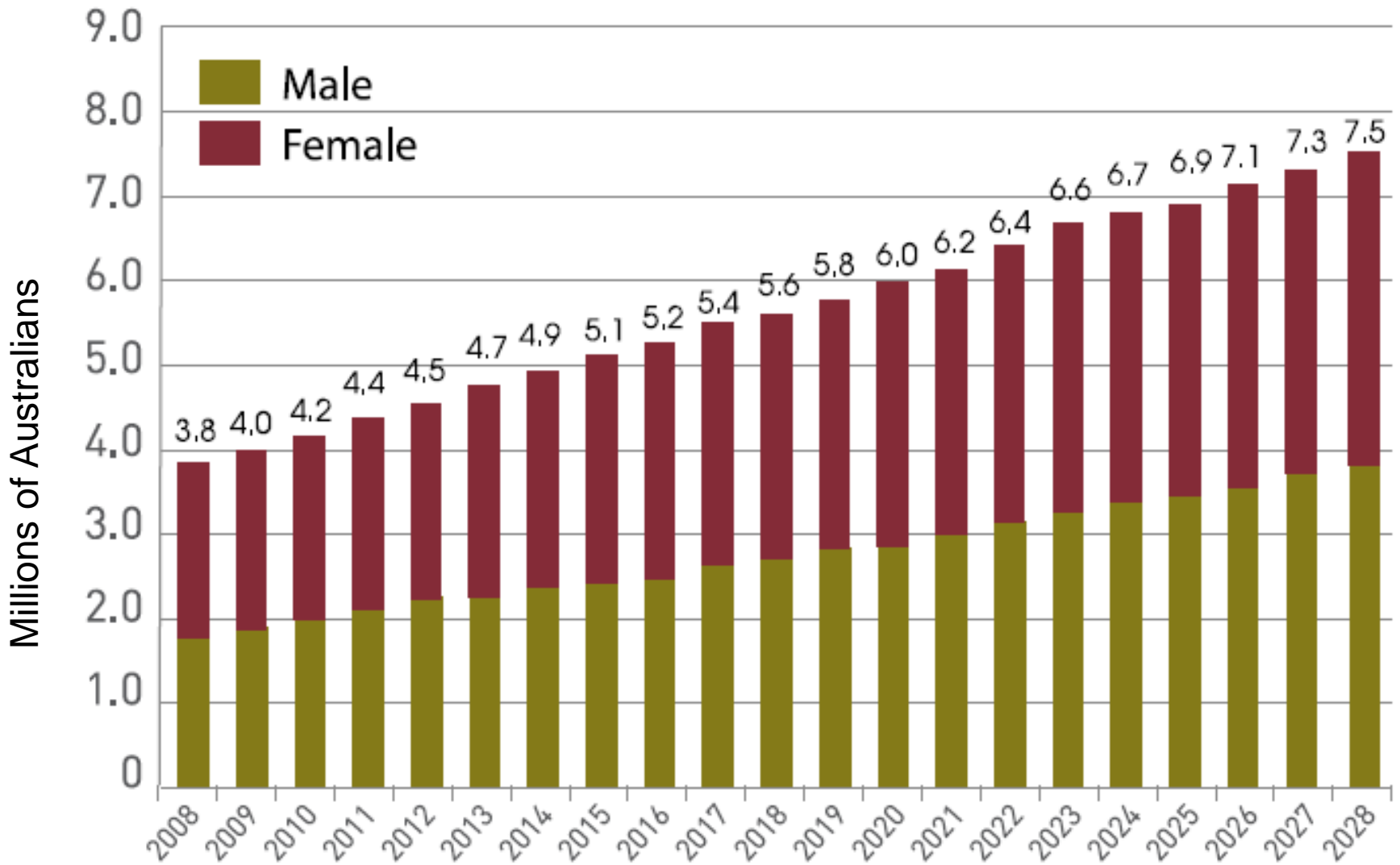
1. Crime prevention
2. Reduced drug and alcohol abuse
3. Improved educational outcomes and cognitive functioning
4. Self esteem for teenagers
6. International cooperation
7. Community participation and social cohesion
8. Increased tourist visitation
9. Improved physical health
10. Social inclusion and healthier communities

Participation in Physical Activity

Over 50% have physical activity less than twice per week.



Increasing Prevalence of Obesity



Source: Access Economics

Overseas Aid – AusAID



SPORT IS A UNIVERSAL LANGUAGE THAT CAN BRING PEOPLE TOGETHER, NO MATTER WHAT THEIR ORIGIN, BACKGROUND, RELIGIOUS BELIEFS OR ECONOMIC STATUS.

Kofi Annan, United Nations Secretary General

\$5m over 5yrs for Australian Pacific Sports Outreach Program

Source: AusAID FOCUS JAN–APRIL 2006

Emerging questions

- *How do we ensure sports becomes part of the solution to curbing rising rates of obesity and diabetes and ongoing mental health issues?*
- *How do we ensure sport participation rates in Australia are sufficiently high to positively impact Australians ?*
- *What are the correct models for ensuring children are exposed to sport in the school setting?*

Everybody's game

Demographic, generational & cultural change



An Ageing Population

In 2002 13% of Australians were over 65 years old.

It will be 27% by 2051.

Data source: Australian Bureau of Statistics (Cat. No. 3222.0)

Sir William Herbert "Bill" Northam won gold sailing at the 1964 Olympics in Tokyo, Japan

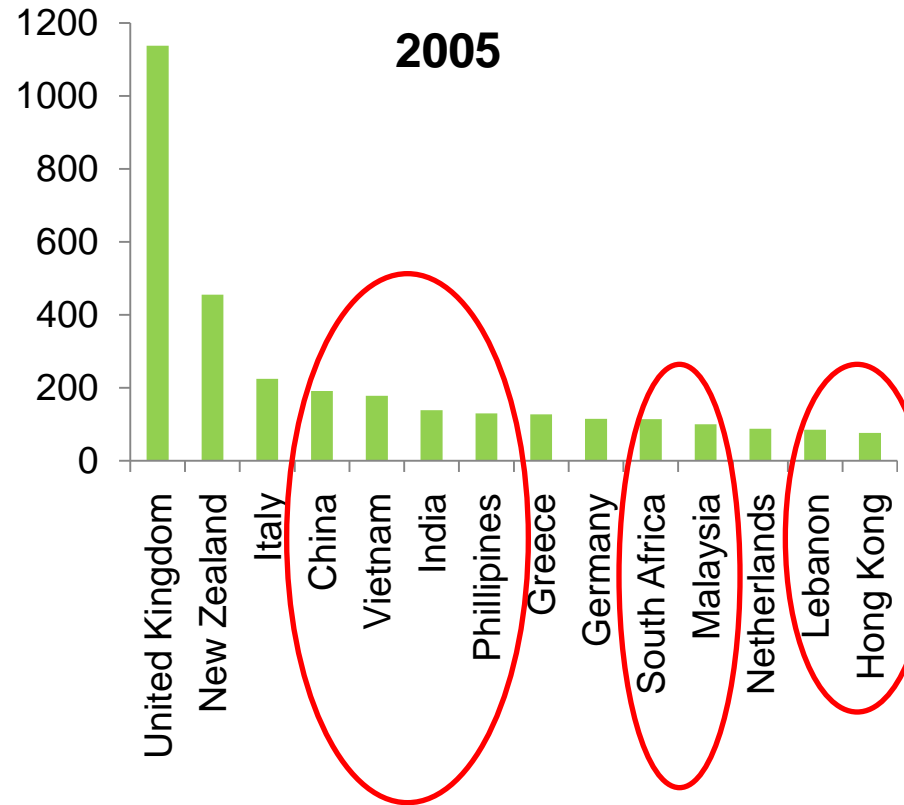
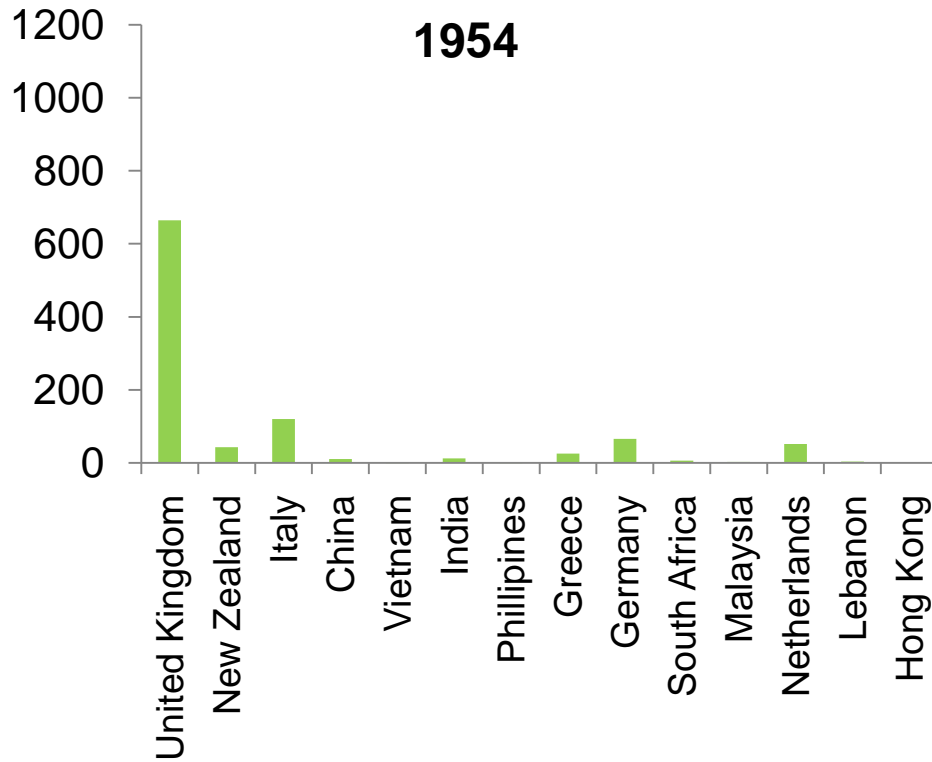
He was 59 years old at the time

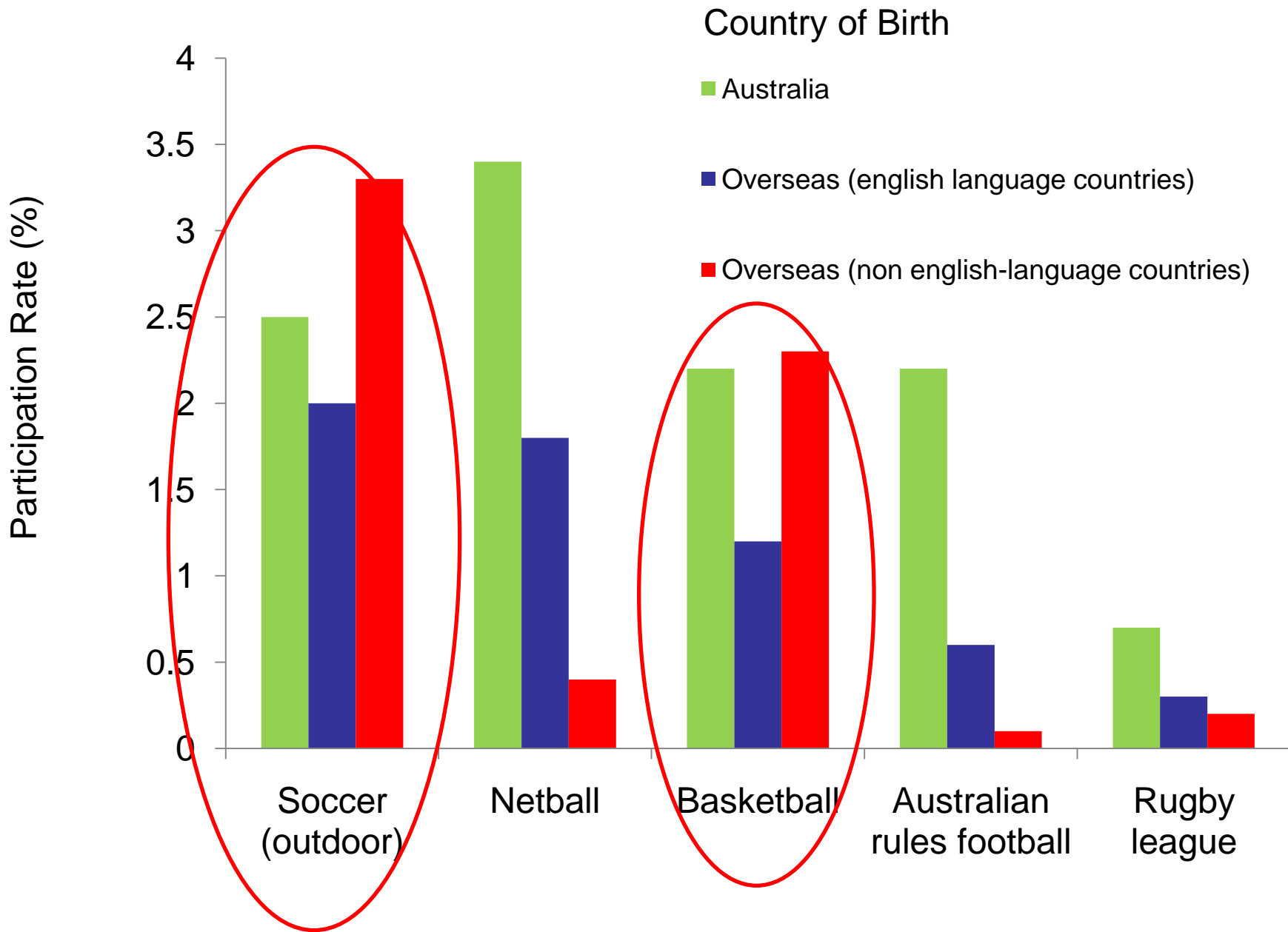


Country of Birth

(for persons born overseas only)

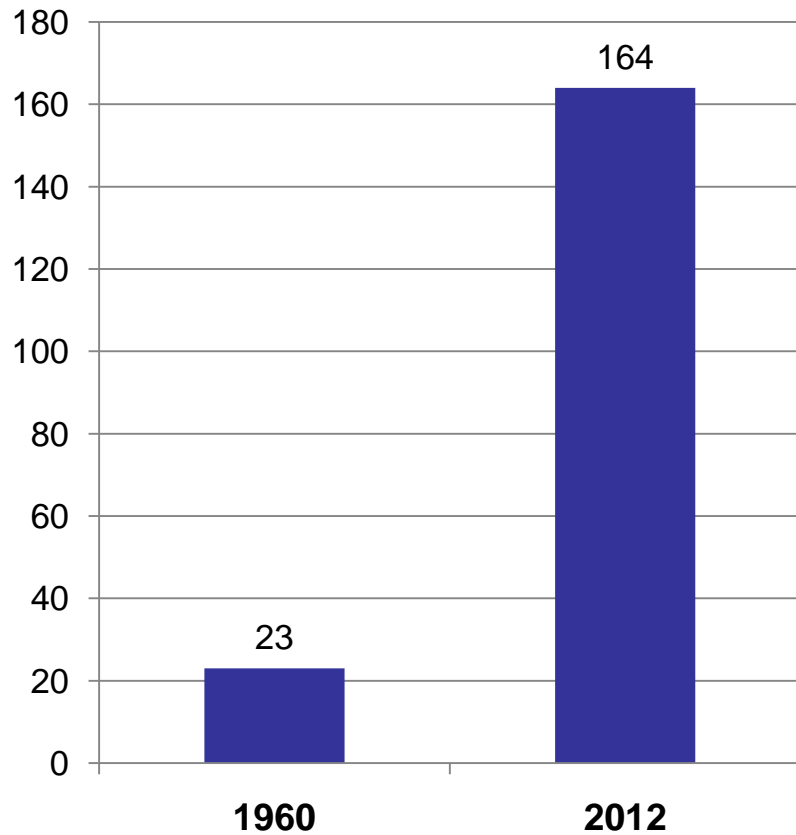
'000s of persons



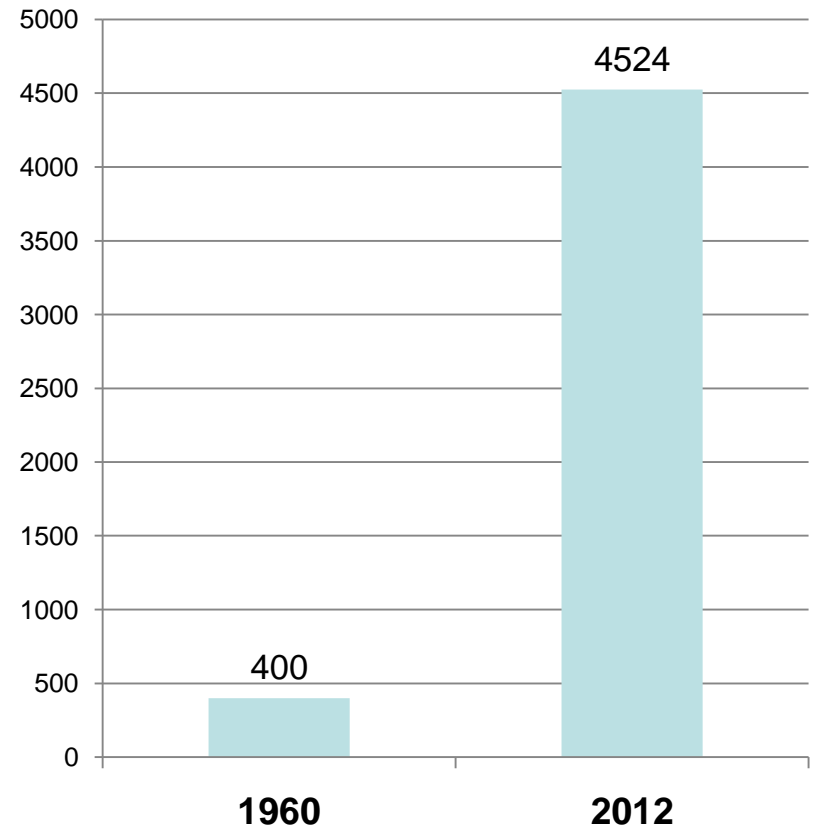


The rise of the Paralympics

Countries



Athletes





Volunteerism

Many sports depend on volunteers

In 1992 both men and women spent, on average, 20 mins/day volunteering.

By 2006, men were spending 15 mins/day day and women 24 mins/day.



Emerging questions

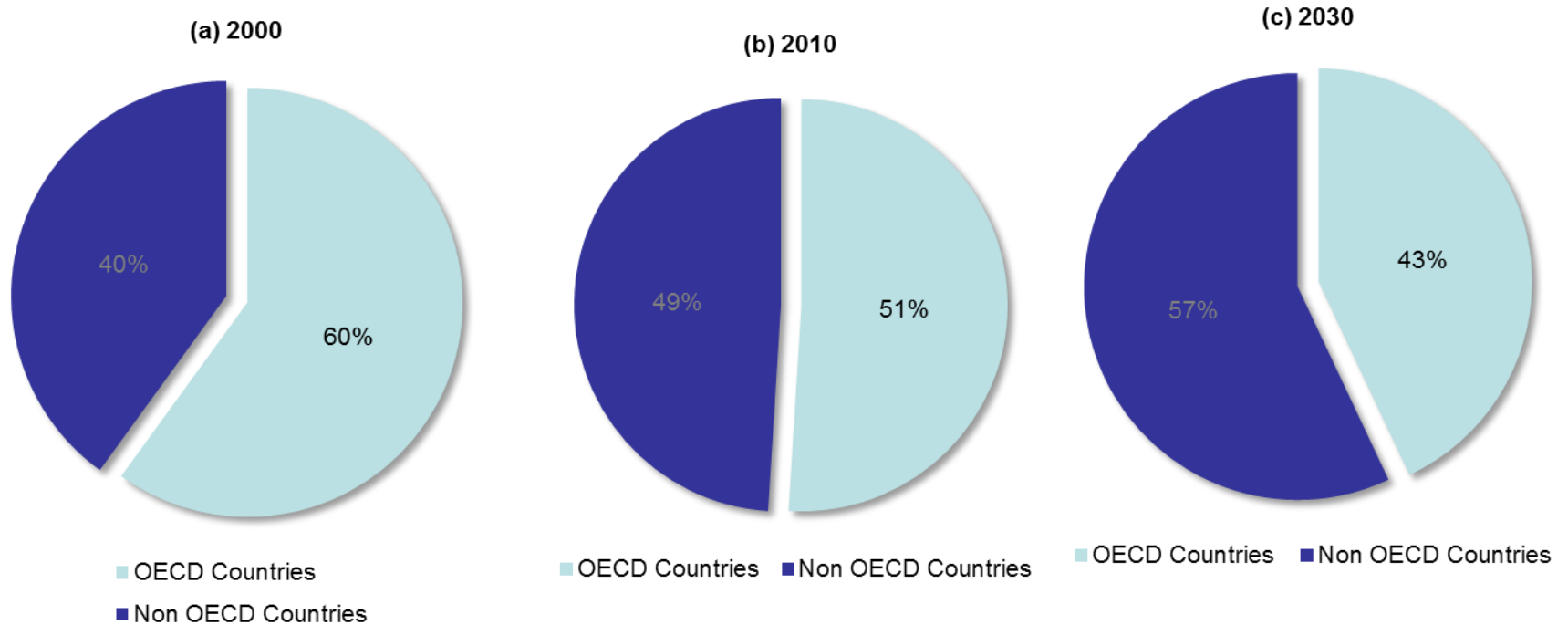
- *Does a shrinking athlete pool associated with an ageing population require HP sports bodies to adopt a more targeted approach to recruitment?*
- *How do Australia's sports need to change in order to appeal to a more diverse population?*
- *How do sports remove barriers to participation for older persons?*

New wealth, new talent

economic growth & sports development in Asia



Changing shares of global GDP over three decades



Changing shares of global GDP over two decades

Source: (OECD, 2011b)

Sport Participation in China



Emerging questions

- *Should Australia compete more regularly in Asian competitions?*
- *Are there sports broadcasting & other business opportunities in Asia for Australian companies?*
- *Are there opportunities for the sector to train athletes, coaches and other sports professionals from Asia?*
- *What pressures will emerge as Asia offers higher offshore salaries?*

Tracksuits to business suits

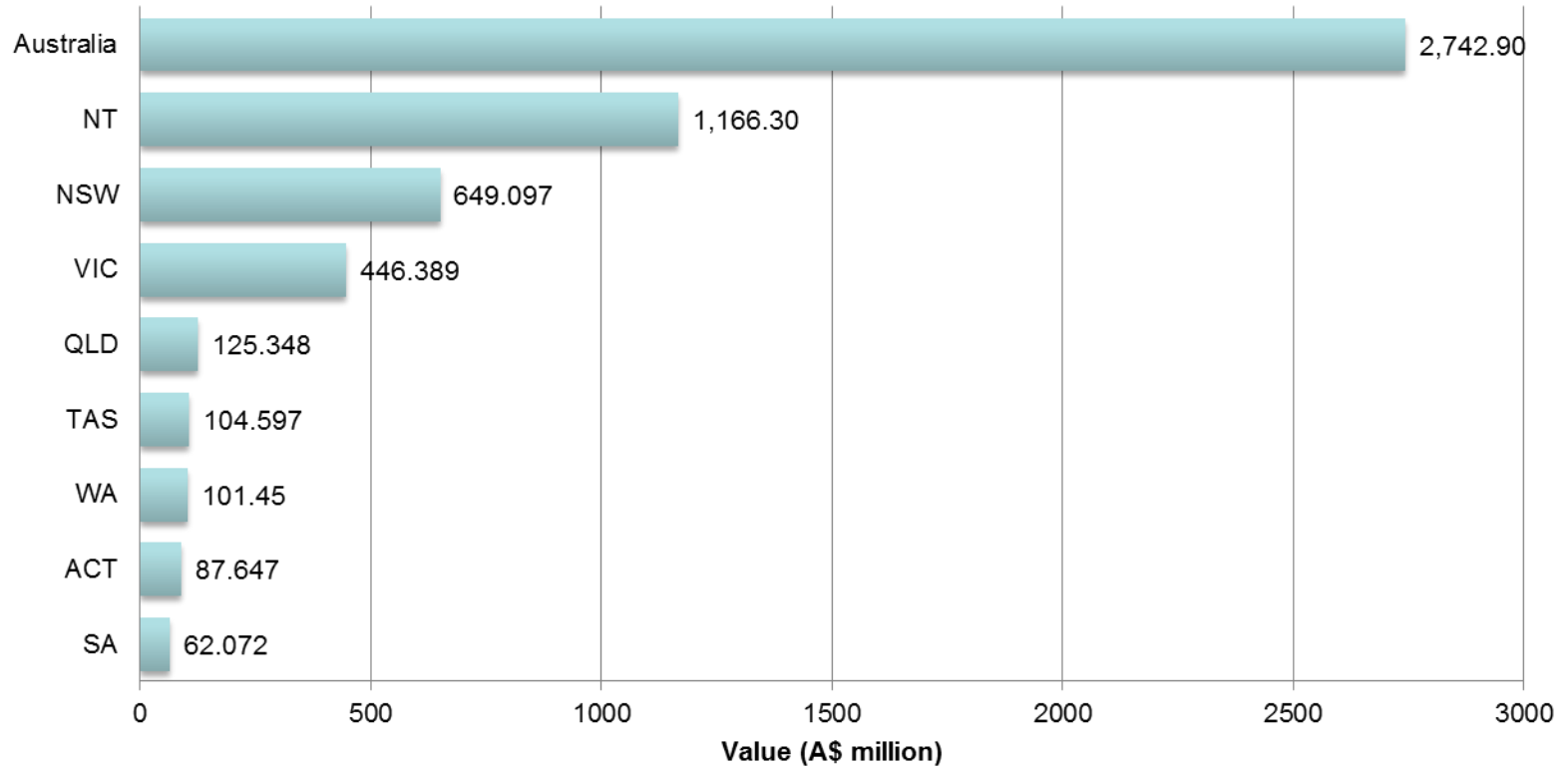
market pressures & new business models



Sport industry is strong & growing



Total gambling turnover of sports betting in Australia 2008-09



Emerging questions

- *What are the opportunities for sports that cant attract broadcast rights or major corporate sponsorship.*
- *Should sports focus on the effectiveness of their corporate governance models to ensure sustainability*
- *What are the implications of the “entertainment factor” ? Does it detract from, or support, the underlying values of sport?*

