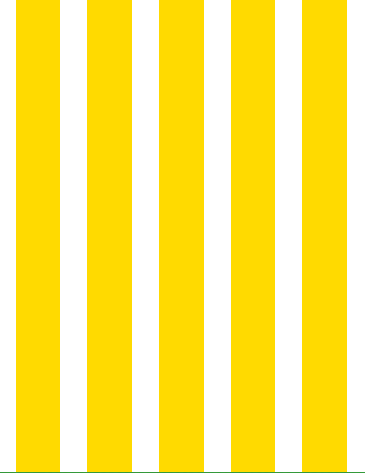


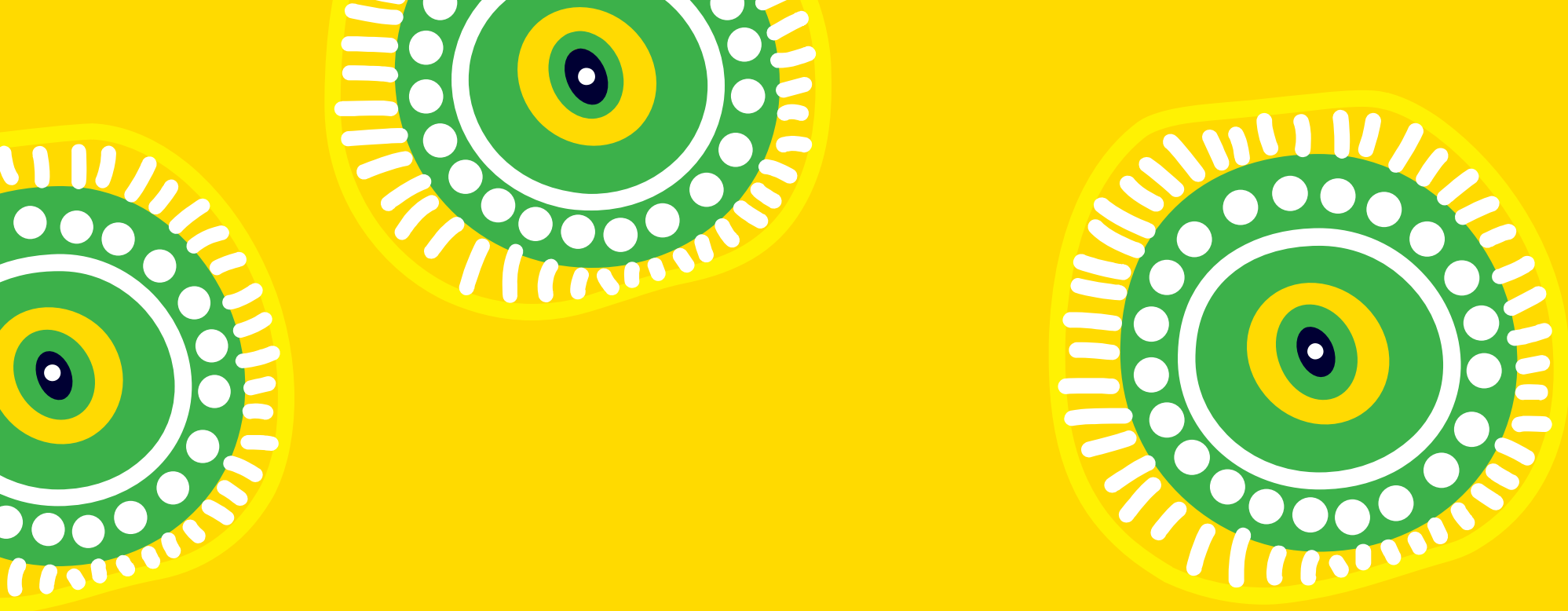


Australian Government
Australian Sports Commission

Participation Leaders Network

In Focus Session:
Paris 2024; Passion to Participation





Australian Sports Commission Acknowledgement of Country

The Australian Sports Commission (ASC) acknowledges the Traditional Owners of Country throughout Australia and pay our respects to their Elders past and present.

We wish to also recognise the outstanding contribution that Aboriginal and Torres Strait Islander people make to society and sport in Australia and to celebrate the power of sport to promote reconciliation and reduce inequality.



Australian Government
Australian Sports Commission

Guest Presenters:

Australian Olympic Committee; Julia Cooke & William Jago
Paralympics Australia; Scott Nicholas

The Opportunity

- Looking beyond Paris 2024 to Brisbane 2032, all sport in Australia can leverage the games, and the major events in between for Participation growth.
 - The '**demonstration effect**' on sport participation that an event, if properly leveraged in the period immediately prior and post, can inspire greater frequency of sport participation and reengagement of lapsed sport participants (Weed et al. 2015)
- Academic debate on evidence to support that international sport events have a positive impact on stimulating physical activity and sport participation, however the research literature suggested that stakeholders need to implement leveraging strategies not just prior to and during the event, but also post-event to generate long term goals. (Weed, Coren & Fiore, 2009), (O'Brien & Chalip, 2008; Frawley & Cush, 2011) .
 - **An increase in participation or interest in your sport will not automatically happen! Sports that are actively planned, organised and executing legacy strategies for major events are more likely to achieve increased engagement and growth in all aspects of their sport!**
- AUSPlay; Participation Focus – Olympic & Paralympic Sports



Australian Olympic Committee

Julia Cooke & William Jago



AUSTRALIAN
OLYMPIC
COMMITTEE

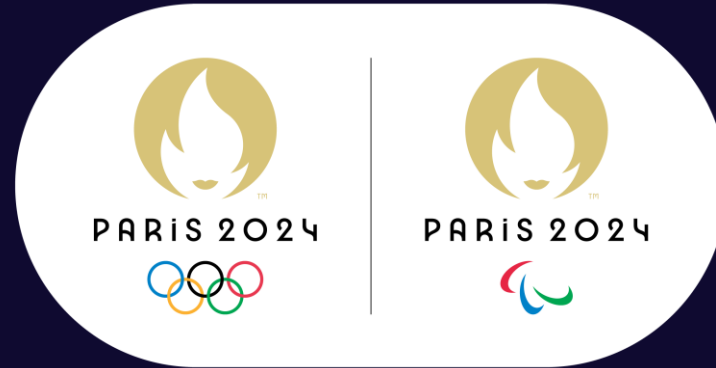


Paralympics Australia

Scott Nicholas



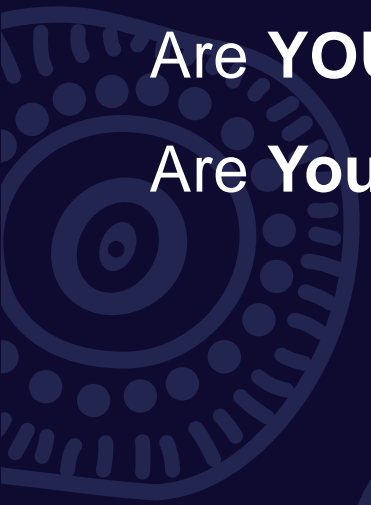
101 Days



134 Days

Are **YOU** Ready?

Are **Your Networks** Ready to Convert Passion to Participation?



What is in your control?

Look beyond the digital campaign...

ENQUIRY CONVERSION

Google Searches, EOI Forms, Club/Program Finders, Website, Customer Journeys



ENGAGEMENT INITIATIVES

Have A Go Events, Open Days, Pop Up Programs, Short Programs, Carnivals, Events, Watch Parties



LONG TERM MOMENTUM / COLLABORATION OPPORTUNITIES

Steer-co forums, Workshops/conferences, Participation planning, Commercial prospects and strategy



MEDIA

AOC/PA/ASC Assets, Spotlight Stories, Prepare Key Messages, Fan Engagement Channels, Competitions



STORYTELLING

Hero your athletes: profiles, their journey through grassroots to pathway. Club Spotlights, New Programs etc.



LEVERAGE EXISTING PROGRAMS

Green & Gold School Programs, Resources themed Paris/World Events, Alumni Visits, Talent ID/Pathways



SPORT SPECIFIC COLLATORAL

Draw progressions, Supporter Posters, Athlete Cards, Sport FAQs, Video Tutorials, Sport Rules



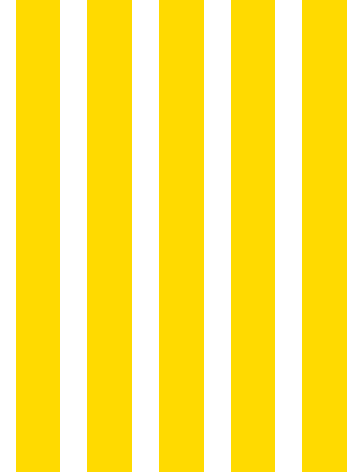
LOCAL/STATE GOVERNMENT

Fan Zones, Precinct Hubs, Carnivals, Community Activations, Multi-Sport Initiatives, Long Term Investment Proposals





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Q & A

ASC Participation Growth
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