



Australian Sports Commission Brands

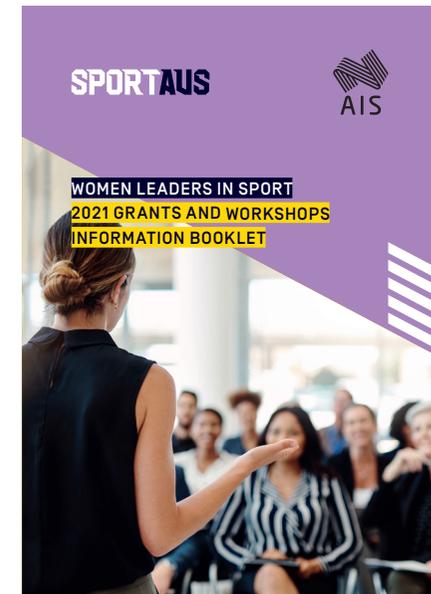
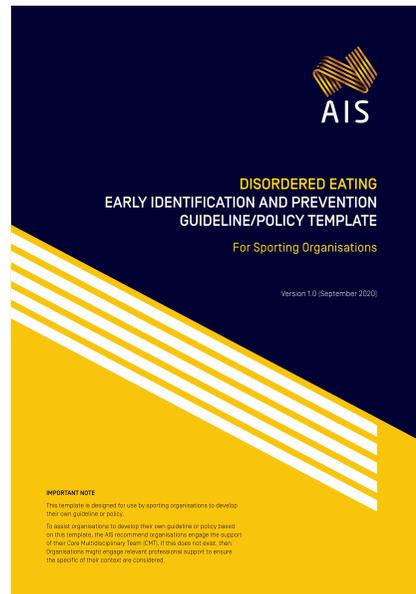
Our Brands

The current brand hierarchy consists of the Australian Sports Commission (ASC), Australian Institute of Sport (AIS) and Sport Australia.

- The **ASC** is the legal name for the organisation as per the ASC Act 1989. The ASC brand is currently used for corporate and financial related purposes, including the Annual Report, Corporate Plan and financial statements.
- The **AIS** represents High Performance sport, responsible for continued international sporting success including thought leadership and development of a cohesive and effective sport sector, provision of targeted financial support, and the operation of the AIS. The Commission can also operate under the name AIS when performing certain functions. These relate to high performance programs and development of athletes who excel or have the potential to excel, and coaches, umpires, referees or officials essential to conduct of sport. In addition, research and development related to sport science and sport medicine, sport medicine services and to manage, develop and maintain facilities for the purposes of the Commission.
- **Sport Australia** represents sport participation and industry capability, driving increased involvement in organised sport. Sport Australia is also used as an operating name of the Australian Sports Commission with the Sport Australia logo used as the master brand on some collateral.



The use of these three brands in various forms of communication, internally and externally, has created confusion by diluting recognition and awareness. For example, staff can get confused as to when to use Sport Australia or the Australian Sports Commission in elements such as email signatures, when they articulate which organisation they work for and templates they use for corporate documents. In addition, the media regularly references Sport Australia as “formerly known as the Australian Sports Commission”.



ASC Brand timeline

In 1981, the AIS was established as the only sport institute in Australia.

In 1984, the Australian Sports Commission was established when the Prime Minister, the Hon. Bob Hawke, and the Minister for Sport and Recreation and Tourism, the Hon. John Brown, announced the membership of the Commission and its broad terms of reference.

The below timeline depicts the historic evolution of the organisation's brands.

1981

The AIS officially opened as a public company limited by guarantee, incorporated under the ACT Companies Ordinance.

The AIS logo was created by a design student from Bendigo, Rose-Marie Derrico, and introduced shortly after the inception of the AIS.



1985

The Australian Sports Commission was formally established as a Commonwealth Statutory Authority by the Australian Sports Commission Act 1985.

Note: In 1986, the participation program Aussie Sports was introduced and was in place until 1996.



1989

The AIS was amalgamated with the ASC. The ASC subsequently became the principal Australian Government agency responsible for sport in accordance with the revised Australian Sports Commission Act 1989.



ASC Brand timeline

1997-2002

Introduction of the revised Commonwealth Crest and *ausport* brand in 2001, to represent the enterprise more dynamically while reflecting the growing profile and business application of the Internet —associating the brand with the ASC's new website domain name www.ausport.gov.au

Introduction of the *Active Australia* brand in 1997, to promote the Australian Government's sport and active recreation participation initiatives. The brand was also shared with states and territories.



2003

Brands streamlined to include only ASC and AIS.

Adoption of the Australian Government Commonwealth Crest in response to the release of new and consistent branding guidelines for all Australian Government departments and agencies. The ASC gained approval from Government to retain and continue using the AIS brand.



2014

New AIS logo launched representing Australia, sport and movement with a gold colour palette reflecting our pursuit for gold.



ASC Brand timeline

2018

Introduction of the Sport Australia [master brand] to represent supporting and investing in sport in Australia.



2019 and Current

The AIS and Sport Australia operating separately as arms and reporting to the ASC board, the brand hierarchy reflects this change.



Context for recent brand changes

AIS Rebrand and Research

In 2012, a new high performance strategy '*Australia's Winning Edge*' was launched which prioritised funding to the sports with the chance of success or those that can demonstrate a capability to deliver results, moving away from delivering sport programs towards empowering sports to manage their entire high performance pathway [a de-centralised approach].

Following this in 2013, a brand review of the AIS was conducted in consultation with sponsors, National Sporting Organisations, athletes and the general public. The research findings indicated that the logo was outdated and didn't adequately communicate the nature and new direction of the AIS to key stakeholders.

A brand agency was appointed, developing a refreshed brand and brand story, including looking at the participation component of the organisation and recommended using the concept 'Sport Australia' as the participation brand for the organisation. At this point the development of a participation strategy was still in ideation and therefore the brand concept of "Sport Australia" was put on hold.

Of note, the concept of a *Sport Australia* brand was in part inspired using similar branding nomenclature adopted by Australia's international counterparts, *Sport England* and *Sport New Zealand*.

- In 1996 the UK's, *Sports Council*, was reorganised by Royal Charter establishing the now well-known *UK Sport*, and the home nations sports councils, *Sport England*, *Sport Wales*, *Sport Scotland*, and *Sport Northern Ireland*.
- In 2012, *Sport and Recreation New Zealand* (SPARC), was reorganised into two separate entities, *Sport New Zealand* (Sport NZ) and *High Performance Sport New Zealand* (HPS NZ).

The new AIS brand was officially launched in 2014 by the then Minister with a modernised logo and brand story.

The AIS rebrand in 2013/2014 cost approx. \$310,000 [excluding GST] for research and brand development, logos and brand guidelines. This cost excludes implementation of the brand on site i.e. AIS signage.



Sport Australia Brand and Research

In 2018, the then Minister launched the Australian Government's first ever national sport plan, 'Sport 2030', a clear and bold vision for sport in Australia – to ensure Australia is the world's most active and healthy nation, known for our integrity and sporting success.

Sport Australia supported the Australian Government National Sport Plan and ASC Chair John Wylie announced on this day the Australian Sports Commission was changing its name to Sport Australia – to reflect our changing role in sport and support our role to lead the implementation of Sport 2030, approved by the Board and Minister, and printed in the foreword of the Sport 2030 document.

This new name and brand was supported by research, indicating there was very low awareness of the 'Australian Sports Commission' and what the organisation does, with some mentions of their association with the 'Australian Institute of Sport'. Accordingly, there was low awareness/recognition of the existing Australian Government Crest Logo for the 'Australian Sports Commission'. The existing logo was said to look very official, and 'like any other Government logo' i.e. reflective of authority and bureaucracy.

Replacing the ASC brand with Sport Australia would require an amendment to the ASC Act. Initial analysis of the ASC Act was undertaken by the ASC with proposed changes (including branding) was recommended by the Board. This did not proceed at the time as legislative amendment bills are required to be put before Parliament, where they may be passed through both the lower and upper houses of Parliament. This process would take over 12 months depending on priorities with the Government's legislative agenda. As a result, the Sport Australia was instead used as an operating name of the Australian Sports Commission, with the Sport Australia logo used as the master brand on collateral.

The Sport Australia wording and Sport AUS logo were submitted for a trademark application in 2018, however, this has not yet been formally approved because the trademark examiner has stated the brand is not sufficiently capable of distinguishing goods from those of other traders. We are continuing to liaise with IP Australia to process the application with the intent to get the trademark approved.

MOVE IT AUS

LET'S TARGET AT LEAST 30 MINUTES OF HEART-RATE RAISING PHYSICAL ACTIVITY A DAY.

Find Your 30

Australian Government
Australian Sports Commission

SPORT AUS

@SportAUS Sport Australia @sportaustralia @SportAUS

ASC3813

Commercial

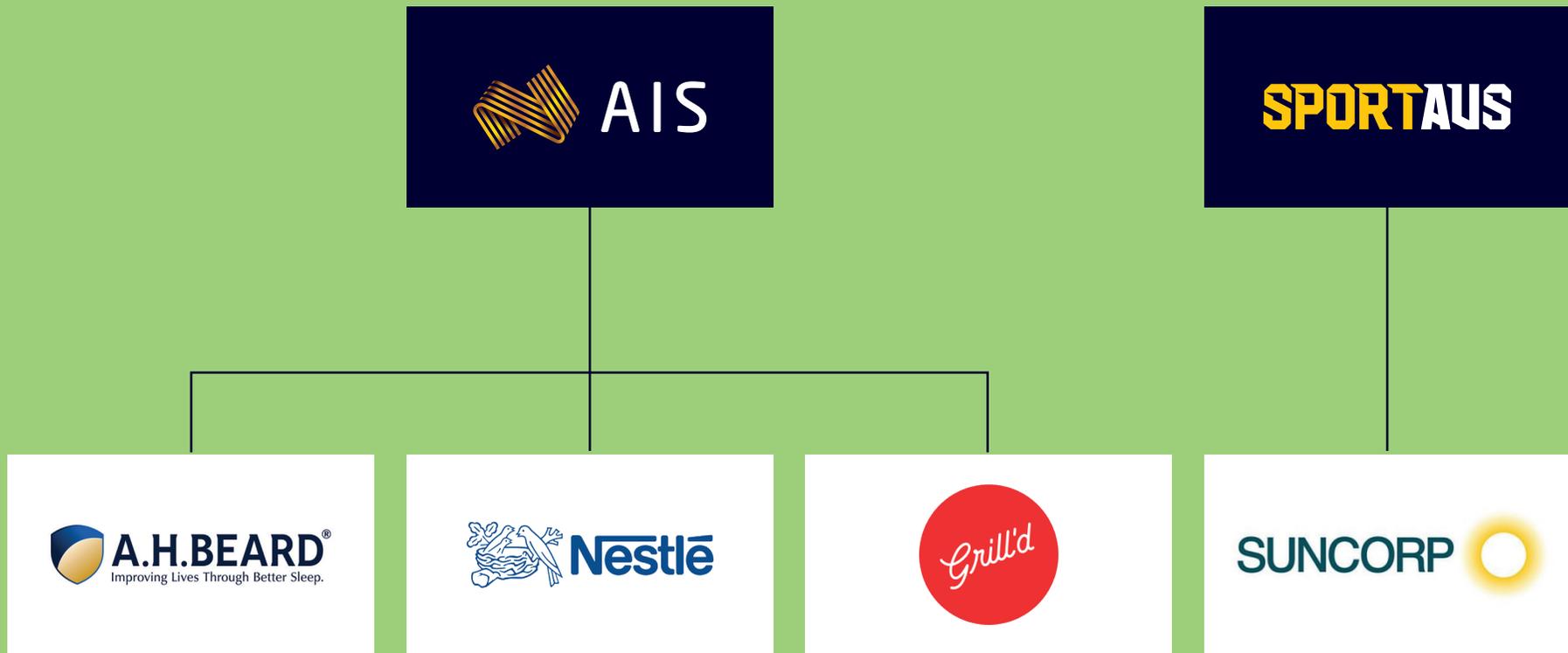
Since its inception in 1981, the AIS operated off a centralised model with significant high performance programs and athletes on site at the AIS campus which was appealing in attracting key commercial partners.

Since the change in the AIS operating model in 2012 to a de-centralised approach, together with the current sponsorship environment, the opportunities to commercialise the AIS brand have become more limited. Currently we are not investing in the AIS brand to build out brand equity or awareness to the Australian public, given the key focus is now about enabling the sport sector. However, we have secured current commercial partnerships with Nestle, A.H. Beard, and Grill'd.

Given the Sport Australia Brand is relatively new, and awareness and brand equity is still low, and there are limited assets to offer, commercial partners have been harder to acquire. However, we have been able to recently secure a commercial partnership with Suncorp.



Current partner status





SportAUS.gov.au
AIS.gov.au



Leverrier Street Bruce ACT 2617
PO BOX 176 Belconnen ACT 2616
+61 2 6214 1111