



CONFEDERATION OF AUSTRALIAN SPORT  
**2007/2008 ANNUAL REPORT**

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## ABOUT THE CONFEDERATION OF AUSTRALIAN SPORT INC

The Confederation of Australian Sport (CAS) is the national peak body for sport in Australia. Known until recently as Sport Industry Australia, it was established in 1976 to advance the interests of the Australian sports community and to give the industry a united voice in discussions and negotiations with governments and key stakeholders.

Our overriding aim is to contribute to the development of a society in which the social, economic and health benefits of widespread participation in sport and recreation are recognised and valued by all.

As the peak body for sport, CAS has as its members most of Australia's National Sporting Organisations, the bodies which collectively represent over seven million Australians. Our members also include a number of other organisations associated with the sport industry.

Through the promotion of participation in sport and physical activity, CAS aims:

- to improve the health and well-being of individual Australians; and
- to maximise the sport and leisure industry's contribution to the Australian economy

CAS has over twenty years experience with political, economic, industrial and social developments in sport. It is the voice of the sport sector and plays a leading role in the development of sport in Australia. CAS aims to be influential and respected in the sport and recreation industry, the government and the community.

CAS aims to further the interests of sport and member organisations by:

- facilitating positive public policy outcomes through active representation of sector views to governments, community decision makers and the public;
- improving the performance of the sector through the dissemination of timely and relevant information, advice and services;
- providing relevant and appropriate services to the member organizations; and
- raising the profile of member organisations and increasing public awareness and understanding of the sector's contribution to the community, the economy and the health status of the population.



### CONTACT DETAILS

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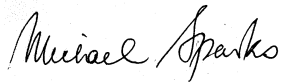
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## **PRESIDENT'S REPORT**

The 2007/2008 financial year was a period of consolidation in both capacity and influence for the Confederation. It was pleasing to see the key messages within the confederation's Federal Election Policy Platform for Sport being incorporated into the sport policy of the new Australian Government. The Confederation applauds the move of the Sport Division into the Department of Health and Ageing as this reflects the long promoted contribution of Sport for All for the broader health benefit of the Australian community. The Confederation was also pleased to contribute to the Independent Review of Australian Sport chaired by David Crawford by providing a written submission and in meeting face to face with the panel.

By year's end, the Confederation finds itself on a much more solid financial basis, with an agenda of key policy issues affecting sport into the future and a business structure that is self sustaining. The Australian Masters Games continues to attract strong interest and the 2009 AGM to be held in Geelong in February will have over 70 sports represented. The Australian Masters Games is seen as a valuable multi-sport property and the rights to the 2011 AGM have already been secured by Adelaide.

Thank you to all our members for your continued support. There is no question that sport needs a strong independent voice, focused on the long term direction of sport in Australia and the place of sport in Australian society. Your membership and participation in CAS projects are a very important factor in CAS being an effective voice for the sector and the coming year will be pivotal one for the future of the organisation.



Michael Sparks  
President

## STRATEGIC PLAN

“The Confederation of Australian Sport’s role is to provide both the leadership and strategic direction which will enable the sport industry generally, and CAS’ member organisations in particular, to shape the future development of sport in Australia.”

Over the course of the financial year, CAS has become increasingly concerned at the plight of sport in Australia. With the effect of the drought on regional and rural Australia, the waning volunteer numbers in sport, external pressures such as fuel prices and flagging participation rates as well as the warnings from the Australian Sports Commission that Federal Government funding for National Sporting Organisations may require a refining of the number of sports supported by the Commission, all contributed to the view that sport in Australia is at a crossroads.

With this in mind and in an election year, CAS set about consulting with members, the sport sector and other industry bodies with which sport has an interest, with a view to create the 2007 Federal Election Sport Industry Platform.

The resulting policy document that was completed at the end of the 2006/2007 financial year and launched in July 2007 addresses the major areas of sport in Australia and provides policy initiatives for the consideration of all parties.

The major point the policy document highlighted is the fact that the development of the sport sector, whether at the elite or participation end of the sporting spectrum is an investment in the human capital of the nation.

The 2007 Federal Election Sport Industry Platform addresses issues from elite sport through to volunteerism, from health to education, from equal access to sports for all people to facilities. The policy gives CAS specific goals against which advocacy can continue beyond the election to ensure:

- the contribution of sport to Australian Society is recognised;
- that the role of sport in addressing major societal issues is always taken into consideration;
- the sporting network which has served the nation so well over the past 100 years is developed and enhanced; and
- our competitiveness as a nation on the world’s sporting stages is maintained.

In advocating on behalf of the sport sector, CAS will maintain the following strategy to ensure that these significant goals for Australian sport are continually striven for.

These strategies for implementing the plan are based around four key principles:

- Developing an open dialog with Government – This includes not only the Minister for Sport and the Australian Sports Commission but also with the Department of Health and Education which will play an increasingly important role in sport in the coming years.
- Identifying programs and processes where CAS can partner with Government and the sport sector that

deliver real outcomes for sport – This reflects not only the importance of policy development but the searching out of practical initiatives that help CAS achieve the goals set out for sport.

- Assisting the sector to realise opportunities and capitalise on them – This may take the form of communication, education or the development of strategic partnerships that benefit the sector.
- Assisting the general public understand the challenges faced by the sport sector – The challenges that sport are multi-faceted and are not necessarily obvious to the general public or the media. Some of the challenges faced by sport are also broader community challenges which may not necessarily be recognised as issues for the sport sector. CAS will continue to inform the general public primarily via the media and also our politicians about the challenges faced by sport.

The long term development of the sport sector will hinge on the ability of the sector to respond to the changing environment in which it operates. This will see a shift in emphasis from the sport “industry” to the sport “sector”. While recognition of sport as making a significant economic contribution is still of high importance, the labelling of the sector as an “industry” can lead to a disregard for the vital role sport plays in contributing to the health status of the population, social cohesion, and community well-being for all Australians. The ability of the sector to argue for a place at the table and a significant role in these debates will define the sport landscape over the next decade as governments and society in general shift from reactive policy in the areas of health, education and social cohesion to proactive policy.

## CAS MISSION STATEMENT

To support and assist the sport sector, and principally the member organisations, by providing leadership and influence in the funding, policy formulation, promotion and development of sport in Australia.

### Goals

CAS aims to continue to be influential in, and respected by, the sport and recreation sector, the government and the wider community.

Specifically, CAS also aims to further the interests of sport and member organisations by:

- Facilitating positive public policy outcomes through active representation of industry views to governments, community decision makers and the public;
- Improving the performance of the sector through the dissemination of timely and relevant information, advice and services;
- Providing relevant and appropriate services to the member organisations; and
- Raising the profile of member organisations and increasing public awareness and understanding of the sector’s contribution to the community, the economy and the health status of the population.

### Strategies

The Confederation’s strategies are focused on five key areas.

## **1. Goals for Sport**

Represent the views and needs of sport in the development of sport policy through preparation of submissions to government on the Federal Budget, the Federal Election, Senate and Parliamentary committees and inquiries, and other key issues.

## **2. Communications**

Communicate effectively with CAS members, government, non-government organisations, key stakeholders and media.

## **3. Member Services**

Provide services for members which assist them in the management of their organisations.

## **4. Information and Education**

Provide information on issues relevant to members. Support the ongoing education and skilling of the sector.

## **5. Research and Data Collection**

Conduct and facilitate relevant and timely research to underpin policy recommendations and lobbying activities.

## **TASKS**

### **Goals for Sport**

- Represent the views and needs of sport in the development of sport policy through preparation of submissions to government on the Federal Budget; the Federal Election, Senate and Parliamentary committees and inquiries and other key issues;
- Hold regular meetings with the Minister, the Shadow Minister, minor parties, the Australian Sports Commission and relevant Departments; and
- Attend Meetings with the Alliance of State Sporting Federations.

### **Communications**

- Produce a regular e-newsletter detailing the activities of CAS, industry information and political updates
- Maintain the website with updated news and links to other relevant sites
- Provide networking opportunities with key decision makers
- Communicate regularly with the Australian Sports Federations Alliance
- Develop relationships with other relevant industry groups
- Utilise the media to publicise activities and to voice opinions on relevant issues.

### **Member Services**

- Monitor and provide information and advice on sector issues and trends
- Build on the strength of the CAS Event Management consulting services for all levels of events in Australia through the CAS Events team
- Continue to host the unique and valuable CAS Events sports events including:
  - Australian Sport Awards
  - Australasian/Australian Masters Games.

## **Information and Education**

- Consult with members to establish information and education needs
- Work with Service Skills Australia on the continuing development of sport education
- Promote the improvement of skills and organisation management in the sports sector.

## **Research and Data Collection**

- Lobby the Government to improve data collection for sport
- Seek Government or corporate support for CAS to have a role in collecting, compiling and reporting on the 'performance' of the sector
- Use the results of research to promote the importance of the sport and recreation industry
- Establish and develop links with tertiary institutions undertaking sport-related research
- Collate relevant data on the sector and present as a resource for members.

## CAS MANAGEMENT

CAS has two key management streams within the organisation:

### Organisation Management

Ensure the organisation's ongoing viability through effective strategic management.

### Event Management

Conduct successful Australian Sport Awards and Australasian/Australian Masters Games.

## TASKS

### Organisation Management

- Develop and implement policies and procedures
- Provide opportunities for staff development and conduct performance reviews
- Develop and implement a Strategic Plan with yearly review
- Implement sound financial management
- Produce the Annual Report
- Conduct the AGM.

### Event Management

- Raise CAS' profile and industry and community standing through organising a professional and profitable Australian Sport Awards
- Establish an ongoing income stream through the licensing and/or organisation of profitable Australian Masters Games
- Further develop the Australian Masters Games "brand" to maximise commercial opportunities
- Increase the development of the industry through assisting sporting organisations organise major events where appropriate/engaged

## DETAILED REPORT ON CAS ACTIVITY DURING 2007/2008

### Goals for Sport

Highlights for 2007/2008 include:

- Press releases: During 2007/2008 CAS released media statements on:
  - A new approach in the fight against obesity
  - ALP water announcement
  - Statement on university sport strategy
  - Statement on obesity findings
  - National strategy for sport and physical activity.
- Letters written:
  - Letter to Hon George Brandis on drugs in sport
  - Letter to Community Affairs Committee, Department of the Senate on the Alcohol Toll Reduction Bill

- Policy Development:
  - The development of the 2007 Federal Election Sport Industry Platform
- Submissions:
  - Joint submission with ASGA for the 2020 summit.
- Communication with Members:
  - E-newsletters
  - Ad hoc communications to inform members and the sector of important announcements pertaining to sport.

## GOVERNMENT AND STAKEHOLDER RELATIONS

The ongoing development and strengthening of relationships with Ministers, Ministerial staff, parliamentarians, government department executives and officers and stakeholders in Australian sport is an integral part of CAS' role as the voice of sport.

Throughout the year numerous meetings were held with:

- Senator George Brandis, Minister for the Arts and Sport
- Senator Kate Lundy, Shadow Minister for Sport, Health Promotion and Local Government
- Newly elected Minister for Sport and Youth Kate Ellis
- Ministerial and Shadow Ministerial sport and media advisers
- Representatives of COMPS

These meetings have covered a range of issues including funding arrangements for sport, interaction between the Australian Sports Commission and National Sporting Organisations, childhood and adult obesity and open space planning provisions, illicit drugs in sport and facilities.

## SUMMARY OF 2007 SPORT INDUSTRY ELECTION PLATFORM

CAS in consultation with key National Sporting Organisations developed a Federal Election Policy Platform, that included some of the following major points:

- Elite sport: Ensuring that elite sport is appropriately funded to maintain Australia's competitive status. CAS is recommending benchmarking the elite sport investment against the top ten performing countries and a commitment from the Federal Government to gross funding for national elite sports programs commensurate with the average of the top ten internationally benchmarked competitors.
- Participation in Sport: Australia needs an integrated long term strategy to get the population active and keep them active. This approach needs to involve sport, health professionals and educators and be focused towards both children and adults. As part of this strategy, the nation needs to seriously address sport and physical activity through all levels of the education sector. Programs developed that are sport related should have established links to the national sport system.

- Facilities: While aiming to increase people's participation in sport and physical activity, we need to make sure that there are adequate "places to play". This should encompass the development of national guidelines for land development which makes appropriate allocation for sport and recreational facilities. CAS also believes there should be establishment of a Sport Facilities Future Scheme to renew and refurbish existing sport and recreation facilities and also fund the development of new facilities.

In short, CAS is calling for a national strategy for Sport and Physical activity that includes, but goes beyond elite sport, to include all aspects of sport in the Australian community.

Australia often depicts itself as a sporting nation and CAS believes this is not only because of our recent performances at World Championships, Olympic Games and Commonwealth Games but because of the fact that the vast majority of Australians participate in sport.

As a nation, we have high expectations of our athletes, teams, sporting organisations and sport generally. We expect that sport will provide us regular opportunities to celebrate our athlete's successes that we all have the opportunity to participate in sport regardless of age, gender or background. We expect sport will contribute to uphold Australian values and assist in strengthening our communities.

To deliver so much requires a vision for and commitment to ensuring the sport industry remains relevant, contemporary and with sufficient capacity to deliver on these expectations.

Throughout the year the Alliance communicated on a range of issues. A series of meetings was held by the Alliance on 6 - 7 June in Perth. The meetings were constructive and included meetings with Ron Alexander, Executive Director Sport and Recreation WA and the Minister for Sport in Western Australia. Issues discussed included:

- Planning sporting grounds for better water management (by Parks and Leisure Australia)
- Tax Initiative for Children's Sport
- Federal Sport Budget
- Federal Election Policy for Sport.

## **AUSTRALIAN SPORTS FEDERATIONS ALLIANCE**

In September 1999 the State and Territory Sports Federations signed a cooperative agreement with the Confederation of Australian Sport to forge closer links between the eight organisations and to encourage a close working relationship on issues of mutual concern. This grouping is called the "Australian Sports Federations Alliance". The key objective of the Alliance is to work together on issues of strategic importance which impact on sport at both a state/territory and national level.

The Alliance met early in 2007 in Canberra and formulated a plan to promote a tax initiative for children's sporting fees. CAS contributed to the document, canvassed opinions on the initiative from National Sporting Organisations including FFA, ARL, Cricket Australia, AFL, Cycling Australia and Volleyball Australia. CAS was also involved in the launch of the initiative and subsequent considerable media exposure generated by the release of the initiative. The tax initiative was sent to all parliamentarians and senators and CAS was heavily involved with the resultant correspondence and meetings with parliamentarians interested in the initiative. The Alliance and CAS believe that the exercise raised the issue of cost as a barrier to participation in both the public and with all sides of federal politics.

## Website

The [www.sportforall.com.au](http://www.sportforall.com.au) website is constantly being revised, so our members and other stakeholders can use it more effectively as a key point of contact and reference. We will continue to regularly upload, copies of submissions, press releases and relevant political updates, allowing our members, stakeholders and the community to source important information.

## MEMBER SERVICES

Beyond lobbying, CAS provides a wide range of valuable member services, many of which fall under other strategy areas, and are covered elsewhere in this report. CAS' primary objective as a member based organisation is to ensure that the needs and concerns of sport are properly considered in deliberations by Government on all issues affecting sport.

With numerous challenges facing sport now and in the future, there is always a need to ensure that the views and concerns of sport are heard. Sport in Australia must have an effective and unified voice to represent the interests of all sports to Government and the community generally, and CAS is that voice. CAS Member Service benefits:

- Industry Representation
  - Governments – primarily Federal
  - Other relevant industries, e.g. Insurance Council of Australia
  - task forces
  - standing committees
  - project steering committees
  - inquiries, including responses to others' submissions and draft policies
- Research and Policy Development
  - taxation
  - insurance
  - facility funding
  - school sport
  - industry development
  - regional issues
  - economic benefits
  - economic impacts
  - employment and career development
- Communications
  - Maintenance of good communication links with member organisations
  - Newsletters delivered via email and located on our website
- Member Advice
  - technical matters
  - other issues as they arise
- Business Development
  - Assistance and advice enabling sport businesses to further develop their business
  - seminars
  - education
  - dissemination of information

## INFORMATION AND EDUCATION

For the sport industry as a whole to be recognised as a significant economic player, it must keep pace with the demands for a highly skilled and professional workforce able to meet the requirements of a developing industry. The non-

profit sector must also ensure that it has staff that have the necessary skills to ensure the delivery of appropriate and successful programs and services.

CAS has representatives on the Service Skills Australia Industry Advisory Committee (Service Skills) and the National Industry Reference Group. Service Skills is one of 10 Industry Skills Councils recognised by the Department of Education Science and Training (DEST) to work with both industry and government to support skills development for our industry.

All industry skills councils have two key roles:

- Providing accurate industry intelligence to the VET sector about current and future skill needs and training requirements, and
- Supporting the development, implementation and continuous improvement of quality, nationally-recognised training products and services, including Training Packages.

Service Skills is a not-for-profit organisation, which commenced operation in May 2004, taking over the formal role previously performed by three separate organisations:

- National Wholesale Retail and Personal Services Industry Training Council (National WRAPS)
- Tourism Training Australia
- Sport and Recreation Training Australia.

Giulia Marion is the CAS representative on the Industry Advisory Committee, which is designed to advise on all matters relating to their areas of responsibility and coverage and provide industry-specific strategic direction to the Board.

Constant reviews ensure Training Packages remain current to meet industry needs and allow issues that arise during their implementation to be addressed. Reviews address:

- General improvement of quality
- Provision of advice on training and assessment
- Emerging industry sectors/jobs
- Changes in technology/procedures
- Changes in legislation/licensing
- Rationalisation and removal of overlaps.

The purpose of this group is to guide the direction of the project and ensure all views across the industry are represented.

## RESEARCH AND DATA COLLECTION

For any sector to survive and to develop in a sustainable way it must be aware of the current and future economic context within which it operates. The collection of accurate and up-to-date data is critical to the development of the sport sector. Without timely statistics and data which identifies and quantifies the scope and economic significance of the sport industry to the Australian economy, it will continue to be difficult for the sector to be recognised for the true contribution it makes to so many areas of Australian society.

The primary research project undertaken by CAS in 2006/2007 has been the cost of junior sport study undertaken in conjunction with SPORTINFO. This study seeks to determine if the costs of junior sport are rising and if so, what the pressures are that are causing this increase in cost.

The pilot study was initiated towards the end of the Financial Year using over 700 grass root sporting clubs in Adelaide and regional South Australia. It is expected that the results of this survey will be available by the end of 2007.

## SPONSORS

Despite the extremely difficult sponsorship climate, over the past three years the Confederation has managed to retain its key partnerships.

Sportscover and OAMPS continued their sponsorship of both CAS and the Australian Sport Awards. The support of these two organisations is an important part of the ongoing operation of the organisation.

Additional sponsorship opportunities are always being explored, and throughout 2006/2007, negotiations with SportingPulse were undertaken, allowing CAS to offer a significant member benefit for the 2007/2008 financial year. CAS has focused towards creating opportunities for partnerships with the Australian Sport Awards and the Australian Masters Games, which are a both good sponsorship products in their own rights.

Insurance for the sports industry is a very specialised area. It is essential that expert advice is obtained, through an experienced sports broker and an underwriter that has specific sports policies. This is because the type of insurance coverage required will vary according to who it is for – for example, a participant, a club or an association (incorporated or unincorporated), a sponsor, an event manager, a broadcaster or an arena controller and what it is for.

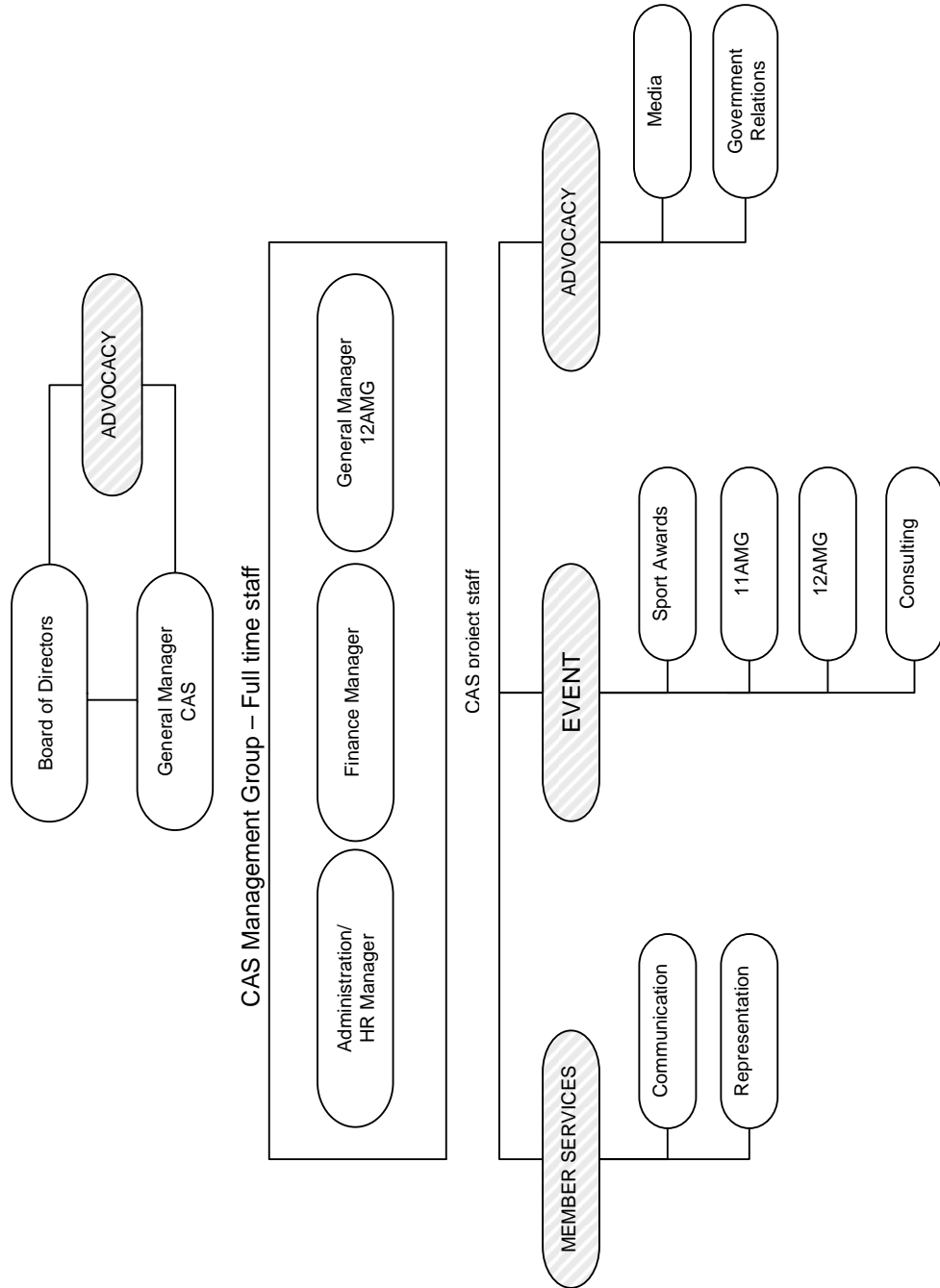
OAMPS - Australia's Fastest Growing Insurance Broker. As Australia's largest and oldest publicly listed Insurance Broking Group, OAMPS commands a unique and secure market position. In size, we rank comfortably within Australia's top five insurance brokers and maintain strategic alliances with only the most secure and well respected suppliers and underwriters. These alliances enable us to secure competitive terms for our clients and retain our ever important focus on product quality. OAMPS' significant buying power also enables the arrangement of preferential financial products and services through suppliers and underwriters accredited by the Group's Financial Services Division.

OAMPS insurance and risk protection programmes identify and address the total risk exposures of the leisure, amusement, sport, entertainment and recreation industries. OAMPS works alongside clients to improve all aspects of physical, legal and financial safety. This involves the development of specific risk protection solutions geared to the requirement of each individual organisation.

**Sportscover** have worked with the sporting industry since 1986 and know how difficult it can be for sporting organisations to get financial assistance. In launching the Sportscover Sponsorship Fund, Sportscover wants to assist the broadest possible range of sporting organisations in their endeavours.

Australian amateur community sport is the basis upon which our proud record of international sporting excellence is built, so we are pleased to support Sportscover's Sponsorship Fund, which will make a valued contribution to the community by helping organisations continue to deliver sport at the vital grass roots level.

# ORGANISATIONAL STRUCTURE



The Confederation’s full-time staff and management group are:

<b>CAS Staff/Management</b>
Mr Lachlan Clark (resigned April 08)
General Manager

Ms Giulia Marion
Administration/HR Manager

Ms Sally Greenwood
Finance Manager

<b>AUSTRALASIAN MASTERS GAMES STAFF</b> (FULL TIME FROM START OF EMPLOYMENT TO END OF GAMES)
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Ms Paula Stankiewicz
Marketing Coordinator

Ms Rachael Ford
PR Coordinator

Mr Adam Carter
Sport Coordinator

Ms Jaimi Racher
Volunteer Coordinator

Ms Melanie Summers
Operations Coordinator

Mr Mike Feszczak
Logistics Coordinator

Mr Rob Lowe
Registrations Coordinator

Ms Michelle Wigg
Events Assistant - Registrations

Mr Daniel Della-Verde
Events Assistant - Sport

Mr James Ralston
Events Assistant

Current Geelong staff are:

<b>12<sup>TH</sup> AUSTRALIAN MASTERS GAMES STAFF</b>
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Mr Daniel Fingerhut
General Manager

Mr Michael Deer
Operations Manager

Ms Cushla McGuigan
Events Assistant

Ms Kim Neilson
Marketing Coordinator

**CAS Current Projects**

- Australasian Masters Games - Adelaide
- 12<sup>th</sup> Australian Masters Games - Geelong
- Australian Sport Awards
- CAS Member Services
- Consulting

## CAS BOARD

At the AGM in November 2007, Andrew Scotford did not re-elect to the board due to new employment. We thank Andrew for his valuable contribution to the board and operations of CAS. After the AGM two new board members were appointed.

During the 2007/2008 financial year the Board met on 4 occasions and held 3 teleconferences.

CAS Board Members
Mr Michael Sparks (elected December 2004)
President
Mr Graham Fredericks (Elected November 05)
Director
Ms Lindsay Cane (Elected November 05)
Director
Mr Neil Dalrymple (Elected February 08)
Director
Ms Rob Bradley (Elected February 08)
Director

## EVENT MANAGEMENT

An important complementary activity to our advocacy role is to celebrate the achievements of Australian sports men and women, and to encourage the pursuit of excellence in the sports industry. This is achieved through the annual organisation of the Australian Sport Awards which showcase excellence across all areas of the industry. Held every year since 1980, the Awards recognise exceptional performance by athletes, coaches, administrators, officials and sports businesses. The Awards are telecast on SBS Television on the evening of the event.

### CAS Events

- CAS not only has the responsibility to continue running high quality events that it owns on an annual or biennial basis but it is also a contract Event Management Company that can assist you with the planning and operation of your event.
- CAS is flexible and will work as a partner, contractor or end to end manager of your event.
- This has been successfully demonstrated in our work with the Melbourne 2006 Commonwealth Games, Adelaide leg of the Medibank Private Australia Day Fun Run and the AFC Women's Football Asian Cup.

### CAS Events' Expertise

- CAS Events can provide a subcontracted service for a portion of your events needs in any of our area skill set. The resources can be deployed on a full time basis or a shared resource.
- CAS can also deploy and manage low cost, effective workforces for your event that may be a mix of experienced volunteers, university interns or trainees.
- CAS has extensive experience and a proven track record in the following areas:

- Event Scoping and feasibility
- Budget and Finance
- Government negotiation
- Sponsorship
- Marketing
- Public Relations and Media
- Branding and look
- Publications
- Paid staff management
- Registrations, entries, accreditation and results management
- Sport Management
- Operations
- Volunteer recruitment, management and training
- Ceremonies coordination
- Broadcast and production coordination
- Event Logistics.

### CAS's Existing Infrastructure

CAS has market leading strengths in the following areas:

- **REGISTRATIONS** – CAS' partnership with SportingPulse utilises the best multisport online registration and participant management system in Australia
- **SPORT** – With the CAS membership being comprised of National Sporting Organisations and experience with State Sporting Organisations, CAS can assist in any one of up to 60 sports
- **MANAGEMENT** – CAS has an experienced event management team boasting multiple Olympic Games experience and multiple Australian Masters Games delivery as well as significant experience with the World Masters Games. Management experience includes in house systems available for your event including Event Project Management Systems, issue management and Event Staff Management systems applicable to all events
- **VOLUNTEER MANAGEMENT** – CAS has international experience in recruiting, training and managing volunteers
- **CORPORATE PARTNERSHIPS** – CAS has strong partnerships with significant international corporations such as Cisco Systems, partners in the delivery of multiple Australian Masters Games, and News Limited on two of its major projects
- **SUPPLIERS** – Ongoing relationships already exist with key suppliers like Special Event Merchandising for merchandise, Sports Medicine Australia for the provision of sports trainers and medal suppliers, signage suppliers etc
- CAS also owns the following assets:
  - Complete computer network of servers and 40 workstations
  - State of the art Voice over IP telephone system with 46 hand sets
  - Complete office equipment
  - Event equipment such as podiums and signage systems
  - 2x 20ft Storage Containers

## Event Staffing

CAS has a highly diverse and professional group of employees with a range of qualifications as well as the skills to become operational during an event.

## Achievements in 2007/2008

- Consulting to the SWATCH FIVB Beach Volley World Tour 2008 in the areas of project management, administration, marketing and promotions, volunteer management and information technology.

## AUSTRALIAN SPORT AWARDS

Since 1980 the Australian Sport Awards has marked an annual celebration of outstanding achievements in Australian sport.

From athletes and coaches to administrators and the media, the Awards are the only event in Australia to recognise achievements across all sports and all areas of the sports sector. In fact, in recent years the Awards have expanded to reflect sport's status as an emerging industry with the addition of business categories including Information Technology, Sport Tourism and Business Innovation.

The Awards night is a gathering of the highest achievers in sport, as well as senior figures from within sporting organisations, sports businesses, Federal Ministers and government officials.

The Awards for 2007 had a change in format, which was necessitated by a change in funding arrangements for the Awards night. As many of you would know, the support of the Australian Government via the Australian Sports Commission (ASC) has been an important aspect in the success of the Awards over many years. Not only has the ASC assisted the event via sponsorship of a number of award categories but as the primary funding body of elite sport in the nation, their involvement in the Awards has been integral to their success. Disappointingly, CAS was informed that the ASC did not intend to support the Awards for 2007. CAS used its best efforts to have the ASC reconsider this decision but all approaches were unsuccessful. This, in combination with the tightening sponsorship market, has made a gala televised dinner an unviable proposition for 2008.

CAS, SBS and SportingPulse worked swiftly to embrace a new and innovative format for the announcement of the 2007 Australian Sport Awards. The 2007 Awards were announced via [www.sbs.com.au](http://www.sbs.com.au) and [www.australiansportawards.com](http://www.australiansportawards.com) through an online video multimedia experience. The exciting initiative had the potential to bring the 2007 Australian Sport Awards to an even larger audience. The Award nominations went live on 7 February with the winners announced on Wednesday 20 February.

## 2007 Australian Sport Awards Winners

### Dawn Fraser Award

Casey Stoner (Motorcycling)

### Male Athlete of The Year

Cadel Evans (Road Cycling)

### Female Athlete of the Year

Lisbeth Lenton (Swimming)

### National Team of the Year

Geelong Football Club (AFL)

### International Team of the Year

Australian Cricket Team (Cricket)

### Sports Person of the Year with a Disability

Kurt Fearnley (Wheelchair Sports)

### Young Australian Male Athlete of the Year

Travis Meyer (Cycling)

### Young Australian Female Athlete of the Year

Josephine Tomic (Cycling)

### Young Australian Team of the Year

Junior Track/Road Cycling World Championships Team (Cycling)

### Coach of the Year

Norma Plummer (Netball)

### Sport Executive of the Year

Brian Cook (AFL)

### Official of the Year

Barbara Morgan (Royal Life Saving)

### Sport Media Award

Fox Sports - Premier Media Group (Football)

### Volunteer of the Year

Greg McLennan (Royal Life Saving)

### Community Leadership Award

Betty Sullivan (Royal Life Saving)

### Masters Athlete of the Year

Ron Boyle (Cycling)

### Masters Team of the Year

Men's Masters Sprint (Cycling)

### Sport Tourism Award

Tour Down Under (Cycling)

### Information Technology Award

athletics.com.au (Official Website of Athletics Australia)

## 2007 Australian Sport Awards Sponsors

The Confederation of Australian Sport would like to thank all our generous sponsors for their support of the 27<sup>th</sup> Australian Sport Awards. We urge our members to support our sponsors wherever possible.



## Voting Academy

A special thank you also goes to the members of the Voting Academy for the difficult task of selecting the Award winners.

Mr Shane O'Leary	Chief Executive Officer	2009 Sydney World Masters Games
Mr Gavin MacDonald	Chief Executive Officer	ACT Sport
Mr Geoffrey Pitt	Chairman	Australasian Masters Games
Senator Michael Ronaldson	Senator for Victoria	Australian Government
Mr Nigel Benton	Publisher	Australian Leisure Management
Mr Craig Phillips	Secretary General	Australian Olympic Committee
Mr Jim Barry AM MBE	Executive Board Member	Australian Olympic Committee
Mr Chris Schacht	President	Australian Volleyball Federation
Mr John Coates	President	Australian Olympic Committee
Mr Steven Lee	Owner/Editor	Chillfactor.com & Chillfactor Ski Magazine
Mr Umberto Mecchi	Executive Manager Strategy and Marketing	HostPlus
Mr Graeme Sims	Editor	Inside Sport
Mr Ian Fullagar	Partner, Commercial Law	Lander & Rogers
Mr Lindsay Gaze	Director of Coaching	Melbourne "Tigers" (NBL)
Ms Michelle Den Dekker OAM	Former Australian Netball Captain	Netball Australia
Ms Debbie Kemp	Chief Executive Officer	NSW Sports Federation Inc
Mr Steve Rossingh	Executive Director	NT Sport & Recreation
Mr Rod Hughes	National Affinity Manager	OAMPS Insurance Brokers
Ms Kathy Stanton AM	Director	On Your Marks!
Mr Darren Lehmann	Cricketer	SA Cricket Association
Mr Wes Battams	Director	South Australian Sports Institute
Dr Peter Hertan	Executive Director	Sport & Recreation VIC
Ms Elizabeth Jack	Director	Sport and Recreation Tasmania
Mr Leighton Wood	Chief Executive Officer	Sport Knowledge Australia
Ms Jan Sutherland	Chief Executive Officer	Sport SA
Mr Peter Cummiskey	Executive Director	Sports Federation of Queensland
Mr Murray Anderson	Chief Executive Officer	Sportscover
Mr Bob Welch	Site Manager	Surf Life Saving Australia
Senator Cory Bernardi	Senator	The Senate
Ms Kate Roffey	Chief Executive Officer	VicSport - The Sports Federation of Victoria
Mr Brendan McClements	Chief Executive Officer	Victorian Major Events Company

## AUSTRALASIAN MASTERS GAMES

The Australasian Masters Games was held in Adelaide on 5 – 14 October 2007. The Games are expecting approximately 10,000 participants, representing 17 countries and competing in 54 sports across the state.

Sports represented in the 2007 Games:

Archery	Lawn Bowls
Athletics	Martial Arts
Badminton	Moto Trials
Baseball	Mountain Bike – DH
Basketball	Mountain Bike – XC
Beach Volleyball	Netball
BMX	Petanque
Bocce	Polocrosse
Canoe/Kayak	Pool Lifesaving
Cricket	Racquetball
Croquet	Rowing
Cue Sports	Sailing
Cycling	Shooting – Clay Target
Dance	Shooting–Revolver & Pistol
Darts	Shooting – Rifle
Dragon Boat	Shooting – Target Rifle
Equestrian	Soccer
Equestrian–Carriage Driving	Softball
Golf	Squash
Gymnastics	Swimming
Hill Climb	Table Tennis
Hockey	Tennis
Indoor Cricket	Tenpin Bowling
Indoor Netball	Touch Football
Indoor Rowing	Triathlon
Judo	Volleyball
Karting	Water Polo

The Games has significant impact on the region it is held in bringing approximately \$20 million into the economy through accommodation, travel, general expenditure and creating excess employment opportunities through the direct and indirect economic impact.

The Games had a total of 1997 registered volunteers that assisted in many areas in the lead up, during and post Games. 1,500 of these volunteers assisted with sport volunteer roles which ranged from officials, such as timekeepers and referees, to administration support and canteen staff, while the remaining assisted in areas of registration, operations, logistics, administration, marketing and public relations. The Games would like to acknowledge the contribution and work of these volunteers who have assisted greatly with the activities of the organisation. These volunteers were crucial to the successful running of the Games; thus providing an enjoyable event for participants.

### Games Staff

Name	Position
Lachlan Clark	General Manager
Daniel Fingerhut	Operations Project Manager
Giulia Marion	Administration/HR Manager
Sally Greenwood	Finance Manager
Melanie Summers	Operations Coordinator
Rachael Ford	Public Relations Coordinator
Paula Stankiewicz	Marketing Coordinator
Michael Deer	Special Projects
Adam Carter	Sport Coordinator
Mike Feszczak	Logistics Coordinator
Rob Lowe	Registrations Coordinator
Michelle Wigg	Events Assistant - Registrations
Jaimi Racher	Volunteer Liaison Officer
Daniel Della-Verde	Events Assistant - Sport

### Games Advisory Board

The Confederation would particularly like to recognise the work of the Games Advisory Board. The management team was assisted in all areas of operation by the broad skill set of the Board.

The CAS Board had the financial responsibility for the organisation and management of the Games with CAS bearing the financial risk for the event. The CAS Board retained fiduciary responsibility, while divesting much of the operational decisions to the Games Advisory Board. The CAS President attended Games Advisory Board meetings and, the General Manager of the Games reported to the CAS Board on a regular basis.



**Australasian Masters Games**

Adelaide 5-14 October 2007

Name	Position	Organisation
Mr Geoffrey Pitt	Director (Games Chairman)	Pegram Services Pty Ltd
Ms Leeanne Grantham	Chief Executive Officer	Australian Major Events
Dr Phil Hamdorf	Executive Director	Office for Recreation and Sport
Mr Clive Armour	Managing Director	ATCO Group
Mr Carlo d'Ortenzio	General Manager	Corporate & Business Services (SA Tourism Commission)
Mr Michael Miller	Managing Director	The Advertiser/Sunday Mail
Ms Jan Sutherland	Chief Executive Officer	Sport SA
Mr Michael Sparks	CAS President	

## Sponsors

The Games would not have been possible without the support of the corporate partners of the event. The Games would like to thank the following:

<b>Principal Sponsor</b>
Events South Australia (SA Tourism Commission)
<b>Principal Partner</b>
The Advertiser
Cisco Systems
<b>Games Partners</b>
RAA Insurance
Adelaide City Council
Channel Seven Adelaide
Office of Public Transport (Adelaide Metro)
SKYCITY Adelaide
<b>Games Supporters</b>
Coopers Brewery
SportingPulse
VIDA
Vili's
Triple M
Haselgrove Wines
Fitness First
National Pharmacies
Europcar
Office for Recreation and Sport <i>be active</i> initiative
<b>Games Suppliers</b>
Fullers Map Shop
Special Event Merchandising
SAHEC
Adelaide Entertainment Centre
Lane Print & Post
The Stag
Colonel Light Hotel
Renniks
Kangaroo Island Sealink
Novatech
Motorola Rental Australia

Sponsorships from suppliers were sought in areas where the provision of product and/or services could offset otherwise necessary cash expenditure.

## 12<sup>TH</sup> AUSTRALIAN MASTERS GAMES - GEELONG 2009

The 12th Australian Masters Games will be held in Geelong from 20<sup>th</sup> February – 1<sup>st</sup> March 2009. The Games are expecting approximately 7,000 participants, competing in 70 sports across the region.



Sports represented in the 2009 Games:

- Athletics
- Archery
- Badminton
- Baseball
- Basketball
- Beach Volleyball
- BMX
- Bocce
- Bowls
- Bridge
- Canoeing
- Cricket
- Croquet
- Cycling
- Dance
- Darts
- Dragon Boat
- Equestrian
- Equestrian - Carriage Driving
- Football (AFL)
- Football (Soccer)
- Futsal
- Golf
- Golf - Pitch 'n' Putt
- Gymnastics
- Hill Climb
- Hockey
- Indoor Cricket
- Indoor Netball
- Indoor Volleyball
- Inline Hockey
- Judo
- Karate
- Karting
- Motocross
- Mototrials
- Mountain Bike Cross Country
- Mountain Bike Down Hill
- Mountain Bike Enduro
- Netball
- Orienteering - Bush Long Distance
- Orienteering - Park Street, Bush Middle
- Petanque
- Polocrosse
- Pool Lifesaving
- Powerlifting
- Racquetball
- Rogaining
- Rowing
- Rowing - Indoor Ergometer
- Rugby Union
- Sailing
- Shooting - Clay Target
- Shooting - Fullbore Rifle
- Shooting - Pistol
- Shooting - Smallbore & Air Rifle
- Shooting - Sporting Clay Target
- Softball
- Speedway
- Squash
- Surfing
- Swimming
- Table Tennis
- Taekwondo
- Tennis
- Tenpin Bowling
- Touch
- Triathlon (Sprint/Olympic)
- Water Skiing
- Weightlifting

The Games will have significant impact on the region, it is anticipated that the Games will bring approximately \$20 million into the local economy through accommodation, travel, general expenditure and creating excess employment opportunities through the direct and indirect economic impact.

The Games will engage in the assistance of both Games and Sport Volunteers in many areas in the lead up, during and post Games. Approximately 1,500 of these volunteers will assist with sport volunteer roles ranging from officials, such as timekeepers and referees, to administration support and canteen staff. In addition it is estimated that around 250 Games Volunteers will assist in areas of registration, operations, logistics, administration, marketing and public relations. Games Staff

Name	Position
Daniel Fingerhut	General Manager
Michael Deer	Operations Manager
Lyn Pickering	Finance / Administration Coordinator
Kim Neilson	Marketing Manager
Brad Stewart	Marketing Coordinator
Michelle Gerdz	Sport Coordinator
Heath Lancaster	Sport Liaison Officer
Anneli Frisk	Volunteer Coordinator
Erin Crutch	Registrations Coordinator
Matthew Burn	Events Assistant - Registrations
Helen O'Beirne	Operations Coordinator
Steve Belcher	Logistics Coordinator

### Games Advisory Board

The Confederation would particularly like to recognise the work of the Games Advisory Board. The management team is assisted in all areas of operation by the broad skill set of the Board.

The CAS Board has the financial responsibility for the organisation and management of the Games with CAS bearing the financial risk for the event. The CAS Board retains fiduciary responsibility, while divesting much of the operational decisions to the Games Advisory Board. The General Manager of the Games reports to the CAS Board on a regular basis.

Name	Position/Organisation
Bob Spurling	Chair
Diane James	Deputy Chair
Sharon Cockerell	Coordinator Events & Marketing City of Greater Geelong
Luke Murphy	Manage Event Coordination Sport & Recreation Victoria
Ross Synot	Chair – Finance Committee
Marcia Endacott	Manager Acquisitions & Development Victorian Major Events Company

Lindsay Cane	Board Member Confederation of Australian Sport
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### Sponsors

The Games would not be possible without the support of the corporate partners of the event. The Games would like to thank the following:

<b>Host State</b>
State Government of Victoria
<b>Host City</b>
City of Greater Geelong
<b>Games Partners</b>
Sporting Pulse
Geelong Advertiser
<b>Games Supporters</b>
Coulter Roache Lawyers
Barwon Water
3AW
Surf Coast Shire
Leisure Networks
LBW Chartered Accountants
Europcar
Winter & Taylor Motor Group
St Laurence
Parks Victoria
<b>Games Suppliers / Associates</b>
Beyondblue
Variety the Children's Charity
Corio Bay Health Group
Special Events Merchandise
Sports Photographics Australia
IJourney
ANZ
Riordan
GOTV
Colac Otway Shire

Sponsorships from suppliers are sought in areas where the provision of product and/or services could offset otherwise necessary cash expenditure.

## **SWATCH FIVB BEACH VOLLEY WORLD TOUR**

### **25 – 30 MARCH 2008**

Following the Australasian Masters Games in October 2007, the CAS team assisted the Australian Volleyball Federation prepare for the first leg of the Beach Volleyball Olympic qualifier for the 2008 Beijing Olympics. The event was held in Moseley Square, Glenelg from 25 – 30 March 2008.

The Confederation of Australian Sport (CAS) was contracted by the Australian Volleyball Federation to provide a Promotions Director, Administrative Director and Volunteer Coordinator to assist with event management, operational support and sponsorship for the event. CAS began assisting the Tournament Director and Competition Director in late October for a period of nearly 6 months establishing a comprehensive project plan for the event.

CAS staff provided assistance in the following areas:

- Athlete Services
- VIP Services
- Information Services
- Spectator Services
- Merchandising
- Information Technology Support
- Press/Media
- Ticketing Services
- Box Office
- Ticketing Check
- Volunteer Management, Recruitment and Rostering

## **FINANCIAL REPORT**

During 2007/2008 the Confederation of Australian Sport Incorporated traded through 2 entities:

- CAS – advocacy, Sport Awards and 12<sup>th</sup> Australian Masters Games
- Australasian Masters Games (11<sup>th</sup> Australian Masters Games)

The financial statements presented include the results of the consolidated entity as well as individual reports for each entity. This report focuses on the results of the consolidated entity. It is important to note that the attached financials for 2007/2008 are preliminary audited financial statements. At the time of publication, the auditors were in the process of completing the audit of the organisation. Full audited financials will be available on the CAS website at [www.sportforall.com.au](http://www.sportforall.com.au) early in the New Year.

The Statement of Financial Position shows a continued improvement in the financial position of the organisation. The Net Assets of the consolidated organisation have been strengthened over the past 12 months and continue to reflect an increasing stability in the position for the organisation.

The year was positive for the consolidated entity, building on the efforts of the previous year to stabilise the organisation. Having said that, the ongoing success of the organisation will be in part dependent upon increasing revenue from non Masters Games sources, in particular memberships. That will be a significant challenge for the organisation going forward.

**Consolidated Accounts**  
**Confederation of Australian Sport Inc**

ABN 79 609 824 545

**STATEMENT OF FINANCIAL POSITION**  
**AS AT 30 JUNE 2008**

	NOTE	2008	2007
<b>CURRENT ASSETS</b>			
Cash Assets	4	108,006	380,125
Receivables	5	453,574	139,054
Other	6	9,053	7,646
<b>TOTAL CURRENT ASSETS</b>		<b>570,633</b>	<b>526,825</b>
<b>NON CURRENT ASSETS</b>			
Property, Plant & Equipment	7	33,334	49,274
<b>TOTAL NON CURRENT ASSETS</b>		<b>33,334</b>	<b>49,274</b>
<b>TOTAL ASSETS</b>		<b>603,967</b>	<b>576,100</b>
<b>CURRENT LIABILITIES</b>			
Payables	8	156,957	273,544
Provisions	9	21,140	29,014
Income in Advance	10	350,000	253,800
<b>TOTAL CURRENT LIABILITIES</b>		<b>528,097</b>	<b>556,358</b>
<b>TOTAL LIABILITIES</b>		<b>528,097</b>	<b>556,358</b>
<b>NET ASSETS</b>		<b>75,870</b>	<b>19,741</b>
<b>ACCUMULATED FUNDS</b>			
Retained Surplus	11	75,870	19,741
<b>TOTAL ACCUMULATED FUNDS</b>		<b>75,870</b>	<b>19,741</b>

The accompanying notes form part of these financial statements

**Consolidated Accounts**  
**Confederation of Australian Sport Inc**

ABN 79 609 824 545

**STATEMENT OF FINANCIAL PERFORMANCE**  
**FOR YEAR ENDED 30 JUNE 2008**

	NOTE	2008	2007
Revenue from ordinary activities	2	1,761,572	1,458,311
Staffing costs	3	(713,542)	(679,176)
Marketing and promotion costs	3	(120,109)	(49,622)
Occupancy costs	3	(61,518)	(54,757)
Depreciation expense	3	(25,247)	(25,384)
Event Costs	3	(422,756)	(304,810)
Bad Debts & Write Offs	3	(2,648)	(22,055)
Administrative costs	3	(359,785)	(272,942)
<b>Net surplus/(deficit) from ordinary activities</b>	<b>11</b>	<b>55,967</b>	<b>49,566</b>

The accompanying notes form part of these financial statements



## APPENDICES

### Appendix 1 – Patrons, Life Members and Past Presidents

Patrons
The Hon John Howard, MP, Prime Minister of Australia

Life Members
Mr Wayne Reid OBE (1984)
Sir Arthur George (1984)
Mr Garry Daly AM (1985)
Ms Eunice Gill MBE (1986)
Mr Les Martyn MBE (1988)
Mr Jim Barry MBE (1991)
Mr Greg Hartung (1996)
Mr Dene Moore (1996)
Mr Colin Phillips (2003)

Past Presidents
Mr Wayne Reid OBE (1977-83)
Mr Les Martyn MBE (1984-87)
Mr Jim Barry MBE (1988-89)
Mr Greg Hartung (1989-95)
Mr Scott Derwin (1995-2002)
Mr David Morgan (2002-2004)

## **Appendix 2 – Member Associations 2007/2008**

Athletics Australia

AUSSI Masters Swimming

Australian Athletes With A Disability

Australian Cycling Federation

Australian Kodokan Judo Association

Australian Masters Athletics

Australian Rugby League Limited

Australian University Sport

Bowls Australia

Cricket Australia

Dancesport Australia

Equestrian Federation of Australia

Field Archery Australia

Golf Australia

National Rugby League

Powerlifting Australia Inc

Ski and Snowboard Australia

Squash Australia Ltd

Swimming Australia Inc

Touch Football Australia

Volleyball Australia

White Crane Research Institute Inc

Yachting Australia