

# BUDGET SUBMISSION TO MINISTER FOR SPORT AND TREASURY

For consideration for the 2021-22 Federal Budget

To: Senator Richard Colbeck  
Minister for Sport  
Minister for Senior Australians and Aged Care Services  
Parliament House  
Canberra ACT 2601

## Building on the work of the Health, Education and Sport cross-sector Collaboration on Physical Activity

presenting

Cost effective measures to boost sport's ability to combat physical inactivity



## Cost effective measures to boost sport's ability to combat physical inactivity

### Building on the work leveraging cross-sector collaboration from Education, Health, Sport

#### Introduction:

The Confederation of Australian Sport (CAS) welcomes the opportunity to make this submission to the Federal Government for consideration in the 2021-22 Federal Budget and beyond.

CAS is the independent, not-for-profit industry organisation supporting the work of Australia's 90 National Sporting Organisations (NSO) with a particular emphasis on community level sport. Our mantra is 'Sport for All'.

Since 2014 CAS has been working with over 80 national organisations across Health, Education and Sport to build collaboration for a cross-sector approach to promoting the benefits of sport and physical activity from a preventive health perspective. By example these collaborating organisations include National Heart Foundation, Australian Primary Principals Association, Australian Secondary Principals Association and the Australian Health Policy Collaboration.

CAS on behalf of the Health, Education and Sport Cross-sector collaboration has made a number of previous submissions to the Australian Government for consideration including to:

- Pre-Budget Submissions to Treasury in 2016 and 2018
- Consultation process for the development of the 'National Sport Plan' released in 2018

This submission builds on the previous work of the Health, Education, Sport Physical Activity Collaboration and proposes cost effective measures highlighted by recent research and program initiatives. The timing of these measures is particularly important as sport, particularly at community level struggles to rebound following the Covid-19 pandemic.

CAS acknowledges and appreciates the contribution made to sport by the Federal Government via Covid assistance programs such as Job Keeper but highlights the financial hardships and participation reduction of up to 30% experienced across the sector. Sport Australia's research<sup>16</sup> in 2020 found *Sports are anticipating significant reductions in non-HP key revenue streams (membership and commercial revenue), which if ongoing would place Sports in acute financial distress.*

#### KEY FACTS

- Less than 20% of children 5-17 years and only 43% of adults lead lives that are sufficiently active to meet the National Physical Activity and Sedentary Behaviour Guidelines (NPASBG)
- Over 65% of Australians over 15 years are obese or overweight
- Over 14,000 deaths per year are attributed to Physical Inactivity
- Over 6 million Australians are living with cardiovascular disease or diabetes
- Physical Inactivity costs the health budget over \$1.5b annually
- 25% of cardiovascular disease can be attributed to Physical Inactivity
- Participation in community sport post-covid has reduced by up to 30%

This dire situation with respect to progressive physical inactivity has long existed and the impacts are getting worse, exacerbated by Covid-19 – the time for Action is now!

*In the last three decades, physical inactivity has become a "policy problem" and an increasingly important public health issue. Promotion of physical activity in primary health care is aligned with key national and international policies and initiatives.*<sup>10</sup>

Physical Activity promotion is key for achieving Australia's *Sport 2030*<sup>7</sup> Vision to be the "world's most active and healthy sporting nation".

As stated by the Australian Health Policy Collaboration *Sport Participation and Play* policy brief – "Redressing the barriers to encourage sport participation throughout the community will require both investment and action from all levels of governments, the sport industry and the establishment and strengthening of new and existing partnerships to achieve the vision proposed in *Sport 2030*<sup>20</sup>".

<b>Requested Government Investment:</b>	<b>\$291m</b>
<b>Cost Savings to Government:</b>	<b>\$1.46b</b>
<b>Return on Investment (ROI):</b>	<b>\$1.17b (5 : 1)</b>

**OUTCOMES** of this proposal will contribute to:

#### **TARGET**

- A reduction of 15% of those Australians currently not meeting the Government's Guidelines for Physical Activity and Sedentary Behaviour (3 million Australians)
- Assisting Australians to lead healthy, active, more productive lives
- Reducing the burden of disease caused by cardiovascular disease, diabetes and some cancers (impacting over 5m Australians) which is largely preventable
- Increasing skills, knowledge and resources available to provide an inclusive, caring community environment with positive mental health and social inclusion outcomes

#### **COST SAVINGS**

- Saving over \$434m per year in costs to the Health system and from increased productivity
- Avoiding 3,000 deaths, 10,000 new cases of disease and 38,000 DALYs per year
- Reducing hospital admissions and maximising years lived in full health
- Maximising the efficiency and effectiveness of the health care spend by Government.
- Building on the \$50b contribution makes to the Australian economy from health, social and economic perspectives<sup>18</sup>

#### **WHY SHOULD GOVERNMENT SUPPORT A CROSS-SECTOR APPROACH?**

This proposal seeks to maximise the extensive networks, knowledge, skills and positioning of committed organisations across the Health, Education and Sport sectors.

Successful implementation of these proposed measures will assist the Government achieve the stated objectives of *Australia's Long Term National Health Plan*, the *National Preventive Health Strategy* and the *National Sport Plan Sport 2030*.

Harnessing the goodwill generated across national organisations from the Health, Education and Sport sectors would be a major asset for the Australian Government. There is already a solid understanding and appreciation of the major issues and of the perspectives of the kindred organisations that have been involved in discussions over recent years.

We believe that this opportunity and goodwill should be maximised by a complementary cross-portfolio approach by Government. Steps should be taken to ensure a collaborative approach between the Australian Government departments responsible for Health, Education and Sport and similarly a cross-departmental approach at State/Territory Government level should be fostered.

A broader, whole of Government commitment incorporating input from portfolios such as Infrastructure and Regional Development; Urban Planning, Infrastructure and Cities; Industry, Science and Technology, Indigenous Australians; Foreign Affairs and Trade; and Migrant Services and Multicultural Affairs should also be maximised.

## **MAXIMISING LOCAL NETWORKS TO DELIVER NATIONAL HEALTH GOALS**

The cross-sector collaboration from Health, Education and Sport has analysed the issues addressing individual personal physical and mental health and wellbeing through Physical Activity. In particular the group has assessed the benefits of utilising an inclusive community sport system in combination with the school education system and local health services as a major component of the strategy.

### **Provision of Moderate and Vigorous Physical Activity (MVPA)**

The Australian Government's Guidelines for Physical Activity and Sedentary Behaviour require:

- One hour per day (420 mins per week) of MVPA required for Children 5-17yrs to meet the guidelines
- For Adults the MVPA requirement is 150 mins per week over at least 5 sessions

### **Sport Network**

Sport is an integral, inclusive and traditional part of Australian society available across the nation through an extensive, established and scalable network.

- Sport provides around 50% of MVPA undertaken in Australia<sup>9</sup>
- Over 14.1m Australians participate in organised and non-organised sport each year (64% of pop'n – *AusPlay 2020*<sup>16</sup>)
- Community Sports Clubs (over 20,000 clubs)- from 90 differing sporting options
- Sport and active recreation access points ( over 50,000) – clubs, schools, tertiary institutions, private providers

### **Schools Network**

Australia's school system delivers educational, physical development and wellness outcomes to over 3.5 million Australian children every year

- MVPA is delivered through the Australian Health and Physical Education (HPE) Curriculum and through other organised and non-organised opportunities that occur in individual school environments.
- Primary Schools (over 6,500)
- Secondary Schools (over 2,500)
- School Principals (over 8,000)
- Teachers (est. 440,000 FTE teachers) of whom 275,000 are Primary School teachers

### **Health Network**

Australia's Health system supported by a network of 31 Primary Health Networks (PHN) is ideally placed to support a strategy of local delivery. Australia's healthcare system has access to:

- General Practitioners (over 40,000)
- Allied Health Practitioners (over 50,000)
- Health Promotion Organisations including highly respected organisations dealing with chronic conditions impacted by obesity and overweight and mental illness.
- Associations representing medical and allied health professionals, hospitals and health care providers
- Research institutions, universities and other health collaborations

## **SUMMARY OF COST EFFECTIVE MEASURES- TO BOOST SPORT'S ABILITY TO COMBAT PHYSICAL INACTIVITY:**

The following Cost Effective measures will contribute to achieving objectives within the National Preventive Health Strategy and the National Sport Plan – *Sport 2030*.

### **1: Enabling National Sporting Organisations to revitalise participation at community level following Covid-19**

- Enable NSOs and NSODs to revitalise community level sport through a capacity building post-Covid Revitalising Participation Fund
- Re-instate the Sport Australia 'Move It Aus' funds de-funded in October 2020 Budget
- Budget: \$25m per year for 4 years

### **2: Commit to reducing financial barriers to participation in community sport and embed social prescribing into the Primary Health Care system**

- Embedding Social Prescribing into the Primary Health Care system
- Ensuring participation in sporting activity is more affordable for families and building a Social Inclusion fund to support those from low SES communities.
- Budget: \$50m per year for 4 years

### **3: Removing the monopoly of the Australian Sports Foundation – allowing sporting organisations direct access to the benefits of charitable status**

- Remove the current monopoly that the Australian Sports Foundation has on providing tax-deductibility on donations to sport.
- Implement required legislative change to enable sporting organisations to access the benefits of charitable status and support the education process for community sport.
- Budget: \$0.5m per year for 4 years

### **4: Building the Physical Literacy capacity of School teaching staff**

- Primary Schools – by funding the national roll-out of the 'Physical Education and Physical Literacy' (PEPL) program to assist Teachers to maximise physical activity opportunities in the classroom and linking school and community sport (coordinated by Prof Dick Telford).
- Secondary Schools – by provision of ongoing professional development and mentoring to increase skill, competence and confidence levels of teachers of physical activity.
- Budget: \$15.5m per year for 4 years

### **5: Implementing a strategic approach to community sporting infrastructure – reinstating a Community Sport Infrastructure Grant Program**

- Community Sports Infrastructure Fund re-instatement with a strategic long-term objective to revitalise existing, declining infrastructure and towards the building of new infrastructure where emerging priorities are located.
- In conjunction and partnership with State/Territory jurisdictions undertake a national audit of current community sporting facilities and needs analysis for future facility requirements.
- Establish annual fund of \$200m which would be allocated for rejuvenation of existing facilities (\$100m) and for emerging future priority facilities (\$100m).
- Budget: \$200m per year

**Total Government Investment Requested in 2021-22: \$291m**

## PRIORITY ACTIONS EXPLAINED

### 1: Enabling National Sporting Organisations (NSOs and NSODs) to revitalise participation at community level following Covid-19

#### Why is this measure essential?

Building committed, sustainable and supported community sporting organisations and clubs is essential to achieving the stated objectives of Australia's Long Term National Health Plan, the National Preventive Health Strategy and the National Sport Plan *Sport 2030*.

Enshrined within these plans is the target to reduce Physical Inactivity by 15%.

The study *Assessing the benefits of reducing the prevalence of physical inactivity in Australia by 15%*.<sup>2</sup> conducted by Deakin Health Economics shows an economic benefit of \$434m per year if current Physical Inactivity levels were improved by 15% from 43% compliance to 58%. This would see 3.3 million more Australians achieving the guidelines, preventing 3,000 deaths and avoiding 10,000 new cases of disease and 38,000 DALYs each year.

As stated earlier sporting organisations have been severely impacted by Covid-19 and require assistance to quickly rebuild their capacity to deliver desired physical and mental health outcomes, employment outcomes and the important contribution to community development.

Sport Australia's research in 2020 found: *"... that whilst Sports significantly benefited from Federal Government Stimulus packages, the negative financial impact of COVID-19 on non-high-performance operations means the majority have minimal ability to absorb any other unforeseen financial shocks to their organisations, which threatens their ongoing viability. Sports are anticipating significant reductions in non-HP key revenue streams (membership and commercial revenue), which if ongoing would place Sports in acute financial distress"*<sup>16</sup>.

"Redressing the barriers to encourage sport participation throughout the community will require both investment and action from all levels of governments, the sport industry and the establishment and strengthening of new and existing partnerships to achieve the vision proposed in Sport 2030<sup>20</sup>."

Government stimulus to National Sporting Organisations (NSOs and NSODs) in the form of a grants program will facilitate regeneration and participation growth at community level.

This measure would partially redress the withdrawal of some \$50m per year by the Federal Government from the current Sport Australia budget that was allocated to programs that specifically support Participation delivered by NSOs and that provided for community sporting infrastructure.

#### **Establish the National Sporting Organisation – post-Covid Revitalising Participation Fund**

- Enable NSOs and NSODs to revitalise inclusive community level sport through a dedicated post-Covid Revitalising Participation Fund

National Sporting Organisations and National Sporting Organisations for persons with a disability will require additional financial resources to ensure capacity building and quality delivery of their sport over the coming 4 year period.

**Proposal:** Allocate a fund of \$25m per year for 4 years to assist all National Sporting Organisations implement specific community participation growth initiatives.

### **Proposed Use of the Funds by NSOs and NSODs**

Capacity building and professional development initiatives which may include:

- Employment and training of key staff
- Building on inclusive practices
- Needs assessment, program and resource development
- Coaching and officials education, accreditation and professional development
- Training and support for Club management and operations including Volunteer support
- Assisting sport to develop program offerings that will be flexible in format and access to maximise convenience for participation by time-poor individuals
- Assistance to Clubs to ensure financial sustainability and quality delivery over the long term

### **Request to restore Sport Australia – ‘Move It Aus’ funds:**

The launch of the National Sport Plan *Sport 2030* in 2018 was a highly anticipated and welcomed strategic initiative which had the ability to galvanise the Australian Sport sector with important linkages to the health and education sectors.

Examples of cross-sector initiatives included:

- *Sporting Schools* – continued link with the education sector
- *Active Ageing* – with links to chronic disease prevention organisations

Unfortunately, the 2020/21 Federal Budget released in October 2020 removed the funding of important Physical Activity and Participating funds that Sport Australia promoted under the banner “Move It Aus”.

Removing funding for programs after only one or two years is incredibly frustrating and counter-productive. NSOs and NSODs spend a huge amount of their limited resources applying for and gearing up for new government programs. In the case of the Active Ageing program, for example, this required a whole new approach, research and thinking to provide quality initiatives with a preventive health focus.

The real cost of NSOs and NSODs developing this initiative was nowhere near compensated for by any grant funds ultimately provided through Sport Australia.

For the program to be de-funded after only 2 years meant that most of the program benefit and infrastructure was lost, trained staff drifted away, the important trust, goodwill and energy of the volunteer networks needed for a successful program was undermined and confidence in the system was diminished.

Sporting organisations attempting to rekindle similar initiatives in the future will be basically starting from scratch.

The “Move It Aus” Participation initiatives were extremely valuable and underpinned the thrust of trying to get more Australians active. Participation at grass-roots level is a vital part of a NSO’s future success and this pool of funds must be reinstated as a matter of urgency.

Please note this Funding request does not include the Community Sport Infrastructure fund which is covered in Priority 5 of this submission.

This submission requests the re-instatement of the Sport Australia 'Move It Aus' programs defunded in the October 2020 FY2021 Budget:

- Move It Aus Participation Grants \$5m
- Move It Aus Active Ageing \$11.4m
- Community Sport Infrastructure program \$30m – (please refer to section 5 of this submission)

### **Principal users of this measure**

National Sport network including:

- NSOs and NSODs (approx. 90)
- State Sporting Organisations (over 700)
- Community sporting clubs (over 20,000)

National Health network (a range of organisations operating at national, state and/or local levels)

- Health Promotion Organisations including highly respected organisations dealing with chronic conditions impacted by obesity and overweight and mental illness.

**Budget: \$100m over 4 years**

## 2: Commit to reducing financial barriers to participation in community sport and embed social prescribing into the Primary Health Care system

### Why is this measure essential?

The AIHW says the ‘significant burden of non-communicable disease can be prevented if more people were physically active’<sup>10</sup>. Australia’s *Sport 2030* Vision is to be the “world’s most active and healthy sporting nation”<sup>7</sup>.

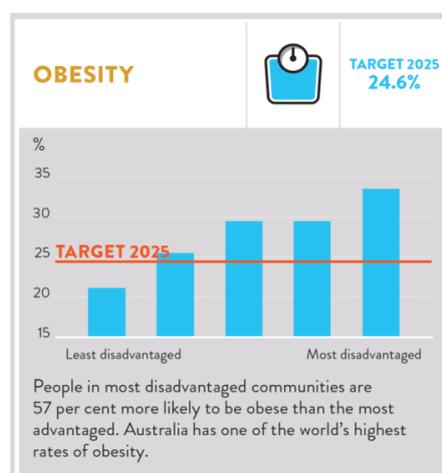
Participation in physical activity and sport is being adversely affected by a range of factors including high costs and challenges of access and equity and now exacerbated by the impact of the Covid-19 pandemic. The Australian Sports Commission’s *AusPlay 2020*<sup>16</sup> reports 90.5% of Australians undertook some form of sport or physical activity in the 12 months before the pandemic.

However, while this is positive in terms of reach into the community it is clearly not sufficient to meet weekly Physical Activity requirements when less than 20% of children and only 43% of adults are achieving the Government’s Physical Activity guidelines. The long-term impact of the Covid-19 pandemic on sport participation is not yet fully known.

The Federal Government is strongly encouraged to ensure that social prescribing of physical activity (with sport as a major component) is incorporated as a Primary Health Care measure within the *National Preventive Health Strategy* currently under development. The WHO says that “Physical activity counselling and referral in primary health care is (cost) effective and a ‘best buy’ strategy for increasing physical activity levels”<sup>19</sup>.

The ABS *Information Paper: An Introduction to Socio-Economic Indexes for Areas (SEIFA)*<sup>3</sup> identifies a relationship between the rate of participation in sport and physical recreation and the level of socio-economic disadvantage, with the participation rate increasing with each successive quintile in the index. Of those in the lowest quintile of the index, 63% of people participated in sport or physical recreation activity, while 84% of those in the highest quintile participated.

Australia’s Health Tracker by Socio-Economic Status<sup>12</sup> – released in November 2017 reports that people living in the most disadvantaged communities are 57% more likely to be obese than the most advantaged. The chart below shows that rates of physical activity increase as the levels of disadvantage increase.



People living in areas of greater disadvantage experience additional barriers to participation and have lower supply of quality exercise facilities and supports than those living in affluent areas.<sup>4</sup>

## **Embedding Social Prescribing within the Primary Health Care system**

The promotion of sport as an important physical activity option is an essential component when instituting social prescribing within the primary health care system.

The Federal Government is encouraged to consider implementing the following Social Prescribing policy options as advanced by the Mitchell Institute, Victoria University *Policy evidence brief no. 2020-03. Supporting physical activity promotion in primary health care.*<sup>10</sup>

### **Policy Option 1:**

Physical activity promotion in primary health care could target insufficiently active patients through routine screening of patients for physical activity levels, advice from a GP, nurse or potentially other health professional and a referral to appropriately trained practitioners for physical activity counselling.

- Based on the evidence that five sessions of physical activity counselling can effectively increase physical activity, a health care plan could provide for referral for up to five physical activity sessions with an accredited health professional for physically inactive individuals.
- Additional physical activity health workforce capacity could be provided through expansion of the eligibility criteria for provision of physical activity (counselling) under the Medicare Benefits Schedule.

### **Policy Option 2:**

Uptake, implementation, and sustainability of physical activity promotion in primary health care could be supported by the following:

- A greater focus on the importance of physical activity in medical training
- Inclusion of Accredited Exercise Physiologists/physical activity counsellors in primary care settings could be supported through practice incentive payments or targeted infrastructure funding.
- A national promotion program could be implemented through Primary Health Networks, for which dedicated funding would need to be ensured, to provide implementation guidelines and incentives to primary health care clinics.

### **Policy Option 3:**

To reduce inequities in physical activity, a proportionate universalism approach could be applied to physical activity promotion in primary health care.

- To encourage students from disadvantaged communities to train as Accredited Exercise Physiologists/physical activity counsellors, targeted additional scholarships and tuition waivers could be provided.
- Postgraduate Accredited Exercise Physiologists/physical activity counsellors could be encouraged to locate to disadvantaged areas through incentive arrangements based on medical placements, programs and schemes available to medical school students that have shown to be successful
- Additional counselling sessions could be provided for physically inactive people who experience disadvantage.
- Digital and telephone delivery of physical activity advice and counselling could be provided to increase the reach of physical activity advice and counselling for people living in rural and remote areas.

## **Addressing the Cost of Sport Participation**

Steps to reduce the cost of participation for all members of the population need to be investigated and implemented, particularly for those from disadvantaged sectors. Measures for consideration may include personal tax deductions, rebates to sporting clubs, subsidies to sporting associations or other equitable measures. A number of Australian States/Territories have trialled voucher or rebate

schemes in recent years and a preliminary assessment of the effectiveness of these strategies is extremely encouraging.

Preliminary research from the 2018 NSW Government 'Active Kids' program significantly increased children's physical activity levels and these increases continued over a six-month period. The Active Kids voucher program shows promise as a scaled-up intervention to increase children and adolescents' physical activity participation from 4.0 to 4.9 days per week over a six month period<sup>11</sup>.

It is strongly believed that no child should miss out on playing sport because their parents cannot afford to pay the cost of participation.

Costs associated with participation in sport should be reviewed from the perspective of both the provider and the consumer of sport. Many individuals and families struggle to pay for sport participation. Estimates for sport participation for children range from \$1,000-\$5,000 per year taking into account club fees, coaching fees, travel, equipment and competition fees.

The following objectives should be pursued with the goal of increasing regular participation in sport and active recreation and in reducing levels of physical inactivity.

- Through funding and support for community sport clubs to ensure sustainability and enhance quality delivery of physical activity and skill development of volunteer personnel
- Ensuring participation in sporting activity is more affordable for families and individuals.
- Continue research into the effectiveness of vouchers, rebates and other incentives to grow sports participation
- Building a Social Inclusion fund to support those who are financially disadvantaged.
- Exploring further ways that community sport can add value back to national preventive health priorities through the use of its expansive networks.

#### **Funding would be used to support interventions for:**

##### **At Risk Populations:**

Within the strategy there are two specific groups that require special consideration among Australia's diverse population are:

- Indigenous Australians
- Culturally and Linguistically Diverse Communities (CALD)

##### **Social Inclusion Fund** - Individuals living in areas of low socio-economic disadvantage

A pool of funds should be made available to facilitate the participation of those from low SES communities to access sport and physical activity options within their local communities. Partnering and leveraging from existing philanthropic sources may help to build this resource.

#### **Principal users of this measure**

NSOs and NSODs network including:

- Community sporting clubs (over 20,000)

National Health network (a range of organisations operating at national, state and/or local levels)

- Health Promotion Organisations including highly respected organisations dealing with chronic conditions impacted by obesity and overweight and mental illness.
- Associations representing medical and allied health professionals

#### **Budget: \$50m per year**

### 3: Removing the monopoly of the Australian Sports Foundation – allowing sporting organisations direct access to the benefits of charitable status

#### Why is this measure essential?

Currently the Australian Sports Foundation has a monopoly on providing tax deductibility on donations made to Australia's sporting organisations of all levels.

After 35 years since the creation of the Australian Sports Aid Foundation in 1986 less than 10% of the 20,000 community sporting clubs and organisations across Australia access the benefits of DGR status under the current system – clearly more direct access must be provided as a matter of urgency.

At a time when the future sustainability of community sport in Australia is under extreme pressure representatives of over 40 NSOs and NSODs have sought the commitment of the Australian Government to take the necessary steps to provide direct access to the benefits of charitable status to compliant community sporting organisations.

In the submission to the Federal Treasurer, Minister for Finance, Minister for Sport and Assistant Minister for Finance (responsible for charities) dated 14 February 2020 it was demonstrated how community sporting organisations can meet the four designated criteria for Charitable Status under the Charities Act 2013 (Cth).

The submission seeking sport's access to the benefits of charitable status is provided separately and proposes the necessary measures be considered by the Federal Government that may include:

1. **Amending current legislation to recognise Sport** within the Charities Act 2013 (Cth):
  - Acceptance within Part 3 - Definitions of Charitable Purpose clause 12 (1) (a) Advancing Health and/or (k) Any other beneficial purpose ..., and
  - Reversing the ATO Tax Ruling TR2011/4 to remove the wording that specifically refers to Sport as a 'Not Recognised' purpose; or,
2. **Creating a new category within the legislation** that specifically references and includes community sport as an approved purpose.

In the words of two National Sporting Organisation CEOs:

*"This will arguably be the most important, visible and significant demonstration of Government support for community sport in over 30 years."* Neil Dalrymple (CEO Bowls Australia)

*"Providing DGR status to community level and club sport will raise the status of sport in the minds of the public equivalent to those of other charitable and social service organisations that already receive DGR status. The success of sport in Australia is built on grassroots clubs and participants at an equal level of importance as other DGR group are to their causes and purpose"* (Cam Vale – CEO Baseball Australia)

## Concerns about the performance of the Australian Sports Foundation (ASF)

Concerns expressed by representatives of NSOs and NSODs.

- 5%-6% of each donation to sport is retained as a commission by the ASF essentially for merely providing the donor with a receipt.
- One sporting organisation reports that the ASF withheld \$12,000 for one transaction.
- Sporting organisations believe they are equally capable of issuing compliant tax deductibility receipts.
- Misleading claims about amounts raised by the ASF when it is actually the individual sporting entity that raises the funds. The ASF withholds funds from sport rather than contributes. The 2016 ASF annual report states *“Our new five-year strategic plan has been finalised and we are excited about the opportunity to achieve further dramatic growth in funding for sport. ... the “Road to 100” has just begun, as we set our sights on raising \$100m a year for sport within 5 years.”*

After 35 years since the creation of the Australian Sports Aid Foundation and with less than 10% of the 20,000 community sporting clubs and organisations currently accessing the services of the ASF it is time to allow sporting organisations the opportunity to generate local donations and funds directly. It has been extremely problematic requiring supporters to donate through a third party instrument that they assume to be a government body that then withholds part of their donation as a commission or a tax.

### Principal users of this measure

National Sport network including:

- NSOs and NSODs (approx. 90)
- State Sporting Organisations (over 700)
- Community sporting clubs (over 20,000)

### Budget: total \$2m over 4 years

- Administrative processes and education of sporting entities on the requirements for access and implementation.

## 4: Building the Physical Literacy capacity of school teaching staff

### Why is this measure essential?

The first exposure of children to physical activity and sport is often delivered in the school environment. As Rob Nairn (Executive Director of the Australian Secondary School Principals Association) says, “It is essential that a child’s first experience of physical activity is a positive one, to engage and recruit. If it is a negative experience the child will be turned off and will be reluctant and difficult to re-engage.”

Establishing the skills, knowledge and enjoyment that will lead to a lifelong habit of physical activity in our children is an essential ingredient of this proposal. To achieve this goal it is necessary to ensure that school teachers, particularly at Primary School level are strongly supported professionally so they have the skills and confidence to maximise opportunities for delivering physical activity as an integral part of the school day.

**The ‘Physical Education and Physical Literacy’ (PEPL)<sup>17</sup> program has achieved outstanding results and this proposal recommends steps be taken to fund a national roll-out of the program over the next 4 years.**

The PEPL program builds on the earlier work of Professor Dick Telford’s LOOK randomised control trial which showed four major effects on Primary School aged children:

- Improved NAPLAN results in numeracy (13 points) and reading/writing (8-10 points).
- Reduced insulin resistance indicating lowered risk of developing Type 2 Diabetes
- Reduced cholesterol levels indicating lowered risk of developing cardiovascular disease
- Enhanced bone development in girls indicative of reduced risk of developing osteoporosis

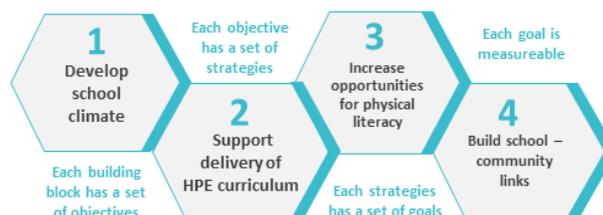
“Changing habitual physical activity levels requires a sustainable, long-term solution....and development of *physical literacy*, the competence, confidence, and motivation children require to be more physically active now and to enjoy a lifetime of physical activity,” says Professor Dick Telford.

The Physical Education Physical Literacy (PEPL) project is an evidence-based sustainable support system designed to assist primary schools to create a physically active school climate, increase opportunities for physical activity, and to enhance delivery of effective physical education and sport.

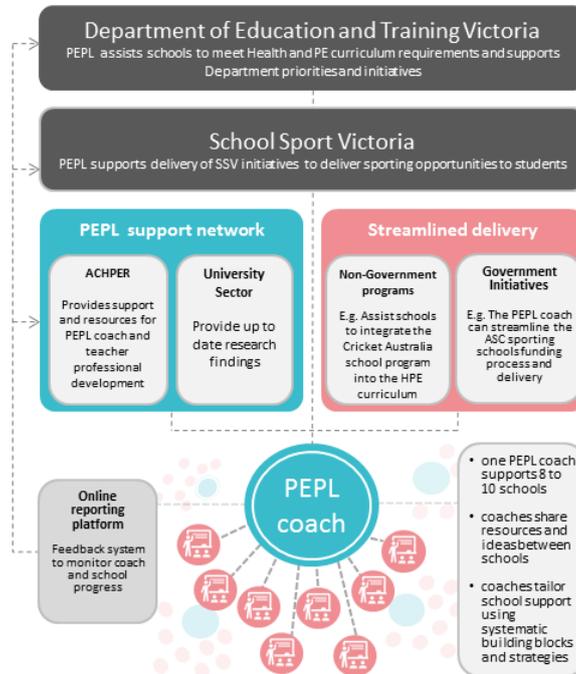
The PEPL approach is made up of four building blocks which are targeted in sequential order:

1. Development of a PEPL school climate
2. Enhanced physical education
3. Increased student physical literacy opportunities
4. Build school-community sport links

Role of the PEPL Coach:



The system is guided by a **PEPL coach**, an experienced physical educator working in a network of schools who tailors school specific strategies designed to work through each building block. The PEPL coach is not tasked with any unsustainable personal teaching load; instead he or she adopts a coaching role across a network of schools, working with the school principals, specialist HPE teachers, classroom teachers and community organisations.



### Core principles

The PEPL project is designed around a series of core principles:

- Providing students with well-conducted PE (which includes sport education) and opportunities to develop physical literacy will improve psychological and physical health as well as their academic achievement and long-term enjoyment of physical activity
- Delivering quality PE requires a sustained program of in-school professional development for the classroom teachers
- A school climate of physical activity can be achieved through collaborative leadership of the principal, PE specialist, and classroom teachers
- Physical literacy can be enhanced by school-community sporting interaction, especially with the collaboration of Sporting Schools and ACHPER (professional association for PE teachers)
- All of the above can be facilitated by the PEPL Approach

This program provides one Physical Literacy Coach for a cluster of 8-10 Primary Schools in a designated local area. The Physical Literacy Coach is responsible for working with and mentoring each Primary School teacher to improve their skills and confidence in identifying and providing opportunities for physical activity of their class. In addition the PL Coach seeks to access the resources and support of local community sports clubs along with those funds available through Sporting Schools Program to maximise opportunities within the school.

The PEPL program could be progressively rolled out over 4 years across all jurisdictions to 5,000 Primary Schools at an affordable cost of \$48m over that period which would provide for 500 Physical Literacy Coaches to be employed across all jurisdictions.

The cost of implementing one cluster for one year is around \$120,000 and so a progressive roll-out in selected areas could be established in the first instance.

As it will take some time to source and train Physical Literacy Coaches the proposal is to roll-out this program progressively across all jurisdictions to achieve maximal coverage after 4 years.

During this period it is also likely that economies of scale will be identified and also alternative sources of revenue to support the program and so significant cost savings are possible over the roll-out period.

The initial priority is seen in Primary Schools but the approach will work equally well and be equally valuable for pre-school institutions and also in Secondary Schools.

Successful trials have been conducted in Victoria (2017-18) and in South Australia 2021 in primary schools and Treasury may be interested to learn more of the results through a detailed presentation by Professor Telford.

Preliminary results in the current random control trial being held in selected Queensland Child-care centres have produced very encouraging results including increased physical activity of children under 5, improvements in expressive vocabulary and increased motor control.

### **Building the capacity of current and future Secondary School teaching staff**

**A major need has been identified for the ongoing professional development and mentoring of Secondary School teachers with responsibility for the provision of physical activity and sport.**

This includes teachers employed to teach the HPE curriculum but also includes those individuals who deliver sporting, active recreation or other organised physical activity sessions under the school's auspices.

The requirement is to increase skill, competence and confidence levels of teachers of physical activity, particularly recent graduates and retrained/redeployed staff. Increasing the numbers of Health and Physical Education secondary school teachers who are suitably trained may also be considered to meet shortfalls.

Two approaches are proposed for funding:

- 1. Professional development of existing secondary school teachers:**
  - PD course to be developed with supporting tools and resources in Year 1
  - Progressively rolled out to teachers from 500-700 secondary schools per year for 4 years targeting those most in need for the earliest intervention.
  
- 2. Provision of ongoing professional mentoring to increase skill, competence and confidence levels of teachers of physical activity, particularly recent graduates and retrained/redeployed staff.**
  - Identification and enlisting of suitable mentors in Year 1
  - Development of program and supporting tools and resources prior to commencing roll-out.
  - Target of 600 teachers mentored over the 4 year period
  - Progressively rolled out to teachers from 200 secondary schools per year for 4 years

### **Budget: \$62.2m over 4 years**

- National roll-out of PEPL program \$48m over 4 years
- Professional development of existing secondary school teachers @ \$1.8m over 4 years
- Provision of ongoing professional mentoring to secondary school physical education teachers @ \$12.4m over 4 years

## 5: Implementing a strategic approach to community sporting infrastructure – reinstating a Community Sport Infrastructure Grant Program

### Why is this measure essential?

Over many years advocacy of Ministers for Sport at Australian Government and at jurisdictional level urged support for providing Community Sporting Facilities that were functional, well maintained, safe and that catered for all users in order to encourage physical activity and maximise the use of the facilities for the benefit of the user and the broader community.

In May 2018 the Federal Budget allocation announced to the Community Sport Infrastructure Grant Program (CSIGP) was \$30m. This was subsequently increased to \$100m in the lead-up to the 2019 Federal Election.

It is understood that the program was dramatically oversubscribed with over 2,000 applications received seeking total funds in excess of \$400m. Clearly there is a significant unmet need for financial support for Community Sporting Facilities.

### **A Long Term, Strategic Approach and Commitment is needed:**

Ongoing and continuing support for Community Sporting Infrastructure and Facilities is essential and should be budgeted for every year.

CAS recommends that commitment be made to establishing and funding a strategic, long term, coordinated approach to maintaining existing community sporting facilities and to identifying areas of need for new facilities.

### **National Audit of Existing Sporting Facilities:**

- Conducting an audit of existing sporting facilities would require collaboration between the Australian and State/Territory Governments, and also liaison with Local Government as a major provider of such facilities.
- Once the National Sporting Facilities Audit is completed a needs assessment could be undertaken to establish the physical and financial requirements of maintaining the facilities at an acceptable standard. This assessment should ideally encapsulate existing facilities and also new facilities required for emerging priorities.
- This assessment would inform Government of the level of resourcing required.
- Set a timetable for resource allocation
  - Assess the lifecycle of the facilities and plan to assist in the upgrade/refurbishment/improvement to ensure the facilities do not fall into disrepair and remain functional, accessible, attractive and relevant for ongoing use.
  - Establish a future schedule of works that will occur at a logical point in the facility's lifecycle to minimise downtime and inconvenience to facility users.

### **Example:**

**Moruya Tennis Club** – a small community tennis club on the south coast of NSW - originally laid 5 synthetic tennis courts in 1990 with an expected lifespan of the synthetic material being 15 years. 28 years later the courts had not been replaced, they had been patched multiple times and were arguably unsafe and virtually unplayable.

Under the proposed system – the synthetic surfaces would have been identified for replacement after say Year 12 with a schedule to replace them 3 years later. This information and knowledge would have given confidence to the Club members and administration. Planning to manage the

upgrade/renovation period could be put in place to ensure a smooth transition and minimise downtime.

This planned, proactive approach will benefit all involved at Club level and ensure that confidence in and use of, the facilities is maximised.

#### **Who Conducts the Audit and Who establishes and monitors the repair/refurbishment schedule?**

- The National Sporting Facilities Audit could be undertaken as a joint project of the Australian Government with State/Territory Governments – with access to required expertise from local government and building/planning authorities.
- The process should be as independent as possible to ensure an accurate and unbiased information.
- The analysis and assessment would not need to be massively detailed and could follow a proforma process initiated by the club involved. Generally photographs provide sufficient basic information on the condition of candidate facilities.

#### **Benefits of this Proposal**

There are a number of important benefits to this proposal:

- **Comprehensive coverage of community sporting facilities** – maximising the percentage of facilities that are considered for support. Not relying on whether the Club had an effective ‘Grant writer’ available to them.
- **Strategic Planned Approach** – assessment of the total picture through the National Sporting Facilities Audit will allow a planned, measured and strategic approach to maintaining facilities at optimum levels into the future.
- **Partnership at National and Jurisdictional levels** – maximising the use of available funds and allowing all parties to contribute
- **Fair and Unbiased** – all facilities have the same chance of being included and assisted with an independent, unbiased set of operating principles and system.
- **Proactive with advanced timeframes** – the program will identify community needs into the future, commit to them and allow for all users and stakeholders to prepare in advance and minimise downtime.
- **Flexible to accommodate new priorities** – the system can accommodate the emergence of new priorities or needs in a fair and unbiased way

#### **Principal users of this measure**

This solution has benefits for:

- Community Sports Clubs (over 20,000 clubs)- from 90 differing NSO and NSOD options
- Sport and active recreation access points ( over 50,000) – clubs, schools, tertiary institutions, private providers
- Members of community sporting clubs and casual/social users of community sporting facilities (14.1 million)

#### **Budget: \$200m per year**

Suggested Budget allocation of \$200m per year allocated as:

- \$100m for refurbishment/upgrade of existing facilities
- \$100m for new facilities in emerging or priority areas

## Participating Organisations

Since 2014 the following organisations have participated in the cross-sector collaborative process.

### **Sporting Organisations**

Confederation of Australian Sport  
Archery Australia Inc  
Disability Sports Australia  
Athletics Australia  
Badminton Australia  
Baseball Australia  
Australian Dragon Boat Federation  
Bocce Federation of Australia  
Bowls Australia Inc  
Boxing Australia Inc  
Australian Calisthenic Federation Inc  
Paddle Australia  
Cycling Australia  
Deaf Sports Australia  
Diving Australia Inc  
Pony Club Australia  
Equestrian Australia  
Australian Karate Federation Inc  
Australian Lacrosse Association Ltd  
Gaelic Football & Hurling Association  
Gliding Federation of Australia  
Blind Sports Australia  
Golf Australia  
Gymnastics Australia Ltd  
Australian Handball Federation  
Hockey Australia  
Sport Inclusion Australia  
Judo Australia  
Motor Sport Australia  
Motorcycling Australia Ltd  
Orienteering Australia  
Australian Parachute Federation Inc  
Polocrosse Association of Australia  
Rowing Australia Ltd  
Sailing Australia  
Shooting Australia  
Snow Australia  
Softball Australia  
  
Special Olympics Australia  
Squash Australia Ltd  
Surf Life Saving Australia  
Surfing Australia  
Swimming Australia Ltd

### **Education Organisations**

Australian Primary Principals Association  
Australian Secondary Principals Association  
Association of Heads of Independent Schools Aust  
Catholic School Principals Association  
School Sport Australia  
Australian Council of State School Organisations  
UniSport Australia

### **Health Organisations**

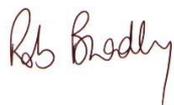
National Heart Foundation  
Australian Medical Association  
Active Healthy Kids Australia  
Kidney Health Australia  
Australian Drug Foundation  
Australian Mental Health Council  
Dementia Australia  
Diabetes Australia  
Australian Health Policy Collaboration  
Private Healthcare Australia  
Australian Healthcare and Hospitals Association  
Arthritis Australia  
Transplant Australia  
Royal Far West  
Stroke Foundation Australia

### **Sport (continued)**

Artistic Swimming Australia  
Table Tennis Australia  
Taekwondo Australia  
Tenpin Bowling Australia Ltd  
Touch Football Australia  
Triathlon Australia  
Australian Underwater Federation  
Volleyball Australia  
Water Polo Australia  
Australian Waterski and Wakeboard Federation  
Australian Weightlifting Federation Inc  
Committee of Sport and Recreation Officials  
(formerly CASRO)  
Australian Olympic Committee  
Australian Sporting Goods Association  
Sport Australia Hall of Fame (SAHOF)  
Fitness Australia

## Contact:

We have pleasure in submitting this proposal for consideration and we are available to answer any questions and provide additional information on request.



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