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# Australian Sports Outreach Program

## OSFO/ ONOC Sport Development Workshop

### May 2012

Dr Allison Simons





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# What is ASOP?

- Partnership between AusAID and the ASC
- 3 programs:
  - Country programs
  - Pacific Sports Partnerships
  - Sport Development Grants
- Original premise: sport for inherent benefits





# Review of Aid Program

2010 – Independent review of aid program

Response - “*An Effective Aid Program for Australia: Making a real difference – delivering real results*”

- Sets the purpose and direction to 2015
- **Purpose:** help people overcome poverty
- **Aim:** focus efforts where we can make a difference most effectively and efficiently



# ASOP response

- AusAID and ASC working together to **realign** the contribution of the ASOP to Australia's aid investment
- Develop a partnership model to achieve a whole-of-government approach
- ASOP goal: to use sport as a tool to contribute to Australia's aid program



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# Where ASOP can contribute

- 4 out of 5 core strategic goals:

Saving lives

Promoting opportunities for all

Effective governance

Sustainable economic development

- 6 out of 10 development objectives





# Group exercise (8 per group)

1. Support large scale disease prevention
2. Empower women to participate in the economy, leadership and education
3. Enhance the lives of people with disabilities
4. Help to give more children access to school
5. Help improve governance to deliver better services, improve security and enhance justice and human rights
6. Improve incomes, employment and enterprise opportunities



# Saving lives

## *Support large scale disease prevention*

- NCDs are a crisis in PICs (75% of deaths)
- Physical inactivity is a risk factor
- Sport can provide opportunities for people to participate in regular physical activity
- Profile/popularity of sport provides opportunities for education/awareness



# Case study: Aniwa

- ASOP activities directly attributable to a 50% reduction in obesity
- Similar activities on Futuna and Aneythium planned
- Partnership with Health & WHO to make Tafea Province “NCD-free”







# Short films

- **Vanuatu** – combating non communicable disease through sport
- **Nauru** – breaking down barriers to encourage healthy lifestyles



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# Case study: Tonga

- Tongan women more sedentary than men (75% women vs 56% of men are obese)
- **Aim:** improve healthy behaviours of women through netball
- Strategic Health Communication approach
- Communication campaign
- “Kau Mai Tonga” (Let’s Play Tonga)
- Community mobilisation





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# Short films

- **Tonga campaign**
- <http://www.youtube.com/watch?v=fSkk60mPXjl&feature=youtu.be>



# Opportunities for all

*Empower women to participate in the economy, leadership and education*

- Sport can empower women by engaging them as sport leaders
- Provide access to informal and formal training opportunities
- Promote female citizenship in community life



# Case study: Cricket

- 40-45% participation of women and girls in cricket programs in Fiji, Samoa Vanuatu and PNG
- Provided increasing opportunities for women to develop in sport and develop leadership skills





# Opportunities for all

*Enhance the lives of people with disabilities*

- Sport can provide leadership and participation
- Foster greater inclusion in society
- Raise awareness about the rights of people with disabilities



# Case study: Fiji

- Providing opportunities for children with disabilities to participate in sport-based activities
- Raising community awareness about people with disabilities
- Advocating for their rights to become fully participating members of society





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# Short films

- **Fiji** – Integrating people with disability in mainstream sport





# Opportunities for all

*Help to give more children access to school*

- Sport can be used as an incentive to keep children in school for longer
- Improve learning outcomes through a more enjoyable and holistic approach to the education experience



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# Case study: Just Play

- Contributes to improved school attendance & classroom attention
- “It makes the children want to come to school everyday...They stay in school because they know the program they will do next is Just Play” – **Education Officer, Vava’u, Tonga**
- Promotes behaviour that encourages good citizenship & brings groups together
- “We see Just Play bringing people together. Schools, sports, parents, provincial governments, local government” – **Coaching Director, Vanuatu Football Federation**





# Effective governance

*Help improve governance to deliver better services, improve security and enhance justice and human rights*

- Engage young people in meaningful activity & divert them from anti-social behaviour
- Teach respect/responsibility & playing by the rules
- Foster community cohesion, break down barriers & bridge gaps between communities



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# Case study: Solomon Islands

- ASOP brings together young people from different ethnicities
- Enables them to appreciate each other's cultures
- Attend awareness sessions held a sporting events





# Short films

- **Solomon Islands** – using sport to positively engage youth
- **Solomon Islands** – sport helping strengthen communities
- **Vanuatu** – sport building communities and resolving conflict



# Sustainable economic development

*Improve incomes, employment and enterprise opportunities*

- Provide access to informal and formal training opportunities
- Create leadership opportunities for young people



# Case study: PSP

- Trained scores of volunteers, teachers and program staff
- Cricket: 175 people trained, 24 found jobs in sport development programs
- Netball: 57 people trained to be coaches and officials, providing valuable and transferable skills such as planning and organisational skills





# Roundtables

- 2011: Marles called for a *Roundtable on Sport in the Pacific*
- Participants included DFAT, AusAID, Office of Sport and ASC
- 3 roundtables (2011): 24 March, 4 July, 24 November
- *Draft Options paper on Sport in the Pacific* was tabled in July 2011





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# ASOP Research

- 3 year research-based evaluation
- Objectives:
  - Empirically assess the contribution of ASOP to targeted development outcomes in PICs
  - Strengthen the M&E frameworks to improve program performance
  - Provide policy makers with evidence-based lessons and policy advice to further improve sport for development interventions





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# Healthy Islands Through Sport (HITS)

- UN Global Ministerial Conference on Healthy Lifestyles & NCDs (April 2011)
- Pacific Health Ministers meeting (June 2011)
- Pacific Sports Ministers meeting (Aug 2011)
- Pacific Islands Forum (Sept 2011)
- UN Special Summit on NCDs (Sept 2011)
- Gillard announcement at PIF



# HITS Forum (March)

- Partnership between ASC/AusAID/WHO/SPC
- **Participants:** senior officials from Ministries of Health & Sport from 14 PICs
- **Objective:** foster multi-sectoral (sport/health) action to address NCDs in PICs, focusing on strengthen existing NCD Action Plans
- Proposals accepted from governments based on demonstration of commitment

*“You do something, I do something; you do nothing, I do nothing”*



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# Disability Inclusive Development Through Sport

- ASC & AusAID working together to develop a regional strategy
- Developing a situational analysis to determine where sport fits
- First stakeholder consultations in Australia in April
- Further consultations with Pacific disability sector in June





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# Opportunities for sport

- What does all this mean for Pacific Regional and National Sporting organisations?



# Pacific Sport Fellowships

- Opportunity for Australian NSOs and Australian based affiliated bodies to build relationships with Pacific counterparts
- **Aims:** build the capacity of partner organisations in the Pacific to contribute to development through sport
- **Development outcomes:** better health, improved community cohesion & improved quality of life of people with disabilities



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# Pacific Sport Fellowships

- Open to Australian based organisations (Australian ABN) to host Fellows
- Fellows can be athletes, coaches, administrators or officials from PICs
- Up to \$35,000 per Fellow
- Current round open, closes 20 June





# Pacific Sport Fellowships

## *How to apply*

### *Australian based organisations:*

- Contact Australian Leadership Awards for info:  
[alafellowships@ausaid.gov.au](mailto:alafellowships@ausaid.gov.au)
- Once applications started, contact  
[cass@ausaiderf.com.au](mailto:cass@ausaiderf.com.au) with
  - Completed draft application
  - Details of contact person
  - “ALAF Sport Fellowship QA” in subject line





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# Pacific Sport Fellowships

*How to get involved*

*Pacific organisations:*

- Contact your Australian based counterpart organisation (Australian NSO or Australia-based Regional body)
- Indicate interest and nominate potential fellows
- People with disabilities encouraged to apply
- For more information, visit [www.ausaid.gov.au/scholar/pages/alafellow.aspx](http://www.ausaid.gov.au/scholar/pages/alafellow.aspx)



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# Pacific Sports Partnerships Expansion

- Currently Cricket, Football, Netball, Rugby League and Rugby Union – will see out their terms to 2014
- From 2013, likely that new sports will be able to apply through a competitive grants process
- Intention to be open to ALL sports





# Pacific Sports Partnerships Expansion

- **Objective:** higher level of engagement between sport and development to target development outcomes through sport
- Likely to be aligned to ASOP Country programs where possible

**Note:** This program is yet to be finalised or have funding approved .Further details will be made available as they become available



# HITS & Disability

- Consultations with the non-government sector, including NGOs and the sport sector, planned
- HITS – dependent on proposals received from PICs in next 6 months
- Disability - following consultations with disability sector





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# Pacific Sport Development Grants

- ASOP has recently doubled \$\$ available to \$300K per year (\$10K per grant)
- Excellent opportunity for NSOs to demonstrate their commitment to achieve community development outcomes through sport
- Apply through Australian Posts
- Applications for 2012/13 currently open
- [www.dfat.gov.au/geo/spacific/asop/](http://www.dfat.gov.au/geo/spacific/asop/)





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# Thank you

# Questions?