



Australian Government

Australian Sports Commission

INDEPENDENT REVIEW OF AID EFFECTIVENESS

SUBMISSION: AUSTRALIAN SPORTS COMMISSION

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SECTION 1: SPORT AS A DEVELOPMENT TOOL

Sport for Development refers to the intentional use of sport, physical activity and play to attain specific development objectives, including the Millennium Development Goals (MDGs).

Effective Sport for Development programs embrace the best values of sport¹. They combine sport and play with other non-sport components (for example, health promotion, life skills, leadership development and good governance) to enhance their effectiveness. They are delivered in an integrated manner with local, regional and national development initiatives so they are mutually reinforcing. The best Sport for Development initiatives seek to integrate quality aid practices² and uphold the values and approaches described in the Paris Declaration on Aid Effectiveness³.

The concept of Sport for Development is rooted in the recognition that sport has unique attributes that enable it to contribute to development processes. Sport's popularity, its capacity as a communication platform, its potential to set the foundation for healthy child development and its ability to connect people, make it a development tool that can be used to meet a range of objectives, some of which are outlined below.

Over the past 10 years, the MDGs have come to be widely accepted as the primary framework for measuring development progress. Progress toward the MDGs is uneven and goals for some countries will be difficult to attain before 2015. It is therefore appropriate to consider engaging new civil society actors including sports federations, Olympic Committees and private corporations, to contribute to development efforts. Sport connects these groups with traditional development actors, creating potentially powerful partnerships. Sport also has the potential to reach groups of people who do not usually participate in education, health and other systems that support the achievement of the MDGs.

Specific ways in which sport can contribute to MDGs are highlighted in Table 1 in Section 2.

For almost 20 years, AusAID has collaborated with the Australian Sports Commission and, at times, the Department of Foreign Affairs and Trade to support sport and Sport for Development programs in the Pacific, Asia, Caribbean and southern Africa regions. These initiatives have varied from public diplomacy centred programs (for example, short-term

1 There are some limitations to the use of Sport for Development. Sport's attributes make it a valuable component of broader holistic approaches, not a simple panacea. Commercial and high performance sport programs are usually unsuitable for development as they place restrictions on who can participate. These programs can however be influential in advocacy, public education platforms and providing a focal point for community programs. Society's ills such as cheating, exploitation, violent rivalry and emphasis on winning at all costs can be found in sports environments as they can in all other domains. While these risks can be mitigated by good design, programs and events that encourage these behaviours are naturally not suitable for Sport for Development purposes.

2 AusAID defines quality aid as that which "has appropriate objectives and design; is managed in a professional manner; achieves its objectives; and has sustainable outcomes." In: Australian Aid: Promoting Growth and Stability - White Paper on the Australian Government's overseas aid program, DFAT, 2006

*3 The Paris Declaration for Aid Effectiveness can be found on:
http://www.oecd.org/document/18/0,3343,en_2649_3236398_35401554_1_1_1_1,00.html*

scholarships and specialist training) to initiatives that are designed with the sole intent of contributing to the MDGs. The values and principles for the AusAID/ASC partnership are outlined in a joint strategy document authored by AusAID and the Australian Sports Commission⁴ and are addressed in more detail in Section 3 of this submission. In addition, sport has been included in various AusAID strategy documents including the disability strategy⁵. This has enabled these agencies to build strong relationships with local partners and garner robust experience in a range of Sport for Development methodologies.

In the Australian aid effort, the challenge remains to move Sport for Development from being primarily a stand alone, experimental activity to be embedded as a tool in all development initiatives and subject to the same rigours and scrutiny as any other development tool. In order for this to happen, a commitment needs to be made to both creating capacity within implementing organisations, including the Australian Government, and insisting all stakeholders are accountable to a process of achieving development, not just sporting outcomes.

There are three ways for the Australian government to use sport to contribute to development efforts. They are:

- Sport and play as tools to contribute to the MDGs and disaster management
- Sport and play as a right
- Sport as a tool for public diplomacy and improving people-to-people relationships

1.1 Sport and play as tools to contribute to the MDGs and disaster management

Sport for Development initiatives are designed with the specific intent of promoting and using the best aspects of sport (for example, positive role modelling, convening power, non threatening environments) to contribute to a development outcome including the MDGs. It is common for these activities to be supported by a culture and systems that also support high quality sports development (for example, well organised events and leagues, good coaching and fair officiating and pathways for further skill development).

There is a growing body of evidence that suggests sport can contribute to the MDGs. Some of these are detailed in Table 1⁶.

⁴ AusAID and Australian Sports Commission. *Australian Sports Commission – A joint strategy* (2006)

⁵ Australian Agency for International Development (2008). *Development for all: Towards a disability-inclusive Australian aid program 2009-2014*. Commonwealth of Australia, Canberra Australia.

⁶ *Right to Play on behalf of the Sport for Development and Peace International Working Group, Harnessing the Power of Sport for Development and Peace: Recommendations to Governments*, (2008) p. 7 – 8

Table 1: Contribution of Sport to the Millennium Development Goals

MDGs	Contribution of Sport and Play
<p>1. Eradicate extreme poverty and hunger</p>	<p>Participants, volunteers and coaches acquire transferable life skills which increase their employability</p> <p>Vulnerable individuals are connected to community services and support through sports based outreach programs</p> <p>Sport programs and sport equipment production provide job and skills development</p> <p>Sport can help prevent diseases that impede people from working and impose health care costs on individuals and communities</p> <p>Sport can help reduce stigma and increase self esteem, self-confidence and social skills, leading to increased employability</p>
<p>2. Achieve universal primary education</p>	<p>School sport programs motivate children to enrol in and attend school and can help academic achievement</p> <p>Sport-based community education programs provide alternative education opportunities for children who cannot attend school</p> <p>Sport can help erode the stigma preventing children with disabilities from attending school</p>

MDGs	Contribution of Sport and Play
<p>3. Promote gender equality and empower women</p>	<p>Sport can help improve female physical and mental health and offers opportunities for social interaction and friendship</p> <p>Sport participation leads to increased self-esteem, self-confidence and enhanced sense of control over one's body</p> <p>Girls and women have access to leadership opportunities and experience</p> <p>Sport can cause positive shifts in gender norms that afford girls and women great safety and control over their lives</p> <p>Girls and women with a disability are empowered by sport-based opportunities to acquire health information, skills, social networks, and leadership experience</p> <p>School based sport programs motivate children to enrol in and attend school and can help academic achievement</p> <p>Sport-based community education programs provide alternative education opportunities for children who cannot attend school</p>
<p>4. Reduce child mortality</p>	<p>Sport can be used to educate and deliver health information to young mothers resulting in healthier children</p> <p>Increased physical fitness improves children's resistance to some diseases</p> <p>Sport based vaccination and prevention campaigns help reduce child deaths and disability from measles, malaria and polio</p> <p>Inclusive sport programs that promote the rights of children with disabilities can help lower the likelihood of infanticide by promoting greater acceptance of children with a disability</p>
<p>5. Improve maternal health</p>	<p>Sport for health programs offer girls and women greater access to reproductive health information and services</p> <p>Increased fitness levels help contribute to post natal recovery</p>

MDGs	Contribution of Sport and Play
6. Combat HIV/AIDS, malaria, and other diseases	<p>Sport can be used to reduce stigma and increase social and economic integration of people living with HIV and AIDS</p> <p>Sport programs are associated with lower rates of health risk behaviour that contribute to HIV infection</p> <p>Programs providing HIV prevention education and empowerment can further reduce HIV infection rates</p> <p>Sport can be used to increase measles, polio and other vaccination rates</p> <p>Involvement of celebrity athletes and use of mass sport events can increase the reach and impact of prevention campaigns</p>
7. Ensure environmental sustainability	<p>Sport-based public education campaigns can raise awareness of the importance of environmental protection and sustainability</p> <p>Sport-based social mobilisation initiatives can enhance participation in community action to improve the local environment</p>
8. Develop global partnerships for development	<p>Sport for development efforts catalyse global partnerships and increase networking among governments, donors, NGOs and sport organisations worldwide</p>

Example 1: Sport and Health (MDG 6. Combat HIV/AIDS, malaria, and other diseases)

The National Measles Campaign in Zambia, held in June 2003, was part of a larger global effort to halve the number of measles deaths by 2005. Nearly 5 million children between 6 months and 14 years of age were successfully vaccinated against measles in one of the biggest health campaigns in Zambia's history. UNICEF, working with the non-government organisation Right to Play, recruited athlete ambassadors, including famous Zambian football player Kalusha Bwalya, to reinforce key health messages plastered on billboards and posters. In some areas, play stations set up at vaccination posts brought children together to play games focusing on the importance of immunisation. This was supported by a media campaign.

Example 2: Sport and Education (MDG 2: Achieve Universal Primary Education)

In Solomon Islands, the UBS Optimus Foundation, Solomon Islands Ministry of Education and Solomon Islands Football Federation partnered to provide scholarships to over 360 talented young sportspeople who would not otherwise have the opportunity to attend secondary school. This program, known as LEARN and Play, also provided funds and support for schools to build new dormitories and classrooms to accommodate the increase in student numbers. At least 40 per cent of the participants are female. Students, most of whom are from rural areas, not only access at least three extra years of formal education but also participate in daily sports sessions and life skills programs.

1.2 Sport and play as a right

The Australian Government is a signatory to the United Nations Universal Declaration of Human Rights and therefore committed to activities that uphold these rights. By its nature and particularly in the development setting, sport is about participation, inclusion and citizenship, all of which are principles that are outlined in the United Nations Declaration of Human Rights. Nine subsequent international covenants and treaties have affirmed and expanded on these rights. Sport can be linked to the human rights in these covenants and treaties, including:

- Right to the highest attainable standard of physical and mental health
- Right to education directed at the fullest development of human personality
- Right to take part in cultural life
- Right to rest and leisure
- Right for children to engage in play and recreation activities
- Women's right to participate in recreational activities and sports

- Right of persons with disabilities to participate in sport on an equal basis with others

In addition, UNESCO's International Charter for Education and Sport, the Convention on the Rights of the Child and the International Convention on the Rights of Persons with Disabilities, explicitly call for equal opportunities for all people to participate in sport and leisure⁷.

"We often hear that sport is a way to 'remove children from the streets' or reduce violence, but it's much more than that: it's about giving each and every child safe environments both to enjoy their right to play, practice inclusive sports and to gain all the benefits—physical, cognitive, social - that come with sport and play." - Ilaria Favero, Child Protection Officer, UNICEF Brazil

1.3 Sport as a tool for public diplomacy and improving people-to-people relationships

Sport is a non-threatening, cost efficient, high profile vehicle that brings people together by generating excitement and interest from different community sectors. It also provides an opportunity to enrich and enhance relationships with local governments, other donor governments and international NGOs and UN agencies that may not usually be involved in particular regions or initiatives.

Sport is a field in which Australia has a comparative advantage to other countries. Australia has long been recognised internationally as a leader in sports performance due to its success in international events. More recently, Australia is garnering a profile in sport development through the Active After-School Communities program and a commitment to regular participation in sport by people from Indigenous and multicultural communities, persons with disabilities and women and girls. The Australian Sports Commission and Australian National Sporting Organisations, therefore, have significant and largely untapped intellectual assets to offer the development community.

⁷ Right to Play on behalf of the Sport for Development and Peace International Working Group, *Harnessing the Power of Sport for Development and Peace: Recommendations to Governments*, (2008) p. 7 – 8

SECTION 2: THE GLOBAL COMMITMENT TO SPORT AND PLAY

Sport for Development is gathering momentum internationally. Sport for Development practices are now embedded in the core business of most UN agencies, donor governments, international sports federations and international NGOs. There are currently 257 organisations registered as being agencies that use sport as a tool for development on the International Platform on Sport and Development.⁸ The industry is being shaped by conventions, platforms and working groups that aim to sustain and progress the quality of Sport for Development initiatives being undertaken worldwide.

Annex 1 illustrates the advancement of Sport for Development from the post World War II period to the present. The contribution of major actors in Sport for Development is detailed in Box 1 (below).

Box 1 – Examples of contribution to Sport for Development by key groups

Governments

Governments of 83 countries, including Australia, have shown their commitment to using sport as a tool for development and peace by becoming members of the Sport for Development and Peace International Working Group⁹. This group is convened by the UNOSDP and has the mandate of promoting and supporting the adoption of policies and programs by national governments to harness the potential of sport to contribute to development objectives, specifically the MDGs.

United Nations Agencies

United Nations agencies are gradually increasing the profile of Sport for Development in their core business. Some practical examples of this include UNICEF investing in a Sport for Development forum for members from their country offices in 2010; UNHCR being a key partner for most sport programs that take place in refugee camps; and WHO forming a partnership with the International Olympic Committee to help address non-communicable diseases.

Private Sector

Corporate interest is growing with organisations such as Nike, Standard Chartered Bank, Time magazine, and Vodafone playing major roles in both funding and assisting with the implementation of programs. For example, Standard Chartered Bank uses the convening

⁸ www.sportanddev.org

⁹ Information about the SDP IWG is available on <http://www.un.org/wcm/content/site/sport/home/unplayers/memberstates/pid/6229>

power of GOAL netball program in India to teach financial and business management to the participants.

Sports Federations

Sports Federations and their convening bodies (for example, the International Olympic Committee, the International Paralympic Committee and Sport Accord) have recently demonstrated a commitment to Sport for Development by including social outcomes as key components of their core business. Major international federations, including football, cricket and netball, are taking practical steps in this area by forming partnerships with development agencies. For example, the International Cricket Council and UNICEF established a long term partnership to contribute to development efforts in areas such as the prevention of HIV/AIDS. International Inspiration London Olympics' international legacy programme has brought together UK Sport, UNICEF UK and the British Council, as well as local sports and development organisations in 20 countries to give approximately 12 million children the chance to take part in physical activity.

Collaboration between actors

Importantly, partnerships are developing between these actors. These partnerships mean that new resources can be used effectively by agencies that are skilled in specific areas. This effort is increasing the number of actors committed to contributing to the MDGs. For example, the *Oceania Sport Education Program (OSEP)* was created through a partnership between the Australian Sports Commission, Olympic Sports Federations of Oceania, Oceania National Olympic Committees and the University of the South Pacific. It received seed funding through AusAID's Pacific Governance Support Program (now known as the Pacific Public Sector Linkages Program) for its development phase. The implementation phase is now funded by the International Olympic Committee and individual Oceania Sports Federations. UK Sport has also supported the program by providing access to its International Coach Education System. In turn, the OSEP is used by Pacific Island Governments and NGOs to build the capacity of its members to govern and administer sports related activities that are frequently used to contribute to MDGs.

SECTION 3: THE ROLE OF THE AUSTRALIAN SPORTS COMMISSION IN SPORT FOR DEVELOPMENT

The Australian Sports Commission has had more than fifteen years of collaborative work with AusAID in the design and facilitation of Sport for Development programs throughout the Pacific, southern Africa, the Caribbean and more recently in India.

This partnership is formalised under a joint strategy and agreement between AusAID and the Australian Sports Commission. Together, AusAID and the Australian Sports Commission conduct the Australian Sports Outreach Program (ASOP). This program aims to increase the capacity of partners (local authorities, development partner agencies and communities) to plan and conduct quality, sport-based activities which contribute to addressing locally identified development priorities. The program also aims to foster cooperation in sport between Australia and other countries, through sport for development activities and the provision of resources, services and capacity building programs related to sport.

In the current period (2009-2014) the partnership with AusAID provides funding of up to \$26m over five years to the Australian Sports Commission. Through the ASOP, AusAID and the Australian Sports Commission have developed a model for community sport development that is at the forefront of using sport as a development tool. While the Australian Sports Commission designs, manages and facilitates the implementation of the program, AusAID provides funding, expertise in community development and strategic assistance with program designs.

In May, 2010, the Australian Government released its new sport policy paper entitled *Australian Sport: The pathway to success*¹⁰. This policy recognises the significant leadership role played by the Australian Sports Commission in distributing funding to maximise the Australian Government's whole-of-sport reform agenda. As the recognised lead agency for sport in Australia, the Australian Sports Commission seeks to continue current partnerships and develop new system partners to fully utilise sport as a tool for development internationally.

¹⁰ *Australian Sport: The pathway to success* (2010), Commonwealth of Australia.
[http://www.health.gov.au/internet/main/publishing.nsf/Content/9BDACC426F0BC9C8CA25771E0080EF4F/\\$File/Australian%20Sport.pdf](http://www.health.gov.au/internet/main/publishing.nsf/Content/9BDACC426F0BC9C8CA25771E0080EF4F/$File/Australian%20Sport.pdf)

SECTION 4: RECOMMENDATIONS FOR IMPROVING THE EFFECTIVENESS OF SPORT AS A DEVELOPMENT TOOL

Key Recommendations

1. **Embed Sport for Development initiatives in multi-faceted Australian Aid strategies to contribute to MDGs and disaster management**
2. **Commit to supporting sports systems' capacity to provide high quality sport and play activities**
3. **Commit to support more evidence-based practices, learning and development in the use of sport as a tool for development**

An opportunity exists to embed sport in current Australian aid systems, policies and procedures in order to maximise effectiveness. While effective sports systems are not a pre-requisite for using sport as a development tool, programs that are supported by a strong sporting culture can be the most sustainable and cost efficient. There is, therefore, value in supporting the development of a sports system that can support Sport for Development activities.

Finally, all initiatives should be supported by evidence-based practices that facilitate further learning and development, an approach that upholds the values of the Paris Declaration on Aid Effectiveness and a commitment to a rights based approach. These concepts, as well as strategies that could contribute to achieving them, are discussed further below.

1. Embed sport as a key component in Australian Development programs that contribute to MDGs and disaster management

Sport for Development programs should not stand alone as short-term initiatives, but should be integrated with the broader aid effort to achieve the MDGs.

Strategies include:

- Upholding the principles outlined in the Paris Declaration on Aid Effectiveness, including ownership, harmonisation, results and mutual accountability. In particular, priority should be given to assisting local governments and other stakeholders to embed sport as a tool for achieving priorities set out in local policies and strategies, as well as in bilateral and multilateral aid agreements

- Create an inter-agency task force for Sport for Development that serves to strengthen the capacity of Australia-based government departments, national sports organisations, development agencies and other partners to integrate international Sport for Development programs that use a rights-based approach and quality aid principles in their policies and strategies
- Improve AusAID's internal capacity to include sport as a tool for development at an operational level
- Support collaboration between regional organisations (for example, the Australian Sports Commission, National Olympic Committees, Sports Federations and relevant development agencies, including UN agencies) to create better links between sport development and Sport for Development
- Support Australia's representation on the Sport for Development International Working Group and contribute to the efforts of this group
- Consider the role of sport as a tool to support humanitarian efforts in emergency and post conflict settings.

2. Commit to supporting sports systems' capacity to provide high quality sport and play activities

The most effective Sport for Development initiatives often occur in a culture where sport is valued and access to sports opportunities is equitable. It is therefore important that the sport component of the activity creates a positive sporting experience for all participants. This includes being fun, well-organised, safe and non-discriminatory. Sport agencies should be supported to develop their capacity to deliver programs in this way.

Strategies include:

- Ensuring sports systems provide opportunities to all people, including girls, women and persons with disabilities
- Improving opportunities for participation in sports by people living in rural communities
- Supporting good governance for sports federations and civil society actors
- Building the capacity of sport actors, including Australian National Sporting Organisations, to provide support to social development programs.

The Australian Sports Commission and Australian National Sporting Organisations, many of which are members of Asian or Oceania regional confederations, are well positioned to offer assistance in these areas.

3. Commit to evidence-based practices, learning and development

Internationally, the evidence of sport as an effective tool for development is growing. There are still many areas that would benefit from more extensive research. The purpose of this research is to establish sport as a viable tool to contribute to development, rather than simply an ad hoc activity.

Strategies include:

- Allocating funds to invest in research (in addition to usual monitoring and evaluation) of sport as a tool for development
- Integrating sport into evaluation and research activities focused on non-sport areas. For example, research on education should consider the role and relevance of sport in education.

ANNEX A

Table 2: Sport for Development Timeline¹¹

1978	Sport and physical education is recognized as a fundamental human right
1979	Right of women and girls to participate in sport is affirmed
1989	Every child's right to play becomes a human right
1991	The unique role of sport in eliminating poverty and promoting development is acknowledged by the Commonwealth Heads of Governments
1993	UN General Assembly revives the tradition of the Olympic Truce
2001	UN Secretary-General appoints a Special Adviser on Sport for Development and Peace, Mr. Adolf Ogi – Subsequent appointment of the second Special Adviser Mr. W. Lemke in 2008

¹¹ Information in this table is adapted from Figure 1.1 Sport for development and peace timeline in: *Right to Play on behalf of the Sport for Development and Peace International Working Group, Harnessing the Power of Sport for Development and Peace: Recommendations to Governments*, (2008) p 4; It was updated by UNOSDP in August 2010.

2003	<p>The UN Inter-Agency Task Force on Sport for Development and Peace confirms sport as a tool for development and peace</p> <p>First Magglingen Conference on Sport for Development and Peace brings together policy makers affirming their commitment to Sport for Development and Peace</p> <p>First International Next Step Conference brings together Sport for Development and Peace experts and practitioners (The Netherlands) - Subsequent conferences held in 2005 (Zambia) and 2007 (Namibia)</p> <p>First UN General Assembly Resolution on Sport for Development and Peace - Subsequent Resolutions: A/Res/59/10 (2004); A/Res/60/8 (2005), A/Res/60/9 (2006) (UNOSDP to provide details for 2010 resolution), A/Res/61/10 (2006), A/Res/62/271 (2008), A/Res/65/L.4 (2010).</p>
2004	<p>Sport for Development and Peace International Working Group is established</p> <p>European Commission launches European Year of Education through Sport (EYES)</p>
2005	<p>UN Proclaims International Year for Sport and Physical Education (IYSPE)</p> <p>EU recognises the role of sport to attain the MDGs</p> <p>World Summit expresses its support to Sport for Development and Peace</p>
2006	<p>UN Secretary-General sets out the UN Action Plan on Sport for Development and Peace</p> <p>African Union launches the International Year of African Football</p> <p>Sport for Development and Peace International Working Group launches its Preliminary Report; Sport for Development and Peace: From Practice to Policy</p>
2007	<p>First African Convention recognizes the power of sport to contribute to education</p> <p>EU White Paper on Sport acknowledges the increasing social and economic role of sport</p>

2008	<p>Convention on the Rights of Persons with Disabilities enters into force, reinforcing the right of people with disabilities to participate on an equal basis with others in recreation, leisure and sporting activities</p> <p>Sport for Development and Peace International Working Group releases its final report <i>Harnessing the Power of Sport for Development and Peace: Recommendations to Governments</i></p> <p>Resolution 63/135 was adopted- welcoming the Integration of the Secretariat of Sport for Development and Peace International Working Group into UNOSDP.</p>
2010	<p>Sport for Development and Peace International Working Group Inaugural plenary meeting in Geneva</p> <p>MDG Summit- Sport recognised as a tool to help achieve the MDGs was highlighted in the outcome document.</p> <p>MDG Summit Roundtable- "The Value of Sport as a Development Tool"</p> <p>UN General Assembly passed resolution 65/L.4 (Sport as a means to promote education, health, development and peace).</p>