

Sportswatch

Spring 2017

What's Inside

From the QSport Office

Page 3

Get in the Game
2018 - 2020

Page 7

Cost of Cyber in Sport

Page 8

Australian Sports Foundation
2017 Sports Fundraising
Snapshot

Page 10

Sports Connection

Page 14

Community Sport
Think Tank offers options
on way forward

Page 15

Sporting legacies -
Three years on from the
Glasgow 2014

Commonwealth Games

Page 18



Queensland Sport Hall of Fame Legend Allan Border being interviewed by Channel Seven's pat Welsh at the recent QSport Sponsors and Supporters Dinner in the Queensland Cricketers' Club at The Gabba.

Sponsorship boost for QSport in 2017

Close to \$240,000 will be provided by an increased pool of sponsors in support of QSport activities this year via the annual Queensland Sport Awards / Hall of Fame Presentation on 30 November.

New sponsors in the Australian Institute of Company Directors (AICD) which provides governance training for QSport member State sporting organisation Board / Management Committee members, Beiersdorf which markets Elastoplast and Leuko products and Intrust Super which provides superannuation and income protection for sportspeople, have joined QSport's sponsors and supporters group since the State Budget.

Increased support from most existing sponsors, with notable additional support from the likes of the State Government and 4BC, will increase the chances of QSport reversing recent annual operating deficits stemming from the decision in 2013 by the then State Government to cut support for the State's major representative body for sport.

QSport CEO Peter Cummiskey has welcomed the additional support, acknowledging that sponsorship and philanthropic donations via the Australian Sports Foundation (ASF) and other funding provided by the State Government are vital to the continued delivery of services to members.

More on the ASF's record 2016-17 total of donations to sport on Pages 10-12



QUEENSLAND'S
NO.1 NEWS



By the time this spring edition of Sportswatch turns up for its regular leadership, we'll be into October and the finals of the country's two biggest sporting competitions in the AFL and the NRL will have come and gone for another year.

In earlier times, September was synonymous with footy finals and in terms of media coverage of sport here at least, not much else.

Sure the AFL and NRL finals probably enjoy even more coverage now, but in today's expanding sporting landscape, there's so much more going on.

At the time of drafting of this piece, the Matildas were filling regional stadia and winning friendlies against Brazil's female football elites, Lleyton Hewitt's Australian Davis Cup team was on the verge of making a Davis Cup final for the first time in yonks, Australia's super remunerated male cricketers were drawing a Test series with Bangladesh and losing to India in ODIs, Australian pro surfers were doing their thing in waters overseas and the list goes on.

Never has the Australian sporting landscape and the world sporting scene for Australians been more diverse, offered so much.

About now each year, this diversity has had Queensland sporting administrators thinking about who and what to nominate for the State's major promotion and recognition program in the annual Sport Awards for Queensland's outstanding sporting achievers and achievements over the past 12 months.

Nominations in the 11 Award categories closed in early October and judging panels will be into it during ensuing weeks to resolve finalists and winners to be announced and presented on Thursday evening, 30 November in the 23rd annual Sport Awards / Hall of Fame Presentation,

again in the Plaza Ballroom at the Brisbane Convention and Exhibition Centre.

While the QSport Office will have its head down coordinating preparation for this prestige event, it also will be rolling out a range of other activities following finalisation of deliverables required as a condition of continued Industry Peak Body (IPB) funding provided by the State Government through the Department of National Parks, Sport and Racing.

AICD sourced governance / financial management sessions, a further two Sports Leaders Mentoring Program sessions and a further Developing Industry Professionals workshop will be conducted during October / November to assist QSport member body Director and staff development.

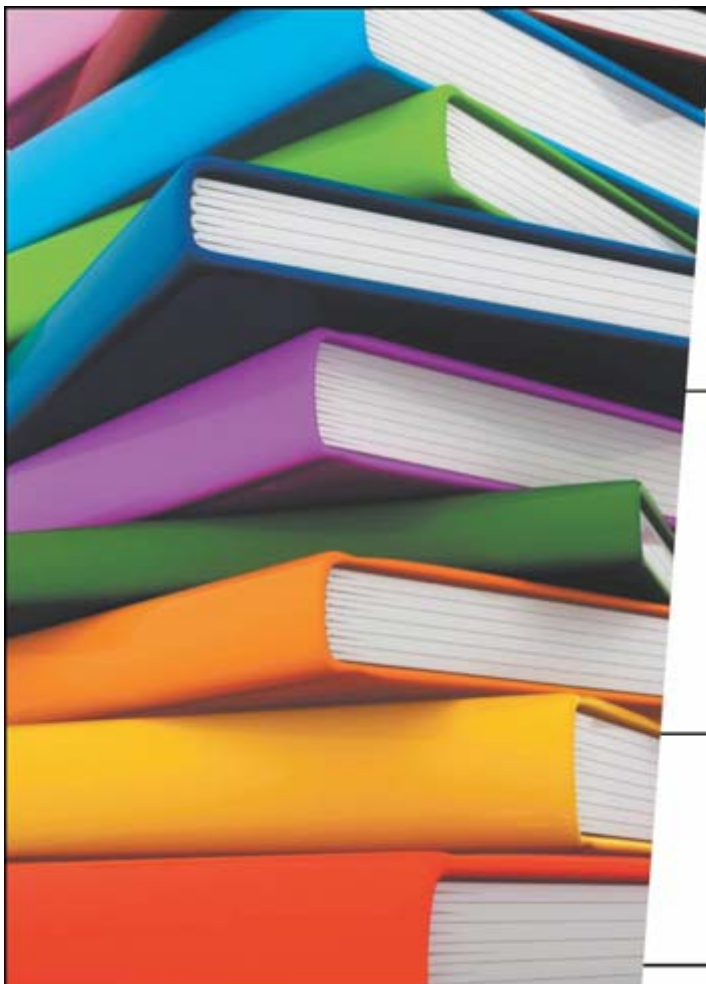
A Special General Meeting of QSport members is also on the cards later in the year as proposed changes to the QSport Constitution and aspects of 2018 QSport policy and program are considered before 2017 heads to its eventual close.

This will follow the next QSport Board meeting in mid-October which will receive reports from its Sport Group elected Board Directors on dialogue they will have had with the four QSport Sport Groups on Board proposed changes to the size and composition of the Board for 2018 and beyond.

With increasing media speculation about the timing of the next State election, members also will focus on issues / topics QSport will pursue in its Sport Policy Platform for transmission to the State's political parties with a view to gaining agreement to consider favourably following the election.

Plenty to ponder on, much to do for those in the QSport system as spring turns to summer.

Peter Cummiskey
CHIEF EXECUTIVE OFFICER



mullins
LAWYERS

Old-school
values.
Modern
solutions.

L 21, Riverside Centre
123 Eagle Street
Brisbane Qld 4000
Telephone 07 3224 0222
www.mullinslaw.com.au



ACTIVE
FREE
TWO
NATURAL
TONES
FIT
ADVENTUROUS
RELAXED
INSPIRED
HEALTHY

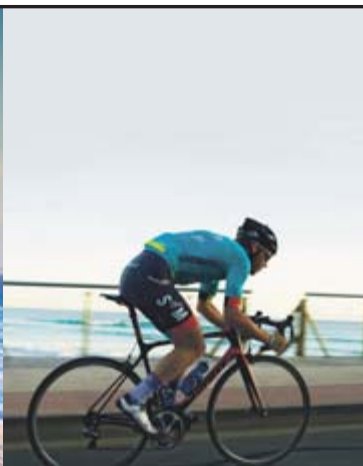
Be part of our active, healthy city and become a healthier you!

Whatever your fitness style, there is a free or low-cost activity to suit. Search the online calendar at www.brisbane.qld.gov.au/activeandhealthy for a full list of activities and locations.


Dedicated to a better Brisbane



inspired by lifestyle + driven by opportunity



WORLD-CLASS TRAINING ENVIRONMENT

With an enviable natural environment and world-class sport facilities, the Gold Coast is widely acknowledged as one of the best sports training locations in the world.

businesssgoldcoast.com.au

AUSTRALIA'S
GOLDCOAST.™

ED0040



THE CONTINUOUS CALL TEAM

FRIDAY, SATURDAY & SUNDAY ON 1116AM



LISTEN ON-AIR, ONLINE OR VIA THE APP

Elastoplast®

SPORT

PREVENTION IS BETTER THAN CURE.



Protect yourself against injury with the Elastoplast Sport range of sports medicine products. Exclusively used by the AIS, APA & Sports Medicine Australia and many other elite sports clubs across Australia.

For all your Sports Medicine needs.

Available from your Local Pharmacy or Grocery Store or Sports Medicine Wholesaler

- RIGID STRAPPING TAPES
- ELASTIC ADHESIVE BANDAGES
- HOT&COLD PACKS
- MOUTHGUARDS
- KINESIO TAPES



www.elastoplastsport.com

Official Taping Supplier



OFFICIAL SUPPLIER



MAJOR SPONSOR



Always read the label. Use only as directed. If symptoms persist see your healthcare practitioner.

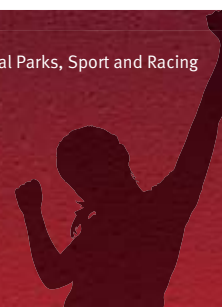
Customer Service: 1800 269933 toll free

©=Reg. tm. Beiersdorf AG.

Beiersdorf

Get in the Game

2018-2020



The Queensland Government's **Get in the Game 2018–2020** provides \$125.5 million for grassroots sport and active recreation in Queensland.

Get Started Vouchers

Get Started Vouchers assist eligible children and young people with a voucher that provides up to \$150 to help with the costs for membership and participation fees. The vouchers can be redeemed at local sport and active recreation clubs.

Program dates						
	Round 11	Round 12	Round 13	Round 14	Round 15	Round 16
Applications open	24-Jan-18	25-Jul-18	Jan-19	Jul-19	Jan-20	Jul-20
Vouchers expire (must be presented to a registered club by)	11-May-18	16-Nov-18	May-19	Nov-19	May-20	Nov-20
Voucher redemptions close (clubs must redeem by)	25-May-18	30-Nov-18	May-19	Nov-19	May-20	Nov-20

Get Planning Spaces

Get Planning Spaces provides funding of up to \$100,000 for organisations to develop quality infrastructure planning to improve the quality of decision making and strategic planning for sport and recreation infrastructure across Queensland.

Program dates			
	Round 1	Round 2	Round 3
Applications open	12-Feb-18	Feb-19	Feb-20
Applications close	18-Apr-18	Apr-19	Apr-20
Announcement of successful projects	Jun-18	Jun-19	Jun-20
Successful projects can commence	Jul-18	Jul-19	Jul-20

Get Playing Plus

Get Playing Plus provides funding contributions of \$200,000 to a maximum of \$1.5 million for projects that are new or upgraded places and spaces which increase participation, meet service gaps and address community needs for sport and active recreation.

Program dates	
	Round 3
Applications open	Feb-19
Applications close	Apr-19
Announcement of successful projects	Jun-19
Successful projects can commence	Jul-19

Get Going Clubs

Get Going Clubs provides funding to support local and regional not-for-profit sport and recreation organisations with a one-off grant of up to \$7,500 towards projects that improve club capabilities.

Program dates			
	Round 7	Round 8	Round 9
Applications open	2-Jul-18	Jul-19	Jul-20
Applications close	31-Aug-18	Sep-19	Sep-20
Announcement of successful projects	Nov-18	Nov-19	Nov-20
Successful projects can commence	Jan-19	Jan-20	Jan-21

Get Playing Places and Spaces

Get Playing Places and Spaces provides funding of up to \$150,000 to assist with the development of places and spaces so that more Queenslanders are encouraged to become involved in the sport or active recreation activity of their choice.

Program dates			
	Round 7	Round 8	Round 9
Applications open	2-Jul-18	Jul-19	Jul-20
Applications close	31-Aug-18	Sep-19	Sep-20
Announcement of successful projects	Nov-18	Nov-19	Nov-20
Successful projects can commence	Jan-19	Jan-20	Jan-21

Female Facilities Program

Female Facilities Program provides funding up to \$500,000 to build or upgrade fit-for-purpose amenities and change room facilities to encourage greater participation in sport and active recreation activities by women and girls.

Program dates	
	Round 1
Applications open	3-Oct-17
Applications close	1-Dec-17
Announcement of successful projects	Feb-18
Successful projects can commence	Apr-18

For more information visit www.qld.gov.au/recreation/sports/funding/getinthegame

Cost of Cyber in Sport

New legislation surrounding a national mandatory data breach notification scheme looks set to provide the impetus for governing bodies to place cyber security front and centre of board discussions in 2017.

24,000 ransomware attacks occur in Australia each day, costing between \$420-\$700 per incident; and losing organisations 13.7 hours per attack (Symantec Internet Security Threat Report 2016). Sporting bodies are often easier targets due to less stringent security protocols and easier-to-crack networks. The importance and relevance of cyber insurance is increasingly recognised in board rooms – helped in no small degree by the level of publicity surrounding major cyber security breaches across the globe.

If hackers are in a position to influence the US Presidential election and bypass the security protocols of some of the world's leading companies, there's no room for complacency in the Australian sporting sector. And while there's no doubt that the risks are better understood at corporate level than ever before, it's not uncommon for sporting bodies to underestimate their level of exposure.

We would expect that to change further in 2017, however, following the Senate's passing of new legislation on a mandatory data breach notification scheme in February. This is likely to come into force this year and, put simply, it's a game-changer. There will soon be no place left to hide for both corporate and sporting entities that don't take the cyber security threat seriously.

The value of cyber insurance is most clearly



SPORTSREADY
EDUCATION & EMPLOYMENT

ARE YOU LOOKING FOR A NEW STAFF MEMBER?

WHY NOT TRY A TRAINEE?

It's an affordable and hassle free option for sporting bodies, clubs and any potential employers. As the legal employer we take away the HR headache.

Go on, provide a young person with the opportunity to enter the workforce and gain a qualification.

Contact Shane Johnson and let us do the work for you.
Phone: (07) 3217 3500 Mobile: 0415 599 615
Email: shane.johnson@afisportsready.com.au

AFLSPORTSREADY.COM.AU



Audi Centre Brisbane

The epicentre of power.
A quick introduction to the Audi SQ7.

900 Nm of torque. 320 kW of power. 0-100 km/h in 4.9 seconds. Meet the fastest accelerating diesel SUV* Australia has ever seen.

Audi Centre Brisbane is a proud supporter of QSport. Experience the power of the Audi SQ7 today.

570 Wickham Street, Fortitude Valley QLD
Ph: (07) 3251 8222 - audicentrebrisbane.com.au

*Source: Jato November 2016. Overseas model shown with optional equipment and in Audi exclusive Garnet red, pearl effect paint. D/L 4074210

recognised with regard to privacy. The costs attached to losing members personal data are high – the average cost of each individual lost or stolen record in Australia was calculated to be \$142 by IBM and the Ponemon Institute in 2016 (Ponemon Institute 2016 Cost of Data Breach Study: Australia).

Providing protection against such losses is often considered the essential element of cyber insurance, but there's more to it than that. Cyber insurance also provides protection against liabilities arising from not only fines for a breach, but loss of employee, member and company data, and loss of income while systems are down, or being investigated and repaired.

As with other areas of insurance, the best way to minimise premium costs is to have demonstrable evidence that best practice is being adopted in terms of data security, staff, committee and contractor training, breach response plans, penetration testing and vulnerability assessments.

We live in interesting times. With the movement of membership and payment database systems

moving 'online', sporting bodies are now in the firing line, when it comes to a privacy breach. Sporting bodies should not be fearful of the threats to their cyber security, but must place an onus on caution and vigilance around data protection and how they conduct their business in a connected environment. Preparation for such incidents should be a way of life for all sporting boards and committees, with cyber insurance part of a holistic risk management program.

Terry Berryman
Brisbane Office, Arthur J. Gallagher

DATE CLAIMER

**23rd Queensland
Sport Awards/Hall of Fame
Presentation, Brisbane.**

THURSDAY 30TH NOVEMBER

For details email admin@qsport.org.au

Shining a light on your insurance risks.

While the sport and leisure industry is considered a complex sector where insurance is concerned, Arthur J. Gallagher is well placed to provide a specialist insurance solution for your organisation.

Our brokers can help to map out the game plan of your risks, provide mitigation strategies, and identify insurance solutions to support your organisation all the way to the winner's circle.

Make Arthur J. Gallagher part of your game plan today.

1800 776 780
ajg.com.au/sport



Arthur J. Gallagher
BUSINESS WITHOUT BARRIERS™
Incorporating OAMPS Insurance Brokers

2017 SPORTS FUNDRAISING SNAPSHOT

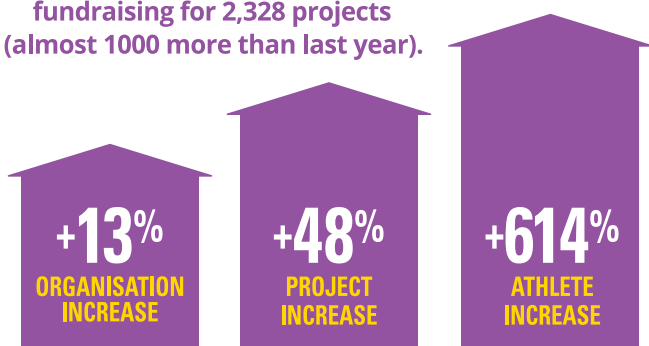
In the 2016/17 financial year, donations to sport increased from \$32 million to
A RECORD BREAKING \$44.75 MILLION

The number of Aussies who donated almost doubled from last FY, with 19,172 donations made to support the sports we play, watch, and love.

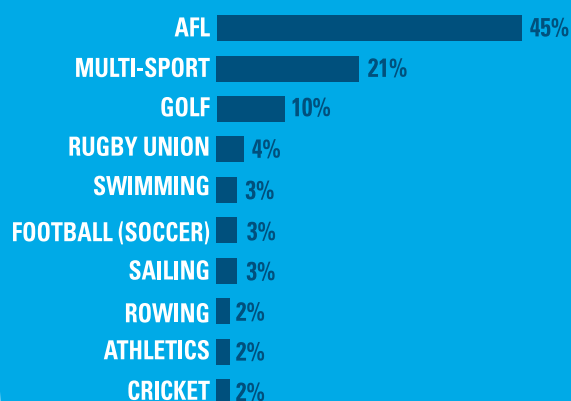
1,149 ORGANISATIONS

AND 179 ATHLETES

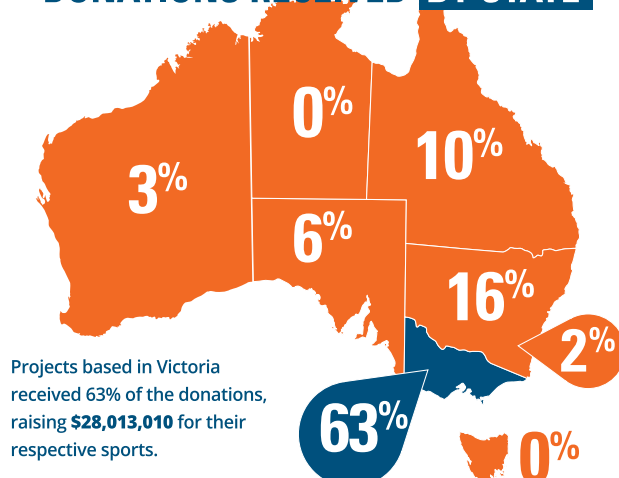
fundraising for 2,328 projects
(almost 1000 more than last year).



10 HIGHEST GROSSING SPORTS



DONATIONS RECEIVED BY STATE



AVERAGE \$\$ RAISED

PER ORGANISATION



**OUR HIGHEST GROSSING
ORGANISATION RAISED A MAMMOTH**

\$5,134,680

TWO ORGANISATIONS RAISED OVER

\$4,000,000

SEVEN ORGANISATIONS RAISED OVER

\$1,000,000

\$2,456,824

Helped fund social inclusion through sport.

41%

benefited
disadvantaged
Aussies

40%

people with
disability

15%

women & girls
sports

4%

Aboriginal & Torres
Strait Islanders

1%

LGBTQ+
Community



BIGGEST ALL STARS

Some sports saw a massive increase
in donations compared to last year.



Donations to Cricket
increased by
2900%



Donations to Athletics
increased by
1857%



Donations to Canoeing
increased by
768%

**FOR THE FIRST TIME EVER, GRASSROOTS SPORTS
RECEIVED THE HIGHEST NUMBER OF DONATIONS!**

61%

**OF DONATIONS
WERE MADE TO
GRASSROOTS CLUBS!**

Up from 39% in 2015/16 financial year.

20%

of donations were made to
peak and professional sports.

19%

of donations were made to National
and State Sporting Organisations.



THE AVERAGE DONATION AMOUNT

under \$500	Overall	under \$100
\$97	\$2,330	\$34

DONATION AMOUNTS



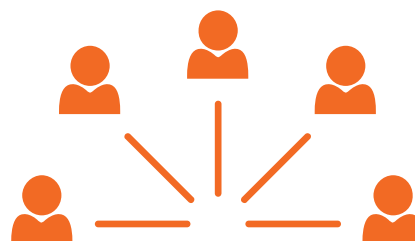
\$1,207,985

Raised for sport through

ADD-ONS

Adding donations to memberships, event tickets or registration fees proved to be a popular method for projects fundraising, with the \$\$ amount nearly doubling from last financial year.

CORPORATE AND TRUST DONATIONS



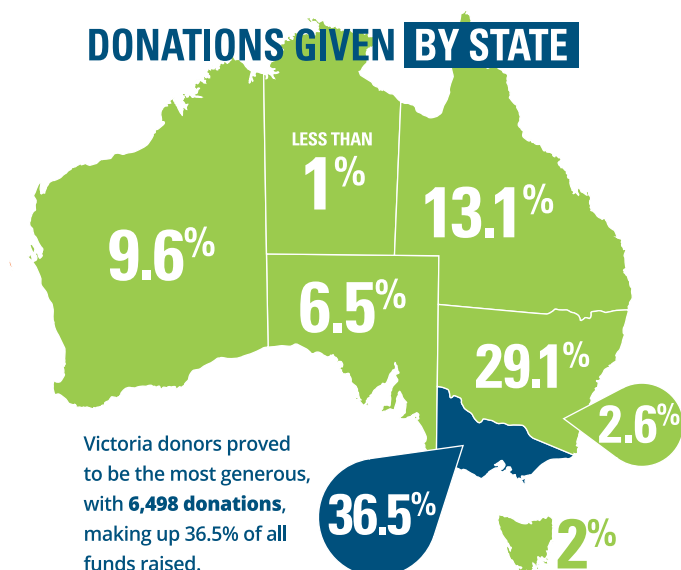
1,485 corporate donations were made, totalling

\$10,664,012

215 Trust and Foundation donations were made, totalling

\$10,003,127

DONATIONS GIVEN BY STATE



For your board, your club, your sport

We provide world-class governance training and advice that will help your board perform inside the clubhouse, so that your athletes can perform on the field.

Enhance your performance at companydirectors.com.au/qsport

AUSTRALIAN INSTITUTE
of COMPANY DIRECTORS

080571137

Booked your end of year party yet?

Ask about our packages.

Let's Talk. Call 07 3308 3063, email sales@bcec.com.au or visit bcec.com.au

Owned by South Bank Corporation. Proudly managed by AEG Ogden.

 **BRISBANE**
convention
& exhibition
CENTRE

SportsConnection

With childhood obesity levels rising and sedentary lifestyles becoming the norm, it is essential for young people to get active. Being involved in a sporting team at a young age increases social opportunities, and builds an active and healthy culture. This has a long lasting impact on a child's future as it increases their chances of being an active adult.

As a Health and Physical Education teacher and Sports Coordinator; and founder of SportsConnection, Richard Rodgers aims to provide as many sporting opportunities as possible for his students to get maximum student involvement, however he was continually restricted by the number of coaches, referees/umpires, sports medics and instructors that were available when and where he needed them. This issue leads to the Sports Coordinator spending many hours emailing and phoning contacts and sporting associations desperately trying to find someone who is available to coach or referee; and when no one is available the sporting team misses out.

Thus, schools and clubs/organisations are forced to reduce the number of teams offered, resulting in a reduced number of students being able to participate in regular sporting activities. This ultimately decreases physical activity opportunities within the school environment, which in turn means that schools and clubs/organisations fall short of their mission to decrease obesity and build healthy, active habits amongst school students that lasts a lifetime.

Unfortunately, this situation is the reality for many high schools. Many years ago, they could rely on teachers or parent volunteers to take a team, however with increasing pressures and time constraints placed on teachers and a significantly reduced number of parental availability, schools are constantly looking for suitably qualified outside providers.

SportsConnection was formed to provide a solution for sport providers to find work and

create an easy option for schools and clubs/organisations to forge connections with qualified sports providers.

Coaches, referees, instructors and sport medics are able to create a free online profile that is up-dated by them, ensuring accurate and current information is always available. It is one-stop-shop for schools and clubs/organisations, allowing them to search for individuals by location, availability and qualifications. This cuts down on administration tasks, reduces time wastage. Ultimately, increasing physical activity opportunities by allowing schools and clubs/organisations to provide more sporting opportunities and teams.

This is a win, win situation for all involved.

Schools and clubs/organisations are able to find qualified sport facilitators quickly and easily.

Coaches, referees/umpires, instructors and medics now have a facility to advertise their expertise and find casual employment.

Parents are pleased that schools and clubs/organisations are able to offer maximum teams allowing a greater number of students to be selected for sporting teams.

Most importantly, our children, students and athletes have more sporting opportunities available to them.

In order for SportsConnection to reach its goals of providing more sporting opportunities for children by making it as easy as possible for schools and clubs/organisations to connect with sport facilitators, we must build the ultimate database of quality sporting professionals in Queensland.

Our mission, goals and objectives are aligned, so let's work together to build a healthier world for our young people.

Community Sport Think Tank offers options on way forward

One of the highlights of a thought provoking few days in late July in Melbourne called the National Sports Convention was a first day, invitation only community Sport Think Tank attended by the five CEO's of the mainland State sports federation members of Community Sport Australia.

The Think Tank concept was the brainchild of the overall convention organiser Martin Sheppard and for mine, it was time well spent listening to a number of inputs on not only what confronts administrators in Australia striving to enhance sport and physical activity participation but also how top level government sport and recreation leaders from the likes of England, New Zealand and Canada are adjusting their efforts to engage with their citizens as consumers.

Like others in the room on the day, Australian sports federation CEO's are used to governments here pushing for sports to change, to innovate, to adapt to meet challenges to maintain and enhance participation in the national interest.

That said, knowing what others overseas in similar developed environments like ours are up to in addressing physical inactivity levels in those countries provides plenty of food for thought.

It is interesting in itself that the three overseas based inputs came from other Commonwealth countries whose elite athletes will be here on the Gold Coast in six months time competing for places on the inevitable medal tally tables that such events exhibit.

While medal table prominence is of short term interest, the physical activity / sport and recreation participation placings are ongoing interest and concern and more important in the long term.

The overseas inputs suggest those countries government sports administrations are on a wavelength that Australia needs to explore further, something the National Sports Plan and Australian State sports strategies might be more reflective of in the future.

Next year's expanded National Sports Convention, again in Melbourne in July, should be as interesting as this year's, given the National Sports Plan should be out and about and enable all who attend to determine what of the overseas inputs shared in 2017 with Australian sports system administrators, government and industry based, has been marked for pursuit in the Australian environment.





Kwik Kopy
Corporate Design
& Print Solutions

Turn a print emergency into a print solution!

You know that day's coming: a print emergency.

We deliver on-time, thrive under pressure and always produce a professional result.

So next time you've got a problem, know that with Kwik Kopy, it's a problem solved.

Something for everyone

- GRAPHIC DESIGN
- BUSINESS PRINTING
- LARGE FORMAT
- MARKETING SERVICES
- DIRECT MAIL
- WEB2PRINT

Central Brisbane Group
 • Queen St, Brisbane CBD
 • Fortitude Valley • Toowong
brisbane.kwikkopy.com.au



LIVE A CRYSTAL LIFE

WATERFORD
WATERFORDCRYSTAL.COM.AU



Brisbane's Premier Dining Destination

Multi-award winning restaurant Bacchus offers outstanding modern Australian creations with superior service, and now celebrates the arrival of Italian culinary artist Massimo Speroni as newly appointed Head Chef of Bacchus.

For reservations phone (07) 3364 0837
www.bacchussouthbank.com.au


BACCHUS
 RESTAURANT • SOUTH BANK

— *Introducing* —

XXXX GOLD AUSTRALIAN PALE ALE

FOR WHEN THERE'S MORE SIRLOIN THAN SNAGS



MID STRENGTH. CRISP FINISH.

Get the facts
**DRINK
WISE**
.ORG.AU

Sporting legacies - Three years on from the Glasgow 2014 Commonwealth Games

**Dr Alana Thomson and Dr Millie Kennelly,
Griffith University, Gold Coast, Queensland**

*"Legacy doesn't just happen to you, it happens by
you getting involved and making things happen"*
David Grevemberg, 2014

The sporting legacies of large-scale sport events is a relatively new topic for researchers, really only kicking off about a decade ago, but quickly gained momentum. The London 2012 Olympic Games and the Glasgow 2014 Commonwealth Games have provided unique opportunities for sport event researchers as these events have specifically incorporated objectives to encourage behaviour change and leave a lasting legacy of increased physical activity and sport participation. The fruits of this research have emerged over the last few years, providing invaluable information about the relationship between large-scale sport events, designed to showcase elite sports performance, and the health and wellbeing of community, often considered to be linked to physical activity and sport participation. However, there are important considerations in terms of what needs to happen through, and in conjunction with, an event, if sporting legacies are desired.

The research tells us sporting legacies do not happen automatically. There is no 'trickle-down effect' as commonly assumed over the last few decades. If sporting legacies are desired, stakeholders across the sports system need to identify the opportunity and work together to leverage a large-scale sport event, implement specific initiatives to develop the sporting experiences on offer and be prepared to cater for increases in demand. This investment of time and resources should ideally be part of longer-term plans for sport development which emphasise engagement with the community levels of sport [1], because at the end of the day, this is where increases in sport participation are most likely to be activated and sustained [2].

While these steps may seem very straight forward on paper, those of us familiar with sporting

contexts know that ideas like investing resources, development and engagement can be challenging when resources are limited and our sports rely on the efforts of many organisations which often have different ideas and ways of doing things. It is not surprising then, that while researchers have identified these things need to happen, there are only limited examples of sporting stakeholders attempting to strategically leverage a large-scale sport event for the purpose of realising sporting legacies [2]. The Glasgow 2014 Commonwealth Games (G2014) is one example where sport stakeholders saw a tremendous opportunity presented by hosting this event and implemented a range of initiatives to activate the G2014 opportunity to secure sporting legacies. Here we take a brief look at the official legacy program and the initiatives taken by Netball Scotland, and the outcomes it is seeing three years down the track.

Glasgow 2014 Commonwealth Games: Legacy programming

Both the Glasgow City Council and Scottish Government wanted G2014 to secure an 'active legacy' through the improved provision of active infrastructure, promotion of sports participation and physical activity and improvement of Scottish sporting success [3]. To achieve this, both levels of government sought to enhance and accelerate existing sport and exercise policies and use G2014 as a catalyst to encourage more people to participate.

The overarching legacy plan included tangible infrastructure such as upgrading existing venues and constructing many new venues for multi-use to cater for both international events and local community use, with comprehensive business plans in place for venue management. In addition, funds were available to communities to improve active spaces (e.g. skate parks, outdoor adventure facilities, walking routes). Concurrently, intangible infrastructure was prioritised through a Community Sports Hub program which encouraged local sports to work together with schools and community organisations to find synergies and strengthen local sport provision.

Existing programs were also ramped up to recruit and upskill community sport coaches and volunteers across the 17 G2014 sports. Both levels of government invested in programs to encourage active travel, to support school sport and physical education, and to improve high performance sport.

In terms of outcomes, the Scottish Government's Post Event Evaluation (2015) indicated venues were balancing the competing needs of community and elite sport users, and overall attendances and satisfaction were up compared to previous years. In addition, there was reported increases in the use of and satisfaction with active infrastructure projects. In terms of the Community Sports Hubs, 994 individual clubs were participating in 142 Hubs at the time of the 2015 report. The general consensus was that the Hubs had improved collaboration between local clubs, enhanced people's skills in running their clubs and opened up volunteering opportunities. Some 20,000 coaches and volunteers were awarded accreditation between 2009/10 – 2013/14. These investments in tangible and intangible community sport infrastructure are considered to have combined with the inspirational effects of G2014, and led to an 11% increase in membership for the 17 featured sports between 2011/12 – 2014/15. This included a 58% rise in membership figures for Netball Scotland. Both membership of, and attendances at community fitness and swimming facilities in the host city of Glasgow also nearly doubled between 2012 and 2015.

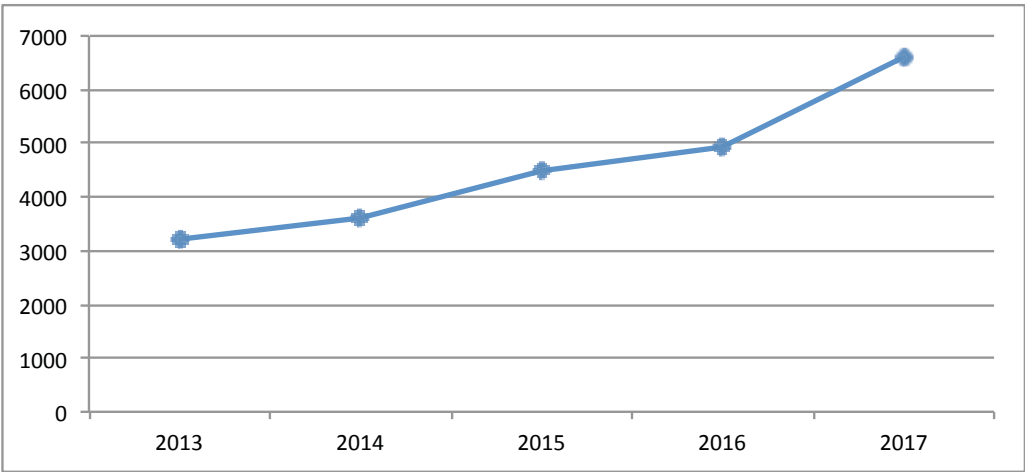
While these figures certainly paint a picture of impact at the local level of community sport, the

Post Event Evaluation was careful to highlight that due to the multiple influences on population level health data, substantial increases in memberships and attendances cannot be expected to translate into population level increases in participation. Despite this caution, and despite Scottish sports federations such as netball and athletics reporting continued membership growth off the back of G2014, a Scottish Parliamentary Committee report released earlier this year concluded that, "most witnesses and the Scottish Health Survey do not perceive there as being an achieved active legacy" [4].

Netball's sustained bounce

Netball Scotland: As a minority sport in Scotland, with a national team (the Thistles) which had not competed at any previous Commonwealth Games, Netball Scotland's small team of staff identified G2014 as an invaluable opportunity to showcase netball to the Scottish community through a proactive media and communications strategy. The strategy aimed to build membership and active participation, and encourage political support and financial investment in netball. Netball Scotland rolled out a sustained media campaign, both independently and with the G2014 delivery partners. Netball Scotland resourced this initiative through the dedication of a press officer to work with the Thistles to deliver a range of content to engage a female audience. The sport enjoyed unprecedented levels of media coverage and set out a plan to capitalise on the momentum post-G2014. This post-event activation included working with community clubs to roll out the UK's 'Bounce Back to Netball' Program to provide a recreational sport opportunity to encourage

Figure: Netball Scotland membership increases (2013-2017)



Source: Netball Scotland Annual Reports

women and girls to re-engage with the sport of netball as players, coaches, officials or volunteers. From the year leading up to G2014 until this year, Netball Scotland has more than doubled its membership, and attributes much of this success to the development initiatives implemented to activate the opportunity presented by G2014.

Concluding Comments

The available research emphasises that hosting events does not automatically secure legacies for sport, and that the grouping together of expectations which are really quite diverse (i.e. increasing membership of local sport clubs and increasing population level health statistics) can be problematic. The G2014 case study highlights that with the right mix of initiatives across government and sport stakeholders, sporting legacies can be realised and sustained over the longer-term. This means, if we want to secure sporting legacies from hosting an event, like our upcoming Gold Coast 2018 Commonwealth Games, we need to make sure we are working with our key stakeholders (i.e. government funders and local clubs) to identify the opportunity and set into play innovative strategies which complement the strategic direction of our

sports. In this way, we see that events like the Commonwealth Games are not magic bullets, or distractions from our core business, but instead are powerful catalysts, which if used smartly, can help us maximise the development outcomes we are seeking to achieve.

For further information, please contact alanakthomson@gmail.com

References

1. Reis, A., et al., *Sport Participation Legacy and the Olympic Games: The Case of Sydney 2000, London 2012 and Rio 2016*. Event Management, 2017. 21: p. 139-158.
2. May, T., S. Harris, and M. Collins, *Implementing community sport policy: Understanding the variety of voluntary club types and their attitudes to policy*. International Journal of Sport Policy and Politics, 2013. 5(3): p. 397-419.
3. Social Research, *An Evaluation of Legacy from the Glasgow 2014 Commonwealth Games: Post Games Report*. 2015, Scottish Government Communities Analytical Services Division and the Games Legacy Evaluation Working Group: Scotland.
4. The Scottish Parliament Health and Sport Committee, *Sport for Everyone Interim Report*. 2017, Scottish Parliament: Scotland.



**intrust
super**


supports



SPORT
serving Queensland sport

**200 Million
Years of History**

GRANITE BELT



WINE SHOWCASE
MAGAZINE TASTING
94
POINTS

SIRROMET

sirromet.com

Representing Queensland community clubs



Looking for direct contact with the largest not-for-profit sector in Queensland?

Become an associate member of Clubs Queensland today.

CONTACT

Bob Cordwell: 3252 0770
bob@clubsqld.com.au

WE ARE
HERE
TO HELP



supports



Start fundraising for
your sport today!

Apply online
asf.org.au

Join almost 800 clubs and organisations who have partnered with us and taken advantage of tax deductible, crowd funding and community-focused fundraising for sport.

Australian
Sports
Foundation

mycommunity
directory.com.au



proudly supported by
Community Information Support Services

supports





Queensland Recreation Centres provide modern sporting facilities and accommodation for your group in two iconic locations.

Our services include:

- All-inclusive sports camps
- Facility hire
- Accommodation
- Corporate team building
- Delicious healthy catering

Book now for your next adventure on the Gold or Sunshine Coast!

www.npsr.qld.gov.au/qldrec



Queensland Government

Brisbane SPORTS HOUSES

Brisbane CBD fringe venues at Milton and Woolloongabba

Sports Houses offer accessible and cost effective venues for sport and recreation groups to meet with rooms for small to large groups available 7 days per week.

For booking enquiries please contact Marie by email: marie.lonergan@npsr.qld.gov.au or at the phone number below.

Queensland Government Sports Houses—supporting the sport and recreation industry for 20 years.



Milton | 150 Caxton Street, Milton QLD 4064
South | 866 Main Street, Woolloongabba QLD 4004
W: www.npsr.qld.gov.au | T: 07 3235 4797 | F: 07 3239 0000



Queensland Government



KONICA MINOLTA

Giving Shape to Ideas

Add Instant WOW Appeal to your ideas

Our award-winning solutions are the backbone of Konica Minolta's outstanding reputation for perfect results, outstanding quality, smooth processing and impeccable reliability.

At Konica Minolta, we are committed to offering the most advanced solution to help print professionals reduce costs, boost productivity, enhance workflow and control colour consistency.

To find out more call **1800 789 389**
or visit **konicaminolta.com.au**

The Courier Mail **the Sunday Mail**

The best team in sport delivered daily.

50% off 7 day home delivery and full digital access for the first 12 weeks.*



\$6 per week for the first 12 weeks. Min.cost \$24*

📞 1800 102 096

🌐 couriermail.com.au/deal

*Digital Membership + 7 DAY Delivery to be billed the following amounts 4 weekly: for the first 12 weeks, min.cost \$24 and then min.cost \$48. Renewals occur unless cancelled in accordance with the full Terms and Conditions. Not in conjunction with any other offer. New customers only. Offer is only available where normal home delivery exists for QLD residents and not where additional freight is ordinarily charged. Full offer terms and conditions apply – see www.couriermail.com.au/subscriptionterms for full details.