AUSTRALIA

Capital: Canberra | Population: 26 million
Lead body for sport development: Australian Sports Commission

Government Support  C-
Elite Sport Rank  7
Elite Sport Rank Per Capita  9
Youth Sport Participation Grade  B-

Sport in Australia has been baked into the national identity since the early Colonial era, defined by its embrace of both organized sports (Australian Rules Football, soccer, rugby, cricket, netball, tennis) and unstructured activities (surfing, biking, skateboarding, among others). The nation has found some success in effectively structuring its ecosystem, in which community-driven organizations are supported by public investment and federal and state sport bodies.

The Australian Government’s Ministry of Sport, housed in the Department of Health’s Office for Sport, is the primary entity responsible for guiding sport development. The Ministry of Sport oversees the Australian Sports Commission (ASC) and the Australian Institute of Sport, the entities responsible for the mass sport movement and the elite sport system, respectively. The ASC supports and invests in sport at all levels. The ASC works across local, states and territories, as well with sport institutes/academies, sport clubs, schools, recreation centers, national sport organizations (NSOs), and the Australian Olympic Committee to create opportunities from grassroots community level to high performance. Australian governments at the federal, state/territory, and local levels annually invest more than AU$1.3b ($887m USD) in sports to encourage community participation, high performance, new infrastructure, major events, and a more robust sports industry.

Sport 2030 is the national policy that guides sport in Australia. The goal of this strategy is for Australia to be the world’s most active and healthy sporting nation, known for its integrity and sporting success. The four priorities are: building a more active Australia, achieving sporting excellence, safeguarding the integrity of sport, and strengthening Australia’s sport industry. NSOs are responsible for the development of their sport in Australia and work closely with the ASC to achieve the Sport 2030 goals. Funding is only provided to recognized NSOs with current strategic plans that align with the National Sport & Active Recreation Policy Framework, which guides cross-jurisdictional cooperation of public policy and program development for the sport and active recreation sectors; the framework includes a commitment to diversity, equity, and inclusion. NSOs report to the Australian Olympic Committee (AOC) and to the ASC.

The Australian Olympic Committee is the private, not-for-profit organization that funds, selects, and sends teams to represent the nation in the Olympic and Paralympic Games. Still, its objectives include encouraging “the development of sport for all for the health, wellbeing and other benefits to all individuals in Australia” and “the development of high performance sport as the pinnacle of the benefits of sport participation.” Sport Integrity Australia, a separate government funded entity, handles all issues of fairness and safety in Australian sport, including anti-doping, competition manipulation, safeguarding, and sports wagering.

WHAT WE LIKE

The Australian Sports Foundation (ASF) is the nation’s leading non-profit sports fundraising organisation and charity – and the only organisation in Australia to offer a Deductible Gift Recipient status for sport. This tax-deductible benefit, according to the ASF, has helped distribute hundreds of millions of dollars to thousands of Australian sporting organisations, clubs and athletes. The ASF also provides tools, resources and individual support, to help organizations from the grassroots to elite sport realize their fundraising goals.
Most grades in Youth Sport Participation and Government Support categories are drawn from a 2022 report prepared by the Active Healthy Kids Global Alliance, a not-for-profit comprised of researchers, health professionals and stakeholders who work together to advance physical activity in children and adolescents around the world. Report cards for the 57 countries evaluated are based on a harmonized framework and standardized grading rubric, as reflected in the Global Matrix 4.0. A grade of C, for instance, means a country is “succeeding with about half (47-53%) of children.” The Government Support grade is given by experts in that country based on “evidence of leadership and commitment” by government in providing physical activity opportunities or participation of children and adolescents through policy, legislation or regulation. No grades were offered in the Global Matrix report for Government Support for Norway, Germany, the United Kingdom and the U.S., so the Aspen Institute consulted experts in each of those countries to offer one, using the same criteria. In the U.S., the “D” grade was the weighted grade offered by 90 experts engaged with Project Play, including youth sport industry leaders at the NextUp Conference hosted by LeagueApps. The Elite Sport Rank and Elite Sport Rank Per Capita categories are drawn from Greatest Sporting Nation, a website that analyzes elite international competition results in Olympic and other sports, not including those that involve animals or cars. The first category is a measure of the total number of athletes and teams in 2022 who performed well in competition, while the latter calculates results relative to a nation’s total population.