



The life of the beach.

**Ensuring Australia's sporting
system remains prepared for the
challenges for the future.**

**Submission to
The Independent Sports Panel**

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Surf Life Saving Australia

Australian Sport Review

1. INTRODUCTION

Surf Life Saving Australia (SLSA) considers it is unique amongst Australian National Sporting Organisations (NSOs). Given its iconic and century long involvement in the provision of community safety and wellbeing along with its proud sporting history, SLSA is acutely aware of the benefit that sport plays in, and contributes to, the Australian Community. This benefit assists in both supporting a healthy, active nation as well as in building national pride through successful high performance athletes.

In responding to this current review into Australian Sport, SLSA has chosen to respond directly to the terms of reference (TOR) set out in the Independent Sports Panel's review, namely:

- Ensure Australia's Continued Elite Sporting Success
- Better place sport & physical activity as a key component of the government's preventative health approach
- Strengthen pathways from junior sport to grass roots community sport right through to elite and professional sport
- Maintain Australia's cutting edge approach to sport science, research and technology
- Identify opportunities to increase and diversify the funding base for sport through corporate sponsorship, media and any recommended reforms such as enhancing the effectiveness of the Australian Sports Foundation

Before addressing the terms of reference, we provide an overview of SLSA as a community service and a sport.



2. BACKGROUND – WHO WE ARE & WHAT WE DO

2.1 SURF LIFE SAVING AS A COMMUNITY SERVICE

Surf Life Saving Australia (SLSA) is Australia's major water safety and rescue authority and is one of the largest volunteer organizations in the country. Our mission is "to provide a safe beach and aquatic environment throughout Australia".

SLSA's lifesavers are the guardians of Australia's largest and most popular playground – our beaches which attract 80+ million visitations every year.

SLSA and its State Centres provide patrol services on 400 of the 11,560 beaches around Australia's 36,735km of coastline.

In addition to this core service and responsibility, SLSA also contributes to the community by:

- training volunteer surf lifesavers and paid lifeguards to undertake rescues, administer first aid and take preventative actions to keep our beaches safe;
- developing and implementing community and school education programs, including to regional and rural communities;
- providing helicopter, inshore, jet and offshore rescue boat services; and
- managing and delivering surf sports programs and events, including the Australian Surf Lifesaving Championships.

SLSA is a volunteer based organisation. Its services are provided by surf lifesavers who complete surf patrols in their own time- usually a half-day patrol every 2- 3 weeks.

Our total membership of over 140,000 , 43% of which are females, is spread across 306 affiliated surf lifesaving clubs in every Australian State and the Northern Territory. SLSA also has over 500,000 registered supporters.

Around 40,000 members actively patrol our beaches and a further 50,000+ are 'nippers' (junior surf lifesavers aged from 5 to 13). Surf lifesavers carried more than 13,642 rescues in the 2007- 08 season, taking to more than 540,000 the total number of lives saved since the formation of the original surf lifesaving association in 1907

SLSA also provides around 70 per cent of the nations paid lifeguard services, contracted to local government or resort operators throughout Australia. In 2007-08, SLSA's Australian Lifeguard Service (ALS) lifeguards were involved in 1,101 rescues, 5,696 first aid treatments and 211,317 preventative actions.

2.2 SURF LIFE SAVING AS A SPORT

Surf Life Saving Australia is also a unique sporting organisation. From 'nipper' to elite Ironman and Ironwoman, through to our masters competitors, our members all have the opportunity to participate in intra-club and inter-club lifesaving sports competitions at local, regional, state, national and international levels, in order to improve lifesaving skills, fitness and teamwork.

Since 1915, the peak surf sports event for the movement has been the Australian Surf Life Saving Championships, which sees around 7,000 surf lifesavers compete over the course of six days. In terms of competitor numbers this event is bigger than the Commonwealth Games and the economic benefit of hosting the championships has been recognised by state and local governments across Australia.

With the assistance of the Australian Sports Commission, Surf Life Saving Australia also operates a modest High Performance program with the objective of ensuring we retain our position as the top-ranked lifesaving sports nation in the world.

Since 1907, hundreds of surf lifesavers have also represented Australia in the Olympics and various World Championships.



2.3 THE ECONOMIC AND SOCIAL VALUE OF SURF LIFE SAVING

A report '*The Economic and Social Contribution of Surf Life Saving in Australia*' by The Allen Consulting Group articulates SLSA's significant and strong social capital contribution.

The 2005 report states the value of SLSA services to the Australian community at more than \$1.4 billion per year. This figure was derived by calculating the economic value of the lives that would have been lost and people that would have been permanently incapacitated, had surf lifesaving services not been available.

The report also noted that SLSA's significant contribution to Australia's 'social capital' through the improved personal health, social participation, education, and personal satisfaction of our members, as well as to the community more generally, through decreased crime, a safer natural environment and increased tourism.

The report found that, for SLSA, the most applicable social capital components were the social impacts on individuals (individual benefits) and community/social spillovers.

Individual benefits experienced by participating in volunteer surf lifesaving included:

- improved personal health – studies indicate a link between social connectedness and health and personal well-being, including a decrease in the levels of suicide. (R. Putman 1993, *Bowling Alone: The Collapse and Revival of American Community*). Social connectedness through a team ethic is a key characteristic of organisations like SLSA;
- social participation – participation in a social network is an important method in learning and practicing social and personal skills to people of all ages. The Productivity Commission has stated that longevity has a strong connection to participation in social networks. As mentioned above, SLSA is a network that has experienced strong growth and participation over time;
- education – there has been research on the strong correlation between the social capital involved in extra curricular student activities and educational performance. (R. Putman 1993, *Bowling Alone: The Collapse and Revival of American Community*). Although this study was undertaken in the US it is most likely that similar results would hold true for Australia. SLSA not only provides extra curricular activities but also contributes to education through programs initiated by the organisation like *Surf Safety*, the *Nippers* program and the *Bronze Medallion* course; and
- personal satisfaction – there is also the element of well being and fulfilment that individuals gain by participating in volunteer organisations like SLSA.

The social spillovers that result from the activities of Surf Life Saving Australia included:

- increased valuable social networks – participating in volunteer activities increase the number of people involved in community-wide organisations. This benefit relates directly to the measurement of SLSA as a network and its success in both growth of memberships and volunteers over time;
- decreased mortality – studies have found there is a link between the level of social and community ties and memberships in voluntary groups and mortality rates. Decreased mortality also relates to the status of SLSA as a network and the growth of SLSA membership over time (J. House, C. Robbins, H. Metzner 1982, 'The association

of social relationships and activities with mortality: Perspectives from the Tecumseh community health study', *American Journal of Epidemiology*, vol. 116, no. 1, pp. 123-140).

- increased economic performance – research involving cross-country comparisons indicates a correlation between trust and civic cooperation and gross domestic product (national output). In Australia the level of trust in organisations like SLSA and volunteer surf lifesavers to patrol beaches and save lives is high;
- decreased crime – there has been a lot of research on the correlation between crime and social capital. An Organisation for Economic Co-operation and Development study found that:

Even controlling for poverty and other factors that might encourage criminal behaviour, communities characterised by i) anonymity and limited acquaintance among residents; ii) unsupervised teenaged peer groups; and iii) low level of civic participation had an increased risk of crime and violence. (*Organisation for Economic Co-operation and Development 2001, The Well-being of Nations: The Role of Human and Social Capital, OECD, Paris, Pg54*)

Surf lifesaving allows children and adults to be involved in an organisation that provides the opposite and beneficial side to each of the three components mentioned above (ie. a community that is transparent and has high acquaintance among residents, supervised peer groups and a high level of civic participation reduces the risk of violence and crime);

- safe natural environment – the presence of surf lifesavers provides beachgoers with a feeling of safety while at the beach and encourages families and individuals to visit, recreate and socialise at the beach; and
- increased tourism – SLSA provides a safe beach environment, which makes Australian beaches more attractive to tourists. There is no quantifiable value for the contribution that surf lifesaving has on tourism, however the numerous awards for tourism excellence and the use of surf lifesavers for the purpose of promoting Australia as a tourist destination captures these intangible benefits.
- inclusiveness - SLSA's Inclusion Strategy acknowledges that SLSA embraces diversity and difference by recognising and adapting to the needs of all Australians. This strategy acknowledges the important role that all members and potential members can play within the organisation. For SLSA, Inclusion is also about the millions of Australian residents and visitors who connect contact with SLSA its values and beliefs, at sometime in their life whether directly as a member or indirectly through family and friends.



3. RESPONSE TO TERMS OF REFERENCE

3.1 ENSURE AUSTRALIA'S CONTINUED ELITE SPORTING SUCCESS

3.1.1 Greater Alignment of National Systems

SLSA considers the fundamentals of the Australian sporting system remain sound, however the system needs greater clarity and co-ordination of effort.

The sporting system needs to work on a principle of 'Unity of Purpose' where all parts of the system (NSOs, ASC, AIS, SDR's, SIS/SAS) are united in their purpose and behaviour for sport – acknowledging the interdependence of community participation, preventative health, and elite sport.

In SLSA's opinion, it is not clear that the objects or strategies of the ASC is mirrored by the objects and strategies for relevant State Government Departments. SLSA is not aware of any defining national strategy for sport. This is also apparent even within an NSO, where the NSO's objects and strategic direction is often at odds with the objects and strategic directions of one or more of its SSAs. SLSA does not advocate any particular structural model for sporting organisations and concedes that one size or type will not fit all, however SLSA strongly supports that all parts of an NSO should have common objects. SLSA and its State Centres operate this way under a generally uniform and nationally accepted strategic management plan, with a focus on 'Unity of Purpose'. We do so with the recognition that surf lifesaving and surf sports do not differ simply because they are conducted in different parts of the country.

The AIS and SIS/SAS should similarly adopt a uniform strategy to deliver the best possible outcomes for elite sport. The role of the NSO at the centre of the system must be entrenched and enhanced if the Australian sporting system is to achieve sustainable improvement. As was recognised by the European White Paper on Sport (page 41 (Commission Staff Working Document to the White Paper):

"The autonomy of sport organisations needs to be recognised and protected, within a framework that ensures the implementation of good governance principles such as democracy, transparency and accountability."

Greater focus and support (financial and legislative) must be provided to Australian NSOs as they are the only entities recognised to administer their particularly sports within Australia and also the only entities that can deliver a whole whole-of-sport strategy for the sport. Government though a strategic, integrated system can enhance this delivery by providing tangible support and assistance to NSOs.

The role of the ASC and of each State S&R Departments and SIS/SAS should be reviewed to determine its ongoing role in delivering an integrated elite sports system. For example, the ASC's enabling legislation is nearly 20 years old and yet has not undergone any substantive review. Each SIS/SAS is structured differently and has different accountabilities. This cannot lend itself to an efficient delivery system.

3.1.2 Leadership

It is pleasing to note that the Government recognises that *"National Sporting Organisations, not governments, run sport in Australia.....They are the backbone of sport in Australia and must be nurtured and supported to help sport fulfill its enormous potential". (Australia Sport: emerging challenges, new directions)*

SLSA would go further and suggest that having strong viable NSO's is a fundamental prerequisite for delivering strong and sustainable community health and sporting success. SLSA hopes that this review results in greater support for NSO's to deliver co-ordinated sustainable outcomes.

Australian sport, as an "industry" has suffered by not having a strong united voice to promote and advocate the health, social and economic benefits of sport. Somehow, NSO's collectively need to unite to establish a strong independent industry voice through a National Sports Compact.

From a SLSA perspective, there appears to be a lack of cohesion or "Unity of Purpose" between the Australian Olympic Committee (AOC), Australian Paralympic Committee (AOC), Australian Commonwealth Games Association (ACGA), Australian Sports Commission (ASC), Australian Institute of Sport (AIS), the State and Territory Institutes/Academies of Sport (SIS/SAS) and a plethora of Commonwealth and State/Territory government departments and agencies which deal directly or indirectly with health, sport, recreation, education, trade, tourism, etc.

Further, SLSA suggests that the only way to achieve a more cohesive approach to achieve the desired health and sport outcomes is to **put an intergovernmental agreement in place, through COAG.** SLSA does not support the establishment of another bureaucracy or Sports Council to add to the existing structures. Rather, consideration should be given to extending the ASC's role.

3.1.3 Infrastructure – Facilities, Systems, People

The infrastructure facilities available to sport are inadequate. To SLSA's knowledge, there has never been a comprehensive audit of supply, nor is there any coordinated national strategy or planning for the enhancement and maintenance of sport infrastructure. If sport in Australia is to prosper, **an audit and subsequent targeted investment in sporting infrastructure is essential.**

Such an audit should also factor in consideration of better exploiting Australia's natural sports "facilities" such as our beaches, rivers, harbours, dams, bays, national parks, etc, to provide cost effective "infrastructure" for positive sports and health outcomes. For example, supporting SLSA to expand its community "Surf Fun Clinics" and/or fitness programs at Surf Life Saving Clubs and in remote, indigenous communities would have very cost-effective and real positive health (and social) outcomes.

In addition to the increased 'physical infrastructure needs', **there is a growing and very significant need to support Information and Communications Technology infrastructure to enhance the e-capability of sport.** In this modern age of ICT connectivity, it is essential that sports and sport administration bodies have cutting edge e-capability in order to 'effectively and 'efficiently administer, educate, encourage and communicate with participants and the community about sport and to facilitate long term participation and involvement, particularly volunteers. Both financial and knowledge support is required to assist NSO's in developing this connectivity.

Last, but by no means least, **human and financial resources underpin sports capacity to deliver healthy, enjoyable and rewarding participation.** Volunteers remain the lifeblood of the Australian sporting landscape and particularly SLSA. Whilst SLSA's volunteer base is growing (by around 8%-10% per year), we are very aware of the challenges of competing with other leisure and entertainment options.

SLSA's strategies to attract and retain volunteers centres around providing systems, resources and recognition to ensure our volunteers have enjoyable and rewarding experiences – however much more needs to be done. Increasing professional personnel to support and complement the volunteers in administration and coaching is a growing need of course.

3.2 BETTER PLACE SPORT & PHYSICAL ACTIVITY AS A KEY COMPONENT OF THE GOVERNMENT'S PREVENTATIVE HEALTH APPROACH

“Australian Sport: emerging challenges, new directions” reports in 2004-05, 70% of Australians aged 15 years and over were classified as sedentary or having low exercise levels and the proportion of obese adults in Australia had doubled (from 9%-18%). These obesity rates across all ages are a health concern for Australia and challenges sport's role in society from grassroots through to elite.

SLSA strongly supports the position of community participation in sport as a vital component of Australia's preventative health agenda. Sport plays a key role in developing basic skills and health disciplines in young children. It also contributes directly and significantly to better health and prevention of chronic disease across all segments of the community. Physical health is just one part of that preventative health agenda, with sport also playing a vital role in the development and support of life skills and an individual's psychological wellbeing.

Sport is integral to the Australian way of life. It helps build social inclusion and cohesion, as well as supporting families and communities. Sport transcends ethnic background, gender, age and physical ability. Yet too many people are not engaging in sport, and the sector is struggling to change and adapt its delivery systems to be relevant to today's society. This must be addressed if sport is to remain relevant in the future.

Over the past two years, Surf Life Saving Australia has learnt some key lessons from its “On the Same Wave” program. This program aims to provide access to all Australians, regardless of cultural background, to engage in the activities of Surf Life Saving. This has shown SLSA that we can't continue to do what we have always done, if we are to attract individuals from these different backgrounds. This has led to a concerted effort to create a more inclusive culture within our organisation.

Sporting organisations must embrace inclusiveness and allow and encourage all members of the public to participate in sporting activities in an environment that is safe and provides the opportunity for participants of all ages and abilities. By way of example, SLSA looks after Australia's largest and most popular playground by providing a safe and enjoyable environment which encourages healthy physical and social activity.

As identified earlier, SLSA provides considerable formal and informal sporting opportunities for members. This informal sporting experience may be nurtured across other sports, by encouraging more sporting organisations to embrace the community and allowing members of the public to participate in sporting activities, as well as investment into better infrastructure such as parks, beach and other public amenities, public spaces, etc.

Importantly also, if sport is truly going to form a key part of preventative health, the health and education sectors must embrace the benefits of both formal and informal sport.

Physical education/sport needs to be encouraged and delivered very early in and throughout the education system with sporting organisations actively working with schools and local governments to encourage children and community members to participate in sport and create pathways from school to club.

The Sport sector needs to also acknowledge the interconnection between grass roots (both formal and informal) and elite sport. **Elite sport profiles champions as ‘heroes’ and provides something that energises and motivates people to either get active or achieve results.** In saying this, the Government should acknowledge that some individuals engaged in grass roots sport do not strive to enter into the elite pathway.

Grass roots participation based sport is just as important as the elite pathway and is certainly critical in delivering preventative health outcomes. SLSA currently has a number of very successful community education and grass roots programs that provide great benefit for grass roots participation and community engagement and education. These include:

- SLSA delivers a structured nipper program for 52,000 5–13 year olds throughout Australia. This program provides water safety and education skills in addition to developing the skills of surf sports in a structured fun environment. This program is supported by state of the art development resources to assist the instructors and coaches of these children.
- Telstra Beach to Bush program which is a water safety education program run in outback Australia to provide the important water safety message to school children that are not normally exposed to the hazards and risks of the surf environment.
- SLSA also has a very well defined pathway promoted extensively throughout the SLSA club system and structure providing many opportunities for grass roots participants be they nippers, nipper parents or other community members who simply want to become involved with surf lifesaving. This is evident by the continued growth in the SLSA membership and growth of coaches and officials within the organisation.

SLSA is also in the unique position to deliver more structured sports participation programs for the 16 million Australians who visit a beach annually. SLSA’s capacity to broaden its involvement in community preventative health programs is only limited by resources.

3.3 STRENGTHEN PATHWAYS FROM JUNIOR SPORT TO GRASS ROOTS COMMUNITY SPORT RIGHT THROUGH TO ELITE AND PROFESSIONAL SPORT

3.3.1 Athlete Recruitment, Development & Retention

Australia’s elite talent pool is estimated at 200,000 compared to 2 million in the US and 20 million in China. In addition to this, Australia’s population is ageing while other countries such as China have far younger populations.

Essentially, Australia’s talent pool is limited and reducing. This concern is compounded by the increased costs associated with the need to travel to international competitions to enhance performance.

For Australia to continue to punch above its weight at elite levels of Olympic, non-Olympic and professional sports, **an effective National Talent Identification and Development Program is crucial to identifying and developing the next generation of elite athletes from an ever diminishing base.** Additional support needs to be provided to existing, Talent ID sports program delivered by NSOs, as well as to non-traditional cross sport pathways, that is, to use sports such as Surf Life Saving as “feeders” to other sports.

The advantages of multi sport pathways as a base for elite sport is obvious. Sports such as surf lifesaving provide a range of different sporting activities in which a participant can be involved including swimming, running, rowing, ski paddling, etc. Many of these activities align directly with the skills of other elite sporting disciplines which, provided there are strong pathways available, can lead to the transfer of surf lifesaving sports

skills into other sports. This is evidenced by the large number of surf lifesavers (over 270) representing Australia in other sports at the Olympic Games.

Imagine how many more Clint Robinson's and Ken Wallace's are waiting within SLSA's ranks!?

From SLSA's experience, pathway programs like these are only effective with a large talent pool and a collaborative delivery between states and the national body, **with the national body taking the lead in program delivery and coordination.**

3.3.2 Coaching

The quantity and quality of coaches is a primary driver of participation, development and success at all levels of Australian Sport. In many ways Australia's future sporting success relies on our coaches and training officials.

A high quality coaching system is one of the essential components of an optimally effective sport and sporting sector. This will require a significant growth in the current level of amateur and professional coaches to support the development of athletes from grass roots to elite levels.

The question which presents itself is: What needs to be done to improve attraction, retention, support, development and recognition of coaches? It is important that this question is answered through some formal, effective research into the motivations and de-motivations of coaches. Further research should also be undertaken into career path planning and opportunities (including remuneration and other benefits) for coaches and officials.

Control, retention and application of coaching intellectual property also needs to be addressed to limit or stop the flow of coaching expertise and intellectual property overseas to the detriment of Australian athletes.

Possible solutions would be drawn from this research, but are likely to include the benefits of provision of scholarships to improve the entry and retention rates of quality coaches, added resources and professional development opportunities, and the re-establishment of a centralised body like the Australian Coaching Council to provide more tangible support, access and networks for coaches.

3.4 MAINTAIN AUSTRALIA'S CUTTING EDGE APPROACH TO AND PROFESSIONAL SPORT SCIENCE, RESEARCH AND TECHNOLOGY

Investment in sport science is a key driver of our competitive advantage. Australia's previous pre-eminence in this area appears to be diminishing and either more resources are required to improve our standing, or the money needs to be spent more effectively. Both are probably applicable.

While continued investment in sport science is essential, **it will only be effective if more sport development and elite/high performance athletes can gain access to sport science sources and resources so that a broader base of athletes, coaches, etc. have access to current best practice knowledge in strength and conditioning, massage, sports physiotherapy, lactate testing, biomechanics, nutrition, etc.**

In providing this improved access, it is important that the AIS and SIS/SAS further recognise that there are more elite sporting pathways in existence than simply within the Olympic Games family of sports.

Over many years, SLSA has found it difficult to break into the AIS/SIS/SAS system because it has not been an Olympic sport. Again, imagine how many more Clint Robinson's or Ken Wallace's are in SLSA ranks!?

3.5 IDENTIFY OPPORTUNITIES TO INCREASE AND DIVERSIFY THE FUNDING BASE FOR SPORT THROUGH CORPORATE SPONSORSHIP, MEDIA AND ANY RECOMMENDED REFORMS SUCH AS ENHANCING THE EFFECTIVENESS OF THE AUSTRALIAN SPORTS FOUNDATION

Sport is a key component of the national economy. In 2004-05, the income generated by the sport sector was \$8.82 billion. (*Australian Sport: emerging challenges, new directions*)

Sport is also a powerful tool for international engagement through areas such as tourism, aide and trade. With these things in mind, governments should be considering the size of the investment it makes in the industry based not only on its health and community benefits but also on its economic benefits.

Put simply, sports funding across Federal and State governments must increase if Australia is to (a) use sport as a way to address the health and fitness of participants and (b) remain competitive in international elite sport. Health and education budgets must be utilised here as sport plays a highly beneficial role for both these sectors and generally produces real outcomes.

Yet it appears that the opposite may be about to occur. Due to the termination of some supplementation funding, NSO high performance base funding is due to drop back to 2004/05 levels next year. This is particularly concerning for non-Olympic sports whose High Performance programs are already inadequately funded.

In addition to this, Sports Funding remains un-indexed, which provides an additional annual burden on sporting organisations as their operational costs increase without corresponding revenue increases.

At this time, **significantly more funding is required to increase sporting participation levels, coaching etc.** The case for increased funding to sport (and the benefits it reaps in terms of elite success) has been demonstrated through the **UK experience**. This added success could be replicated in Australia and is vital if Australia is to maintain its profile in elite sport which in turn inspires the nation.

In addition to direct increased government funding support, NSOs need to be provided with assistance to **diversify sustainable revenue streams**. Sports need to be provided with assistance to **source effective television coverage** to increase their ability to sell sponsorship and increase their profiles. For example, Government could consider providing subsidies to help NSO's produce broadcasts and/or buying advertising space during sports broadcasts.

NSOs require greater protection and recognition of sports' rights in terms of their broadcasting rights and other intellectual property to enable commercial exploitation. Broadcasting legislation should identify sports rights and expressly vest ownership of it in NSOs; who will then have a legislatively protected right to exploit. Sports would have something to sell and could do so rather than having to almost beg for airtime from networks and then pay considerably for it.

Similarly NSOs should have broader intellectual property protection along the line of the Olympic Insignia protection. This latter issue is of real concern to SLSA which has been seeking such legislative protection of the iconic red and yellow surf lifesaving imagery now for many years.

Support is also needed to assist in developing and conducting financially viable events. Over many years, SLSA has developed a strong event property through the Australian Surf Life Saving Championships. This event is now financially viable and provides some revenue back into the organisation to fund community service and member development programs.

In addition to support and cash contributions, there are other ways that governments can support NSOs in managing their tight revenue budgets. These include:

- **Tax concessions/rebates/deductions** for participants, coaches, officials, etc. This would demonstrate the Government's respect for the role that sport plays in the preventative health agenda and would reduce the burden on sporting participants and volunteers. Allowing tax deductions for sporting club memberships would encourage people to join sporting clubs. Such a scheme is operating in the UK under the *Community Amateur Sporting Clubs Act*. A further example of this is Canada's *Children's Fitness Tax Credit* which allows parents to claim a maximum of \$500 per year for each child who is under 16 for eligible fees for involvement in "an ongoing program, suitable for children, in which substantially all of the activities undertaken include a significant amount of physical activity that contributes to cardio-respiratory endurance, plus one or more of muscular strength, muscular endurance, flexibility and balance".
- Support in reducing the **public liability insurance** cost burden on NSOs by providing them with greater relief from liability claims. Some NSOs may need to adopt and implement greater risk management systems to perhaps achieve this additional protection but it would remove a significant burden (both legal and financial) from NSOs. Excluding sport from liability was considered in the IPP Review into Negligence Law, however unfortunately the Review concluded that sport should not be excluded from liability claims. This should be revisited.
- A **national lottery** could be considered as part of an overall strategy for sport, subject of course to agreement between the national and state governments.
- A small incremental increase in the **Medicare levy** to contribute to sport as a key preventative health measure should also be considered.



4. CONCLUSION

Again SLSA welcomes this review into the Australian sporting system and also for the opportunity to make written and verbal submissions.

The review is timely as the Australian sporting system is being challenged significantly by internal and external pressures.

SLSA considers that only through the development and implementation of a truly all government (Federal and State) and whole of government (Sport, health, education and local government) integrated strategy for sport with NSOs protected and enhanced as the centrepiece can the Australian system maintain and advance itself as world leader.

A 'business as usual' approach is not an option.

