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# *Impact32+ Plan*

*Advancing Australia through sport*

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**DRAFT**

*Australian Olympic Committee + Member Sport's  
Legacy & Impact Plan for 2032+*

# Outcomes

1

## Lift Sports' Capability & Capacity

Advocacy for Member sports investment, leading into and beyond 2032

- Enhance business model for Member sports to thrive
- Advocate for community sports infrastructure and facilities
- Use sport to strengthen international relationships
- Renewed focus to support coaches, the ultimate enabler of sport
- A strengthened culture of volunteering
- Inspiration through athletes - telling the athletes' journey 'flame to flame'
- Using the Green & Gold runway of major events

2

## Sport in Schools

More sport in schools

- New overarching schools sport approach
- Underpinned with Olympism 'best self'
- Accessible, inclusive
- Olympic & Paralympic athletes, values
- Advocacy to amplify existing national programs - *Sporting Schools*
- New collaboration with Education Depts

3

## Digitally Connected Sports

Develop data-led digital products to connect sports

- Add significant value to sports
- Underpin, guide all initiatives
- Assist major events planning for Green & Gold Runway to Brisbane 2032
- Emerge from 2032 with collaborative data-led assets to power sports planning, engagement and ROI
- Embed agility to harness new trends, tech over 20+ years

# Outcomes

4

## Social Inclusion & Sustainability

Inculcate social inclusion in all plans – ‘if you can see it, you can be it’

- Develop new practical initiatives to build on existing AOC, sports social impact plans

Build on existing:

- Social Inclusion Action Plan
- Accessible, inclusive
- Indigenous RAPs with all sports
- Indigenous Foundation for athlete scholarships
- Indigenous community sports coaching
- Climate Action Plan
- Sports initiatives

5

## Community Invitation & Legacy Toolkit

Enable Australian communities to engage with and leverage the Games

- Invite communities to connect and improve their health through sport
- Provide a comprehensive toolkit to enable communities to plan, activate through sports

## Road Map

Establish dedicated working group progressing all **Impact32+** initiatives

- Identify strengths in collaboration, alignment
- Build out the initiatives plan
- Build out the products
- Secure funding
- Implement initiatives

## Governance & Partnerships

Working group membership:

- Australian Olympic Committee (AOC)
- Paralympics Australia (PA)
- Member Sports

Invitation:

- Australian Sports Commission (ASC)
- Federal Office for Sport (OFS)
- Brisbane 2032
- Games Venues and Legacy Delivery Authority (GVLDA)



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# *Acknowledgement of Country*

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The Australian Olympic Committee acknowledges Aboriginal and Torres Strait Islander peoples of this nation.

We acknowledge the Traditional Custodians of all the lands. We pay our respects to ancestors and Elders, past and present. We celebrate and honor all of our Aboriginal and Torres Strait Islander Olympians.

The Australian Olympic Committee is committed to honouring Aboriginal and Torres Strait Islander peoples' unique cultural and spiritual relationships to the land, waters and seas and their rich contribution to society and sport.



# Impact32+

**Impact32+** is a plan for Olympic sports to maximise opportunities generated by the Brisbane 2032 home Games, over a 20-year horizon.

Some initiatives are new, and some amplified because of the home Games. All actions in the plan are collective drivers - with the dual intent to lift the capacity of sport and improve the health & wellbeing of Australians.

**Impact32+ is a collaboration** between the Australian Olympic Committee (AOC) and Member Sports, in discussion with Paralympics Australia (PA), Games Delivery Partners, peak sporting bodies, governments, industry networks and stakeholders.

Numerous strategies exist in the operating environment of the Games, and sport. Beyond the strategies, the *next step* is implementing practical initiatives to bring the strategies to life – this is where sport is well positioned to effect positive change for communities.

**Impact32+ will amplify the role of Olympic and Paralympic sports** through several practical initiatives - building capacity, investment, and position sport as the enabler in the 'new norm' of delivering Games impact.



# Advancing Australia *through sport*

## *The opportunity with us is significant.*

The Olympic & Paralympic Games represents many things - athletic endeavour, the best of humanity, inspiration, peace, hope. A home Games brings the extraordinary opportunity of collective intent. Additionally, hosting a home Games in the IOC's 'new norm' provides for a legacy-led approach to Games delivery. All combined, represents an unprecedented opportunity to effect positive change through sport.

## *Harnessing the generational opportunity*

We have the opportunity and challenge to establish a collective plan to meet and exceed expectations - breaking new ground, advancing Australia and establishing what a new norm for the Games could be ... practical applications for sports to capture the community's imagination through the Olympic and Paralympic movements.

The new norm calls for legacy through sport. The possibilities are vast and resources are limited, so finding focus for meaningful impact in this plan is the goal. The opportunities and challenges for Olympic and Paralympic sports are real – this plan addresses both.

Sport operates as a virtuous circle with performance, pathways and grassroots each supporting and enabling the other. With the advent of a home Games, every step of this process is an opportunity to develop sport and deliver enhanced positive impacts for Australians health and wellbeing .

All athletes know that timing is everything. As we approach the home Games of 2032, momentum will continue to grow. This is our collective opportunity to build it, guide it, and carry it, and advance Australia together through sport.

## Virtuous Circle of Sport



# Legacy & Impact *through sport*

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*The Olympic movement is well positioned to deliver legacy & impact, through sport.*

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## **Sport is at the heart of the Games**

The Games are many things but Sport is at their heart. Beyond elite performance, sport is also uniquely positioned to deliver social impacts for the Games.

## **Sport is the enabler**

Member sports and their 12 million+ activate participants are well positioned to engage in the Games as volunteers, advocates, participants - and grow sport in new communities.

## **Sport is health and wellbeing**

Sport and an active lifestyle provides many positive benefits for individuals and society. The home Games in the 'new norm' presents the challenge and opportunity to use the goodwill of the Games to inspire this change, particularly in schools and local communities.

## **Sport offers intangible legacy**

A successful Games in the 'New Norm' seeks to deliver intangible legacies beyond physical venues. The vast sports network is well placed to drive social impact around health, wellbeing, education and social inclusion.

## **Sport is diplomacy**

Sport can transcend culture, nations, race, religion and creed. The home Games provides Australia more reasons to be active in the Pacific, Oceania and extend our ties between the United States combining LA 2028 and Brisbane 2032.

## **Athletes inspire**

Since being awarded the 2032 Games, the extraordinary efforts of Olympians and Paralympians in Tokyo 2020, Beijing 2022 and Paris 2024 have inspired Australians and fostered national pride. The inspiration of Olympic athletes is a powerful force for the social and behavior change required to deliver Games legacy and impact in communities.

## **Sport brings us together**

Sport brings people, cultures and nations together – most evident at an Olympic and Paralympic Games. A home Games focuses collective intent between all levels of government, the sports industry and the community, necessary to galvanise collective action and deliver meaningful benefits. The key strategies are now all but set. The opportunity ahead is to implement with impact.

## **Sport powers productivity**

Sport (including major sporting events) delivers \$83 billion in combined economic, health and education benefits to Australia annually, returning at least \$7 for every \$1 invested. Major events and investment in sports infrastructure contributes growth in the economy - and communities. The sports industry also improves economic productivity, education outcomes and preventative health savings. The home Games can deliver productivity for Australia on an unprecedented scale.

## ***Challenges to solve through Sport & Benefits of Sport in education & society***

*Explained in further detail in Appendices*

# Thriving Olympic sports

## Our collective purpose

### *What is important to the AOC, Olympic Sports?*

A world leading Olympic sports system calls for a virtuous circle of sport – participation, pathways and performance – supporting community health and wellbeing and inspiring a nation.

In consultation with the 49 summer and winter Member sports (national federations), Paralympics Australia, and in alignment with the AOC’s vision and objectives, priority outcomes have been identified.

‘Lifting the capacity of sport’ is the overarching aim – to create thriving Olympic sport leading into and launching from 2032. Within this, a number of priority outcomes have been identified in sport, innovation, advocacy, investment, social impact and collaboration.

**Impact32+** aims to ‘put the Games to work’ in pursuit of these priority outcomes. Five Impact areas have been defined to guide and focus activity.

## Priority outcomes



Lift capacity & capability of sports



Build infrastructure, secure hosting rights



High-performance, successful Teams



Participation and pathways



Active Olympism: See it. Be it.



Data-led, digital capability



Major events, leverage home Games



Collaboration for mutual benefit



Social inclusion, impact



First Nations advancement in sport



Accessibility



Environmentally sustainable

# Impact areas

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1

## Lift capacity & capability of sports

Build thriving sports leading into and beyond 2032  
Investment | Sports facilities | Sports diplomacy | Volunteers | Coaching

2

## Sport in schools

More sport in schools  
Olympic and Paralympic Sports Challenge | Collaboration with sports | Amplify education programs

3

## Digitally connected sport

Sustained value to the Olympic and Paralympic sports systems  
Data-led digital products | Participation | Fan engagement | Revenue generation | Productivity

4

## Social inclusion & sustainability

A sense of belonging  
Social impact | Access to sport | Accessibility | Diversity | Inclusion | First nations | Environmentally sustainable

5

## Home Games community engagement

Engaging Australia with the home Games  
Invitation to communities | Enable with toolkit

Impact area

1

*Lift sport's capacity  
& capability*



# Lift sports capacity & capability

## *Build thriving sports leading into and beyond 2032*

Member sports require the capacity to realise the once-in-a-generation opportunity presented by a home Games. Whether it's supporting athletes and their coaches to perform at their best in Brisbane, or capitalising on the groundswell of interest with better access to sports facilities and enhanced participation experiences. Without sufficient resources, the moment will be lost.

The Government's own research identified the sports industry provides direct economic, productivity and volunteering benefits to a total value to the national economy of \$83 billion annually, returning to Australian communities at least \$7 for every \$1 invested.

A new collective proposition on behalf of the Olympic sports is needed to affect the enduring, transformational impact available for all Australians through hosting the Brisbane 2032 Games.

Alongside a continual vigilance to address investment in sport, is the need to engage with governments and identifying additional funding sources. The AOC remains committed to taking a leading role, in an alliance with sports, to ensure sport can contribute significantly to improving Australia's health and wellbeing, and to support economic development.

With the priority outcomes in mind, **Impact32+** suggests a new governance model with sports for ongoing for all areas of the plan – investment, innovation, social impact, and specific projects. We aim to, with sports, identify the best business model for sports to adapt to the next 10+10 years.

The governance model is simple, including AOC +PA + Member Sports with key collaborators for specific projects.

## Priority outcomes



capacity & capability of sports



Build infrastructure, secure hosting rights



High-performance, successful Teams



Participation and pathways



Active Olympism



Innovation, digital capacity



Major events, leverage home Games



Collaboration for mutual benefit



Social inclusion, impact



First Nations advancement in sport



Accessibility



Environmentally sustainable

# Lift sport's capacity & capability

## Sports investment to power thriving Olympic & Paralympic Sports

**Aim:**

Secure sufficient investment to improve the capacity of sport to ensure sports can succeed and athletes can perform at their best at our home Games.

**How:**

- Maintain collective advocacy, and a mechanic to deliver.
- Ongoing advocacy for new investment model in sport called for in the 'Sport – Powering Australia's Future 10+10' strategy (AOC + Commonwealth Games Australia).
- Practical, active support for ongoing strategies: Win Well, Play Well, Elevate 2042, amongst many more.
- Continual engagement with government demonstrating the value sports are delivering to communities
- Ensure opportunities and intelligence is continually shared, and pursued where appropriate, with Member sports.
- By lifting capacity, ensure sports can succeed and athletes can perform at their best at our home Games.
- Increase Athlete support with closer connections in funding, philanthropy and the Australian Sports Foundation.
- Identify the best business model to adapt to the next 10+10 years.
- Athlete upskilling, training, community engagement and network opportunities

**Who:**

Collaboration with Sports, PA, ASC, DFAT, Federal Office for Sport, NIN, ASF, Government.

## Additional opportunities to lift sports capacity through home Games initiatives

**Aim:**

Ensure 'Legacy through Sport' is delivered.

**How:**

- Continually position sport at the forefront of Legacy strategies / initiatives.
- Place sport at the service of governments / communities to deliver the aspirational qualities of Brisbane 2032 to deliver health and wellbeing outcomes.
- Pursue opportunities for sports through data-led, digital connection.
- Amplify sports participation programs in schools and communities.
- Develop programs to deliver social impact for communities through sport.
- Use the 'Green & Gold runway' of Major events to benefit all sports
- Use the collective goodwill of the Olympic & Paralympic movements to position the home Games in a positive light.

**Who:**

Collaboration with Sports, PA, ASC, Federal Office for Sport, Education (Federal, State & Territories), Brisbane 2032, GIICA, Councils nation wide.

# Lift sport's capacity & capability: *additional specific initiatives*

## Sports facilities (infrastructure)

**Aim:** Advocate for community sports facilities for Olympic Sports.

**How:**

- Develop a collective, data-based proposition for Olympic Sports as part of the *Digitally Connected Sport* initiative
- Enable local community level advocacy through the Community Legacy Toolkit initiative
- Drive access to schools for community sport through the *Olympic and Paralympic Sports Challenge* initiative

**Who:** Collaboration with Sports, PA, ASC, OFS, Brisbane 2032, ASF, GVLDA, digital partners.

## Sports Diplomacy

**Aim:** Use sport to strengthen international relationships.

**How:**

- Strengthen international ties in Oceania NOCs and other targeted regions.
- Continue advocacy and leverage of the Green & Gold runway of major events
- Recognise the eight-year relationship between Australia and the United States with LA 2028 and Brisbane 2032
- Continue key initiatives with ONOC - Pacific Athletes Partnership Project supporting Pacific athletes prepare and travel to Olympic & Paralympic Games

**Who:** Collaboration with Sports, PA, DFAT, OFS

## Coaching focus

**Aim:** A renewed focus to support coaches, the ultimate enabler of sport.

**How:** Specific measures include:

- New coaches in schools (supported by Sport in Schools initiative)
- New coaches in community sport (supported by Community Toolkit)
- Elevate recognition and status of High-Performance coaches - to encourage all coaches.
- Build upon Indigenous Coaching program with sports.
- Support the programs that are supporting coaches.

**Who:** Collaborating with Olympic & Paralympic sports, ASC programs.

## Volunteers

**Aim:** A strengthened culture of volunteering that supports sports.

**How:**

- Support industry plans for the 'Volunteer passport' encouraging lifelong service.
- Contribute to data-led initiatives
- Elevate the value proposition for volunteers within Olympic and Paralympic sports.
- Encourage volunteers at community level (with Community Legacy Toolkit)
- Encourage volunteers in schools (with Sport in Schools initiative)

**Who:** Collaboration with Sports, PA, ASC, OFS, Brisbane 2032, GIICA, Volunteer groups, digital partners.

Impact area

2

## Sport in schools



## Impact area

2

# Sport in schools

Sport has been a foundation of Australian schools for decades and a vital part of student life. Sport is still a strong part of the school offering in all State and Territories with varied delivery methods.

Despite being a sports loving nation, recent data highlights activity levels of young people are decreasing, leading to lifelong health, wellbeing, and productivity challenges, as well as increasing healthcare costs for the Federal Budget. The challenges are felt even more for children with disabilities, Aboriginal and Torres Strait Islander communities, and those living in remote or rural areas, where the barriers to sport are more acute.

*It is essential that all Australian children have the opportunity to develop the physical skills and active habits that will benefit both their physical and mental health throughout their lives.*

The Brisbane 2032 home Games provides an opportunity to re-set the levers of sport access in schools.

**Impact32+** Plan intends to dramatically increase the availability of sport in schools by amplifying current and implementing new programs including ASC Sporting Schools, Olympic and Paralympic programs.

The plan would see more sport, more often in schools, and inspiration and motivation from athletes leading to more Australians being active, involved in sport, and motivated to lead healthy and productive lives.

The target market is Schools K – 12 as a priority.

Additional programming could be extended to pre-Schools and Universities.

- Schools K – 12 4 million school students, 9,500 schools
- Pre-schools 350,000+ students aged 4 – 5yrs, 12,000+ service providers
- Universities 1.6+ million university students, 42+ universities

Before the plan progresses, collaboration is being sought from Education experts and leaders for advice and collaboration.

## Priority outcomes



capacity & capability of sports



Build infrastructure, secure hosting rights



High-performance, successful Teams



Participation and pathways



Active Olympism



Innovation, digital capacity



Leverage Games



Collaboration for mutual benefit



Social inclusion, impact



First Nations advancement in sport



Accessibility



Environmentally sustainable

# Proposed concept:

## *Olympic & Paralympic Schools Challenge*

\*working title

### **Aim:**

Develop an over-arching national program to drive participation in sport, and health outcomes, through the Games.

### **Outcomes:**

Elevated sport and physical activity in schools, individual health & wellbeing, societal benefits. Inspiration to be best self, engagement with the Games.

### **How: Key concepts -**

- Create a new over-arching *Olympic & Paralympic Schools Challenge*
- Invite all Australian schools to participate (9,500+ schools and 4 million+ students)
- Offer digital tools to assist in locating, encouraging, connecting sport for students, and teachers
- Better link school sport with community sport through data, community connections
- Develop innovative sports programs to drive participation.

### **Who:**

Collaboration between the AOC, PA, ASC, OFS is underway.

Additional collaboration required with Brisbane 2032, GIICA, Games Delivery Partners and Queensland Government Sports, PA, ASC, Federal Government Office for Sport, State and Territory Education Departments, Councils.

### **Specific considerations:**

- Expand existing ASC Sporting Schools program by 50% to deliver more sport in school, meet demand, incentivise culture of sport in schools (ie go from 2 million to 3 million students pa)
- Collaborate with Education to amplify existing sport, opportunities for home Games.
- Address curriculum challenge to achieve 150mins of sport weekly (currently < 20% delivery).
- Consider new model of sport delivery in schools - training teachers, athletes to deliver.
- Expand access to schools' facilities for community sport and activity.
- Inculcate #HaveAGo concept for Olympic sports.
- Extend AOC 'Olympics Unleashed' as national program.
- Establish PA Education program / more Para Sports in schools
- Respond to current trends in schools -e.g age limiting on social apps could assist time for sport

# Proposed concept: 'Olympic & Paralympic Schools Challenge'

EXISTING



PROPOSED NEW

## STATE & TERRITORY SCHOOLS

9,500 schools  
4m students  
School sport network  
Australian curriculum



New sport opportunities for teachers, athletes  
Open Schools  
More active student minutes p/w  
More sport, less screens  
Amplify existing programs

## NATIONAL SCHOOLS PROGRAMS

Sporting Schools  
2m participants  
Olympic sports  
ASC resources



Increase 50% from 2m to 3m students  
Accessible, inclusive  
Remote communities  
Link community sport  
Incentivise schools to be more active  
+ link to Green & Gold runway

## OLYMPIC MOVEMENT

Team AUS Schools resources  
Olympics Unleashed  
Olympic Change Maker  
Pathway Schools  
AUS Schools Connect to host country schools  
Olympians in schools  
Olympic sports 12m participants  
AUS Olympic Team  
Fan engagement  
*Best self approach*



Have a Go  
Olympic sport

## PARALYMPIC MOVEMENT

Imagine program  
Paralympians, athletes  
AUS Paralympic Team  
Fan engagement



Accessibility education  
Targeted Para sports initiatives in schools  
Universally designed school sport facilities



## BRISBANE 2032 HOME GAMES opportunities

Home Games opportunities  
Brisbane 2032 Games  
Spirit of the Games  
Overarching unifier  
*Momentum*  
Queensland  
Australia  
Oceania  
*Brisbane 2032*  
+ *GIICA*  
+ *Games Partners*

Impact area

3

Digitally connected sports



# Digitally connected sports

## *Developing data-led, digital capability is a key focus for the whole sports sector, including the AOC and Member Sports*

The LA 2028 Games will engage our nation, but the Brisbane 2032 Games is our opportunity to connect with the nation, through sport.

By collecting, storing, managing and activating the data at scale, and in real time as a sports collective, there is an opportunity to develop a digitally-led value proposition for all Australians to find their place within Australian sport, and to share the new value that is created.

The digital connection will provide an intelligent spine for Australia's sports system, and significant new value for Olympic & Paralympics sports through participation, fan engagement and commercial revenue.

To pursue this, the opportunity exists to align and optimise digital resources and programs managed by Member Sports, the AOC, PA and the ASC.

Several emerging **Impact32+** initiatives also have significant digital dependencies and offer valuable legacy opportunities.

## Priority outcomes



capacity & capability of sports



Build infrastructure, secure hosting rights



High-performance, successful Teams



Participation and pathways



Active Olympism



Innovation, digital capacity



Leverage Games



Collaboration for mutual benefit



Social inclusion, impact



First Nations advancement in sport



Accessibility



Environmentally sustainable

## Digitally connected sports

### *Australia is embarking on its greatest opportunity to connect sport digitally on a national scale*

**Aim:** Develop a high-value data-led, digital product to help advance Australian sport throughout the Green & Gold Runway to Brisbane 2032, with the agility to scale up during and beyond the Brisbane 2032 Olympic & Paralympic Games.

The product will enhance the Olympic and Paralympic sports system as well as other **Impact'32** Initiatives, while ultimately delivering ROI through participation, fan engagement and commercial revenue streams for Member sports.

#### **How**

- Encourage full participation by all sports in a Working Group, providing a constructive environment for enhanced digital and data collaboration, including the support of relevant **Impact'32** Initiatives such as Lifting Sports Capacity
- Appropriately support all relevant **Impact'32** Initiatives (e.g. Olympic and Paralympic Schools Challenge, and Community Legacy Toolkit), to advance the fan and customer data strategy and goals of the Member Sports, AOC and PA.
- At the right time, jointly develop new products delivering mutual value (e.g. growing participation), and commercial assets to address fan engagement ambitions of the AOC, PA and Member Sports.

#### **Who:**

Collaboration between Member Sports, AOC, PA, ASC, Brisbane 2032, IOC, digital and data partners.

Impact area

4

# Social inclusion & sustainability



## Impact area **4**

# Social inclusion & sustainability

### *A sense of belonging, and sustainable sport*

Sport has the unique ability to unite people and foster a sense of belonging.

The AOC, PA, Olympic and Paralympic sports are committed to using sport as a platform to power positive social change and connection within Australian communities.

Our alliance is committed to creating an environment that provides a place in sport for all, in our fast-changing, growing and culturally diverse nation.

The AOC understands that sustainability and the specific challenge of climate change poses major issues for the global community and a particular threat to sport. We, along with our member sports, recognise the collective responsibility towards young people and future generations, and the need to address these issues to preserve the places that we play.

## Priority outcomes



Lift capacity & capability of sports



Build infrastructure, secure hosting rights



High-performance, successful Teams



Participation and pathways



Active Olympism



Innovation, digital capacity



Leverage Games



Collaboration for mutual benefit



Social inclusion, impact



First Nations advancement in sport



Accessibility



Environmentally sustainable

## Impact area **4**

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# Social inclusion & sustainability

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### Aim:

Develop, and leverage the Brisbane 2032 Games to amplify a Social Inclusion Strategy which aligns with the IOC Gender Diversity Strategy using the Pillars of Participation, Leadership, Safe Sport, Portrayal and Resource Allocation.

### How:

- Find best practice within Sports and peak sports bodies to collaborate on areas to make a tangible difference.
- Use the AOC's Social Inclusion Strategy to identify and develop specific **Impact32+** initiatives in collaboration with Sports, in support of Social Inclusion and sustainability outcomes.
- Amplify 'game changing' Reconciliation Action Plan (RAP) initiatives, including:
  - optimise the role of, and opportunities for a new Australian Olympic Indigenous Foundation, supported by the Indigenous Athlete Fund, to grow and improve pathways for Indigenous Australians in sport
  - Ongoing commitment to establish Reconciliation Action Plans for Member sports by 2032
  - Further development of AOC Indigenous coaching initiatives with sports
  - Embed Partnerships to scale activity and make a meaningful and authentic impact.
- AOC to explore and develop with Member sports specific **Impact32+** opportunities promoted by the AOC Climate Action Plan.
- Collaboration with Paralympics Australia for best practice on accessibility and inclusion

### Who:

Collaboration with Olympic & Paralympic Sports, PA, potential implementation partners

Impact area

5

# Home Games *community engagement*



Impact area

5

# Home Games *community engagement*

Engaging, inspiring and empowering communities is essential for realising the Games' impact.

Statistics show that fewer Australians are leading active lives, contributing to a preventable health crisis marked by obesity, mental health issues, and social isolation.

Many Queensland and Australian communities are eager to leverage the Brisbane 2032 Games to improve their communities' wellbeing.

An opportunity as vast as engaging communities requires an appropriate system to deliver outcomes. **Impact32+** proposes a systems-based approach to engage with communities and provide a 'tool kit' of assistance to realise their respective Games ambitions.

The opportunity exists to utilise the upcoming Brisbane 2032 Games to inspire, galvanise, unite and support community efforts (otherwise spontaneous and organic) to enhance health, wellbeing, and inclusivity within their communities through sport.

## Priority outcomes



capacity & capability of sports



Build infrastructure, secure hosting rights



High-performance, successful Teams



Participation and pathways



Active Olympism



Innovation, digital capacity



Leverage Games



Collaboration for mutual benefit



Social inclusion, impact



First Nations advancement in sport



Accessibility



Environmentally sustainable

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# Community Invitation & Legacy Toolkit

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**Aim:**

Invite and enable Australian communities to connect and improve their health through sport, inspired by the Brisbane 2032 Olympic Games.

**How:**

- Work with Games Delivery Partners and stakeholders to create a Brisbane 2032-inspired community health, wellbeing, and inclusion program with two parts:
  - Engage communities to participate ("Community Invitation Campaign")
  - Provide proven tools for effective action ("Community Legacy Toolkit")
- Focus the Toolkit on sport and the values of the Olympic & Paralympic movement.
- Provide a raft of resources, supporting coaching, volunteering, community event organisation and participation. Enable communities to use these elements to address local health, wellbeing, and social cohesion goals through best practices they can collectively own and support.
- Empower and support local community planning with Community Based systems approach.
- Ensure that these resources enable data-supported local advocacy for enhanced sports facilities, and tools to support and develop more community Sports coaches.
- Support this initiative with digital resources linked to the Impact'32 Digitally Connected Sports initiative.
- Connect these efforts to make participants feel part of a larger movement, aiming for national and international scale.

**Who:**

Collaborate with Games Delivery, Sports, Queensland Government agencies, Health & Wellbeing Queensland, Local Government Association of Queensland, Sports, ASC, Federal Government Office for Sport, technical providers

# Collaboration & Partnerships

## *'Legacy through sport'* relies on alignment and Teamwork

Delivering initiatives at scale naturally calls for partnerships to be created, and governance models to appropriately implement with impact. Beyond the alliance of the AOC, PA and Member Sports, the industry and international landscape has many and varied entities to collaborate, inform and partner with.

Key stakeholders have strategies relating to Impact and Legacy associated with the 2032 home Games. The AOC, PA and Member Sports are active collaborators with each – particularly the ongoing rollout for Win Well (High Performance), Play Well (Participation) and Elevate 2042 (Legacy planning).

## *Governance, and the Organisers of Legacy*

The development of Games Legacy planning for Brisbane 2032 is now the responsibility of the Games Venues & Legacy Delivery Authority (GVLDA) of the Queensland Government, operating alongside the Brisbane 2032 Olympic and Paralympic Games Organising Committee. GVLDA are supported by the Games Delivery Partners: GVLDA | Federal Office for Sport (OFS) | Australian Olympic Committee | Paralympics Australia | Brisbane City Council | Gold Coast Council | Sunshine Coast Council | Council of Mayors South East Queensland.

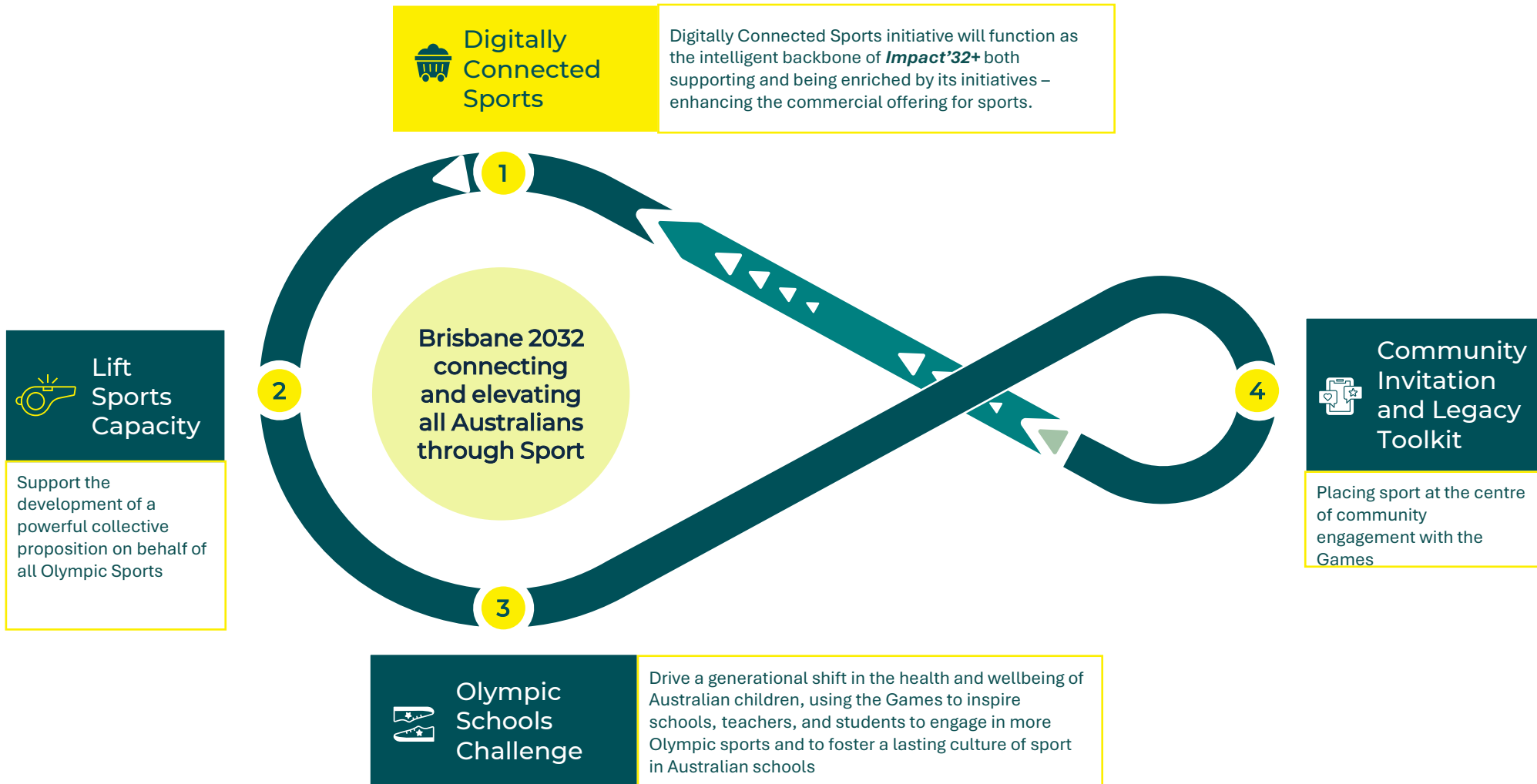
This **Impact32+** Plan recognises the natural alliance within sport that would see open collaboration between: Australian Olympic Committee | Paralympics Australia | Olympic & Paralympic Sports ('Member Sports' to the AOC and PA) | Federal Office of Sport (OFS) | Australian Sports Commission | + Commonwealth Games Australia.

Equally, the initiatives being proposed and developed within the **Impact32+** Plan will likely see partnerships develop with the Queensland Government through GVLDA, the Australian Government through the Office of Sport and the many apparatus within federal, state and local Sport and Education.



# Sports Impact Cycle

Demonstration of initiatives working in collaboration: supporting each other, lifting sports capacity, advancing Australians health & wellbeing.



# Investment

Investing in sport provides benefits for individuals, social cohesion, community connection, and economic productivity. The Games offers the opportunity for even greater return on this investment.

*Impact32+* outlines several initiatives. Some are new. Some are already being delivered but require additional funds to amplify outcomes.

Sport is already on the Legacy & Impact journey.

The AOC has commenced investment in:

- Olympics Unleashed (with project partners).
- Olympic Change Makers (with IOC Solidarity).
- MarTech solutions, and will continue to invest.
- Olympian Alumni training upskilling and cohesion .
- Indigenous RAP initiatives: coaching scholarships, and future First Nations foundation outcomes.
- The **Impact32+** project.

Beyond this, proposed additional investment sources include:

- Olympic partner investment into specific programs (via Brisbane 2032 commercial program)
- Federal Government budget for Schools initiatives (including Sporting Schools) and sports diplomacy initiatives
- State and Territory investment for Schools, Community engagement
- Queensland Government for Games initiatives in Queensland
- Council investment for local projects
- IOC through Olympic solidarity for Social inclusion initiatives
- Philanthropic donations











## Appendix 1:

# Challenges to solve *through sport*

## Australia's challenges to solve through sport & physical activity

Recognising core societal problems in Australia which sport and physical activity can play a pivotal role, and which are identified in Government strategies to address.

	<b>One in four children and adolescents are overweight or obese</b>	Associated with poorer health and wellbeing, higher health-care costs, and exacerbated with marginal populations <sup>1</sup>
	<b>Poor youth wellbeing</b>	1 in 5 children under 12 experience high levels of anxiety or depression <sup>2</sup> Suicide is the leading cause of death among Australians aged 15–24 years <sup>1</sup>
	<b>Physical inactivity</b>	2 in 3 children aged 12 – 17 do not meet physical activity guidelines <sup>3</sup> Physical inactivity is the 9 <sup>th</sup> leading preventable cause of ill health and premature death (2.5% of disease burden) <sup>3</sup>
	<b>Variable activity levels at school</b>	Australian curriculum includes sport, but is over-crowded and has varied success of delivering 'active minutes' at school per week
	<b>Poor community access</b>	Barriers of cost, distance, self esteem, minority groups, and locked facilities still contribute to a lack access to sport
	<b>Inaccessible facilities &amp; programs</b>	One in four people with a disability participate in sport in Australia, while three in four want to <sup>4</sup> More than 160 barriers to entry and progression in Para sport in Australia have been identified <sup>5</sup>
	<b>Excessive screen time</b>	Only 15% of children aged 5 to 12 meet recommended screen time guidelines <sup>6</sup> Strong evidence suggests excessive screen time has negative effects on weight, motor and cognitive development and social and psychological wellbeing <sup>7</sup>
	<b>Youth drop out</b>	By 15 years of age, one in four children have stopped sport <sup>8</sup>

## Appendix 2:

# Benefits of sport *in education & for society*

## Solutions through sport

Sport provides practical multi-dimensional contributions to education and society. The Brisbane 2032 home Games is a catalyst to accelerate solutions through sport.



### Sport in school has positive outcomes

Sport participation in the schools can provide many benefits in physical fitness, health, cognitive development, personal wellbeing, and social integration and inclusion<sup>1</sup>



### Improved learning

Children who play sport have improved cognitive development and pro-social skills, are more attentive at school, and achieve better academic results<sup>1</sup>



### Increased productivity, economic growth

Sport (including major sporting events) delivers \$83 billion in combined economic, health and education benefits to Australia annually, returning at least \$7 for every \$1 invested<sup>2</sup>  
Activity drives positive behaviour and attendance at school



### Healthy, connected communities

97% of Australians aged over 18 years believe that sport and physical activity are good for their health and wellbeing  
88% agree that sport is important for bringing people together in their local communities<sup>1</sup>



### Social & mental wellbeing

Sport, particularly organised and team-based sport, has been shown to provide strong mental and social benefits for people of all ages, beyond the benefits that come from just being physically active<sup>1</sup>  
Sport and physical activity offer a healthy alternative to screens



### Resilience

Participation in sport, both as a child and adult, can help build resilience and support mental wellbeing



### Preventative health

Increasing physical activity, and sport participation is a key measure to improve health and wellbeing at all stages of life<sup>3</sup>



### Accessibility

All programs associated with Brisbane 2032 will advocate for inclusion and accessibility. Paralympians will lead the way



### Motivation & inspiration

Athletes provide motivation. Olympians share life lessons, motivate students to find their passion and be their 'best self'



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