



**Sport NSW**

*The Voice of Sport*

# **Inclusive Sport: Events & Destinations**

# Who is Sport NSW?

Sport NSW is the active voice and peak body for sport in NSW. An independent, not-for-profit, member based organisation.

## **Our Purpose**

Sport NSW exists to support its members and promote, strengthen and advocate for the sector so more people and communities in NSW enjoy the significant benefits sport and active recreation provides.

## **Our Mission**

To lead NSW sport in building connected, healthy and active communities.



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# Who is Sport NSW?

## Our Members

- State Sporting Organisations
- State Sporting Organisations with a Disability
- Regional Academies of Sport
- Sports Businesses
- Local Councils

**Sport NSW represents 15,000 clubs and associations and 2.5 million participants, workers and volunteers.**



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# Who is Sport NSW?

Funded in part by the Office of Sport.



Special funding provided by the Department of Family & Community Services (FACS) for the employment of a Disability Inclusion Promotions Officer.



Integrated with Womensport & Recreation NSW to create one voice for the entire sporting sector.



# What We Do

## **Advocacy**

Advocating the case for sport to federal, state and local governments and other agencies for and on behalf of the sport sector. Represent the sector on numerous committees and working groups.

## **Recognition & Networking**

Celebrating the achievements of athletes, officials, coaches, administrators and volunteers. Sport NSW presents the annual NSW Sports Awards and Hall of Champions Induction as well as the Community Sports Awards and other networking opportunities.

## **Sport Development & Collaboration**

Providing opportunities to create and share knowledge as a means to promoting sport and to assist members to build their capability and capacity in the business of sport.



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# Progress of Inclusive Sport

## **Paralympics**

The international pinnacle – mainstream profile

## **OzDay 10K**

The lead event on Australia's national day

## **Inclusion Leagues**

Local competitions with mainstream SSO's integrating inclusion

## **School Carnivals – Athletics, Swimming**

Children with a disability being integrated into mainstream competition

## **Variety Activate Inclusion**

New Sport NSW program introducing sport to young people with a disability, partnering with Variety



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# Scope of Inclusion Events

## **Integrated**

Sydney International Tennis, Commonwealth Games

## **Multi-Sport Disability specific**

Deaf Games, Transplant Games

## **Multi-Disability Sport specific**

Multi Disability Lawn Bowls Championships, Rugby League Wheelchair World Cup, World Disabled Water Skiing Championships,

## **Side-by-Side**

Played alongside an event, ie. inclusive rugby league at City vs Country

## **Community Event**

A community participation opportunity running alongside a high profile inclusion event, ie. Newcastle fun run



# The Destination Opportunity

## **Sport provides major event tourism opportunities:**

- Economic Impact
- Improved Facilities and Infrastructure
- Community Engagement
- Community Participation (ie volunteering)
- Leveraging partnerships with Universities, TAFE's, Sports Clubs
- Post-event visitation

## **Inclusive sport adds another layer of benefits:**

- Community Awareness
- Community Education
- Improved Amenities
- Improved City Services





# Case Study – Australian Deaf Games

## Albury / Wodonga, January 2018

### Why secure the event?

- 1,000 athletes at an eight day event
- Increase social and community awareness and engagement with disability sports and people with a disability
- Albury City Council event strategy placed a specific focus on hosting disability sporting events



# Case Study – Australian Deaf Games

## Albury / Wodonga, January 2018

### Economic Impact

- 1,000 athletes at an eight day event
- Assume each athlete brings one additional person, plus add one official (coach, manager, referee, medical etc) per five athletes
- Total visitors = 2,200
- Assume one night of accommodation either before or after event
- 2,200 people x 9 nights x \$148 (Destination NSW figures)
- \$2.93 million in value to the city



# Case Study – Australian Deaf Games

## Albury / Wodonga, January 2018

### Community Engagement

Working with Deaf Sports Australia and Vicdeaf, Council is driving a comprehensive community engagement program including:

- Community AUSLAN education programs, specifically focusing on education of sporting clubs, venues and facilities, visitor services and local business.
- Community awareness education: providing information and training regarding considerations for interaction with athletes with hearing impairment.
- Working with TAFE and University to identify opportunities for involvement with the event.



# Case Study – Australian Deaf Games

## Albury / Wodonga, January 2018

### Legacy

- Sporting facilities, now and into the future (Lavington)
- Community awareness and education
- Through Destination NSW, the Australian Deaf Games will also be hosted in NSW in 2022 (the event is now held every four years). Destination NSW will work with Deaf Sports Australia to identify a location that will build on hosting the event in Albury in 2018.



# Talk to Sport NSW

**Sports are our Members**

**Councils are our Members**

**Inclusion is a core business area**

Murray Elbourn

Disability Inclusion Promotions Officer

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**Our Aim – More people playing sport!**



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**Thank you**

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