**Sport**



[**https://nationalindustryinsights.aisc.net.au/industries/sport-fitness-and-recreation/sport**](https://nationalindustryinsights.aisc.net.au/industries/sport-fitness-and-recreation/sport)

**National Industry Insights: Sectors**

[Aquatic and Community Recreation](https://nationalindustryinsights.aisc.net.au/industries/sport-fitness-and-recreation/aquatic-and-community-recreation)

[Fitness](https://nationalindustryinsights.aisc.net.au/industries/sport-fitness-and-recreation/fitness)

[Outdoor Recreation](https://nationalindustryinsights.aisc.net.au/industries/sport-fitness-and-recreation/outdoor-recreation)

[Sport](https://nationalindustryinsights.aisc.net.au/industries/sport-fitness-and-recreation/sport)

**Overview**

Provides information and data on the Sport sector, which is one component of the Sport, Fitness and Recreation industry.

The Sports sector is made up of a variety of entities that are all largely driven by the widespread popularity of sport in Australia. Over 90% of Australian adults have an interest in sport, with 8.4 million adults and 3 million children participating in sport each year. Most entities that make up the Sport sector are small scale enterprises that are member owned and rely on the contributions of community members and volunteers.

The Australian Government makes a significant contribution to Australian sport, the 2019-20 Federal Budget provided one of the largest funding packages for the Sport sector in years through an investment of $385.4 million. This investment will in part fund projects relating to community participation activities, upgrading community sporting facilities, expanding school and community infrastructure programs, and extending the national Sporting Schools program to 2020.

It’s estimated there are around 60,000 people directly employed in the Sport sector, with many more engaged as volunteers.

Vocational education and training (VET) is required for a range of Sport related occupations such as:

* Sports Coaches, Instructors and Officials
* Sports and Fitness Workers.

Nationally recognised training for Sport occupations is delivered under the [SIS – Sport, Fitness and Recreation](http://training.gov.au/Training/Details/SIS) Training Package.

For more information on [Aquatic and Community Recreation](https://nationalindustryinsights.aisc.net.au/industries/sport-fitness-and-recreation/aquatic-and-community-recreation), [Outdoor Recreation](https://nationalindustryinsights.aisc.net.au/industries/sport-fitness-and-recreation/outdoor-recreation) and [Fitness](https://nationalindustryinsights.aisc.net.au/industries/sport-fitness-and-recreation/fitness)
sectors, please visit the respective pages.

Information sourced from the [Sport and Recreation IRC’s 2019 Skills Forecast](https://www.skillsiq.com.au/IndustryEngagement/IndustryReferenceCommittees/SportandRecreationIndustryReferenceCommittee).

All [data sources](https://nationalindustryinsights.aisc.net.au/industries/sport-fitness-and-recreation/sport#data_sources_and_notes_) are available at the end of the page.

**IRC and Skills Forecast**

* [Sport and Recreation IRC’s 2019 Skills Forecast](https://www.skillsiq.com.au/IndustryEngagement/IndustryReferenceCommittees/SportandRecreationIndustryReferenceCommittee)
* [IRC membership](https://www.aisc.net.au/content/sport-and-recreation-industry-reference-committee)
* [Skills IQ – Skills Service Organisation](https://www.skillsiq.com.au/).

**Employment trends**

**Employment level and projection**





**Employment snapshot**

The employment level in the Sport and Physical Recreation industry has risen substantially over the period between 2000 and 2019, with a further increase projected up until 2024. The Amusement and Other Recreation Activities industry has also seen a gradual rise in employment levels over the same period and a further increase is predicted over the next five years to 2024.

Sports Coaches, Instructors and Officials make up 16% of the Sport and Recreation Activities industry workforce (excluding Horse and Dog Racing Activities) with Sportspersons accounting for close to 7%. Employment levels for both of these occupations are projected to increase between 2019 and 2024, by approximately 16% and 13% respectively.

**Training trends**

**Training snapshot**

There were close to 44,430 enrolments in Sport sector qualifications during 2018. Enrolments increased between 2015 and 2017, however there has been a slight decrease from the roughly 46,220 recorded in 2017. Completions increased between 2015 and 2016 then decreased in 2017, and have now recorded an increase from approximately 14,340 in 2017 to almost 16,190 in 2018. A large proportion of training takes place at the certificate II (48%) and III (42%) level in Sport and Recreation qualifications.

For 2018 enrolments in Sport sector qualifications, there were three main intended occupations for the training:

* Sports and Fitness Workers
* General Clerks
* Sports Coaches, Instructors and Officials.

Private training providers account for more than half (59%) of all training with approximately 15% delivered by schools and 14% by enterprise providers. Almost half (45%) of training in sport coaching qualifications takes place in schools, while one third (33%) of sport development enrolments are at TAFE.

The majority (67%) of all subjects are Commonwealth and state funded, with domestic fee-for-service making up most of the remaining portion (29%).

For enrolments in 2018 the largest proportion of enrolments were for students residing in Victoria (40%) and Queensland (22%).

Approximately 42% of training was delivered in Victoria, with a further 24% in Queensland and 21% in Western Australia.

Apprentice and trainee commencements and completions peaked in 2012 (roughly 2,920 and 2,360 respectively) before decreasing sharply in 2013.  Completions continued to decline between 2013 and 2016 with an increase occurring in 2017 to almost 1,150, then dropping back to just under 1,090 in 2018. Commencements also declined further between 2013 and 2015 before increasing up to 1,470 in 2017, however a slight drop to approximately 1,390 occurred in 2018. A large proportion of the apprenticeship and trainee training as at December 2018 was for the Certificate III in Sport and Recreation qualification with the intended occupation of Sports and Fitness Workers. The bulk of apprenticeships and traineeships were reported in Queensland (38%), followed by New South Wales (28%) and Victoria (15%).

**Industry insights**

**Industry insights on skills needs**

The following generic skills were identified as highest priority for the Sport and Recreation industry:

* Customer Service/Marketing
* Communication/Collaboration including virtual collaboration/Social intelligence
* Learning agility/Information literacy/Intellectual autonomy and self-management
* Design mindset/Thinking critically/System thinking/Solving problems
* Managerial/Leadership.

According to the Sport and Recreation IRC’s 2019 Skills Forecast, the following form the top priority skills required across the industry:

* Teamwork and communication
* Problem solving
* Self-management
* Technical/job-specific skills.

Other skills and knowledge gaps identified included:

* Online and social media
* Marketing
* Initiative and enterprise (i.e. small business management)
* Sports Administration.

The importance of communication skills is supported by findings from the job vacancy data, in which communication was identified as the most in demand advertised generic skill in the Sports and Recreation Activities industry (excluding Horse and Dog Racing Activities), followed by organisational skills, energetic, time management and detail orientated.

According to job vacancy data the most advertised occupations were for Fitness Instructors followed by Sports Coaches, Instructors and Officials, while the top two employers are the YMCA and Fitness First.

There are a range of key demographic trends that influence the Sports sector, and therefore the skills required by the workforce. The diverse range of user groups including older people, youth and people with health issues and other conditions influence the variety of activity choices available and associated necessary skills. In addition, the prominence of sedentary lifestyles and obesity creates challenges around the role of sport, fitness and recreation in promoting physical health. Socio-economic factors and cultural diversity also impact participation levels, with initiatives in place to encourage participation which can help bring communities together and provide a platform for people to engage and promote awareness of broader community issues.

There are a number of key strategic and policy developments occurring which will impact the Sports sector, including the release of a national Sport plan titled [Sport 2030](https://www.sportaus.gov.au/nationalsportplan/home). The plan was developed after the Australian Sports Commission was rebranded to Sport Australia in 2018 and highlights that fewer Australians are playing sport and engaging in physical activity. The plan has been developed around four strategic priorities which lead to the outcomes of improved physical health, improved mental health, personal development, strengthening communities and growing the economy. The strategic priorities are building a more active Australia, achieving sporting excellence, safeguarding the integrity of sport and strengthening Australia’s sport industry. In addition, ongoing developments, consultations and updates of policies and frameworks are occurring at a state and territory level. To read more about these please see links under Relevant Research below.

The Sport and Recreation IRC’s 2019 Skills Forecast identifies workforce shortages in the Sports sector occupations of sports official, sports development officer and manager, sports coach and instructor and sports administrator. Demand for these positions is expected to stay strong into the future, particularly with the demographic changes of the Australian population and the ongoing policy and framework development occurring across all levels of government.

Access to sporting facilities in remote areas continues to be a challenge for the sector, many of these facilities are provided by local councils and operate under limited budgets. The benefits of access to these facilities, particularly in remote areas, are wide ranging and include improved health outcomes, provide culturally and linguistically diverse communities the opportunity to participate in the community and an outlet for younger people to pursue their sporting interests. To address this, the Sport and Recreation IRC’s 2019 Skills Forecast suggests increased collaboration between sporting clubs and councils to form strategies that work towards increasing facility access for the community.

**Links and resources**

Below is a list of industry-relevant organisations and associations. Hyperlinks have been included where available.

**Government departments and agencies**

[Sport Australia](https://www.sportaus.gov.au/)

**Industry associations and advisory bodies**

[Australian Council for Health, Physical Education and Recreation (ACHPER)](https://www.achper.org.au/)

[Clearing House for Sport](https://www.clearinghouseforsport.gov.au/home)

[Coalition of Major Professional and Participation Sports](https://www.compps.com.au/)

[Community Sport Australia](https://www.sportnsw.com.au/about/community-sport-australia/)

[Exercise and Sports Science Australia](https://www.essa.org.au/)

[Queensland Fitness Sport Recreation Skills Alliance](https://skillsalliance.com.au/)

[Sport and Recreation Victoria](https://sport.vic.gov.au/)

[Sport New South Wales](https://www.sportnsw.com.au/home/)

[Sport Queensland](https://www.qsport.org.au/home/)

[Sport SA](https://www.sportsa.org.au/home/)

[Western Australia Sports Federation](https://sportwest.com.au/)

**Employee associations**

[Australian Services Union](http://www.asu.asn.au/)

[Australian Workers Union](https://www.awu.net.au/)

[Health Services Union](https://hsu.net.au/)

**Relevant research**

[Sport & Active Recreation Strategy 2019-2029 Discussion Paper](https://www.hpw.qld.gov.au/SiteCollectionDocuments/DiscussionPaperQueenslandSportActiveRecreationStrategy.pdf) – Queensland Government

[Sport and Recreation Common Ground](https://www.dsr.wa.gov.au/about/plan-for-the-future/sport-and-recreation-common-ground) – Western Australia Department of Local Government, Sport and Cultural Industries

[Strategic Plan 2017-21](https://www.orsr.sa.gov.au/about_us/2017-2021_strategic_plan) – South Australia Office for Recreation, Sport and Racing

**Data sources and notes**

Department of Employment 2018, Employment Projections, available from the [Labour Market Information Portal](http://lmip.gov.au/)

* by ANZSIC 3 digit industries, employment projections to May 2023
	+ 911 Sports and Physical Recreation Activities
	+ 913 Amusement and Other Recreation Activities.
* by ANZSCO, selected occupations, employment projections to May 2023
	+ 4523 Sports Coaches, Instructors and Officials
	+ 4521 Fitness Instructors
	+ 4524 Sportspersons
	+ 1491 Amusement, Fitness and Sports Centre Managers
	+ 3623 Greenkeepers
	+ 5421 Receptionists
	+ 6211 Sales Assistants (General)
	+ 4522 Outdoor Adventure Guides.

Australian Bureau of Statistics 2018, *Employed persons by Industry group of main job (ANZSIC), Sex, State and Territory, November 1984 onwards*, 6291.0.55.003 - EQ06, viewed 1 November 2018 [http://www.abs.gov.au/AUSSTATS/abs@.nsf/DetailsPage/6291.0.55.003May%202018?OpenDocument](http://www.abs.gov.au/AUSSTATS/abs%40.nsf/DetailsPage/6291.0.55.003May%202018?OpenDocument)

Data shown represent most requested generic skills, occupations and employers according to internet job postings in Australia between July 2016 and June 2019 filtered by ANZSIC and ANZSCO classification levels listed below.

* Generic skills / Occupations
	+ Community and Personal Service Workers
	+ Managers
	+ Clerical and Administrative Workers
	+ 9111 Health and Fitness Centres and Gymnasia Operation
	+ 9112 Sport and Physical Recreation Clubs and Sports Professionals
	+ 9113 Sports and Physical Recreation Venues, Grounds and Facilities Operation
	+ 9114 Sport and Physical Recreation Administrative Service
	+ 9131 Amusement Parks and Centres Operation
	+ 9139 Amusement and Other Recreation Activities n.e.c.
* Employers
	+ 4521 Fitness Instructors
	+ 4523 Sports Coaches, Instructors and Officials
	+ 5412 Information Officers
	+ 1311 Advertising, Public Relations and Sales Managers
	+ 4319 Other Hospitality Workers
	+ 9111 Health and Fitness Centres and Gymnasia Operation
	+ 9112 Sport and Physical Recreation Clubs and Sports Professionals
	+ 9113 Sports and Physical Recreation Venues, Grounds and Facilities Operation
	+ 9114 Sport and Physical Recreation Administrative Service
	+ 9131 Amusement Parks and Centres Operation
	+ 9139 Amusement and Other Recreation Activities n.e.c.

Updated: 02 Apr 2020

**Economic Contribution of Sport**



[**https://www.clearinghouseforsport.gov.au/knowledge\_base/organised\_sport/value\_of\_sport/economic\_contribution\_of\_sport**](https://www.clearinghouseforsport.gov.au/knowledge_base/organised_sport/value_of_sport/economic_contribution_of_sport)

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**Evaluation by:**[Dr LiamLenten](https://www.clearinghouseforsport.gov.au/people/experts_directory/current_experts/dr_liam_lenton), Senior Lecturer, Department of Economics and Finance, La Trobe University (December 2016)
**Reviewed by network:** [Australian Sport Information Network](https://www.clearinghouseforsport.gov.au/about/governance) (AUSPIN)
**  Last updated:** 18 April 2019



Thinkstock, 154218073

Australia's sport sector (including for-profit sport related activities) makes a significant 'per capita' contribution to the Australian economy and accounts for approximately 2% of Gross Domestic Product (GDP).

According to the most recent ABS report, Value of Sport, Australia (2013), the combined [value of the sport](http://www.abs.gov.au/AUSSTATS/abs%40.nsf/Latestproducts/4156.0.55.002Main%20Features12013?opendocument&tabname=Summary&prodno=4156.0.55.002&issue=2013&num=&view=) sector in 2011-12 was $12.8 billion.

A number of Australian sporting organisations (including Surf Life Saving Australia, Equestrian Australia, Golf Australia, Football NSW/FFA, and the Confederation of Australian Motorsport) have produced reports demonstrating their value to the Australian economy.

The measurement of the sport sector’s economic contribution to the broader Australian economy is multi-layered. A dollar value can be estimated from employment, time value of volunteer service, health cost savings (a healthier population), sale of goods, provision of services, infrastructure and facilities, and the organisation and delivery of events. In addition, there is a notional sense of ‘value’ related to personal and community wellbeing and national pride derived from sport participation or perceived affiliation with sport.

* [Intergenerational Review of Australian Sport 2017](https://www.clearinghouseforsport.gov.au/__data/assets/pdf_file/0009/752733/Intergenerational_Review_of_Australian_Sport_2017.pdf) (PDF  - 1.6 MB). Boston Consulting Group, for the Australian Sports Commission (2017). This review focused on the overall sports sector, with a particular emphasis on participation in sport and community level sport. While the synergies between participation and high performance sporting outcomes are recognised as being important to any discussion about the value of sport, the primary purpose of this review was a global view of the sport sector.
* By observing trends related to participation, performance, and consumption of ‘sport’ (i.e. in terms of products and services sports provide). Some key economic conclusions from the report were that:
	+ Sport provides the Australian economy annual combined economic, health and education benefits of $83 billion. [p. 7]
	+ Sport creates significant value with at least $7 returned on every dollar expended in the sector. This figure is a combination of: direct economic benefits, the network of volunteers and not-for-profits, avoided health costs, and education benefits. [p. 9]
* [Sport is more than just a fringe player in Australia’s economy](https://theconversation.com/sport-is-more-than-just-a-fringe-player-in-australias-economy-71212). Bob Stewart, Professor in the School of Sport and Exercise Science, Victoria University, The Conversation, (24 January 2017). In strictly statistical terms, the Australian sport and physical recreation sector is a “fringe player” in the national economic game. In 2010, the Australian Bureau of Statistics found that spending on sport accounted for only 1.6% of total household spending.

More information about government funding of Australian sport can be found in the Clearinghouse for Sport topic [Participation Grants & Funding for Sport and Recreation](https://www.clearinghouseforsport.gov.au/knowledge_base/sport_participation/funding2/participation_grantsfunding_for_sport_and_recreation).

Running parallel with government funding to sport, there is also a very large investment from private sources. The sport sector is embedded with commercial activity, entrepreneurship, and opportunities to capitalise upon a large participation base.

* [Collingwood Football Club to launch online lottery](http://www.afr.com/business/gambling/collingwood-football-club-to-launch-online-lottery-20170201-gu3ggk?utm_source=Sports+Business+Insider+Newsletter&utm_campaign=e4c76219de-SBI+Newsletter+-+February+7+2017&utm_medium=email&utm_term=0_0623f98f59-e4c76219de-29793229). John Stensholt, Australian Financial Review, (2 February 2017). AFL powerhouse Collingwood has [announced](http://www.collingwoodfc.com.au/news/2017-02-03/magpie-millions-new-community-initiative) its own online lottery on Friday, profits from which the club will plough into its welfare and community programs.
* [Introducing The Forbes SportsMoney Index, The Definitive Money Ranking In Sports](https://www.forbes.com/sites/chrissmith/2017/02/01/introducing-the-forbes-sportsmoney-index-the-definitive-money-ranking-in-sports/#75b630668288). Chris Smith, Forbes, (1 February 2017). For years Forbes has been the ultimate scorekeeper of sports business, tracking everything from the most valuable teams to the highest-earning players, from top agencies to biggest sponsors. But quantifying monetary success doesn't tell the full story.
* [Dallas Cowboys Head The World's 50 Most Valuable Sports Teams Of 2016](http://www.forbes.com/sites/kurtbadenhausen/2016/07/13/dallas-cowboys-head-the-worlds-50-most-valuable-sports-teams-of-2016/#61b0542d6bd7). Kurt Badenhausen, Forbes, (13 July 2016). NFL franchises make up 27 of the 50 most valuable sports teams in the world, including the Dallas Cowboys, who rank first with a value of $4 billion, up 25%. It is the first time a non-soccer club has reigned as the most valuable team since 2011 (the first year Forbes compiled a top 50 list). Manchester United held the crown in 2011 and 2012 and Real Madrid the last three years.
* [Economic Contribution of Sport to Australia Report](https://www.clearinghouseforsport.gov.au/Library/archive/digital_archive/asc_programs/asc_programs_-_sport_market_insights_research/4Frontier_Economics_Final_Report_2009.pdf) (PDF  - 718 KB). Frontier Economics, (2009). This report was prepared for the Australian Sports Commission (ASC). It looks at the present economic and social rationale for sport and the contribution of the sector to the Australian community and economy. “Sport in general (including for-profit sport activities) accounted for approximately 2% of Gross Domestic Product”.

#### **Australia’s economy**

The combined value of the sport sector, according to the ABS report, Value of Sport, Australia, 2013 was $12.8 billion during the 2011-12 fiscal year. However, this report included the contribution of several categories that are more appropriately considered ‘recreation’ activities, such as camping and recreational boating; and did not include the service industries related to the sport sector. In addition, the ABS data does not address the full value of sport sector employment because it only looks at primary employment; there is a substantial economic contribution from the volunteer workforce which is not factored into this total. Also, the workforce estimate only includes individuals whose main occupation at the time of the census was in the sport and recreation sector. Empirical evidence would suggest that a large part-time paid workforce, where the individual’s primary source of income is not sport, also exists.

* [Sport in Australia](https://www.clearinghouseforsport.gov.au/__data/assets/pdf_file/0010/627517/Sport_in_Australia_July_2014.pdf), (PDF  - 340 KB), Ruthven P, IBIS World, published in Business Review Weekly, (July 2014). During the fiscal year 2014-15, the nation’s sporting industry is expected to generate combined revenue of some $27 billion. This estimate includes a more comprehensive view of the sport sector.

[*Frontier Economics*](https://www.clearinghouseforsport.gov.au/__data/assets/pdf_file/0008/449171/4Frontier_Economics_Final_Report_2009.pdf)' (PDF  - 718 KB) estimate of the sport sector’s economic contribution at 2% of Gross Domestic Product (GDP) in Australia is consistent with other international reports.

The 2017 BCG [Intergenerational Review of Australian Sport](https://www.clearinghouseforsport.gov.au/__data/assets/pdf_file/0009/752733/Intergenerational_Review_of_Australian_Sport_2017.pdf) (PDF  - 1.6 MB) also highlighted this:

Together, sport creates significant value for Australia, with at least $7 returned on every dollar expended in the sector. This high rate of return is a combination of...direct economic benefits, the network of volunteers and not-for-profits, avoided health costs, and education benefits. Intergenerational Review of Australian Sport 2017, p.9

Therefore, we can confidently conclude that the economic contribution of the sport sector is both direct and indirect when all factors are taken into consideration.

Examples of economic snapshots from the Australian sport sector include:

* [Equestrian brings more than $1Billion to the Economy](http://www.equestrian.org.au/news/equestrian-brings-more-1billion-economy), Equestrian Australia, (February 2017).  In October, 2016, Equestrian Australia (EA) commissioned Sports Business Partners and Street Ryan to conduct a community impact study on Equestrian sport in Australia. It’s the first report of its kind ever commissioned by EA, in partnership with all state branches, and is a significant investment towards better understanding our sport, its stakeholders and the potential for future growth and development. The main objective of this project was to determine the contribution of Equestrian to the broader community within Australia. The focus was to understand the community contribution generated across three key areas: Economic, Social, and Health.
	+ The total economic contribution of Equestrian (excluding all codes of horse racing, polo/polocrosse, rodeo, western & tent pegging) is over $1.143 Billion.
* [Surf Life Saving’s economic contribution to the community valued at $3.6 billion](http://sls.com.au/surf-life-savings-economic-contribution-community-valued-36-billion/). Price Waterhouse Coopers, (2011). The report, What is the economic contribution of Surf Life Saving in Australia, stated that for every $1 invested by government, sponsors and the community into Surf Life Saving’s drowning and injury prevention services, the community benefit was $29.
* [ICC Cricket World Cup Demontrates Value of Big Event](https://www.clearinghouseforsport.gov.au/__data/assets/pdf_file/0011/637391/ICC_World_Cup_2015.pdf) (PDF  - 340 KB). Tourism Australia, media release, (30 June 2015). According to Tourism Australia the findings of a report analysing the economic impact and benefits of the 2015 ICC Cricket World Cup demonstrate the value and importance of Australian tourism backing large scale events. The tourism benefits of the tournament to Australia included:
	+ 770,000 in total attendance at the Australian matches;
	+ 370,000 visitors, including 100,000 from overseas;
	+ $325m in international visitor spending;
	+ 1.5m bed nights, including 815,000 for international visitors.
* [Cricket World Cup 2015 Ltd: economic impact and benefit analysis of the ICC Cricket World Cup 2015](http://www.pwc.com/gx/en/sports-mega-events/assets/pdf/cwc-2015-economic-impact-and-benefits.pdf), (PDF  - 3.1 MB). PricewaterhouseCoopers, Final Report (2015). The ICC CWC 2015 was hailed by the ICC Chairman as the ‘most popular Cricket World Cup in history’, based on a combination of attendance, television audience, and, perhaps most significantly, digital media. The widespread reach of the Tournament across much of the globe, including many non-cricketing nations, was one of the main contributors to its overwhelming success. This report found that the tournament provided a significant economic boost for co-hosts Australia and New Zealand, generating more than AU$1.1 billion in direct spending and creating the equivalent of 8,320 full-time jobs.
* [Victoria’s Outdoor Economy Worth $6.2 Billion](http://outdoorsvictoria.org.au/resources/economics-of-outdoors), Outdoors Victoria, (30 March 2016). New independent economic modelling released today shows that nature-based outdoor activities add $6.2 billion per year to Victoria’s economy, supporting 71,000 jobs, or 2% of Victoria’s total workforce. These activities include nature-based tourism, camps, and outdoor education, and a full range of outdoor recreational activities, such as fishing, four-wheel driving, bushwalking, canoeing, birdwatching, beach activities, and many others. The analysis, commissioned by Sport and Recreation Victoria and Outdoors Victoria, is the first of its kind for Victoria. The report’s authors, Marsden Jacob Associates, note Victoria’s nature based outdoors sector makes a significant contribution to our economy and to individual wellbeing in Victoria.
* [The Community Impact of Football in NSW](http://www.footballnsw.com.au/fileadmin/user_upload/Facilities/Economic__Health_and_Social_Impact_of_Football.pdf), (PDF  - 1.0 MB), Football Federation Australia and Football NSW (2015). The report’s authors, strategy and research consultancy SBP and economic and demographic analysts Street Ryan, estimate the total annual economic contribution of grassroots football in NSW is more than $417 million per annum. This figure has been modelled on the estimated expenditure of football’s peak organisations (associations and clubs) and participant members for retail items (clothing and equipment), employment, events, canteen sales, travel costs and grounds costs. The health benefit to governments is estimated to be $4.5 million per annum, based upon a participant base of 280,000 persons.
* [The Australian Golf Industry Economic Report 2010](https://www.clearinghouseforsport.gov.au/Library/archive/digital_archive/golf/AGIC_2010_Golf_Industry_Economic_Report.pdf), (PDF  - 1.4 MB), Australian Golf Industry Council (2010). It is estimated that the golf industry contributed $2.94 billion to the Australian economy in 2008. This estimate comprised of $2.31 billion in direct industries and $0.63 billion in associated industries.
* [Economic Impact of Motor Sport](http://www.cams.com.au/about/about-cams/economic-impact-of-motor-sport), Confederation of Australian Motor Sports (CAMS) (2013). A study by Ernst & Young highlights the importance of the motor sport industry to Australia. In 2013 Australian motor sport generated $2.7 billion in direct industry output, $1.2 billion in direct value add, and over 16,000 direct jobs.
* [Value of a Community Football Club](http://www.aflvic.com.au/wp-content/uploads/2015/02/Latrobe-Value-of-a-Community-Football-Club-Final-PDF.pdf), (PDF  - 4.5 MB), Centre for Sport and Social Impact, La Trobe University (2014). The social return on investment for an average Australian Rules Football community club is estimated to be $4.40 return for every $1 spent to run a club. The value of community football clubs in Victoria is indirectly measured in terms of increased social connectedness, community wellbeing, and personal mental and physical wellbeing of participants. There are also social outcomes, such as civic pride in the community.
* [Understanding Cycle Tourism Experiences at the Tour Down Under](http://www.tandfonline.com/doi/full/10.1080/14775085.2016.1155473), Richard Shipway, Katherine King, Insun Sunny Lee & Graham Brown, Journal of Sport and Tourism, (7 March 2016). Sport tourism experiences are subjective and emotional, laden with symbolic meaning. This study explores the experiences of participants who adopted the multiple roles of both an active participant and event spectator, within the parameters of one chosen sporting event. A professional cycling race event, the Tour Down Under in South Australia was chosen for this investigation, and 20 face-to-face individual interviews were conducted with cycle tourists.
* [Value of Community Sport Infrastructure](https://www.clearinghouseforsport.gov.au/__data/assets/pdf_file/0007/804067/VoCSI_Final_June_2018.pdf) (PDF  - 5.3 MB), KPMG for the Australian Sports Commission, (2018). The Australian Sports Commission partnered with KPMG and La Trobe University to investigate the value of community sport infrastructure to Australia – including the value of economic, social and health benefits associated with such facilities. The report estimated that community sport infrastructure generates an annual value of more than AU$16.2billion to Australia, with AU$6.3 billion worth of economic benefit, AU$4.9 billion worth of health benefit, and AU$5.1 billion worth of social benefit.

The government of the United Kingdom has extended its economic analysis of the sport sector to estimate a per-person value of the sport sector that includes the ‘soft’ statistical measure of wellbeing.

* [Quantifying and valuing the wellbeing impacts of culture and sport](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/304899/Quantifying_and_valuing_the_wellbeing_impacts_of_sport_and_culture.pdf), (PDF  - 933 KB), Fujiwara D, Kudrna L and Dolan P, Department for Culture, Media and Sport, United Kingdom (2014). The Department commissioned researchers from the London School of Economics to undertake analysis and develop the evidence base on the wellbeing impacts of both cultural engagement and sport participation. This research also attempts to estimate the monetary value to the government of those wellbeing impacts, particularly in terms of current investment and long-term benefit. Sport participation was found to be associated with ‘wellbeing’ and this was valued at £1,127 per person per year. Sport participation interacts with a number of social indicators of wellbeing; such as education, health, and social cohesion. The economic impact of sport was thus many times the direct government investment on a per capita basis.

#### **Employment**

The 2016 Census reported that approximately 88,827 people had their main employment in sport or recreation (including sporting and recreational product manufacturing, wholesaling, and retailing, but excluding horse and dog racing, gambling, or other amusement and recreational activities). Women made up approximately 45% of the total sport & recreation workforce with men representing 55%.

The 2016/17 ABS Australian Industry Report shows that around 132,000 people were employed in the sport and recreation sector; however, it does not provide any further detailed breakdown. Thesport sector workforce would include a wide variety of professions including coaches, officials, sports science/sports medicine, and administrators. Individuals could work for government, primarily at State or Federal level, commercial, or not-for-profit sporting organisations, in facility management, or related industries.

* [2071.0 - Census of Population and Housing: Reflecting Australia - Stories from the Census, 2016: Employment data cube](http://www.abs.gov.au/AUSSTATS/abs%40.nsf/DetailsPage/2071.02016?OpenDocument), *Australian Bureau of Statistics*, (2018).
* [8155.0 Australian Industry Report](http://www.abs.gov.au/AUSSTATS/abs%40.nsf/allprimarymainfeatures/48791677FF5B2814CA256A1D0001FECD?opendocument), *Australian Bureau of Statistics*, (2018).

Service Skills Australia has looked at the sport sector and assessed it as a diverse set of business and organisation types. Typically, the community sport sector is made up of a large number of not-for-profit organisations that rely upon volunteer labour. However, there are also many sport related business entities that operate commercially, and these vary greatly in size. Within the government employment sector there are sport related employment opportunities at all levels – National, State/Territory, and local.

* [Sport, 2014 Environmental Scan](https://www.serviceskills.com.au/sites/default/files/files/Environmental%20Scans/Snapshots/SISC1171%20Sport%20Snapshot%20FA%20MR.pdf), (PDF  - 750 KB), Service Skills Australia (2014). The ‘Environmental Scans’ series covers the latest industry intelligence, workforce development needs, and population statistics. Service Skills Australia produces a number of reports on kindred sectors, such as sport, fitness, community recreation and outdoor recreation. Coaching and officiating have shown the greatest rate of employment growth during the period 2006 to 2011.

More information about the role of coaches and officials in community sport can be found in the Clearinghouse for Sport topics, [Community Sport Coaching](https://www.clearinghouseforsport.gov.au/knowledge_base/sport_participation/community_engagement/community_sport_coaching) and [Community Sport Officiating](https://www.clearinghouseforsport.gov.au/knowledge_base/sport_participation/community_engagement/community_sport_officiating).

#### **Volunteers**

While the value of volunteering in the sport sector is not included in GDP figures, it does have a substantial bearing on the ‘economic value’ of sport to Australian society. Sport and physical recreation organisations attracted 2.3 million volunteers (about 38% of all volunteers), which is greater than the volunteer numbers in either the health or social sectors. The estimated contribution of sport volunteers is over $4 billion to the sector [source: Frontier Economics].

* [Sustainable Australia Report 2013: Conversations with the future](http://apo.org.au/system/files/35280/apo-nid35280-92761.pdf), (PDF  - 29 MB), Australian Government, National Sustainability Council, (2013). This report provides statistics, information and analysis on key trends and emerging issues for Australia’s sustainability and the lifestyle of Australians. It provides an overview of volunteers in sport and participation trends. Chapter 13, ‘Community Engagement, Social Indicators’ contains information on volunteering and participation in organised sport. [Summary Report](http://www.environment.gov.au/system/files/resources/e55f5f00-b5ed-4a77-b977-da3764da72e3/files/sustainable-australia-report-2013-summary.pdf) (PDF  - 1.2 MB).
* [Contribution of the Not-for-Profit Sector](http://www.pc.gov.au/inquiries/completed/not-for-profit/report), Australian Government, Productivity Commission, Research Report, (2010). This report highlights the economic and social benefits that volunteering has on the not-for-profit sector generally. This report combines ‘sport’ with ‘cultural’ organisations within the not-for-profit sector and estimates the economic value of volunteers in ‘Sport and Culture’ at $6.6 billion.

More information related to the impact of volunteering in the sport sector can be found in the Clearinghouse for Sport topic, [Volunteers in Sport](https://www.clearinghouseforsport.gov.au/knowledge_base/sport_participation/community_engagement/volunteers_in_sport).

#### **Events and Tourism**

Tourism represents a significant industry sector, contributing and estimated $105 billion to Australia’s economy. [source: [Tourism Forecasts](http://www.tra.gov.au/documents/forecasts/Tourism_Forecasts_Autumn_2014_FINAL_18062014.pdf), (PDF  - 329 MB) Tourism Australia, 2014]. Sports tourism is a niche market which can be broadly described as tourism generated by participation (as a spectator, competitor, official, journalist, etc.) in sporting activity. That activity can be a single event or series of competitions or activities; as with a touring team, interstate or international league matches, or a training camp. Although sports tourism may account for a small portion of the total, even a 1% share of the tourism market represents a substantial amount.

* [Towards a national sports tourism strategy](https://www.clearinghouseforsport.gov.au/Library/archive/digital_archive/NSIC_full_text_resources/Towards_a_National_Sports_Tourism_Strategy-_draft.pdf) (draft), (PDF  - 237 MB). Commonwealth Department of Industry, Science and Resources (2000). This draft document sets out a strategy for Australian governments and makes recommendations to support the growth of domestic and international sports tourism. It provides a definition of sports tourism and suggests that sport can play a part in the future growth of the Australian tourism industry.
* [Tourism Australia](http://www.australia.com/en/things-to-do/australian-sport.html). The Tourism Australian website provides general information and links to sport and recreation activities, places to go and things to do.
* [What should you pay to host a party? An economic analysis of hosting sports mega-events](http://www.tandfonline.com/doi/abs/10.1080/00036846.2014.1000522?journalCode=raec20&#abstract), Heather Mitchell & Mark Fergusson Stewart, Applied Economics, Volume 47, Issue 15, (2015). Governments all over the world put huge amounts of money into bidding for, and then hosting, sports events like Football’s World Cup or the Olympic Games. They also give money to professional sports teams and other mega-events to encourage them to locate within a particular constituency. This article examines the statistical relationship between tourism and three Football World Cups and five Olympic Games, finding very little positive effect. Given this conclusion, the article looks at why governments continue to bid for these competitions. It presents evidence that shows that these sports contests make people happy, and argues that politicians capitalise on this feel-good factor; harnessing the hubris associated with these events for political gain. The article then contends that the best way to reduce the politics associated with bidding for mega-events is to allocate them via an auction, rather than the wasteful rent-seeking methods that are currently used.
* [Sport Tourism: The scale of opportunity from hosting a mega event](http://www.visitscotland.org/pdf/Sport%20Tourism%20-%20Scale%20of%20Opportunity%20from%20hosting%20a%20mega%20event.pdf) (PDF  - 1.1 MB), Insight Department, VisitScotland (2012). This paper discusses the scale of opportunity presented to nations or cities when hosting a mega event such as the Olympic or Commonwealth Games. With particular focus upon London 2012 and Glasgow 2014, the paper analyses the key pros and cons of hosting a mega event and what effects they have on the host’s economy.
* [Olympic Games Rio 2016: The legacy](http://www.insidethegames.biz/media/file/61144/2017-03-16-Rio-2016-Legacy-March-2017-English.pdf) (PDF  - 375 KB), IOC, (March 2017). The Olympic Games Rio 2016 delivered many inspiring athletic achievements that were witnessed and shared by a vast global audience through record-breaking media coverage and unprecedented levels of digital engagement. Against a backdrop of economic, political and social challenges, they also set new standards for legacy planning that have left an important heritage.
* [The Olympic Games Always Go Over Budget, in One Chart (1968-2016)](https://howmuch.net/articles/olympic-costs), howmuch, (November 2916). The water in one swimming pool turned green. Apart from that, the 2016 Summer Olympics in Rio de Janeiro went off without a hitch. Preliminary figures also indicate that the Rio Olympics 'only' cost 51% more than originally budgeted – which by Olympic standards is a great success.
* [Going for the Gold: The Economics of the Olympics](http://pubs.aeaweb.org/doi/pdfplus/10.1257/jep.30.2.201), (PDF  - 619 KB), Baade R and Matheson V, Journal of Economic Perspectives, Volume 30, (Spring 2016). In summer 2016, the eyes of the world will turn to Rio de Janeiro as it hosts the Games of the XXXI Olympiad, better known as the Summer Olympics. Unfortunately, the price tag of well over $10 billion for the event is adding to the already considerable strain on government budgets in Brazil. Faced with a nasty recession, cuts in public services, and rising unemployment, throngs of Brazilians have turned out to protest what is seen as wasteful spending and a misallocation of resources on the Olympics.

Australia has been highly successful in attracting many of the world’s highest profile sporting events, such as Olympic Games, Commonwealth Games, and World Championships in a range of sports, the Asian Football Confederation Cup, Cricket World Cup, Rugby World Cup, Formula One Grand Prix, Santos Tour Down Under, and many more. These events stimulate tourism inflows, international exposure, and other potential economic and social benefits.

Various forms of economic analysis are based upon models that may have very different assumptions, particularly in terms of the initial investment and long-term legacy. Events such as the Asian Cup football tournament do not rely upon a major infrastructure investment and thus capitalise on other investment strategies. On the other hand, the lead-up investment in the 2000 Sydney Olympic Games appears to have had a slightly negative economic impact when analysed as a stand-alone investment.

* [AFC Asian Cup to give Australian tourism a free kick](http://www.tourism.australia.com/news/Media-Releases-2015-afc-asian-cup.aspx), *Tourism Australia*, (January 2015). With more than 500,000 spectators - including around 30,000 fans from overseas - expected to attend the 32 matches being played across Sydney, Melbourne, Brisbane, Canberra and Newcastle. PricewaterhouseCoopers have estimated that the economic benefit from hosting the Asian Cup could be as much as $23 million.
* [Record visitation for the 2018 Santos Tour Down Under](http://tourism.sa.gov.au/news-and-media/news/2018/may/15/record-visitation-for-the-2018-santos-tour-down-under), *South Australian Tourism Commission*, (15 May 2018). A record number of event specific visitors made the journey to South Australia to celebrate the 2018 Santos Tour Down Under, generating an economic impact of $63.7 million. The event generated more than 27,500 items of media coverage with a potential reach of 558 million people. International print media coverage appeared in 46 countries around the world across 566 different publications. 774 full time equivalent jobs were created by the 2018 event.
* [Gold Coast Marathon pumps $28.5 million into economy](http://statements.qld.gov.au/Statement/2018/9/11/gold-coast-marathon-pumps-285-million-into-economy), *Hon Kate Jones, QLD Minister for Innovation & Tourism Industry Development media release*, (11 September 2018). The 40th edition of the Gold Coast Marathon generated a record-breaking $28.5 million and more than 100,000 visitor nights for the Queensland economy.
* [Socio-economic impact of the Sydney 2000 Olympic Games](http://olympicstudies.uab.es/pdf/wp094_eng.pdf), (PDF  - 80 KB), Haynes J, Centre d’Estudis Olimpics UAB (2001). The total cost of staging the Olympic Games as announced by NSW Treasurer Michael Egan was $6.5 billion. Several projection reports on the economic impact of the Sydney 2000 Olympic Games appeared before the Games, they estimated that over the period 1994-95 through 2005-06 the Sydney Games would generate a total of $6.5 billion in economic activity, a large part of this through increased tourism.
* [The Sydney Olympics, seven years on: An ex-post dynamic CGE assessment](http://www.copsmodels.com/ftp/workpapr/g-168.pdf), (PDF  - 225 KB), Giesecke J and Madden J, Centre of Policy Studies, Monash University, General Paper Number G-168, (2007). This analysis is based upon a computable general equilibrium (CGE) model. This analysis found that the 2000 Sydney Olympic Games generated a net consumption loss of approximately $2.1 billion. The increase in foreign tourist spending lifted Australia’s terms of trade by only 0.09% in 2000-01. The sectors that gained most were those who sold goods, provided accommodation, services and transport to tourists.
* [Economic impact study of the Melbourne 2006 Commonwealth Games: Post-event analysis](https://opus.lib.uts.edu.au/handle/2100/989), KPMG and the Office of Commonwealth Games Coordination (2006). The total expenditure associated with the 2006 Games in Victoria was around $2.9 billion. In terms of the impact on the Victorian economy, using a Computable General Equilibrium modelling approach, the 2006 Games was estimated to result in an increase in Gross State Product of around $1.6 billion. The positive impact of the Games on the Victorian economy is derived from two major effects: (1) the external money input into the economy of Victoria through tourist visitation, and; (2) the bringing forward of the activity associated with the facilities investment required to undertake the Games.

For a detailed list of international events held in Australia please refer to the Wikipedia topic, [List of International Sports Events in Australia](https://en.wikipedia.org/wiki/List_of_international_sports_events_in_Australia).

There is also a domestic component to sports tourism that is defined as any sports related trip of over 40 km that also involves a stay of at least one night. Although domestic sports tourism may have a lower public profile than its international counterpart, it can have a significant impact on a local economy.

* [Reinventing rural places: the extent and impact of festivals in rural and regional Australia](https://festivalsproject.uow.edu.au/content/groups/public/%40web/%40sci/%40eesc/documents/doc/uow060229.pdf) (PDF   - 2.4 MB), Gibson C, Stewart A, *University of Wollongong* (2009). This Australian Research Council project examined festivals from 2005-2008 in rural and regional Australia through a database profile of festivals across three states (NSW, Victoria and Tasmania). Sport made up 36.5 % of festivals captured. Information was collected on job creation, volunteerism, marketing and advertising, environment and community. This research will assist those planning sporting events in rural and regional communities.
* [The hidden benefits of non-elite mass participation sports events: An economic perspective](http://www.cies-uni.org/sites/default/files/october_2010_ijsms_volume12_number1.pdf), (PDF  - 769 KB), Coleman R and Ramchandani G, *International Journal of Sports Marketing & Sponsorship*, Volume 12, Issue 1, (2010). This paper examines the hidden financial benefits that non-elite events are capable of delivering for host cities. The paper provides examples of how mass participation (and other non-elite) events can generate substantial economic impacts comparable to, and in some cases greater than, those associated with elite events. The cost-effectiveness of hosting mass participation events, relative to major elite sports events, is discussed.

Hosting a major sporting event may rely upon some level of assistance from State Government, and in some cases the Federal Government as well. Data on most economic inputs reflect the cost of facilities and infrastructure and organisational cost, including employment, marketing, and security. Profit/loss reports reflect only the direct outputs, such as merchandising and ticket sales. It is likely that a very substantial (if short term) boost to the local economy can result from a sporting event, which does not show on an event profit/loss statement. The various economic and social impacts on the community are not always apparent.

* [Circus Maximus](http://www.playthegame.org/news/news-articles/2015/0030_olympic-spoilsport/), Play The Game, (21 May 2015). In this book, US sports economist Andrew Zimbalist analyses the benefits and risks of hosting a sports mega-event and finds that the economic risks by far exceed the benefits.
* [How Global Sporting Events Score Economic Goals](http://raconteur.net/business/how-major-global-sporting-events-score-economic-goal), Mike Fletcher, Raconteur, (2 March 2016). As another summer of spectacular sport beckons, what is the business case for hosting a major global sporting event? Is the investment in stadiums and infrastructure matched by increased visitor numbers and spending?
* [Bringing Home the Gold? A Review of the Economic Impact of Hosting Mega-Events](https://growthlab.cid.harvard.edu/publications/bringing-home-gold-review-economic-impact-hosting-mega-events), Barrios, D., Russell, S. & Andrews, M., *CID Working Paper No. 320, Harvard University*, (July 2016). This article focuses on claims surrounding the direct or indirect mechanisms that facilitate the impact that ex-ante studies predict. We provide a review of these claims and their validity according to the existing literature.

#### **Facilities and Infrastructure**

Investment by both public and private sources into sporting facilities and infrastructure is seen as providing employment during the construction phase as well as essential community services. There is also an economic legacy of investment in major sporting facilities, as evidenced from the 2000 Sydney Olympic Games and the 2006 Melbourne Commonwealth Games experiences. There are lessons to be learnt from the hosting of less successful mega-events in regard to the potential economic (and social) return on facility and infrastructure investment. Evidence suggests that facility and infrastructure planning that adopts a long-term and multi-dimensional approach can produce a positive return on investment when measured over many years.

* [It’s how you play the game: Matching a region’s priorities with the right mega – or not so mega – event](http://www.pwc.com/gx/en/sports-mega-events/news/its-how-you-play-the-game.jhtml), Price Waterhouse Coopers (2014). PwC’s publication presents a framework for helping a city or region decide which event to host, based on key questions under the categories of overall readiness, venues, legacy, supporting infrastructure and intellectual capital. The publication then goes on to explore a number of key aspects on hosting sports events, including ways in which a city or region can maximise the impact of hosting events.
* [Game on: mega-event infrastructure opportunities](http://www.pwc.com/en_GX/gx/capital-projects-infrastructure/pdf/Mega-Events_with_Abadie_Change.pdf), (PDF  - 915 KB), Price Waterhouse Coopers (2011). Investment in mega-event related infrastructure can impact upon economic development for three decades. In this report, the analysis focuses upon infrastructure investments and the long-term implications for the region where those investments occurred.
* [Looking for legacy: for a sustainable impact of major sports infrastructure](http://www.thecityfactory.com/fabrique-de-la-cite/data.nsf/A9AD35E816995CA6C1257B82004782BE/%24file/looking_for_legacy.pdf), (PDF   - 1.2 MB), The City Factory (2011). Sporting infrastructure initially designed to host one-time events need massive investments. Therefore, it’s essential to look at sports infrastructure with a long-term view, as elements of an overall urban renewal.
* [Using sports infrastructure to deliver economic and social change: Lessons for London beyond 2012](http://shura.shu.ac.uk/3987/1/LarissaDaviesviewpoint.pdf), (PDF - 2.0 MB), Davies L, Sheffield Hallam University (2011). This commentary examines regeneration legacy in the context of the London Olympic Games. In particular, it focuses on the use of sports stadia as a tool for delivering economic and social change, and by drawing upon previous examples, suggesting lessons London can learn to enhance regeneration legacies beyond 2012.

Further information regarding the links between sports and infrastructure can be found in the Clearinghouse for Sport topics [Facility Planning and Use](https://www.clearinghouseforsport.gov.au/knowledge_base/organised_sport/sports_administration_and_management/sports_facility_planning_and_use) and [Active Transport](https://www.clearinghouseforsport.gov.au/knowledge_base/organised_sport/sport_and_government_policy_objectives/active_transport).

#### **Goods and Services**

Sport acts as a generator for economic activity for a multitude of goods, such as sports equipment clothing, and nutritional products; and services including everything from coaching, physical therapy services, to facility management. The goods segment is often absorbed into other statistical data, such as clothing/footwear or food. The services segment is by far the largest generator of economic activity. The ABS data indicates that in 2005 there were over 9,000 business entities providing sport and recreational services as their primary source of business, and serial data indicates this part of the sport sector was expanding. The sport service industry generated over $8.8 billion during 2004-05 to the Australian economy, and continues to grow each year. [source: Sport and Recreation Services 2004-05, Australian Bureau of Statistics, Catalogue Number 8686.0]

Australia's population appears to be a net consumer of sporting goods. International balance of trade in selected sport and physical recreation goods is in deficit; imports during 2012–13 were valued at $2.1 billion, with exports of $358.5 million. However, the export figure from 2013 represented an increase of 26% from the previous year, indicating an expanding export market for Australian goods. [source: International Trade in Goods and Services, Australia, June 2013, Australian Bureau of Statistics, Catalogue Number 5368.0]

[Sporting Goods in Australia: An Industry Snapshot](http://www.asga.com.au/wp-content/uploads/2015/06/asga_industry_snapshot_empirica_research-final_version_27_march_2012.pdf) (PDF  - 9.9 MB), Australian Sporting Goods Association (2012). The Australian Sporting Goods Association (ASGA) partnered with Empirica Research to produce this industry report. Data was sourced from the quarterly ASGA member survey and a survey of consumer attitudes and behaviour conducted by Empirica Research. Findings from Australian Bureau of Statistics reports, other government reports, and academic literature was also included. Analysis generated four sections to this report: (1) macro-economic data; (2) industry sales data; (3) consumer buying behaviour, and; (4) trends in sport and exercise participation that influence consumer purchases. ABS household spending data on ‘sports’ is limited to equipment and does not include apparel or footwear, which is conservatively estimated to add more than $1.5 billion annually.

#### **Health**

The benefits of physical activity in the prevention of a range of chronic health issues have been well documented. Both organised and non-organised sports contribute to the recommended level of physical activity needed to maintain/improve health. The investment in sport and active recreation programs has the potential to produce significant financial benefit to the national economy, as well as personal benefit to individuals, in the form of reduced health care costs and increased productivity.

* [Does sports club participation contribute to health-related quality of life](http://www.ncbi.nlm.nih.gov/pubmed/19996991)? Eime R, Harvey J, Brown W, and Payne W, Medicine & Science in Sports & Exercise, Volume 42, Issue 5 (2010). This report studies the concept that community sports clubs provide opportunities for social interaction through both structured (organised and competitive) and unstructured (social) participation in sport. It has been suggested that involvement in club sport may impact positively on social and mental well-being.
* [Getting Australia Moving: Establishing a physically literate and active nation (Game Plan](http://www.canberra.edu.au/researchrepository/file/50f8c79c-2aca-a83f-aee8-254288c36220/1/full_text_final.pdf)), (PDF  - 2.0 MB), Keegan R, Keegan S, Daley S, Ordway C and Edwards A,  University of Canberra Centre of Excellence in Physical Literacy and Active Youth (CEPLAY). Recent estimates put the cost of physical inactivity to the Australian economy at $13.8 billion per year, as a result of healthcare costs, lost productivity premature mortality. Sedentary lifestyles are the fourth-highest risk factor in reducing Australian productivity.
* [The costs of illness attributable to physical inactivity in Australia: A preliminary study](http://www.health.gov.au/internet/main/publishing.nsf/Content/5F2C0F157D587DAECA257BF0001E44CE/%24File/phys_costofillness.pdf), (PDF  - 371 KB), Stephenson J, Bauman A, Armstrong T, Smith B and Bellew B, *Department of Health and Aged Care and the Australian Sports Commission* (2000). The impact of physical inactivity as a primary and independent risk factor for common diseases is well documented by epidemiological studies. Therefore, the challenge faced by the sports and recreation sectors, as well as the health promotion sector, is to encourage large numbers of people to participate in frequent and sufficient physical activity and to change their lifestyle. This analysis concludes that for every one per cent increase in the proportion of the population who meet the physical activity guidelines, there is a concurrent $3.6 million annual saving in health care costs.
* [Sustaining health promotion programs within sport and recreation organisations](http://www.ncbi.nlm.nih.gov/pubmed/18068434), Casey M, Payne W, Eime R and Brown S, Journal of Science, Medicine and Sport, (20 February 2008). This paper explores the concept of health promotion by sport and recreation organisations, analysing the design, implementation and sustainability of such programmes. The authors suggest that health promotion activities through sports organisations can be successful; however, persistence is required for ongoing success.
* [Surf Life Saving’s economic contribution to the community valued at $3.6 billion](http://sls.com.au/surf-life-savings-economic-contribution-community-valued-36-billion/). The Price Waterhouse Coopers report, What is the economic contribution of Surf Life Saving in Australia, stated that for every $1 invested by government, sponsors and the community into Surf Life Saving’s drowning and injury prevention services, the community benefit was $29.

Whilst it would appear that there are many benefits to be accrued from a physically-active lifestyle, there is also the potential economic burden placed upon society in relation to the cost of injuries due to participation in sporting activities. Assessing the true cost of sports injuries is problematic because not enough is known about the social and personal consequences of sports injury. However, the available evidence suggests that the economic benefits of sport and physical activity are many times the estimated cost of sports injury.

More information can be found at the Clearinghouse for Sport topics, [Preventive Health, Sport and Physical Activity](https://www.clearinghouseforsport.gov.au/knowledge_base/organised_sport/sport_and_government_policy_objectives/preventive_health%2C_sport_and_physical_activity) and [Cost of Sports Injuries](https://www.clearinghouseforsport.gov.au/knowledge_base/sport_participation/sport_injuries_and_medical_conditions/sports_injuries).

#### **Media, Broadcasting and Communications**

The mass appeal of live coverage of sport makes the marketing and regulation of this content a matter of importance for sporting organisations, broadcast rights holders, governments, media services operators and the viewing audience. In a time of rapid change brought about by new digital technologies and consumer preferences, there is a degree of uncertainty in the sports broadcasting marketplace. However, the economic activity generated from sports broadcasting continues to grow.

More information can be found in the Clearinghouse for Sport topic, [Sports Broadcasting](https://www.clearinghouseforsport.gov.au/knowledge_base/portfolios_under_construction/archive_2019/sports_and_sports_organisations/sports_media_broadcasting_and_communication).

* [Handbook on the Economics of Sport](http://www.ahmetguvener.com/wp-content/uploads/Handbook-on-the-Economics-of-Sport.pdf), (PDF  - 4.8 MB), Andreff W and Szymanski S (editors),*Edward Elgar publishing* (2007). Research into the application of economic concepts to sporting activities has expanded in recent years; whether it be the contribution of sporting activities to economic growth, competition for media rights, labour markets for sports stars or the economic incentives embedded in the structure of leagues.
* [A wider social role for sport : who's keeping the score?](http://ausport.hosting.libero.com.au/libero/WebopacOpenURL.cls?ACTION=DISPLAY&sid=LIBERO:ASC&RSN=66939) Fred Coalter, *Routledge*, (2007). The author posits the lack of a strong body of cumulative research evidence to inform policy-making and assesses the capacity of sports-based programs to deliver interventions addressing social and economic issues. (*Available from Australian Sports Commission, GV 605.2.C635*)

#### Fact Sheets

* [The economic value of social benefits provided by community club sport](https://www.clearinghouseforsport.gov.au/__data/assets/pdf_file/0003/808680/Club_sport_value_of_sport_fact_sheet_Final.pdf) (PDF  - 213 KB), *Australian Sports Commission/Griffith University School of Business,* based on the project report 'Economic value of community club-based sport in Australia', (2017).

#### **Government Reports**

* [Economic value of sport and recreation in Western Australia](http://www.clearinghouseforsport.gov.au/__data/assets/pdf_file/0019/316405/MoreThanWinning.pdf), (PDF  - 1.0 MB), *Government of Western Australia, Department of Sport and Recreation* (2004).
* [Impact of Sport and Physical Recreation on the ACT](https://www.clearinghouseforsport.gov.au/__data/assets/pdf_file/0010/556507/Impact_of_sport_and_physical_recreation_on_the_ACT_-_executive_summary_March_2004.pdf), (PDF  - 1.4 MB), Executive Summary, *ACT Sport,* (March 2004). ACTSPORT commissioned ACIL Tasman to examine sport and physical recreation’s role in the Australian Capital Territory. The study finds that the sport and physical recreation sector is an integral part of the ACT’s community and its economy. It is now accepted that sport and recreation is an important source of economic activity as it generates employment and contributes to the ACT’s Gross State Product. What is less well understood is that participation in sport and physical recreation also has important benefits for Canberrans’ physical and mental health.
* [Intergenerational Review of Australian Sport](https://www.clearinghouseforsport.gov.au/__data/assets/pdf_file/0009/752733/Intergenerational_Review_of_Australian_Sport_2017.pdf) (PDF  - 1.6 MB), *BCG Boston Consulting Group* for the Australian Sports Commission, (2017). In recent years, significant trends have been observed relating to sports participation, performance and consumption. To understand these trends and their impact in the future and to best prepare Australian sport to adapt for success, the ASC Board engaged The Boston Consulting Group (BCG) to undertake *The Intergenerational Review of Australian Sport (IGRS)*. The IGRS had five objectives:
	+ Objective 1: To identify the value of sport to Australia and the key forces and trends that are challenging sporting organisations and the sector as a whole;
	+ Objective 2: To understand the current investment in Australian sport, within an international context;
	+ Objective 3: To articulate and quantify, to the extent possible, the return from the investment in sport in Australia and internationally;
	+ Objective 4: To identify strategies to maximise the opportunities and return for all Australians, in line with broad government policy; and
	+ Objective 5: To identify ways for the sports system to work together more cohesively.
* [Game Plan: A report on the economic significance and management practices of 10 sports in South Australia](http://www.recsport.sa.gov.au/sport-active-recreation/documents/gameplan.pdf), (PDF  - 2.4 MB). *Government of South Australia, Office for Recreation and Sport* (2000).
* [Value of Community Sport Infrastructure](https://www.clearinghouseforsport.gov.au/__data/assets/pdf_file/0007/804067/VoCSI_Final_June_2018.pdf) (PDF  - 5.3 MB), KPMG for the Australian Sports Commission, (2018). The Australian Sports Commission partnered with KPMG and La Trobe University to investigate the value of community sport infrastructure to Australia – including the value of economic, social and health benefits associated with such facilities. The report estimated that community sport infrastructure generates an annual value of more than AU$16.2billion to Australia, with AU$6.3 billion worth of economic benefit, AU$4.9 billion worth of health benefit, and AU$5.1 billion worth of social benefit.
* [The value of sport and physical recreation to Tasmania](http://eprints.utas.edu.au/11650/1/The_Value_of_Sport_%26_Physical_Recreation_to_Tasmania.pdf), (PDF  - 3.3 MB), Muller P, Wadsley A, Adams D, Authur D and Felmingham B, *Australian Innovation Research Centre, University of Tasmania* (2010).
* [The value of sport to Queensland](http://www.qsport.org.au/_dbase_upl/valofsprttoqldexctvsummar2012.pdf), Executive Summary (PDF  - 241 KB), (March 2012).
* [Why do people give to sport? Fundraising for sport in Australia](https://asf.org.au/why-do-people-donate-to-sport/). Australian Sports Foundation (ASF), (2017). In 2017 the ASF conducted Australia's first ever study into the motivation of Australians who donate to sport. The goal of this qualitative research was to help Australian sporting clubs and organisations better understand why donors donate and how to make the donor experience more rewarding and enjoyable.

#### Media Releases

* [Commonwealth Games assets gifted to Queensland communities](http://statements.qld.gov.au/Statement/2018/5/21/commonwealth-games-assets-gifted-to-queensland-communities), Premier and Minister for Trade The Honourable Annastacia Palaszczuk and Minister for Innovation and Tourism Industry Development and Minister for the Commonwealth Games The Honourable Kate Jones, *QLD Government media release*, (21 May 2018). Premier Annastacia Palaszczuk today announced sporting equipment and assets like boxing gloves, barbells, athletics tracks, defibrillators, Queens Baton Relay road bikes and mini-buses would be donated to communities across the state.
* [Gold Coast Marathon pumps $28.5 million into economy](http://statements.qld.gov.au/Statement/2018/9/11/gold-coast-marathon-pumps-285-million-into-economy), *Hon Kate Jones, QLD Minister for Innovation & Tourism Industry Development media release*, (11 September 2018). The 40th edition of the Gold Coast Marathon generated a record-breaking $28.5 million and more than 100,000 visitor nights for the Queensland economy.

#### Reading

* [Bringing Home the Gold? A Review of the Economic Impact of Hosting Mega-Events](https://growthlab.cid.harvard.edu/publications/bringing-home-gold-review-economic-impact-hosting-mega-events), Barrios, D., Russell, S. & Andrews, M., CID Working Paper No. 320, *Harvard University*, (July 2016). This article focuses on claims surrounding the direct or indirect mechanisms that facilitate the impact that ex-ante studies predict. We provide a review of these claims and their validity according to the existing literature.
* [Russia details economic benefits of Fifa World Cup](https://www.sportbusiness.com/sport-news/russia-details-economic-benefits-fifa-world-cup?utm_medium=email&utm_campaign=SBG%20Daily%20Newswires&pi_campaign_id=2363&utm_source=sbi-newswire-2017), *SportBusiness International*, (26 April 2018). The Russian government has projected that its hosting of this summer’s Fifa World Cup national team football tournament could boost the host country’s economy by up to 1.92 trillion rubles (€25.39bn/$31bn).
* [Scaling down the circus to scale up the benefits – A proposed future for international sport events](http://sircuit.ca/future-international-sport-events/), Marijke Taks (PhD), University of Ottawa, *SIRCuit,* (17 April 2018). As Canada considers bids for the 2026 Winter Olympic and Paralympic Games, and the 2030 Commonwealth Games, this article examines the economic, tourism, social and sport participation impact claims of major international sport events. To maximize positive and minimize negative outcomes from hosting major sport events, we recommend a shift in thinking that builds on the opportunities smaller scale events present for host communities.
* [World Cup: Good for diplomacy, good for business](http://www.sportanddev.org/en/newsnviews/news/?12095/1/World-Cup-Good-for-diplomacy-good-for-business), Pizzano-Miraglia P and Miraglia S, sportanddev.org, (18 February 2014). Sport has long been used as a political platform for diplomatic relations in underdeveloped countries. The authors contend that hosting events such as the World Cup serves as an example of uniting governments, nations, fans and players

#### Reports

* [2032 SEQ Olympic and Paralympic Games Feasibility Study](https://seqmayors.qld.gov.au/initiatives/2mfHY5whV6uNpagYpw2v), *Council of Mayors South East Queensland & Lagardere Sports/EKS*, (February 2019). The report considers two essential questions in determining feasibility. The first is ‘can’ the Games be staged in South East Queensland (SEQ)? The second, and perhaps more important question is ‘should’ Council of Mayors (SEQ) propose the hosting of an Olympic Games? It concludes that with an estimated bottom line of $900 million, early assessments indicate the Olympic and Paralympic Games are an affordable proposition for SEQ. The Council of Mayors (SEQ) encourages the Queensland Government to join with the SEQ Mayors in undertaking further economic assessments.
* [Assessing the contribution of sport to the economy](https://www.deakin.edu.au/__data/assets/pdf_file/0003/404427/swp2005_02.pdf), (PDF  - 154 KB) Hone P, *School of Accounting Economics and Financ*e, Deakin University (2013). Sport has always been an important part of society but it is now becoming an increasingly important part of the economy. Consequently, the measurement of the economic impact of sporting events has become a focus of some interest to a number of groups including policy makers and sporting officials. In this paper, the established procedures for measuring economic impacts are evaluated from the perspective of the nature of the information required by decision makers.
* [Assessing the Olympics: Preliminary economic analysis of a Boston 2024 Games – Impacts, opportunities and risks](http://www.issuelab.org/resources/21204/21204.pdf), (PDF  1.9 MB),*University of Massachusetts, Donahue Institute for Economic and Public Policy Research*(March 2015). This report neither suggests that holding the 2024 Olympic Games will be an economic success, nor does it predict economic disaster. Instead, it shows that staging an Olympics Games could be a net economic positive, but that success will depend upon smart budgeting and effective planning to avoid some of the huge cost overruns that have beset some Olympics host cities in the past.
* [Changing the game—can a sport-based youth development programme generate a positive social return on investment?](https://journals.co.za/content/journal/10520/EJC-ccd6bff12?fromSearch=true) Ben Sanders & Emanuel Raptis, *Commonwealth Youth and Development,* Volume 15(1), pp.1-17, (2017). This study examines a sport for development and peace intervention initiated by Grassroot Soccer South Africa that promotes youth employability and leadership. Preliminary results offer encouraging evidence of progress into employment, education and training with positive social returns for the youth and external stakeholders, suggesting that this investment is cost-effective and impactful (every R1 invested in a coach yielded a return of R1.72 for society at large over 5 years). The results indicate that structured sport-based programmes can put young people to work and get them to study in a constructive manner, thereby stimulating economic growth and development. It is concluded that initiatives using sport to promote youth work merit greater investment, recognition and research.
* [The economic contribution of sport to Australia](https://www.clearinghouseforsport.gov.au/Library/archive/digital_archive/asc_programs/asc_programs_-_sport_market_insights_research/4Frontier_Economics_Final_Report_2009.pdf) (PDF  - 1.0 MB), *Frontier Economics prepared for the Australian Sports Commission*, (November 2009). This report aims to assess the economic contribution of the sport sector (community and high performance) to Australia. It looks at the present economic and social rationale for sport and the contribution of the sector to the Australian community and economy. “Sport in general (including for-profit sport activities) accounted for approximately 2% of Gross Domestic Product”. A [summary article](https://www.clearinghouseforsport.gov.au/__data/assets/pdf_file/0020/563321/Frontier_Research_The_Economic_Contribution_of_Sport_summary_report.pdf) (PDF  - 152 KB) and [presentation slides](https://www.clearinghouseforsport.gov.au/__data/assets/pdf_file/0004/563323/Frontier_Research_The_Economic_Contribution_of_Sport_power_point_presentation.pdf) (PDF  - 159 KB) are also available.
* [Economic costs of physical inactivity](http://www.bhfactive.org.uk/userfiles/Documents/eonomiccosts.pdf), (PDF  - 1.8 MB), *British Heart Foundation National Centre for Physical Activity and Health, Loughborough University* (2013). In developed countries, the consequences of physical inactivity account for 1.5%–3.0% of total direct health care costs.
* [Economic value of community club-based sport in Australia: Stage 1 report](https://www.clearinghouseforsport.gov.au/Library/archive/digital_archive/asc_programs/reports_2000_club_development/ASC-Griffith_Uni_Economic_Value_of_Community_Sport.pdf) (PDF  - 1.4 MB), Chris Gratton, Graham Cuskelly, James Skinner & Kristine Toohey, *Griffith University Business School/Australian Sports Commission*, (January 2014). Whilst the literature on social benefits from sport has a substantial history, attempts at measuring and valuing these benefits have often been context-specific - i.e. for specific amenities in specific locations - and lacking a policy purpose. This research programme sought to provide evidence on the social benefits of sport, what these look like for each sector and different social groups, how these can be measured and how these benefits interrelate with individual well-being. Areas of focus included the impact of sport on: health & economic benefits; subjective well-being; crime & anti-social behaviour; educational performance; and, social capital. Overall the evidence identified suggests that potential health, economic, well-being and social capital benefits could be identified and potentially used to estimate value of sport to the community but the data for crime and anti-social behaviour and educational performance was more limited.
* [Economic value of community club-based sport in Australia](https://www.clearinghouseforsport.gov.au/__data/assets/pdf_file/0007/821491/ASC-GU-Final-Report-Club-Sport-Economic-Value.pdf), (PDF  - 1.0 MB), *Australian Sports Commission/Griffith University*, (2017). The objective of this report was to develop a valid model to provide an economic estimate (i.e. Australian dollar value) of social benefits associated with the provision of, and participation in, club-based community sport in Australia. This was carried out using two measures of community based club sport participation: those taking part at least once per week for a minimum of 30 minutes, and those taking part at least three times per week for at least 30 minutes each time. The report estimated the financial value of 3 different measures of subjective well-being as well as for social capital. Although the income compensation values are high (billions of dollars) the authors caution that these do not represent any specific expenditures either by sports participants or government, but rather a theoretical value that would be needed to compensate the sport participant if they were prevented from taking part in sport in order to maintain the same level of subjective well-being or social capital.
* [Global Sports Impact Report 2016, Executive Summary](http://archive.sportcal.com/impact/samples/GSI-ExecSummary2016v1.pdf) (PDF  - 1.4 MB), *Sportcal – Sports Market Intelligence* (2016). This report looks at 83 world championships and multisport games that took place in 2015; attracting over 13 million spectators, countless hours of media coverage, and generating billions of dollars of economic activity. These events were hosted in 118 cities across 38 countries. This report estimates the international tourism impact alone was over $2 billion, US dollars. Tourism may be a primary economic focus of these major events, but other benefits to sport and related sectors (e.g. sports governance, infrastructure, media, sponsorship, social impact, and event legacy) may result.
* [Learning Legacy](http://learninglegacy.independent.gov.uk/index.php). Through this project, London 2012 is sharing the knowledge and the lessons learned from the construction of the Olympic Park and preparing and staging the Olympic Games.
* [Reinventing rural places: the extent and impact of festivals in rural and regional Australia](https://festivalsproject.uow.edu.au/content/groups/public/%40web/%40sci/%40eesc/documents/doc/uow060229.pdf) (PDF  - 2.4 MB), Gibson C, Stewart A, *University of Wollongong* (2009). This Australian Research Council project examined festivals from 2005-2008 in rural and regional Australia through a database profile of festivals across three states (NSW, Victoria and Tasmania). Sport made up 36.5 % of festivals captured. Information was collected on job creation, volunteerism, marketing and advertising, environment and community. This research will assist those planning sporting events in rural and regional communities.

#### **Research**

* [Economic Impact of Moderate‐Vigorous Physical Activity Among Those With and Without Established Cardiovascular Disease: 2012 Medical Expenditure Panel Survey](http://jaha.ahajournals.org/content/5/9/e003614), Javier Valero‐Elizondo, Joseph A. Salami, Chukwuemeka U. Osondu, et.al., *Journal of the American Heart Association*, Volume 5(9), (September 2016). The researchers provide evidence that participants reporting moderate‐vigorous PA generally incurred significantly lower health care expenditures and resource utilization, displaying a step‐wise lower total annual health care expenditure as moving from CVD to non‐CVD (and each CRF category). These estimates suggest the significant potential for health care savings through optimizing PA levels as a mean to favorably impact the increasing burden of CVD and associated costs.
* [Finance and Development](http://www.imf.org/external/pubs/ft/fandd/2010/03/pdf/fd0310.pdf), (PDF  - 4.4 MB), Volume 47, Number 1, (March 2010). This issue of F&D takes a look at the pluses and minuses of hosting mega sports events as well as the trade boost that can accrue. Economists who study mega-sports events have different views on the value of hosting such events.
* [Going for Gold: The Economics of the Olympics](https://www.aeaweb.org/articles?id=10.1257/jep.30.2.201), Robert A. Baade and Victor A. Matheson, Journal of Economic Perspectives, Vol. 30, No. 2, Spring 2016. In this [paper](http://pubs.aeaweb.org/doi/pdfplus/10.1257/jep.30.2.201), we explore the costs and benefits of hosting the Olympic Games. On the cost side, there are three major categories: general infrastructure such as transportation and housing to accommodate athletes and fans; specific sports infrastructure required for competition venues; and operational costs, including general administration as well as the opening and closing ceremony and security. Three major categories of benefits also exist: the short-run benefits of tourist spending during the Games; the long-run benefits or the "Olympic legacy" which might include improvements in infrastructure and increased trade, foreign investment, or tourism after the Games; and intangible benefits such as the "feel-good effect" or civic pride.
* [The hidden benefits of non-elite mass participation sports events: An economic perspective](http://www.cies-uni.org/sites/default/files/october_2010_ijsms_volume12_number1.pdf), (PDF  - 769 KB), Coleman R and Ramchandani G, International Journal of Sports Marketing & Sponsorship, Volume 12, Issue 1, (2010). This paper examines the hidden financial benefits that non-elite events are capable of delivering for host cities. The paper provides examples of how mass participation (and other non-elite) events can generate substantial economic impacts comparable to, and in some cases greater than, those associated with elite events. The cost-effectiveness of hosting mass participation events, relative to major elite sports events, is discussed.
* [More than a sport and volunteer organisation: Investigating social capital development in a sporting organisation](http://www.sciencedirect.com/science/article/pii/S1441352314000126), Darcy S, Maxwell H, Edwards M, Onyx J and Sherker S, Sport Management Review, Volume 17, Issue 4 (2014). This paper presents the findings of a study that examines the development of social capital within an Australian sporting organisation, Surf Life Saving Australia (SLSA). The study draws on the social capital literature across the not-for-profit sector and sport management social research. The evidence presented in this paper supports the growing body of literature that recognises the potential contribution of community sport organisations, through their networks of volunteers and stakeholders, to the development of social capital and community wellbeing.
* [Physical activity and annual medical outlay in U.S. colorectal, breast and prostate cancer survivors](https://www.sciencedirect.com/science/article/pii/S2211335518300044), Alice F. Yan, Yang Wang, Alexander V. Ng, *Preventive Medicine Reports*, Volume 9, pp.118-123, (March 2018). Analysis of both physical activity behaviour and health care expenditure for individuals with select cancer locations demonstrated that higher levels of physical activity could provide a significant reduction in health expenditure. Expenditure in adherence group was $9108.8 pa (95% CI 7410.9–10,806.7) versus 12,899.1 pa (95% CI 11,450.2–14,348) in non-adherence group. Stratified analyses revealed cancer survivors who adhered to their PA recommendation saved $4686.1 (1–5 years' survival time) and $2874.5 (11 or more years' survival time) on average pa for total health care expenditure, respectively. These findings have implications for both individuals and governments in relation to potential savings in health expenditure for patients with cancer, and potentially other diseases.

#### Resources

* [Journal of Sports Economics](http://jse.sagepub.com/)*,* (JSE). This peer reviewed journal publishes scholarly research in the field of sports economics. JSE is a primary source of published research in the area of sports economics.
* [Sports Economics](https://itunes.apple.com/us/course/sports-economics/id548221625), Dr Liam Lenten on iTunes. La Trobe University offers an online course in sports economics. Topics covered include: labour markets in various sports, including the effectiveness of regulations such as player drafts and salary caps; the ways in which sports have coped with recent substantial increases in revenue and costs; the identification of the market for particular sports and the extent of competition within those markets; and the extent to which the commercialisation of sport is inconsistent with the traditions and cultures of individual sports.

#### **Videos**

* [Event Legacy: Maximising the benefits of hosting a major sporting event](https://clearinghouseforsport.gov.au/Library/videos/lectures/2015/sport_talks_-_event_legacy), Sport Talks, Sydney Olympic Park, NSW (17 June 2015)
* [The Economics of Sport](https://www.youtube.com/watch?v=YNTjn9iAYEA), [youtube], Dr. Richard Pomfret, Professor of Economics at the University of Adelaide, speaking at the Freedom to Choose Conference 2014, held at the University of Notre Dame in Fremantle, Western Australia.
* [Why do Governments Fund Sports?](http://www.youtube.com/watch?v=jRF_g7HqogI&list=PL7B0B86161BD7B439&index=6&feature=plpp_video), ‘Some Sports Economics’ with Dr Liam Lenten-YouTube (12 July 2012).