

Q24

a. The level of sponsorship reflects the level of sport

eg local team sponsored by local business - receiving their  
media coverage

• Sponsors would rather sponsor high profile sports as they receive  
the most media coverage therefore it's putting low profile

sports at a disadvantage eg AFL sponsors "big" companies like breweries  
compared to a low profile sport such as squash.

• Due to sponsorship, traditional identity of the sporting organisation

could be lost eg Tosters New Melbourne Cup, Toyota park instead of  
Shark park

• Sponsorship can also bring about rule changes which conflicts  
with the sporting organisation eg Time out for ad breaks

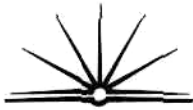
Conflict can also arise if the event the sporting organisation is

involved in is sponsored by a rival company eg Ironman Challenge

Uncle Toby's vs Kellogg's.

However Sporting Organisations have to accept these consequences

as sponsorship provides the revenue that usually keeps them in  
business.



Q24b

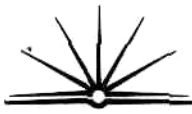
Throughout history, the Olympic Games have impacted greatly on both the national and sporting identities of Australia. They have helped mould every aspect of Australia - socially, culturally and politically.

Australia's sporting identity is important. Australia is seen as a country obsessed by sport which carries all the way back to the roots of England. Sport is seen as a necessity of society in Australia compared to other countries eg Vietnam focus on Arts rather than sport.

The Olympic Games are just as important to Australia. Success at the games has helped shape the world's perspective of Australia as a 'sporting' identity.

The government and public spend excessive amounts of money on sport each year. Last year, \$2.2 billion dollars was spent on sport.

This is to maintain Australia's sporting identity and ensure success at the Olympic Games, which is seen as the 'pinacle' of all sporting events. eg A drop in medals tally at Olympic Games in 1970's - 80's resulted in huge amount of money input into sport - establishment of the AIS.



Our National Identity is also subjected to a great impact by the Olympic Games.

Due to Australia's history, convicts, social outcasts etc, the Olympic Games provide opportunities to dispell this stereotype.

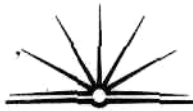
Success in the Olympic Games by Australia shows the superiority of Australia over other countries and the 'little aussie battler' attitude. The success and manner of athletes within the Olympic Games represents Australian Society as a whole in a favourable way. eg Ian Thorpe winning = All Australians are winners

Politics is also affected by the Olympic Games. The medal tallies are supposed to, and often do reflect the political system of the country. Competition in itself prepares society for a Capitalist system of politics.

Politicians also use the Olympic games to their benefit eg the Queen Stann on television attending the opening ceremony.

In past times, the Olympic Games have been boycotted by Australia to show support or disagreement with a particular occurrence in the world eg Sth African Apartheid

Cathy Freeman winning with the Australian and Aboriginal flags at the Olympic Games, is an example of National Identity through Sport. The merging of two cultures shows Australia with a



positive national identity.

Overall, The Olympic Games allow the Australian public to feel unity and a sense of national pride. The success of athletes at the Olympic games gives people a sense of belonging to something great and allows them to become more nationalistic towards Australia.

The Olympic games have and will always affect the sporting and national identity of Australia.