



Q.24

(a) Sponsorship of sport has been an ever present part of professionalism in sport. Sporting Organisations require various levels of sponsorship for a variety of reasons.

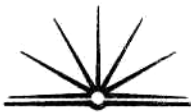
For a local sporting association, sponsorship often involves needing to attract local businesses to provide sponsorship. Often sponsorship at this level will involve a donation to the club/association in return for advertising in newsletters and/or on uniforms. The sporting organisations at this level require sponsorship to cover a variety of costs, for example grounds and facilities.

At an elite sporting level, sponsorship for sporting organisations can have much greater consequences for a sport. Sponsors pay large amounts of money to provide funding for the sporting associations, but this also means that they have a greater influence on the clubs. In the past, sponsors have forced changes to jerseys (such as the Australian Rugby Jersey, which was redesigned when Reebok became a major sponsor of the ARU) or even team names (instead of Australian Opals, our national women's basketball team is referred to as the Goldmine Opals, and our national women's hockey team the Telstra Hockeyroos). This can have a great effect on

traditions and established names of competitions (eg Sheffield Shield being changed to the Pura Milk Cup).

(b) The Olympic games has a tremendous impact on both the national identity and sporting identity of Australia. ~~its impact~~ ^{its impact} ~~has~~ on national identity and sporting identity have been illustrated in a variety of ways throughout the history of the Olympic Movement.

The enormous level of patriotism that was abundant during the Sydney 2000 Olympic Games is evidence of the impact of the Olympic Games on Australia's national identity. [The 2000 Games gave Australians the chance to showcase our culture and country to the world, and the massive support] As with many other Olympics in the past, tremendous focus was placed on Australia's results in the medal tally, particularly by the media. This is because the Olympics gives us a chance to compare ourselves to the large nations of the world, and particularly America. Pride is demonstrated by the Australian public regardless of what colour of medal is won. The fact that Australia brought in its highest medal tally ever



in Sydney was highly promoted in the media, This is an example of how the Olympics allow us to make a mark on the world, and thus shows its tremendous impact on National Identity.

An indication of the importance of the Olympics to establishing our national identity is probably best given by the outcomes of the 1976 Montreal Olympics, ^{where} for the first time in Olympic history, Australia failed to win a gold medal. This was met with an enormous public outcry in Australia, and led to the foundation of the Australian Sports Commission and the Australian Institute of Sport. Through these two organizations, millions of dollars ~~and~~ of taxpayers' money is spent to develop young athletes and ensure that the events of Montreal never repeat themselves. This gives a fairly good idea of the importance that the Australian public view in the Olympics as a means of establishing our national identity.

The Olympic Games ~~also~~ also have a large impact on the sporting identity of Australians. Australia is viewed as a sport-loving nation, ~~and~~ but the Olympics have a tremendous impact as they highlight lesser known and less popular sports in Australia. Studies have shown



that sports such as hockey, athletics and swimming (amongst others) experience a ~~large~~ large increase in numbers participating (particularly younger athletes) following Olympic Games. The Olympics provide an opportunity also for sports such as Archery and Equestrian to gain recognition and an opportunity to attract sponsors.

~~Impact~~

The impact of the Olympic Games on both the National Identity and sporting Identity of Australia is huge, as can be seen by the effects of the Olympic games on our society and our sporting culture.