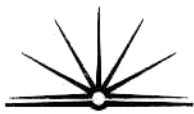


a) • Sporting Clubs and organizations need to collect large amounts of revenue from sponsorship in order to be financially capable of paying players salary, maintenance of playing grounds, equipment, uniform etc.
• Corporate sponsors are largely attracted to sports that are given live television coverage. Therefore sporting organizations such as Rugby League clubs will attract more sponsors than that of Synchronised Swimming.

• With sponsorship comes corporate expectation that the team will continue to perform at an elite level and get maximum media exposure ensuring priceless advertising for that company.

• Sporting grounds and even teams may be named after a sponsor to meet corporate demands, such as "WIN" Stadium and the "IMB" Hawks basketball team.



a) • In certain sports such as AFC there are laws and rules that govern how much space on players uniform (Shorts / Jersey) a sponsor logo may/must take up.

• Through gaining successful and adequate sponsorship deals sporting organisations are able to be financially secure. They are able to account themselves for the huge costs associated with running a sporting organisation such as:

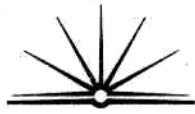
- Player Salary
- Ground Maintenance
- Equipment / uniforms.
- Employment of staff.



b) Sporting and National identity in Australia go hand in hand. Sporting success on an international level has helped the developing nation of Australia to gain recognition and develop a sense of national identity.

The Olympic Games is the ultimate international sporting spectacular, with national pride, dignity and worthiness on display to the world. Ability and Success of countries are measured by comparing medal tallies.

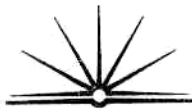
What are now Australian household names such as Betty ~~Cuthburt~~ Cuthburt, Cathy Freeman and Dawn Fraser are ~~eternal~~ immortal Olympic Australian legends. Australia has often been regarded as the "underdog", these athletes competed with others from countries such as USA and Russia, the Super powers and they succeeded. Their success brought about



overwhelming jubilation and a national sense of pride. Sporting success at Olympic level can increase a country's confidence, sense of national worthiness and pride. This has been evident for Australia in many past Olympics, especially Sydney 2000 where the whole nation seemed united in putting on stage their national identity and strongest Olympic squad ever.

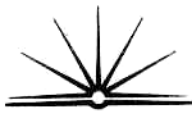
- Although at the Montreal Olympics in 1976 Australia failed to win a single Gold Medal. This was perceived as an overwhelming failure and embarrassment on a global scale. Showing how closely linked our sense of national identity and sporting identity are linked, the failure in the 1976 Olympics caused the Government of Australia to fully fund the





development of the A.I.S. (Australian Institute of Sport) in Canberra. This ~~was~~ multi-million dollar facility aimed at increasing the standards of elite Australian Athletes. No longer did Australian athletes need to train ~~in~~ over seas at better facilities or for better coaches.

• Although sometimes what was better for Australia's National identity didn't always co-incide with what was best for the sporting identity. One such example was the 1980 Moscow Olympics. At the time the USSR was in the process of invading Afghanistan. Other nations such as the USA had totally boycotted the Olympics in protest of their military actions. The Australian Government wanted to show their for America and their disgust at the USSR by ~~not~~



taking place in the boycott also. Athletes and the Australian Sports ~~commission~~ commission didn't agree and wanted participate at the games - to show and prove their proud sporting identity after the 1976 games without a Gold Medal. The Australian Government thought it was so crucial for their National identity that large amounts of money were offered to athletes to not participate.

- The Olympic Games has been a useful diplomatic tool for Australia's national identity.