



PRIME MINISTERS'
Sporting Oration 2018

2018 IMPACT UPDATE

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Since we last spoke

A WORD FROM OUR CEO, PATRICK WALKER

Incredibly, more than a year has gone by since our inaugural Prime Minister's Sporting Oration (PMSO), where we were honoured to listen to an inspirational speech by Julia Gillard AM on the important role sport plays in our health and cohesion as a nation.

Planning is already underway for PMSO 2020, and we will communicate details on this in the new year, but 12 months on we wanted to share with you some examples of what has already been achieved with your generous support.

Funds raised through the event were distributed to community clubs in mid 2019, with the aim of getting more young Australians active, and in giving disadvantaged communities the chance to play sport. But the lasting impact of the PMSO will be in highlighting one of our most pressing social problems – lack of activity caused by declining sports participation and increasingly sedentary lifestyles.

In a recent global survey of 1.6m people conducted by respected UK medical journal The Lancet, Australia was ranked 140th out of 146 nations for physical activity. For our future health as a nation, we simply have to bring Government, the philanthropic community and Corporate Australia together to alter this trajectory, and the Australian Sports Foundation has exciting plans to be the catalyst for such a change. We will be announcing these around Easter 2020 and once again the PMSO later in the year will serve as a focal point for this important debate. We look forward to your continuing support as we seek to address this significant national issue.



Mission

The idea for the Prime Ministers' Sporting Oration (PMSO) was to develop a leadership initiative to bring together corporate and philanthropic Australia with the politicians and policy-makers who influence and shape the future direction of investment in grassroots sport in our nation.

In 2018 thanks to the hard work of Chair Campbell Rose AM and his Organising Committee the PMSO was a resounding success, raising funds to begin the journey of making grassroots sports accessible to everyone.



The inaugural Prime Ministers Sporting Oration raised significant funds that we passed on to community groups seeking to make a difference in one of the four areas featured throughout the evening.

In the following pages you'll have a chance to see the outcomes of your donation, and hear from the recipients of the grants.



A Snapshot of 2018

Grants from the proceeds of the 2018 PMSO were offered to community groups working in our areas of impact: Inclusion and Diversity, Women and Girls in Sport, and Active Kids.

INCLUSION AND DIVERSITY

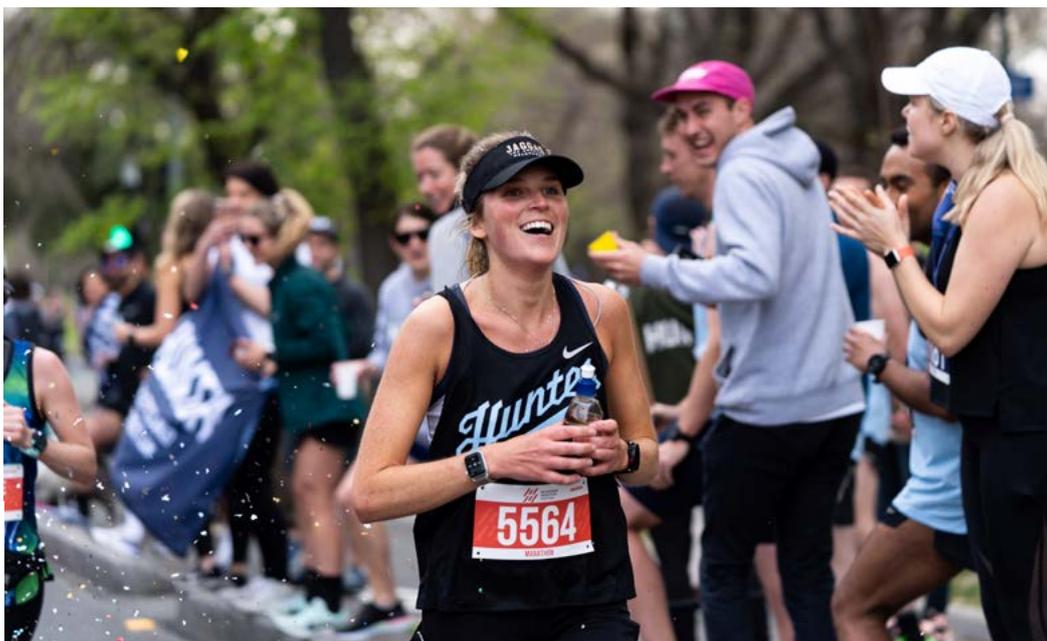
The Street Soccer program created by the Saints Soccer Club in Cairns is making waves in refugee communities. 35 young refugees from the Congo, Nepal, and Bhutan are enrolled in the program, which covers their fees, uniforms, and travel so that everyone can play. The team recently won the 2019 Grand Final, and is a source of pride for the community.

WOMEN AND GIRLS IN SPORT

Girls' Skills Days run by the Echuca Moama Border Raiders Soccer Association are aiming to increase the number of girls enrolled in the club. The 2019 Skills Day invited 80 girls to learn and practice new skills, and in the aftermath they have high hopes of enrolling enough girls in the club to make up a girls team.

ACTIVE KIDS

The Eagles Softball Club has created the Eagles Academy for softball players as young as 5 years old who want to improve their game. In 2019 one of their players was selected to play with an interstate team, and went on to win the Divisional Championships.



Inclusion and diversity

SAINTS SOCCER CLUB QLD

The Saints Soccer Club set out with a goal to engage 20 young refugees in their Street Soccer program with funding received from the 2018 PMSO.

A year later they've rocketed to 35 players and counting.



The Saints Street Soccer players come from a number of countries but are united in their love for sport and their histories as refugees, with some only experiencing life outside camps since being in Australia.

Street Soccer provides their players with boots, uniforms, and fee waivers so that everyone can play. Funding for this was provided by a grant from the proceeds of the 2018 PMSO.

Going above and beyond, the Saints Soccer Club have built a community that helps each other in every way, from talks about healthy eating to english practice, giving players driving lessons and helping them to secure jobs. It gives players a level playing field from which to integrate into the community and make new friends.

In 2019 the Street Soccer team played in and won the State Grand Finals. The team were featured in the local paper, an exciting event for the players that gave the team and the club community visibility. The program is incredibly well regarded and supported by the community for the place and sense of belonging it gives to young refugees in Cairns.

Women and girls in sport

MOAMA ECHUCA BORDER RAIDERS SOCCER CLUB NSW

Setting out with a goal to encourage more girls to join the soccer team, the Raiders Soccer Club held a girl's skill development day.



The girl to boy ratio at the Moama Echuca Border Raiders Soccer Association was 25 - 130, and with not enough girls to make up their own team the girls played as part of the other teams.

To raise the number of girls playing and hopefully secure a girls team, the Raiders decided to hold 2 - 3 girls only skills sessions to encourage local girls to try soccer. Each of the 80 participants was given their own Raiders shirt to bring them into the soccer community and encourage their interest.

Held in August, the Girls' Skills Day attracted 80 girls who previously hadn't played soccer from local schools, with many more missing out due to the limited spaces and t-shirts available.

The day was incredibly well received, and gave the girls not only a taste of soccer but encouraged them to continue to play sports. The Raiders will be running more days in the future with the help of local sponsors and primary schools, and anticipate being able to make up a girls only team in the coming season.

Active kids

EAGLES SOFTBALL CLUB TAS

The Eagles Academy is a new initiative by the Eagles Softball Club that gives softball hopefuls from 5 years old the skills they need to progress as sports people and prepare for state selection.



Softball is a popular sport in Tasmania, but as a small state the pathways for players to grow and climb the ranks have been limited. The Eagles Academy was created to give young Tasmanian players the opportunity to improve their softball skills and gain access to interstate tournaments to grow their game.

The aim is to progress Academy players through to being selected for state and national teams. The grant provided gave the Academy the opportunity to hire specialty facilities for a training camp weekend, as well as one of Australasia's leading junior softball coaches.

Since its inception in 2019 the Eagles Academy has grown to five dedicated participants (2 girls and 3 boys), three of which went on to compete in interstate competitions after joining the Academy.

One of the Academy players (above) was selected to play at an interstate tournament and ended up being an instrumental member of the winning team at the 2019 Division Championships in South Australia. Charlie credits the Academy with giving her opportunities she has never had in the past and increased confidence in her sporting abilities as an athlete.



Where to from here

Removing the barriers to sports in Australia will help to tackle many of the challenges that society is facing, from reducing levels of inactivity to increasing community inclusion.

This is the start of an exciting journey for sport and for Australia. The Australian Sports Foundation is honoured to partner with our supporters and donors to make progress towards a future where everyone can play.

Thank you for your support of the Prime Ministers Sporting Oration.

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