

SPORTS DIPLOMACY 2030

OUR VISION

To strengthen Australian sport and opportunities for athletes globally and unlock their full potential to support our national interests.

The first phase of this strategy (2019-2022) will focus on four strategic priorities:



Empower Australian Sport to Represent Australia Globally



Build Linkages with our Neighbours



Maximise Trade, Tourism and Investment Opportunities



Strengthen Communities in the Indo-Pacific and Beyond

Our strategic priorities will be delivered through the following initiatives:

Enhance Australian sports leaders' knowledge, skills and connections to represent Australia on the global stage.

Leverage Australia's strong sporting brand to enhance our global reputation and to build enduring relationships.

Increase Australia's representation on international sporting bodies and associations.

Develop tools to share knowledge, expertise and successes of sports diplomacy across government and with the sport industry.

Develop pathways for elite Pacific athletes and teams to participate in Australian and international sporting competitions.

Facilitate access for emerging Pacific athletes to participate in high performance training in Australia.

Develop pathways for Australian sporting codes to increase their presence in the Pacific.

Identify targeted opportunities to strengthen diplomatic and economic relationships through sport across the Indo-Pacific.

Showcase Australia's capability in sport governance, integrity, high performance, technology and other areas in key global markets.

Promote Australia as a host of choice for major international sporting events and leverage associated legacy opportunities.

Connect Australian sports through our diplomatic and trade networks to unlock the potential of global markets for Australian business.

Engage high-profile sporting personalities to promote Australia, including through trade missions and targeted sports diplomacy initiatives.

Create leadership pathways and increase the participation of women and girls in sport.

Harness the power of sport to promote gender equality, disability inclusion, social cohesion and healthy lifestyles.

Support good governance policies, practices and systems to help build safe, fair and accessible sport.

Support global efforts to increase awareness of the contribution of sport to the Sustainable Development Goals.

Implementation

The Government will partner with the Australian sport industry to implement *Sports Diplomacy 2030*. A newly established Sports Diplomacy Advisory Council will guide government on leadership, coordination, communication, monitoring and evaluation of sports diplomacy across the sport industry.