



Question 24 :- Sport & Physical Activity in Australian Society

a) The consequences for sporting organisations ~~of~~ having to attract sponsorship is the advertising they have to do for that certain company to sponsor their team. The sporting organisation likes the idea because they are advertising their own product on someone famous. This is great advertising. It also makes the game more competitive. It changes the mood & love for the game.



b) The impact of the Olympic games on the national identity & sporting identity of Australia has been great.

The national identity has been impacted since the olympics by all of the major publicity that it was given due to the new stadium that had to be built at Homebush & many other things that had to be improved for the athletes to come.

The sporting identity has changed. It has made Australia a more popular nation for its sport. The swimming is a favorite especially that Ian Thorpe was in his own home country whilst breaking records & winning many gold medals @ Australia.