



Section II

Question 24 - Sport and Physical Activity

~~in Australian Society.~~ in Australian Society.

- a. The consequences involved in sporting organisations having to attract sponsorship. Many organisations struggle to get sponsorship because the sponsorship sources such as, sports stores, take away outlets etc. do not wish to put large sums of money into the sport. In return the sponsorship forces the sporting organisations to buy products from the particular store's. This is in return more than the sponsorship value the sporting club is receiving. Such as a logo on the shirts for the club to play with and vouchers after the game to the value of ~~the~~ \$5 - \$10. By the end of the season the sporting club has come out with poor expectations and have to pay a large sum of money back to the sponsor for the goods that were given. So this means that sporting organisation's has had no gains or benefits from the initial sponsorship.



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Part..B.

The impact of the Olympic Games on the national identity, especially the recent 'Sydney 2000' games has made Australia more famous for being the 'king of sports'. Because our hosting of the first Olympic games 'Sydney 2000' was described by the then Olympic president Juan Antonio Samaranch as the 'best ever'. The facilities we have access to were and still are the best in the world. Facilities such as the beach volleyball played on the sand at Bondi Beach was the best ever available facility for an international 'beach volleyball' event. Also Sydney's Aquatic centre for the 2000 Olympic games was built and ready especially for those games. The technology of the Aquatic Centre was ~~was~~ unbelievable. The games were so good because it was held in Australia, also because of the technology and facilities involved but mainly because it was the first Olympics of the 'New Millennium'. ~~At~~ Australia promised that the Olympics would be the best ever like many ~~the~~ host



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part. B. Continued.

nations have of the past. But Australia made this promise a real one.

Not only were the Sydney Olympics the best but the Aussie athletes performances overall were easily better than in previous Olympic Games.

Australia does not just have the performances from the Olympic games of Sydney 2000 as a success but many other Olympics of the past. Australia

has many Australian Olympic greats such as from

old times Dawn Fraser a swimming legend but most people will ~~remember~~ remember athletes of modern days

such as Keiren Perkins, Cathy Freeman, Jane Flemming

and Ian Thorpe. Australian's have many greats

at the particular sports who deliver gold medals. Many

gold medalists were ~~the~~ favourite's to win their

particular sports. But there were many who were not

even a ~~the~~ recognised athlete to many watching or

he succeeded in winning a gold medal such as the

women's beach volley ball team at the Sydney 2000



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Olympics, also the shooter Michael Diamond at Atlanta in 1996.

The Olympics on a world wide scale for Australia has brought many people from overseas to our country, before, during and ~~at~~ after the Olympics of 2000. Many internationals have spread the word that not only is Australia the best allround sporting country and that Sydney 2000 was the 'best ever'. But Australia itself is a fantastic country. The Olympics especially in 2000 has strengthened the Economy of Australia greatly.

Now the identity to Australian's about their country is 'I love being a part of it'. While from an international perspective it is 'let's go there and find out and Australia pleases all internationals'.

Not only have Australia shown that on Olympic side of things we can produce stars but ~~at~~ through professional sport we produce greats also.

Such as: Australia's best ever sports person



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Part. B. continued

Don Bradman, also crickets Shane Warne & other sports have greats such as: Soccer in Harry Kewell, Mark Viduka and Mark Bosnich who all play soccer in England and ~~can~~ earn millions each year. Also other sporting events recognised for being Australian on an International scale are events such as: The Melbourne Cup, Australian Open Tennis, Australian Grand Prix at Albert Park in Melbourne.

So Australia shows that they are the best sporting nation through all this information. Another look at Australia's brilliant sporting record is Australia's Rugby Union victory in 1999 of the World Cup, Bledisloe Cup and Tri Nations. Australia's cricket World Cup victory. Also Australia are the best nation at both Women's and Men's hockey. Also Australia's netball team is considered to be the best.