



Sport & Physical Activity in Australian Society

Question 24 (A)

For a sporting organisation to attract sponsorship it must be a reasonable interesting and exciting sport to a broad audience. Thus media coverage is very important as it gets to the most highly recognised sports such as Rugby League or Australian Cricket.

This as a result of sport emerging as a commodity. For sports organisations to hold good players and win they need good sponsors with the money to ~~play~~ pay the players.

Due to the fact that these organisations need media coverage and sponsors, amendments have been made to suit the media coverage. For example, Advertising



on players uniforms, video replay, games at times to suit TV schedules,

Due to ~~these~~ traditional values of mens sport it is very difficult for womens sport to ~~get~~ get 'a break'. If they are screened on TV it is not ~~at~~ at prime time. Thus womens sports dont receive nearly as much recognition as mens sports.

270.



Question 24 (B)

National Identity and Sporting Identity are very directly linked especially through the olympics.

Our sporting Identity is shown to the world every 4 years. at the Olympic games. The government sees it as very important to give an impression of strong athletes in Australia to the rest of the world.

This^{is} why ~~after~~ after the 1976ⁿ montreal olympics where Australia failed to win a gold medal the Australian Institute of sport was formed to help ~~developed~~ create much better Australian athletes.

Australia now has a much

stronger image in sport with its strength in the swimming pool.

Our national identity would have been much more on show as a group of people or culture when the Sydney Olympics ~~where~~^{were} held.

Through all the athletes and their family & friends who came over to visit for the Olympics they would have formed an opinion on Australians as a group of people.

This is why ~~to~~ during the lead up to the Olympics the government spent much money on improving the areas in which the events ~~were~~ were to be held & building new facilities such as



Worsley park, Stadium Australia and
the Super dome.