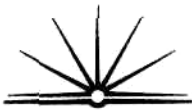


a) Today, sponsorship plays a major role in the development, popularity and coverage of sport. It has become extremely important for sporting organisations to gain sponsorship. Corporate monetary injection into sport allows the development of the next generation of athletes, the maintenance of grounds and facilities, and a method of payment for athletes. Also the corporate push for exposure leads to increased coverage of sports, and reflects the popularity of sports. More popular sports will gain the most sponsors, while less popular sports struggle to gain sponsors. Also, within a sport, a team's success is reflected in their sponsors, with the most successful teams having many and least successful teams having few sponsors. The push to gain sponsors can also lead to financial outlay by sporting organisations, through luncheons and business meetings to attract sponsors. Gaining sponsors/ attracting sponsors can also often lead to long, highly

complex contracts which can't be broken if an organisation wants to keep their sponsors.

Simply through sponsorship, sporting organisations face the consequences of popularity, media coverage, maintenance of facilities, development, financial outlay and complex contracts.

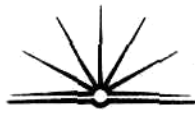
b) The Olympic Games play a large role in both the national identity and sporting identity of Australia. Australia is renowned for its sporting ability by the entire world, and Australians take great pride in their sporting teams and individuals. Australia's success as a nation is often viewed by the public as being highlighted by the success of our sporting teams, especially at the Olympics. During the times of the Olympics, the entire country rallies behind its sportspersons, no matter



which sport is played. Our success at the Olympics in the Medal Tally and winning of gold medals is seen as a reflection of how our country is going. In the 1972 Munich Games, where Australians failed to win a Gold medal, it was feared there was something wrong with the country, and pride in our nation dropped, when in fact it was other countries funding development plans for its athletes which increased their ability, Australia's ability didn't drop.

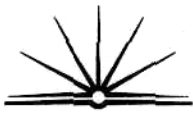
The Olympic Games also generates sponsorship for post-olympic times. Successful teams and individuals who are the pride of the nation gain more sponsorship than those "unsuccessful" athletes, who may have achieved personal bests but still didn't gain a medal.

The Olympic Games also has an impact on the sporting identity of Australia. Australia is very well known for its



achievements in cricket, rugby league, rugby union and swimming, but success at the 2000 Olympic Games in shooting, gymnastics, trampolining, <sup>tackwondo</sup> and water polo highlighted the depth of talent in different sports, and showed that Australians are talented at many lesser known sports, and these sports then become our national pride and treasure as well. Success/failure at the Olympics can also change what sports Australians are known for, with the failure of world champions in some areas and the success of unknown sportspersons in others changing the popularity of sports and what sports Australians are renowned for.

The Olympics also generates much income for the sports of winners, and the 2000 Sydney Olympics highlighted our national identity of a sports-mad nation, increased our sporting identity, and produced



a large income for the NSW and Federal Governments, and the tourist industry. All these, as a result of the Olympic Games, reflect our national identity and our sporting identity within the country and around the world.