



Question 24

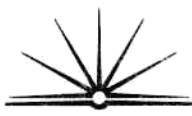
- a) The consequences for having to attract sponsorship are both positive and negative. Positive aspects are one's such as, attracting sponsorship thus gaining money for the sporting organisation. More money then means that they can spend more on the latest equipment, <sup>facilities</sup> advertising of the sporting organisation, and possibly recruitment of top athletes from other teams or countries. Attracting sponsorship also creates an awareness of the sporting organisation, thus attracting more people to join, thus having a wider expertise of coaches and athletes.

Sponsorship for sporting organisations ~~has~~ and hence, athletes, within the organisation, benefit extremely well from it. They gain sponsorship as well, which in turn can help them achieve a higher athletic status through the money, ~~to~~ which enables them to have a better level of coaching, better facilities and equipment and even possibly media coverage, which in turn, makes them popular and more well known.

However, ~~attracting sponsorship~~ having to attract



Sponsorship can also have a very negative effect. Sporting organisations are guilty of exploiting their female and sometimes male athletes as sexually appealing, to gain sponsorship. This has a negative effect because the athlete is gaining sponsorship and possibly media coverage and popularity ~~due~~ due to their sexual attractiveness, not their sporting ability. This <sup>also</sup> effects society by sending out the wrong messages to younger athletes about how to gain sponsorship. Although this can be successful, with Anna Kournikova being a good example, she is still seen as a sexual icon and not as much a brilliant tennis player. This also effects other athletes that don't use "sexploitation" to gain sponsorship because, even if they are more successful than athletes such as Kournikova, they never gain the popularity that sexualised sportspeople gain. This also degrades the achievements ~~and strive~~ that many female athletes ~~are and~~ have strived towards to gain equal rights and media coverage of their sport without being placed into the stereotype of being a sexual icon.



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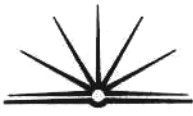
b) ~~The national identity~~ <sup>of Australia</sup> ~~has always had~~  
~~a major aspect of~~

The national identity of Australia has always been greatly impacted upon by our sporting identity and achievements. Australia is a country that prides themselves on being independent and successful which is evident through their sport.

The Olympic Games in 2000 was a major 'stepping stone' for Australia's national identity and sporting identity. Australia spent large amounts of money of building facilities and improving aspects, such as the public transport system, to be able to successfully host the Olympic Games.

During the Olympics there was a great sense of nationalism and patriotism towards Australia, with people dressing up in Australian flags and painting their faces etc.

The opening and closing ceremonies ~~are~~ were newsworthy events beforehand and conveyed Australia's

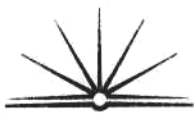


as a nation. That is, they used famous Australians, our Aboriginal heritage and British Heritage as well as our multi-cultural background and various aspects of our modern world, for example, technology, the outback, dancing, and extreme stunts such as fire breathing.

The Olympics promoted, to other countries around the world, the type of country Australia is. This had extremely positive effects with Australia being seen by foreigners as a friendly and safe country with clean and modern facilities.

The aspect of our athletes competing on home soil also created a great sense of national and sporting identity and patriotism. Australian athletes achieved great success which further strengthened our sense of national identity, because, at the time we as a country mainly based our worth on the success of our athletes.

Our pride in Australia was extreme at



the end of the Olympics. Australia was seen as hosting, "The Best Olympic Games ever". This comment being said by a person from a different country meant a lot to Australians because it emphasised the reason for our national pride and created a ~~large~~ sense of achieving our goals as a successful country.