

Q 24.

a) With sport becoming more & more of a commodity today, sporting organisations rely on the support of sponsorship to fund their operations. Player salaries, facility management & the services of the coaching & management staff all cost large amounts of money.

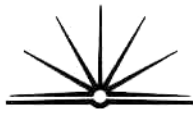
Due to a reliance on sponsorship for funding, the sporting organisation is often placed under extra demand to meet the satisfaction of the sponsoring company. Uniforms have to be made displaying sponsors brand names so that spectators can associate the company with the club, players & coaches are often required to spend their time involved in advertising campaigns for the company, & the club has to successfully associate itself with the sponsoring company. &

All these activities can place strain on all people involved with the organisation as they require extra time & resources to be achieved, sometimes diverting attention away from the teams actual performance.

Also there is the associated pressure to succeed.

for a company to put their name behind a sporting organisation & invest large amounts of money into the club, it will obviously want to be seen as supporting a successful club, ensuring that their brand name gains the maximum amount of positive exposure, especially through the media.

b) In 1993 when it was announced that "the winner is syd-en-ee" by the chairman of the IOC, there was a huge rush of excitement spreading across Australia. The greatest sporting event in the world was coming to our country. As the countdown got closer & closer, it was clear that this Olympics was about more than sports. We were kept constantly updated about what was the best, most technologically advanced Olympic complex in the history of the event. This was our chance to parade ourselves in front of the whole world, & we were going to do it in style. With people from over 200 countries visiting Australia during this 3 week period, this was our big chance to



show our national identity. There was great interest created in the opening & closing ceremonies, how would they be better than the last? & of course how spectacular we could make the unveiling of the torch.

The Olympic Games played a large role in expressing our national identity. The ceremonies were quite unique, showing people of all cultures a very distinct view of what Australian culture has to offer. During & after the Olympics, huge amounts of money were pumped into our economy by tourists from overseas who had never been to Australia but were captivated by what they saw during the 'Games'. The Olympics allowed Sydney & Australia to project to a worldwide audience, the beauty & appeal of Australia & greatly boosted our national identity.

As far as sporting performance goes, we again succeeded. Much ~~was~~ interest was created in the events by the organisers, pitting the games as Australia versus the rest of the world. Competition between our swim team & the U.S. swim team to decide who



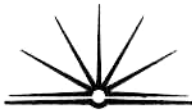
really is the best in the world was greatly promoted, or Cathy Freeman's bid to prove herself as a world class runner & win her first Olympic Gold medal, we all heard about that.

Australia came away from the 2000 games, having had their most successful ever. There were even suggestions that we might be able to challenge the mighty U.S.'s hold on the medal tally's.

Also boosting our sporting identity were the performances of Jai Taurima & our new golden girl Tatiana Gregorjeva. Australians love a winner & any successes we did have, largely led by the swimming team, were greatly publicised.

The 2000 Olympic games was truly a great event. Having been lucky enough to be there for a large majority of the events (working in one of the pie shops) I was able to experience, first hand the impact created on people from overseas countries, & even right here at home.

The Olympics played a huge role in the escalation of Australia's sporting & national identity



among other nations. It has led to much exposure  
and, I have no doubt, has ~~led~~ led to the rising  
of Australia as a truly world renowned sporting  
nation & tourist destination.