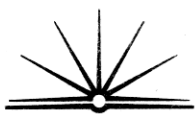


Q24.

a.) Sporting organisations desire corporate sponsorship as it provides excess funding and the opportunity to further expand sporting developments and endorse certain aspects of sport. There is a direct link between sponsorship and media coverage, therefore in order to gain sponsorship a sport or sporting organisation must gain the appropriate levels of media coverage.

Media coverage comes in both print and electronic form. For a sport to gain coverage it must have elements that would entertain audiences. Male sports have traditionally been thought of as exciting and entertaining, which explains the high level of corporate financing of male sports. Women's sports a relatively new to sponsorship and find it much more difficult to attract adequate funding. Several major controversies have arisen

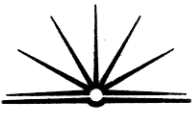


from the attempts of women to gain sponsorship, including the Matilda's nude calendar and several female sports stars that have posed for men's magazines.

To attract sponsorship for a sport, the participants must have qualities that the public gain entertainment out of. Athletes such as Ian Thorpe are marketed as heroes while women athletes more often have to use their sex appeal to gain funding. It is a common double-standard of the sponsorship world.

For sporting organisations to attract sponsorship to their sports they must also make them increasingly exciting. Tie-breaks were introduced to tennis to get a final result, while women's sports are often involving tight, revealing uniforms e.g. beach volleyball.

Sports organisations generally have to make sports and sports competitors more



attractive to media coverage in order to gain sponsorship. Through media coverage sponsorship is shown to a more wide-ranging audience than if supporting a relatively ~~was~~ unheard-of, unwatched sport.

b.) The Olympic Games, or the modern Olympics, began in ~~1892~~ 1896 and were the work of Baron de Coubertin. The Olympics are generally participated in by most countries and are broadcast all over the world. They are an event that has the ability to clearly define a nation's identity and they have been responsible for the emergence of an Australian sporting identity.

The Olympics became more important in the formation of national identity during the 20th century, as nations competed against each other in attempts to prove superiority. The



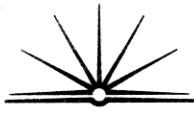
Olympics have always also had a great deal of political significance evident from the boycotting associated with the 1980 Moscow Olympics and the post-WW2 Olympics which saw communist and capitalist countries attempting to be seen as dominant.

Different countries have different values for sport and national identity forms around different aspects of competition. For countries like the US the Olympics can be used to demonstrate their superiority and power, while for developing nations, like many found in Africa the Olympics hold inspirational significance and an opportunity to compete against the world's best. The Olympics can bring ~~to~~ nations together in a patriotic sense of uniting over your country's successes and feeling a sense of belonging to a group, with similar desires and aspirations.



The emphasis placed on Olympic success by nations is evident due to the vast amounts of funding that go into raising the level of elite athletes. This can be seen in Australia, after the 1976 Munich games and Australia's failure to win a gold medal the government acted to raise Australia's sporting performance levels through the establishment of the Australian Institute of Sport. The Australian Sports Commission has also been set up. Now Australia targets talent from a young age, in an attempt to create sporting stars of the future.

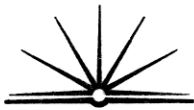
Since colonial times sporting events have been seen as 'tests' and successes have been equated to a country's power or stability, evident from the early colonial cricket 'tests' between Australia and England. With sporting glory Australians have



been able to identify with each other and Australia has developed a sporting identity.

Australia is seen as a country of immense sporting talent, particularly in sports associated with summer. The Olympics held in Sydney in 2000 clearly showed the importance of sport in Australian society due to the sporting hysteria that not only swept Sydney but the whole nation. Australian athletes' successes are largely thought of as individual successes and people came together in recognition of their culture and nationality. Recent dominance of swimming events has created a stigma that Australia is home to good swimmers, emphasising the link of sport to national identity.

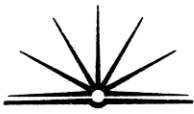
The Winter Olympics of 2002 <sup>were</sup> ~~and~~ a further indication of how sport and national identity are linked. Australia has, for a long time, been thought of



as a nation in which people are 'Aussie battlers' and struggle against a harsh environment and difficult circumstances to come out successful. Although Australia's performance at winter Olympics has never been excellent due to ~~climatic~~<sup>climatic</sup> conditions that limit athletes ability to compete all-year round Australia does compete.

Steven Bradbury's surprise win in the speed skating came after competitors collided and fell. Bradbury had been skating behind the pack and was put in the gold medal position. This further enhanced the idea of Australians as easy-going and successful, particularly due to his resulting fame world-wide as an accidental hero.

The Olympics have become a larger phenomenon each four years and have effectively become a competition, with the media creating a medal



tally. The immense sporting glory related to Olympic success world-wide has seen athletes become stars, the attention placed on the Olympic Games has also meant that countries strive to prove their power and achievements on a global scale. Fanatical media coverage produces sporting heroes and has promoted many of Australia's sporting achievements. These successes bring people together in recognition of our nationality, as do the successes of other nations. It Australia's sporting achievements and certain athletes personal glories a distinct identity has been created based on Australia's sporting abilities.