



★ Question 24 ★

(a) Sponsorship in sport has many positive, and negative features. Consequences for sporting organisations when attracting sponsors can also be positive and negative.

Positive aspects of sponsorship in sport are as follows:

- More availability for players to receive better coaches as more money is available.
- Promotion of sport through television, as sponsors want their 'product' televised - even if it's through a sporting game.
- Better playing fields, due to money availability.
- Better uniforms, not only to enhance players of the sport, but to promote sponsor product.
- The sport is able to 'buy' better players. eg. a football team offering a player more money than he is receiving in his other side.

Negative aspects of sponsorship are:

- Rule changes to make game more enjoyable for television viewers.
- Game may not even be able to run without the help of the sponsor's money.



- Sponsors have a 'hold' over team, able to change uniform colours and 'own' players.

- Players are made to endorse unhealthy food.
eg. McDonalds.

Although sponsors do alot for sporting organisations there are many negative consequences that follow, that aren't always suitable for the team or game.



(b) The Olympic Games help promote Australia's identity as a nation. The Australian Institute of Sport was developed after the first Olympic Games in which Australia did not do well, it was developed to improve Australia's sporting industry, and to help us improve for the next Olympics, and that's exactly what it did.

Because of the AIS funding, coaching and supporting athletes, Australia now has one of the best sporting reputations in the world, along with the United States of America.

Australia has held the Olympic Games here twice, in Sydney and Melbourne, this helps promote our country as a National icon, and also brings a lot of funding into our country.

The Olympic Games give Australia, and every country for that matter, a chance to show off their talent, and show how they can work together as a team.

It gives us great national and sporting identity