

Join us for International Day of Sport for Development & Peace!



Let's Play for the Sustainable Development Goals

Join Sport Matters and our partners in Australia and around the world to celebrate the 3rd International Day of Sport for Development and Peace on April 6. Given that 2016 is an Olympic and Paralympic year we want to make an even bigger noise about why sport matters, and how sport and physical activity can be used in a purposeful and sustainable way towards development and peace.

Sport Matters will host a social media campaign from Monday 4 to Friday 8 April 2016 and our goals are to:

- Activate athlete champions, MPs, media & influential friends with an #iPlayforSDGs photo
- Engage our current partners and supporters around the world with dedicated Sport Matters posts
- Inspire a new audience by calling for people to tell us *WHY SPORT MATTERS* on our website

Sport and the SDGs

In September 2015, the Global Goals for Sustainable Development were introduced. The SDGs are a set of 17 global targets to end poverty by 2030. After an extensive consultation process the 8 Millennium Development Goals have expanded to 17 Sustainable Development Goals. Sport will continue to play a role in advancing the global development agenda and is recognised in the SDGs as “an important enabler of sustainable development.” IDSDP is an opportunity for us all to tell the world why sport matters, not for fun and fitness, but specifically how sport can be used to address development and peace such as health, education, social inclusion and inequality.



There are 17 Global Goals:

- Goal 1: No Poverty
- Goal 2: Zero Hunger
- Goal 3: Good Health and Well-being
- Goal 4: Quality Education
- Goal 5: Gender Equality
- Goal 6: Clean Water and Sanitation
- Goal 7: Affordable and Clean Energy
- Goal 8: Decent Work and Economic Growth
- Goal 9: Industry, Innovation and Infrastructure
- Goal 10: Reduced Inequalities
- Goal 11: Sustainable Cities and Communities
- Goal 12: Responsible Consumption & Production
- Goal 13: Climate Action
- Goal 14: Life Below Water
- Goal 15: Life on Land
- Goal 16: Peace and Justice
- Goal 17: Partnerships for the Goals

Join the global conversation

Our challenge is to communicate the role that sport can play in making a positive and long-lasting impact on people's lives. To do that, we need to be very specific in our communication about how sport can add value. This year the United Nations Office of Sport for Development and Peace (UNOSDP) has created an #iPlayforSDGs poster series which is a fantastic way to link sport in your community to the global conversation on April 6. To learn more about how sport can address specific global goals visit UNOSDP.

Athlete Champions, Members of Parliament, Media and Influential friends

1. Print off one of the #iPlayforSDGs posters and take your photo on or off the field of play. Here is a link to our [IDSDP posters](#). If you can't choose a goal just use one of the black and white options. (Make sure you have appropriate permission from people in the photo before posting it on social media)
2. Send your photo to info@sportmatters.org.au with 100 words or less about Why Sport Matters
3. Retweet, like, share and comment on yours and other IDSDP posts between 4 & 8 April
4. Use the hashtags #IDSDP2016 #iplayforSDGs or #sport4betterworld
5. Have fun, be creative and choose your words carefully to tell your story!



Sport Matters partners in Australia and around the world

Just like last year, if you'd like Sport Matters to help raise the profile of your work using sport to make a positive impact in your communities, send us a photo, caption and your logo and we'll make a series of posters that will be shared throughout our campaign. Simply email your organisation's poster content to info@sportmatters.org.au before Monday 4 April. Here are examples from last year:



For as many people as we can reach in Australia and around the world

Tell us why sport is important to you, your school, your sports team, your community or your country!

1. Visit [Sport Matters website](#)
2. Finish this sentence in our online form: "Sport matters to me because..." (in 100 words or less)
3. Follow Sport Matters AU on Facebook, Twitter and Instagram to see inspirations from around the world!



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