



28 February 2017

White Paper Taskforce  
Department of Foreign Affairs and Trade  
R.G. Casey Building  
John McEwen Crescent  
Barton 0221 ACT

**BY EMAIL: [whitepaper@dfat.gov.au](mailto:whitepaper@dfat.gov.au)**

Dear White Paper Taskforce,

Please find enclosed a submission from Sport Matters to the Foreign Policy White paper consultation.

Sport Matters is an Australian NGO that aims to make a positive and long-lasting impact on development in Australia and developing countries with a focus on the Pacific, Asia and Africa. Our vision is “More Sport. Less Poverty” and we work with partners in Australia and around the world to promote and enhance the role of sport in development and peace.

Sport can and should play a greater role in Australia's Aid program. Sport builds people-to-people skills and strengthens Australia's strategic global diplomacy. Sport is recognised as an important enabler of sustainable development and Australia can do more to maximise the contribution sport-based approaches can make to foreign policy priorities.

Sport Matters recommend that the following key issues be considered by the White Paper Taskforce:

1. Sport is both a national interest and a development opportunity
2. The practice of physical education, physical activity and sport is a fundamental human right for all
3. Sport can enhance Australia's efforts to contribute to the SDGs
4. Sport builds people-people links and strengthens Australia's global diplomacy
5. Enhancing regional and international cooperation through sport
6. Sport has cross-cutting reach for Australia's foreign policy

Australian can do more to tackle global inequality and poverty through sport. Thanks to the Department of Foreign Affairs and the Foreign Policy White Paper Taskforce for enabling our voice to be heard and recommendations considered in Australia's long term road map for foreign aid.

Yours sincerely,

A handwritten signature in black ink, appearing to read "Jackie Lauff", is placed over a light grey rectangular background.

**Jackie Lauff**  
CEO

## 1. SPORT IS BOTH A NATIONAL INTEREST AND A DEVELOPMENT OPPORTUNITY

Australian's value sport as an integral part of our culture and national identity, and sport has a unique and powerful contribution to make to strengthen Australia's foreign policy.

Sport for Development refers to the intentional use of sport and physical activity as a tool to contribute to development and peace goals. It is not about the search for talent and creating future sporting champions, but the fundamental right to participation in sport and cultural life.

In context of Sport for Development and Peace, sport is defined as "all forms of physical activity that contribute to physical fitness, mental well-being and social interaction, such as play, recreation, organised or competitive sport, and indigenous sports and games."<sup>1</sup>

Sport-based approaches use the convening power of sport to deliver key development messages using values-based education. Values such as fair play, equality, respect, honesty, commitment and solidarity can empower people to make informed decisions on and off the field. Values are critical to the delivery of quality Sport for Development, and all stakeholders engaged in its delivery have a responsibility to uphold and protect these values.

Australia's aid program should reflect the principle of "leaving no one behind" and harness the potential of sport to reach the most marginalized communities in our region. We believe that everyone has a right to participation, to fundamental freedoms, and regardless of circumstance everyone deserves to enjoy their right to be active, healthy and included in their community.

We are part of a global community so we need to address the global challenges that impact us all as opposed to prioritising our own national interest. Australians value fairness, equality, inclusiveness, integrity and diversity. Australia's foreign policy needs to reflect these core values whilst respecting the shared values of our development partners in the region.

With 770 million people still living in extreme poverty on less than \$1.90 a day, rising inequality and the impact of climate change threatening development (particularly in our backyard) Australia has an obligation to step up.

Sport for Development offers a unique and powerful platform for Australia to showcase its core national values and promote key development messages.

### **Sport Matters recommends:**

- The Australian Government is under-pinned by the core values of fairness, inclusion, equality, diversity and leaving no-one behind.
- Australia's foreign policy includes sport-based approaches that showcase Australia's core values.

## 2. THE PRACTICE OF PHYSICAL EDUCATION, PHYSICAL ACTIVITY AND SPORT IS A FUNDAMENTAL RIGHT FOR ALL

The practice of sport is a human right. Every human being has a fundamental right to physical education, physical activity and sport without discrimination.<sup>2</sup>

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<sup>1</sup> UN Inter-agency Task Force on Sport for Development and Peace. 2003.

<sup>2</sup> UNESCO. 2016. International Charter of Physical Education, Physical Activity and Sport.  
<http://unesdoc.unesco.org/images/0023/002354/235409e.pdf>

The Australian Government is a signatory to the United Nations Universal Declaration of Human Rights and therefore committed to activities that uphold these rights. By its nature, and particularly in the development setting, sport is about participation, inclusion and citizenship, all of which are principles that are outlined in the United Nations Declaration of Human Rights.

Nine subsequent covenants and treaties have affirmed and expanded on these rights including:

- Right to the highest attainable standard of physical and mental health
- Right to education directed at the fullest development of human personality
- Right to take part in cultural life
- Right to rest and leisure
- Right for children to engage in play and recreational activities
- Women's right to participate in recreational activities and sports
- Right of persons with disabilities to participate in sport on an equal basis with others

Sport is already firmly on the international human rights agenda. The relationship between sport and human rights is gaining increasing attention and scrutiny in the context of mass migration, refugee resettlement, mega-events, integrity and anti-doping violations, racism and discrimination in sport.

The recently revised UNESCO International Charter on Physical Education, Physical Activity and Sport emphasises the role of sport in the eradication of poverty, the realisation of development and peace, and also in addressing post-conflict and post-disaster objectives.

#### **Sport Matters recommends:**

- The Australian Government upholds the values of the Paris Declaration on Aid Effectiveness and commits to a rights based approach.
- The foreign policy white paper recognises physical education, physical activity and sport as a fundamental human right, and recognise the role of sport-based approaches to contribute to sustainable development.

### **3. SPORT CAN ENHANCE AUSTRALIA'S EFFORTS TO CONTRIBUTE TO THE SDGs**

Sport is recognised as an important enabler of sustainable development and a powerful tool to contribute towards global efforts to eradicate poverty and inequality by 2030. The Declaration of the 2030 Agenda for Sustainable Development recognises "*the growing contribution of sport to the realization of development and peace in its promotion of tolerance and respect and the contributions it makes to the empowerment of women and of young people, individuals and communities as well as to health, education and social inclusion objectives.*"

The contribution of sport to the SDGs is underlined by advocacy efforts of the United Nations Office of Sport for Development and Peace, United Nations agencies, the International Olympic Committee, International Sport Federations, Commonwealth Secretariat and International NGOs. For example, the latest UN Resolution further reinforces the role of sport as a means to promote education, health, development and peace.<sup>3</sup>

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<sup>3</sup> United Nations. December, 2016. UN Resolution on Sport as a means to promote Education, Health, Development and Peace <http://undocs.org/A/71/L.38>

Through a recent analysis conducted by the Commonwealth Secretariat<sup>4</sup>, six SDGs were identified as areas where sport-based approaches could make significant and cost-effective contributions:

Goal 3: Ensure healthy lives and promote well-being for all, at all ages

Goal 4: Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all

Goal 5: Achieve gender equality and empower all women and girls

Goal 8: Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all

Goal 11: Make cities and human settlements inclusive, safe, resilient and sustainable

Goal 16: Promote peaceful and inclusive societies for sustainable development, provide access to justice for all, and build effective, accountable and inclusive institutions at all levels.

The idea of sport contributing to global development is not new.<sup>5</sup> However, sport has gained international prominence and momentum during the era of the Millennium Goals and there is greater international collaboration, a growing and more sophisticated evidence base and closer alignment to the aid and development sector around the world.

#### **Sport Matters recommends:**

- The primary purpose of Australian aid should be to end global poverty, reduce inequalities, tackle climate change and achieve the UN's Sustainable Development Goals by 2030.
- The Australian Government increases the investment in sport-based approaches to strengthen Australian Aid.

#### **4. SPORT BUILDS PEOPLE-TO-PEOPLE LINKS AND STRENGTHENS AUSTRALIA'S GLOBAL DIPLOMACY**

Sport is not new to the Australian Aid program. From 2006 – 2014 forty-nine million dollars was allocated to sport for development programs under the Australian Sports Outreach Program. In 2015, the Australian Government launched its first Sports Diplomacy Strategy 2015-2018<sup>6</sup>. There is no doubt that sport belongs in Australia's foreign policy.

Australia's Sports Diplomacy Strategy is a whole of government approach to achieve public diplomacy outcomes in the Indo-Pacific region and beyond through sport. It capitalizes on the convening power of sport to build people-to-people links, together with the potential of sport to contribute to sustainable development. Furthermore, it has brought new government partners to the table from health, trade and tourism and DFAT Posts across the Pacific and Asia. Sport is also beginning to make a contribution to other initiatives such as the Australian Volunteer Program and Australia Award Fellowships.

With successive cuts to Australian Aid, Sport for Development has remained firmly on the agenda. However, Australia's reputation as a leader and a key driver of Sport for Development has markedly reduced. Expansion of the Pacific Sports Partnership program to Asia has increased the geographic footprint, however, Australia can do much more to embed sport-based approaches across the aid program under the SDG Framework and make a greater contribution to the lives of women and girls, people with disabilities, and children and youth.

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<sup>4</sup> Commonwealth Secretariat. 2015. Sport for Development and Peace and the 2030 Agenda for Sustainable Development. [http://thecommonwealth.org/sites/default/files/inline/CW\\_SDP\\_2030%2BAgenda.pdf](http://thecommonwealth.org/sites/default/files/inline/CW_SDP_2030%2BAgenda.pdf)

<sup>5</sup> UN Inter-agency Task Force on Sport for Development and Peace. 2003. *Sport for Development and Peace: Towards Achieving the Millennium Development Goals*. [http://www.unep.org/sport\\_env/Documents/TaskForce\\_report.pdf](http://www.unep.org/sport_env/Documents/TaskForce_report.pdf)

<sup>6</sup> DFAT, 2015. *Australian Sports Diplomacy Strategy 2015-2018*. <http://dfat.gov.au/about-us/publications/Documents/aus-sports-diplomacy-strategy-2015-18.pdf>

### **Sport Matters recommends:**

- The Australian Sports Diplomacy Strategy by renewed and Goal 2 of the strategy be expanded beyond the Asia and Pacific Sports Partnerships and its implementation aligned with the SDGs.
- Explore new opportunities for sport-based approaches to add value to Aid-Investment Plans and country-level strategies to address sustainable development.

## 5. ENHANCING REGIONAL AND INTERNATIONAL COOPERATION THROUGH SPORT

Sport for development provides opportunities for innovative partnerships and engagement between sport, health, education, trade, tourism, gender, disability, youth, media, universities and the private sector. The Australian sporting sector is a strong partner for Australian Aid and an asset to foreign policy.

New and diverse partners are engaging in Sport for Development as the sector gains momentum and recognition. In 2014, Sport Matters published a collection of case studies highlighting the engagement of Australian organisations in Sport for Development and Peace.<sup>7</sup> National and regional sport organisations are important and powerful partners for Australian Aid and are increasingly joined by aid and development agencies embedding sport-based approaches to their development activities around the world.

For more than a decade, the United Nations Office of Sport for Development and Peace has been mandated with the task of embedding sport within the United Nations system. Sport for development practices are now embedded in the core business of most UN agencies, donor governments, international sport federations and international NGOs. The industry is being shaped by conventions, platforms and working groups that aim to sustain and progress the quality of Sport for Development initiatives around the world. In 2014, the UN and IOC declared April 6 International Day of Sport for Development and Peace, a global celebration and advocacy that unites stakeholders through the shared value of sport.

The Fifth International Conference of Ministers and Officials of Sport (MINEPS V) held in Berlin in 2013 is a landmark in driving the agenda of Sport for Development. The Declaration of Berlin identifies three key areas to focus the strategic direction of sport as a tool for development:

- a) Access to sport as a fundamental right for all
- b) Promoting investment in physical education and sport programs
- c) Preserving the integrity of sport

Australia has an opportunity to play a role in the global Sport for Development movement and through investment with multi-lateral partners, also expand the reach of Australian Aid and the impact of sport on sustainable development.

Sport is also gaining prominence in our region as a tool for regional cooperation. For example, the Framework for Pacific Regionalism and its association civil society engagement mechanisms have brought sport alongside other development thematic areas and to the attention of Pacific Sports Ministers and Pacific Island Forum Leaders.

Leaders have recognised the importance of sport in the overall development of Forum countries and the important role of sport as a potential tool for development and peace, within the broader social, political and economic wellbeing of the people of the Pacific. In 2015, Forum Leaders also included references to sport in the Hiri Declaration on “Strengthening connections to enhance Pacific Regionalism” in relation to building people to people connectivity and a pledge to strengthen connections to enhance Pacific regionalism.

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<sup>7</sup> Lauff, J. 2014. *Why Sport Matters: Sport for Development in Australia, the Pacific and Asia*.  
[http://www.sportmatters.org.au/resources\\_18\\_345938838.pdf](http://www.sportmatters.org.au/resources_18_345938838.pdf)

Australian Aid can and should play a greater role using sport-based approach to address persistent development challenges in our region such as non-communicable diseases and youth unemployment.

**Sport Matters recommends:**

- Australia's Foreign Aid roadmap should support regional and international efforts to strengthen the development of policy mechanisms, measurement tools, stakeholder coordination; and extend the global reach of Australian Aid.

## 6. SPORT HAS CROSS-CUTTING REACH FOR AUSTRALIA'S FOREIGN POLICY

The delivery of Sport for Development is not merely a cut and paste of Australian participation programs in developing countries. The focus is on the delivery of quality sport, and at the same time ensuring quality development processes and outcomes.

A number of development issues and challenges are also relevant for the effective delivery of Sport for Development initiatives in often complex development contexts:

- Monitoring and evaluation
- Gender equality
- Child protection and safeguarding children
- Disability inclusive development
- Sustainability
- Innovation and application of new technology

Sport has cross-cutting reach that extends across the Australian Aid program as a result of its diverse applications.

**Sport Matters recommends:**

- Australia's foreign policy harness the potential of Sport for Development and Sports Diplomacy and embeds sport-based approaches across relevant DFAT departments.
- Invest in stronger measurement tools and data collection to better measure the social, economic and cross-cutting impact of Sport for Development and Sports Diplomacy.