



Implementing Sport 2030 – Sports Industry Growth Plan

The Government will develop a Sports Industry Growth Plan. The Plan will be developed with stakeholders to chart a way forward for business, the sports sector and government to work together to realise commercial opportunities, build and manage a well-equipped sport workforce, and export our skills to the world. Once the plan is completed, an industry advisory council will be established to work with the Government on its implementation.

Why is this important?

Sport is big business in Australia. More than \$12 billion is spent on sport and sport infrastructure each year, supporting a workforce of more than 220,000 people and accounting for two to three per cent of Australia's GDP, which is comparable to our tourism industry.

A plan developed in consultation with stakeholders is needed to help provide strategic direction to focus collaborative business, research education and government sector efforts.

Successful development and implementation of a Sports Industry Growth Plan will drive economic growth in the industry, realise commercial opportunities for individual sports, enable our talented sports scientists and others to export their skills to the world, and ensure our athletes get the best possible support.

Who will benefit?

Businesses, the sports workforce and athletes will all benefit from a Sports Industry Growth Plan. It will mean increased collaboration and commercialisation, increased opportunity to build Australia's reputation in sport science and performance innovation and to capitalise on export markets, and enhanced sports management and workforce skills.

How much will this cost?

This will cost \$0.5 million from 2018–19 to 2019–20.