

# Australia's 'Sports 2030' Strategy: Content, Features and Inspiration

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## Abstract

**This paper analyzes the vision, content and characteristics of Australia's "Sports 2030" strategy by using the methods of literature review and logical analysis. The "Sports 2030" strategy puts forward specific requirements and measures for the future development of Australian sports from four major areas: (1) building a more active Australia; (2) to achieve excellent sports performance; (3) Maintaining the integrity of sports; (4) Strengthen the Australian sports industry. Australia's "Sports 2030" strategy has four important inspirations for China's sports governance: (1) the governance bodies have clear rights and responsibilities and coordinate governance; (2) the integration and development of competitive sports, mass sports and sports industry; (3) people-oriented, to achieve full coverage of health; (4) Strengthen supervision and management, and build a network system of sports integrity.**

## Keywords

**Sports Management; Sports 2030 Strategy; Sports Governance; Australia.**

## 1. Introduction

The direct inducement of sports policy change often comes from various social factors such as poor performance in competitive sports, drug abuse, declining participation in sports, racial discrimination, and continuous occurrence of injuries [1]. Throughout the history of the Olympic Games in Australia, from the glory of Melbourne in 1956 to the trough of Montreal in 1976, Australia has returned to the ranks of world sports powers after a series of reforms [2]. However, in the 21st century, Australian sports are facing new challenges, which not only lose their competitive advantage in competitive sports, but also pose a threat to the existing national sports strategy, such as obesity and lack of sports participation. Therefore, in 2010-2012, the Australian government launched a series of policy plans, such as Australian Sports: A Passage to Success, National Sports and Leisure Policy Framework and Australia: Winning Advantage, to solve the above problems, and achieved very good results. While Australia regained its advantages in the field of competitive sports, sports contributed more and more to the national economy and society. However, some stubborn problems still exist, such as low participation in sports, sports integrity, unstable competitive sports results, etc., and its government recognizes that the role of sports in society has changed [3]. To ensure that sports will remain strong in the future and meet the new challenges of the global sports environment, in August 2018, the Australian government launched the first national sports strategic plan: "Sports 2030". The promulgation of this strategic plan aims to continuously maintain its advantages in competitive sports and achieve outstanding results, so as to build a healthier and more active country [4].

In the process of Australian sports development and policy promotion, the government has always been the policy maker and implementer. China's sports development has a similar course to Australia's. From a "gold medal power" to a "sports power" and a "healthy China", China is currently in the transition period of sports development. How the government and sports departments can promote the transformation of government functions, from micro-things managers to macro-policy makers and instructors, so as to build a service-oriented government and a modern sports governance system, will be a major issue facing the present [5]. Therefore, the analysis of Australia's "Sports 2030" strategy and the discussion of the trend of Australia's sports strategy have certain mirror significance for the formulation of China's sports policy and the promotion of sports governance capacity building.

## 2. Australia's "Sports 2030" Strategic Vision and Main Contents

Sports play an important role in the lives of Australian citizens, stimulating the enthusiasm of young people, promoting social tolerance and cohesion, and imparting important moral qualities and team spirit. With the aging of Australia's population, ethnic diversity, the decline of the population participating in sports, and the reduction of medals won in international competitions, the Australian government is aware of the need to expand the sports function, continuously increase investment in sports with innovative ideas and methods, and better stimulate the potential of national sports. The "Sports 2030" strategy provides a concrete implementation route for the future development of Australian sports [6].

According to this plan, Sport Australia (SA), as the leader of the implementation of this strategic plan, will work with the Australian Institute of Sport (AIS) to help the national sports teams to continue to succeed in international competitions, improve people's participation in sports and improve their health and well-being. To make Australia the most active, healthy and successful country, famous for its honest and energetic participation foundation, flourishing sports organizations and world-leading sports industry, and high-performance competitive sports achievements.

### 2.1. Basic Content

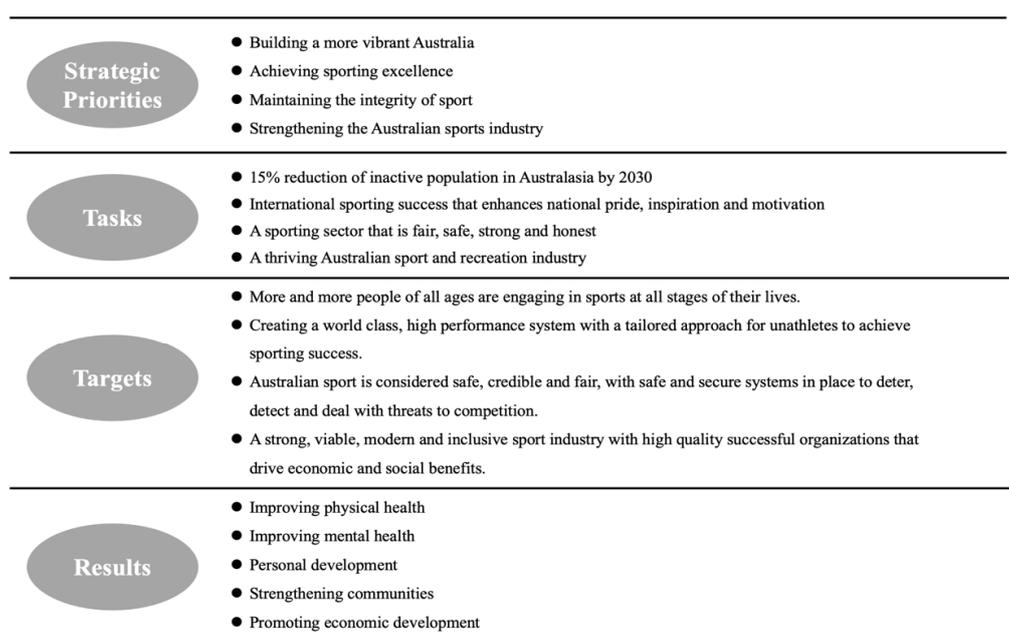


Figure 1. Australia's "Sports 2030" strategic framework [6]

The "Sports 2030" strategy is divided into 10 parts: the first and second parts mainly give a brief explanation of the important position of sports in Australia, the background, value and goal of the "Sports 2030" strategy. The third and fourth parts mainly review the glorious moments of Australian sports, and briefly explain the main framework, challenges, principles, contents and strategies of the "Sports 2030" strategy. Parts 5 to 8 first explain the framework of the four major areas of the new strategy, including key issues, mission, objectives and results and outputs (Figure 1), and then explain the long-term objectives, specific action plans and measures of each area in detail. The four frameworks are: (1) building a more active Australia; (2) to achieve excellent sports performance; (3) Maintaining the integrity of sports; (4) Strengthen the Australian sports industry. Part 9 is the key objectives and monitoring of the strategy, reaffirming the clear objectives of each field, as well as the importance of a strong evaluation plan and continuous monitoring of results. Part 10 summarizes the consultation process of the whole strategy formulation, and makes it clear that the formulation and launch of the strategy is a comprehensive consultation process involving major stakeholder forums.

## **2.2. Framework of Four Major Areas**

### **2.2.1. Building a More Active Australia**

Obesity has always been a big problem plaguing Australian society. In the past twenty years, the sharp increase in weight has tripled the number of Australians suffering from diabetes. If the historical growth rate of obesity does not decrease, coupled with the aging of the population, the obesity rate may rise to about 29% by 2025. The number of people participating in sports has also continued to decline. A recent survey showed that about 11.8 million Australians (73%) did not participate in organized sports activities, which was twice the number in 2005-2006 [3].

In order to improve this grim situation, let Australians become active again, and let more people reap the positive results brought by participating in sports. From 2019 to 2023, the Australian government plans to invest USD 23.6 million to enhance the role of sports in promoting social inclusion and improving health [7]. Specific measures include: (1) Children's groups:

The Australian Sports Association worked with key early childhood stakeholders, such as educational institutions, private child care institutions, parents and community groups, to formulate the country's first early childhood activity strategy, which aims to jointly improve children's participation in sports through schools and sports clubs. (2) Elderly groups: The Australian government will support organizations to provide sports and other sports opportunities for the elderly through aged care services, old-age villages and sports and entertainment centers. (3) Inactive people: According to the survey, people over 65 years old, disabled people, Aboriginal and Torres Strait Islander people, people in remote areas, low-income families, women and girls in Australia are less active in maintaining or improving their health. The Australian government supports and funds the national sports organizations, projects and plans aimed at the sports of special groups, such as "Indigenous Marathon", "Girls' Sports" and "Community Street Football", so as to improve the sports participation environment and increase their sports participation. (4) Community sports infrastructure: The Australian government will work with state, regional and local governments to provide funds for infrastructure construction in Australian communities. During 2013-2018, the Australian government invested more than 600 million dollars in national sports infrastructure. In 2018-19, it expanded the community sports infrastructure allocation plan and invested 42.5 million dollars to support more community-led sports activities [8]. This will help meet the needs of local communities for small and medium-sized sports facilities. At the same time, the Australian Sports Association will better understand the economic and social value of sports infrastructure through digital management, and then help sports organizations and the government to better plan and coordinate the investment in sports and entertainment facilities,

and realize the sustainable development of the community. (5) Volunteers: Volunteers are an important part of Australian sports, with about 1.8 million volunteers participating in sports activities every year. The Australian government will cooperate with states and regions, sports organizations and other stakeholders to give priority to initiatives to help recruit, train, reward and recognize volunteers, and continue to invest so that volunteer services can further promote the development of the sports industry.

### **2.2.2. Achieve Excellent Athletic Performance**

As of September 2019, Australia has only about 25.46 million people, but it has made outstanding achievements in the field of competitive sports [9]. This is mainly due to its scientific and systematic competitive sports development system, especially the Australian Institute of Physical Education (AIS), which has the reputation of Harvard, the world's sports institute. AIS's research in many sports fields is highly praised by the world.

The success of competitive sports has brought Australia a strong sense of national pride and a high international status, so competitive sports has always been the focus of national strategy. The Australian government's sports policy formulation has been hovering between competitive sports and community sports. At present, the government thinks that it is better to acknowledge the important relationship between competitive sports and community sports than to argue about their merits. Only with a strong talent base will the competitive sports system prosper. Excellent athletes' role models are an integral part of encouraging children to engage in sports and aspire to realize their dreams. However, the international competition is becoming more and more fierce, and some rival countries continue to increase their investment in competitive sports, leading to the gradual decline of their advantages, especially the continuous shortage of reserve talents in competitive sports, which makes the Australian government have to make new reforms in the field of competitive sports, and AIS is the key to this reform. Focusing on this strategic goal, the Australian government is trying to make excellent athletes achieve sustained success in domestic and international sports competitions through AIS expertise and more efficient methods. Specific measures include: (1) Continue to ensure AIS's leading position in national high-performance competitive sports. AIS will lead a unified and high-performance competitive sports development system, driven by innovation, research, science and technology, and based on efficient and effective investment, so as to ensure the position of Australian athletes among the world's top athletes and give full play to their potential outside the sports field. (2) Build a team of performance talents. Training athletes is the core of implementing the world-leading innovative performance strategy. The training of athletes needs to rely on a huge network of people to provide professional knowledge, including a comprehensive team of coaches, managers, sports scientists and high-performance supervisors. AIS will cooperate with all sports organizations to train world-class coaches, managers and officials. Its high-performance coaching and leadership center is dedicated to providing professional development for coaches and leaders [10]. (3) Pay attention to the individual development of athletes and their integration with the society. AIS will be committed to creating an environment for athletes to meet the needs of their whole career, promoting their physical and mental health and success in sports career. At the same time, it will pay attention to the positive role of outstanding athletes in social development and promote the common development of athletes and society. The Australian government will invest USD 54.1 million from 2019 to 2021 to subsidize the early, middle and late development of competitive sports career of elite athletes [11].

### **2.2.3. Maintain the Integrity of Sports**

The lack of proper protection of sports integrity will seriously damage the country's social, economic and cultural benefits. These threats to integrity include: increasingly complex doping behaviors; Globalization and rapid growth of online sports gambling; The infiltration and

exploitation of organized crime to sports departments; Corruption in sports administration and protection of sports participants, such as children's safety. Together, they constitute a complex threat matrix, which challenges the national sports security and integrity.

In order to meet this challenge, the Australian government actively responds to, prevents and deals with many problems that threaten sports integrity by establishing a sports integrity system, and strives to ensure the effective implementation of the system. The specific measures include: (1) Establishing the National Sports Integrity Committee to increase the response and trial of corruption related to anti-doping violations, match-fixing, gambling and sports betting. From 2019 to 2021, the government will invest US\$ 33 million to improve anti-doping and criminal intelligence capabilities, and prevent sports from being affected by corruption related to doping and sports betting [12]. (2) Improve and consolidate its governance framework. Facing the governance problem of government-dependent sports organizations, the Australian Sports Association will establish a cooperative partnership with sports organizations by changing government functions, decentralizing power, simplifying procedures and providing professional guidance, so as to support the development of sports organizations and improve their internal business performance. (3) Ensure the safety of all people, especially children's sports activities. The Australian Sports Association will set up a Safety Authority (SSA) to ensure children's safety in sports at all levels, and put sports at the forefront of Australian children's safety practice.

#### **2.2.4. Strengthening the Construction of Australian Sports Industry**

Sports industry contributes a lot to the Australian economy. The direct economic, productivity and voluntary service benefits it creates amount to about \$50 billion a year. Around this strategic goal, the Australian government promotes and maintains industrial growth with the help of six measures: (1) Building a sports industry department with a contemporary governance structure. The Australian government will strengthen cooperation with sports industry departments, formulate plans for sports industry reform, improve international opportunities and market access, strengthen supervision, and improve management and workforce skills. At the same time, it will further strengthen cooperation between sports industry departments and universities, research institutes, companies and other stakeholders, and conduct relevant research related to sports science and sports medicine, so as to promote the vigorous development of sports industry with scientific and technological innovation. (2) Strengthen the international diplomacy of sports and strengthen the soft power of sports assets. Australia's outstanding sports achievements in the international arena and rich experience in the operation of large-scale events provide abundant resources for its sports diplomacy, and the sports industry has always been regarded as an important soft power asset on the global stage. Under the guidance of sports diplomacy strategy, the Australian government will improve its ability to host large-scale sports events and further promote the development of sports industry through sports diplomacy. (3) Strengthen the ability of evaluation and coordination of large-scale events. Australia has rich experience in hosting international competitions, as well as professional knowledge of competition bidding, venue design and construction, and competition management, marketing and operation. The Australian government will cooperate with national sports organizations, international governing bodies, state and regional governments and local organizing committees to strengthen the evaluation, support, coordination and supervision of major sports events invested. (4) Build a digital sports industry. The Australian government will strengthen its investment in the digital sports industry, so as to improve the sharing of sports information, data, systems and processes, such as simulation platforms and online communities, so that people can participate in sports activities anytime and anywhere. At the same time, through high-quality data monitoring, we can understand the amount of exercise of Australians and their motivation for physical exercise, and help sports and the government make better strategic decisions. (5) Build an inclusive and

diverse team. The Australian government has increased the diversity of personnel structure of sports organizations and departments, especially coaches, officials and administrators, to improve the working ability and inclusiveness of sports organizations and departments. (6) Increase charity income and promote the sustainable growth of sports finance. The Australian government is expanding the influence of the Australian Sports Foundation, attracting more charitable donations, and broadening the sources of income and funds for the sports sector. In 2017-18, the Australian Sports Foundation has raised more than \$44 million in donations to support individual athletes and the implementation of sports projects.

### 3. Australia's "Sports 2030" Strategic Features

#### 3.1. Multiple Subjects Cooperate with Each Other to Form a Networked Sports Governance Structure

The success of Australian sports is due to its good sports governance. Australia's government established its governance system framework in the National Sports and Leisure Policy Framework issued in 2011, followed by the release of Sports Governance Principles in 2012, which basically established its sports governance system [13]. In 2015, the Australian Sports Commission further promoted the process of sports governance. However, there are still some problems in its sports governance, such as the lack of cooperation among various states, repetitive tasks, ineffective utilization of resources and funds, unbalanced development level of different sports events and the development mode of sports commercialization, which have brought new challenges to its sports governance [14].

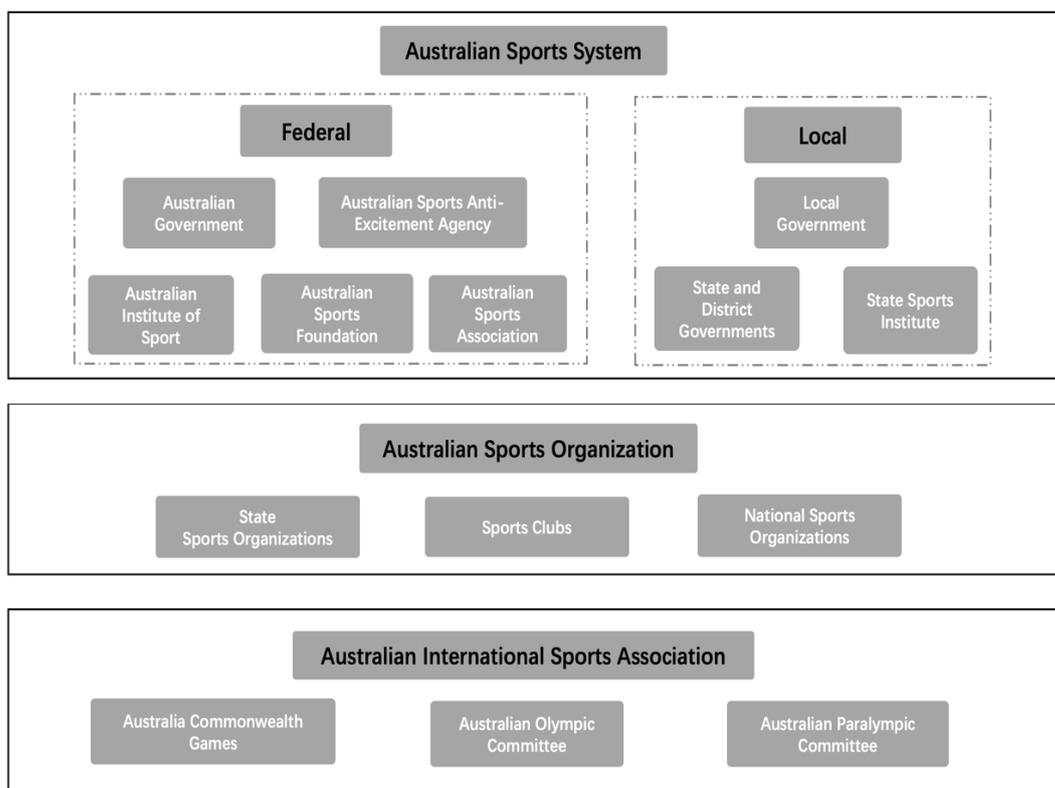


Figure 2. Sporting Ecosystem and Organizational in Australia [6]

Therefore, in the "Sports 2030" strategy, the Australian government further defined the core concept of sports governance, that is, cooperative governance, and classified and graded all the subjects in the whole sports governance system (Figure 2). Firstly, it (deleted) formed a

network sports governance structure in which horizontally different types of subjects and vertically different levels of subjects cooperated and co-governed. Network sports governance not only depends on the cooperation between different types and different levels of subjects, It also depends on the investment of stadium and facility operators, equipment suppliers, private suppliers, gymnasiums, sports technology companies, gambling operators, large-scale events, professional sports, schools, medical professionals, volunteers, and the support of participants and elite athletes and coaches. Secondly, the core role of the Australian Sports Commission (ASC) in the whole sports governance system is further clarified. The Australian Sports Commission (ASC), which is composed of the Australian Sports Association (SA) and the Australian Sports Institute (AIS), is the core institution for the Australian government to develop, support and invest in sports at all levels. Through it, the Australian government provides funds for national sports organizations to develop excellent sports and increase participation in sports. At the same time, the Australian Sports Commission (ASC) also has supervisory responsibilities for national sports organizations.

### **3.2. Broaden the Multiple Values of Competitive Sports and Promote the Integration and Development of the Whole Society.**

Sports are often endowed with strong political emotion, which is symbolic to a country's image and world status. Therefore, many world powers put competitive sports in an important position in their national strategies, and Australia is no exception [15]. Sports has always been the key development area of the Australian government. As a small country with a small population, its success in the field of competitive sports is undoubtedly enormous. In the Olympic Games, Paralympic Games, World Championships, Commonwealth Games and other international competitions, athletes' achievements are getting better and better. The holding of tennis, cricket, rugby and other world competitions has further enhanced Australia's international influence and provided sufficient resources for the growth of its economy. In 2018, the Australian Open tennis contributed more than 280 million dollars to the economy [16]. Sports can not only promote health, but also promote social change and progress. The Australian government has broken down the barriers between Australian sports associations, sports institutes, national sports organizations, state governments and their sports institutions and colleges, and re-established the cooperative relationship, making training, competitions and other activities more efficient, and continuously improving the level of scientific and technological services. First of all, further increase the capital investment in competitive sports, improve and strictly implement the investment accountability, and maximize the efficiency of capital investment [17]. In 2018, the Australian government increased the funding for national projects, especially for key projects, on the basis of the funding for projects with advantages and potential advantages. Taking two years as a cycle, the Australian government held accountable the projects that did not complete their tasks in the last cycle, upgraded the projects that completed their tasks, and gave greater funding (see Table 1). Secondly, pay attention to the integration of athletes and society, let athletes participate in community sports activities, and encourage children and teenagers to engage in sports by setting up excellent athletes' examples, so as to improve the participation of children and teenagers in sports activities. Finally, by building high-quality professional leagues and holding large-scale sports events, the soft power of national sports diplomacy can be enhanced and the national economy can be promoted. In a word, the Australian government pays attention to the multi-value function of competitive sports and promotes the all-round development of national politics, society and economy.

**Table 1.** 2019-2020 Australian Competitive Sports Classification Standard Table (Advantages, Potential advantages, National projects)

classify	describe	grade	standard	project
Advantage projects	Sports events that have won multiple medals or team medals at the Olympic Games, Paralympic Games or Commonwealth Games, and are considered highly likely to continue to win medals successfully in these events.	F1	<p>In the next two cycles, it is very likely to win the gold medal in the Olympic or Paralympic Games; Prove that:</p> <ol style="list-style-type: none"> <li>Two of the past three Olympic Games won gold medals (including at least one gold medal) or two of the last three Paralympic Games won gold medals;</li> <li>In the last cycle, the benchmark objectives were continuously achieved and good progress was made in strategic priorities.</li> </ol>	<p>Olympic events: sailing, swimming and winter sports.</p> <p>Paralympic events: track and field, cycling, swimming, wheelchair rugby.</p>
		F2[1]	<p>It is very likely to win Olympic medals or Paralympic gold medals in the next two cycles; The evidence is:</p> <ol style="list-style-type: none"> <li>Two of the past three Olympic Games won medals or two of the last three Paralympic Games won gold medals;</li> <li>The benchmark objectives have not always been achieved, and/or some progress has been made in some strategic priorities.</li> </ol>	<p>Olympic events: track and field, women's basketball, cycling, canoeing, diving, equestrian, men's hockey, women's rugby (P1 promotion), rowing, shooting, triathlon, women's water polo.</p> <p>Paralympic Games: Winter Games</p>
		F3[2]	<p>There is a high probability of winning the gold medal in the Commonwealth Games in the next two cycles; The evidence is:</p> <ol style="list-style-type: none"> <li>Won two gold medals in the past three Commonwealth Games or World Championships (belonging to Commonwealth events);</li> <li>Always achieve the goal of benchmark events.</li> </ol>	<p>Commonwealth events: British Basketball, Bowling, Gymnastics (P2 promotion), Squash (P3 promotion)</p>

Potential advantage projects	Projects that have evidence of past success of Olympic Games, Paralympic Games and Commonwealth Games (including related disciplines of World Championships) and are considered to have the potential to be successful in the next or possibly two cycles.	P1	<p>Medals that may be won in the next Olympic or Paralympic Games; The evidence is:</p> <ol style="list-style-type: none"> <li>1. Olympic or Paralympic medals won in the world championships (or events at the same level) in the past four years;</li> <li>2. Reliable sports performance shows that the next Olympic Games or Paralympic Games have a high potential for winning medals.</li> </ol>	<p>Olympic events: archery, boxing (P2 promotion), golf, women's hockey, modern pentathlon, skating (new), softball, surfing (cancelled)</p> <p>Paralympic events: archery, canoeing, equestrian, rowing, shooting, table tennis, triathlon, men's wheelchair basketball, wheelchair tennis (cancelled)</p>
		P2	<p>There is an expectation of winning medals in the next two cycles of Olympic or Paralympic Games; The proof is as follows:</p> <ol style="list-style-type: none"> <li>1. In the past four years, he has won the top four to eight places in the Olympic Games or Paralympic Games in the benchmark events (or events of the same level);</li> <li>2. Reliable sports performance shows that there is a high potential for winning medals in the next two Olympic cycles.</li> </ol>	<p>Olympic Games: Baseball, Men's Basketball, Women's Football, Men's Rugby, Taekwondo, Beach Volleyball and Men's Water Polo</p> <p>Paralympic events: Italian bowling (new), women's wheelchair basketball.</p>
		P3[3]	<p>The next Commonwealth Games has the potential to win gold medals; The evidence is:</p> <ol style="list-style-type: none"> <li>1. Won medals in the Commonwealth Games or World Championships in the past four years (Commonwealth events);</li> <li>2. Reliable sports performance shows that there is a high potential for winning medals in the Commonwealth Games.</li> </ol>	<p>Commonwealth events: badminton, judo (new), weightlifting</p> <p>Commonwealth Disability Project: Bowling</p>

National projects	Projects that qualify for the Olympic, Paralympic or Commonwealth Games and are assessed as unlikely to contribute to high performance targets in the next two cycles		Has not won a medal in the past three Olympic or Paralympic Games, World Championships or Commonwealth Games, and:  The current performance shows that these projects need significant improvement to help achieve high performance goals.	Olympic events: synchronized swimming, men's soccer, table tennis, men's indoor volleyball.  Paralympics: gateball
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Note \*1. Special consideration is given to the addition of events to the Olympic/Paralympic program that can demonstrate podium performance at the same level as a true World Championship before being included in the Olympic/Paralympic program.

\*2. Sports events that are only available at the Commonwealth Games, without Olympic/Paralympic Games, or those events that are on the schedule of Olympic/Paralympic Games and Commonwealth Games and have a high probability of winning the gold medal at the next Commonwealth Games, but are not regarded as medal prospects in the next two cycles of Olympic/Paralympic Games.

\*3. Projects that support the Commonwealth Games, but are also eligible to participate in the Olympic/Paralympic Games.

### 3.3. Enhance Participation in Sports Activities and Achieve Full Coverage of the Participating Population.

The Australian government promises that every Australian citizen has the opportunity to participate in leisure and sports activities, and every citizen has the right to participate in sports. In the past, Australian policy paid more attention to the people who often participated in sports activities, while the support and capital investment for some special people's participation in sports activities were insufficient. Based on the idea of making the achievements of sports benefit everyone, the new strategy focuses on the sports participation of special groups, regardless of their gender, race, ability, geographical location and wealth, including people with disabilities, people from culturally and linguistically diverse communities, low-and middle-income families, Aboriginal and Torres Strait Islander people, people from regional and remote areas, women and girls. The Australian Sports Bureau will cooperate with organizations concerned with the sports development of special groups to fund their activities, promote the implementation of this strategy, ensure that these special groups have more opportunities to participate in sports activities, change their attitude towards sports participation and promote an active and healthy lifestyle.

### 3.4. Create a Fair and Just Department and Improve the Supervision System of Sports Integrity

Sports honesty is the foundation of Australian sports. The lack of effective protection of sports integrity will have a great impact on the survival of sports departments, sports participation and the return of high-performance investment [18]. Although Australia is a world leader in sports integrity and clean governance, with the change of environment, the proliferation of doping, illegal gambling and match-fixing corruption cases and illegal online gambling companies has also brought new threats to the Australian government.

Through the formulation and improvement of policies, the re-establishment of management institutions and the cooperation of different departments, the Australian government has

strengthened the operation of publicity, education, detection and punishment mechanisms, and improved the national sports integrity management system. First of all, the Australian government introduced and improved a series of policies such as the National Policy on Illegal Manipulation of Sports Competitions and the National Anti-Doping Framework, and set up a specialized sports integrity management organization (NISU), which was jointly restrained and stopped by sports, government, regulatory agencies, gambling industry, law enforcement departments and other stakeholders. In 2018, the Australian government increased funding for the Australian Sports Anti-Doping Authority and the Australian Sports Drug Testing Laboratory to strengthen Australia's anti-doping regulatory capacity. Secondly, athletes and coaches, especially teenagers, should be publicized and educated on sports honesty, so as to popularize the harm caused by the lack of sports honesty. Then, by improving the ability to monitor the gambling market and collect, sort out and evaluate relevant data and information, we will strengthen the reporting and supervision mechanism to ensure the information disclosure. Finally, carry out international cooperation and global joint action to strengthen the capacity building of sports integrity governance.

## **4. Mirror of Australia's "Sports 2030" Strategy**

### **4.1. Clear Powers and Responsibilities and Collaborative Governance among Governance Subjects**

At present, under the guidance of the state, China has basically formed a sports governance system from unitary subject to pluralistic subject, from single political means to diversified means such as economy and society, and from rigid governance mechanism to flexible governance mechanism. However, there are structural imbalances among multiple subjects, which are manifested by unclear rights and responsibilities, different goals, inconsistent interests of various departments, and short behavior cycle, which leads to increased conflicts and coordination imbalance among various subjects [19]. In the future, the rights and responsibilities of various subjects should be further divided, and the rights and responsibilities of different categories and levels of subjects should be clarified. Under the control of the government's macro-policies, a networked sports governance structure with multiple subjects' contractual cooperation, mutually exclusive coexistence, resource sharing and mutual benefit should be formed.

### **4.2. Integration and Development of Competitive Sports, Mass Sports and Sports Industry**

After the Beijing Olympic Games, China's competitive sports international competitions have been declining. At the same time, it is faced with some problems, such as unbalanced project development, insufficient supply of reserve talents, insufficient scientific training and management level, backward development of professional sports, and insufficient ability to actively integrate into society [20]. The development of mass sports and competitive sports is still uncoordinated, and the development of sports industry is unbalanced and inadequate [21]. Therefore, under the guidance of the national strategy, we should increase the investment in competitive sports, formulate the accountability system based on "power granted to the people", take scientific and technological innovation as the internal driving force, give full play to the forces of the whole society, break down the barriers between industries and localities, and give full play to the forces of various localities, universities, research institutes, enterprises and individuals to improve the competitive sports strength of our country. At the same time, reshaping the concept of sports development and expanding the multiple values of competitive sports can be implemented through the following policies or measures: providing high-quality sports products, fully developing professional sports, promoting the integration of competitive

sports with other industries, and promoting the continuous growth of national economy; Actively hold large-scale sports events, vigorously promote traditional sports, and enhance the soft power of sports diplomacy; Popularize the value of sports culture, improve the quality of civic spirit, carry forward the Chinese sports spirit, and enhance national cultural confidence; Enhance people's health awareness and improve the level of sports participation. In short, it is necessary to re-recognize the multiple values of competitive sports, mass sports and sports industry in society, re-coordinate the relationship among them and reconstruct the relationship among them [22].

#### **4.3. People-oriented, to Achieve Full Health Coverage**

In recent years, China has been giving priority to people's health in strategic development. The promulgation of "Healthy China 2030" Planning Outline and "Several Opinions on Accelerating the Development of Sports Industry and Promoting Sports Consumption" shows the nation's people-centered healthy development concept. Comrade Xi Jinping put forward the grand strategy of "accelerating the construction of a healthy China and striving to ensure people's health in an all-round and full-cycle way" in his speech "Giving Priority to People's Health", aiming at building a health service system covering the whole population and the whole life cycle [23]. Although China has made fruitful achievements in the process of building a healthy China, especially in the construction of sports venues and facilities, nationwide fitness publicity, physical fitness monitoring and other aspects, the service level is constantly improving. However, with the continuous development of industrialization, the aging of the population is becoming increasingly severe, and the health problems of some special groups, such as migrant workers, the elderly, women, and the disabled, have not received extensive attention, and even lack of necessary resources. In order to make the fruits of reform benefit all the people, we must pay attention to the health problems of these special groups and put them into action. We will also formulate policies to protect the rights of sports participation of special groups and intervene in sports participation of special groups, establish a mechanism for sports participation and assistance of special groups, and increase barrier-free sports facilities. Under the control of the government, relying on sports associations and non-governmental organizations, targeted sports events are carried out for special people, so as to truly realize the coverage of the whole population of national fitness.

#### **4.4. Strengthen Supervision and Management, and Build a Sports Integrity Network System**

In recent years, there have been behaviors that violate the principles of honesty and fairness in China's sports industry, such as yin-yang contracts, false age reports, and the use of illegal drugs. These behaviors have destroyed the sports order, damaged the social image of sports, and brought adverse effects on the development of sports. In 2003, China promulgated the Anti-Doping Regulations, which strengthened the testing of athletes' doping. In 2015, the State General Administration of Sport formulated the Work Plan of Promoting the Construction of Social Credit System of the State General Administration of Sport, which was studied by three research groups of researchers from Shanghai Institute of Physical Education, Capital Institute of Physical Education and Information Center of the General Administration, in order to promote and improve the construction of China's sports credit system [24]. Australia's sports integrity management has been at the forefront of the world, and its experience is also worth learning from. China should establish and improve the laws and regulations of sports honesty and credit according to the reality of sports reform and development in China. Set up specialized sports credit management institutions or posts to improve the pertinence of work; Strengthen the publicity and education of sports integrity; Build a network system of sports credit, and establish a system of collecting, recording and sorting related credit information; Ensure information disclosure and strengthen social supervision; All departments cooperate

with each other to gradually establish and constantly improve China's sports credit system and supervision system.

## 5. Conclusion and Discussion

The launch of Australia's "Sports 2030" strategy is just based on responding to the crisis and changes of sports, aiming at creating a safe and inclusive sports environment, increasing people's participation in sports and improving the health and well-being of all Australians, including those with different backgrounds, races, genders and people with disabilities, through a series of measures; Create a high-performance competitive sports system, create excellent international sports competition results, and enhance Australian people's national pride; Maintain sports integrity and support the development of grass-roots sports organizations; Vigorously develop the sports industry, succeed in the highly competitive modern sports market, and the integration and development of sports innovation will become a remarkable feature of Australian sports in the new era. In the process of economic globalization and global modern governance, the Australian government has made great efforts to conform to the trend of sports development in the new era, constantly pushed forward its own reform, determined the leading core position of the Australian Sports Commission in the sports governance system, and gradually formed a networked sports governance structure led by the Australian Sports Association and the Australian Institute of Physical Education, and coordinated by other relevant departments. After the glory of the Beijing Olympic Games, China has made some achievements in the construction of sports governance system, and the road from a "big sports country" to a "powerful sports country" is firmer. However, there are many similarities between China and Australia in the history of sports governance. Therefore, it is necessary for us to analyze the formation process and implementation experience of Australia's "Sports 2030" strategy at present, so as to extract its essence for our use.

Faced with the development of economic globalization, China and Australia have different means and ways in sports governance. Although the Australian government's sports governance has achieved fruitful results, the implementation of Australia's "Sports 2030" strategy still faces some problems, such as insufficient awareness of cooperation, insufficient utilization of resources and funds, etc. Therefore, while learning from overseas experience, we should not only pay attention to the common laws of sports science itself, but also pay attention to the special institutional background of sports governance. We should always adhere to Chinese characteristics and develop sports that are conducive to the development of China's political, economic and cultural undertakings. Our government should establish the people-oriented governance concept, improve the existing sports governance structure, clarify the main responsibilities of the core governance, establish a more nationwide comprehensive network sports governance structure, speed up the construction of a modern sports governance system with Chinese characteristics based on the national level and local cultural background, promote the development of China's sports undertakings and sports industry, build a healthy China, and help build a sports power.

## Conflicts of Interest

The authors declare that there are no conflicts of interest regarding the publication of this paper.

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