

Show me the Money – How to Attain the \$



Sport Storytelling



STUDENT ATHLETES AT THE OLYMPIC GAMES

PERCENTAGE OF STUDENT ATHLETES SELECTED IN AUSTRALIAN TEAM:



MEDALS WON BY AUSTRALIAN STUDENT ATHLETES IN THE LAST FOUR GAMES:

85

OR



OF ALL AUSTRALIAN MEDALS SINCE 2004

Universities that contributed most Olympians in 2016

21 - Griffith UNIVERSITY

19 - Curtin University

17 - THE UNIVERSITY OF SYDNEY

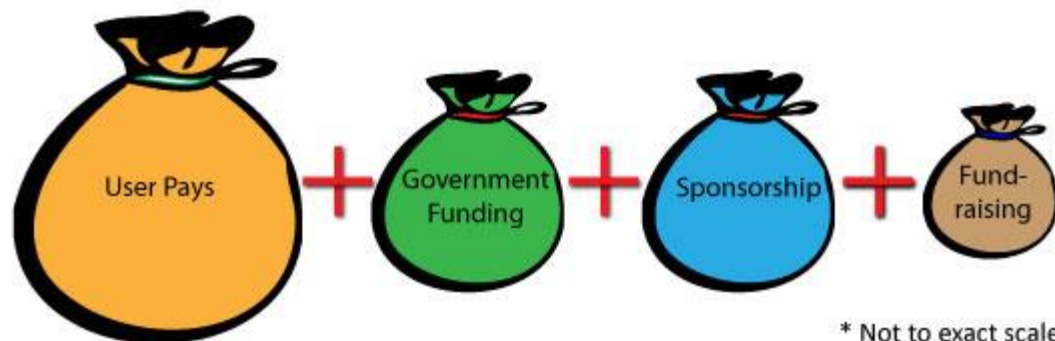


Sport Storytelling



Revenue Management

Funding the cost of sport delivery



* Not to exact scale

Revenue Management



Reactive v Proactive Revenue Raising



Masterplan



Policy, Process & Procedure

Policy

Rules & Standards

Process

What, Who & When

Procedure

How & Where



Business Storytelling



Strategic Market Planning



RWE Marketing 2011



Funding Team



Government Relations



Why?



Profile

- Twitter
- Facebook
- You Tube
- Blog
- LinkedIn
- Podcast
- Vimeo
- Instagram



Where are the \$?

- Grants
- Tenders
- Crowdfunding
- Fundraising
- Sponsorship
- Bequests
- Investment Strategy – PPP, Stakeholders
- Establishing a Charitable Foundation



Where are the \$?



Where are the \$?

Sports Scholarships



What Funding Bodies expect you to have...

- Business Plan
- Business Continuity Plan
- Operations Plan
- Cost Benefit Analysis
- Community Capacity Building
- Succession Planning for your Committee
- Change Management
- Governance



Ethical Funding Values

 The Olympic Partners			
			
			



What Funding Bodies want?

- A Plan
- A Budget
- An Ask
- Who is the Board / Management Team?
- Who else has funded you?
- What is your financial situation?
- Your Sporting Impact



What Funding Bodies expect?

- Review of Existing Services
- Changes to Needs & Resources
- How does your organisation deal with Change Management?
- How can you have the most impact with funding?
- Have you identified and utilised your strengths & weaknesses?



What's required?



- ✓ Capacity Building
- ✓ Sustainability of Ask
- ✓ Creating Profile – Traditional & Social Media
- ✓ Planning your Ask – What Resources are required?
- ✓ Proactive, not Reactive = Grants Calendar
- ✓ Acquittal, Auditing & Evaluation of Funding
- ✓ Ask = Connection, Communication, Delivery
- ✓ Who is going to do all this?



Measuring Outcomes

- Goal Statement
- Objective Statement
- Activities and Tasks that are Necessary to Accomplish the Objective
- Benefits and/or Results of Each Objective that Leads to Measuring Outcomes;
- Performance Indicators of Success



Time and Capacity



How does your mission align with the Funder's Core Priorities?



Collaboration



Who, what, where, when, why = How?

Who?



What?



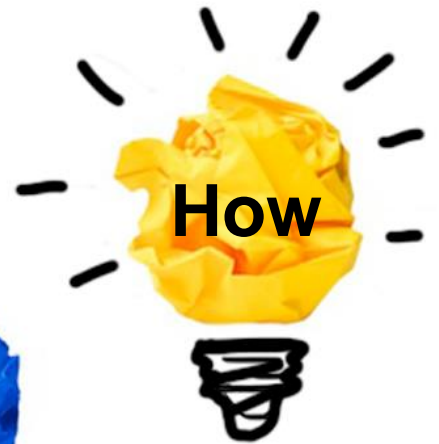
Where?



When?



Why?



WIIFM & VFM



What is expected

FBI – Feature, Benefit, Interest Model

CBE – Claim, Benefit, Evidence



TQM

Total Quality Management (TQM) is a comprehensive and structured approach to organizational **management** that seeks to improve the **quality** of products and services through ongoing refinements in response to continuous feedback.

Plan, Act, Do, Check.



Giving in Australia

What Do We Give?

50%

of Australians buy charity merchandise



What else do Australians say they give?



49%

Give Money



31%

Volunteer



28%

Attend Events
to raise money



21%

Sponsor a
Person/Team

Sponsorship

1. Create a professional, individually tailored sponsorship package
2. Start local – Who haven't you targeted locally?
3. Invite all club members to be involved through their networks
4. Provide incentives to members who onboard new sponsors
5. Prioritise retention
6. Plan early
7. Propose Long-term sponsorship as more cost-effective option for Sponsor



Case Study – University of Canberra

UC makes \$1 million investment in sport (Sport Strategy 2021-2026)

The University of Canberra is committing \$1 million in new funding, as the next step in implementing its Sport Strategy.

The strategy, which launched in 2021, outlines the University's vision to become Australia's leading university for women in sport and in the top three sports universities in Australia.

Central to the funding is a commitment to awarding ten new PhD scholarships focused on promoting women in sport.

(August 2022)



Case Study – University of Canberra

UC undertakes world class research in sport and exercise.

Between 2017 and 2020, UC produced 381 publications, secured \$6 million in sport-related research funds, and attracted 50 PhD students across the five faculties – 22 of these were supported through scholarships.

Our sport research had 400,000 views on the ResearchGate portal.



Case Study – University of Canberra

UC's Sports Hub 1 was developed in 2014, a three-way partnership between the ACT Government, UC and the ACT and Southern NSW Rugby Union.

It's home to Brumbies Rugby, UCRISE, and UCfitX (UC's fitness centre), as well as community sport organisations – and has seen UC secure a valuable partnership with Canberra United.



Case Study – University of Canberra

UC has developed strong partnerships with high performance and community sporting organisations, ACT and federal government agencies that deliver invaluable education, research, branding and profile, and community engagement benefits.



Case Study – University of Canberra

UC ALUMNI UC's alumni include a host of high-profile elite athletes, coaches and management professionals.

Alumni are engaged through events, and opportunities to act as mentors and philanthropists.

We will nurture and engage our alumni in teaching, research, partnerships and further education.





THE GRANTS GUY



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