

[National Sport Plan – Shaping the future direction of sport in Australia – Australian Govt Department of Health](#)

i. Are you responding to this survey on behalf of an organisation or as an individual?

Organisation

ii. What type of organisation are you representing?

Alliance of six Peak Bodies (health NGOs)

iii. What is the name of your organisation? (Optional)

Australian Chronic Disease Prevention Alliance (ACDPA)

iv. What is the organisation's postcode?

3205

v. Please tell us how you are currently involved in sport. Select all that apply.

Our members advocate and actively support community to be physically active to promote health.

vi. How long have you been involved in the sport sector?

NA

1. What benefits and opportunities do you see in having a new National Sport Plan?

A harmonised and coherent approach to supporting more Australians to be more active.

Vision: Sport for all. Australia's priorities for building healthy, active, connected, and thriving communities.

The above statement articulates the intent of the vision. Feedback from this consultation will inform the framing and language.

2. Do you agree with the intent of the proposed vision?

Yes

3. Are there any key elements missing?

No.

4. Do you see yourself/your organisation reflected in the proposed vision?

Yes. We focus on ensuring all Australians have opportunities to enjoy the physical and mental health benefits of being more active, including through sport.

Guiding Principles

The proposed [guiding principles](#) will underpin and be embedded throughout the Plan. Each principle will set the intent throughout all six priority areas. The proposed principles are Leadership and Capability; Diversity, Inclusion and Equity; Safety; and Education and Development.

5. Are the proposed principles relevant and contemporary?

Yes,

6. Is there anything you would add or remove?

We recommend reference to 'policy coherence' under the principle of Leadership, relating to ethics, good governance, integrity, & financial sustainability.

With strategic & coherent partnerships sport can promote abundant health & wellbeing opportunities. Failing to recognise incoherence & institutionalise identification, management, & prevention of harmful conflicts of interest can, does & would undermine the vision & goals of this & other National strategies & plans.

Consideration of policy coherence (OECD) facilitates consideration of funding & partnerships to ensure consistency with the Plan's vision & objectives, & other government policies, strategies, & plans. Australian analysis shows the sport sector has considerable financial & in-kind relationships with harmful industries, particularly alcohol, unhealthy food & gambling, particularly in rural, regional & remote, & low socioeconomic status areas (Martino et al). Athletes are inclined to not want to partake in promotion of unhealthy products but are bound by governing bodies' decisions. Parents of sporting children express concern about their exposure to confusing & harmful product marketing & sponsorships (Scully, et al; Gonzalez, et al), but sporting bodies rarely match concern to cultivate health promoting environments (Zorbas, et al; Donaldson & Nicholson).

See Q 9 for references.

7. Which do you feel are the most important principles? (rank 1-4)

Priority Areas

Six [priority areas](#) are proposed for the Plan, including: Inclusion, Participation, High Performance, Integrity, International Engagement, and Economic and Environmental Sustainability.

The proposed priority areas in the Plan are broad in nature and provide the opportunity to identify specific areas where there could be more focus, greater ability to influence outcomes or are of significance to broader government policy.

8. Do the proposed priority areas identify the most important areas of strategic focus over the next decade?

Yes.

9. Is there anything missing?

Per Q6, we recommend recognition of the need for policy coherence for sport, and recognition and better management of conflicts of interest, to minimise the risk of partnerships undermining the Plan's vision. This recommendation particularly relates to Integrity and Economic (and Environmental).

- Policy coherence for sustainable development - OECD / OECD - <https://www.oecd.org/gov/pcsd/>
- Martino et al [A state-wide audit of unhealthy sponsorship within junior sporting clubs in Victoria, Australia | Public Health Nutrition | Cambridge Core](#) / <https://bit.ly/3uEeaig>
- Scully et al [Parents' reactions to unhealthy food v. pro-health sponsorship options for children's sport: an experimental study | Public Health Nutrition | Cambridge Core](#) / <https://bit.ly/483h8v5>
- Gonzalez et al [Alcohol and fast food sponsorship in sporting clubs with junior teams participating in the 'Good Sports' program: a cross-sectional study - ScienceDirect](#) / <https://www.sciencedirect.com/science/article/pii/S1326020023005691>
- Zorbas et al [Perceptions towards unhealthy food sponsorship in junior sports in Victoria, Australia - ScienceDirect](#) / <https://www.sciencedirect.com/science/article/pii/S1326020023000079>
- Donaldson & Nicholson [Attitudes of sports organisation members to junk food sponsorship - ScienceDirect](#) / <https://www.sciencedirect.com/science/article/abs/pii/S0033350620301487>

10. Which do you feel are the most important priorities? (rank 1-6)

Alignment to other strategies

The development of the Plan will seek to create opportunities for alignment to better leverage benefits and outcomes and articulate the long-term strategic view of the sport sector within Australia, including the priorities of the Australian Government for sport and physical activity.

11. Do you have any comments about the alignment of the Plan to sector strategies?

We are pleased to see the National Preventive Health Strategy 2021-2030 highlighted as a linked Strategy, given the manage co-benefits of sport participation to protecting and promoting health and preventing illness. We recognise not all strategies will be mentioned, but would like to take this opportunity to note several other strategies with relevance which would benefit from alignment with this Strategy, including:

National Obesity Strategy 2022-2032

National Health and Climate Strategy (priority 6)

National Strategic Action Plan for Heart and Stroke

National Diabetes Strategy 2021-2030

Australian Cancer Plan 2023-2033

Global Action Plan for Physical Activity (WHO)

Global Action Plan for Prevention and Control of Non Communicable Diseases (NCDs) (WHO)

Australian National Curriculum

Measuring Success

The consultation paper articulates high-level measures of success for the Plan. Monitoring and evaluation of the plan will be undertaken in a staged approach and supported by a monitoring and evaluation framework.

12. What are your views on the proposed approach to monitoring and evaluation of the Plan?

NA

13. Are there any additional measures of success that should be included in the Plan?

Reiterating the links to the NPHS and related strategies and action plans, potential for inclusion of reporting on improvements to physical activity related health outcomes ([Physical activity – Australian Institute of Health and Welfare \(aihw.gov.au\)](https://www.aihw.gov.au)) and reduction in physical inactivity attributable DALYs ([Australian Burden of Disease Study 2018: Interactive data on risk factor burden, Physical inactivity – \(aihw.gov.au\)](https://www.aihw.gov.au))

Final comments

14. Is there anything else you would like to tell us about the Plan? (Max 1,500 characters)

We appreciate the opportunity to comment on the National Sport Plan & commend the prioritisation of inclusion & participation, which will support higher levels of physical activity through sport. We note that much of the population does not pursue or achieve elite or high-performance status, & unlike medals, trophies & prize money, most benefits may be less measurable but have enduring positive health impacts.

We reiterate that partnerships, governance, & approaches to financing should be coherent with the vision of the Plan, & other government priorities & policies including to promote health & wellbeing. While tobacco marketing & sponsorship has been long banned due to tobacco's harms, we are concerned about the prevalence of alcohol, unhealthy food & beverages, gambling & fossil fuels in sport, governing bodies, & media broadcasts. These industries should not be permitted to health-wash products & brands through sport marketing & sponsorship.

ACDPA encourages the development of a funded National Physical Activity Strategy in tandem with the National Sports Plan. Being more active goes beyond organised & professional sport. A Physical Activity Strategy would complement this Sport Plan & is essential to harness cross-sectoral engagement & commitment to create environments conducive to physical activity & sport, through urban planning, opportunities to be active at work & in the community, active transport, & increasing participation by under-represented populations.

ABOUT ACDPA

The Australian Chronic Disease Prevention Alliance (ACDPA) brings together Diabetes Australia; Cancer Council Australia; National Heart Foundation of Australia; Kidney Health Australia; the Stroke Foundation and the Lung Foundation. These leading non-government health organisations share a commitment to reducing burden of chronic disease attributable to modifiable risk factors and delayed detection. ACDPA members work together to support primary and secondary prevention of chronic diseases, focussing on chronic disease risk factors and determinants to reduce preventable illness; and promoting health checks to support people to understand, manage and reduce disease risk as early as possible.

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