



Australian Government  
Australian Sports Commission



The Australian Sports Commission's  
Strategic Vision: Our Green and  
Gold decade of opportunity





## Introduction

**This strategic vision outlines the Australian Sports Commission's focus areas for the next 10 years and beyond, capitalising on the calendar of major sporting events and build-up to the Brisbane 2032 Olympic and Paralympic Games. It is separate, but aligned, to Australia's High Performance 2032+ Sport Strategy.**

This is a defining era for sport and the Australian Sports Commission (ASC). We have begun the Green and Gold decade to Brisbane 2032, and we are focused on building sustainable success well beyond. This is an incredible opportunity to unite and inspire Australia through sport. The leadership we show right now can shape Australia's long-term prosperity, well beyond sporting boundaries. A thriving Australian sport system is enormously influential to a booming Australia. This ASC strategic vision aims to bring out the best in everyone involved in sport. Success is establishing Australia as the world's best sporting nation.

## Who we are

We are the Australian Government agency responsible for supporting and investing in sport at all levels. Our role is to increase involvement in sport and enable continued international sporting success through leadership and development of a cohesive and effective sports sector, targeted financial support and the operation of the Australian Institute of Sport (AIS).

We play a unique role in the sport ecosystem and tackle the big challenges and opportunities with and for the sector. We play different roles based on where and how we can add the most value through our expertise, leadership and voice.

We exist because sport matters. It drives all we do at the ASC, including our culture. We stand for respect, integrity, teamwork and excellence. These values underpin how we treat each other and our stakeholders, how we deliver for sport and how we create the world's best environment at the ASC.



## Our vision

*Sport has a place for everyone and delivers results that make Australia proud.*

### **Our mission**

The ASC will lead, support and provide opportunities for all communities to be involved in sport, while growing elite success and representation, inspiring future generations.





## What success will look like

It's two years on and people are still talking about it – 'how good was the Brisbane 2032 Olympic and Paralympic Games, the best ever!' Brisbane 2032, and the multitude of other sporting events over the past decade, have showcased the very best of Australia, and sport is still riding high.

Our Australian athletes have succeeded, not just by claiming medals but also by winning over a new generation of children who've been inspired to get involved in sport. The talented young athletes on the pathway to international representation are more encouraged than ever, knowing sport will support them to be successful in competition and life beyond, and allow them to be their authentic self.

Community sport is thriving, safe and fun. Australians are provided with choices regarding how, when and where they engage and connect with sport. Sport can cater for rapidly increasing involvement thanks to inclusive policies, accessible facilities and the millions of volunteers.

Australia and our sporting facilities are the envy of the world. The world-leading talent and experts are here. Rival sporting nations are looking towards us for our high performance strategies, coaching methods, research and innovation, trying to keep pace. Tourists have seen on their screens what Australia has to offer too, attracted to the world's best sporting nation.

But the greatest triumph of these major sporting events are the signs of the ongoing growth for Australian sport. Brisbane 2032 was a great moment in time, a milestone along the way, but it wasn't an end point by any means. Australian sport has built this momentum on a foundation of sustainable success, forged by the preceding Green and Gold decade.

Sport in Australia is closer together than ever before, bound by a common purpose. This collaboration has helped the system rise together. All parties across the system are confident of the role they play in connecting Australians to sport. The system works together to remove barriers and solve problems that benefit all sport participants and athletes. Solutions have come through deeper relationships with existing and new partners who bring the best thinking, technology, ideas and innovation to the table.

Sport is helping build the nation. Governments at all levels recognise the value of sport and leverage it to drive community, health and economic outcomes.

Australians talk about sport in their homes, their teams, their workplaces and in schoolyards with a renewed sense of pride, passion and lived experience.

Sport in Australia is the world's best.





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AIS

**STRATEGIC VISION:** Sport has a place for everyone and delivers results that make Australia proud.

**MISSION:** The ASC will lead, support and provide opportunities for all communities to be involved in sport, while growing elite success and representation, inspiring future generations.

## OUR STRATEGIC GOALS



LEAD AND ENABLE THE WORLD'S  
BEST SPORT SYSTEM



INVOLVE MORE AUSTRALIANS  
WITH SPORT AT ALL LEVELS



DRIVE INNOVATION  
IN SPORT

## KEY FOCUS AREAS

Build the  
capability of sport  
and the people  
involved

Advocate  
for sport and its  
positive influence  
on Australia

Promote and  
support inclusive  
and diverse sporting  
environments

Drive thought  
leadership  
and innovation,  
inspiring world's  
best practices

Optimise our  
facilities to advance  
sport and inspire  
Australians to  
get involved



# Our key focus areas

## Build the capability of sport and the people involved

We succeed by:

- using our unique role to support and build system efficiencies
- strategically investing in athletes and sports to achieve and succeed
- delivering evidence-informed, expert advice and support to sports, empowering them to continually improve and achieve sustainable success
- developing people involved in sport - athletes, coaches, leaders, officials, volunteers and workforce at all levels, including the ASC workforce
- attracting, retaining and developing dynamic talent that is world's best.

## Advocate for sport and its positive influence on Australia

We succeed by:

- being the leading, authoritative, fearless and inspirational voice for issues of significance that matter to sport
- leveraging the decade of major events and establishing new engagement channels to build a stronger connection between Australians and sport
- expanding our networks of influence to show how sport delivers community, health and economic outcomes for Australians.

## Promote and support inclusive and diverse sporting environments

We succeed by:

- identifying the barriers and gaps to inclusion, equity and diversity in sport, to drive an agenda that demands change
  - setting national expectations and principles for behaviour, governance and safety and being the exemplar for these
  - supporting the wellbeing and safety of all people involved in sporting environments, including a focus on the holistic high performance athlete journey
  - reflecting the rich diversity of our community by increasing recognition and diverse representation, and making sport accessible for all
  - creating quality experiences for participants at all levels.
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## Drive thought leadership and innovation, inspiring world's best practices

We succeed by:

- expanding our knowledge-base and understanding of optimal athlete performance
- making evidence-informed decisions and identifying solutions based on ethical practices and quality insights
- forging strategic partnerships to solve complex problems for the benefit of sport
- co-designing and championing solutions which benefit the Australian sport sector and broader community.

## Optimise our facilities to advance sport and inspire Australians to get involved

We succeed by:

- offering modern infrastructure that attracts world's best expertise and supports sport
- facilitating performance solutions for athletes and sports to unlock their potential
- reducing the impact of our facilities on the environment and climate change
- acknowledging the Traditional Owners of our sites and celebrating the world's oldest living culture
- using our facilities to showcase sport at its best.





## Our partners

Alongside our national sporting organisations and national sporting organisations for people with disability, we collaborate closely with our State and Territory partners, including the National Institute Network, and our key high performance Games partners the Australian Olympic Committee, Paralympics Australia and Commonwealth Games Australia. Australia's High Performance 2032+ Sport Strategy is being developed to further enhance this alignment across high performance sport and harness our collective strengths.

We align our purpose and mission to government agendas and seek to forge new partnerships within government to leverage the value and benefits of sport for all Australians. We work closely with our fellow sport agencies, including Sport Integrity Australia and the National Sports Tribunal.

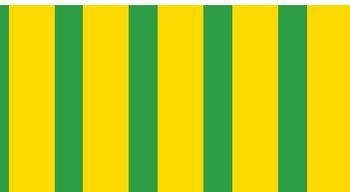
These partnerships will be pivotal in achieving our objectives, ensuring sport is a welcoming and safe place for all and showcasing the values and benefits of sport.

## How we will monitor our progress and impact

Each year the ASC will produce a rolling four-year Corporate Plan. The plan will operationalise this strategic vision and detail the specific key activities, targets and performance measures upon which we will be held accountable.

The ASC's Annual Report will be a key reporting mechanism and will use data from our AusPlay national survey, Sport Sector Partner survey and other intelligence to track our progress against our specific annual targets.

We will also periodically review our progress against this broader strategy using aggregated data sets across multiple years.







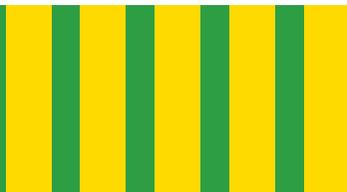
# The Green and Gold decade to 2032 starts now

The Birmingham Commonwealth Games was the first step on our Green and Gold decade of major sporting events leading to the Brisbane 2032 Olympic and Paralympic Games.

*“This is a defining era for Australian sport. In the coming decade Australia will host the 2026 Commonwealth Games in Victoria along with world cups and world championships across a plethora of sports. This is an incredible opportunity to unite, inspire and build Australia through sport. The sporting strategies, programs and facilities we deliver now have the capacity to shape Australia’s long-term prosperity, well beyond sporting boundaries. A thriving Australian sport system is enormously influential to a thriving Australia.”*



**Josephine Sukkar AM**  
Chair  
Australian Sports Commission



**2022**



World Road Cycling Championships,  
Wollongong, NSW, 18–25 September

FIBA Women's Basketball World Cup,  
Sydney, NSW, 22 September–1 October

ICC Men's T20 Cricket World Cup,  
Australia, 16 October–13 November

**2023**



World Transplant Games,  
Perth, WA, 15–21 April

FIFA Women's Football World Cup,  
Australia, 20 July–20 August

World Bowls Championships,  
Gold Coast, QLD, 29 August–10 September

**2025**



ICF Canoe Slalom World Championships,  
Sydney, NSW

**2028**



ICC Men's T20 Cricket World Cup,  
Australia and New Zealand,  
October

**2027**



Netball World Cup,  
Sydney, NSW

Men's Rugby World Cup,  
Australia

**2026**



Victoria 2026 Commonwealth Games,  
17–29 March

UCI BMX World Championships,  
Brisbane, QLD

**2029**



Women's Rugby World Cup,  
Australia

**2032**



Brisbane 2032 Olympic Games,  
QLD, 23 July–8 August

Brisbane 2032 Paralympic Games,  
QLD, 24 August–5 September





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