



2019
HIGH PERFORMANCE SPORT AND
BASKETBALL IN AUSTRALIA
REPORT

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PART A

A.1 INTRODUCTION TO HIGH PERFORMANCE SPORT

High performance sport as the name suggests is sport where athletes who compete in them are performing at the highest level. Also known as elite sport, the main focus of high performance sport is on winning at the highest stage i.e. the Olympics (Sotiriadou and Bosscher, 2013).

In high performance sport, there exist rules and laws, which are then termed as elite sport policy. Elite sport policy, unlike other policies, does not focus on participation rates and having the maximum number of the participants. Elite sport policies exist for elite athletes to perform their best at the highest and the most prestigious stage of the world. However, with such high level of performance, there comes the pressure of winning no matter the cost, and it is in these instances that doping becomes a common commodity (Sotiriadou and Bosscher, 2013).

A.2 RELEVANCE OF ELITE SPORT POLICY

Different nations have different ways and methods of seeing how relevant their elite sport policies is to the current times. However, no matter how different they seem to be, it appears that elite sport policies or sport policies in general are very similar to each other all around the world (Bosscher et al, 2016).

The way they do that is through the SPLISS (Sport Policy Model Leading to International Sporting Success) model. SPLISS is a theoretical model, which reveals all key success factors which can be influenced by policies, which are then divided into nine pillars (SPLISS Methods, 2019).

In fact, in a research conducted by Bosscher, Bottenberg, Knop and Shibli in 2016, had them comparing 15 different nations using the model as a guide. The conclusion to that research was that even though these 15 different countries are very different from each other, by using the

nine pillars of the SPLISS model as guideline and seeing how successful elite sport is in each country.

The purpose of the survey is to collect comparable data of different countries under the nine pillars, which then give information on the sport policies in play, and how the countries can learn from each other to improve efficiency and effectiveness of their own elite sport management system (Bosscher et al, 2016)

These parameters will give information on some main sports policy ingredients, from which countries can learn from each other in order to improve the efficiency and effectiveness of their own elite sport management system

Therefore, we ourselves would compare two different countries (Australia and India), more specifically their high performance sport systems, by using the SPLISS model as a map.

SPLISS PILLARS	AUSTRALIA	INDIA
INPUT		
P1: FINANCIAL SUPPORT	Federal government injects funds. 385.4 million dollars received by Sport Australia	Sports Ministry of India kept 100 crore rupees (i.e 20.6 million dolaars) for the 2020 Olympics. Collected from 2014 till now (The Times of India, 2019).
THROUGHPUT		
P2: STRUCTURE AND ORGANISATION	Sport Australia works under Australian Sports Commission Act of 1989. Follows a corporate structure	Sport Authority of India is the main organization which undertakes everything. From sports medicine to sports participation. It is one central

	Has a Board of Directors reporting to the CEO, AIS works under them	figure (Sport Authority of India, 2019)
P3: SPORT PARTICIPATION	AusPlay shows increase in sport participation with 11.7 million people participating once a year (57.9 per cent) compared with 11.3 million (57.0 per cent) in 2016.	Lack of participation since Indian parents are not sure whether their child can make a career in sports. Cricket is the highest participated sport with only 12.3% of the entire population participating (Statista, 2019)
P4 : TALENT IDENTIFIACION AND DEVELOPMENT	Use of FTEM model. Talent is identified from a very young age at junior competitions across the country. They are then monitored and feedback is collected from AMS Provide financial support where possible	Khelo India (trans: Play India) is India's talent acquisition and identification program. It also focuses on Women in sports in India and promotes sports amongst people with disabilities as well. Supports all sports played in the Olympics and financially tries to help (Khelo India, 2019)
P5 : (POST ATHLETIC) CAREER SUPPORT	AIS takes care of athletes after their career is over Offer them roles such as coaching and refereeing the game to develop younger generation Providing education and further professional	GoSports Foundation is a support for athletes of all levels at all stages. It provides a platform for elite retired players to contribute to the nation as well (GoSport Foundation, 2019)

	development opportunities as well.	
P6: TRAINING FACILITIES	AIS SPORT FACILITIES IN CANBERRA AND OVER THE WORLD SUCH AS IN EUROPE. AIS has High Performance Camps all over Australia	High performance sport center in Mumbai and Center for Sport Science in Chennai (High Performance Center, 2019)
P7 : COACH DEVELOPMENT AND PROVISION	High performance coach programs for all the sports are under their state organisations AIS Center for Performance Coaching and Leadership	Coaches Excelling Program launched in 2017 Providing the best resources for coaches in Badminton and Shooting (OGQ, 2019)
P8: INTERNATIONAL COMPETITION	Ahead of the international competition by using modern techniques and providing the best of the resources and support to all the individuals involved.	Sport INDIA 2019 is a b2b exhibition of major sporting organizations in India. This will be providing a wide range of services to work with the overseas market (Welcome to Sport India, 2019)
P9 : RESEARCH AND INNOVATION	Science and engineering at the AIS Symposium Sport Technology and Advanced Research Symposium Recently won the ANZ Sport Technology Awards	The annual India Sports Analytics Conference will be held in Mumbai in 2020 (Analytics in Sport, 2019) Over 4000 delegates from all across the Sporting Industry
OUTPUT		

INTERNATIONAL SPORTING SUCCESS	Result in the 2016 Olympics	Result in the 2016 Olympics
	8 Gold	1 silver
	11 Silver	1 bronze
	10 Bronze	

(The above information for Australia has been gathered from Sport Australia, 2019)

Even though high performance sport systems can be measured and looked at using the SPLISS model, there are other factors which impacts high performance sport. Those are

- **Commercial factors** - Even though it is debatable whether commercial factors affect the governing and the managing of high performance sports, it does however, determine how effective the elite sporting policy is and whether it turned out to be successful or not. It is often seen as an instrumental tool by the politicians. Thus, the impact of commercialization on the high performance sport is not about meeting the sporting objectives, but is more about business decisions (Sotiriadou and Bosscher, 2013).
- **Political factors** – High performance sport, while being commercialized, is also heavily reliant on government support. Government also is there intervene in cases such as doping and crowd control. Government control has increased drastically ever since international sport has been broadcasted live in 1960's. Political and government intervention in high performance sport has increased financial investments, administrative support and regulation (Sotiriadou and Bosscher, 2013).
- **Socio-cultural factors** – While political and commercial factors do play a big role, they are the product of the socio-cultural factors of a country. How a particular country runs, the way the country prioritizes its high performance sport, is an all a part of its social factors. They are broadly divided into three major categories, current status, long standing values and beliefs, which are then further sub divided. These socio-culture values play a vital role since it explains the current high performance sport policy and

the management practice. This also works as an indicator for future policies and practices (Sotiriadou and Bosscher, 2013).

A.3 WINNING EDGE

Australia's winning edge is a joint effort by the Australian Sports Commission (now termed as Sport Australia) with major figures in the sport sectors. It was an effort to bring more medals to the nation during the Olympics and was proposed to be from 2012 to 2022. Winning edge complied with the National Sport and Active Recreation Framework and thought could build upon it (Sport Australia, 2019).

Winning edge also wanted to provide more accountability to all the people and the athletes taking part. It was a challenging effort because before Winning Edge was implemented, Australia was winning less medals and was failing to appear in top 10's (Sport Australia, 2019).

While Australia's Winning Edge is focused on winning in high performance sports, it does have connections to have established participation in the grassroots as well (Sport Australia, 2019).

Winning Edge had several simple targets, they were (Sport Australia, 2019)

- To be Top 5 in the Olympics and Paralympics
- Top 15 in the Winter Olympics and Paralympics
- To be #1 in the Commonwealth Games
- To produce 20+ champions annually.

To achieve their set targets, the following priorities were set out by the ASC to achieve (Sport Australia, 2019)

- Investing smartly and for international success
- Planning and reviewing processes and providing accountability across all sectors.
- Providing right support to all the athletes
- Making decisions based on evidence
- And having good governance and support around the sport

All of the strategies and priorities were good enough, however, it came with a cost. Since by executing Winning Edge, ASC and AIS are transferring their staff and elite programs to all the sports across the nation, it left them underhanded and understaffed. It became more of a centralized funding agency. (Smith, 2016).

The investments by Winning Edge wanted the sports to win a certain amount of medals or risk losing 20 percent of their funding by AIS (Smith, 2016).

However, **Winning Edge failed drastically.**

Before heading to the 2016 Olympics, the Winning Edge policy had given a boost of winning at least 14-16 medals more than the London Olympics in 2012. However, not only did they win the same level of medals, the entire funding and development of each sport was messed up after the 2016 Rio Olympics. Many sports were ill prepared to undertake their new role of operating a world class, medal winning high performance program (Gowthorp, 2016).

Since, Winning Edge prioritizes giving more funding to sports which has more high chance of succeeding at the highest level, like swimming and cycling, it also means that sports itself, which are not so up on the ladder, must contribute to the investments made, so as to receive their long term funding.

It was set up similar to UK's policy of "No compromise" funding approach, which targeted successful sports and reduced funding or even removed programs which were unsuccessful, it was a success for them but not for Australia (Gowthorp, 2016).

The reason why this could not happen was because of the following reasons-

- Sport funding in Australia is much lower. Compared to the A\$1.3 billion dollars spent by UK, Australia could only invest up to A\$800 dollars in the same time period (Gowthorp, 2016).
- Taxpayers and the athletes were the main investors in this program. (Gowthorp, 2016).
- By reducing the funding to smaller sports, Australian government expected the same results as the UK. However, out of all of the sports, it was the smaller sports, like shooting and archery, which added to the medal tally. Unlike Australia's biggest medal

haul of 58 medals, where the nation was represented in 20 sports, in the Sydney 2000 Olympics, Rio only had 12 (Gowthorp, 2016).

A.4 SPORT 2030

Sport 2030 is the new plan set up by the Sport Australia (Australian Sport Commission earlier) after the fiasco of Winning Edge. Instead of focusing on a “winning at all costs” mentality, Sport 2030 provides a more holistic view towards Australian Sport. The main priority is now to better, healthier and building an active Australia (Sport Australia, 2019). The changes they have brought to the Australian sporting landscape is –

- Building a more active Australia by increasing activity amongst all people by 15% by 2030
- Having better coordinated and tailored approaches to the sport. Instead of pressuring athletes to perform the best at the highest stage, they now can perform their best every day and get better upon it (Sport Australia, 2019).
- Giving a safer sporting community to all individuals, free of corruption and doping. The main aim is to be so organized and easy going that the athletes don't need to feel the need to win at all cost (Sport Australia, 2019)
- Making Australia the strongest sport industry in the world by providing successful economic and social benefits to everyone in the industry (Sport Australia, 2019).

Having such strategies in place is ensuring that everyone is living a healthy life. Not only physically, but mentally as well. This also ensures that sporting success is now not only measured by how many medals have been won, but about how impactful the athletes are as role models, their community engagement and making a respected system for old and young to enter alike. This gives Australia, a healthier and active nation, which in time, will convert themselves into medals.

PART B

B.1 BASKETBALL AUSTRALIA

Basketball Australia is the National Sporting Organization of basketball in Australia. It governs and runs basketball all over Australia. It has its state bodies in all the states from Queensland to Victoria.

For the upcoming years and the Tokyo Olympics in 2020, Basketball Australia has a very simple vision, that is, “to be the sport, for Australian families, in the 21st century”, while their mission states, “To be a respected NSO recognized for their led state delivered programs. Also to be recognized as a gender equal, all abilities, community sport that has a defined pathway to greatness. We will be viewed as one of the most successful basketball nations on earth.” (Basketball Australia, 2016)

The strategic direction Basketball Australia is taking right now for the next Olympic Games held in 2020 in Tokyo is to have the entire sport engaged and working together to bring it on the path of greatness. They plan on doing so by focusing their efforts on the people involved in Basketball, the High performance programs, the community programs and the business behind it. (Basketball Australia, 2016).

High performance programs in Basketball Australia is divided further into 7 stages (Basketball Australia, 2016). Those are -

1. Their aspiration is to be recognized globally and have world class coaches, players and referees.
2. Have a better understanding and pathways for athletes who want to play on the world stage
3. Focus on providing the best of their resources to female players, wheelchair bound players, and providing opportunities and avenues for 3x3 basketball and junior development players.
4. Enabling pathways for coaches and support systems at all levels

5. Implementing a pathway for referees
6. Deliver high performance results for Winning Edge and Sport 2030
7. Identifying and developing research, training techniques and equipment to optimize national program performance

B.2 FUNDING HISTORY

YEAR	FUNDING RECEIVED (High performance + para)	MEASURE OF SUCCESS
2012	5,919,000\$	<ul style="list-style-type: none"> ● Entered the 2012 Olympics with their best roster since 2000 ● Finished 7th place in the Olympics
2013	5,270,000\$	<ul style="list-style-type: none"> ● FIBA Oceania 1st place
2014	5,910,000\$	<ul style="list-style-type: none"> ● Qualified for FIBA World cup in Spain ● Finished 12th
2015	5,910,000\$	<ul style="list-style-type: none"> ● FIBA Oceania Championship 1st Place
2016	5,753,614\$ (decrease in funding by 157,363\$)	<ul style="list-style-type: none"> ● 2016 Rio Olympics ● 4th place, lost to Spain by a point
2017	5,830,564\$	<ul style="list-style-type: none"> ● FIBA Asian Cup Final Phase

		<ul style="list-style-type: none"> ● 1st Position
2018	6,268,038\$ (major increase)	<ul style="list-style-type: none"> ● Commonwealth Games ● Champions

(The above information for funding received has been gathered from Basketball Australia Annual Report from the year 2012-18 and Sport Aus 2019 and the measure of success was gathered from FIBA Archives, 2019)

Basketball Australia reviews its high performance program by getting feedbacks from the key leadership positions existing in the sport. As it could be seen basketball men narrowly missed a medal by losing by a point to Spain in the semifinals. (Aus Sport, 2019).

The women team fell short when they came in fifth and the Paralympic team fell short of their goal when they got out in the quarter finals. But as soon as the Olympics were finished, Basketball Australia began its preparation for the Tokyo Olympics (Aus Sport, 2019).

From what can be seen basketball in Australia is one of the more stable sports. While there are no major decrease in the funding received by Basketball Australia, there is no exceptional rise as well. There are also no major medal expectations from the team until now for the Tokyo Olympics, where all the big names will come together to play. In fact, over the past 12 months, Basketball Australia has actually become more gender diverse and the board completed a Sport Australia board evaluation (Aus Sport, 2019).

B.3 TOWARDS HIGH PERFORMANCE SUCCESS

High performance success of the basketball can be seen from different high development strategies, systems and structures which exist in the sport. They have been discussed in the following –

1. HIGH PERFORMANCE PLAN

Basketball Australia always has high performance plans covering the current 5 years and the next. For the Tokyo Olympics, they had a plan from 2016-2020, termed “To Tokyo and Beyond”. This plan provides ongoing support and development to state, national and representative player and places focus on coaches and support (Basketball Australia, 2016).

2. STAFFING

Basketball Australia has board of Directors from various backgrounds. Staff members manage and handle different competitions such as WNBL, NBL and NBL1. From these reports they present at the annual general meeting. Basketball Australia also has community coordinators and digital marketers. For their high performance teams, they have a Head of Wheelchair Basketball (Leigh Gooding), Director of High Performance Coaching and Talent Identification (Peter Lonergan) and a Head of National Team Operations (Michele Menso) (Basketball Australia, 2019).

3. FACILITIES

Basketball Australia with the AIS hosts global training programs. They also have facilities around the world such as the AIS EUROPEAN Training Center at the Province of Varese. There is also a NBA Global Academy at Australia which overlooks the high performance athletes at a very young age (Sport Australia, 2019).

4. PROGRAMS

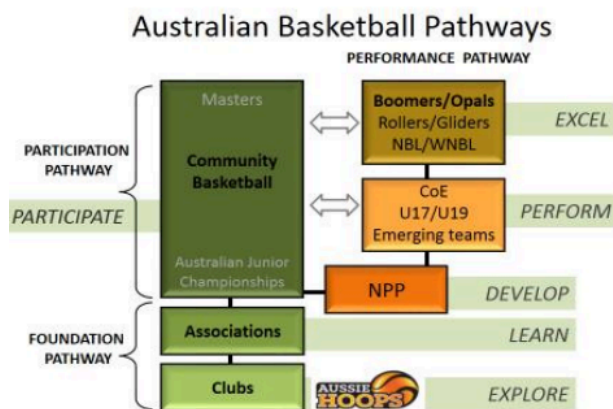
Basketball Australia run multiple programs all around the year, all around the place. The Basketball Australia Foundation is one of them. They have been created to support basketball projects that will enhance the success of the sport. Two that support elite teams, one for junior development and the Center of Excellence. These provide all the necessary services, access, exposure and tours for the elite player. These programs also cultivate young players (Basketball Australia, 2019).

5. LINKS WITH AIS

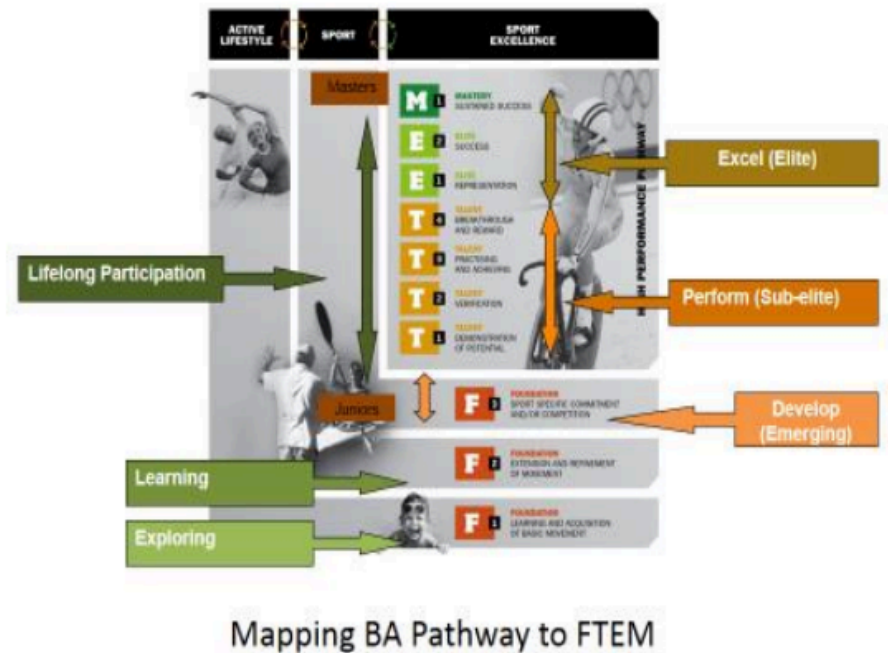
Basketball Australia has links with AIS for their high performance plans. They also correlate and corroborate with their state bodies. AIS and Basketball Australia host many things together such as the next NBA Global Academy Center at Basketball Australia's Center of Excellence in Canberra (Sport Aus, 2019). In fact, Basketball Queensland's player pathway is deemed to be the best and provides a much smoother transition and pathway to all the players under national and international frameworks (Basketball Queensland, 2019)

6. PATHWAYS

Basketball Australia Pathway was created as a growing demand to athletes and players who want to play at a much higher stage at a very young age. It provides pathways and scholarships for people who want to play in the United States NCAA system. It provides a more personal development pathway for its players that not only provides scholarships, but also monitor and support those athletes as well. They provide welfare for their time at the United States (BA Pathways, 2019). Their pathways this way aligns perfectly with the FTEM framework. It provides early foundations for young players who play under representatives and state.



(Basketball Australia National Player Development Curriculum, 2019)



(Basketball Australia National Player Development Curriculum, 2019)

B.4 SPORT SCIENCE PROFESSIONALS

- **Sport Psychology**

Sport psychology is the study of how psychology influences sports, athletic performance, exercise and physical activity. Psychologists work with athletes and coaches to improve their performances and increase motivation. Sport psychologists play an important role for a basketball player due to the sport being as physical and mental. Sport psychologists study the physical conditioning and teamwork. They also see how mental attitudes shape performances on the court (Basketball Psychology, 2019).

To know the importance of sport psychology, a main example would be when wheelchair basketball players look for advice from the sport psychologists. According to the research, wheelchair basketball players don't usually want to consult them much because they believe that what they would be told is something which they already know about. They don't want to know that from a stranger they barely know. However, after the research was concluded, it was

founded that if they themselves were approached by them, they were more than happy to interact with the psychologists (Page et al, 2019)

- **Sport Physiotherapists**

Basketball requires a variety of individual skills and movement. To achieve near perfect way of executing those moves, sport physiologists come into play, they collect data and create training regimes for players who are looking for something to improve upon or work onto. They also act as an emergency first aid for players who suffer from cramps or any kind of injury during their training and game times. (Gatorade Sports Science Institute, 2017).

According to Gokhan Metin, while each athlete does require a physiotherapist, basketball is one of those sports which is always in need of them. The research conducted by his team on 8 elite players and 8 average players was to find how well had the players adapted to the change in the rules of the game in 2000. They came to the conclusion from that that all players were not the same and different players required different types of trainings. They then advised the coaches about their specific routine and ensured that all of the players were keeping it up by checking up on them every week. Thus, each sport physiologist should act as an advisor to the coach and the player in such a way, that both are comfortable and not under pressure while doing their training.

- **Sport Nutritionist**

Basketball is a very energy consuming sport. Playing basketball at a very high level especially requires a large amount of energy to sustain. While sport nutritionists take care of what is going inside the players body, they make sure that whatever is going inside is something which is not only energy filling, but is also healthy and affects the body as whole.. Since basketball is a sport where there is lot of impact and pressure on the bones and joints, they have to check up on the athletes every day to be sure of their health (Gatorade Sport Science Institute, 2017).

Preseason intakes of the nutrients is always more than the in season intakes. This is because the sport nutritionist cannot have their players feeling bolted or stuffy when they are playing their sport on the court. Marin and his colleagues in 2014 tried to see whether they could intervene

and force a basketball player to eat healthy. They came up with the conclusion, that in fact, having the right thing to eat before or after the game ensures that the player active and with energy. It also meant that eating healthy was not the answer to everything, but eating the right thing, at the right amount, at the right time was.

C. CONCLUSION

C.1 EXPECTATIONS AND REALITY

Basketball in Australia has continuously improved over the past 5-10 years. The national league of basketball in Australia, NBL, has significantly expanded over the few years.

On a high performance stage, Australia has actually come up. From 2012 till now, they have actually managed to be placed in the top 8 seeding most of the time. But that is the case with Men's basketball. Women, junior and wheelchair basketball has also done well in the past few years, however, they have yet to win a medal at Olympics.

Based on the world ranking, currently Australia sits on the 11th position. Which kinds of speaks to about how Australian basketball has somewhat come down in performance, because in 2015, they were ranked fourth. This also is not attracting many players to play for the Australian Boomers because other teams and leagues are offering more money and pride.

Funding from the government has not actually changed much for basketball in Australia. In fact, even despite their losses at the Olympics, they have been performing well at other places. Just recently, they won a gold medal at the Commonwealth Games. They also hold many wins in the FIBA Oceania tournaments. This shows that despite not meeting the expectation of getting a medal at the Olympics, they are meeting the general expectations of performing well outside.

C.2 DELIVERY OF BASKETBALL WITH SPORT 2030

According to me, Sport 2030 seems to be something which the government might say "is something starting from scratch". It's their attempt to be not only seen as an Olympic winning country but a successful sporting nation in general with a better, healthier and active Australia.

By having the above set aims, such as increasing activeness of Australia by 15% in the next few years, the target can only be met if all the sports are distributed and looked at upon equally.

Basketball is one of those sports which can actually have all people of all ages under its umbrella.

I believe that Sport 2030 and Basketball Australia's High Performance Plans, are somewhat similar to each other. Their approach towards coaches and referees and providing them pathways to the world and at elite levels is something which will bring plethora of experience in the nation. Having better sporting structure will be a huge bonus as well. Female participation across the board has increased and wheelchair basketball will keep on growing in the next few years as well.

C.3 CHANGES IN AUSTRALIAN SPORT

Sport will see a major change in the next 5 years because of Sport 2030. It's one of those few things which the government will be keeping a close eye on, to provide accountability and responsibility for all the things which happen. This will ensure that everybody who is working on it will give their full 100%.

Sport also is evolving. Instead of being the players, many people are now the viewers of sport. Sport 2030 will change that as well. Even though they aim to increase activeness by 15%, it's by no means, a small task. However, if this does truly happen, Australia will not only have athletes who perform the best at just the Olympics, but people who perform their best every time.

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