



Australian Government
Australian Sports Commission



AUSTRALIAN
INSTITUTE OF SPORT



Australia's Winning Edge

2012–2022

November 2012

High Performance Investment Principles

As the major investor in high performance sport in Australia, the Australian Sports Commission (ASC) seeks to create a high performance sector focused on **Australia's Winning Edge targets, accountability and integrity**. The ASC is changing its investment model by linking it to high performance targets and greater accountability of national sporting organisations (NSOs) for governance and commercial performance.

Investment in high performance is not an automatic entitlement. Investment will be prioritised to sports that demonstrate the greatest chance of short, medium and long-term success, and can demonstrate the capability to deliver. Sports that receive investment will report publicly on progress through the ASC's new annual *Australia's Winning Edge: State of Sports* report.

Investment principles

- 1** The ASC's investment objective is podium-level results for Australians in international sporting competitions consistent with the targets set out in *Australia's Winning Edge*. Investment will be directly linked to a sport's ability to provide evidence of how it will contribute to the targets in *Australia's Winning Edge*.
- 2** ASC investment is dependent on sports, athletes, coaches and support personnel demonstrating the highest possible standards of integrity in sport, including anti-doping, that will enhance the reputation of Australia internationally and provide a positive example to all Australians.
- 3** Sports must operate with high quality governance, administrative and financial practices that will give the ASC confidence that public funds will be spent effectively. The ASC expects sports to operate at best practice, taking account of an individual sport's particular circumstances.
- 4** The ASC will only invest in sports that have best practice high performance plans in place with clearly agreed key performance indicators across a range of areas. Once agreed, sports will be accountable for achieving progress against milestones.
- 5** Sports must co-invest in high performance and will be expected to grow their share of investment over time from other revenue sources such as commercial, philanthropic and sponsorship opportunities. The ASC will work closely with NSOs to assist in achieving progress.
- 6** In making investment decisions, the ASC will consider the totality of a sport's funding position, including broadcast revenues and the efficiency with which funds are being spent.
- 7** In making investment decisions for NSO high performance plans, the ASC will consider a sport's international competitive environment, including differences in competition opportunities, medals available, the differing needs of teams and individual athletes, depth of fields, and athlete pathways.
- 8** ASC investment seeks to achieve sustained success aligned to *Australia's Winning Edge* targets. The ASC will invest over the long term where a sport can demonstrate a strong talent pipeline and a support structure to help athletes realise their potential.