



Australian Government

# AUSTRALIA'S SPORTS DIPLOMACY STRATEGY 2032+

STRENGTHENING AUSTRALIA'S NATIONAL POWER  
THROUGH SPORT



## **Australia's Sports Diplomacy Strategy 2032+**

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## **ACKNOWLEDGEMENT OF COUNTRY**

The Australian Government acknowledges Australia's First Nations people as the Traditional Custodians of Country throughout Australia, and recognises and respects their continuing connections to lands, waters and communities. The government pays respect to Elders past and present, and to all First Nations people, and recognises the continuation of diverse cultural, spiritual and educational practices.

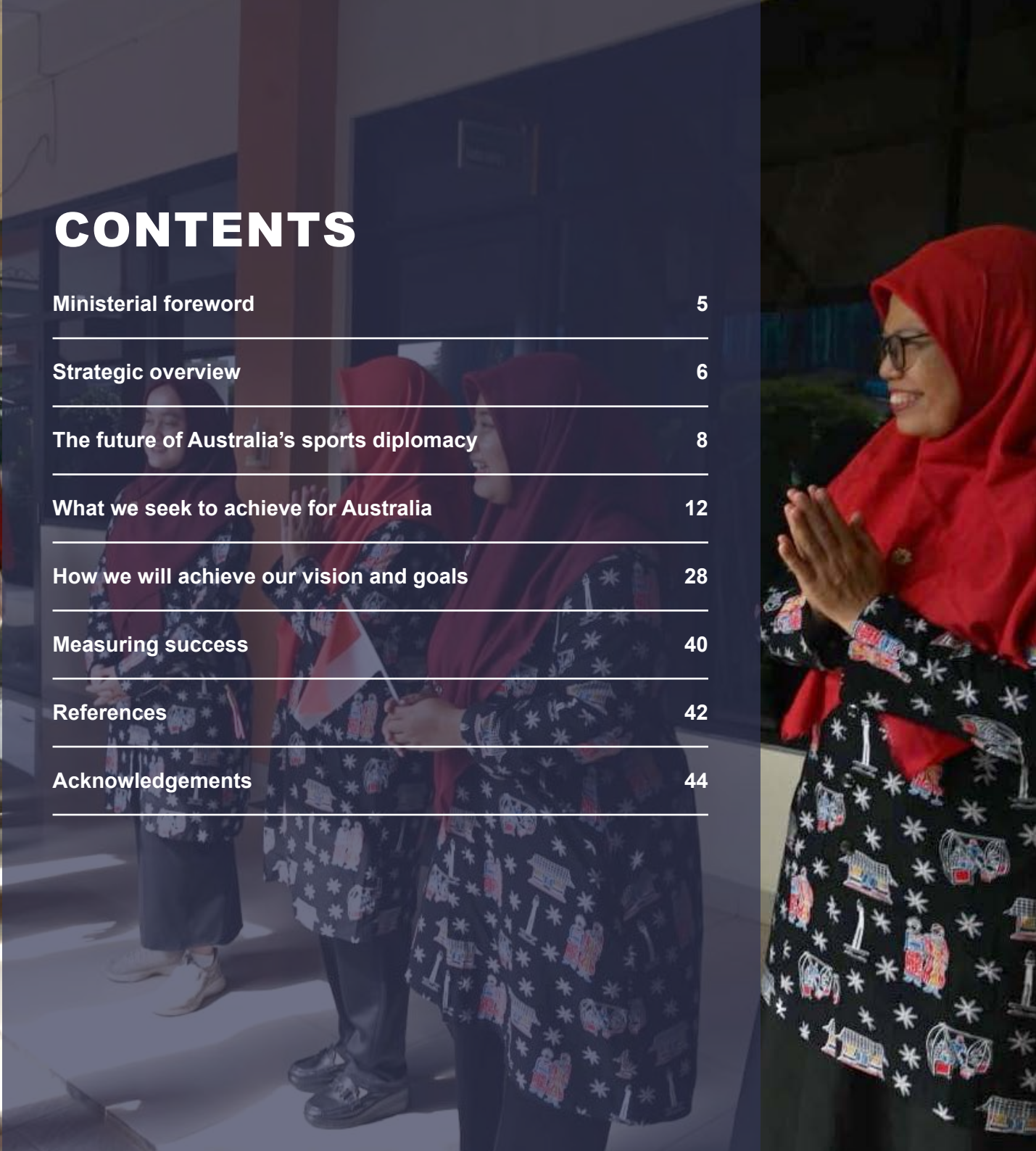
This publication may contain images or references to First Nations people who are deceased. The Australian Government does not wish to cause distress to any First Nations community members.





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# MINISTERIAL FOREWORD



**The Hon Tim Watts MP**

Assistant Minister for Foreign  
Affairs of Australia

Australia's international reputation for excellence in sporting performance, administration, integrity and events management is a key element of national power. Sport is an important tool for Australia's diplomatic engagement at a time when Australia needs to use every dimension of our national power to advance our interests.

International interest in Australian excellence in sports is an opportunity for our nation. This can be harnessed to build relationships with international partners, shape international perceptions of Australia, advance our interests and demonstrate our values, including our commitment to human rights, gender equality and disability equity.

The opportunity is particularly significant as we move through the 'green and gold decade' of major sporting events on home soil in the lead-up to the Brisbane 2032 Olympic and Paralympic Games. The 'green and gold decade' provides Australia with unprecedented opportunities to use sport as an element of national power and to project modern Australia to the world.

However, there are also increasing challenges to Australian sporting organisations' engagement with the world. Sporting organisations need to be aware of new risks in a more complex international operating environment, such as safety, security and geopolitical concerns, and risks of misunderstandings.

Australia's updated sports diplomacy strategy positions the nation to take advantage of the opportunities presented by increased international interest in Australian sporting excellence during and beyond this 'green and gold decade', while also managing the challenges that Australian sporting organisations increasingly face around the world.

Australian sports diplomacy works best when government and the sport sector, including sporting organisations, peak bodies, businesses and academics, all work together. This is what *Australia's Sports Diplomacy Strategy 2032+* seeks to achieve.



# STRATEGIC OVERVIEW







## Vision

Our vision is to expand Australia's national power by harnessing the potential for sport to bring people together and project Australia's modern identity, and by strengthening the capability of Australia's sport sector on the international stage.



## Our goals – through this strategy, we seek to achieve the following:

Elevate sport as an important tool of Australia's national power

A focus on efforts in the Indo-Pacific

An authentic projection of modern Australia

Advances in gender equality and disability equity

Regional resilience through development programs

Economic growth

Stronger Australian leadership in sport, globally

Strengthened integrity frameworks in international sport



## Our actions – to achieve our vision and goals, we will:

Identify opportunities to build international relationships through sport

Strengthen collaboration with the sport sector around major sporting events

Assist the sport sector in navigating the changing global operating environment

Leverage major sporting events to promote the full story of Australia

Use a twin-track approach to gender equality and disability equity

Provide opportunities for people in the Pacific and Australia to develop skills together

Improve the lives of people and communities in the Pacific through the *Team Up* program

Maximise the trade, tourism and investment opportunities in sport

Lead efforts to build global capability to address sport integrity threats



# THE FUTURE OF AUSTRALIA'S SPORTS DIPLOMACY

Sports diplomacy is how a nation engages with the world through sport, sportspeople and sporting events. It is an increasingly important tool for advancing our national priorities, image, reputation and brand, and our relationships with people internationally. Sports diplomacy includes government actions and sport sector activities.<sup>1</sup>

Australia's presence on the global sporting stage is prominent and respected. We have a well-earned international reputation for excellence in sporting performance, administration, integrity, technology and events management. This provides a platform for ongoing success, increasing participation and inclusion, and expanding international engagement.

Australia must draw on all of the tools at our disposal – including sport – to shape an Indo-Pacific that remains peaceful, stable and prosperous. Our sportspeople and our people-to-people ties are important elements of our national power. This document, *Australia's Sports Diplomacy Strategy 2032+*, envisages a way to use sport to advance Australia's national interests and shape our region and the world.





Professional and non-professional sporting organisations and peak bodies	Athletes and sportspeople	Sports management and marketing	Sports media and broadcasters
Sports tourism and major sporting events	Design and construction	Sports medicine and fitness	Coaches, referees and officials
Sporting technology	Products and apparel	Volunteers and administrators	Academia

AUSTRALIA'S SPORT SECTOR

## A CHANGING LANDSCAPE

The Australian Government's continued engagement with the sport sector remains important as we face increasing complexities in the international operating environment. Climate change, geopolitical tensions, global economic uncertainty and health emergencies, including pandemics, are likely to increase the frequency of disruptions to scheduled sporting activities around the world. Disruptions to event planning, changing infrastructure design and shifts in the types of sports that can be played in certain seasons will require sporting organisations and sport sector stakeholders to strategically pivot or rapidly deploy alternative approaches and resources.<sup>2</sup>



# REFRESHING SPORTS DIPLOMACY 2030

*Sports Diplomacy 2030*<sup>3</sup> was published in 2019 and followed the publication of Australia's first sports diplomacy strategy in 2015. The Australian Government Department of Foreign Affairs and Trade (DFAT) undertook the first periodic review of *Sports Diplomacy 2030* between November 2023 and May 2024. The review included consultations with:

- national sporting organisations, including those representing people with disability
- sporting peak bodies
- federal, state and territory governments
- experts.

The review's findings showed that:

- the strategic and international operating environments had changed
- there was value in extending the Australian Government's sports diplomacy strategy to include the Brisbane 2032 Olympic and Paralympic Games
- national sporting organisations, including those representing people with disability, and sporting peak bodies would benefit from closer engagement with government.

*Australia's Sports Diplomacy Strategy 2032+* reflects the findings of the review and further consultations with national sporting organisations, including those representing people with disability, peak bodies and experts. It articulates a new vision and lays out a new set of goals and actions.

*Australia's Sports Diplomacy Strategy 2032+* will be a key to delivering *Sport Horizon* – Australia's national sport strategy for 2024–2034.<sup>4</sup> International engagement is one of six priorities in *Sport Horizon* and Australia's sports diplomacy efforts will also create new opportunities for participation, innovation, trade and investment, and safety and integrity in sport.









# WHAT WE SEEK TO ACHIEVE FOR AUSTRALIA



## We have eight goals for strengthening Australia's national power through sport



Elevate sport as an important tool of Australia's national power



A focus on efforts in the Indo-Pacific



An authentic projection of modern Australia



Advances in gender equality and disability equity



Regional resilience through development programs



Economic growth



Stronger Australian leadership in sport, globally



Strengthened integrity frameworks in international sport



## ELEVATE SPORT AS AN IMPORTANT TOOL OF AUSTRALIA'S NATIONAL POWER

Australia's people are our greatest asset. It is people who connect, cooperate and understand.

Australian athletes and their sports are followed by decision-makers and influential people across the world. Australian sport gives us convening power and a platform to build the relationships and conversations we need to pursue our foreign and trade policy interests with other nations.

Australian athletes who succeed overseas, Australian athletes with connections overseas and international athletes who succeed in Australia all make valuable contributions to these efforts. Sporting executives and administrators who engage with influential political, business and community leaders also play a role.

The Australian Government can leverage major sporting events held in Australia throughout the 'green and gold decade' leading up to the Brisbane 2032 Olympic and Paralympic Games to bring people of interest here.

The 2023 FIFA Women's World Cup in Australia highlighted the ways in which Australia can use sports as an element of national power, and this power will strengthen throughout the 'green and gold decade'.

Sport is a cultural asset that builds positive connections between countries and promotes understanding and cooperation. It can be used to enhance people-to-people ties between countries, fostering new relationships that transcend national differences. When used innovatively and in coordination with other elements of our national power, sports diplomacy can shape our region and the world in support of Australia's national values and interests.



## 2023 FIFA Women's World Cup

Australia's hosting of the FIFA Women's World Cup in July and August 2023 provided a unique platform for Australian influence. It showcased the skill of women athletes, including the Matildas, to 1.28 million spectators in Australia and a global audience of 2 billion people. The event also demonstrated Australia's talent in hosting a major world sporting event on home soil. The Australian Government ensured that the Australian story we told to the world was the story of our whole nation, with First Nations cultures featuring prominently. It was the first time at a FIFA World Cup that the host country's Indigenous flags were flown alongside the national flag. Australia embraced the use of First Nations language city names for locations where matches were held, and used Australia's Nation Brand, which was co-created with Indigenous designers.

During the World Cup, Minister for Foreign Affairs Penny Wong and Minister for Sport Anika Wells co-hosted an international gender equality symposium. This brought together political leaders, athletes, and industry, academic, cultural and community representatives from more than 12 countries. Speakers who highlighted the importance of gender equality in sport included former Afghan women's football team captain Khalida Popal, First Nations Australian Olympic basketballer Patty Mills, Paralympic champion Madison de Rozario, former US Secretary of State Antony Blinken and FIFA Secretary General Fatma Samoura.

The symposium included a reverse youth mentoring session that paired Australian and Pacific leaders with emerging athletes and para-athletes. It also featured a 'kickaround' with members of the Afghan Women's National Football Team, who have been in Australia since the fall of Kabul in 2021. The kickaround, which featured Minister Wong, Assistant Minister for Foreign Affairs Tim Watts and other high-profile leaders, provided a platform for Afghan women to assert their presence in public life and challenge Taliban edicts such as the prohibition on women and girls participating in sports in Afghanistan. This event served as a poignant reminder to the global football community of the ongoing human rights crisis in Afghanistan, underscored Australia's unwavering support for Afghan women and girls, and highlighted our leadership in resisting the Taliban's sustained and systemic efforts to erase women and girls from public life.

During the World Cup, Tourism Australia ran a special instalment of its Come and Say G'Day campaign, called Holiday Highlights. The campaign included a new television commercial that promoted Australian tourism by showcasing women's sport and Australia's Indigenous heritage, including through footage of the Queensland Indigenous Football girls' squad kicking a football on a Gold Coast beach. The campaign achieved strong results, with over 70 million impressions, and the accompanying activity generated over \$80 million in earned advertising value. Of those surveyed after seeing the campaign, 67% stated that they were more likely to visit Australia. This increased to 74% for viewers who had an interest in football.





WHAT WE SEEK TO ACHIEVE FOR AUSTRALIA





## A FOCUS ON EFFORTS IN THE INDO-PACIFIC

The Australian Government is committed to advancing a peaceful, stable and prosperous Indo-Pacific. In implementing *Australia's Sports Diplomacy Strategy 2032+*, we will focus on opportunities with countries in the Indo-Pacific region, ranging from the eastern Indian Ocean to the Pacific Ocean connected by Southeast Asia, including India, North Asia and the United States.<sup>5</sup>

Sport is a connection we share with the Pacific, and deepening this connection is in our national interest. The Australian Government's sport-related engagement programs in the Pacific, including *Team Up* and *PacificAus Sports*, build Australia's standing in this region. Through these programs, we are focusing on shared values and providing pathways for aspiring high-performance athletes, coaches, administrators and

community-based sporting programs to achieve success. Through *PacificAus Sports*, the Australian Government is supporting maximum participation and success for the Pacific at the Brisbane 2032 Olympic and Paralympic Games. These sporting connections give us an opportunity to strengthen and deepen the people-to-people ties between Australians and our closest neighbours.

The sporting landscapes of Southeast Asia and South Asia offer new pathways for the promotion of Australia's world-leading skills in areas including high performance, sports administration, sports integrity, sports business, sports technology and events management. These landscapes also present opportunities to diversify and engage a wider variety of sportspeople in Australia, such as those who play badminton and volleyball. Sports exchange programs and mentorship initiatives foster connections and support local talent development, strengthening Australia's presence and reputation in the Indo-Pacific.





## Deepening Australia – Papua New Guinea ties through rugby league

Australia is supporting a Papua New Guinea (PNG) team to enter the National Rugby League (NRL) competition by 2028 and establishing a pathway for a PNG women's NRL team through a premier Australian competition.

The inclusion of a PNG team in Australian competitions is an important symbol of our contemporary partnership with PNG. It will also deliver significant economic benefits to both countries through investment in new infrastructure in PNG and by boosting PNG's and Australia's sports and tourism sectors. This agreement is specific to PNG, our geographically closest neighbour, with which we share a relationship underpinned by strategic trust, including as expressed in our Bilateral Security Agreement.

The Australian Government will also partner with the Australian Rugby League Commission on the Pacific Rugby League Partnership that encourages girls, women, boys and men to play rugby league from the grassroots to the elite level across PNG, Fiji, Samoa and Tonga. Sports partnerships like this can have significant development and social benefits. We have seen through our existing *PacificAus Sports* and *Team Up* programs how sports programs can help increase school retention and promote positive health and nutrition. Sport is also a vehicle that can build gender equality and foster youth leadership. PNG Prime Minister James Marape has also underlined the value of a PNG NRL team as a unifying force in a nation with over 800 languages.





## Sports in Southeast Asia

### Creating a level playing field for rugby in Indonesia

Australia, in collaboration with the Bali Sports Foundation, organised a series of wheelchair rugby clinics and demonstration games across Indonesia to promote disability-inclusive sports and greater inclusion for people with disability.

The clinics featured some of Australia's top para-athletes, including basketball team member Sara Houston, Paralympic gold medallist Josh Hose, and five-time Paralympian Nazim 'Naz' Erdem, who won gold at the London 2012 and Rio 2016 Paralympic Games. Participants had the unique opportunity to play with and learn from these athletes. The clinics also included training for umpires and officials.

This wheelchair rugby visit provided skill development opportunities for athletes and children with disability and served as a platform to raise awareness about the importance of inclusivity in sports. The clinics highlighted the power of sport to break down barriers and promote understanding and equality.

### Supporting children's development in the Philippines

Australia partnered with the Philippine Rugby Football Union (PRFU) and the Department of Education – Davao City Division to deliver a touch rugby program to 16 thousand children in Davao City, supporting their physical and social development. Most of the children involved were underprivileged and from Indigenous backgrounds. We also partnered with the PRFU to train coaches, sport educators and previous graduates of the program to deliver sports activities that help young people understand the values of leadership, teamwork, fair play and discipline.

#### CASE STUDY



## **The Australian Government strengthens sporting collaborations with other countries in the Indo-Pacific, including through Memoranda of Understanding (MOUs).**

### **Support through Memoranda of Understanding in Malaysia, Japan and India**



#### **Malaysia**

Australia partners with Malaysia to strengthen connectivity between our national sports communities, including in sports management, sport integrity and two-way sports participation. This cooperation is underpinned by people-to-people ties between individual sports leaders and by Australian businesses manufacturing sports equipment in Malaysia.

In 2024, the Australian and Malaysian Governments renewed an MOU on youth and sports cooperation to strengthen collaboration, empower young people, and advance sports development to create impactful opportunities. This cooperation covers a variety of areas, including training support, exchanges and competitions for athletes and coaches, sport management, infrastructure and facilities, sport science, medicine and nutrition, anti-doping, women in sport, gender equality and e-sports.



#### **Japan**

The Australian Institute of Sport (AIS) has a long-standing MOU with the Japan Sport Council (JSC). This arrangement has supported significant collaboration, including during the COVID pandemic and in the lead-up to the Tokyo 2020 Olympic and Paralympic Games. During these periods, JSC sought AIS advice on COVID-related policies and protocols to assist Japanese sporting organisations to respond to the challenges of the time. The AIS shared its world-leading *AIS Framework for Rebooting Sport in a COVID-19 Environment*, which guided the reintroduction of sport and recreation in Australia following the pandemic shutdowns.

The MOU has facilitated reciprocal visits for more than a decade, including from the JSC to the AIS in 2023 and from the AIS to the JSC in 2024. Such visits have helped all parties connect with one another and learn about cutting-edge facilities and resources, the integration and application of sports science and sports medicine research, and practical approaches to improving athlete wellbeing, athlete development pathways and sports workforce development.

The MOU supports the development of strong relationships between Australian and Japanese sporting organisations responsible for Olympic and Paralympic sports. Following the Tokyo 2020 Olympic and Paralympic Games, we continue to see friendly rivalry and exchange between our two countries in a number of sports. This exchange includes a grant awarded by DFAT's Australia–Japan Foundation that enabled the Japan Wheelchair Rugby Federation to support the Australian wheelchair rugby team's participation in the Shibuya Cup 2024 in Japan, a tournament between the Japanese and Australian National Development Squads. This enabled Australian athletes to build their experience and skills at an international level while strengthening the relationship between the teams and wheelchair rugby federations of each nation.



#### **India**

An MOU between Australia and India on sports cooperation, renewed in 2023 by Prime Minister Anthony Albanese and Indian Prime Minister Narendra Modi, provides a platform for engagement across the full range of sporting cooperation. This MOU has supported sports management programs for coaches and trainers, funded free football coaching clinics for girls in vulnerable communities and enabled the co-hosting of a first-of-its-kind Women in Sport International Conference focused on women's participation, retention and performance in sports.





## AN AUTHENTIC PROJECTION OF MODERN AUSTRALIA

Australia's sporting excellence comes from our people and who we are.

We are a nation that is home to the oldest continuous culture on earth and people from more than 300 different ancestries. Australia's world-class athletes come from all backgrounds, from our Indigenous athletes to refugees coming to our shores seeking a new life and the freedom to pursue sporting success. Australian sporting excellence flows from each of these stories.

First Nations people were Australia's first athletes, using sports for social, cultural and diplomatic engagement. The prominence of First Nations Australians in international sport sends a message to the world about the centrality of Aboriginal and Torres Strait Islander people to our national identity.

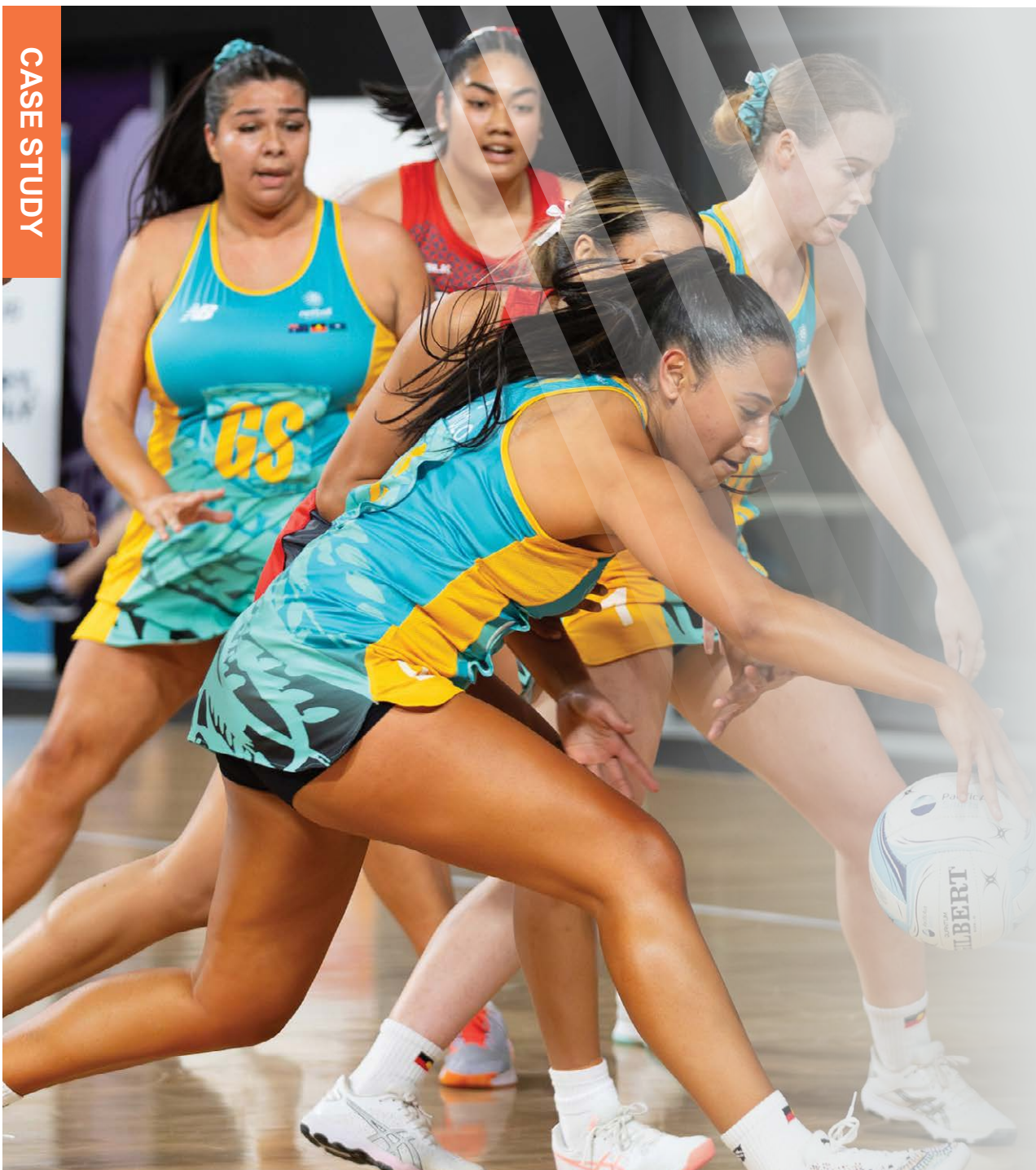
We will use sporting events to project First Nations culture and the talent of our First Nations sportspeople. The participation of First Nations athletes provides Australia with the opportunity to elevate and promote a strong shared understanding of First Nations cultural ceremonies, performances and artworks. There are opportunities to share dual-language city names, facilitate knowledge exchanges and connect with Indigenous

people across the region and the world, engaging with their stories. Building stronger cultural relationships can create new economic development pathways and opportunities for trade.<sup>6</sup>

Half of all Australians were either born overseas or have a parent born overseas. When Australians look out to the world, we see ourselves reflected in it, and equally, the world can see itself reflected in Australia. Our multicultural identity means that if a sport is being played somewhere in the world, there is a good chance an Australian is playing it here too.

The diversity of Australian athletes represents our values and the story of modern Australia we tell the world. Inclusivity matters, and participation in sport should reflect our modern diversity, rich heritage and the values we uphold – including our commitment to human rights, gender equality, disability equity and social inclusion. Our investment in women athletes is already paying dividends – at the 2024 Olympic Games, women won 13 of Australia's 18 gold medals.

Australia has an opportunity to show the world the full story of our diversity and the rich heritage of First Nations peoples, and promote a better understanding of our values and who we are as Australians. We can capitalise on this interest as we move through the 'green and gold decade' by integrating the story of modern Australia into major sporting events.



## The Black Swans – Australia’s First Nations netball team

The formation of the Black Swans netball team marked a pivotal moment for Aboriginal and Torres Strait Islander netballers across Australia in 2024. For the first time, we saw an entire squad of First Nations athletes in a high-performance netball environment.

The Black Swans debuted at the *PacificAus Sports Netball Series* in June 2024, showcasing their talent and representing their cultures and communities on an international stage. The event also provided opportunities for players to learn from each other and build leadership skills.

The team’s strong performance was not only a reflection of the team members’ commitment to netball, but also a celebration of the strength, unity and resilience that defines First Nations communities. Such engagement helps build relationships with communities in the region and beyond, strengthens cultural connections and sparks new people-to-people ties.





## ADVANCES IN GENDER EQUALITY AND DISABILITY EQUITY

The Australian Government is committed to gender equality and to upholding the human rights of women and girls, both globally and in the Indo-Pacific, as outlined in *Australia's International Gender Equality Strategy: Building a safer, more prosperous world for everyone*.

Sport can contribute to gender equality by providing a safe space for women and girls. These athletes are critical role models for young people. Inclusive sports create opportunities for everyone to thrive, making our region more secure.



When space is made for women to succeed, they fill it and create more space for others. And enrich their communities and countries in the process. This is why gender equality matters.

**Minister for Foreign Affairs Penny Wong, 2023 FIFA Women's World Cup, Australia**

The Australian Government is committed to advancing disability equity as an integral part of our international engagement. [Australia's International Disability Equity and Rights Strategy: Advancing equity to transform lives](#) recognises that supporting the rights of people with disability reflects Australian values and helps advance our national interest in a more peaceful, stable and prosperous world, where human dignity is respected and no one is left behind. Sport provides a unique opportunity for people with disability to be included, respected and to excel, thus countering harmful stereotypes.

## CASE STUDY

### Afghanistan Women's XI cricket team

The Australian Government and Cricket Australia supported an Afghan Women's XI cricket team to participate in an exhibition T20 match against a Cricket Without Borders XI team, in Melbourne in January 2025. Afghan women's participation in this match sent a strong message that sport can serve as a means of empowerment and resistance. It also highlighted the stark reality faced by Afghan women, who have been systematically excluded from public spaces and opportunities for personal growth under the current Taliban regime.

At an event on the sidelines of the cricket match, Assistant Minister for Foreign Affairs Tim Watts reaffirmed Australia's opposition to the systematic oppression of Afghan women and emphasised the Australian Government's commitment to supporting their rights.

The match demonstrated sport's long-recognised role as a tool for building bridges between cultures, fostering inclusion, and promoting international collaboration. It also showcased the skills, courage, resilience and determination of the Afghan Women's XI, and provided its players with a platform to amplify their voices and their cause.





WHAT WE SEEK TO ACHIEVE FOR AUSTRALIA







## Women's blind cricket in India

Blind cricket originated in Australia in 1922. In 2023–24, under the Australian Government's Direct Aid Program, the Australian High Commission in New Delhi supported a project focused on developing players' skills and promoting women's blind cricket in India. The project was implemented in partnership with Samarathanam Trust for the Disabled, a leading Indian not-for-profit organisation that supports people with disability and the Cricket Association for the Blind in India, the national apex body for blind cricket.

In partnership with the Australian High Commission, Samarathanam Trust and the Cricket Association for the Blind in India shortlisted and trained

50 Delhi-based women athletes with visual impairment to play in national, state and other professional cricket tournaments. The project also extended training and other support to women cricket players in digital and soft skills to bolster their career advancement.

In addition to empowering women who are visually impaired, the elevation of women's blind cricket in India has resulted in greater investment in the sport. In 2025, India will host the first ever Women's T20 World Cup for the Blind. This partnership showcases Australia's support and promotion of a safe, diverse, inclusive and accessible sports ecosystem in India from the grassroots to competitive level, bolstering the sports partnership between the two countries.





## REGIONAL RESILIENCE THROUGH DEVELOPMENT PROGRAMS

Sport plays an integral role in driving inclusive, effective and locally led development projects across the Indo-Pacific, including programs framed by the United Nations Sustainable Development Goals (SDGs). Australian sporting initiatives support a broad range of needs and priorities identified by partner countries, from the grassroots to elite levels. As outlined in [\*Australia's International Development Policy: For a peaceful, stable and prosperous Indo-Pacific\*](#), we will seek to expand our sporting connections and our ties with diaspora communities in the Indo-Pacific.



## ECONOMIC GROWTH

Sport is a major contributor to Australia's economy. It contributes \$50 billion per year in direct economic, productivity and volunteering benefits.<sup>7</sup> The wider value of sport to our communities is even greater, constituting \$83 billion in combined economic, health and educational benefits for the nation each year. The return on investment has been calculated as \$7 for every \$1 spent.<sup>8</sup>

Australia has a strong and enduring international reputation for excellence in events management, administration, governance, high performance, innovation and technology. The 'green and gold decade', including the Brisbane 2032 Olympic and Paralympic Games, is already stimulating trade, investment and sport sector employment in Australia.<sup>9</sup>

Sports fans travel to Australia, bringing important spending and relationships that benefit our community and economy. This contribution will support our achievement of the *THRIVE 2030* national visitor economy strategy's goal of \$230 billion in annual visitor spend by 2030.

Australia's expertise in hosting major sporting events can play a pivotal role in enabling other nations, especially in the Indo-Pacific, to also host major international sporting events.



WHAT WE SEEK TO ACHIEVE FOR AUSTRALIA





## CASE STUDY

## Strengthening global relationships with France

An MOU between the AIS and its French counterpart, the Institut National du Sport, de L'Expertise et de la Performance (INSEP), created a significant opportunity for Australian athletes to collaborate with their French counterparts and access the INSEP national training centre in Paris. This partnership provided Australian athletes with the best chance of success at the Paris 2024 Olympic Games.

Building on this MOU, Australian Minister for Sport Anika Wells and the French Minister for Sports and the Olympic and Paralympic Games, Amélie Oudéa-Castéra, signed a new Declaration of Intent to increase sporting cooperation in September 2023. The Declaration is part of the *Australia–France Roadmap* and includes commitments to share best practice in organising major sporting events, reducing the environmental impacts of sporting infrastructure and promoting the sports industry in both nations. It also creates opportunities to exchange information about sports ethics, anti-doping and corruption, sport science and medicine research, and to promote women's sports and parasports.

In the lead-up to the Brisbane 2032 Olympic and Paralympic Games, these milestones in the Australia–France sporting relationship will ensure not only that Australia learns from the experiences of counterparts hosting large international events, but that Australia shares its own expertise in event planning, infrastructure, sports industry management, and training and coaching.





## STRONGER AUSTRALIAN LEADERSHIP IN SPORT, GLOBALLY

The Australian Government works with national sporting organisations, including those representing people with disability, to support our sportspeople. Close collaboration with sporting organisations and peak bodies enables Australia to take advantage of upcoming opportunities for international sporting engagement and to manage and prepare for any challenges and risks.

Australia's global sporting success continues to provide platforms for sports diplomacy efforts in countries worldwide. These platforms range from bilateral series in single sports to multi-nation, multi-sport events. The linkages forged through sports worldwide strengthen relations between people, institutions and governments.

The Australian Government's National Sport Strategy, *Sport Horizon*, envisages 'healthy, active, connected communities and a thriving sport system' for Australia. International engagement is one of six nominated priorities, supporting the aim to ensure that Australia remains a global leader in sport.



## STRENGTHENED INTEGRITY FRAMEWORKS IN INTERNATIONAL SPORT

Australia's excellent reputation for sport integrity is underpinned by world-class institutions and respect for the rule of law, human rights and fair play.

The Australian Government, through the establishment of Sport Integrity Australia (SIA), is committed to protecting the integrity of sport around the world by ensuring that all sportspeople can demonstrate their excellence, drive and commitment untainted by threats to sport. Such threats include increasingly frequent and sophisticated doping, increasingly globalised sports wagering, organised crime and corruption, and threats to the welfare and wellbeing of individual participants.

Central to this commitment is our focus on safeguarding and protecting the welfare of all those involved in sport, especially children, young people and people with vulnerabilities. By prioritising clean, safe and fair sport, we continue to lead the world in innovative models and practices that protect the wellbeing of all participants.





# HOW WE WILL ACHIEVE OUR VISION AND GOALS



Welcome! Team Australia 

野球オーストラリア代表 府中キャンブインセレモニー

2024.11.3 府中市民球場



## Nine actions will help us achieve our vision and goals



Identify opportunities to build international relationships through sport



Strengthen collaboration with the sport sector around major sporting events



Assist the sport sector in navigating the changing global operating environment



Leverage major sporting events to promote the full story of Australia



Use a twin-track approach to gender equality and disability equity



Provide opportunities for people in the Pacific and Australia to develop skills together



Improve the lives of people and communities in the Pacific through the *Team Up* program



Maximise the trade, tourism and investment opportunities in sport



Lead efforts to build global capability to address sport integrity threats





## IDENTIFY OPPORTUNITIES TO BUILD INTERNATIONAL RELATIONSHIPS THROUGH SPORT

The Australian Government, in collaboration with event organisers and sporting bodies, will leverage major sporting events held in Australia during the 'green and gold decade' to bring people and organisations of significance to our shores.

We will facilitate engagement and support the sport sector through government programs such as the Special Visits Program, the Canberra Fellowships Program, the International Media Visits Program and the work of DFAT's foundations, councils and institutes.<sup>9</sup>



## STRENGTHEN COLLABORATION WITH THE SPORT SECTOR AROUND MAJOR SPORTING EVENTS

The Australian Government will strengthen efforts to identify and prioritise opportunities in our work with Australian sportspeople and sporting bodies and around major sporting events. This includes through the *Major Sporting Events Legacy Framework*.<sup>10</sup>

The government will collaborate with a diverse range of Australian sportspeople and organisations who are active overseas and have an interest in contributing to our efforts to achieve foreign, trade and development objectives. Likewise, we will collaborate with international sportspeople who are succeeding in Australia as part of our effort to build global connections to our advantage.

Although the government will be alert to opportunities for engagement around the world, our focus will remain on the people and nations that are a priority in our foreign policy, especially those in the Indo-Pacific.



## The Australia–India Cricket Summer of Opportunity

The Centre for Australia–India Relations (CAIR) was launched by Prime Minister Anthony Albanese in 2023 to strengthen relations between Australia and India and engage the growing Indian-Australian communities. During the 2024–25 summer tours of the Indian men’s and women’s cricket teams, CAIR teamed up with Cricket Australia and state governments to leverage the unparalleled interest in the tours and bolster Australia’s ties with India.

Over six weeks, CAIR convened a series of events on the sidelines of cricket matches across the country. These events mobilised key stakeholders from the business, community, education and high-performance sport sectors to help forge new partnerships with India. At a women’s economic empowerment dialogue in Perth, Minister for Foreign Affairs Penny Wong emphasised the value of sport in providing a powerful catalyst for leadership and change. At a sports innovation summit in Brisbane, Assistant Minister for Foreign Affairs Tim Watts highlighted possibilities for collaboration with India.

Influential Indian decision-makers, such as the CEO of the largest retail grocery company in India, attended the events. Australia was projected as a modern, inclusive and vibrant society ready to do business with others. The program marked a successful start to enhanced sports cooperation with India in the lead-up to the Brisbane 2032 Olympic and Paralympic Games and deepened trade, tourism and innovation ties.

### CASE STUDY



HOW WE WILL ACHIEVE OUR VISION AND GOALS





## ASSIST THE SPORT SECTOR IN NAVIGATING THE CHANGING GLOBAL OPERATING ENVIRONMENT

The Australian Government will expand existing work with the sport sector to provide it with the information, skills and guidance to succeed internationally. We will increase our communication and collaboration with sportspeople, sporting organisations and peak bodies through mechanisms such as the new Sports Diplomacy Consultative Group and the Annual Sports Diplomacy Roundtable. The government will also continue discussions with individual sporting organisations to support these sector-wide efforts.

We will provide the sport sector with advice and guidance about safety, security, Australian visa and consular matters, business engagements, geopolitical dynamics, cultural awareness, opportunities, sensitivities and regulatory governance. This will include information that helps prevent misunderstandings and missteps, enabling relationships and sporting engagements to succeed internationally.

This increased collaboration and understanding will also support the government's intention to take further advantage of upcoming opportunities in Australia and overseas to advance the national interest.

**Sports Diplomacy Consultative Group:** Assistant Minister for Foreign Affairs Tim Watts led discussions with Australian sporting organisations at the inaugural Sports Diplomacy Consultative Group meeting on 15 November 2024 in Melbourne. This group provides a forum for discussing strategic and economic opportunities and risks in international sport, including upcoming events in Australia and offshore, and the ways in which government and the sport sector can work together to advance shared priorities.

**Annual Sports Diplomacy Roundtable:** The Annual Sports Diplomacy Roundtable brings together experts – including practitioners, policymakers and academics – to share their perspectives to shape the future of sports diplomacy.







## LEVERAGE MAJOR SPORTING EVENTS TO PROMOTE THE FULL STORY OF AUSTRALIA

The Australian Government will promote an understanding of who we are as Australians during the 'green and gold decade' of major events in Australia, including the Brisbane 2032 Olympic and Paralympic Games.

This is a once-in-a-generation opportunity to show the world the full story of modern Australia.



## USE A TWIN-TRACK APPROACH TO GENDER EQUALITY AND DISABILITY EQUITY

We will provide opportunities for women and girls and people with disability to train and play sport, occupy sports leadership roles and gain employment in sport.

Aligned with our *International Disability Equity and Rights Strategy* and our *International Gender Equality Strategy*, we will take a twin-track approach to advancing gender equality and disability equity in sports diplomacy by supporting both targeted and mainstream approaches. Targeted approaches will seek to support the active participation and leadership of women, girls, and people with disability in sports. We will mainstream gender equality and disability equity across sports diplomacy activities.

Australia's Official Development Assistance will support gender equality objectives, with eligible sports for development programs valued at \$3 million and above including gender equality objectives.



HOW WE WILL ACHIEVE OUR VISION AND GOALS



## PacificAus Sports: Pacific Paralympic success

In 2024, 13 athletes from six Pacific Island countries competed at the Paris 2024 Paralympic Games, including the first ever Paralympic athlete to represent Kiribati. It was the largest team of Pacific athletes to qualify for a Paralympic Games, signalling the continued rise of Pacific sport on the global stage and reflecting the depth of sporting talent throughout the region. These 13 athletes were part of a group of 40 Paralympic hopefuls from the Pacific who received support through *PacificAus Sports*, in partnership with the Australian Olympic Committee and the Oceania Paralympic Committee.

Ni-Vanuatu para-athlete Elie Enock was one of the 13 athletes who competed in the Games. Following a car accident in 2009 that saw her lose her leg, Enock did not envision a future in sport. She said: 'After my accident, I never thought of taking part in sport. Because when I was able, I was not really a person that usually [was] involved in sport.' Enock told ABC Pacific that she was introduced to shot-put after her accident and it inspired her to try something different. She took up athletics and has been competing in shotput, javelin and discus events ever since. She first competed in standing shotput at the Pacific Mini Games but moved to seated shot-put afterwards.

After representing Vanuatu at the 2022 Commonwealth Games in Birmingham, Enock won gold at the 2023 Pacific Games, where she also qualified for the 2024 Paralympic Games in Paris. At the Paris Games, she made it through to the finals of the women's F57 shot-put and threw a season's best 7.27 metres, to the delight of supporters in the stadium and around the world.

### CASE STUDY







## PROVIDE OPPORTUNITIES FOR PEOPLE IN THE PACIFIC AND AUSTRALIA TO DEVELOP SKILLS TOGETHER

DFAT's *PacificAus Sports* program will continue to develop high-performance pathways for Pacific athletes, coaches and administrators to train and compete internationally – including in netball, rugby league and rugby union, football, cricket, Australian rules football, and Olympic and Paralympic sports. This program also strengthens people-to-people ties and builds a positive profile of Australia and Australian sporting codes in the Pacific region.



## IMPROVE THE LIVES OF PEOPLE AND COMMUNITIES IN THE PACIFIC THROUGH THE TEAM UP PROGRAM

The Australian Government will continue to prioritise the *Team Up* sport-for-development program. *Team Up* invests in grassroots sport to support all people, including women, girls and people with disability, to realise their full potential. The program works across many sports in the Pacific to generate opportunities for sports organisations and athletes to engage meaningfully in our region through involvement in programs and activities that create positive social change.

*Team Up* uses sport as a catalyst to increase school retention rates, encourage positive health and nutrition outcomes, and deliver messaging to combat gender-based violence.



## PacificAus Sports: The Fijian Drua Women – women succeeding through sport

The Fijian Drua Women are a Fiji-based rugby union team. This team was included in Australia's elite Super W women's rugby competition in 2022. With support from the *PacificAus Sports* program, the Fijian Drua Women triumphed in their inaugural 2022 Super W season, becoming the first Pacific team to win the competition. The program also focused on coaching development, player welfare initiatives and leadership workshops tailored to empower women in sport.

This historic achievement resonated across Fiji and the wider Pacific region, challenging traditional gender norms and inspiring a new generation of female athletes. It increased female participation in the sport, and more young girls now view rugby as a viable pathway to success. The team's success provided a powerful platform to advocate for gender equality, highlighting the potential of women in sport and beyond.

The Fijian Drua Women's success underscores the Pacific's potential to lead in women's sports. The team's back-to-back 2022 and 2023 championship victories (and runner-up position in 2024) were not just a milestone for Fiji but a demonstration of Pacific athletes' ability to compete and excel at an elite level.





## Team Up's Kicks 4 Kokoda

*Team Up's Kicks 4 Kokoda* is a unique nine-week program in the Kokoda region of Papua New Guinea that uses football to connect young girls and boys with mentors, health services and information that help them grow and thrive. Since 2021, 1,219 schoolchildren have participated in the *Kicks 4 Kokoda* program, with girls making up more than 50% of the participants.

Students at Kokoda Primary School participated in the program, which was delivered by trained community coaches. Through football-based activities, they learned about important topics such as gender equality, consent and making healthy choices. By the end of the sessions, 78% of participants felt empowered to challenge traditional gender roles, an increase of 14% from when the program began.

Fifteen-year-old Shaion Ateri, one of the program participants, now actively advocates for gender equality at home and encourages boys to respect girls. Shaion's mindset shift is also reflected in her school football team, where boys and girls now support each other equally.

“

I am more confident now in who I am, and I want to be an example to other young girls in my community and also to my friends. I want to be a game changer and take responsibility for the kind of decisions I make.

**Shaion Ateri, *Kicks 4 Kokoda* participant**

### CASE STUDY



HOW WE WILL ACHIEVE OUR VISION AND GOALS





## MAXIMISE THE TRADE, TOURISM AND INVESTMENT OPPORTUNITIES IN SPORT

The Australian Government will work with event organisers and state and territory governments to maximise opportunities associated with major sporting events in Australia. This includes leveraging our significant investments in sustainable sport infrastructure and facilities, promoting environmental leadership and highlighting related arts and cultural programs to help tell our stories.

Major sporting events in Australia are big tourism drawcards in their own right. They also attract billions of viewers worldwide and provide an unparalleled marketing opportunity to encourage fans to visit Australia. The Australian Government will continue to prioritise these moments, as it has recently with the 2024–25 Summer of Cricket and the 2023 FIFA Women's World Cup.

By sharing our experience, expertise, and lessons learned, Australia has the potential to strengthen the delivery of sporting events by countries in the Indo-Pacific and beyond. Sporting events that occur further afield, including Olympic, Paralympic and Commonwealth Games, present opportunities for the Australian Government to promote trade, tourism and investment.



## LEAD EFFORTS TO BUILD GLOBAL CAPABILITY TO ADDRESS SPORT INTEGRITY THREATS

Integrity is one of the five guiding principles of *Sport Horizon*. A fair, safe and honest sport sector fosters community confidence in sport at the national and international level.

SIA operates in a global ecosystem that encompasses all sport integrity issues. SIA's international engagement involves partnering with key organisations to build global capacity to address sport integrity threats and satisfy our international legal obligations and responsibilities.

SIA offers a unique and valuable contribution to the international sport ecosystem through its representation and engagement across numerous international committees and working groups. This is unlike any other sporting agency in the country. Sport integrity threats are increasing and they do not stop at the national border – so they must be addressed at both the domestic and international levels to protect all participants in sport.





HOW WE WILL ACHIEVE OUR VISION AND GOALS



# MEASURING SUCCESS

DFAT will evaluate *Australia's Sports Diplomacy Strategy 2032+* before 2030 to measure progress and determine its suitability in the context of the international operating environment for sportspeople and sporting organisations, focusing on whether it is advancing Australia's national interests.

The evaluation will be undertaken within a timeframe that enables any adjustments in our approach to be addressed before the Brisbane 2032 Olympic and Paralympic Games.





DFAT will develop a monitoring and evaluation framework to measure progress in achieving the goals, building on the following:



**Elevate sport as an important tool of Australia's national power**

Engagement and partnership with the sport sector including through government programs focused on sport

International policy-aligned activities during major sporting events



**A focus on efforts in the Indo-Pacific**

Programs and initiatives with an Indo-Pacific focus

Partnerships, agreements and engagement within the region



**An authentic projection of modern Australia**

First Nations perspectives in programs and initiatives

Multicultural and diaspora engagement through sport and culture



**Advances in gender equality and disability equity**

Sporting activities that challenge attitudes and promote gender equality and disability equity internationally

Gender equality and disability equity objectives in Official Development Assistance via eligible sport-for-development programs (valued at \$3 million and above)



**Regional resilience through development programs**

Health, wellbeing, and broader human development outcomes through sport

Sporting connections and ties with diaspora communities across the region



**Economic growth**

Economic benefits associated with major sporting events and growth in Australia's sport sector

Engagement at major sporting events and reach of associated tourism campaigns



**Stronger Australia leadership in sport, globally**

Government collaboration with the sport sector on navigating risks in international sporting opportunities

Sports cooperation through MOUs and other engagement mechanisms



**Strengthened integrity frameworks in international sport**

Australia's dedication to clean, safe and fair sport

Australia's contribution to enhanced international sport integrity



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## IMAGE CREDITS

Front cover, page 11	Through the Direct Aid Program, the Australian High Commission in Kenya supports Barefoot to Boots, a football project established by Socceroo Awer Mabil empowering women and girls in Kakuma Refugee Camp in remote Northern Kenya. Australia's High Commissioner to Kenya visited the project, providing access to training equipment and sanitary products. Credit: Australian High Commission, Kenya
	Front cover Black Swans debut at the <i>PacificAus Sports Pacific Netball Series</i> (June 2024). Credit: Netball Australia
Front cover	Sitting volleyball activities are a large component of <i>Team Up's</i> Volley4Change program in Vanuatu. Credit: Vanuatu Volleyball Federation
Front cover	Former Australian FIFA Women's World Cup player Ashleigh Sykes and her twin sister Nicole Begg joined with Thailand national women football players Sakura Owaki for a football clinic with Pathumwan community children. – May 2023. Credit: Australian Embassy Thailand
Front cover, page 8–9, page 12	Kickstart Foundation represents one of only seven football teams in India's national women's football league. The Australian Consulate-General, Bengaluru's partnership coordinated a training program for emerging young footballers, giving them access to Kickstart's top-level coaching. Credit: Australian Consulate-General, Bengaluru, India
Front cover	Australia's Deputy Head of Mission to Tonga greets Tongan girls' rugby league teams following an exhibition match in the sidelines of Pacific Islands' Forum Leaders Meeting. Credit: Australian High Commission, Tonga
Front cover	Sports for Empowerment: Promoting holistic development of girl students with sports training, mobility, and wellness opportunities. Location: Ghaziabad, Uttar Pradesh, India. Credit: Centre for Social Research



Page 3	Yugambeh Aboriginal warrior dance during Aboriginal culture show in Queensland, Australia. Credit: chameleonseye/Getty Images	Page 17	The Papua New Guinea NRL Bid Academy program is developing new rugby league talent pathways in Papua New Guinea to prepare the next generation of Papua New Guinean players for Australia's National Rugby League competition. Credit: PNG NRL bid
Page 4	Paralympic swimmer and world record holder Annabelle Williams meets with teachers from the Australia-Indonesia BRIDGE School Program in Jakarta before sharing her sporting journey and lessons on resilience with students. Credit: Australian Embassy, Indonesia	Page 18 [top]	Australian para-athletes Sara Houston, Joshua Hose, and Nazim "Naz" Erdem joined Indonesian para-athletes for clinics and training camps in Jakarta, Bali, and East Nusa Tenggara to promote disability-inclusive sport. Credit: Australian Embassy, Indonesia
Page 5	DFAT – Assistant Foreign Minister Watts headshot	Page 18 [bottom]	Australian and Indonesian wheelchair rugby athletes face off in a match at GOR Universitas Negeri, Jakarta. Credit: Australian Embassy, Indonesia
Page 6–7	Assistant Minister for Foreign Affairs, Tim Watts, with the next generation of elite athletes from across the Asia-Pacific at the Australian Open Asia-Pacific Elite 14 & Under Trophy (2025). Credit: Nadia Dimattina, Tennis Australia	Page 21	The Black Swans First Nations netball team made their debut at the <i>PacificAus Sports</i> Pacific Netball Series (June 2024). Credit: Netball Australia
Page 10	A young Peruvian participant in the "Surf for Good" project supported by the Australian Embassy and Orica at Peru's High Performance Surf Centre in Punta Rocas, in September 2024. The project focused on surf as a tool for mental health and social development. Credit: Embassy of Australia in Peru	Page 23 [top]	Assistant Foreign Minister Watts' pre-match remarks alongside Olivia Thornton, CEO Cricket, ACT Nick Hockley, CEO Cricket Australia and Brett Wood, Head of Government Relations, Cricket Australia. Credit: Cricket Australia
Page 14	BRISBANE, AUSTRALIA - AUGUST 12: Alanna Kennedy of Australia dribbles with the ball during the FIFA Women's World Cup Australia & New Zealand 2023 Quarter Final match between Australia and France at Brisbane Stadium on August 12, 2023 in Brisbane, Australia. (Photo by Elsa - FIFA/FIFA via Getty Images)	Page 23 [bottom-left]	Assistant Foreign Minister Watts with the Afghan Women XI Cricket Team. Credit: Cricket Australia
Page 15	Minister for Foreign Affairs, Penny Wong, Assistant Minister for Foreign Affairs, Tim Watts, and Minister for Sport, Anika Wells with the Afghan women's football team as part of the Gender Equality Symposium in the sidelines of the FIFA Women's World Cup in Brisbane, 2023. Credit: DFAT	Page 23 [bottom-right]	Assistant Foreign Minister Watts with the Cricket Without Borders XI Cricket Team. Credit: Cricket Australia
Page 16	Australia's Consul-General in Ho Chi Minh City, Vietnam, Sarah Hooper, with players from the Vietnam and China teams in the inaugural AFL Asia Cup (December 2024). Credit: Australian Consulate-General, Ho Chi Minh City, Vietnam	Page 24	Australia's High Commissioner to India Philip Green attends a presentation ceremony with visually impaired cricket players from the Australian High Commission's Direct Aid Program project with Samarthanam Trust for the Disabled and the Cricket Association for the Blind in India. Credit: Australian High Commission, India.
		Page 25	Students from across the Central Division enjoy being part of the Just Play program in Fiji. The Program helps improve the lives of children and people living with disabilities, empowering them to become agents for change and supporting the development of positive behaviour practices. Australia is pleased to support this fantastic initiative through Team Up. Credit: <i>Team Up</i>



Page 26	Representatives from the Australian Sports Commission, the French National Institute of Sport, Expertise, and Performance and French Embassy gather at the Australian Institute of Sport in Canberra. Credit: Australian Sports Commission	Page 33	Hong Kong-Australian celebrity Sarah Song (left) and FIFA qualified referee Gigi Law (right) discussing advancing gender equity in sports at a FIFA Women's World Cup 2023 reception hosted by the Australian Consulate-General Hong Kong. Credit: Australian Consulate-General, Hong Kong, China
Page 27	Runner jumping hurdles on track. Credit: Paul Bradbury/Getty Images	Page 33	Australia's High Commissioner to the UK, the Hon Stephen Smith, congratulates Alyssa Healy, Captain of the Australian women's cricket team, during their successful defence of the Ashes in 2023. Credit: Australian High Commission, United Kingdom
Page 28	Australian Embassy Japan Minister-Counsellor, Claire Elias attends the welcome ceremony for the Australian national baseball team hosted by Fuchu City ahead of the WBSC Premier12 on 3 November 2024. Credit: Baseball Australia	Page 34	<i>PacificAus Sports</i> , Pacific para-sport success. Ni-Vanuatu para-athletes Elie Enock and Ken Kahu were flagbearers for the Vanuatu team at the 2022 Commonwealth Games in Birmingham. Credit: Commonwealth Games Australia
Page 29	Former Australian FIFA Women's World Cup player Ashleigh Sykes and her twin sister Nicole Begg trained women's youth team from Bangkok Sport School DinDaeng, May 2023. Credit: Australian Embassy, Thailand.	Page 36	<i>PacificAus Sports</i> – Fijian Drua Women team line up, Super Rugby Women's Season 2023. Credit Karen Watson
Page 30	Ambassador Katie Smith with Mongolian women cricketers at Embassy supported Women's T20 Cricket National League Tournament (in Mongolia). Credit: Australian Embassy, Mongolia	Page 37	<i>Team Up's</i> Papua New Guinea ' <i>Kicks 4 Kokoda</i> ' program uses football to connect young girls and boys with mentors, health services and information that help them grow and thrive. Credit GHD/Team Up
Page 31 [top]	Australia's Minister for Foreign Affairs Penny Wong emphasises the value of sport in providing a powerful catalyst for leadership and change at a women's economic empowerment dialogue in Perth. Credit: Centre for Australia-India Relations	Page 39	Australian Embassy, Ethiopia staff and the youth sponsored through Sport for Change unite for the 10km Great Ethiopian Run. Credit: Australian Embassy, Ethiopia
Page 31 [bottom]	The Australia-India Sports Innovation Summit held in Brisbane in December 2024 with Assistant Foreign Minister Watts brought together key stakeholders to forge new sports industry partnerships with India. Credit: Centre for Australia-India Relations	Page 40	The Black Swans First Nations netball team made their debut at the <i>PacificAus Sports</i> Pacific Netball Series (June 2024). Credit: Netball Australia
Page 32	Assistant Minister for Foreign Affairs, Tim Watts, wearing the national jersey of Bangladesh Cricket Team and participating in a friendly session of cricket with the cricketers. Credit : DFAT	Page 46	Australia's Minister for Foreign Affairs Penny Wong playing a game of backyard cricket with under-16 girls and boys Delhi cricket teams in New Delhi. Credit: Australian High Commission, India.



# ACKNOWLEDGEMENTS

The Australian Government acknowledges all who contributed to the review of *Sports Diplomacy 2030* and those who have helped us develop *Australia's Sports Diplomacy Strategy 2032+*. We thank our Australian Government partners, state and territory government officials, national sporting organisations, national sporting organisations for people with disability, peak bodies, experts and all of those who participated in targeted consultations for giving your time to provide considered, valuable feedback and insights. Your contributions help us guide sports diplomacy efforts that advance Australia's national interests.







# **AUSTRALIA'S SPORTS DIPLOMACY STRATEGY 2032+**

STRENGTHENING AUSTRALIA'S NATIONAL POWER THROUGH SPORT