



"Sport has the power to change the world. It has the power to inspire. It has the power to unite in a way that little else does. It speaks to youth in a language they understand. Sport can create hope where once there was only despair."

NELSON MANDELA

Sport Matters is a new non-profit organisation dedicated to making a difference in people's lives using sport as a tool for development in the Pacific, Asia, Africa and Indigenous Australia.



Our vision is a world where everyone is active, healthy, included, empowered and free from poverty.

Our mission is to enhance aid and development strategies using the power of sport as a tool for social change.

WHY SPORT MATTERS

Access to sport and physical activity is a fundamental human right. Sport is well recognised internationally as a low-cost and high-impact tool for development and a powerful agent for social change. It is a culturally accepted activity that brings people together and unites families, communities and nations.

Effective sport-for-development programs combine sport and play with other non-sport outcomes to achieve the desired development objectives. The focus is not on mass participation or performance in elite sport. This requires a purposeful, professional and socially responsible intervention that is tailored to the social and cultural context. Sport is under-utilised as a development tool and should be an integral component of any comprehensive development program.



“Many Millennium Development Goals may be realised through sport, it is very suited for developmental work.”

WILFRIED LEMKE, SPECIAL ADVISER TO THE UN SECRETARY-GENERAL ON SPORT FOR DEVELOPMENT AND PEACE

INNOVATION

We take a fresh approach to development using sport where it hasn't been used before. Through innovative leadership, Sport Matters identifies and designs strategies that respond to identified needs and use sport to achieve specific development goals, working with our community partners.

MONITORING AND EVALUATION

We develop effective monitoring and evaluation strategies, clear program goals and objectives and logical processes to measure impact in development terms.

PARTNERSHIPS

We create new partnerships and ongoing relationships between the aid and development sector, the sport sector, and community organisations.

Visit our website to find out how Sport Matters can help your organisation and sign up to receive the Sport Matters e-news. www.sportmatters.org.au

Contact us: Sport Matters Level 32/1 Market Street Sydney
NSW 2000 AUSTRALIA info@sportmatters.org.au

ADVOCACY

We raise the profile in Australia and internationally of the power of sport to achieve development outcomes and advocate for human rights.

CAPACITY-BUILDING

We design strategies that enhance the abilities of individuals and organisations to build social capital as well as develop knowledge, skills and attitudes. We enable local community sport-for-development programs to create sustainable solutions to meet their development needs.

TECHNICAL ASSISTANCE

We support and advise organisations in strategy development for new and existing programs, offer a sport-for-development audit for organisations, and deliver professional development for staff.

