

MEDIA RELEASE

20 May 2020

Sport has 72 ways to rebuild West Australian communities

A new sporting coalition of winter and annual sports impacted by the COVID-19 pandemic is ready to help rebuild West Australian communities.

More than 735,000 West Australians have been stranded on the sideline, waiting for sport to recommence. Recent developments and an inter-sport coalition are now signalling that WA's diverse sporting fraternity have 72 ways to rebuild our communities.

The cooperation of the WA's State Sporting Organisations couldn't come at a more critical time with both physical and mental health being flagged as areas of risk by the Australian Government.

Gemba has released research that found 44% of Australians are doing less physical activity than before the COVID-19 lockdown. With so many West Australians relegated to restricted activities, grass-root sports will have an important part to play in rebuilding social cohesion in WA communities.

The value of sport in the country and state's economic rebuild is essential, with SportWest reporting that already local sport has lost 41 million dollars. As a 12.8 billion dollar national industry, the importance of reopening the economy will only be bolstered by local Sport and its surrounding businesses getting underway.

West Australians will have a choice of 72 sports to help get them off the couch and active once again. Powered by the work of volunteers and sports administrators, local-sport is here to remind West Australians that 'we're all in this together'.

Athletics, Badminton, Bocce, Dragon Boating, Diving, Gymnastics, Judo, Karate, Masters Swimming, Rogaining, Rowing, Shooting (Smallbore Rifle & International Practical), Touch Football and Volleyball, are amongst the sports that agree that it won't take just a few, but every sport to rebuild WA communities.

Supported by the WA Government, Minister for Sport and Recreation Mick Murray and SportWest, community sports have begun work to rebuild their 2020 competitions and programs. Utilising the Australian Institute of Sport's 'Framework for Rebooting Sport in a COVID-19 Environment', sports are beginning to establish a roadmap to help their communities return.

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Comments & Contacts from associated State Sporting Organisations:

Little Athletics WA & Athletics WA - Chief Executive Officer Vince Del Prete:

- "Sport plays a major role in developing communities state-wide that contributes to the physical and mental wellbeing of people. We have an important role in reconnecting the Western Australian communities and its people through sport as we come out of a most challenging period of isolation".
- Media contact for Athletics: Lyndsay Troode, Manager, Marketing and Communication
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Badminton Association of WA

- Media contact for Badminton Association of WA: Rick Wolters, Executive Officer
 - 9409 4433 | bawa@bamintonwa.org.au

Bocce WA

- Media contact for Bocce WA: Mario Valentini, President
 - 0430 618 313 | federationsportboccewa@outlook.com

Diving WA – CEO Steven Rose

- "Sport is part of the essence of Australian culture. We all have a role to play in this and sport can help communities rebuild and reconnect."
- Media contact for Diving WA: Steven Rose, Chief Executive Officer
 - 0403 954 275 | steven.rose@wadiving.com.au

Dragon Boat WA – President Barbara Clarkson

- "COVID-19 has affected so many. Through our diverse range of community sports available to all we can help rebuild the state and strengthen it once again".
- Media contact for Dragon Boat WA: Barbara Clarkson, President
 - 0413 263 436 | www.dragonboatingwa.asn.au

Gymnastics WA

- Media contact for Gymnastics WA: Adelaide Jackson, Marketing Manager
 - marketing@gymnasticswa.asn.au

Judo WA - Executive Officer Ruth Gibbons

- "As a state, we have become invested in helping keep each other healthy. Now is the time for sport to support our community rebuild by championing social, physical and mental wellness for all."
- Media contact for Judo WA: Ruth Gibbons, Executive Officer
 - 0432 174 757 | admin@judowa.org.au

Karate WA - Executive Officer Ruth Gibbons

- "Sport has an important role in supporting the Western Australia community throughout this time. The variety of sport on offer in WA will provide opportunities for all people and children to reconnect and enhance physical and mental wellbeing. "
- Media contact for Western Australia Karate Federation: Ruth Gibbons, Executive Officer
 - 0432 174 757 | eo@karatewestaustralia.com

Masters Swimming - Executive Officer Sophie Row

- "These are challenging times for everyone, but it is important for community sport to get back up and running. There is a huge participation base of both adults and children alike, across a multitude of sports, that are all missing the physical and mental health benefits associated with being a part of a community club environment at a time when we need it most"
- Media contact for Masters Swimming WA: Sophie Row, Executive Officer
 - 0404 405 507 | masters.admin@mswa.asn.au

WA Rogaining

- Media contact for WA Rogaining: Peter Trenaman, President
 - 0416 087 429

International Practical Shooting Association WA

- Media contact for International Practical Shooting Association WA: Tony Oehme, Operations Manager
 - 0427 774 206 | tony.oehme@smelectrical.com.au

WA Smallbore Rifle Association

- Media contact for WA Smallbore Rifle Association: Owen Oliver, Secretary
 - 0448 338 224

Touch Football WA – Chief Executive Officer Warren Smiles

- "In many areas sporting clubs are the community and extended family of many people. Sporting clubs will be a basis to rebuild connections, economies, fitness and mental health of those communities. All of the WA community sports will play their part in the rebuild given the opportunity."
- Media contact for Touch Football WA: Warren Smiles, WA State Manager
 - 0412 313 999 | warren.smiles@touchfootball.com.au

Rowing WA – Chief Executive Officer Daniel Tackenberg

- "Sporting clubs build community, and after being socially isolated for a number of weeks and possibly again in the future, a vibrant and diverse sport and recreation sector is critical to community re-integration."
- Media contact for Rowing WA: Tiffany Bellamy, Office and Communications Manager
 - 9364 3905 | admin@rowingwa.asn.au

Volleyball WA - Chief Executive Officer Robyn Kuhl:

- "WA's diverse population requires the sporting industry to reflect its interest for it to stay relevant. With 33% of the state born outside of the country, it won't take just a few, but every sport to help get West Australians off the couch and active once again."
- Media contact for Volleyball WA: David Smith, Communications Coordinator
 - 0401 234 557 | marketing@volleyballwa.com.au

Data for this Media Release has been sourced from:

- Gemba Research: http://thegembagroup.com/wp-content/uploads/2020/04/GEMBA_COVID-19_Insights_Sports-and-Physical-Activity-Participation_290420.pdf
- Sport West: <https://sportwest.activehosted.com/index.php?action=social&chash=ea5d2f1c4608232e07d3aa3d998e5135.72&s=bd6d4d79985165a6b78a8d32eaae3802>
- Clearinghouse for Sport: https://www.clearinghouseforsport.gov.au/knowledge_base/organised_sport/value_of_sport/economic_contribution_of_sport