



WESTERN SYDNEY  
ACADEMY OF SPORT



## OUR MISSION STATEMENT.....

“ The Western Sydney Academy of Sport, in cooperation with sporting and community stakeholders, will facilitate and deliver high quality development opportunities for talented athletes across the Western Sydney region”.

## Introduction

THE NEW and exciting Western Sydney Academy of Sport is an independent non-profit organisation, incorporated in June 2004. The Academy's Board of Directors features high profile business, sporting and community representatives.

The role of the Academy is to provide high quality development opportunities for talented athletes living in Western Sydney. The Academy's programs focus on standards of individual performance, achievement and excellence. Our values include discipline, commitment and holistic development.

The Academy works closely with recognised State Sporting Organisations (SSOs), the NSW Institute of Sport and District Associations to ensure its programs provide an integrated pathway for talented athlete development.

The Academy's programs provide significant "added value" to an athlete's advancement—through application of high level coaching resources, specific education and technical development resources, opportunities to attend camps and compete against other Academies.

Talented athletes between the ages of 13 and 19 are offered an opportunity to nominate for an Academy Scholarship and join other athletes in their progression to State and National levels of representation.

## The Academy's Talented Athlete Development Programs

### Snapshot of the 08/09 Programs

- ▶ 150 talented athletes aged between 14 and 18 residing and competing across the western Sydney region
- ▶ Technical – skill development and educational seminars across eight fully endorsed and integrated sports programs – AFL, Cycling, Golf, Netball, Rugby League, Slalom (Canoe/Kayak), Softball and Tennis.
- ▶ Significant annual events including 2009 Academy Games, Athlete Graduation Dinner, Athlete Welcome Function, Sponsors Sports Lunch.
- ▶ High quality personal development content including Drugs In Sport, Nutrition, Psychology, media skills, time management.



## Technical Development

- ▶ Highly accredited coaches
- ▶ Sport specific skill development
- ▶ Video analysis
- ▶ Region's best sporting venues
- ▶ NSWIS and State body integration
- ▶ Professional organisation links

## Educational Development

- ▶ Drugs in Sport
- ▶ Nutrition
- ▶ Strength & Conditioning
- ▶ Injury Prevention and Rehab
- ▶ Psychology
- ▶ Media Skills

During the 2008/09 period, over 150 Academy athletes will undergo a combined total of 600 hours of technical development through high quality coaching resources – as well as a combined total of 100 hours of educational development. Athletes will participate in residential camps and compete in inter-State and intra-State tournaments. Athletes will also feature in a number of significant stakeholder events throughout the 12 month period.

## Achievements

In a relatively short period of time, the Academy has demonstrated the quality and success of its programs through the performances and achievements of many graduate athletes. Examples include :

**Amanda Spratt (Cycling)**

**Matthew Pettit (Cycling)**

**Jessica Fox (Slalom Kayak)**

**Amy Wild (Netball)**

**Abbie Myers (Tennis)**

**Ben James (Rugby League)**

**Justine Lee (Golf)**

2005 Junior World Championships — 1st 20 km Points Score

2006 Junior World Championships — 3rd Team Pursuit

Gold Medal Ladies K1 – Australian Youth Olympics 2009

Australian U/17 squad selection—2006

Sydney Swifts squad selection—2006

Tennis Australia No. 1 Ranking 2007

— Under 13 2008 — Under 14 2009

Bulldogs National Toyota Cup U/20s Squad—2008

National Junior Champion U/16 - 2007



# The Academy and the Club Movement

The Western Sydney Academy is a community based, not-for-profit organization that relies on financial contributions from a variety of supporters across all levels of Government and private enterprise – as well as the Club movement !

The Academy receives grant funding from the State Government, and through its own initiatives raises all other revenue through Local Councils, corporate partnerships, State Sporting Organisation and athlete contributions.

In addition, the Club industry has become a significant supporter of the Academy's programs, with the following levels of support having been received in the past three years of operations :

### **Panthers Rugby League Club**

- *Contra arrangement for office premises @ \$12,000 p.a.*
- *2007-08-09 Rugby League Program @ \$10,000*

### **Parramatta Rugby League Club**

- *2007-08-09 Rugby League Program @ \$10,000*

### **Castle Hill Golf Club**

- *2006-07-08 Golf Programs @ \$5,500*

### **St Marys Rugby League Club**

- *2009 Rugby League Program @ \$10,000*

### **Wentworthville Leagues Club**

- *2007 Rugby League Program @ \$10,000*
- *2008 Rugby League Program @ \$20,000*

### **Windsor Rugby League Club**

- *2007 Rugby League Program @ \$5,000*

### **Cabramatta Rugby League Club**

- *2007 Rugby League Program @ \$5,000*





## The Academy and the Club Movement contd.....

The relationships that have been developed between the Academy and these Clubs is not based on a “cash donation” but rather a community based interaction that provides benefits to the broader sporting and club communities. As a case study, the relationship the Academy has with the St Marys Rugby League Club is cited.....

- *St Marys Rugby League Club provides cash contribution of \$10,000 to assist with costs associated with Academy Rugby League Program – featuring 44 talented young junior rugby league players and 16 volunteer staff who receive a unique opportunity to participate in the prestigious NSW Rugby League junior representative competitions for Under 16s and Under 18s.*
- *The Academy squads utilize the St Marys Leagues Stadium facility for home matches, providing a high standard of amenity for athletes, family and supporters.*
- *The Academy uses its best efforts to promote the St Marys Rugby League Club as a community based supporter of our local athletes, and is able to make use of the Club facilities for the conduct of meetings, special events and the like.*

This represents considerable financial savings for the Academy – as it does across all Club relationships the Academy has been able to establish. Consequently, the Academy is able to extend the number of programs and athletes it is able to provide benefit to !

### ClubsNSW Academy Games



Western Sydney Academy of Sport is one of 10 Regional Academies of Sport across New South Wales who have formed a collective body (Academies of Sport Incorporated) with the express purpose of developing and implementing a State wide sporting carnival on an annual basis – called the “Academy Games”.

This event features participation by over 1,000 talented young athletes in a select location – providing tremendous community and corporate benefits in conjunction with high standards of competition and participation in eight different sports.

The Club movement has supported these Games for the past three years through in-kind and a significant financial contribution. The spectacular spectacle that is the Academy Games would not be achievable without the strong support of the Club movement.

This association through the Academy Games has provided the foundation for each individual Academy to explore and establish new relationships with local Clubs within their regions, further benefiting their efforts in providing opportunities for young sportspeople.



# The Academy and the Club Movement contd.....

## Sustainable Relationships

The Academy has found that relationships with Clubs within the western Sydney region are sustainable providing there is not too great an impost placed on Clubs by State Government taxes and other legislative measures. Obviously the previous poker machine taxes and anti-smoking legislation has impacted on the industry, yet all manage to identify some level of funding to sustain sporting bodies they have had long held relationships with.

There is a distinct willingness and endeavor to provide assistance to worthy causes, and with the Academy's programs providing for youth in sport – there is no better way to ensure health, fitness and a focus on discipline and commitment ! The Club industry certainly realizes this and looks for opportunities to assist through funding, provision of access to facilities and venues, and other in-kind support.

Due to the depth and breadth of the Club industry's community interaction and support tentacles, the relationship between the Academy and Clubs also provides the Academy with channels into the local sporting and business community, including networking and business development opportunities.

## Summary

The operational capacity and eventual success of the Western Sydney Academy of Sport is intrinsically linked to the support of the broader business and general community. The Club industry is a major supporter of the Academy, and as such our capacity to provide critical services and programs to talented young athletes is largely influenced by the extent of support received from local Clubs.

Since inception in July 2004 the Academy has provided scholarships and significantly influenced the development of over 600 young sports people – and the Club movement has been a major supporter of this success. Without their support, the consequences would be dire for the region's young sports achievers !

**MARTIN BULLOCK**  
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