



Australian Government

Department of Communications and the Arts

MINUTE

Mike Makin
Acting First Assistant Secretary, Content

Through: David Jansen s47F
Acting Assistant Secretary, News and Media

Subject: Funding to Fox Sports for under-represented sports

Purpose:

To update you on the deliverables Fox Sports has achieved as part of the Under-Represented, Emerging and Niche sports grant and request agreement to pay the next \$7.5 million milestone.

Background to the grant

The Government has committed to provide funding of \$7.5 million per annum (GST exclusive) over four years to Fox Sports to increase the television and online coverage of sports that receive low or no broadcast exposure: women's sports, niche sports, and those sports that command high levels of community involvement and participation.

The first grant payment of \$7.5 million was paid to Fox Sports in February 2018. In September 2018, the Department accepted the 2017-18 Performance Report and the 2018-19 Strategic Roadmap and made the second payment of \$8.25 million (incl. GST) under the funding agreement with Fox Sports. Milestone documentation for the 2018-19 financial year has now been received.

Administration of funding

As part of the funding agreement, Fox Sports is required to meet specific performance targets and milestones. The following reports need to be provided each year:

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- **the forward work plan (or 'Strategic Roadmap')**: under the funding agreement, the Commonwealth (through the Department) is required to agree to a forward work program (a strategic roadmap), which is developed by a governance committee established within Fox Sports to review and assess the sports to be funded by the grant and report on Fox Sport's performance.

Representatives from Media Branch and Fox Sports met on 11 June 2019 to discuss the types of sports that Fox Sports proposed should receive funding during the 2019-20 Financial Year. Fox Sports then submitted the required documents for this milestone payment on time. Officials at Fox Sports sat down with the Department on 14 August 2019 to explain the details in the documents.

At this meeting, the Department requested a more detailed explanation in relation to expenditure across the cost sub-categories. On 23 September 2019, a satisfactory explanation was provided.

Contact Name: s47F
Position: Director

Contact Number: s47F
Branch/Section: News Media/Incentives

Department's assessment of the deliverables associated with this milestone

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2019-20 Strategic Roadmap

The Strategic Roadmap (**Attachment B**) complies with the requirements set out in the funding agreement. The Roadmap outlines the allocation of funds from the Government's Under-represented Sports Grant by code, competition, hours and spend for FY20.

Thirteen different sport codes will benefit including; AFL, Football (Soccer), Rugby Union, Rugby League, Cycling, Lawn Bowls, Life Saving, Cricket, Basketball, Gymnastics, Hockey, Baseball and Softball. Funding is to be allocated to 29 women's sport competitions, 23 niche sport competitions and 13 emerging sport competitions.

Fox Sports will broadcast at least 1580 hours of live coverage and more than 4600 hours in total of women, niche and emerging sports. Fox Sports forecasts an increase in coverage from 2016-17

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Fox Sports – operational context

Fox Sports is wholly owned by Foxtel. Foxtel offers licenced subscription television services to Australians. Foxtel currently has 360 subscription broadcasting licences for its diverse range of radio and television channels. In addition to sport, Foxtel broadcasts entertainment (fiction and

non-fiction), news and current affairs programming. Its service is supported by a combination of advertising and subscription revenue.

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Conclusion

Fox Sports has demonstrated robust governance, and appear committed to maximising the full potential of the grant with a forward work plan that targets underrepresented and niche sports.

The News and Media Branch continues to develop the relationship with Fox Sports to ensure requirements and deliverables are meeting the changing sporting and viewing landscape. As we move in to the final two years of the program, the Department will need to undertake a review of this government intervention in the emerging market context.

Subject to your agreement, I will take steps to effect payment of the third grant instalment.

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Director
Media Incentives
26 September 2019

Recommended Action:

That you agree to pay Fox Sports \$8.25 million (incl. GST) for achievement of the Milestone in the Funding Agreement related to s 22 and 2019-20 Strategic Roadmap.	Agree / Not Agree s 47F Mike Makin 27 / 9 / 2019
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Under-represented Sports Grant

FY2020 Strategic Roadmap



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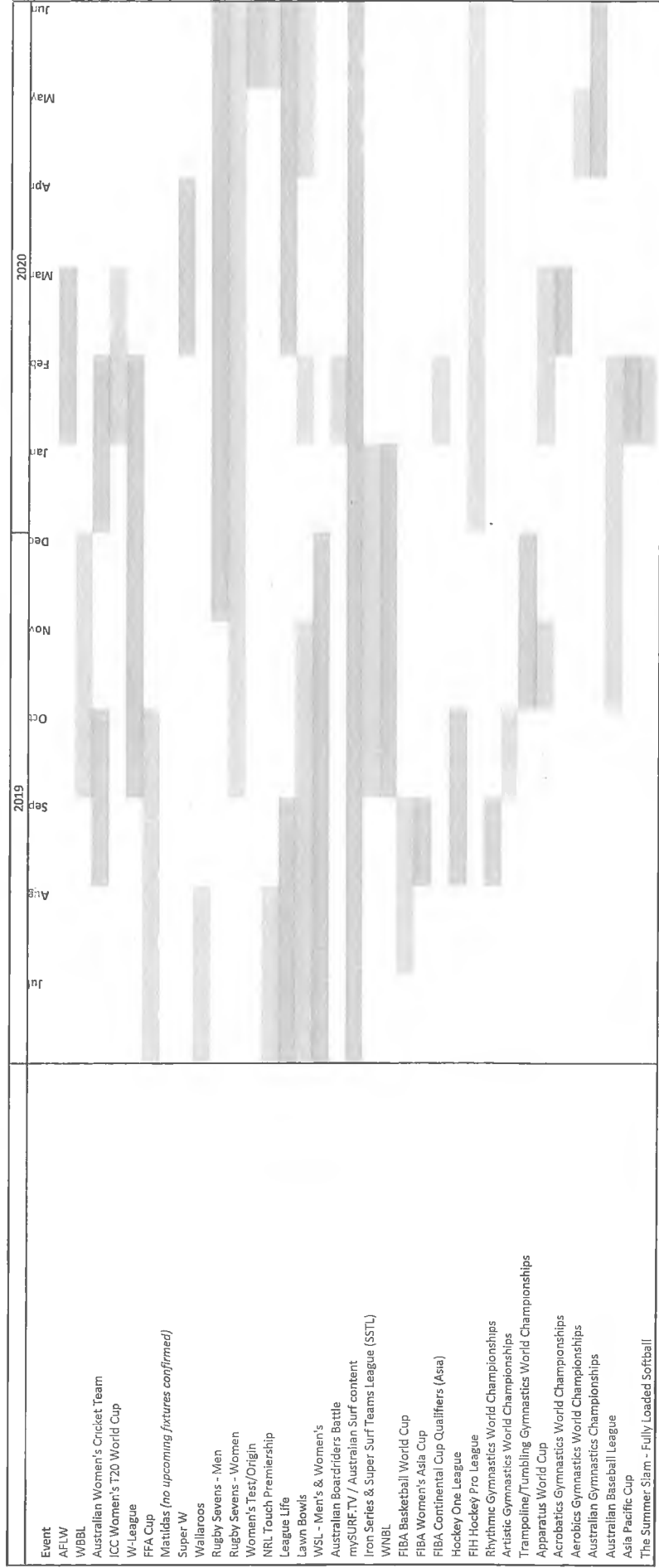


Executive Summary

- The Strategic Roadmap outlines the allocation of funds from the Government's Under-represented Sports Grant by code, competition, hours and spend for FY20.
- Thirteen different sport codes will benefit including; AFL, Football (Soccer), Rugby Union, Rugby League, Cycling, Lawn Bowls, Life Saving, Cricket, Basketball, Gymnastics, Hockey, Baseball and Softball.
- Funding is to be allocated to 29 women's sport competitions, 23 niche sport competitions and 13 emerging sport competitions.
- FOX SPORTS anticipates to broadcast at least 1580 hours of live coverage and more than 4600 hours in total of women, niche and emerging sports.
- FOX SPORTS anticipates an increase in coverage from 2016-17.
- The costs incurred by FOX SPORTS for the acquisition and broadcast of women's, niche and emerging sports in 2019-20 will exceed the \$7.5m grant allocation.
- This 2019-20 Strategic Roadmap is not exhaustive – some partial expenses have been omitted, and not all women's, niche or emerging sport competitions broadcast on FOX SPORTS are listed.

Calendar of events:

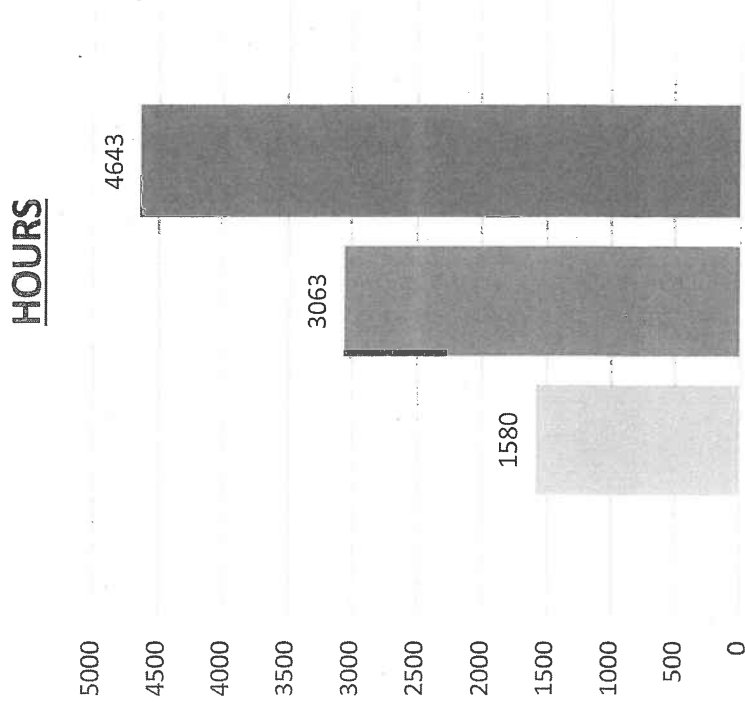
Year round coverage of sports benefiting from the Grant



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Planned Grant Allocation

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Fund Allocation

Competition	Code	Description	Competition represented by	Category	NPI	Platform	2019/20 Planned Hours	Was the Competition/Programme broadcast in 2016/17?	Will there be an uplift in hours in 2019/20?
AFLW	AFL	AFLW is Australia's national Australian rules football league for female players. The first season of the league began in February 2017 with eight teams. In 2019 there will be 38 matches, with two new teams to join the competition. WBBL is Australia's national Twenty20 cricket competition for female players. The first season of the league in its current format began in 2015-16 and there are eight teams competing. The current champions are the Sydney Swans.	Australian Football League	Women's Niche - Emerging	Y	STV Fox Sports broadcast	753	Y	Y
WBBL	Cricket	The Australian Women's Cricket Team participate in cricket tours both domestically and internationally. The team will host Sri Lanka in September 2019 and will then host India and England as part of a Tri-Series in February 2020. ICC Women's T20 World Cup 2020 is the seventh edition of the tournament and will take place February-March in Australia. The competition will feature 10 teams including Australia, England, India, New Zealand and West Indies. Australia is the current champions.	Cricket Australia	Y	Y	STV Fox Sports broadcast	350	Y	Y
Australian Women's Cricket Team	Cricket		International Cricket Council	Y	Y	STV Fox Sports broadcast	136	Y	Y
ICC Women's T20 World Cup	Cricket			Y	Y	STV Fox Sports broadcast	127	N	Y
W-League	Football (Soccer)	W-League is Australia's top-division national football (soccer) league for female players. The first season of the league began in 2008 with the league now consisting of nine teams and 57 matches.	Football Federation Australia	Y	Y	STV Fox Sports broadcast	100	Y	N
FFA Cup	Football (Soccer)	FFA Cup is an annual national football knockout competition consisting of 32 teams from both the top division and lower tiers. This includes the 10 A-League teams and remaining 22 teams composed of semi-professional and amateur qualifiers.		Y	Y	STV Fox Sports broadcast	167	Y	Y
Matildas	Football (Soccer)	The Matildas are the Australian women's national football team for female players. 2018 was the inaugural year of the competition which included five teams and 11 matches.		Y	Y	STV Fox Sports broadcast	14	Y	N
Super W	Rugby Union	The Wallaroos represent Australia in international women's rugby union. The Wallaroos played new Zealand in a two test home and away series in August 2018.		Y	Y	STV Fox Sports broadcast	49	Y	Y
Wallaroos	Rugby Union	The World Rugby Sevens Series consists of 10 tournaments held around the world (including Sydney). In which national men's sevens teams compete for series points.	Rugby Australia	Y	Y	STV Fox Sports broadcast	24	N	Y
Rugby Sevens - Men	Rugby Union	The World Rugby Women's Sevens Series consists of 8 tournaments held around the world (including Sydney), in which national women's sevens teams compete for series points.	World Rugby	Y	Y	STV Fox Sports broadcast	460	Y	N
Rugby Sevens - Women	Rugby Union			Y	Y	STV Fox Sports broadcast			

NOTES: the number of W-League and Matildas matches to be produced by FOX SPORTS is expected to be in line with 2016/17 and FOX SPORTS anticipates meeting all KPIs. World Rugby is finalising a new competition structure for Rugby Sevens which is expected to include a revised production plan.

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Fund Allocation (cont'd)

Competition	Core	Description	Competition represented by:	Category	WPI	Platform	2019/20 Planned Hours	Was the Competition/Programme broadcast in 2016/17?	Will there be an uplift in hours in 2019/20?
			Women's Niche	Emerging	STV	Digital	Total		
Women's Test/State of Origin	Rugby League	Rugby League women's internationals and State of Origin matches held annually.	Australian Rugby League Commission	Y	Y	Fox Sports broadcast	106	Y	Y
NRL Touch Premiership	Rugby League	NRL Touch Premiership is Australia's top-division national touch football competition. 2018 was the inaugural year of the competition and included six teams in both the men's and women's competitions.		Y	Y	Fox Sports broadcast	-	Y	Y
League Life	Rugby League	League Life launched in 2017 and is Australia's first all-female rugby league panel show broadcasting weekly. The show focuses on discussing issues from the NRL and delivering feature stories from grassroots to the elite.	Fox Sports	Y		Fox Sports broadcast	112	N	Y
Lawn Bowls	Lawn Bowls	The package includes the men's and women's Australian Open, Bowls Premier League, World Bowls Challenge and The Bowls Show.	Bowls Australia	Y	Y	Fox Sports broadcast	224	Y	Y
WSL - Men's & Women's	Surfing	The Championship Tour is the elite international competition for men's and women's surfing with 11 and 10 rounds respectively. These events are held in Australia each year - Gold Coast, Margaret River and Bells Beach.	World Surf League	Y	Y	Fox Sports broadcast	490	Y	N
Australian Boardriders Battle	Surfing	Australian Boardriders Battle is an annual surf event held in Newcastle and is the biggest grassroots boardriders event in Australia. More than 100 of Australia's best boardriders clubs compete in eight State qualifying rounds. The National Final is a two day competition held for 24 clubs and broadcast on Fox Sports.	Surfing Australia	Y	Y	Fox Sports broadcast	45	Y	N
mySURETV / Australian Surf content	Surfing	Surfing Australia to provide a back catalogue of Australian surfing content including mySURETV and instructional videos. SLSA has restructured its national competition previously known as Oceanic. The new series is designed to revitalise and reinvigorate the sport, and will include surf race, paddleboard, surf ski, run and relay competitions.	Surfing Australia	Y	Y	Fox Sports broadcast	46	N	Y
Iron Series & Super Surf Teams League (SSTL)	Life Saving		Surf Life Saving Australia	Y	Y	Fox Sports broadcast	103	N	N

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Fund Allocation (cont'd)

Competition	Code	Description	Competition represented by:	Category	WPI	Platform	2019/20 Planned Hours	Was the Competition/Programme broadcast in 2016/17?	Will there be an uplift in hours in 2019/20?
WNBL	Basketball	WNBL is Australia's national basketball league for female players with eight teams and approximately 90 matches. The FIBA Basketball Cup will take place in eight cities across China from August to September. The 18th edition of the event will feature 32 teams and will also act as qualification for 2020 Tokyo Olympics.	Basketball Australia	Women's	Produce coverage of approximately 23 matches.	STV Fox Sports broadcast	80	N	Y
FIBA Basketball World Cup	Basketball	The FIBA Women's Asia Cup will take place in the Philippines in September. The competition will feature 16 teams and is the first step for the qualification for FIBA Asia and FIBA Oceania for the women's basketball tournament at the 2020 Tokyo Olympics.	International Basketball Federation/Basketball Australia	Women's	Acquire rights to broadcast all Australia matches and finals.	Digital Fox Sports website, Foxtel Now & Kayo	101.5	N	Y
FIBA Women's Asia Cup	Basketball	Qualification for the 2024 FIBA Asia Cup will begin in November 2019 and will see Australia compete against Hong Kong, New Zealand and Guam.	International Basketball Federation/Basketball Australia	Women's	Produce all Australia (home) matches and broadcast all Australia (away) matches.	STV Fox Sports broadcast	27	N	Y
FIBA Continental Cup Qualifiers (Asia)	Basketball	Hockey Australia has restructured its national competition, resulting in the launch of Hockey One. Seven clubs will compete in the competition, with a female and male team at each club, and will be based in seven major cities across Australia. The competition will feature a spread of elite Hockeyroos and Kookaburras along with emerging local talent. Each club will host three matchdays as part of the new format.	International Hockey Federation/Hockey Australia	Women's	Acquire rights to broadcast coverage of all competitions.	STV Fox Sports broadcast (limited matches)	13.5	N	Y
Hockey One League - Men	Hockey	FH Hockey Pro League is the premier international hockey competition for men and women. 2019 will be the inaugural year of the round-robin competition and will run from January to June. The men's and women's tournaments will run concurrently with nine teams to compete in both. The Kookaburras and Hockeyroos will both compete, with each team to have home and away matches. Argentina, Belgium, Germany, Great Britain, Netherlands and New Zealand will also compete in both competitions.	International Hockey Federation/Hockey Australia	Women's	Produce all Australia (home) matches and broadcast all Australia (away) matches.	Digital Fox Sports website, Foxtel Now & Kayo	9	N	Y
Hockey One League - Women	Hockey		International Hockey Federation/Hockey Australia	Women's	Produce all Australia (home) matches and broadcast all Australia (away) matches.	Digital Fox Sports website, Foxtel Now & Kayo	9	N	Y
FH Hockey Pro League - Men	Hockey		International Hockey Federation/Hockey Australia	Women's	Produce all Australia (home) matches and broadcast all Australia (away) matches.	Digital Fox Sports website, Foxtel Now & Kayo	157	N	Y
FH Hockey Pro League - Women	Hockey		International Hockey Federation/Hockey Australia	Women's	Produce all Australia (home) matches and broadcast all Australia (away) matches.	Digital Fox Sports website, Foxtel Now & Kayo	303	N	Y

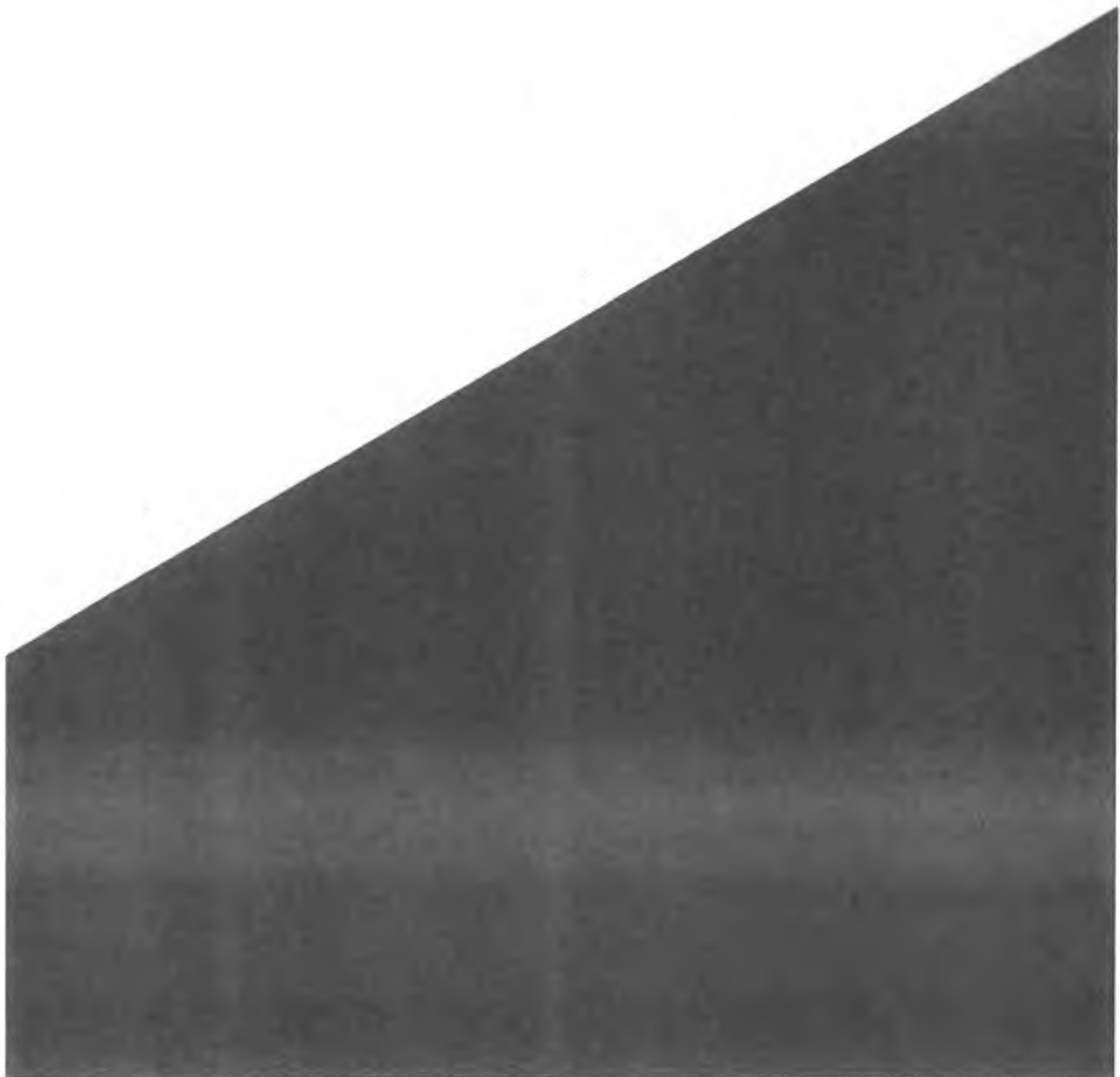
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Fund Allocation (cont'd)

Competition	Code	Description	Competition represented by:	Category	KPI	Platform	2019/20 Planned Hours	Total	Was the Competition broadcast in 2018/17?	Will there be an uplift in hours in 2019/20?
			Women's		STV		Digital			
			Niche	Emerging						
Rhythmic Gymnastics World Championships	Gymnastics	The 2019 event will be held in Baku, Azerbaijan and is a continuation of FIG's very successful international program and elite level competition. The competition will serve as a qualifier for the 2020 Tokyo Olympics. An Australian contingent will compete at all World Championships events in 2019/20.	Gymnastics Australia	Y	Y		20		N	Y
Artistic Gymnastics World Championships	Gymnastics	The 2019 event will be held in Stuttgart, Germany and is a continuation of FIG's successful international program and elite level competition. An Australian contingent will compete at all World Championships events in 2019/20.	Gymnastics Australia	Y	Y		57		N	Y
Trampoline/Tumbling Gymnastics World Championships	Gymnastics	The 2019 event will be held in Tokyo, Japan and it is a continuation of FIG's successful international program and elite level competition. An Australian contingent will compete at all World Championships events in 2019/20.	Gymnastics Australia	Y	Y		2		N	Y
Apparatus World Cup	Gymnastics	The World Cup series consists of four events per year (Melbourne, Azerbaijan, Qatar and Germany) and provides an Olympic qualifying pathway for individual athletes from up to 142 countries. The Melbourne event will include live coverage of the final two days.	Gymnastics Australia	Y	Y	Fox Sports broadcast	74		N	Y
Acrobatics Gymnastics World Championships	Gymnastics	The 27th edition of the event will be held in Geneva, Switzerland and is a continuation of FIG's very successful international program and elite level competition. An Australian contingent will compete at all World Championships events in 2019/20.	Gymnastics Australia	Y	Y	Fox Sports website, Foxtel Now & Kayo	8		N	Y
Acrobatics Gymnastics World Championships	Gymnastics	The 2020 event will be held in Baku, Azerbaijan and is a continuation of FIG's very successful international program and elite level competition. An Australian contingent will compete at all World Championships events in 2019/20.	Gymnastics Australia	Y	Y		9		N	Y
Australian Championships	Gymnastics	The Australian Championships are the pinnacle of the national competitive program with the event held each year in May/June in Melbourne. The program includes all Olympic gymnastics of men's and women's artistic, rhythmic and trampolining gymnastics as well as acrobatic gymnastics. The event will include live coverage of all finals.	Gymnastics Australia	Y	Y		28		N	Y

Fund Allocation (cont'd)

Competition	Code	Description	Competition referenced by	Category	SP1	STV	Digital	3013/20 Planned Hours	Will there be a website on hours in 2019/20?	Will there be a website on hours in 2020/21?
			Women's	Niche	Emerging			Total		
Australian Baseball League	Baseball	Australian Baseball League is Australia's premier professional baseball competition, and will enter its ninth season in November 2018. The competition features eight teams and the Brisbane Bandits are the defending champions. Asia Pacific Cup will return in 2020 and will feature some of the best softball players in the world. Six national teams will compete and it will serve as an important test in the lead up to the 2020 Tokyo Olympics. The event will include Australia, Japan, China, Chinese Taipei, New Zealand and Italy.	Baseball Australia	Y		N/A	Fox Sports website & Kayo		N	Y
Asia Pacific Cup	Softball	The Summer Slam is a world-first innovative fast paced competition that will define a new era for the sport of softball. The inaugural competition will feature six teams and will take place in February 2019 at Blacktown International SportsPark.	Softball Australia	Y		Fox Sports broadcast	Fox Sports website, Foxtel Now & Kayo	12	N	Y
The Summer Slam- Fully Loaded Softball	Softball		Softball Australia	Y		Fox Sports broadcast	Fox Sports website, Foxtel Now & Kayo	29	N	Y
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FOX SPORTS AUSTRALIA
STRATEGIC ROADMAP 2019/20

CODE:	1A-AFL	COMPETITION/SPORT:	AFLW
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DESCRIPTION :
AFL Women's (AFLW) is Australia's national Australian rules football league for female players. The first season of the league began in February 2017 with eight teams and 29 matches. In 2020 there will be 14 teams in the competition.

BROADCAST COVERAGE:
<i>Previous level of broadcast coverage:</i>
2017 was the first year of the AFLW competition and it was broadcast on FOX SPORTS and the Seven Network.
<i>Is this an increase/enhancement on 2016/17?</i>
<input checked="" type="checkbox"/> Yes
<i>If yes, what is the extent of the increase/enhancement?</i>
FOX SPORTS will produce coverage of approximately 21 matches and will broadcast all matches throughout the season. There will be an increase from approximately 50 live hours in 2016/2017 to over 750 hours of live and delayed coverage in 2019/20.
<i>Will the coverage span multiple years?</i>
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RATIONALE FOR SELECTION OF SPORT/COMPETITION:
<ul style="list-style-type: none">✓ As a new national league, AFLW will provide role models and pathways for aspiring female athletes.✓ AFL has a large participation base with over 380k female participants, 200k NAB Auskick participants and over 1.4m domestic participants and the AFLW will encourage further levels of community engagement and participation, particularly among females.✓ Broadcast exposure on FOX FOOTY will encourage commercial support for the league and its athletes through sponsorship opportunities.✓ Broadcast coverage and promotion of matches should encourage increased crowd attendance, memberships and contribute to the overall financial viability of the league.

CONSULTATION:
<i>Sports body represented by:</i>
AFL-s 47F s47G
<i>Objectives of sport body in working with FOX SPORTS</i>
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**FOX SPORTS AUSTRALIA
STRATEGIC ROADMAP 2019/20**

APPENDIX #	1B-Cricket	COMPETITION/SPORT:	WBBL; Southern Stars
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DESCRIPTION :
<ul style="list-style-type: none"> • The WBBL is Australia's national Twenty20 cricket competition for female players. The first season of the league in its current format began in 2015-16 and there are eight teams competing. The current champions are the Sydney Sixers. • The Australian Women's Cricket Team participate in cricket tournaments both domestically and internationally.

BROADCAST COVERAGE:
<i>Previous level of broadcast coverage:</i>
FOX SPORTS expanded its coverage of women's cricket in 2018 to include both the WBBL and Australian Women's Cricket Team matches played domestically. The FTA rights for 2019/20 are held by Network Seven.
<i>Is this an increase/enhancement on 2016/17?</i>
<input checked="" type="checkbox"/> Yes
<i>If yes, what is the extent of the increase/enhancement?</i>
FOX SPORTS will broadcast more than 480 hours of live and delayed coverage of women's cricket in 2018/19 which will include WBBL and tours of Australia by Sri Lanka, India and England.
<i>Will the coverage span multiple years?</i>
s47G

RATIONALE FOR SELECTION OF SPORT/COMPETITION:
<ul style="list-style-type: none"> ✓ The WBBL is entering its 5th season and as a recognisable national league provides role models and pathways for aspiring female cricketers. ✓ Cricket has a large participation base with Cricket Australia identifying more than 1.4m domestic participants including 385k females. ✓ Broadcast exposure on FOX SPORTS will encourage commercial support for the competitions and its athletes. It should also contribute to increased crowd attendance and membership at women's cricket events held domestically.

CONSULTATION:
<i>Sports body represented by:</i>
CA- (s 47F) s47G
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<i>Objectives of sport body in working with Fox Sports</i>
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**FOX SPORTS AUSTRALIA
STRATEGIC ROADMAP 2019/20**

APPENDIX #	1C-Cricket	COMPETITION/SPORT:	ICC Women's World Twenty20
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DESCRIPTION :
The ICC Women's World Twenty20 is a biannual international cricket competition and will take place in February-March. The seventh edition of the competition will be hosted by Australia and will feature 10 teams including England, India, New Zealand and West Indies.

BROADCAST COVERAGE:
<i>Previous level of broadcast coverage:</i>
FOX SPORTS has broadcast limited coverage of the ICC Women's World Twenty20 since its inception in 2009. The FTA rights for the 2020 tournament are held by the Nine Network.
<i>Is this an increase/enhancement on 2016/17?</i>
<input checked="" type="checkbox"/> Yes
<i>If yes, what is the extent of the increase/enhancement?</i>
FOX SPORTS will broadcast more than 120 hours of live and delayed coverage from the tournament.
<i>Will the coverage span multiple years?</i>
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RATIONALE FOR SELECTION OF SPORT/COMPETITION:
<ul style="list-style-type: none"> ✓ The ICC Women's World Twenty20 is the pinnacle Twenty20 competition in women's international cricket and will provide role models and pathways for aspiring female cricketers. ✓ Cricket has a large participation base with Cricket Australia identifying more than 1.4m domestic participants including 385k females. ✓ Broadcast exposure on FOX SPORTS will encourage commercial support for the event and its athletes. It should also contribute to increased crowd attendance and membership at women's cricket events held domestically.

CONSULTATION:
<i>Sports body represented by:</i>
ICC s 47F s47G
<i>Objectives of sport body in working with Fox Sports</i>
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**FOX SPORTS AUSTRALIA
STRATEGIC ROADMAP 2019/20**

APPENDIX #	1D-Football	COMPETITION/SPORT:	W-League; Matildas;
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DESCRIPTION :
<ul style="list-style-type: none"> W-League is Australia's top-division national football (soccer) league for female players. The first season of the league began in 2008 with the league now consisting of nine teams and 57 matches. The Matildas are the Australian women's national football team.

BROADCAST COVERAGE:
<i>Previous level of broadcast coverage:</i>
ABC broadcast limited coverage of the W-League from 2008/09-2016/17 with FOX SPORTS joining as STV partner in 2015/16 to broadcast both W-League and Matildas matches.
<i>Is this an increase/enhancement on 2016/17?</i>
<input checked="" type="checkbox"/> Yes
<i>If yes, what is the extent of the increase/enhancement?</i>
<ul style="list-style-type: none"> FOX SPORTS will produce coverage of approximately 17 matches for broadcast transmission. There will be an increase from approximately 34 live hours in 2016/2017 to over 100 hours of live and delayed coverage in 2019/20. FOX SPORTS will also produce and broadcast coverage of approximately 2 Matildas matches.
<i>Will the coverage span multiple years?</i>
s47G

RATIONALE FOR SELECTION OF SPORT/COMPETITION:
<ul style="list-style-type: none"> ✓ The W-League is entering its 12th season and as a recognisable national league provides role models and pathways for aspiring female athletes. ✓ Football has a large participation base with over 1.3m domestic participants and according to Roy Morgan research has more than 378k female participants. ✓ Broadcast exposure on FOX SPORTS will encourage commercial support for the W-League, Matildas and its athletes through sponsorship opportunities. ✓ Broadcast coverage and promotion of matches should encourage increased crowd attendance, memberships and contribute to the overall financial viability of the domestic league.

CONSULTATION:
<i>Sports body represented by:</i>
FFA-s 47F s47G
<i>Objectives of sport body in working with FOX SPORTS</i>
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ADDITIONAL NOTES :
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**FOX SPORTS AUSTRALIA
STRATEGIC ROADMAP 2019/20**

APPENDIX #	1E-Football	COMPETITION/SPORT:	FFA Cup
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DESCRIPTION :
FFA Cup is an annual national football knockout competition consisting of 32 teams from both the top division and lower tiers. This includes the 10 A-League teams and remaining 22 teams composed of semi-professional and amateur qualifiers.

BROADCAST COVERAGE:
<i>Previous level of broadcast coverage:</i>
FOX SPORTS has broadcast limited coverage of the FFA Cup since its inception in 2014 ¹ .
<i>Is this an increase/enhancement on 2016/17?</i>
<input checked="" type="checkbox"/> Yes
<i>If yes, what is the extent of the increase/enhancement?</i>
FOX SPORTS will produce coverage of approximately 31 matches which will be either broadcast or streamed. There will be an increase from approximately 22 live hours in 2016/2017 to over 160 hours of live and delayed coverage in 2019/20.
<i>Will the coverage span multiple years?</i>
FOX SPORTS intends to support the FFA Cup for the duration of the grant.

RATIONALE FOR SELECTION OF SPORT/COMPETITION:
<ul style="list-style-type: none"> ✓ FFA Cup is Australia’s only true nationwide knockout competition involving grassroots teams and offers pathways for aspiring athletes by providing an opportunity for every member federation to compete. ✓ Football has a large participation base with over 1.3m domestic participants. A record 701 teams participated in the 2016 edition of the FFA Cup. ✓ The FFA Cup offers a unique opportunity to connect the grassroots to the professional league, allowing the FFA to drive strong levels of community engagement and participation. ✓ Broadcast exposure on FOX SPORTS will encourage commercial support for the competition and its clubs through sponsorship opportunities, whilst also contributing to the overall financial viability of the league.

CONSULTATION:
<i>Sports body represented by:</i>
FFA- s 47F s47G
<i>Objectives of sport body in working with FOX SPORTS</i>
s47G

¹ The FFA Cup was launched with a “lite” tournament format, with the current full tournament format launching in 2015.

**FOX SPORTS AUSTRALIA
STRATEGIC ROADMAP 2019/20**

APPENDIX #	1F-Rugby Union	COMPETITION/SPORT:	Super W; Wallaroos; Rugby Sevens (Men's & Women's)
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DESCRIPTION :
<ul style="list-style-type: none"> • Super W is Australia's top-division national rugby competition for female players. 2018 was the inaugural year of the competition which included five teams and 11 matches. • The Wallaroos represent Australia in international women's rugby union. The Wallaroos play Japan in a two-test series in July followed by a two-test series against New Zealand in August. • The World Rugby Sevens Series consists of 10 tournaments held around the world (including Sydney), in which national men's sevens teams compete for series points. 15 'core' teams participate at each round of the series. • The World Rugby Women's Sevens Series consists of 8 tournaments held around the world (including Sydney), in which national women's sevens teams compete for series points. 11 'core' teams participate at each round of the series.

BROADCAST COVERAGE:
<i>Previous level of broadcast coverage:</i>
FOX SPORTS has broadcast coverage of the entire World Rugby Sevens Series (men's and women's) since 2015/16. FOX SPORTS was the inaugural broadcaster of Super W in 2018.
<i>Is this an increase/enhancement on 2016/17?</i>
<input checked="" type="checkbox"/> Yes
<i>If yes, what is the extent of the increase/enhancement?</i>
<ul style="list-style-type: none"> • FOX SPORTS will produce coverage of approximately 11 Super W matches which will be either broadcast or streamed. FOX SPORTS will broadcast close to 50 hours of live and delayed coverage in 2019/20. • FOX SPORTS will produce coverage of approximately 3 Wallaroos matches. FOX SPORTS will broadcast more than 20 hours of live and delayed coverage in 2019/20. • There will be an increase in coverage of the World Rugby Sevens Series (men's and women's) from approximately 230 live hours in 2016/2017 to more than 480 hours of live and delayed coverage in 2019/20.
<i>Will the coverage span multiple years?</i>
s47G

RATIONALE FOR SELECTION OF SPORT/COMPETITION:
<ul style="list-style-type: none"> ✓ The World Rugby Seven Series as an international competition provides a critical pathway to the Olympics for aspiring athletes, whilst Super W provides a key professional pathway for female rugby union athletes. ✓ Rugby Union has approximately 270k domestic participants and has experienced significant growth of female participation in grassroots competitions following the success of the Australian Women's Sevens team at the 2016 Rio Olympics. ✓ Due to a growing interest in emerging non-traditional Rugby formats, coverage of World Rugby Sevens Series on FOX SPORTS presents an opportunity for Rugby Australia to engage with new fans and participants. ✓ Broadcast exposure of the World Rugby Sevens Series and Super W on FOX SPORTS will also encourage commercial support for both competitions and its athletes through sponsorship opportunities, contributing to their overall financial viability.

FOX SPORTS AUSTRALIA
STRATEGIC ROADMAP 2019/20

CONSULTATION:

Sports body represented by:

Rugby Australia -s 47F 47G

s47G

Objectives of sport body in working with FOX SPORTS

s47G

**FOX SPORTS AUSTRALIA
STRATEGIC ROADMAP 2019/20**

APPENDIX #	1G-Rugby League	COMPETITION/SPORT:	Women's Test/State of Origin; NRL Touch Premiership;
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DESCRIPTION :
<ul style="list-style-type: none"> • Rugby League women's Tests and State of Origin matches are held annually. • NRL Touch Premiership is Australia's top-division national touch football competition. 2018 was the inaugural year of the competition and included six teams in both the men's and women's competitions.

BROADCAST COVERAGE:
<i>Previous level of broadcast coverage:</i>
FOX SPORTS was the inaugural broadcast of the NRL Touch Premiership in 2018 and has broadcast the Women's State of Origin since 2015.
<i>Is this an increase/enhancement on 2016/17?</i>
<input checked="" type="checkbox"/> Yes
<i>If yes, what is the extent of the increase/enhancement?</i>
FOX SPORTS anticipates an increase in coverage from 4.5 hours of delayed coverage of the Women's State of Origin in 2016/17 to more than 100 hours of live and delayed coverage. FOX SPORTS will transmit the NRL Touch Premiership on Kayo Sports-only.
<i>Will the coverage span multiple years?</i>
s47G

RATIONALE FOR SELECTION OF SPORT/COMPETITION:
<ul style="list-style-type: none"> ✓ Women's Tests and State of Origin matches provide a critical pathway and platform for female rugby league athletes. ✓ The NRL Touch Premiership will enable FOX SPORTS to transmit a different format of rugby league. Sports such as rugby union and cricket that have offered consumers multiple formats have been widely popular. ✓ Rugby league has a strong participation base with close to 1.5m domestic participants across school based programs, touch football as well as registered male and female players. This includes 613,000 participants taking part in touch football. ✓ Due to a growing interest in emerging non-traditional sport formats, coverage of the NRL Touch Premiership on FOX SPORTS presents an opportunity for ARLC to reach a new community and engage a different demographic. ✓ Broadcast exposure of Women's Test and State of Origin matches will encourage commercial support for the women's game and its athletes through sponsorship opportunities.

**FOX SPORTS AUSTRALIA
STRATEGIC ROADMAP 2019/20**

APPENDIX #	1H-Lawn Bowls	COMPETITION/SPORT:	Bowls Premier League; Australian Open; World Bowls Challenge
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DESCRIPTION :
<ul style="list-style-type: none"> • The Bowls Premier League is a biannual event involving eight teams (which includes at least 1 female player) from Australia and New Zealand. First held in 2013, each team plays each other twice over 14 rounds, with the top four teams playing off in the finals series. • The Australian Open features more than 2,100 players competing across 14 days of action and 13 Gold Coast clubs. • The World Bowls Challenge is a new competition in conjunction with World Bowls. It is Australia versus the rest of the World and features 20 players, with no more than two players from each nation.

BROADCAST COVERAGE:
<i>Previous level of broadcast coverage:</i>
FOX SPORTS has broadcast coverage of Bowls Premier League since its inception in 2013 however 2018 will be the first time the World Bowls Challenge will be televised.
<i>Is this an increase/enhancement on 2016/17?</i>
<input checked="" type="checkbox"/> Yes
<i>If yes, what is the extent of the increase/enhancement?</i>
FOX SPORTS coverage of lawn bowls will increase from approximately 22 live hours in 2016/2017 to over 200 hours of live and delayed coverage in 2019/20.
<i>Will the coverage span multiple years?</i>
s47G

RATIONALE FOR SELECTION OF SPORT/COMPETITION:
<ul style="list-style-type: none"> ✓ The Bowls Premier League was created specifically for television broadcast as a way of promoting bowls to non-participants with an action packed, fast format. ✓ Bowls has more than 633k participants domestically, taking part in either social bowls or more formal competition. ✓ Broadcast coverage should encourage commercial support for the competition as well as attendance and memberships.

CONSULTATION:
<i>Sports body represented by:</i>
Bowls Australia-s 47F ;47G
s47G
<i>Objectives of sport body in working with FOX SPORTS</i>
s47G

**FOX SPORTS AUSTRALIA
STRATEGIC ROADMAP 2019/20**

APPENDIX #	11-Surfing	COMPETITION/SPORT:	World Surf League; Australian Boardriders Battle; Surfing Australia Content Library
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DESCRIPTION :
<ul style="list-style-type: none"> • The WSL Championship Tour is the elite international competition for men's and women's surfing with 11 and 10 rounds respectively. Three events are held in Australia each year - Gold Coast, Margaret River and Bells Beach. • Australian Boardriders Battle is an annual surf event held in Newcastle and is the biggest grassroots boardriders event in Australia. More than 100 of Australia's best boardriders clubs compete in eight State qualifying rounds. The National Final is a two day competition held for 24 clubs and broadcast on FOX SPORTS. • The Surfing Australia Content Library provide a back catalogue of Australian surfing content including mySURF.TV and instructional videos. In 2019/20 Surfing Australia will also produce new surf content to help promote the sport.

BROADCAST COVERAGE:
<i>Previous level of broadcast coverage:</i>
<ul style="list-style-type: none"> • FOX SPORTS has broadcast the WSL since its inception, and the national final of the Australian Boardriders Battle since 2014.
<i>Is this an increase/enhancement on 2016/17?</i>
<input checked="" type="checkbox"/> Yes
<i>If yes, what is the extent of the increase/enhancement?</i>
<ul style="list-style-type: none"> • FOX SPORTS will broadcast coverage from all 21 events across the men's and women's Championship Tour's. There will be an increase from approximately 485 live hours in 2017 to 490 hours of live and delayed coverage in 2019. • FOX SPORTS will again broadcast coverage from the final two days of the Australian Boardriders Battle. However, FOX SPORTS anticipates an increase from almost 20 hours of live coverage to close to 50 hours of live and delayed coverage in 2020.
<i>Will the coverage span multiple years?</i>
s47G

RATIONALE FOR SELECTION OF SPORT/COMPETITION:
<ul style="list-style-type: none"> ✓ The WSL Championship Tour is the pinnacle surf competition globally and Australian's have a long and illustrious history of success on the Tour, across both the men's and women's competitions. The Tour and its Qualifying Series provides role models and pathways for aspiring surfers. ✓ The Australian Boardriders Battle is the country's largest grassroots boardriders event series and is a key pillar of Surfing Australia's sport development pathway. ✓ AusPlay data estimates more than 500k surfing participants domestically with Surfing Australia having over 17k club members and more than 200 affiliated clubs. ✓ Broadcast exposure on FOX SPORTS will encourage commercial support for both competitions as well as those competing. ✓ Broadcast coverage may also encourage club participation, contributing to the overall financial viability of local boardriders clubs and Surfing Australia's grass root programs.

FOX SPORTS AUSTRALIA
STRATEGIC ROADMAP 2019/20

CONSULTATION:

Sports body represented by:

Surfing Australia-s 47F

;47G

s47G

WSL-s 47F

;47G

s47G

Objectives of sport body in working with FOX SPORTS

s47G

ADDITIONAL NOTES :

- ✓ Surfing will be included in the Summer Olympic program for the first time at the 2020 Tokyo Olympics.

**FOX SPORTS AUSTRALIA
STRATEGIC ROADMAP 2019/20**

APPENDIX #	1J-Surf Sports	COMPETITION/SPORT:	Iron Series & Super Surf Teams League (Ocean6 Series)
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DESCRIPTION :
<ul style="list-style-type: none"> Iron Series & Super Surf Teams League (formerly Ocean6 Series) is an annual national surf sport series and features both men's and women's competitions. The series is designed to promote participation in surf sport disciplines including swim, ski and paddleboard.

BROADCAST COVERAGE:
<i>Previous level of broadcast coverage:</i>
<ul style="list-style-type: none"> FOX SPORTS has broadcast coverage of Australian surf sports since 2014/15.
<i>Is this an increase/enhancement on 2016/17?</i>
<input checked="" type="checkbox"/> Yes
<i>If yes, what is the extent of the increase/enhancement?</i>
<ul style="list-style-type: none"> FOX SPORTS will broadcast coverage from all six events held as part of the series. There will be an increase from almost 8 hours of live coverage to more than 100 hours of live and delayed coverage in 2018/19.
<i>Will the coverage span multiple years?</i>
s47G

RATIONALE FOR SELECTION OF SPORT/COMPETITION:
<ul style="list-style-type: none"> ✓ The Iron Series & Super Surf Teams League provides elite surf sports athletes globally with an opportunity to compete in six events across six different disciplines, providing role models and pathways for aspiring athletes to compete in the IRONMAN and IRONWOMAN Series. ✓ Surf Life Saving Australia has more than 168k members across more than 300 clubs, with AusPlay data indicating more than 65k youth participants. ✓ Broadcast exposure on FOX SPORTS will encourage commercial support for Surf Life Saving Australia's flagship sporting events.

CONSULTATION:
<i>Sports body represented by:</i>
Surf Life Saving Australia s 47F s47G
<i>Objectives of sport body in working with FOX SPORTS</i>
s47G

ADDITIONAL NOTES :
<ul style="list-style-type: none"> ✓ Surf Life Saving Australia maintains strong relationships with Olympics Sports Canoeing and Swimming with 13 members competing at the Rio 2016 Olympics, highlighting the various pathways that surf lifesaving offers to different elite competitions.

**FOX SPORTS AUSTRALIA
STRATEGIC ROADMAP 2019/20**

APPENDIX #	1K-Basketball (Domestic)	COMPETITION/SPORT:	WNBL
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DESCRIPTION :
WNBL is Australia's national basketball league for female players with eight teams and approximately 90 matches.

BROADCAST COVERAGE:
<i>Previous level of broadcast coverage:</i>
The ABC previously broadcast one game per round and all Finals, however the WNBL did not have a broadcast partner from 2014/15-2016/17. FOX SPORTS first broadcast the competition in 2017/18.
<i>Is this an increase/enhancement on 2016/17?</i>
<input checked="" type="checkbox"/> Yes
<i>If yes, what is the extent of the increase/enhancement?</i>
FOX SPORTS will produce coverage of approximately 23 matches in 2019/20 which will include 80 hours of live and delayed broadcast.
<i>Will the coverage span multiple years?</i>
s47G

RATIONALE FOR SELECTION OF SPORT/COMPETITION:
<ul style="list-style-type: none"> ✓ The WNBL is Australia's oldest elite female national competition and has been without a broadcast partner for the last two seasons. ✓ Basketball has strong grassroots participation with more than 530k club sport participants and 400 associations nationwide. ✓ Broadcast exposure on FOX SPORTS will encourage commercial support for the league and its athletes through sponsorship opportunities. ✓ Broadcast coverage and promotion of matches should also promote increased crowd attendance, memberships and contribute to the overall financial viability of the league and its clubs.

CONSULTATION:
<i>Sports body represented by:</i>
Basketball Australia- s 47F s47G
s47G
<i>Objectives of sport body in working with Fox Sports</i>
s47G

**FOX SPORTS AUSTRALIA
STRATEGIC ROADMAP 2019/20**

APPENDIX #	1L-Basketball (International)	COMPETITION/SPORT:	FIBA Basketball World Cup; FIBA Women's Asia Cup; FIBA Continental Cup Qualifiers (Asia)
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DESCRIPTION :
<ul style="list-style-type: none"> FIBA Basketball Cup 2019 will take place in eight cities across China from August to September. The 18th edition of the event will feature 32 teams and will also act as qualification for 2020 Tokyo Olympics. FIBA Women's Asia Cup 2019 will take place in the Philippines in September. The competition will feature 16 teams and is the first step for the qualification for FIBA Asia and FIBA Oceania for the women's basketball tournament at the 2020 Tokyo Olympics. FIBA Continental Cup Qualifiers signal the start of the qualification process for the 2021 FIBA Asia Cup. Qualifiers will begin in November 2019 and will see Australia compete against Hong Kong, New Zealand and Guam.

BROADCAST COVERAGE:
<i>Previous level of broadcast coverage:</i>
FOX SPORTS last broadcast the FIBA World Cup (formerly World Championship) in 2010. FOX SPORTS broadcast the FIBA Women's Asia Cup and FIBA Continental Cup Qualifiers in 2017.
<i>Is this an increase/enhancement on 2016/17?</i>
<input checked="" type="checkbox"/> Yes
<i>If yes, what is the extent of the increase/enhancement?</i>
The FIBA World Cup is held every four years. FOX SPORTS will broadcast approximately 140 hours of live and delayed coverage from the World Cup, Women's Asia Cup and Continental Cup Qualifiers in 2019/20.
<i>Will the coverage span multiple years?</i>
s47G

RATIONALE FOR SELECTION OF SPORT/COMPETITION:
<ul style="list-style-type: none"> ✓ The FIBA World Cup (men's and women's) is a critical Olympic pathway and will provide opportunities for aspiring basketballers. ✓ Basketball has strong grassroots participation with more than 530k club sport participants and 400 associations nationwide. ✓ Broadcast exposure on FOX SPORTS will encourage commercial support for Australia's national teams and its athletes as well as promote increased crowd attendance and membership domestically.

CONSULTATION:
<i>Sports body represented by:</i>
FIBA Media- s 47F 47G s47G
<i>Objectives of sport body in working with Fox Sports</i>
s47G

**FOX SPORTS AUSTRALIA
STRATEGIC ROADMAP 2019/20**

APPENDIX #	1M-Hockey	COMPETITION/SPORT:	Hockey One League (men's & women's); FIH Hockey Pro League (men's & women's)
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DESCRIPTION :
<ul style="list-style-type: none"> • Hockey One League is the result of a restructure of Hockey Australia's national competition. Seven clubs will compete in the competition, with a female and male team at each club, and will be based in seven major cities across Australia. The competition will feature a spread of elite Hockeyroos and Kookaburras along with emerging local talent. Each club will host three matchdays as part of the new format. • Hockey Pro League is the premier international hockey competition for men and women. 2019 was the inaugural year of the round-robin competition which runs from January to June. The men's and women's tournaments run concurrently with nine teams competing in both. The Kookaburras and Hockeyroos will both compete, with each team to have home and away matches. Argentina, Belgium, Germany, Great Britain, Netherlands and New Zealand also compete in both competitions.

BROADCAST COVERAGE:
<i>Previous level of broadcast coverage:</i>
Hockey One League will be first broadcast on FOX SPORTS in late 2019. Hockey Pro League was launched on FOX SPORTS in 2019.
<i>Is this an increase/enhancement on 2016/17?</i>
<input checked="" type="checkbox"/> Yes
<i>If yes, what is the extent of the increase/enhancement?</i>
FOX SPORTS will broadcast more than 470 hours of live and delayed coverage from the Hockey One League and Hockey Pro League in 2019/20.
<i>Will the coverage span multiple years?</i>
s47G

RATIONALE FOR SELECTION OF SPORT/COMPETITION:
<ul style="list-style-type: none"> ✓ International hockey events are a critical pathway towards Olympic qualification and will provide opportunities for aspiring athletes. ✓ Hockey has a participation base of approximately 197k and is seeking to grow participation through both traditional and non-traditional, modified formats. ✓ Broadcast exposure on FOX SPORTS will encourage commercial support for both international and domestic hockey events as well as athletes. It should also promote increased crowd attendance and participation domestically.

CONSULTATION:
<i>Sports body represented by:</i>
FIH -s 47F s47G
Hockey Australia-s 47F s47G
<i>Objectives of sport body in working with FOX SPORTS</i>

FOX SPORTS AUSTRALIA
STRATEGIC ROADMAP 2019/20

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**FOX SPORTS AUSTRALIA
STRATEGIC ROADMAP 2019/20**

APPENDIX #	1N- Gymnastics	COMPETITION/SPORT:	World Championships: Rhythmic, Artistic, Trampoline/Tumbling, Acrobatics & Aerobics; Apparatus World Cup; Australian Championships
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DESCRIPTION :
<ul style="list-style-type: none"> World Championships will be held for Rhythmic Gymnastics, Artistic Gymnastics, Trampoline/Tumbling Gymnastics, Acrobatics Gymnastics and Aerobics Gymnastics in 2019/20. Events will take place across Azerbaijan, Germany, Japan and Switzerland. An Australian contingent will compete at all World Championships in 2019/20. Apparatus World Cup is an international gymnastics competition. The World Cup series consists of four events per year (Melbourne, Azerbaijan, Qatar and Germany) and provides an Olympic qualifying pathway for individual athletes from up to 142 countries. The Melbourne event will include live coverage of the final two days. The Australian Championships are the pinnacle of the national competitive program with the event held each year in May/June in Melbourne. The program includes all Olympic gym sports of men's and women's artistic, rhythmic and trampolining gymnastics as well as acrobatic gymnastics. The event will include live coverage of all finals.

BROADCAST COVERAGE:
<i>Previous level of broadcast coverage:</i>
FOX SPORTS had broadcast limited coverage of international gymnastics since 2000. FOX SPORTS secured a more expansive agreement with Gymnastics Australia in 2017 which includes both domestic and international competitions.
<i>Is this an increase/enhancement on 2016/17?</i>
<input checked="" type="checkbox"/> Yes
<i>If yes, what is the extent of the increase/enhancement?</i>
All events are held annually and 2019/20 will see FOX SPORTS broadcast close to 200 hours of live and delayed coverage across all events.
<i>Will the coverage span multiple years?</i>
s47G

RATIONALE FOR SELECTION OF SPORT/COMPETITION:
<ul style="list-style-type: none"> ✓ Domestic and international gymnastic events are a critical pathway towards Olympic qualification and will provide opportunities for aspiring athletes. ✓ Gymnastics has a participation base of approximately 1.3m and is seeking to grow participation and visibility in the community. ✓ Broadcast exposure on FOX SPORTS will encourage commercial support for gymnastics domestically as well as athletes. It should also promote increased crowd attendance and participation domestically.

CONSULTATION:
<i>Sports body represented by:</i>
Gymnastics Australia s 47F :47G
s47G
<i>Objectives of sport body in working with FOX SPORTS</i>

FOX SPORTS AUSTRALIA
STRATEGIC ROADMAP 2019/20

s47G



**FOX SPORTS AUSTRALIA
STRATEGIC ROADMAP 2019/20**

APPENDIX #	10-Baseball	COMPETITION/SPORT:	Australian Baseball League
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DESCRIPTION :

- The Australian Baseball League is Australia's premier professional baseball competition, and will enter its tenth season in November 2019. The competition features eight teams and the Brisbane Bandits are the defending champions.

BROADCAST COVERAGE:*Previous level of broadcast coverage:*

FOX SPORTS had broadcast limited coverage of domestic baseball since 2010. FOX SPORTS secured a more expansive agreement with Baseball Australia in 2018 which included live coverage of the regular season.

Is this an increase/enhancement on 2016/17?

Yes

If yes, what is the extent of the increase/enhancement?

FOX SPORTS will transmit at least one game per round and all finals on Kayo Sports-only in 2019/20.

Will the coverage span multiple years?

s47G

RATIONALE FOR SELECTION OF SPORT/COMPETITION:

- ✓ A national baseball competition provides a critical pathway towards Olympic selection and will provide opportunities for aspiring athletes.
- ✓ Baseball has a participation base of approximately 90k and is seeking to grow participation and visibility in the community.
- ✓ Broadcast exposure on FOX SPORTS will encourage commercial support for baseball domestically as well as athletes. It should also promote increased crowd attendance and participation domestically.

CONSULTATION:*Sports body represented by:*

Baseball Australia- s 47F s47G
s47G

Objectives of sport body in working with FOX SPORTS

s47G

ADDITIONAL NOTES :

- ✓ Baseball will be reintroduced to the Summer Olympic program at the 2020 Tokyo Olympics.

**FOX SPORTS AUSTRALIA
STRATEGIC ROADMAP 2019/20**

APPENDIX #	1P-Softball	COMPETITION/SPORT:	Asia Pacific Cup; The Summer Slam – Fully Loaded Softball
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DESCRIPTION :
<ul style="list-style-type: none"> • Asia Pacific Cup will return in 2020 and will feature some of the best softball players in the world. Six national teams will compete and it will serve as an important test in the lead up to the 2020 Tokyo Olympics. The event will include Australia, Japan, China, Chinese Taipei, New Zealand and Italy. • The Summer Slam is a world-first innovative fast paced competition that will define a new era for the sport of softball. The inaugural competition featured six teams and was held in 2019 at Blacktown International Sportspark.

BROADCAST COVERAGE:
<i>Previous level of broadcast coverage:</i>
FOX SPORTS had broadcast limited coverage of domestic softball since 2014. FOX SPORTS secured a more expansive agreement with Softball Australia in 2019 which included live coverage of both the Asia Pacific Cup and The Summer Slam.
<i>Is this an increase/enhancement on 2016/17?</i>
<input checked="" type="checkbox"/> Yes
<i>If yes, what is the extent of the increase/enhancement?</i>
FOX SPORTS will broadcast more than 40 hours of live and delayed coverage across both events.
<i>Will the coverage span multiple years?</i>
s47G

RATIONALE FOR SELECTION OF SPORT/COMPETITION:
<ul style="list-style-type: none"> ✓ Domestic and international softball events are a critical pathway towards Olympic selection and will provide opportunities for aspiring athletes. ✓ Softball has a participation base of approximately 146k and is seeking to grow participation and visibility in the community. ✓ Broadcast exposure on FOX SPORTS will encourage commercial support for softball domestically as well as athletes. It should also promote increased crowd attendance and participation domestically.

CONSULTATION:
<i>Sports body represented by:</i>
Softball Australia- s 47F :47G s47G
<i>Objectives of sport body in working with FOX SPORTS</i>
s47G

ADDITIONAL NOTES :
<ul style="list-style-type: none"> ✓ Softball will be reintroduced to the Summer Olympic program at the 2020 Tokyo Olympics.

s 47F

From: s 47F
Sent: Wednesday, 24 June 2020 4:14 PM
To: s 47F
Subject: s22

Hi Mike

For your review – draft email for you to send to s47F as Fox Sports.

s 47F

Hi s 47F

s22

Before I can formally accept completion of this milestone, I also need you to provide us with your 2020-21 Strategic Roadmap (as the third element of the required deliverables under this milestone).

In terms of next year's strategic roadmap, it could be useful to consider slightly varying the approach used from previous years' plans and reference the work and funding needed for sports to recommence following the COVID-19 pandemic (given that key performance indicators, such as number of broadcast hours, may be lower to previous years as they re-establish themselves).

s47G

Happy to clarify or discuss further.

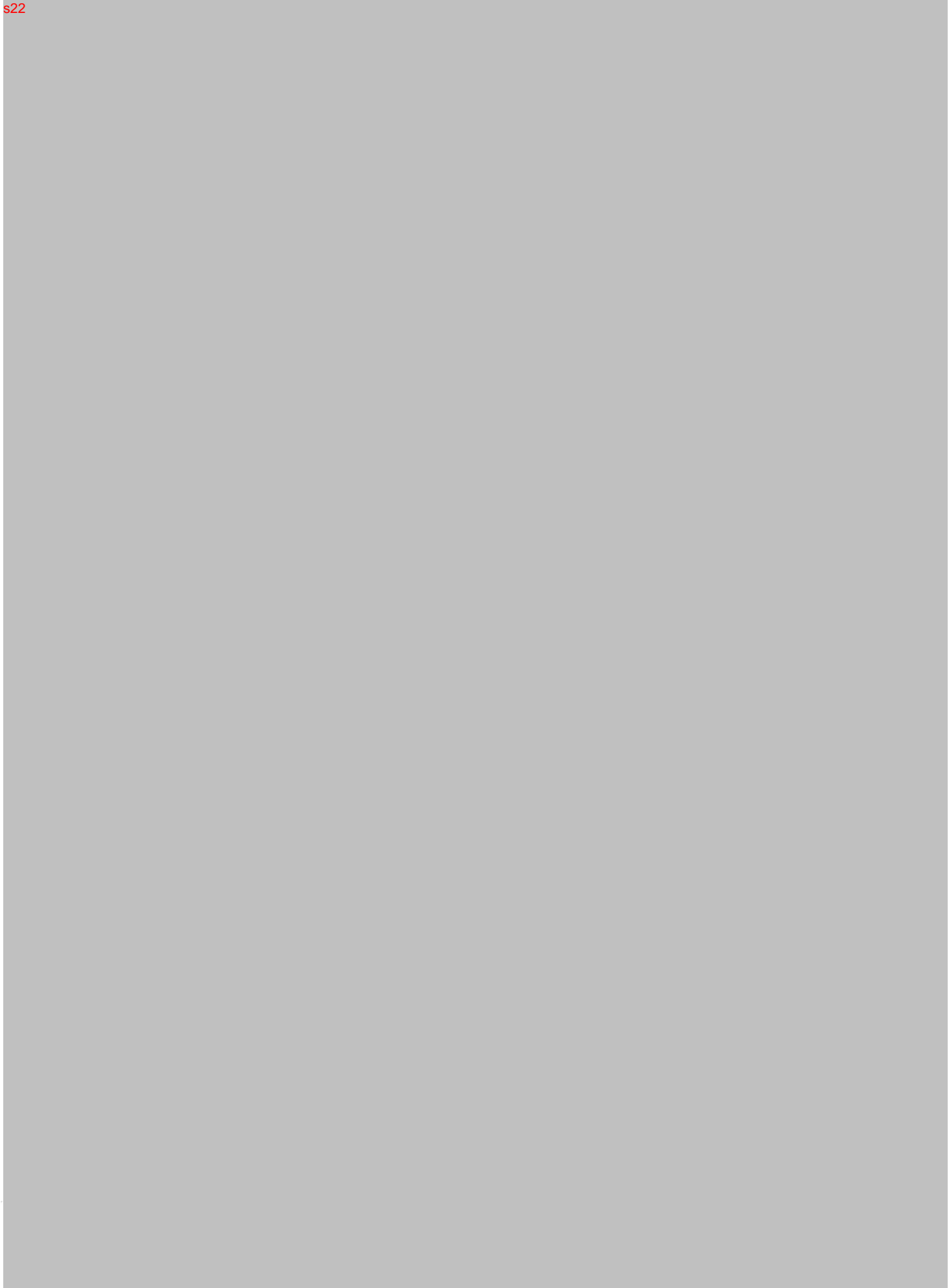
Best regards

Mike

UNCLASSIFIED

From: s 47F @communications.gov.au>
Sent: Wednesday, 24 June 2020 2:53 PM
To: s 47F communications.gov.au>
Subject: s22

s22



s22

From: s 47F @foxsports.com.au
Sent: Wednesday, July 31 4:09 PM
To: Makin, Mike <Mike.Makin@communications.gov.au>; s 47F @foxsports.com.au
Cc: s 47F @communications.gov.au; s47F @communications.gov.au; s 47F @communications.gov.au; s 47F @foxsports.com.au; s 47F @communications.gov.au
Subject: s22

Hi Mike,

Hope you are well.

Attached is the Fox Sports Strategic Roadmap and Strategic Roadmap Appendix for FY20.

s22

Please can you confirm receipt of these documents and do kindly let me know if we can progress from our end?

Regards,

s 47F

Strategic Partnerships & Projects

Fox Sports

s 47F

From: "Makin, Mike" <Mike.Makin@communications.gov.au>
Date: Wednesday, 24 July 2019 at 4:09 pm
To: s 47F @foxsports.com.au, s 47F @foxsports.com.au
Cc: s47F @communications.gov.au, s47F @communications.gov.au; s 47F @communications.gov.au; s 47F @foxsports.com.au, s 47F @communications.gov.au
Subject: s22

Hi s 47F

Yes we have received the report and we will come back to you soon if we have any questions. My apologies also for the delayed response, I've just had a few days leave.

Cheers,

Mike



Mike Makin

Assistant Secretary / News & Media Industry
Department of Communications and the Arts
P +61 2 6271 1031
s47F
mike.makin@communications.gov.au

2 Phillip Law Street, Canberra ACT 2601
GPO Box 2154 Canberra, ACT 2601

communications.gov.au / @CommsAu
arts.gov.au / @artsculturegov

I would like to acknowledge the traditional custodians of this land on which we meet, work and live. I recognise and respect their continuing connection to the land, waters and communities. I pay my respect to Elders past and present and to all Aboriginal and Torres Strait Islanders.

UNCLASSIFIED

From: s 47F @foxsports.com.au>
Sent: Wednesday, 24 July 2019 3:31 PM
To: s 47F @foxsports.com.au>; Makin, Mike <Mike.Makin@communications.gov.au>
Cc: s 47F @communications.gov.au>; s 47F
s 47F @communications.gov.au>; s 47F @foxsports.com.au>
Subject: s22

Hi Mike,

Hope you are well.

s22

The 2019-20 Strategic Roadmap is being finalised and I will forward over as soon as it is ready.

Regards,

s 47F

Strategic Partnerships & Projects
Fox Sports
s 47F

From: s 47F @foxsports.com.au>
Date: Friday, 19 July 2019 at 9:43 am
To: "Makin, Mike" <Mike.Makin@communications.gov.au>
Cc: s 47F @communications.gov.au>, s 47F
s 47F @communications.gov.au>, s 47F @foxsports.com.au>, s 47F

s 47F

@foxsports.com.au>

Subject: s22

Dear Mike,

I hope you are well.

s22

We will forward the 2019-20 Strategic Roadmap submission next week.

s22

All the best,

s 47F

s 47F

DIRECTOR OF ACQUISITIONS AND SPORT PARTNERSHIPS

P: s 47F | M: s 47F

4 Broadcast Way, Artarmon NSW 2064 | foxsports.com.au



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s 47F

From: s47F
Sent: Sunday, 28 June 2020 2:12 PM
To: Makin, Mike
Cc: s 47F
Subject: s22

Categories: Red Category

Mike

We will need to get the 2020-21 Strategic Roadmap from Foxtel in order to process the \$5m before Tuesday. I have sent you the draft brief for the Minister.
The draft brief assumes the \$5m payment has been made. We will need to change the brief if this does not eventuate.

s 47F

UNCLASSIFIED

From: s 47F @foxsports.com.au>
Sent: Friday, 26 June 2020 3:01 PM
To: Makin, Mike <Mike.Makin@communications.gov.au>
Cc: s 47F @foxsports.com.au>; s 47F
s 47F @communications.gov.au>; s 47F @foxtel.com.au>; s 47F
s 47F @foxsports.com.au>; s 47F @communications.gov.au>
Subject: s22

Hi Mike,

Thank you for your email. We are working on the 2020-21 Strategic Roadmap and other commentary and hope to have something to you early next week. We have been undertaking discussions with our grant partners to ensure our Roadmap, while flexible, is as accurate as possible.

Have a nice weekend and we will be in touch early next week.

Best regards,

s 47F

From: Makin, Mike <Mike.Makin@communications.gov.au>
Sent: Wednesday, June 24 4:42 PM
To: s 47F @foxsports.com.au>
Cc: s 47F @foxsports.com.au>; s 47F
s 47F @communications.gov.au>; s 47F @foxtel.com.au>; s 47F
s 47F @foxsports.com.au>; s 47F @communications.gov.au>
Subject: s22

Hi s 47F

s22

Before I can formally accept completion of this milestone, I also need you to provide us with your 2020-21 Strategic Roadmap (as the third element of the required deliverables under this milestone).

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s22

Happy to clarify or discuss further.

Regards,

Mike

UNCLASSIFIED

From: s 47F @foxsports.com.au>

Sent: Thursday, 18 June 2020 9:41 PM

To: Makin, Mike <Mike.Makin@communications.gov.au>

Cc: s 47F @foxsports.com.au>, s 47F

s 47F @communications.gov.au>; s 47F @foxtel.com.au>; s 47F

s 47F @foxsports.com.au>

Subject: s22

Hi Mike,

s22

To support this I enclose an invoice for the 4th instalment of the Grant payment schedule.

We are finalising a short summary on the role an expanded and enhanced Grant will play in assisting under-represented sports rebuild and recover from the COVID-19 crisis over the next 12-24 months and will forward this through as soon as complete.

s22

Best regards

s 47F

s 47F

DIRECTOR OF ACQUISITIONS AND SPORT PARTNERSHIPS

P: s 47F | M: s 47F



The world's best entertainment all in one place

foxtel

A promotional banner for FoxTel entertainment content. It features four vertical panels, each with a character from a different show. From left to right: 1. A woman in a crown and dress, with the text "CROWN" and "NETFLIX" below. 2. A man in a white and black racing suit with "Jeep" and "TOYOTA" logos, with "AFR" and "TOYOTA" logos below. 3. A man in a racing suit with "7ON" and "PREMIERSHIP" logos, with "AFR" and "PREMIERSHIP" logos below. 4. A woman in a dark jacket, with "WEST WORLD" and "HBO" logos below. The background is dark and moody.

s22



From: s 47F [redacted]@foxsports.com.au
Sent: Wednesday, July 31 4:09 PM
To: Makin, Mike <Mike.Makin@communications.gov.au>; s 47F [redacted]@foxsports.com.au
Cc: s 47F [redacted]@communications.gov.au; s 47F [redacted]
s 47F [redacted]@communications.gov.au; s 47F [redacted]
s 47F [redacted]@foxsports.com.au; s 47F [redacted]@communications.gov.au
Subject: s22 [redacted]

Hi Mike,

Hope you are well.

Attached is the Fox Sports Strategic Roadmap and Strategic Roadmap Appendix for FY20.

s22

Please can you confirm receipt of these documents and do kindly let me know if we can progress from our end?

Regards,

s 47F

Strategic Partnerships & Projects

Fox Sports

s 47F

From: "Makin, Mike" <Mike.Makin@communications.gov.au>

Date: Wednesday, 24 July 2019 at 4:09 pm

To: s 47F @foxsports.com.au>, s 47F

<Rebecca.Mccloy@foxsports.com.au>

Cc: 's 47F @communications.gov.au>, s 47F

s 47F @communications.gov.au> s 47F

Lawrence@foxsports.com.au>, s 47F

@communications.gov.au>

Subject: s22

Hi s 47F

Yes we have received the report and we will come back to you soon if we have any questions. My apologies also for the delayed response, I've just had a few days leave.

Cheers,

Mike



Mike Makin

Assistant Secretary / News & Media Industry

Department of Communications and the Arts

P +61 2 6271 1031

s47F

mike.makin@communications.gov.au

2 Phillip Law Street, Canberra ACT 2601

GPO Box 2154 Canberra, ACT 2601

communications.gov.au / @CommsAu

arts.gov.au / @artsculturegov

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s 47F @communications.gov.au>; s 47F @foxsports.com.au>
Subject: s22

Hi Mike,

Hope you are well.

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Strategic Partnerships & Projects
Fox Sports

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s 47F @foxsports.com.au>
Subject: s22

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s22

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s22

All the best,

s 47F

s 47F

DIRECTOR OF ACQUISITIONS AND SPORT PARTNERSHIPS

P: s 47F | M: s 47F

4 Broadcast Way, Artarmon NSW 2064 | foxsports.com.au



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Utting, Benjamin

From: s47F
Sent: Tuesday, 30 June 2020 10:23 AM
To: Makin, Mike
Cc: s47F
Subject: s22

Importance: High
Categories: Red Category

Hi Mike- draft email to send to FoxSports re s22 and to remind them to send through strategic plan

Thanks

s 47F

Hi s47F

Just touching base to see whether you're in a position to send the 2020-21 strategic roadmap to us today? Given its EOFY, we do need this plan today in order to enable us to process your invoice this financial year.

s 22

Thanks

Mike UNCLASSIFIED

From: s47F @foxsports.com.au
Sent: Friday, 26 June 2020 3:01 PM
To: Makin, Mike <Mike.Makin@communications.gov.au>
Cc: s47F @foxsports.com.au; s47F @communications.gov.au; s47F @foxtel.com.au; s47F @foxsports.com.au; s47F @communications.gov.au
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Have a nice weekend and we will be in touch early next week.

Best regards,

s47F

From: Makin, Mike <Mike.Makin@communications.gov.au>

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To: s47F @foxsports.com.au

Cc: s47F @foxsports.com.au; s47F

s47F @communications.gov.au; s47F @foxtel.com.au; s47F

s47F @foxsports.com.au; s47F @communications.gov.au

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s22 [redacted]

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Hope you are well.

Attached is the Fox Sports Strategic Roadmap and Strategic Roadmap Appendix for FY20.

s22 [redacted]

Please can you confirm receipt of these documents and do kindly let me know if we can progress from our end?

Regards,

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Strategic Partnerships & Projects

Fox Sports

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s47F [redacted]@communications.gov.au>, s47F [redacted]

s47F [redacted]@foxsports.com.au>, s47F [redacted]@communications.gov.au>

Subject: s22 [redacted]

Hi s47F [redacted]

Yes we have received the report and we will come back to you soon if we have any questions. My apologies also for the delayed response, I've just had a few days leave.

Cheers,

Mike



Mike Makin

Assistant Secretary / News & Media Industry
Department of Communications and the Arts
P +61 2 6271 1031

M s47F
mike.makin@communications.gov.au

2 Phillip Law Street, Canberra ACT 2601
GPO Box 2154 Canberra, ACT 2601

communications.gov.au / @CommsAu
arts.gov.au / @artsculturegov

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Strategic Partnerships & Projects

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Subject: s22

Dear Mike,

I hope you are well.

s22

We will forward the 2019-20 Strategic Roadmap submission next week.

s22

I will leave you in s47F and s47F capable hands.

All the best,

s47F

s47F

DIRECTOR OF ACQUISITIONS AND SPORT PARTNERSHIPS

s47F

4 Broadcast Way, Artarmon NSW 2064 | foxsports.com.au



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s47F

From: s47F @foxsports.com.au
Sent: Tuesday, 30 June 2020 11:44 AM
To: Makin, Mike
Cc: s47F
Subject: s22
Attachments:
Follow Up Flag: Follow up
Flag Status: Flagged

Hi Mike,

I will be sending the 2021-21 Strategic Roadmap to you shortly.

s47G

Please let me know if this remains unclear.

Many thanks

s47F

From: Makin, Mike <Mike.Makin@communications.gov.au>
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s22

s22

Thanks

Mike

Mike Makin

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Department of Infrastructure, Transport, Regional Development and Communications
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mike.makin@communications.gov.au

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Subject: s22

Hi s47F

s22 together with
s22

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s47G



Happy to clarify or discuss further.

Regards,

Mike

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Subject: s22

Hi Mike,

s22



s47G



s22



Best regards

s47F



DIRECTOR OF ACQUISITIONS AND SPORT PARTNERSHIPS

s47F





S22



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Strategic Partnerships & Projects

Fox Sports

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Cheers,

Mike



Mike Makin

Assistant Secretary / News & Media Industry
Department of Communications and the Arts
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mike.makin@communications.gov.au

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s22 [redacted]

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Strategic Partnerships & Projects

Fox Sports

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s22 [redacted]

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s22 [redacted]

All the best,

s47F [redacted]

s47F

DIRECTOR OF ACQUISITIONS AND SPORT PARTNERSHIPS

s47F

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s47F

From: s47F @foxsports.com.au
Sent: Tuesday, 30 June 2020 3:25 PM
To: Makin, Mike
Cc: s47F
Subject: s22
Attachments: s22 - Strategic Roadmap 2020-21_Final_300620 .pdf

Hi Mike,

Please find attached our Strategic Roadmap for 2020/21.

Please let me know if you have any questions or would like to discuss further.

Best regards

s47F

DIRECTOR OF ACQUISITIONS AND SPORT PARTNERSHIPS

s47F
4 Broadcast Way, Artarmon NSW 2064 | foxsports.com.au



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Mike Makin

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Best regards

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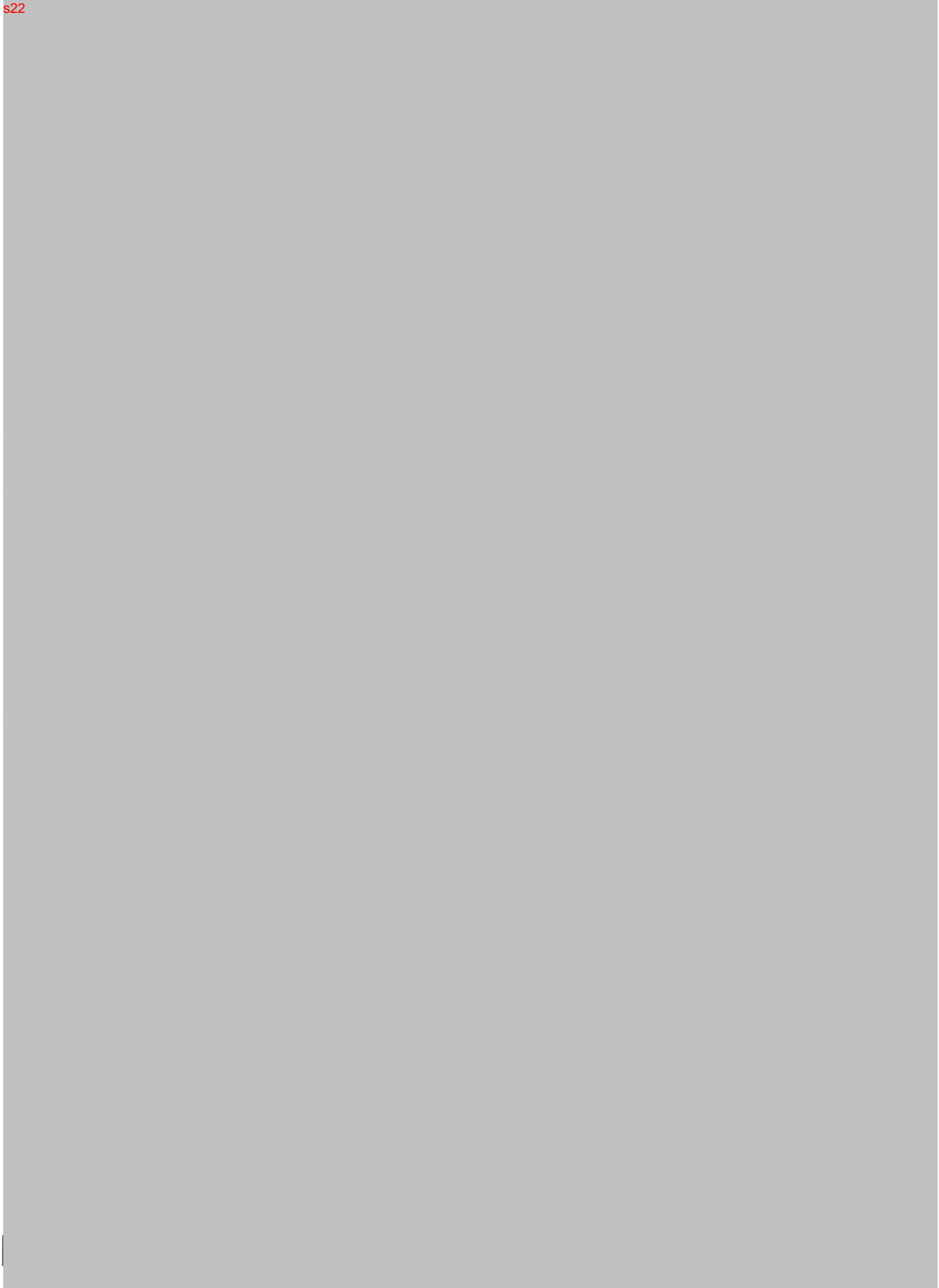
DIRECTOR OF ACQUISITIONS AND SPORT PARTNERSHIPS

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Strategic Partnerships & Projects

Fox Sports

s47F [redacted]

s22

From: s47F [redacted]@foxsports.com.au>

Date: Friday, 19 July 2019 at 9:43 am

To: "Makin, Mike" <Mike.Makin@communications.gov.au>

Cc: s47F [redacted]@communications.gov.au>, s47F [redacted]

s47F [redacted]@communications.gov.au>, s47F [redacted]@foxsports.com.au>, s47F [redacted]

s47F [redacted]@foxsports.com.au>

Subject: s22 [redacted]

Dear Mike,

I hope you are well.

s22

We will forward the 2019-20 Strategic Roadmap submission next week.

s22

All the best,

s47F

DIRECTOR OF ACQUISITIONS AND SPORT PARTNERSHIPS

s47F

4 Broadcast Way, Artarmon NSW 2064 | foxsports.com.au

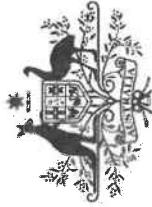


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Under-represented Sports Grant

FY2021 Strategic Roadmap



Australian Government



Contents

1. Executive Summary
2. Impact of COVID-19
3. Calendar of Events
4. Planned Grant Allocation
5. Fund Allocation – Confirmed & Unconfirmed Sports

1. Executive Summary

- COVID-19 has significantly affected the sporting community and is having a particularly concerning impact on women's, niche and emerging sports. Having successfully helped under-represented sports lift participation rates and maximise their opportunities for growth over the past three years, this Grant is even more critical to the community across the next two years. It will assist sports to rebuild and provide the Grant partners with the media exposure and financial support essential to assisting with their recovery and long term financial viability.
- The Strategic Roadmap outlines the allocation of funds from the Government's Under-represented Sports Grant by code, competition, hours and spend for FY2021.
- The Grant will be used to benefit fourteen different sporting codes, including AFL, Football (Soccer), Rugby Union, Rugby League, Cricket, Basketball and Hockey.
- FOX SPORTS plans to allocate funding to 17 women's sport competitions, 12 niche sport competitions and nine emerging sport competitions.
- FOX SPORTS anticipates broadcasting more than 1000 hours of live coverage and over 3600 hours in total of women's, niche and emerging sports, providing an increase from the 2016-17 coverage that provides the benchmark for this Grant.
- s47G
- This 2020-21 Strategic Roadmap is not exhaustive – some partial expenses have been omitted, and not all women's, niche or emerging sport competitions broadcast on FOX SPORTS are listed.
- FOX SPORTS will submit this FY21 Strategic Roadmap prior to the required deadline in order to show full compliance with the Grant requirements and to enable FOX SPORTS to provide upfront financial certainty to its Grant partners. Due to COVID-19 we anticipate there will be more changes to the Strategic Roadmap as the 2020/21 year progresses, in terms of competitions and planned broadcast hours, and FOX SPORTS will submit an updated Strategic Roadmap for approval as these changes occur.

2. Impact of COVID-19

- COVID-19 began impacting sports captured under the Grant in March 2020. The consequences have been significant, and include the cancellation and postponement of professional and amateur competitions, significant loss of income from registration, membership fees and gate revenues, a dramatic loss of sponsorship funding and a decrease in live broadcast hours and overall media coverage. In many cases full recovery will take several years.
- Many of the sports covered under this Grant are facing financial distress and the effects are flowing down to players, support staff, participants and community programs. 2020/21 and 2021/22 will be a critical period of time for women's, niche and emerging sports as they attempt to adjust to the challenges of COVID-19, resume their competitions and maintain the financial viability of their organisations.
- The uncertainty surrounding the postponement of the Olympic Games has added extra challenges for many of our Grant partners as they attempt to modify their event schedules, qualifying campaigns and athlete protocols, whilst managing significant disruptions to their commercial and funding models.
- From discussions with our partners we expect some competitions to be cancelled in their entirety, others to have reduced events available for broadcast and many to have modified and shortened seasons. Despite the potential for reduced content, in many circumstances our partners will require an increased funding commitment from FOX SPORTS as their other major sources of revenue such as sponsorship have been greatly diminished.
- The Grant partners would most benefit from the following measures:
 - Financial certainty to be provided upfront to assist in planning for 2020/21;
 - Flexibility in the broadcast hours KPI's to match the uncertainty of their forward looking schedules;
 - Commitment from Fox Sports to extend their support into 2021/22 where possible.

s47G

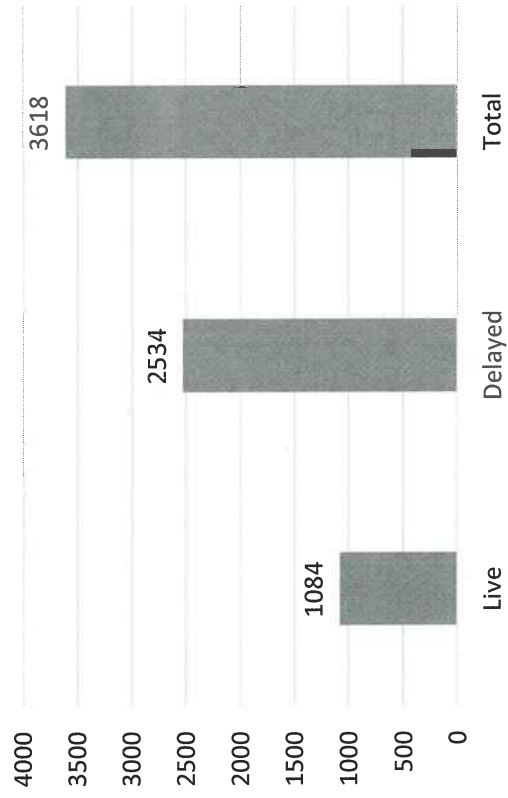
3. Calendar of events:

Year round coverage of sports benefiting from the Grant

Event	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
AFLW												
WBBL												
Australian Women's Cricket Team												
ICC Women's World Cup												
W-League												
Matildas												
Rugby Sevens - Men												
Rugby Sevens - Women												
Women's Test/Origin												
FIBA U19 World Cup												
FIH Hockey Pro League												
Lawn Bowls												
Australian Boardriders Battle												
Iron Series & Super Surf Teams League (SSTL)												
WNBL												
Australian Baseball League												
Australia Pacific Cup												
The Summer Slam - Fully Loaded Softball												
Australian Gymnastics Championships												
Australian Road Cycling National Championships												

4. Planned Grant Allocation

HOURS



547G

4. Fund Allocation – Confirmed Sports

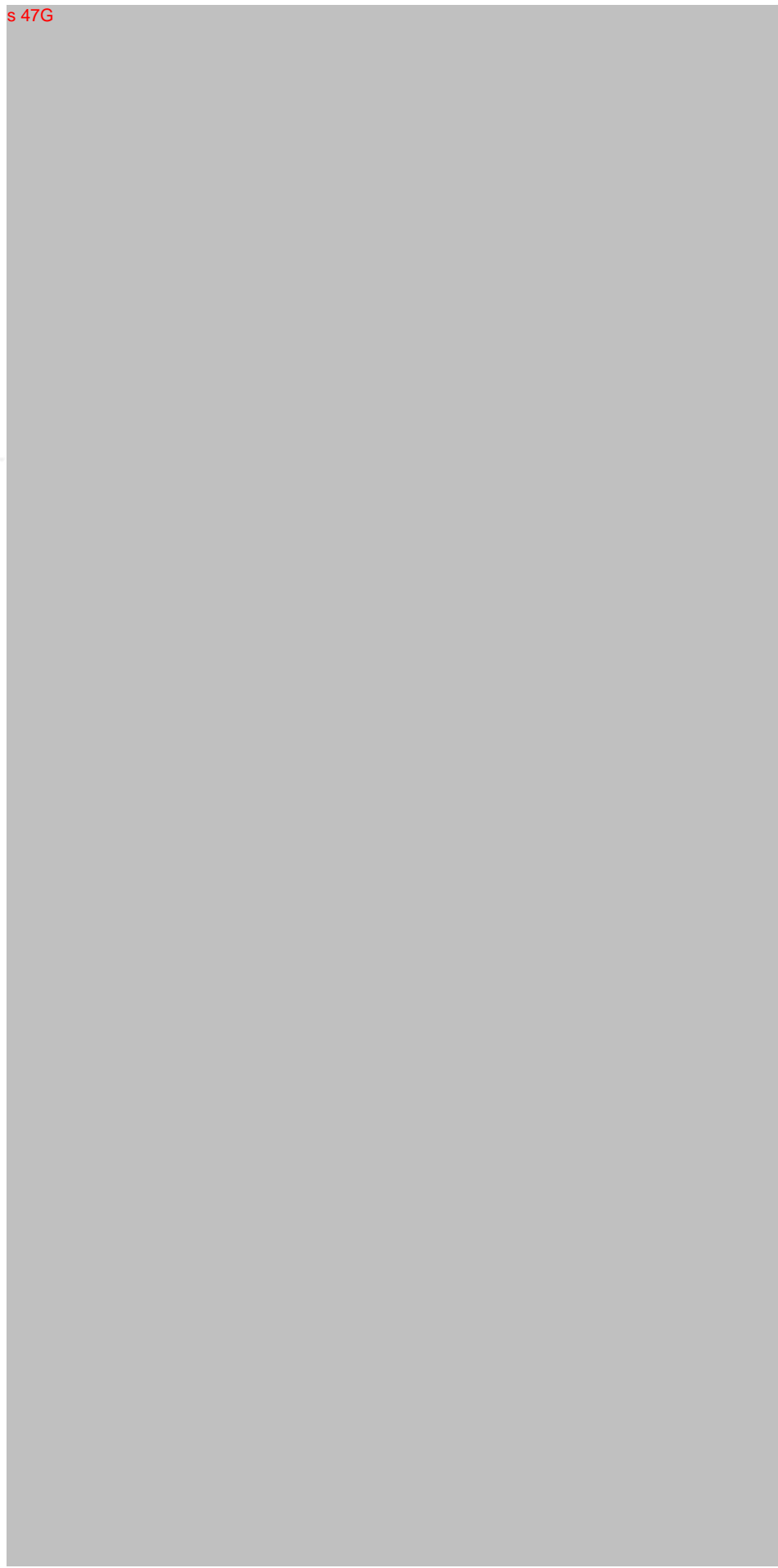
Competition	Year	Competition represented by	Category	Emerging	Womens	Niche	Producing coverage of approximately 21 matches	SFV	Digital	Total	2020/21 Planned Hours	Was the Competition/Programme Will there be an uplift in hours in 2020/21?
AFLW		Australian Football League		Y		Produce coverage of approximately 21 matches	Fox Sports broadcast	Fox Sports website, Foxtel Now & Kayo	753	Y	Y	
WBBL		Cricket		Y		Acquire rights to broadcast all matches.	Fox Sports broadcast	Fox Sports website, Foxtel Now & Kayo	442	Y	Y	
Australian Women's Cricket Team		Cricket		Y		Acquire rights to broadcast all matches.	Fox Sports broadcast	Fox Sports website, Foxtel Now & Kayo	144	Y	Y	
ICC Women's World Cup		Cricket		Y		Acquire rights to broadcast all matches.	Fox Sports broadcast	Fox Sports website, Foxtel Now & Kayo	372	N	Y	
W-League		Soccer		Y		Produce coverage of approximately 31 matches	Fox Sports broadcast	Fox Sports website, Foxtel Now & Kayo	186	Y	Y	
Mitlands		Soccer		Y		Produce coverage of approximately 4 matches.	Fox Sports broadcast	Fox Sports website, Foxtel Now & Kayo	16	Y	N	
Rugby Sevens - Men		Rugby Union		Y		Acquire rights to broadcast and/or stream all men's and women's events.	Fox Sports broadcast	Fox Sports website, Foxtel Now & Kayo	170	Y	N	
Rugby Sevens - Women		Rugby Union		Y			Fox Sports broadcast	Fox Sports website, Foxtel Now & Kayo	24			
Women's Test/State of Origin		Rugby League		Y		Acquire rights to broadcast all women's test matches and state of origin matches	Fox Sports broadcast	Fox Sports website, Foxtel Now & Kayo	54	Y	Y	
FIBA U19 World Cup		Basketball		Y		Acquire rights to broadcast finals series	Fox Sports broadcast	Fox Sports website, Foxtel Now & Kayo	27	N	Y	
FIH Hockey Pro League - Men		Hockey		Y			Fox Sports broadcast	Fox Sports website, Foxtel Now & Kayo	157	N	Y	
FIH Hockey Pro League - Women		Hockey		Y		Acquire rights to broadcast coverage of both competitions	Fox Sports broadcast	Fox Sports website, Foxtel Now & Kayo	303	N	Y	
								TOTAL	2,648			

NOTES:

- The above sports are agreed and schedules are based on the most recently available information.
- Confirmed Sports represent 75% of Total Planned Hours for 2020/21. This includes more than 800 hours of live sport and 2,000 hours of delayed and replay programming.



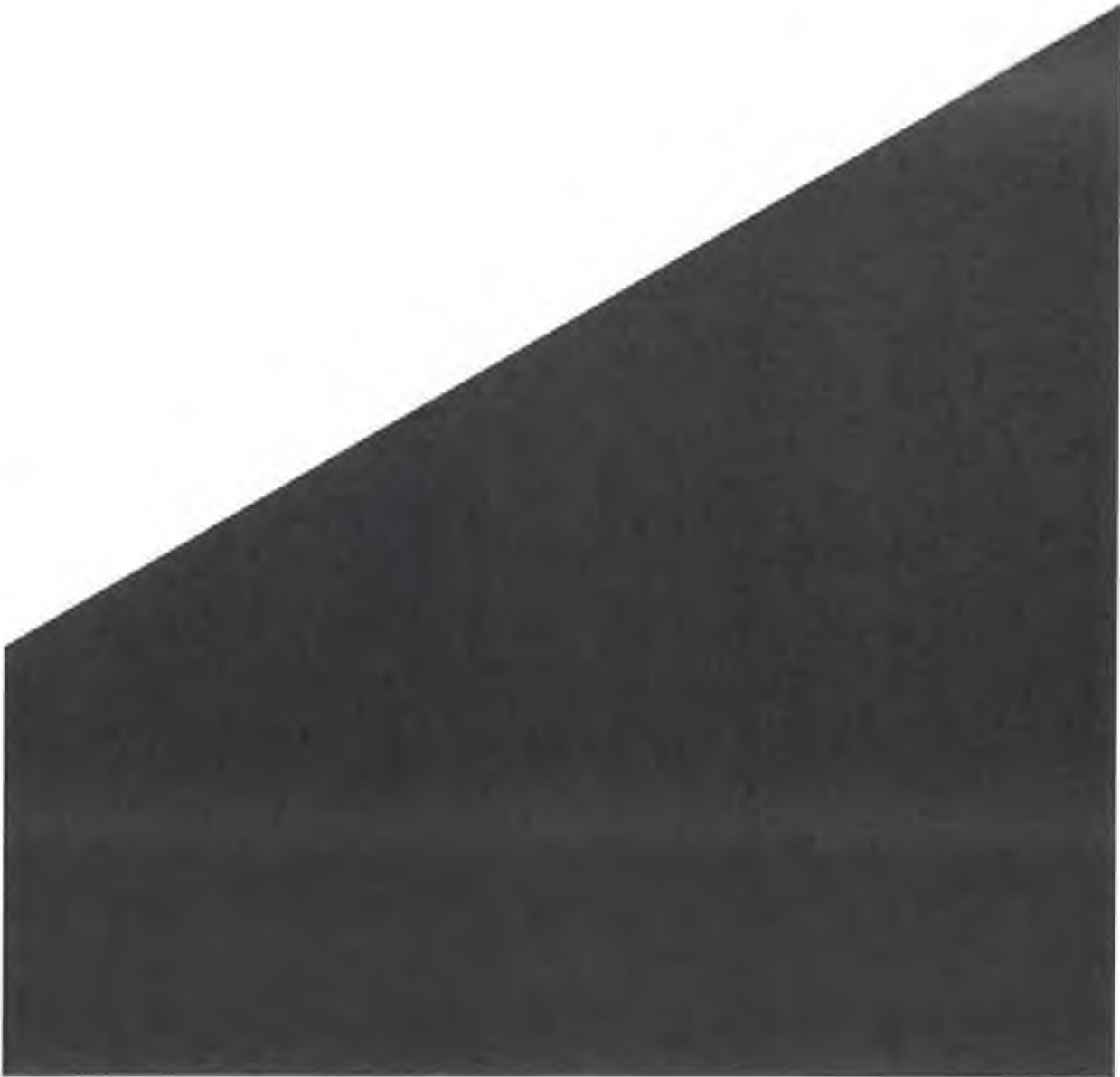
4. Fund Allocation – Unconfirmed Sports



s 47G



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**WE'RE A
FOXSPORTING
NATION**



• 4 • XV • X

s47F

From: Makin, Mike
Sent: Tuesday, 30 June 2020 6:50 PM
To: s47F
Cc: [Redacted]
Subject: RE: Submission of Strategic Roadmap 2020-21 [DLM=For-Official-Use-Only]
Categories: Red Category

Hi s47F

Thank you for your quick response on this. The team and I will review and come back to you tomorrow.

Cheers,

Mike

For Official Use Only

From: s47F <[Redacted]@foxsports.com.au>
Sent: Tuesday, 30 June 2020 3:25 PM
To: Makin, Mike <Mike.Makin@communications.gov.au>
Cc: s47F <[Redacted]@foxsports.com.au>; s47F <[Redacted]@communications.gov.au>; s47F <[Redacted]@foxtel.com.au>; s47F <[Redacted]@foxsports.com.au>; s47F <[Redacted]@communications.gov.au>
Subject: RE: Submission of Strategic Roadmap 2020-21

Hi Mike,

Please find attached our Strategic Roadmap for 2020/21.

Please let me know if you have any questions or would like to discuss further.

Best regards

s47F
 [Redacted Signature Block]

DIRECTOR OF ACQUISITIONS AND SPORT PARTNERSHIPS

s47F
 4 Broadcast Way, Artarmon NSW 2064 | foxsports.com.au



From: s47F
Sent: Tuesday, June 30 11:44 AM
To: 'Makin, Mike' <Mike.Makin@communications.gov.au>
Cc: s47F <[Redacted]@foxsports.com.au>; s47F <[Redacted]@communications.gov.au>; s47F <[Redacted]@foxtel.com.au>; s47F <[Redacted]@foxsports.com.au>; s47F <[Redacted]@communications.gov.au>
Subject: s22

Hi Mike,

I will be sending the 2021-21 Strategic Roadmap to you shortly.

s47F

Please let me know if this remains unclear.

Many thanks

s47F

From: Makin, Mike <Mike.Makin@communications.gov.au>

Sent: Tuesday, June 30 10:54 AM

To: s47F @foxsports.com.au>

Cc: s47F @foxsports.com.au>; s47F
s47F @communications.gov.au>; s47F @foxtel.com.au>; s47F
s47F @foxsports.com.au>; s47F @communications.gov.au>

Subject: s22

Hi s47F

Just touching base to see whether you're in a position to send the 2020-21 strategic roadmap to us today? Given its EOFY, we do need this plan today in order to enable us to process your invoice this financial year.

s22

s22

Thanks

Mike

Mike Makin

Assistant Secretary / News & Media Industry
Department of Infrastructure, Transport, Regional Development and Communications
P +61 2 6271 1031

s47F
mike.makin@communications.gov.au

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GPO Box 594 Canberra, ACT 2601

communications.gov.au / @CommsAu
arts.gov.au / @artsculturegov
infrastructure.gov.au / @infra_regional

I would like to acknowledge the traditional custodians of this land on which we meet, work and live. I recognise and respect their continuing connection to the land, waters and communities. I pay my respect to Elders past and present and to all Aboriginal and Torres Strait Islanders.

UNCLASSIFIED

From: s47F [redacted]@foxsports.com.au>
Sent: Friday, 26 June 2020 3:01 PM
To: Makin, Mike <Mike.Makin@communications.gov.au>
Cc: s47F [redacted]@foxsports.com.au>; s47F [redacted]@communications.gov.au>; s47F [redacted]@foxtel.com.au>; s47F [redacted]@foxsports.com.au>; s47F [redacted]@communications.gov.au>
Subject: s22 [redacted]

Hi Mike,

Thank you for your email. We are working on the 2020-21 Strategic Roadmap and other commentary and hope to have something to you early next week. We have been undertaking discussions with our grant partners to ensure our Roadmap, while flexible, is as accurate as possible.

Have a nice weekend and we will be in touch early next week.

Best regards,

s47F [redacted]

From: Makin, Mike <Mike.Makin@communications.gov.au>
Sent: Wednesday, June 24 4:42 PM
To: s47F [redacted]@foxsports.com.au>
Cc: s47F [redacted]@foxsports.com.au>; s47F [redacted]@communications.gov.au>; s47F [redacted]@foxtel.com.au>; s47F [redacted]@foxsports.com.au>; s47F [redacted]@communications.gov.au>
Subject: s22 [redacted]

Hi Rebecca,

s22 [redacted]

Before I can formally accept completion of this milestone, I also need you to provide us with your 2020-21 Strategic Roadmap (as the third element of the required deliverables under this milestone).

s47G [redacted]

Happy to clarify or discuss further.

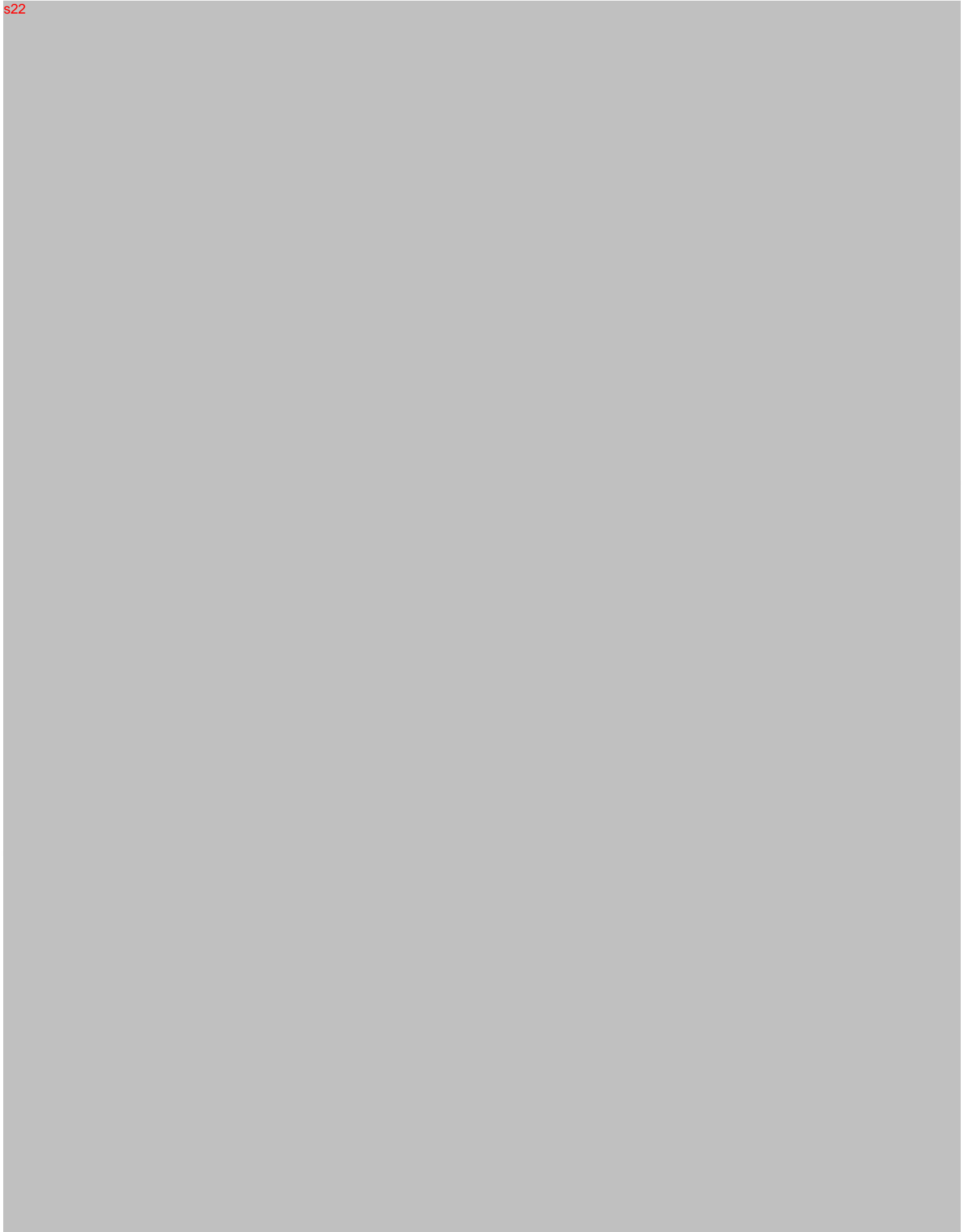
Regards,

Mike

UNCLASSIFIED

s22





s22

From: s47F [redacted]@foxsports.com.au>
Sent: Wednesday, July 31 4:09 PM
To: Makin, Mike <Mike.Makin@communications.gov.au>; s47F [redacted]@foxsports.com.au>
Cc: s47F [redacted]@communications.gov.au>; s47F [redacted]
s47F [redacted]@communications.gov.au>; s47F [redacted]
s47F [redacted]@foxsports.com.au>; s47F [redacted]@communications.gov.au>
Subject: s22 [redacted]

Hi Mike,

Hope you are well.

Attached is the Fox Sports Strategic Roadmap and Strategic Roadmap Appendix for FY20.

s22

Please can you confirm receipt of these documents and do kindly let me know if we can progress from our end?

Regards,

s47F [redacted]

Strategic Partnerships & Projects

Fox Sports

s47F [redacted]

s22

From: s47F @foxsports.com.au

Date: Friday, 19 July 2019 at 9:43 am

To: "Makin, Mike" <Mike.Makin@communications.gov.au>

Cc: s47F @communications.gov.au, s47F @communications.gov.au, s47F @foxsports.com.au, s47F @foxsports.com.au

Subject: s22

Dear Mike,

I hope you are well.

s22

We will forward the 2019-20 Strategic Roadmap submission next week.

s22

All the best,

s47F

DIRECTOR OF ACQUISITIONS AND SPORT PARTNERSHIPS

s47F

4 Broadcast Way, Artarmon NSW 2064 | foxsports.com.au



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s47F [Redacted]

From: s47F [Redacted] <[Redacted]@foxsports.com.au>
Sent: Wednesday, 22 July 2020 12:14 PM
To: Makin, Mike
Cc: s47F [Redacted]
Subject: RE: Under-represented sports announcement [DLM=For-Official-Use-Only]
Attachments: Under-represented Sports Grant - Strategic Roadmap 2020-21_Final_300620 .pdf
Categories: Red Category

Hi Mike,

Thank you for the update. I was just writing an email to check on this status following The Courier Mail article this morning.

s47G [Redacted]

Best regards

s47F [Redacted]

DIRECTOR OF ACQUISITIONS AND SPORT PARTNERSHIPS

s47F [Redacted]
4 Broadcast Way, Artarmon NSW 2064 | foxsports.com.au



From: Makin, Mike <Mike.Makin@communications.gov.au>
Sent: Wednesday, July 22 10:49 AM
To: s47F [Redacted] <[Redacted]@foxtel.com.au>; s47F [Redacted] <[Redacted]@foxsports.com.au>
Cc: s47F [Redacted] <[Redacted]@communications.gov.au>; s47F [Redacted] <[Redacted]@communications.gov.au>; Sullivan, Pauline <Pauline.Sullivan@communications.gov.au>
Subject: Under-represented sports announcement [DLM=For-Official-Use-Only]

Hi s47F [Redacted]

Just a quick update to advise you that Minister Fletcher and Minister Colbeck have announced the additional \$10 million in funding for Fox Sports today. The media release is attached. We will be in touch shortly about next steps towards agreement of the funding arrangements. However, to initiate this process can you please send us your Acceleration and Expansion Plan, which we'll need to assist with determining milestones under the contract for the next phase of funding.

Regards,

Mike

Mike Makin

Assistant Secretary / News & Media Industry
Department of Infrastructure, Transport, Regional Development and Communications
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s47F
mike.makin@communications.gov.au

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GPO Box 594 Canberra, ACT 2601

communications.gov.au / @CommsAu
arts.gov.au / @artsculturegov
infrastructure.gov.au / @infra_regional

I would like to acknowledge the traditional custodians of this land on which we meet, work and live. I recognise and respect their continuing connection to the land, waters and communities. I pay my respect to Elders past and present and to all Aboriginal and Torres Strait Islanders.

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Sensitive: Cabinet



Australian Government

Department of Infrastructure, Transport,
Regional Development and Communications

Minute— Funding to Fox Sports for under-represented sports

Pauline Sullivan
First Assistant Secretary, Content

Through: Mike Makin
Assistant Secretary, News and Media

s47F

30/6/20

Issues

The purpose of the minute is to update you on the deliverables Fox Sports has achieved as part of the Under-Represented, Emerging and Niche sports grant (the Grant) and request agreement to pay the next \$5 million milestone.

Background to the grant

The Milestone documentation for the 2019-20 financial year has now been received.

Administration of funding

As part of the funding agreement, Fox Sports is required to meet specific performance targets and milestones. The following reports need to be provided each year:

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- **the forward work plan (or 'Strategic Roadmap')**: under the funding agreement, the Commonwealth (through the Department) is required to agree to a forward work program (a strategic roadmap), which is developed by a governance committee established within Fox Sports to review and assess the sports to be funded by the Grant and report on Fox Sport's performance.

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• telephone +61 (0)2 6271 1000 • websites infrastructure.gov.au | communications.gov.au | arts.gov.au

Sensitive: Cabinet



Department's assessment of the deliverables associated with this milestone

s22



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2020-21 Strategic Roadmap

The Strategic Roadmap (**Attachment B**) complies with the requirements set out in the funding agreement. The Roadmap outlines the allocation of funds from the Grant by code, competition, hours and spend for FY21. In submitting this Strategic roadmap, Fox Sports notes that due to COVID-19 it may need to submit an updated version as the 2020/21 year progresses, in terms of competitions and planned broadcast hours.

Fourteen different sport codes will benefit including; AFL, Football (Soccer), Rugby Union, Rugby League, Cricket, Basketball, and Hockey. Funding is to be allocated to 17 women's sport competitions, 12 niche sport competitions and 9 emerging sport competitions.

Fox Sports anticipates broadcasting more than 1000 hours of live coverage and over than 3600 hours in total of women, niche and emerging sports. Fox Sports forecasts an increase in coverage from 2016-17 s47G

s47G

While the Grant has successfully helped under-represented sports lift participation rates and maximise opportunities for growth in women's, niche and emerging sports over the past three years, the Grant is even more critical to the community over the next two years as all grant partners are expected to be impacted by COVID-19 in various ways.

Since March 2020 the consequences of the impact of COVID 19 on sports has been significant – cancellation and postponement of professional and amateur competitions, income loss from registration, membership fees and gate revenues; dramatic loss of sponsorship funding; and decrease of live broadcast hours and overall media coverage.

Fox Sports notes in their Strategic Roadmap that 2020/21 and 2021/22 will be a critical period of time for women's, niche and emerging sports as they attempt to adjust to the challenges of COVID-19, resume competitions and maintain the financial viability of their organisations.

s47G

planning for 2020/21 as well as a degree of flexibility in the key performance indicators relating to broadcast hours to match the uncertainty.

Conclusion

Fox Sports has demonstrated robust governance, and appear committed to maximising the full potential of the Grant with a forward work plan that targets underrepresented and niche sports.

The News and Media Branch continues to develop the relationship with Fox Sports to ensure requirements and deliverables are meeting the changing sporting and viewing landscape,

s47G

Subject to your agreement, I will take steps to effect payment of the fourth grant instalment.

Recommendation

That you agree to pay Fox Sports \$5.5 million (incl. GST) for achievement of the Milestone in the Grant Agreement related to the s47G [redacted] 2020-21 Strategic Roadmap.	Agree / Not Agree
--	-------------------

s47F

Director
Media Incentives

30/06/2020
Phone: s47F
Mobile: [redacted]

s47F

Pauline Sullivan
First Assistant Secretary
Content Division

30/06 /2020
Phone: 6271 1913