

# Funding to support television and online coverage of under-represented sports Guidelines

Commonwealth policy entity:	Department of Communications and the Arts
Enquiries:	If you have any questions, please contact Director, Industry section Department of Communications and the Arts 1800 254 649
Date guidelines released:	December 2017
Type of Grant Opportunity	One off ad-hoc process

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# 1. Funding to support television and online coverage of under-represented sports: overview and objectives

The objective of the grant opportunity is to support television and online coverage of under-represented sports, including women's sports, niche sports and emerging sports that exhibit high levels of community involvement and participation.

This funding was announced in the 2017-18 Budget on 6 May 2017, as an element of the Broadcasting and Content Reform Package ([http://www.minister.communications.gov.au/mitch\\_fifield/news/major\\_reforms\\_to\\_support\\_australian\\_broadcasters#.WYfsgl0UmUI](http://www.minister.communications.gov.au/mitch_fifield/news/major_reforms_to_support_australian_broadcasters#.WYfsgl0UmUI)). The funding of \$30 million will be provided over four years.

The expected outcome of the grant activity is increased television and online coverage of under-represented sports, including women's sports, niche sports, and emerging sports that exhibit high levels of community involvement and participation.

Secondary or ancillary benefits expected to flow from the grant include the following:

- an increase in the ability for women's, niche and emerging sports to grow participation, levels of community engagement, and their fan bases;
- an increase in the ability for women's sports, niche sports and emerging sports to commercialise their content; and
- providing an opportunity to establish role models and pathways for aspiring athletes in the community, particularly young women.

The grant will be undertaken in accordance with the *Commonwealth Grants Rules and Guidelines (CGRGs)* <http://www.finance.gov.au/sites/default/files/commonwealth-grants-rules-and-guidelines-July2014.pdf>

## 2. Grant selection process

This grant opportunity has been established as a one-off or ad hoc grant. The Government considers that this is an appropriate type of selection process considering the nature of the granting activity is specifically dependent on Fox Sports' expertise in sports coverage and broadcasting.

Fox Sports was selected for direct offer as its business model is well placed to enhance the levels of coverage of under-represented sports, with expertise in developing and transmitting sports coverage through its linear and on-demand subscription television services.

Fox Sports provides extensive and comprehensive coverage of domestic and international sports, including six dedicated sports channels and a wide range of sports news and reporting. This mix of sports extends to some lower-profile sports and events that receive

little or no free-to-air television coverage. As such, Fox Sports is well-placed to use the funding to extend and develop the media coverage of women's and niche sports.

### 3. Who will approve the grant?

The Minister for Communications and the Arts will make the final decision to approve a grant.

The Minister's decision is final in all matters, including:

- the approval of the grant;
- the grant funding amount to be awarded; and
- the terms and conditions of the grant.

The Minister must not approve funding if they reasonably consider the program funding available across financial years will not accommodate the funding offer, and/or if the commitment does not represent value for money.

There is no appeal mechanism for decisions to approve or not approve a grant.

### 4. The grant agreement

The funding recipient must enter into a legally binding grant agreement with the Commonwealth represented by the Department of Communications and the Arts. The Department will use the *Commonwealth Low-Risk Grant Agreement Template*. Standard terms and conditions for the grant agreement will apply and cannot be changed. A schedule may be used to outline the specific grant requirements. Any additional conditions attached to the grant will be identified in the grant offer or during the grant agreement negotiations.

The successful applicant will be required to:

- provide a Strategic Roadmap (work plan) each year for agreement with the Department;
- provide performance reports against the Strategic Roadmap for each relevant year of the agreement and for the full term of the grant;
- provide statements to certify that the funding has been acquitted in accordance with the grant agreement and Strategic Roadmap for each relevant year of the agreement; and
- audited financial statements for the full term of the grant.

The Department will negotiate an agreement with the Grantee. This grant agreement is expected to be finalised in December 2017.

Where a grantee fails to meet the obligations of the grant agreement, the relevant Commonwealth entity may terminate the agreement and recover funding as per the grant agreement.

Financial commitments should not be made until a grant agreement has been executed by the Commonwealth.

## 5. Announcement of grants

Grants awarded will be listed on the GrantConnect website 14 days after the date of effect as required by Section 5.3 of the *CGRGs*.

## 6. Grant acquittal and reporting

The grantee must submit reports in line with the timeframes in the grant agreement. Reports will include:

- A Performance Report against the Strategic Roadmap for each year of the agreement and for the full term of the grant; and
- statements that certify that grant money received during the relevant financial year has been spent for the purposes of the objective and in accordance with the grant agreement and the relevant Strategic Roadmap; and
- audited financial statements for the full term of the grant.

The grantee will also be responsible for:

- meeting the terms and conditions of the grant agreement and managing the activity efficiently and effectively; and
- complying with record keeping, reporting and acquittal requirements as set out in the grant agreement.

## 7. Grant evaluation

The Department will evaluate the grant program to measure how well the outcomes and objectives have been achieved. The grant agreement requires the grantee to provide information through performance reporting to help with this evaluation.

# Under-represented Sports Grant

FY2018 Strategic Roadmap

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# Executive Summary

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- The Strategic Roadmap outlines the allocation of funds from the Government's Under-represented Sports Grant by code, competition, hours and spend for FY1718.
- Twelve different sport codes will benefit including; AFL, Football (Soccer), Rugby Union, Rugby League, Cycling, Lawn Bowls, Surfing, Ironman, Life Saving, Cricket, Basketball and Hockey.
- Funding is to be allocated to 17 women's sport competitions, 14 niche sport competitions and 12 emerging sport competitions.
- Fox Sports anticipates to broadcast at least 1000 hours of live coverage and more than 3800 hours in total of women, niche and emerging sports.
- Fox Sports anticipates an increase in coverage for all competitions from 2016-17; except for Holden Cup as the competition will not continue in 2018.
- The costs incurred by Fox Sports for the acquisition and broadcast of women's, niche and emerging sports in 2017-18 will exceed the \$7.5m grant allocation.
- This 2017-18 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:

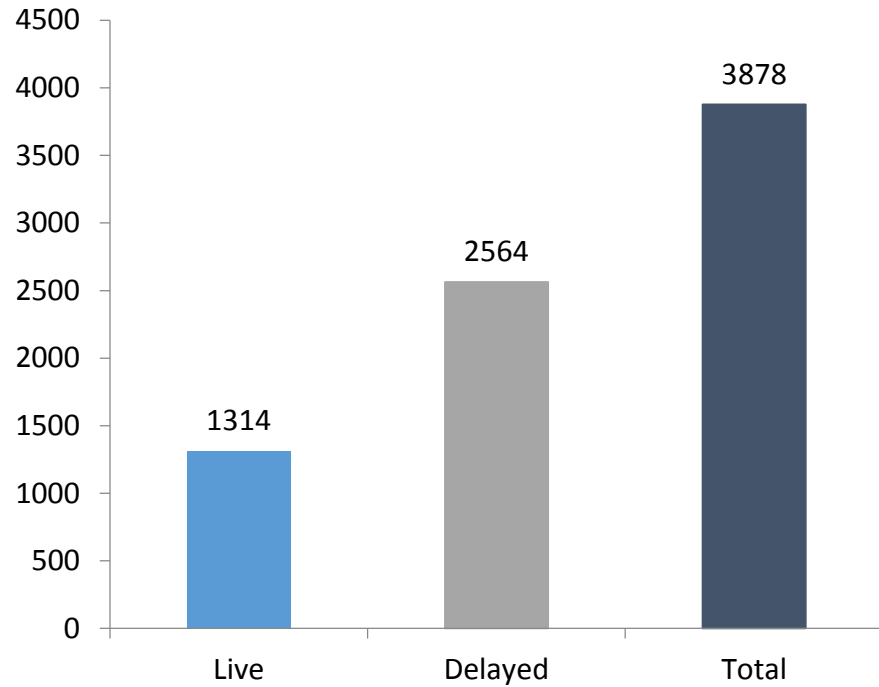
## Year round coverage of sports benefiting from the grant

Competition	2017						2018					
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
AFLW												
W-League												
FFA Cup												
Matildas												
NRC												
Rugby Sevens - Men												
Rugby Sevens - Women												
Rugby Tens												
NSW Cup												
Holden Cup												
Women's Test/Origin												
Cycling												
Lawn Bowls												
World Surf League - Men's & Women's												
Australian Boardriders Battle												
Ironman												
Summer of Surf												
League Life												
ICC Women's World Cup												
WNBL												
FIBA Asia Cup - Women												
FIBA Asia Cup - Men												
FIBA Basketball World Cup Qualifiers (Asia)												
Hockey World League Finals - Women												
Hockey World League Finals - Men												
International Festival of Hockey												



# Planned Grant Allocation

## HOURS



# Fund Allocation

Competition	Code	Description	Competition represented by:	Category			KPI	Platform		Planned Hours 2017/18	Was the Competition broadcast in 2016/17?	Will there be an uplift in hours in 2017/18?
				Women's	Niche	Emerging		STV	Digital			
AFLW	AFL	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.	Australian Football League	Y		Y	Produce coverage of approximately 26 matches.	Fox Sports broadcast	Fox Sports website & Foxtel Now	684	Y	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.		Y		Y	Produce coverage of approximately 27 matches.	Fox Sports broadcast	Fox Sports streaming via website & Foxtel Now	154	Y	Y
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.	Football Federation Australia			Y	Produce coverage of approximately 23 matches.	Fox Sports broadcast	Fox Sports streaming via website & Foxtel Now	109	Y	Y
Matildas	Football (Soccer)	The Matildas are the Australian women's national football team.		Y		Y	Produce coverage of approximately 5 matches.	Fox Sports broadcast	Fox Sports website & Foxtel Now	25	Y	Y
NRC	Rugby Union	NRC is Australia's national professional rugby union competition, a tier below the transnational Super Rugby competition. The competition consists of nine teams (8 Australian and 1 Fijian team).	Australian Rugby Union			Y	Produce coverage of approximately 21 matches.	Fox Sports broadcast	Fox Sports streaming via website & Foxtel Now	140	Y	Y
Rugby Sevens - Men	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. 15 'core' teams participate at each round of the series.				Y		Fox Sports broadcast	Fox Sports website & Foxtel Now	520	Y	Y
Rugby Sevens - Women	Rugby Union	The World Rugby Women's Sevens Series consists of 5 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.	Australian Rugby Union/World Rugby	Y		Y	Acquire rights to broadcast and/or stream all men's and women's events.	Fox Sports broadcast	Fox Sports website & Foxtel Now	77	Y	Y
Rugby Tens	Rugby Union	The Brisbane Global Rugby Tens is an annual rugby union tournament first held in 2017. It consists of 14 teams including all Australia and New Zealand Super Rugby teams as well as a team from Fiji, Japan, Samoa and France.	Duco/Australian Rugby Union			Y	Produce 2 days of coverage.	Fox Sports broadcast	Fox Sports website & Foxtel Now	45	Y	Y
NSW Cup	Rugby League	The NSW Cup is a competition of 13 clubs in New South Wales and offers a pathway for rugby league players into the NRL premiership.				Y	Produce coverage of at least 1 game per round and finals.	Fox Sports broadcast	Fox Sports website & Foxtel Now	120	Y	Y
Holden Cup	Rugby League	The Holden Cup is Australia's top-division rugby league competition for U20's players. It consists of 16 teams and 2017 is to be the final year of the competition.	Australian Rugby League Commission			Y	Produced coverage of approximately 2 games per round and finals.	Fox Sports broadcast	Fox Sports website & Foxtel Now	99	Y	N
Women's Test/Origin	Rugby League	Rugby League women's internationals and state of origin matches held annually.		Y		Y	Acquire rights to broadcast all women's test matches and state of origin matches.	Fox Sports broadcast	Fox Sports website & Foxtel Now	10	Y	Y

# Fund Allocation (cont'd)

Competition	Code	Description	Competition represented by:	Category			Platform		Planned Hours 2017/18	Was the Competition broadcast in 2016/17?	Will there be an uplift in hours in 2017/18?
				Women's	Niche	Emerging	STV	Digital			
Cycling	Cycling	The package includes Full Cycle (a locally-produced, weekly cycling show) and Australian Road Championships.	Cycling Australia		Y		Fox Sports broadcast	Fox Sports website & Foxtel Now	64	Y	Y
Lawn Bowls	Lawn Bowls	The package includes the men's and women's Australian Open, Australian Premier League and The Bowls Show.	Bowls Australia	Y	Y		Fox Sports broadcast	Fox Sports website & Foxtel Now	187	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. Three events are held in Australia each year - Gold Coast, Margaret River and Bells Beach.	World Surf League	Y	Y		Fox Sports broadcast	Fox Sports website & Foxtel Now	815	Y	Y
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	Fox Sports website & Foxtel Now	68	Y	Y
Ironman	Ironman	The package includes the men's and women's Ironman World Championship Series and ITU World Series Triathlon with events held in Australia and internationally.	IRONMAN	Y	Y		Fox Sports broadcast	Fox Sports website & Foxtel Now	133	Y	Y
Summer of Surf	Life Saving	Summer of Surf 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, taplin and flags.	Surf Life Saving Australia	Y	Y		Fox Sports broadcast	Fox Sports website & Foxtel Now	219	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	Fox Sports website & Foxtel Now	128	Y	Y
ICC Women's World Cup	Cricket	The Women's World Cup is a one day international (ODI) round-robin and knockout tournament. The 2017 tournament is to be held in June-July in England featuring eight teams including Australia, England and New Zealand.	International Cricket Council	Y		Y	Fox Sports broadcast	Fox Sports website & Foxtel Now	52	N	Y

# Fund Allocation (cont'd)

Competition	Code	Description	Competition represented by:	Category			KPI	Platform		Planned Hours 2017/18	Was the Competition broadcast in 2016/17?	Will there be an uplift in hours in 2017/18?
				Women's	Niche	Emerging		STV	Digital			
WNBL	Basketball	WNBL is Australia's national basketball league for female players with eight teams and approximately 90 matches.	Basketball Australia	Y	Y		Produce coverage of approximately 23 matches.	Fox Sports broadcast	Fox Sports streaming via website & Foxtel Now	84	N	Y
FIBA Asia Cup - Women	Basketball	FIBA Women's Asia Cup 2017 is the qualifying event for FIBA Asia at the 2018 FIBA Women's Basketball World Cup. The tournament is to be held in India featuring 16 teams including Australia.		Y	Y		Acquire rights to broadcast all Australia matches and finals.	Fox Sports broadcast	Fox Sports website & Foxtel Now		N	
FIBA Asia Cup - Men	Basketball	FIBA Asia Cup 2017 is the First Round qualifying event for FIBA Asia and FIBA Oceania at the 2019 FIBA Basketball World Cup. The tournament is to be held in Lebanon featuring 16 teams including Australia.	International Basketball Federation/Basketball Australia		Y		Acquire rights to broadcast all Australia matches and finals.	Fox Sports broadcast	Fox Sports website & Foxtel Now	37	N	Y
FIBA Basketball World Cup Qualifiers (Asia)	Basketball	The Second Round of the Asian Qualifiers will take place in November 2017 and February, June & July 2018. Australia is in Group B and will play home/away matches against Japan, Chinese Taipei and the Philippines.			Y		Produce all Australia (home) matches and broadcast all Australia (away) matches.	Fox Sports broadcast	Fox Sports website & Foxtel Now		N	
World League Finals - Women (FIH)	Hockey	Hockey World League is an international field hockey competition held over two years and culminating in the Finals to take place in New Zealand in November 2017. The Finals will feature eight national teams - USA, Korea, Netherlands, New Zealand, England, Germany, Argentina and China.	International Hockey Federation/Hockey Australia	Y	Y		Acquire rights to broadcast all matches.	Fox Sports broadcast	Fox Sports website & Foxtel Now	44	N	Y
World League Finals - Men (FIH)	Hockey	Hockey World League is an international field hockey competition held over two years and culminating in the Finals to take place in India in December 2017. The Finals will feature eight national teams - Australia, Germany, England, India, Argentina, Belgium, Netherlands and Spain.			Y		Acquire rights to broadcast all matches.	Fox Sports broadcast	Fox Sports website & Foxtel Now	44	N	Y
International Festival of Hockey	Hockey	The International Festival of Hockey is a week-long men's and women's hockey tournament featuring teams from Australia, New Zealand, Netherlands, Japan, Pakistan and the United States. 2017 is the second edition of the tournament which will be held in Melbourne and Bendigo.	Epicentre.tv/Hockey Australia	Y	Y		Acquire rights to broadcast and/or stream 5 days of coverage.	Fox Sports broadcast	Fox Sports streaming via website & Foxtel Now	20	N	Y
									<b>TOTAL</b>	<b>3878</b>		

**FOX SPORTS AUSTRALIA  
STRATEGIC ROADMAP 2017/18**

<b>CODE:</b>	1A-AFL	<b>COMPETITION/SPORT:</b>	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.

**BROADCAST COVERAGE:**

*Previous level of broadcast coverage:*

2017 was the first year of the AFLW competition and it was broadcast on FOX SPORTS and the Seven Network.

*Is this an increase/enhancement on 2016/17?*

Yes

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

FOX SPORTS will again produce coverage of approximately 26 matches and broadcast 29 matches. There will be an increase from approximately 50 live hours in 2016/2017 to over 90 hours of live and delayed coverage in 2017/2018.

*Will the coverage span multiple years?*

s 47

**RATIONALE FOR SELECTION OF SPORT/COMPETITION:**

- ✓ 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:**

*Sports body represented by:*

AFL- CEO Gillon McLachlan s 47

*Objectives of sport body in working with FOX SPORTS*

The AFL's primary objective from FOX SPORTS was to ensure all matches of the AFLW were produced and broadcast providing their female athletes the same level of coverage as their male counterparts. The AFL wanted FOX SPORTS to help "provide a platform to inspire young girls to reach for the stars".

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**FOX SPORTS AUSTRALIA  
STRATEGIC ROADMAP 2017/18**

<b>APPENDIX #</b>	<b>1B-Football</b>	<b>COMPETITION/SPORT:</b>	W-League; Matildas
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**DESCRIPTION :**

- 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:**

*Previous level of broadcast coverage:*

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. s 47

In 2017/18, Fox Sports has sub-licensed FTA rights to W-League and Matildas matches to SBS to continue to provide the FTA coverage the FFA were seeking and will continue to produce the broadcast coverage on behalf of all parties.

*Is this an increase/enhancement on 2016/17?*

Yes

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

- FOX SPORTS will produce coverage of approximately 27 matches which will be either broadcast or streamed. There will be an increase from approximately 34 live hours in 2016/2017 to over 154 hours of live and delayed coverage in 2017/2018.
- FOX SPORTS will also produce and broadcast coverage of approximately 5 Matildas matches. The Matildas have not played in Australia since 2015/16.

*Will the coverage span multiple years?*

s 47

**RATIONALE FOR SELECTION OF SPORT/COMPETITION:**

- ✓ The W-League is entering its 10<sup>th</sup> 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:**

*Sports body represented by:*

FFA- CEO David Gallop s 47

*Objectives of sport body in working with FOX SPORTS*

s 47

**ADDITIONAL NOTES :**

- ✓ Female Football Week is an example of a nationwide activation by the FFA to celebrate and promote the involvement of women and girls at the grassroots level.

**FOX SPORTS AUSTRALIA  
STRATEGIC ROADMAP 2017/18**

<b>APPENDIX #</b>	1C-Football	<b>COMPETITION/SPORT:</b>	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:**

*Previous level of broadcast coverage:*

FOX SPORTS has broadcast limited coverage of the FFA Cup since its inception in 2014<sup>1</sup>.

*Is this an increase/enhancement on 2016/17?*

Yes

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

FOX SPORTS will produce coverage of approximately 23 matches which will be either broadcast or streamed. There will be an increase from approximately 22 live hours in 2016/2017 to over 100 hours of live and delayed coverage in 2017/2018.

*Will the coverage span multiple years?*

s 47

**RATIONALE FOR SELECTION OF SPORT/COMPETITION:**

- ✓ 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:**

*Sports body represented by:*

FFA- CEO David Gallop s 47

*Objectives of sport body in working with FOX SPORTS*

s 47

<sup>1</sup> The FFA Cup was launched with a "lite" tournament format, with the current full tournament format launching in 2015.



**FOX SPORTS AUSTRALIA  
STRATEGIC ROADMAP 2017/18**

<b>APPENDIX #</b>	<b>1D-Rugby Union</b>	<b>COMPETITION/SPORT:</b>	<b>National Rugby Championship (NRC)</b>
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**DESCRIPTION :**

NRC is Australia's only national rugby union competition and consists of nine teams (8 Australian and 1 Fijian team).

**BROADCAST COVERAGE:**

*Previous level of broadcast coverage:*

FOX SPORTS has broadcast limited coverage of the NRC since its inception in 2014.

*Is this an increase/enhancement on 2016/17?*

Yes

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

FOX SPORTS will produce coverage of approximately 21 matches which will be either broadcast or streamed. There will be an increase from approximately 34 live hours in 2016/2017 to over 140 hours of live and delayed coverage in 2017/2018.

*Will the coverage span multiple years?*

§ 47

**RATIONALE FOR SELECTION OF SPORT/COMPETITION:**

- ✓ NRC as a national competition provides a pathway for aspiring male athletes by ensuring that all NRC teams include a mix of players from both club competitions and Super Rugby.
- ✓ Rugby Union has over 270k domestic participants and has also seen significant growth of female participation in grassroots competitions following the success of the Australian Women's Sevens team at the 2016 Rio Olympics.
- ✓ Broadcast exposure on FOX SPORTS will encourage commercial support for the league and its athletes through sponsorship opportunities, and contribute to the overall financial viability of the league.

**CONSULTATION:**

*Sports body represented by:*

ARU- CEO Bill Pulver § 47

*Objectives of sport body in working with FOX SPORTS*

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**FOX SPORTS AUSTRALIA  
STRATEGIC ROADMAP 2017/18**

<b>APPENDIX #</b>	1E-Rugby Union	<b>COMPETITION/SPORT:</b>	Rugby Sevens (Men's & Women's); Rugby Tens
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**DESCRIPTION :**

- 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 5 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.
- The Brisbane Global Rugby Tens is an annual rugby union tournament first held in 2017. It consists of 14 teams including all Australia and New Zealand Super Rugby teams as well as a team from Fiji, Japan, Samoa and France.

**BROADCAST COVERAGE:**

*Previous level of broadcast coverage:*

FOX SPORTS has broadcast coverage of the entire World Rugby Sevens Series (men's and women's) since 2015/16 and the Brisbane Global Rugby Tens since its inception in 2017.

*Is this an increase/enhancement on 2016/17?*

Yes

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

- FOX SPORTS will produce 3 days of coverage of the World Rugby Sevens Series (men's and women's) event held in Sydney in January 2018 and will broadcast the remainder of the men's and women's Series.
- FOX SPORTS will produce 2 days of coverage of the Brisbane Global Rugby Tens.
- Overall, there will be an increase from approximately 230 live hours in 2016/2017 to more than 640 hours of live and delayed coverage in 2017/18.

*Will the coverage span multiple years?*

s 47

**RATIONALE FOR SELECTION OF SPORT/COMPETITION:**

- ✓ The World Rugby Seven Series as an international competition provides a critical pathway to the Olympics for aspiring 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 these competitions on FOX SPORTS presents an opportunity for Rugby Australia to engage with new fans and participants.
- ✓ Broadcast exposure of Sevens and Tens 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 2017/18

**CONSULTATION:**

*Sports body represented by:*

Rugby Australia - CEO Bill Pulver s 47

Duco Events- CEO Rachael Carroll s 47

*Objectives of sport body in working with FOX SPORTS*

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**FOX SPORTS AUSTRALIA  
STRATEGIC ROADMAP 2017/18**

<b>APPENDIX #</b>	<b>1F-Rugby League</b>	<b>COMPETITION/SPORT:</b>	<b>NSW Cup; Holden Cup</b>
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<b>DESCRIPTION :</b>
<ul style="list-style-type: none"> <li>• The NSW Cup is a competition of 13 clubs in New South Wales and offers a pathway for rugby league players into the NRL premiership.</li> <li>• The Holden Cup is Australia's top-division rugby league competition for U20's players. It consists of 16 teams and 2017 is to be the final year of the competition.</li> </ul>

<b>BROADCAST COVERAGE:</b>
<i>Previous level of broadcast coverage:</i>
FOX SPORTS broadcast 1 game per round of the NSW Cup and 2 games per round of the Holden Cup in 2017 as well as all Finals. The Nine Network broadcast the Finals of both competitions only.
<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 and broadcast coverage of approximately 61 matches across the two tournaments in 2017/18. FOX SPORTS anticipates an increase from approximately 104 live hours to more than 219 hours of live and delayed coverage in 2017/18, despite the Holden Cup not continuing.
<i>Will the coverage span multiple years?</i>
§ 47

<b>RATIONALE FOR SELECTION OF SPORT/COMPETITION:</b>
<ul style="list-style-type: none"> <li>✓ NSW Cup is a recognisable reserve grade competition and developmental league for NSW-based NRL teams. The competition continues to provide a critical pathway for aspiring rugby league players.</li> <li>✓ 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.</li> <li>✓ Broadcast exposure on FOX SPORTS will encourage commercial support for NSW Cup and its athletes through sponsorship opportunities, whilst also supporting the overall financial viability of the competition.</li> </ul>

<b>CONSULTATION:</b>
<i>Sports body represented by:</i>
ARLC- Chairman John Grant § 47
<i>Objectives of sport body in working with FOX SPORTS</i>
§ 47

**FOX SPORTS AUSTRALIA  
STRATEGIC ROADMAP 2017/18**

<b>APPENDIX #</b>	1G-Cycling	<b>COMPETITION/SPORT:</b>	Australian Road National Championships (aka Road Nats)
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**DESCRIPTION :**

The Australian Road National Championships is an annual event with men's and women's competitions for elite, under 23, under 19 and para-cyclists as well as competitions for club riders such as the Team Time Trial and National Team Relay.

**BROADCAST COVERAGE:**

*Previous level of broadcast coverage:*

FOX SPORTS and SBS broadcast the final day of the event in 2017 and highlights of the women's event.

*Is this an increase/enhancement on 2016/17?*

Yes

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

FOX SPORTS will broadcast the Elite Men's and Elite Women's competitions in 2018, and anticipates an increase from approximately 5 live hours in 2016/2017 to over 10 hours of live and delayed coverage. 2018 will be the first year that FOX SPORTS has broadcast the women's event live. SBS is also the FTA broadcaster of the 2018 event.

*Will the coverage span multiple years?*

§ 47

**RATIONALE FOR SELECTION OF SPORT/COMPETITION:**

- ✓ The Australian Road National Championships is one of the premier events on the domestic cycling calendar and offers pathways for aspiring athletes as well as participation opportunities for club cyclists.
- ✓ Cycling has strong participation as a recreational sport with AusPlay identifying more than 2.3m adult participants. Cycling Australia has nearly 27k registered members nationally.
- ✓ The Australian Road National Championships provides an opportunity to connect the grassroots to the Elites, allowing Cycling Australia to drive increased levels of community engagement and participation.
- ✓ Broadcast exposure on FOX SPORTS will encourage commercial support for the regional event (held in Ballarat in 2018) and its athletes through sponsorship opportunities.

**CONSULTATION:**

*Sports body represented by:*

Cycling Australia- CEO Nick Green § 47

*Objectives of sport body in working with FOX SPORTS*

§ 47

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<b>APPENDIX #</b>	<b>1H-Lawn Bowls</b>	<b>COMPETITION/SPORT:</b>	<b>Bowls Premier League (Brisbane)</b>
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**DESCRIPTION :**  
 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.

**BROADCAST COVERAGE:**  
*Previous level of broadcast coverage:*  
 FOX SPORTS has broadcast coverage of the event since its inception in 2013.  
*Is this an increase/enhancement on 2016/17?*  
 Yes  
*If yes, what is the extent of the increase/enhancement?*  
 FOX SPORTS will broadcast coverage of all four days of the event which will result in an increase from approximately 22 live hours in 2016/2017 to over 100 hours of live and delayed coverage in 2017/2018.  
*Will the coverage span multiple years?*  
 s 47

**RATIONALE FOR SELECTION OF SPORT/COMPETITION:**

- ✓ 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:**  
*Sports body represented by:*  
 Bowls Australia- CEO Neil Dalrymple s 47  
*Objectives of sport body in working with FOX SPORTS*  
 s 47

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<b>APPENDIX #</b>	1I-Surfing	<b>COMPETITION/SPORT:</b>	World Surf League; Australian Boardriders Battle
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**DESCRIPTION :**

- 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.

**BROADCAST COVERAGE:**

*Previous level of broadcast coverage:*

- FOX SPORTS has broadcast the WSL since its inception, and the national final of the Australian Boardriders Battle since 2014.

*Is this an increase/enhancement on 2016/17?*

Yes

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

- 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 over 800 hours of live and delayed coverage in 2018.
- 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 70 hours of live and delayed coverage in 2018.

*Will the coverage span multiple years?*

s 47

**RATIONALE FOR SELECTION OF SPORT/COMPETITION:**

- ✓ 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.

**CONSULTATION:**

*Sports body represented by:*

Surfing Australia- CEO Andrew Stark s 47

**FOX SPORTS AUSTRALIA  
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WSL- Chief Strategy Officer and Head of International Joe Carr s 47

*Objectives of sport body in working with FOX SPORTS*

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**ADDITIONAL NOTES :**

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



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<b>APPENDIX #</b>	1J-Surf Sports	<b>COMPETITION/SPORT:</b>	Ocean6 Series (formerly Summer of Surf); IRONMAN
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**DESCRIPTION :**

- Ocean6 Series (formerly Summer of Surf) 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, taplin and flags.
- IRONMAN includes a series of triathlon races as well as several cycling, running and multisport events. FOX SPORTS' package includes the men's and women's Ironman World Championship Series and ITU World Series Triathlon with events held in Australia and internationally.

**BROADCAST COVERAGE:**

*Previous level of broadcast coverage:*

- FOX SPORTS has broadcast coverage of Summer of Surf since 2014/15 whilst various triathlon and Ironman events have been broadcast on FOX SPORTS since 2000.

*Is this an increase/enhancement on 2016/17?*

Yes

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

- FOX SPORTS will broadcast coverage from all six events held as part of the Ocean6 series. There will be an increase from almost 8 hours of live coverage to more than 210 hours of live and delayed coverage in 2017/18.
- FOX SPORTS will have a slight increase in its coverage of IRONMAN in 2017/18, broadcasting more than 130 hours of content.

*Will the coverage span multiple years?*

- s 47
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**RATIONALE FOR SELECTION OF SPORT/COMPETITION:**

- ✓ The Ocean6 Series 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.
- ✓ IRONMAN and affiliate triathlon competitions provide a world-class network of high performance events and pathways, inspiring athletes nationally and creating opportunities for elite development.
- ✓ More than 180k adults and 27k children participate in triathlon competitions nationally, however Triathlon Australia has a relatively small membership base of 20k nationally.

**CONSULTATION:**

*Sports body represented by:*

Surf Life Saving Australia via Splash Global- Managing Director John Palmer s 47

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IRONMAN Asia-Pacific- CCO Jeff Gillies s 47

*Objectives of sport body in working with FOX SPORTS*

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**ADDITIONAL NOTES :**

- ✓ 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.

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<b>APPENDIX #</b>	<b>1K- Cricket</b>	<b>COMPETITION/SPORT:</b>	<b>ICC Women's World Cup 2017</b>
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**DESCRIPTION :**

The ICC Women's World Cup is a one day international (ODI) round-robin and knockout tournament. The 2017 tournament is to be held in England featuring eight teams including Australia, England and New Zealand.

**BROADCAST COVERAGE:**

*Previous level of broadcast coverage:*

FOX SPORTS has broadcast limited coverage of the ICC Women's World Cup since 2005. The FTA rights for the 2017 tournament are held by the Nine Network.

*Is this an increase/enhancement on 2016/17?*

Yes

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

The ICC Women's World Cup is held every four years and the 2017 edition will include more than 50 hours of live and delayed coverage on FOX SPORTS – the number of matches shown by FOX SPORTS in 2017 (15 matches) has more than doubled since the 2013 tournament (6 matches).

*Will the coverage span multiple years?*

s 47

**RATIONALE FOR SELECTION OF SPORT/COMPETITION:**

- ✓ The ICC Women's World Cup is the pinnacle of 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:**

*Sports body represented by:*

ICC via agent STAR Middle East- Sunil Manoharan s 47

*Objectives of sport body in working with Fox Sports*

s 47

**ADDITIONAL NOTES :**

- ✓ The ICC also has plans to expand its coverage of the ICC Women's World Twenty20 to be held in the West Indies in November 2018 increasing from 10 matches to all 23 matches being produced for broadcast.

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<b>APPENDIX #</b>	<b>1L- Basketball (Domestic)</b>	<b>COMPETITION/SPORT:</b>	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:**

*Previous level of broadcast coverage:*

The ABC previously broadcast one game per round and all Finals, however the WNBL has not had a broadcast partner since 2014/15.

*Is this an increase/enhancement on 2016/17?*

Yes

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

FOX SPORTS will produce coverage of approximately 23 matches in 2017/18 which will include more than 80 hours of live and delayed broadcast.

*Will the coverage span multiple years?*

s 47

**RATIONALE FOR SELECTION OF SPORT/COMPETITION:**

- ✓ 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:**

*Sports body represented by:*

Basketball Australia-General Manager Competitions Paul Maley s 47

*Objectives of sport body in working with Fox Sports*

s 47

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<b>APPENDIX #</b>	1M- Basketball (International)	<b>COMPETITION/SPORT:</b>	FIBA Asia Cup (Men's & Women's); FIBA Basketball World Cup Qualifiers (Asia)
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**DESCRIPTION :**

- FIBA Women's Asia Cup 2017 is the qualifying event for FIBA Asia at the 2018 FIBA Women's Basketball World Cup. The tournament is to be held in India featuring 16 teams including Australia.
- FIBA Asia Cup 2017 is the First Round qualifying event for FIBA Asia and FIBA Oceania at the 2019 FIBA Basketball World Cup. The tournament is to be held in Lebanon featuring 16 teams including Australia.
- The Second Round of the Asian Qualifiers will take place in November 2017 and February, June & July 2018. Australia is in Group B and will play home/away matches against Japan, Chinese Taipei and the Philippines.

**BROADCAST COVERAGE:**

*Previous level of broadcast coverage:*

FOX SPORTS last broadcast the FIBA Asia Cup (formerly Asia Championship) in 2011 and the FIBA World Cup (formerly World Championship) in 2010.

*Is this an increase/enhancement on 2016/17?*

Yes

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

The FIBA Asia Cup is held every two years and the FIBA World Cup every four years. FOX SPORTS will produce coverage of three FIBA World Cup Qualifier matches in 2017/18 and will broadcast approximately 37 live hours from the Asia Cup and World Cup Qualifiers.

*Will the coverage span multiple years?*

§ 47

**RATIONALE FOR SELECTION OF SPORT/COMPETITION:**

- ✓ The FIBA World Cup and Asia Cup are critical Olympic pathways 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:**

*Sports body represented by:*

FIBA Media-Managing Director Paul Stimpson § 47

*Objectives of sport body in working with Fox Sports*

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<b>APPENDIX #</b>	1N- Hockey	<b>COMPETITION/SPORT:</b>	World League Finals (men's & women's); International Festival of Hockey
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**DESCRIPTION :**

- Hockey World League (women's) is an international field hockey competition held over two years and culminating in the Finals to take place in New Zealand in November 2017. The Finals will feature eight national teams - USA, Korea, Netherlands, New Zealand, England, Germany, Argentina and China.
- Hockey World League (men's) is an international field hockey competition held over two years and culminating in the Finals to take place in India in December 2017. The Finals will feature eight national teams - Australia, Germany, England, India, Argentina, Belgium, Netherlands and Spain.
- The International Festival of Hockey is a week-long men's and women's hockey tournament featuring teams from Australia, New Zealand, Netherlands, Japan, Pakistan and the United States. 2017 is the second edition of the tournament which will be held in Melbourne and Bendigo.

**BROADCAST COVERAGE:**

*Previous level of broadcast coverage:*

FOX SPORTS has broadcast limited coverage of the Hockey World League since its inception in 2013, however the International Festival of Hockey will be first broadcast on FOX SPORTS in 2017.

*Is this an increase/enhancement on 2016/17?*

Yes

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

The Hockey World League is held every two years and 2017 will see FOX SPORTS broadcast more than 80 hours of live coverage across both the men's and women's events. FOX SPORTS will also broadcast more than 20 hours of live and delayed coverage from the International Festival of Hockey.

*Will the coverage span multiple years?*

s 47

**RATIONALE FOR SELECTION OF SPORT/COMPETITION:**

- ✓ 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:**

*Sports body represented by:*

FIH - Broadcast & TV Director Andy Oram s 47

Hockey Australia- General Manager- Leagues and Major Events and Matt Favier- Chief Executive

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Hockey Australia via agent Epicentre.tv- Chief Operating Officer Luke Campbell s 47
<i>Objectives of sport body in working with FOX SPORTS</i>
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