

# Elite Sports Policy

## Overview

Elite sports policy is key to transforming and delivering internationally competitive elite athlete programs. Well-designed elite sports policies enable the design of effective talent pathways, allow transparent governance and funding, and professionalism of the sports workforce.

However, countries must make choices: how much to invest, in what, in whom, and how. Getting this right enables countries – whatever their size or talent pool – to deliver on the social and national outcomes of sporting success.

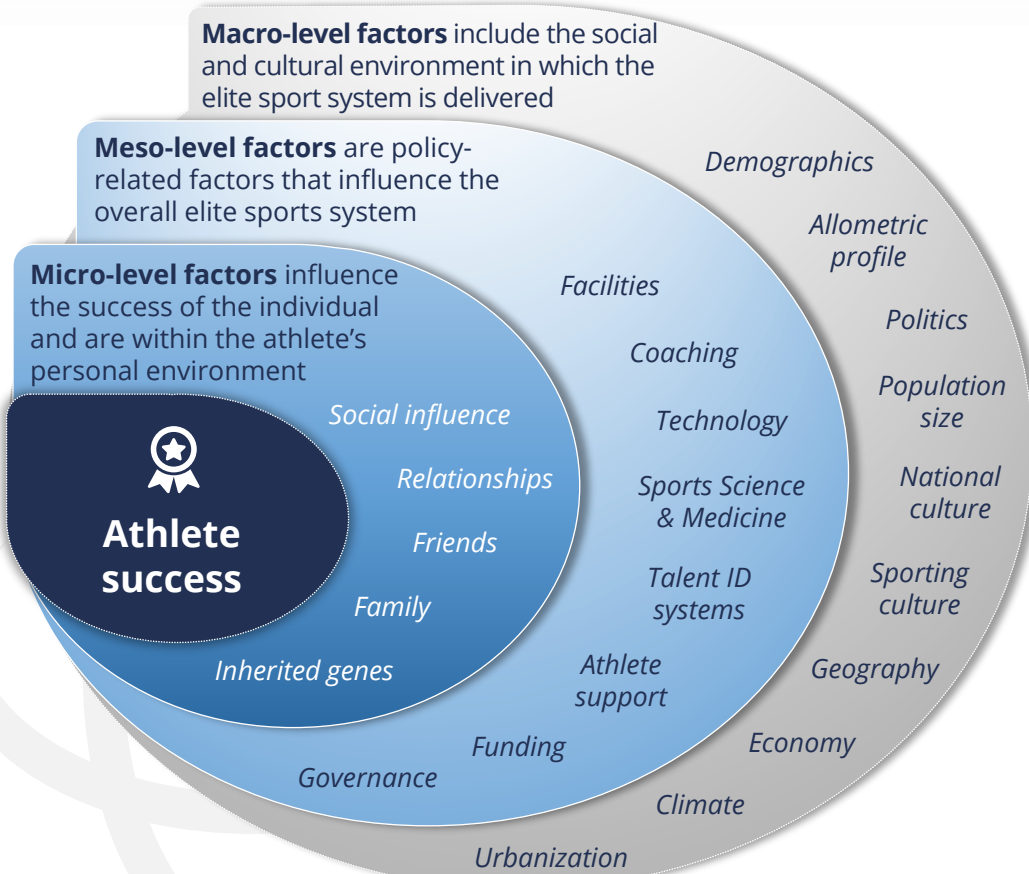
## Importance

Elite sports contribute to positive impacts on global perception, the economy and national pride:

Global perception	Economic impact	National pride
<ul style="list-style-type: none"> <li>➤ Positions the country as a global sporting nation</li> <li>➤ Develops strong sporting relationships with other countries</li> </ul>	<ul style="list-style-type: none"> <li>➤ Attracts sport investments globally</li> <li>➤ increases tourism and associated revenues (accommodation, F&amp;B, etc.)</li> <li>➤ Contributes to national GDP</li> </ul>	<ul style="list-style-type: none"> <li>➤ Creates sporting heroes to inspire participation</li> <li>➤ Endorses sport as a valuable and worthwhile career</li> <li>➤ Develops “feel good” factor amongst citizens</li> </ul>

## Portas Thinking

**FOCUS ON WHAT IS IN YOUR CONTROL** – Athlete performance is driven by macro-, meso- and micro-factors, all of which contribute to a value chain that influences success



**Elite sport systems tend to focus on meso-level factors** that sit within their control