Chapter 5

Managing Sport Participation Legacy at the Olympic Games

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Introduction

One particular strategy employed by governments and government agencies to promote sport participation has been to support the hosting of international sport events. Governments and their agencies are increasingly identifying the promotion of grassroots sport participation as one of the opportunities, and anticipated outcomes, of hosting a mega-sport event such as the Olympic Games. For example, in regard to the London 2012 Olympic Games, UK Sport (2005) has stated that ‘a comprehensive development strategy will encourage participation and boost all levels of a sport – everything from assisting potential medal winners to inspiring children to take up sport’ (p. 74). Given the considerable amounts of public funds that are spent in the staging of mega-sport events, it is inevitable that there will be calls for evidence of the effectiveness of such events in delivering the promised outcomes, including sport participation outcomes.

While sport funding agencies and governments have, in recent years, become more active in planning event legacies, including increased sport participation, research has demonstrated that there is little empirical data to show that the strategies employed to date have been successful. An extensive review of the literature has found little evidence that international sport events have a positive impact on stimulating physical activity and sport participation (Weed, Coren & Fiore, 2009). With this context in mind, the purpose of this chapter is to examine the impact that hosting the Olympic Games has on sport participation. The chapter starts by reviewing the research published to date in this area, and then presents a case study focused on the Sydney 2000 Olympic Games. Quantitative and qualitative data obtained from national and state sport federations, whose sports were played at the Sydney Olympics, is analysed and discussed.

The trickle-down effect

The term commonly used to describe the process by which members of the general public are inspired to participate in sport as a result of being inspired by elite performers is known as the ‘trickle-down’ effect (Hogan & Norton, 2000; Payne et al., 2002). Australian sport policy has been influenced by this concept for the past 30 years. For example, in an Australian federal government report published in 1973, Bloomfield stated: ‘the focus should not be on the number of gold medals our competitors can win, but rather on the inspiration and impetus their success gives to the citizens of our nation for mass participation in physical activity in all age groups and at all levels of ability’ (Bloomfield, 1973, pp. 3-4).

Two years later, another Australian federal government report outlined the related concept of a ‘sporting pyramid’. The pyramid shape, argued Coles, ‘demonstrates that the high-performance apex expands as the base broadens; and it allows for the view that the better the standard of performance at the top, the more it can serve to inspire and encourage participation at lower levels’ (Coles, 1975, p. 14). The Australian federal government has since concentrated its sport expenditure on the elite end of the sporting pyramid, partly because, in a federal system, it might be expected that lower levels would be catered to by lower levels of government, but also because of belief in the ‘trickle down’ and ‘pyramid’ ideas. The typical justification for this policy position has been that it is a ‘powerful and appealing argument in political circles that increasing the resources for elite level sport will eventually trickle down to the grass roots levels’ (Olds et al., 2004, p. 109).

Hogan and Norton (2000), however, showed that the Australian federal government’s rhetoric was not supported by the available evidence. They demonstrated that, between 1976 and 2000, the Australian federal government spent A\$1.4 billion on sport and recreation, of which 85 per cent was devoted to elite sport funding while the remaining 15 per cent was spent on community level sport. Between 1980 and 1996, while Australia won a total of 173

Olympic medals, sedentary levels (i.e. non-participation in sport and physical activity) across the Australian adult population actually increased. Hogan and Norton (2000) concluded by stating: 'it is time to revisit the notion that elite sporting success leads to greater mass participation as a result of the so called trickle-down effect' (p. 203).

In addition to the work of Hogan and Norton, the past decade has seen a small but growing number of studies that have investigated the overall impact that international sport events have had on host countries (Cashman, 2006). However, there has been very little research exploring the impact of major sport events on generating sport participation (Weed et al., 2009). The lack of engagement with this research area is reflected by the fact that at the first ever Olympic legacy conference - organized by the IOC in 2002 - only four of the 55 papers presented were concerned with mass sport participation (De Moragas, Kennett & Puig, 2003). The studies that have explored this area of research are identified and discussed below:

- A study by Itoh (1988) revealed that following the staging of the 1976 Montreal Olympic Games, sport facilities located in the host city extended their opening hours to cope with increased demand.
- Research by Sust (1994) examined the impact of a junior sport development program that was implemented in conjunction with the 1992 Barcelona Olympic Games. The study found that the program had a positive impact on sport participation. However, due to the small sample size the validity of the findings are limited.
- Hindson, Gidlow and Peebles (1994) explored the impact that media coverage of the 1992 Barcelona Olympic Games had on sport participation in New Zealand. A survey of sport

clubs in the Canterbury region and a survey of national sport federations indicated that the participation levels remained largely the same. Furthermore, the researchers found that few New Zealand sporting organizations introduced sport development strategies to leverage the mass awareness generated by the Olympics.

- In 2001, a report from the Australian Sport Commission (ASC) examined the available data on the impact to national sport participation of hosting the Sydney 2000 Olympic and Paralympic Games. The research explored sport participation research previously published by the Australian Bureau of Statistics (ABS) and the ASC across the years 1998 to 2000. The study concluded that participation levels for the majority of the period examined were in decline, and that there was little evidence to suggest that a trickle-down effect was in operation following the staging of the Sydney 2000 Olympic Games.
- ABS researchers Vanden Heuvel and Conolly (2001) reviewed quarterly ABS sport participation statistics for the same period as the ASC study. They argued that the long-term decline that occurred in sport participation between 1998 and the middle of 2000 started to reverse across August-November 2000, suggesting that a trickle-down effect may have taken place.
- Van Den Hoven (2006) examined the impact of Australia's qualification for the 2006 FIFA World Cup on football registrations in Australia. The research found that over the period, 2003 to 2006, football registrations in Australia increased by 12.6 per cent. The research showed, however, that while registrations increased across Australia in the first year post World Cup qualification (4.8 per cent for the 2005 to 2006 period) this increase

was less than what occurred two years prior to World Cup qualification (5.1 per cent for the 2003 to 2004 period).

- Frawley and Cush (2011) explored the impact of hosting the 2003 Rugby World Cup on rugby participation in Australia, using rugby registration data across the years 2000-2008. The research found that rugby participation in Australia increased following the hosting of the 2003 World Cup. Over the 2003 to 2004, junior registrations went up by 20 per cent while senior registrations grew by 5 per cent. Over the long-term (2000-2008), junior rugby registrations also outperformed senior registrations increasing respectively by 68 per cent and 11 per cent. Interview data collected from senior rugby union officials from across Australia stated that a core factor underpinning this growth in registrations was the large investment made by the Australian Rugby Union in development programs that started in the late 1990s.
- Veal, Toohey and Frawley (2012) examined Australian sport participation data collected before and after the Sydney 2000 Olympic Games. The research offers mixed conclusions about the relationship between the staging of mega-sport events and sport participation growth in a host nation. The study found that there appeared to be a positive effect on adult sport participation, but with non-Olympic sports witnessing stronger growth than Olympic sports. Conversely, in the case of junior sport (under 15) sport participants, Olympic sports witnessed greater growth than non-Olympic sports. Examination of data on the 2003 Rugby World Cup, hosted in Australia, showed a clearer relationship between hosting of the event and increased grassroots participation, albeit in the context of earlier growth. The study also explored the hosting of the 2006 Melbourne Commonwealth Games, but found no post-event increase in adult sport participation in

Australia or in the host state of Victoria. On the other hand, however, some evidence was presented that showed junior sport participation grew at a modest level.

These studies indicate that the evidence on relationships between sport event hosting and grassroots participation is at best mixed. While some of the studies provide evidence of increases in participation - among certain demographic categories (i.e. juniors) - the overwhelming picture suggests that the hosting of international sport events does not automatically lead to any identifiable growth in sport participation in the host community. While the above studies have added a great deal to our knowledge base and our general understanding of how the hosting of major events can impact on sport participation, substantial research gaps still need to be addressed.

First, broad-based participation surveys are only one way of measuring involvement in sport. Like any single research method, they have limitations, particularly when these surveys rely on recall accuracy of respondents (Cushman, Veal & Zuzanek, 2005). Furthermore, a great deal of the survey research discussed above covers only people aged 15 years and over. With the exception of Hindson et al. (1994), Van Den Hoven (2006) and Frawley and Cush (2011), little work has utilized national and state sport federation player registration data. By examining this type of data, changes in the whole population of organized sport participants can be examined, rather than a survey sample of the general population. By adopting this approach and comparing the results from federation registration data with survey-based data, some of the limitations mentioned above may be addressed.

Furthermore, while the concentration on the ‘outcomes’ measure of participation is understandable, there has been little consideration of the additional organizational ‘inputs’ that might be required to turn inspiration into participation. For example, we know very little about how the managers of national and state sport federations view the hosting of

international sport events from a sport participation legacy perspective. Little is known about the extent to which governing bodies seek to leverage the staging of these events in order to boost their membership base and which strategies have been successful or failed. As outlined by Chalip (2004, 2006), few empirical studies have provided knowledge about the most effective ways to leverage mega-sport events. Chalip (2006) argues that examination of how mega-sport events, such as the Olympic Games, are managed (prior to, during and post event) may provide the basis for devising future optimal strategies and tactics to achieve legacy outcomes: ‘the outcomes themselves are not important in-and-of themselves ... but are instead pertinent to the degree that they provide information about which particular strategies and tactics have been effective’ (Chalip, 2006, p. 113).

The next section of this chapter seeks to fill some of the research gaps outlined above through the analysis of data collected over the past decade, using the Sydney 2000 Olympic Games as a case study. Both quantitative (registration) and qualitative (interview) data was collected. The methodology employed in collecting the registration data is discussed, followed by the qualitative approach in obtaining the interview data.

Case study: organized sport legacy and Sydney 2000

This case study addresses the following question: Was there evidence of an increase in registrations in Olympic sports following the hosting of the Sydney 2000 Olympic Games?

Data collection

In 2005, 28 national sport federations in Australia whose sports were represented at the Sydney 2000 Olympic Games were asked to provide their national membership registration data for the period 1996 to 2004. Ten federations responded to this request, however only five provided sufficient and adequate data for the purposes of the study. In

2009, a second round of registration data was collected from the national sport federations. On this occasion, registration data was collected from annual reports; that data was not accessible in 2005. Additional data was collected from annual reports, a process that was aided by the digitisation of national sport federation annual reports by the ASC library. Federations who did not have registration data available for at least one year prior to the staging of the Sydney 2000 Olympic Games were excluded. Because the main objective of this study was the exploration of organized sport participation trends, specifically in relation to the hosting of the Sydney Olympics, pre-event and post-event registration data was utilized. The remaining 19 Olympic sports were excluded because their data was either unavailable or incomplete. Further details on how the registration data was collected for the study are provided in Table 5.1.

Insert Table 5.1 about here

There are some limitations with the registration data collected. First, few details were provided in any of the annual reports stating specifically how the member registration data was compiled and / or the methodology used in constructing the data sets. Discussions with the federations indicated that they typically obtained the registration data from their affiliated state and territory federations. However, it is unclear in most instances whether the data was compiled through manual or automated processes. Second, the available data does not indicate the frequency of participation - only the number of people registered for a sport. Thus, some individuals might be registered with a sport federation who did not actually participate in a given year owing to injury or because of a change in personal circumstances.

Third, the level of detail regarding age categories and national and state level information varied between sports.

In addition to the registration data, qualitative data was collected for this study. In 2005, the 28 national sport federations and the associated NSW state sport federations were asked to participate in a semi-structured interview about their perceptions of the impact to player registration numbers of the hosting of the Sydney 2000 Olympic Games (NSW was selected because it was the host state for the 2000 Games, with Sydney comprising 80 per cent of its population). Twenty-one individuals, representing senior management of the sport federations, agreed to be interviewed - with most exchanges conducted via telephone and taking about 30 minutes to complete. The interviews were recorded electronically and transcribed textually and then analysed manually, with the lead researcher coding the data into emergent themes. It is important to note that the interview sample is different from the registration sample. This was not determined by choice but rather through access. For example, some of the federations that agreed to be interviewed could not supply pre-2000 registration data for the study and, as outlined above, this data was excluded from the analysis. Thus, the overall emphasis for the analysis of the interview data is centred on the overall figures rather than at the sport-specific level.

Registration data

The trickle-down effect would lead us to expect that Olympic sports would experience an increase in registrations following the hosting of the Olympic Games, and that it would be reasonable to expect that the effect would be most pronounced in the host state, in this case NSW. Regarding medium-term change, Table 5.2 indicates that of the nine sports included, four (fencing, gymnastics, sailing and tennis) increased their member registrations, both nationally and in NSW, post-Sydney 2000, while four sports (cycling, softball, swimming

and table tennis) witnessed a decline, both nationally and in NSW. One sport, athletics, a sport with one of the highest profiles in the Olympics, increased registrations nationally in all age categories. However, there was also unevenness: in NSW there was an increase for the under 20s but a decrease for the over 20s.

Insert Table 5.2 about here

For those activities that did not achieve an increase in participation over the medium term, the question arises as to whether there was a short-term gain, notably in the immediate post-Games period, which was not sustained. Table 5.3 indicates that this was not the case nationally, but may have been the case for two activities at state level, namely swimming and table tennis. Curiously, sailing appears to have experienced a decline in the short-term, despite its medium-term growth. For the first sporting season contested in Australia and NSW after the Sydney 2000 Olympic Games, 12 of the listed sport registration categories increased while the remaining 10 categories decreased. From the 11 national registration categories, five increased while seven decreased. These figures were reversed for NSW, with seven of the 11 categories increasing while the remaining five declined. Thus, the short-term impact on registrations was marginally better in NSW in comparison to the national categories.

Insert Table 5.3 about here

Interview data

This section presents findings from the interviews with senior managers representing national and NSW sport federations for the sports of athletics, basketball, canoeing, cycling, equestrian, football, softball, swimming, and volleyball.

The managers were asked to indicate the medium-term impact, if any, hosting the Sydney 2000 Olympic Games had on their sport's registrations. Five of the seven sports stated that there had been no impact on their registrations, while the other two sports claimed that there had been a moderate impact, as indicated in Table 5.4.

When asked about the short-term impact that hosting the Sydney 2000 Olympic Games had on sport registrations (for the first season post Games), managers from four federations stated there had been no impact. However, managers from two sports indicated that there was a moderate impact, while a manager from a single sport suggested they had witnessed a strong impact, as indicated in Table 5.5.

Insert Table 5.4 about here

Insert Table 5.5 about here

Those who had experienced registration growth were then asked to explain what the main drivers were behind this growth. A number of themes emerged including: the impact of

medal success; the impact of media exposure; sport development initiatives; volunteer development; and venue legacy.

Medal success was mentioned as an important factor in the growth of national and NSW athletics registrations. For example, a senior manager from Athletics Australia, the sports national governing body stated that ‘after the Sydney Olympics we saw a big interest in the events where athletes won a medal. Athletics Victoria had 50 phone calls from girls who wanted to learn the pole vault after Tatiana Grigoriava, won a silver medal. This event is still strong, as is the men’s long jump which saw Jai Taurima winning a medal’ (Respondent 1).

Media exposure was mentioned by some managers as an important characteristic that help their sports boost registrations. This was particularly the case for short-term registration growth. For example, a senior manager from the governing body responsible for junior athletics in NSW stated the sport had an immediate increase in registrations post-Sydney 2000 ‘due to the increased exposure’ of the sport created by the Games (Respondent 12). Media exposure was also mentioned by other respondents, who stated that the increased coverage of sport by the free-to-air television networks in Australia helped promote their sports to a wider audience (Respondents 3 & 11).

Sport development initiatives were cited as having a positive influence on growing registrations. For the sport of basketball, ‘since 2000, registrations on a national basis have increased, but it has been small ... One of the main reasons for the increase ... has been the introduction of our national Aussie Hoops program, which is aimed at primary school aged kids. Good numbers of registrations have come through this program ... The program is designed to be fun and hopefully when the kids do settle upon a sport basketball is one that ranks highly in their experiences’ (Respondent 2). Respondents from other sports stated that a range of sport development initiatives assisted them to grow their sport, especially at the

junior level. These included the creation of a national recruitment program (Respondent 3) and in NSW various 'junior development initiatives were introduced' leading to registration growth (Respondent 11).

A positive consequence of hosting the Games for some sports was the opportunity it provided to grow and develop the volunteer pool. For example, a senior manager from Basketball Australia stated that the Games helped them to recruit and retain volunteers and that the 'volunteers (i.e. statisticians, managers, score-table officials) were reinvigorated by participation in the Games' (Respondent 2). In addition, for some sports, venue legacy was mentioned as a positive factor that influenced sport participation post-Sydney 2000. For example, the sport of canoeing was the recipient of a brand new A\$6 million white-water facility as a result of the staging of the Sydney Olympics. This venue has hosted international and national events in addition to being a canoeing training venue for the Australian Institute of Sport and visiting Olympians.

The managers from national and NSW sport federations who witnessed a decline in registrations, post-2000, were asked to suggest reasons for this demise. Four main themes emerged from the interview data. These included: reduced media exposure; increased competition; cost and time; and, sport structure and development.

Reduced media coverage of Olympic sports, post-Sydney, was said to have impacted the sport's ability to generate registrations. A respondent involved with the sport of athletics stated that the sport 'has not received great media coverage since [Sydney] ... the interest generated has not been maintained' (Respondent 1). A reason mentioned for the reduced media coverage, post-Sydney, was the strong competition for media time from the major professional sports, particularly the football codes. Softball, for example, found it 'extremely difficult to attract media coverage' after the Sydney Games were staged. It was noted that as a female sport and historically 'not a professional men's sports', it has been difficult to get

the media attention the sport needs (Respondent 6). Likewise, a respondent from swimming stated that to get a positive impact on registrations ‘you must promote through the media’ (Respondent 7).

Increased competition from other sports looking to secure participants was a strong theme mentioned by the respondents. A number of the managers interviewed mentioned the term ‘sport sampling’ when referring to this form of competition. Respondent 6, for instance, stated that today there are more ‘sports to choose from’, while Respondent 14 outlined the wide ‘variety of sports now on offer’. In addition, a respondent involved in the sport of swimming stated that ‘parenting has changed ... parents allow their children to try a range of sports without the pressure of completing a season ... the range of leisure options available today makes for a competitive sporting and recreation environment’.

Time and cost issues were factors that resonated with some respondents. For example, Respondent 6 stated that ‘the cost of sporting activities i.e. to purchase uniforms and equipment’ and ‘time factors’ associated with working parents shape how they commit to weekend sport. Furthermore, in terms of time, points were made by the respondents about modifying how their sport is presented and played to make it more attractive to parents. This point is addressed further in the next theme.

How some sports were structured was presented as a reason for the decline in registrations, post-Sydney. A respondent from softball stated that the decline in their registrations can be attributed to how ‘the product [the sport] is delivered at the grassroots’. While elite performance at the Olympics may inspire talented athletes to continue playing, it might not have a great deal of impact on the social player (Respondent 14). In relation to the sport of swimming, because it is primarily an individual sport, it can be difficult to maintain the interest of young people in its competitive format and structure (Respondent 19).

Respondent 15 stated that ‘swimming has difficulties because it is not a team sport. Being an

individual sport makes it a bit harder. We probably need to increase the fun and social elements of the sport. Sports like surf-lifesaving have probably increased their numbers because of the social component'. Respondent 7 also argued that greater focus was needed on the social aspects of swimming: 'we need to emphasize the social side of the sport'. Being more creative and developing better swimming 'programs and programming can make the sport more attractive' (Respondent 7).

Discussion and conclusion

This case study demonstrates that organized sport participation in Australia did not receive a significant boost in national or NSW registrations following the Sydney 2000 Olympic Games. Of the nine sports that supplied registration data, five experienced an increase in their national and NSW member registrations over the medium-term period (athletics, fencing, gymnastics, sailing and tennis). While, fencing, gymnastics, sailing and tennis increased their registrations across all categories, the sport of athletics increased its registrations across four of the five categories examined in this study. By contrast, the remaining four sports (cycling, softball, swimming and table tennis) suffered a decline in national and NSW registrations.

The short-term impact of hosting the Games on sport registrations was also mixed, with 55 per cent of the 22 categories examined increasing the first year post-Sydney, while the remaining 45 per cent (10 categories) declined. Interestingly, the sport of swimming witnessed registration declines across all categories even though it was the most successful Australian sport in terms of gold medals won at the Sydney 2000 Olympic Games. The Australian Swimming Team won five gold medals at Sydney 2000 from an overall total of 16 gold medals. Despite this success, there was no immediate or longer-term impact on swimming registrations across Australia or in NSW, the host state.

The interview data presented a number of suggestions and explanations for the decline in registrations suffered by sports such as swimming. It was argued by the senior federation managers that registrations were negatively impacted because of four key characteristics: reduced media exposure post-2000; increased competition from other sports; cost and time factors; and, how sports were structured and developed pre- and post-2000. It was commonly argued that registrations decreased partly due to reduced media coverage of Olympic sports post-Sydney 2000. The respondents felt that media coverage shifted back strongly to the professional sports (i.e. the football codes in winter and cricket in summer). Competition for playing talent was also stated as a reason for registration decline. The professional sports have been very aggressive in Australia over the past 10-15 years, investing and developing their sports through the implementation of junior and school-based sport programs. Cost and time were mentioned as important factors that impacted on registrations, especially in the context of fast changing social and economic pressures faced by families and individuals today. Lastly, the way sports were structured and how they developed junior athletes and participants was stated as a crucial factor in the decline of several sports. Some respondents suggested that greater emphasis needed to be given to making sport more fun and more socially orientated.

The hosting of an Olympic Games provides stakeholder organizations, such as national and state sport federations, with the opportunity to leverage their association with an event such as the Sydney 2000 Olympic Games (O'Brien & Chalip, 2008; Frawley & Cush, 2011). To maximize their association, the research literature suggests that the event stakeholders need to implement leveraging strategies not just prior to and during the event but also post-event to generate longer-term gains (O'Brien, 2007). Based on the collected data it is difficult to argue that a trickle-down effect was experienced for Australian and NSW sport federations as a result of the staging of the Sydney 2000 Olympic Games. For sports to

achieve a sport participation legacy it could be expected, based on this evidence, that significant investment in leveraging strategies is a necessary requirement (Frawley & Cush, 2011). The interview data collected showed that most of the sport federations were passive in developing leveraging strategies and those who did had few resources to fully maximize their specifically designed sport development programs.

Large government investment in the staging of the Olympic Games in the past has been justified in part on the basis that these events can, in and of themselves, increase sport participation and physical activity in host communities (Coalter, 2007; Hogan & Norton, 2000). A steady stream of research conducted over the past decade shows that this proposition has little basis of support (Weed et al., 2009). Frawley and Cush (2011), at least in terms of evidence as opposed to rhetoric. However, researchers have demonstrated that when sporting organizations invest significant levels of resources carefully into sport development alongside the staging of a mega-sport event, promising registration increases can occur, especially at the junior level. To maintain this registration growth, though, development spending needs to be considered over the longer-term. The more difficult question, then, is how do sporting organizations with access to few resources best leverage their involvement in an Olympic Games? While much more research is required to adequately address the sport legacy challenge, it is hoped that this chapter has contributed to the conversation.

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Table 5.1 Registration Data Collection

Olympic sport	Year of data collection	Data period	Area	Source	Comments
Athletics	2005 and 2009	1998-2004 (Little Athletics 2008 only)	National + NSW	Annual reports	National Little Athletics data unobtainable
Cycling	2009	1999-2008	National + NSW	Annual reports	
Fencing	2009	1997-2007	National + NSW	Annual reports	
Gymnastics	2005	1997-2004	National + NSW	Annual reports	
Sailing	2009	1997-2008	National	Annual reports	
Softball	2009	1991-2009	National + NSW	Annual reports	
Swimming	2005	1993-2004	National + NSW	Annual reports	
Table Tennis	2005 and 2009	1995-2004	National + NSW	Directly and from annual reports	
Tennis	2005 and 2009	1997-2004	National + NSW	Directly and from annual reports	

Table 5.2 Medium-Term Impact Post-2000: National and NSW Sport Registrations

Sport	Period	Age category	Gender	National	NSW	Participation increase / decrease (%)
Athletics	1999-04	Over 20	Male & Female	National		-7
	1998-04	Over 20	Male & Female		NSW	+17
	1999-04	U16, U18 & U20	Male & Female	National		+14
	1998-04	U16, U18 & U20	Male & Female		NSW	+10
	1993-08	U5-U15	Male & Female		NSW	+10
Cycling	1999-08	Over 19	Male & Female	National		-30
	1999-08	Over 19	Male & Female		NSW	-39
	1999-08	U11-U19	Male & Female	National		-19
	1999-08	U11-U19	Male & Female		NSW	-26
Fencing	1997-07	All ages	Male & Female	National		+49
	1997-07	All ages	Male & Female		NSW	+8
Gymnastics	1997-04	All ages	Male & Female	National		+26
	1997-04	All ages	Male & Female		NSW	+40
Sailing	1997-08	All ages	Male & Female	National		+18
Softball	1991-09	All ages	Male & Female	National		-46
	1993-08	All ages	Male & Female		NSW	-46
Swimming	1993-04	All ages	Male & Female	National		-5
	1993-04	All ages	Male & Female		NSW	-8
Table Tennis	1995-08	All ages	Male & Female	National		-15
	1995-08	All ages	Male & Female		NSW	-12
Tennis	1997-05	All ages	Male & Female	National		+22
	1997-05	All ages	Male & Female		NSW	+92

Table 5.3 Short-Term Impact Post-2000: National and NSW Sport Registrations

Sport	Period	Age category	Gender	National	NSW	Participation increase / decrease (%)
Athletics	2000-01	Over 20	Male & Female	National		+25
	2000-01	Over 20	Male & Female		NSW	+7
	2000-01	U16, U18 & U20	Male & Female	National		+14
	2000-01	U16, U18 & U20	Male & Female		NSW	-10
	2000-01	U5-U15	Male & Female		NSW	+10
Cycling	2000-01	Over 19	Male & Female	National		-2
	2000-01	Over 19	Male & Female		NSW	-4
	2000-01	U11-U19	Male & Female	National		-1
	2000-01	U11-U19	Male & Female		NSW	-19
Fencing	2000-01	All ages	Male & Female	National		+21
	2000-01	All ages	Male & Female		NSW	+13
Gymnastics	2000-01	All ages	Male & Female	National		+14
	2000-01	All ages	Male & Female		NSW	+16
Sailing	2000-01	All ages	Male & Female	National		-23
Softball	2000-01	All ages	Male & Female	National		-10
	2000-01	All ages	Male & Female		NSW	-10
Swimming	2000-01	All ages	Male & Female	National		-3
	2000-01	All ages	Male & Female		NSW	+0.38
Table Tennis	2000-01	All ages	Male & Female	National		-4
	2000-01	All ages	Male & Female		NSW	+27
Tennis	2000-01	All ages	Male & Female	National		+4
	2000-01	All ages	Male & Female		NSW	+17

Table 5.4 Medium-Term Impact Post-2000: Sample Interview Data

Sport	Medium-term impact on registrations
Athletics	No impact on registrations. 'Hosting the Sydney Olympics has not had a big impact on registration numbers for the sport' (Respondent 1). At the junior level 'there does not appear to be any long-term impact' (Respondent 12).
Basketball	No impact on registrations. 'I don't think there has been much impact on participation levels as a result of the Games' (Respondent 2).
Canoeing	Moderate impact on registrations: while did benefit from the construction of a permanent white-water facility in Western Sydney, the growth in participants at the junior or senior level post-Sydney was 'minor' (Respondent 18).
Cycling	Moderate impact on registrations. Respondent 3 stated, that 'in 2000, we were in the process of putting a halt to a decline in members. In more recent years we returned to a stable growth trend'. Likewise, In NSW 'numbers increased, then dropped back' (Respondent 11).
Football	No impact on registrations. A respondent from the Football Federation of Australia stated that the impact on football participation from hosting the Sydney 2000 Olympic Games was 'nothing obvious' (Respondent 5).
Softball	No impact on registrations. There was 'no great impact' on registration numbers as a result of hosting the Sydney Olympics (Respondent 6). In NSW there was also 'very little or no impact' on registrations (Respondent 14). Between 2000 and 2005, softball registrations across Australia were in decline (Respondents 6 & 14).
Swimming	No impact on registrations. Respondent 7, from Swimming Australia, stated 'there was no impact on numbers ... there was a small decrease of 5 per cent'. An official from Swimming NSW outlined a similar view. He noted that the Games 'had a negative impact. Membership numbers went down. We expected it would go the other way. The same applied with Athens, no impact' (Respondent 15).

Table 5.5 Short-Term Impact Post-2000: Sample Interview Data

Sport	Short-term (immediate) impact on registrations
Athletics	Moderate impact on registrations: Registrations do lift 'slightly during a 'big event' year but mainly at the Little Athletics level [junior athletes, 5-15 years]' (Respondent 1). At the junior level, in NSW: 'there was an immediate impact on [junior] participation levels' (Respondent 12).
Basketball	No impact on registrations. Respondent 2 stated that there was no immediate impact or trickle down effect due to the staging of the Sydney Olympics.
Canoeing	Strong impact at the senior level: the increase in registrations was due to the 'growth in adventure racing and personal participation in recreational marathon racing in an aging population looking for non-team competitive activities' (Respondent 18).
Cycling	Moderate impact on registrations. Respondent 3 stated 'there was a positive effect immediately after the Sydney Olympics, but it was relatively minor' (Respondent 3).
Football	No impact on registrations. It was noted the difficulty in attributing participation trends with the hosting of major sport events, especially, for a sport like football that not only participates in the Olympics but also in the Football World Cup (Respondent 5).
Softball	No impact on registrations (Respondents 6 & 14).
Swimming	No impact on registrations (Respondents 7 & 15).