

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

Commonwealth policy and administering entity:	Department of Infrastructure, Transport, Regional Development and Communications
Enquiries:	If you have any questions, please contact: Director, Media Incentives Section, Department of Infrastructure, Transport, Regional Development and Communications Phone: 6271 1400
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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 first announced in the 2017-18 Budget on 6 May 2017, as an element of the Broadcasting and Content Reform Package. The first tranche of funding of \$30 million was for the four financial years to 30 June 2021.

In June 2020, an additional \$10 million was added to the grant to accelerate program outcomes and expand the program through to June 2023.

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)* <https://www.finance.gov.au/government/commonwealth-grants/commonwealth-grants-rules-guidelines>

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.

The Fox Sports proposal will need to effectively address the following four criteria for the program:

A. Demonstrated understanding of the need for the funded activity for each identified target sport.

Fox Sports will need to identify and demonstrate an awareness of the specific needs of the target sports and provide evidence about the needs of each sport. It will need to provide evidence that each sport has high participation rates or anticipates high growth in emerging needs; is identified as a priority area and has poor access to media coverage today. Fox Sports will need to demonstrate strategies to respond to the emerging needs in the target sports such as flexible service provision, collaboration and linkages with other organisations and service providers and demonstrate how the service will benefit each target sport and community including intended benefits and evidence to support the service approach.

B. Description of how the implementation of the program will achieve the activity objectives for all stakeholders, including value for money within the grant funding.

Fox Sports will need to demonstrate a clear understanding of the activity's objectives and support this with evidence. It will need to provide a clear and detailed description of how the program will be implemented, including evidence of how the program will achieve value for money. It must specify the linkages between proposed outcomes and projected deliverables, the benefit to the target sports and their communities and the amount of funding sought. It must identify strategies to demonstrate how the program objectives will be met; describe how the program will complement existing services and resources within the community and described links with the community and target sports including established relationships with stakeholders, relevant organisations, clients, and other service providers.

C. Demonstrated experience in effectively developing, delivering, managing and monitoring similar initiatives to give confidence it will achieve program objectives for all stakeholders.

Fox Sports will need to clearly define the way in which it will plan, develop, deliver, manage and monitor the program. It will need to demonstrate its experience in establishing and delivering similar types of services. It must demonstrate an understanding of the proposed outcomes of the program and how it will establish and maintain services in the identified sports. It should outline its stakeholder engagement and relationship management processes to ensure effective delivery of the program. Evidence of how it will engage with the community when planning and delivering services will need to be provided and there will need to be clear strategies for how it will provide ongoing assessment to ensure it meets the identified outcomes including the use of key performance indicators and reporting arrangements.

D. Demonstrated capacity and capability to deliver the program objectives in the identified sports and their wider communities.

Fox Sports will need to demonstrate relevant expertise, skills, qualifications and experience in its executive and for those that will be involved in the management and delivery of services. It will need to outline the governance arrangements for the program and demonstrate that governance principles and processes to support service delivery are in place across all aspects of the organisation. Descriptions of relevant expertise, skills, qualifications and experience, including broad structure of the organisation, as well as business management, relevant expertise and leadership will be required. Fox Sports will need to demonstrate how the expertise, skills, qualifications and experience will contribute to the effective and efficient delivery of the program and the continuous improvement and evaluation of the day-to-day management of the program.

3. Who will approve the grant?

The Minister for Communications, Cyber Safety 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.

- The grant agreement

The funding recipient must enter into a legally binding grant agreement with the Commonwealth represented by the Department of Infrastructure, Transport, Regional Development and Communications. 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 original grant agreement was finalised in December 2017 and the variation to the agreement is expected to be finalised in June 2020.

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.

4. 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*.

5. 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.

6. 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.