



School of Public Health and Community Medicine

Research Project

Project title: Exploring Sustainable Funding Mechanisms for Sport for Social Change programs

Background / rationale: The popularity of sport and its capacity as a platform to connect people makes it a mechanism with potential to address a range of social issues and international development goals. Over the past two decades, international sport for development and social change (S4SD/C) has emerged as a new and exciting vehicle for community and social development, including health promotion. Sport has been recognised by the United Nations as a positive tool to enhance cross-cultural interaction, break down social and cultural barriers and promote social cohesion. Sport for social development and social change S4SD initiatives aim to engage people from disadvantaged communities in physical activity projects that have an overarching aim of creating and maximising positive social impact, including aspects of social inclusion and cohesion.

Inherent in most community development, initiatives, and specifically in the sport for social change area is the challenge of sustainable funding. Across the world a number of avenues are being explored to address this including social business and social enterprise approaches. This project is designed to explore the diversity of approaches across the world and establish the framework for a book of case studies that will be published. The student will work directly with the [Yunus Social Business for Health Hub](#) and the international networks involved in sport for social change during this project. See <http://footballunited.org.au/>

Aim: The overall aim is to complete an international environmental scan of organisations which have experimented with sustainable funding processes to support their work, with the aim to prepare for the edition of a book of case studies to be published.

Objective: The purpose of this task 1) to perform a systematic review of sport for social change programs across the world which have succeeded in developing a sustainable funding mechanism to support their work; 2) An analysis framework will be developed which will be shared with program directors such that their case studies may be written to address the specifics of sustainable funding mechanisms.

Methods: conduct a literature review on S4SD/C financing mechanisms followed by a survey of program directors and network directors involved S4SD/C to establish a baseline; develop a system to assess the various models of funding and develop a framework for the book of case studies.

Anticipated outcomes / significance (point form): Develop a framework for the case study publication; student will be offered the opportunity to continue with the project and be involved in the book project that will follow.

If you are interested in undertaking this special research project, please contact Anne Bunde-Birouste, ab.birouste@unsw.edu.au