



# Sport Matters Advocacy Policy

This policy will apply to all activities and operations of Sport Matters.

|                                                                                                                                                                                                                                        |
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| <p>‘Sport is not a panacea for global social and economic challenges, but used appropriately it is a valuable cross-cutting tool that significantly strengthens established development approaches’<br/>(Kay and Dudfield 2013, 6)</p> |
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## 1. Purpose

Sport Matters believes advocacy is intrinsic to the role it plays. The purpose of this policy is to define how and why Sport Matters advocates for sport in development.

The purpose of advocacy is to improve a situation, create a sustainable outcome (as far as is practicable) and to ensure that no harm or increase of risk faces the group we are advocating for or with.

Sport for development is the intentional use of sport to achieve sustainable development objectives such as health, education, social inclusion, employment and gender equality.

Sport for development provides the opportunity to:

- Convey core principles that are important in a democracy, such as tolerance, solidarity, co-operation and respect,
- Foster inclusion for individuals and populations otherwise marginalised by social, ethnic, cultural or religious barriers; and
- Allow individuals to experience equality, freedom and empowerment.

### **Advocacy:**

Is a process of trying to effect change in policies, practices, attitudes, beliefs or actions through influencing people and/or organisations who are in positions of power.

**Direct Advocacy:** First-hand engagement of a decision-maker with the goal of influencing a specific issue.

**Indirect Advocacy:** The spread of targeted policy messages through outreach and engagement of various people and audiences who will, in turn, influence a decision-maker on a specific issue.

**Policy Advocacy:** The deliberate process of influencing those who make policy decisions.

## 2. Policy

Sport Matters will advocate for sport as an effective tool for sport and development. Within this action, Sport Matters will ensure that its advocacy:

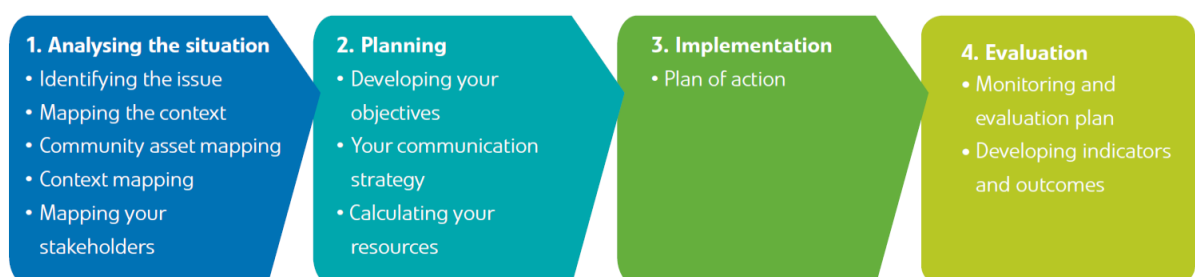
- Does not do harm or increase the level of risk facing the affected groups
- Is evidenced based and accurate
- Its message reflects the perspectives of the affected population; and
- Will focus on inequalities, with a particular commitment to ensuring the inclusion of people with disabilities.

## 3. Procedures

Sport Matters acknowledges there is **formal** and **informal** advocacy.

**Informal** is supported by ensuring all staff and volunteers involved in Sport Matters receive a thorough induction that ensure the participant has an understanding of the values, ethos and manner that they need to conduct themselves and represent Sport Matters. Consistent messaging, delivered respectfully and in line with local culture, is the foundation of Sport Matters advocacy.

**Formal Advocacy** is supported with agreed foundation planning, stakeholder mapping, working from an evidence base, understanding context and clear development of key messaging and expected outcomes. People involved will be selected for their skills in this area or trained accordingly. Refer to diagram below.



A vital part of Sport Matters approach to advocacy is to ensure that if it is representing or speaking on behalf of a group of people – is to consult with that group to hear directly what their experience has been, what their objectives are and what they think will solve the problems that they or their communities face. This must be balanced with country and political context. Ideal outcome is to leave a sustainable skill set: provide the group with the skills to continue advocating for themselves.

This policy will be implemented through Sport Matters compliance procedures, Board and staff management processes and across our program management systems.

The Board and management of Sport Matters are fully committed to the principles of this policy. Any breach of strategic significance or any material risk associated with this policy will be reported to the Board in a timely manner.

| POLICY REVIEW                      |                             |
|------------------------------------|-----------------------------|
| Date Policy reviewed and effective | 29 November 2021            |
| Date for Policy to be reviewed     | 29 November 2023            |
| Date Policy reviewed and approved  | 28 <sup>th</sup> March 2024 |