

# Leading Sporting Success for Australia – Reclaiming the Winning Edge

AUSTRALIAN INSTITUTE OF SPORT & MELBOURNE BUSINESS SCHOOL EXECUTIVE EDUCATION



MELBOURNE  
BUSINESS  
SCHOOL

# Executive Summary

**‘The development of sports coaching and leadership excellence is essential for our continued sporting success.’**

– Australian Institute of Sport, *2012–22 Australia’s Winning Edge strategy*



## The 2012 London Olympics created a compelling platform for improving leadership, coaching and collaboration across Australian high performance sport.

The nation's performance in international competition was declining as evidenced by the disappointing medal results in London. More importantly, this was a wakeup call for the Australian Institute of Sport (AIS) – their global market share was decreasing whilst competition was increasing. Since 1988, 45 more countries were competing in the Olympic Games, 35 more countries were winning medals and 24 more countries were winning gold medals. Failing to take decisive action would mean falling further down the medal tally.

It was agreed that implementing a national strategy to address this would give Australia back its competitive advantage. Australia's Winning Edge 2012–2022 (AWE), endorsed by the Australian Government, set ambitious international performance targets and a framework for increasing collaboration.

The Australian Institute of Sport's Centre for Performance Coaching and Leadership partnered with Melbourne Business School (MBS) to create a suite of leadership development programs to achieve the AWE outcomes.

The aim was to transform the culture and capacity of the entire sports system by shifting the mindsets and behaviours of sports coaches and leaders. After an intensive discovery and co-design phase, the partners developed, piloted, and embedded an integrated suite of three core leadership programs:

1. Performance Leaders

2. Podium Coach

3. Performance Coach

Today, due to the strong partnership between AIS and MBS, high performance leaders and coaches in the Australian sports (system) are:

- collaborating like never before, breaking down silos, reaching out, sharing resources and learning from each other
- equipped as people leaders, not just technical experts
- operating as one team, rather than disparate, competing teams, and
- galvanised in their focus on supporting Australia's success on the world stage.

The continued delivery of these development programs has become a cornerstone of the ambitious 10-year strategic AWE objectives.

With the Rio Games approaching, Australia is shaping up to reclaim its 'winning edge'.

**“We have seen significant change across Australian high performance sport. As a result of these programs, leaders and coaches are working differently with our athletes, and this will contribute to our Olympic and Paralympic results.”**

Matt Favier  
Director, Australian Institute of Sport

