



International Day of Sport for Development and Peace 6 April 2017

"We Play Together"

Join Sport Matters to celebrate the 4th International Day of Sport for Development and Peace on Thursday April 6 and showcase your organisation's efforts using sport to contribute to development and peace.



Sport Matters is delighted to launch our international social media campaign in partnership with the National Rugby League (NRL) showcasing Sydney's premier sporting venues at Moore Park. Sport Matters and the NRL share a proud history partnering with NRL on Sport for Development activities, and with the 2017 Rugby League World Cup taking place later this year in Australia, New Zealand and PNG it's a great time to celebrate the role of sport in promoting diversity, harmony and equality.

On April 6 the world unites in celebration of the potential of sport to contribute to sustainable development and we invite you to join the growing Sport for Development and Peace (SDP) network to showcase how sport is making a positive impact in communities around the world.

Sport Matters is an Australian based NGO that aims to make a positive and long-lasting impact on development in Australia and developing countries with a focus on the Pacific, Asia and Africa. Sport Matters is a full member of the Australian Council for International Development (ACFID), the peak Council for Australia's not-for-profit aid and development organisations working to attain a world where gross inequality and extreme poverty are eradicated.

We are calling on your organisation to support and promote International Day of Sport for Development and Peace (IDSDP) on April 6. It's an opportunity to showcase your organisation's relevant activities and programs particularly in Australia, the Pacific and Asia.

Background

At the **UN headquarters in New York, on 23 August 2013**, the UN General Assembly declared 6 April as the **International Day of Sport for Development and Peace (IDSDP)** – a decision that represented a historic step in recognising the transformative power of sport and its great potential in advancing positive social change. April 6 is a significant date as it also commemorates the opening of the modern Olympic Games in 1896 and The IOC, in its capacity of Permanent Observer to the UN, has been supportive of this initiative, as it values its potential to recognise sports organisations' role in and contribution to social change and human development.

IDSDP is commemorated globally on April 6 by international, regional, national sport and development organisations to honour the role that sport plays in society, whether by encouraging healthier lifestyles, making sport more widely accessible or using it as a vehicle for development in areas made vulnerable by conflict, poverty and inequality.

To date there has been three opportunities to capitalise on April 6 to advocate for sport for development and peace and Sport Matters has delivered a series campaign strategies to harness this opportunity:

2014 - For the inaugural IDSDP on April 6 in 2013, Sport Matters hosted a celebration under the Sydney Harbour Bridge to put Sydney on the map in the global celebrations of sport for development and peace. Our Sport Matters Champions Petero Civoniceva, Pat Farmer and Liesl Tesch joined the event together with Christopher Woodthorpe, Director of the United Nations Information Centre for Australia, New Zealand and the South Pacific.

2015 – Sport Matters joined forces with the Campaign for Aid in Australia and engaged a host of Australian sporting and development partners including ChildFund Australia, CBM Australia, Australian Disability and Development Consortium, Volleyball Australia, Football United and World Vision's One Goal Australia program.

2016 – With the introduction of the Sustainable Development Goals (SDGs), Sport Matters joined the global "I play for SDGs" campaign and encouraged our partners and friends around the world to share why sport matters to them on our dedicated website form.



April 6 is rapidly gaining momentum as a signature day on the UN calendar and this year the International Platform on Sport and Development (www.sportandev.org) is taking the lead on communication, coordination and collaboration in the lead up to IDSDP.

Our IDSDP Advocacy Goals

- Communicate how sport can make a positive and sustainable contribution to development
- Connect with international SDP networks and partners under the theme 'We Play Together'
- Host a two-day social media campaign to connect with national and international networks
- Capture the voices from the Pacific during the regional Olympic conference in Fiji
- Promote the contributions of Australian organisations to SDP by hosting an event in Sydney

How can you join the celebrations for IDSDP on April 6 this year?

1/ Join us on social media on April 6

- Use dedicated international hash tags in your communications: **#IDSDP2017 #IDSDP #WePlayTogether #Sport4BetterWorld**
- Use athlete champions, your organisation's decision makers, and media and communications teams to spread powerful quotes and images that tell the story about how sport is making an impact within your organisation.
- Send us your Facebook, Twitter and Instagram handles in advance and we'll help share your communications with our international SDP network via sportmattersAU.
- Sport Matters will also help prepare and share social media content on April 6 & 7. We will be collecting photo and video content during the regional Olympic conference in Nadi, Fiji, on Thursday 30 & Friday 31 March to help develop Oceania content for IDSDP.

2/ Join us in Sydney at NRL Central in Moore Park on April 6

- Join us on April 6 at NRL Central in Moore Park in Sydney from 10am – 11.30am. We will be bring together some of Australia's largest sporting codes as well as our aid and development partners with Sydney's sporting venues at Moore Park, Allianz Stadium and Sydney Cricket Ground as our backdrop.
- Please RSVP by close of business on Monday 3 April 2017. We'll have our large #IDSDP letters for the signature photos that will be beamed around the world and if you can't be there in person you can follow the action on our live-stream.

Helpful Hints

- Use your social media captions and tags to highlight particular development themes (such as; health, gender equality, education) and link your content to the SDGs.
- Try to avoid generalisations about the 'power of sport' and use images and words that help communicate *HOW* sport is contributing towards development and peace.
- Make sure you have appropriate permission to use and share images online, especially images of children.
- Be targeted in your communications to extend the reach of your message to new audiences. For example, work with your media and communications team to share IDSDP messages to your sport's fan base to showcase your international activities.
- If you're stuck for ideas or content, you can reach out to Sport Matters for help and there is plenty of advice available to you from the [International Platform](#).

Our team will be pumping out IDSDP content on April 6 & 7 to make sure we connect with our partners in every time zone. In Oceania we have an advantage being awake first so let's use that and showcase Australia, Asia and the Pacific. See you online on April 6!

Contact

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Links

International Platform on Sport and Development <https://www.sportanddev.org/en/news-views/international-day-sport-development-and-peace>
UN Office of Sport for Development and Peace <http://www.un.org/sport/>
Olympic Games <https://www.olympic.org/idsdp>
April 6 <http://www.april6.org/> (hosted by Peace and Sport)