A Clearinghouse for and of sport

The Australian Sports Commission (ASC) Draft Strategic Plan 2010 – 2013, identifies that a key area of focus for the ASC going forward will be to establish a 'clearinghouse' capability to facilitate the exchange of **information** and **ideas** across the sport system and all levels of Australian government.

A key focus of the clearinghouse envisaged by the ASC will be to support connections with other portfolios across all levels of governments, so as to improve coordination with sports and provide whole-of-sport views on strategic issues and objectives.

Whole-of-sport view of information

Our 'clearinghouse' concept is based on the following assumption:

> *Any view of model of the future is only as accurate as the information (and **knowledge**) currently available to the observer.*

This assumption has been tested successfully by a number of other sectors that possess mature information management practices such as the finance and banking sectors, defence and police intelligence communities, and the sport(s) gaming industry.

Current perspectives on knowledge management:

The greater proportion of knowledge is 'tacit' and resides in the heads of people, with a smaller percentage of this knowledge being 'explicit' and captured and presented in documents, illustrations and audiovisual recordings etc.

knowledge is dynamic and rapidly changing so that what is "captured" is soon out-of-date

knowledge is essentially **social** and is **developed** and **held** by **groups** of **people** who engage **together** in a specific **practice**.

What types of 'knowledge' will the Clearinghouse facilitate?

"Know-how" (practical knowledge - best practice and/or training guides)
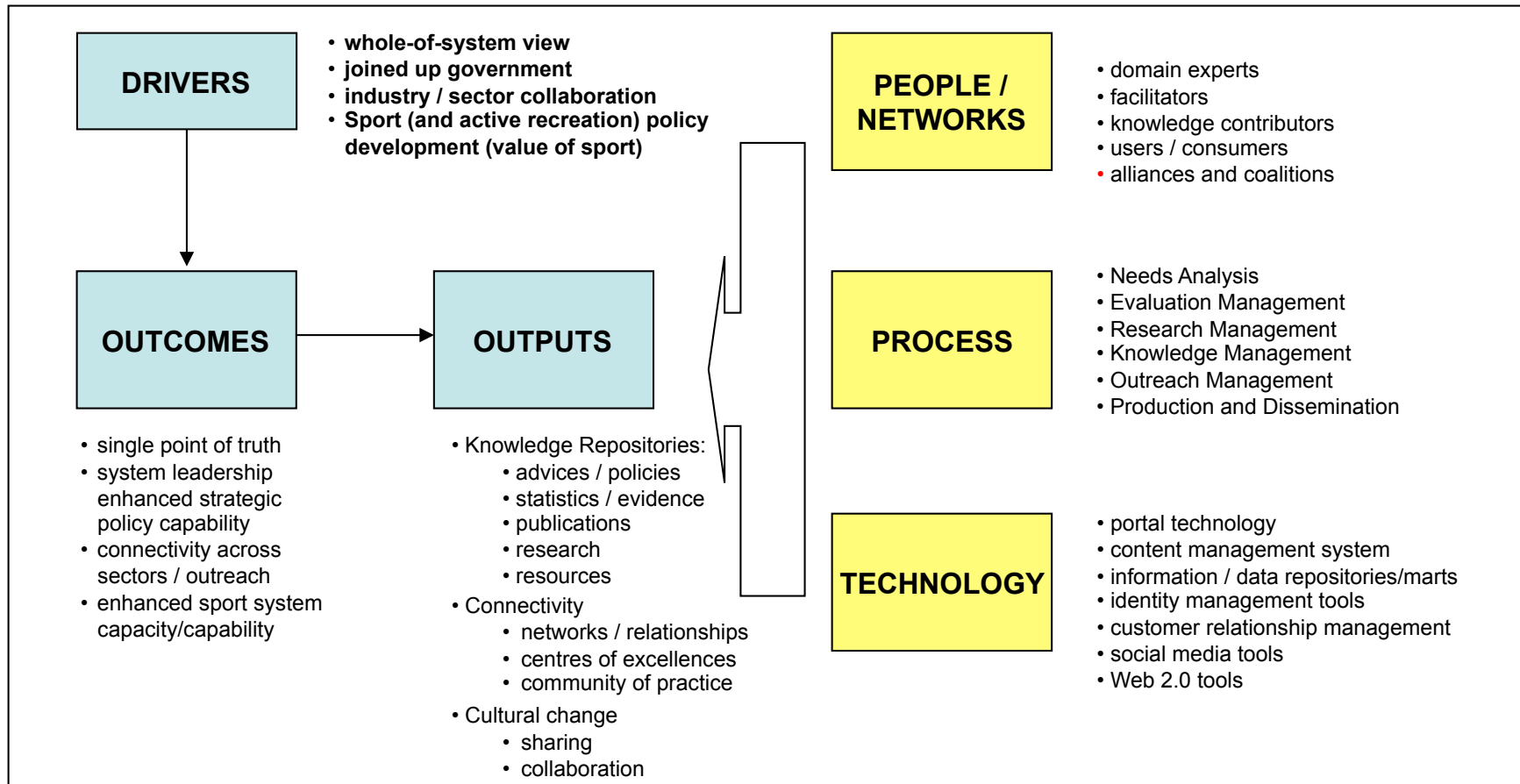
"Know-what" (factual knowledge – statistics, results, sports facts, dates)

"Know-why" (scientific knowledge – research reports, scientific literature)

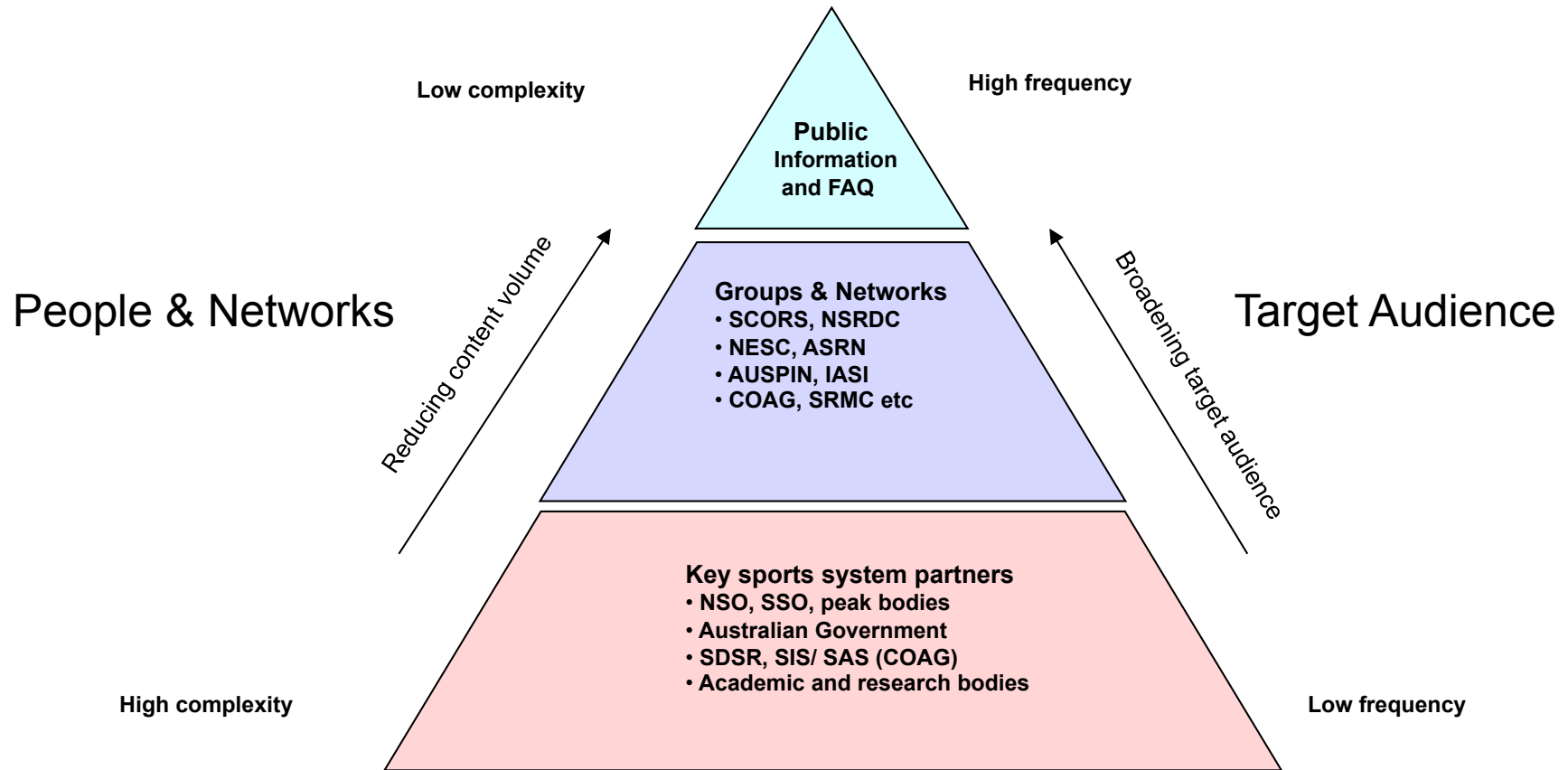"Know-who" (network knowledge - expert directories, key contacts)

SCOPE OF ASC INFORMATION CLEARINGHOUSE

TARGET AUDIENCE

DRIVERS
- **whole-of-system view**
- **joined up government**
- **industry / sector collaboration**
- **Sport (and active recreation) policy development (value of sport)**

PEOPLE / NETWORKS
- domain experts
- facilitators
- knowledge contributors
- users / consumers
- alliances and coalitions

OUTCOMES
- single point of truth
- system leadership enhanced strategic policy capability
- connectivity across sectors / outreach
- enhanced sport system capacity/capability

OUTPUTS
- Knowledge Repositories:
  - advices / policies
  - statistics / evidence
  - publications
  - research
  - resources
- Connectivity
  - networks / relationships
  - centres of excellences
  - community of practice
- Cultural change
  - sharing
  - collaboration

PROCESS
- Needs Analysis
- Evaluation Management
- Research Management
- Knowledge Management
- Outreach Management
- Production and Dissemination

TECHNOLOGY
- portal technology
- content management system
- information / data repositories/marts
- identity management tools
- customer relationship management
- social media tools
- Web 2.0 tools

GOVERNANCE STRUCTURE

TARGET AUDIENCE AND INFORMATION THEMES

Low complexity

High frequency

People & Networks

Target Audience

Reducing content volume

Broadening target audience

Public Information and FAQ

Groups & Networks
• **SCORS, NSRDC**
• **NESC, ASRN**
• **AUSPIN, IASI**
• **COAG, SRMC etc**

Key sports system partners
• **NSO, SSO, peak bodies**
• **Australian Government**
• **SDSR, SIS/ SAS (COAG)**
• **Academic and research bodies**

High complexity

Low frequency

Community & Social Aspects of Sport					High Performance Sport			Sport System				
Social Inclusion	Education	Preventive Health	Economics	Environment	AIS	Competition & Results	Sport Performance	Sport System Improvement	Value of Sport	System Partners	Volunteers	Media

Key Themes and Topics – Clearinghouse Information & Subject Area Domains (note: potential for Active Recreation theme to be included at a later date).

PROCESS VIEW OF ASC INFORMATION CLEARINGHOUSE

EVALUATION MANAGEMENT

KNOWELDGE MANAGEMENT

NEEDS ANALYSIS

RESEARCH MANAGEMENT

PRODUCTION & DISSEMINATION

OUTREACH MANAGEMENT

Technology Platform
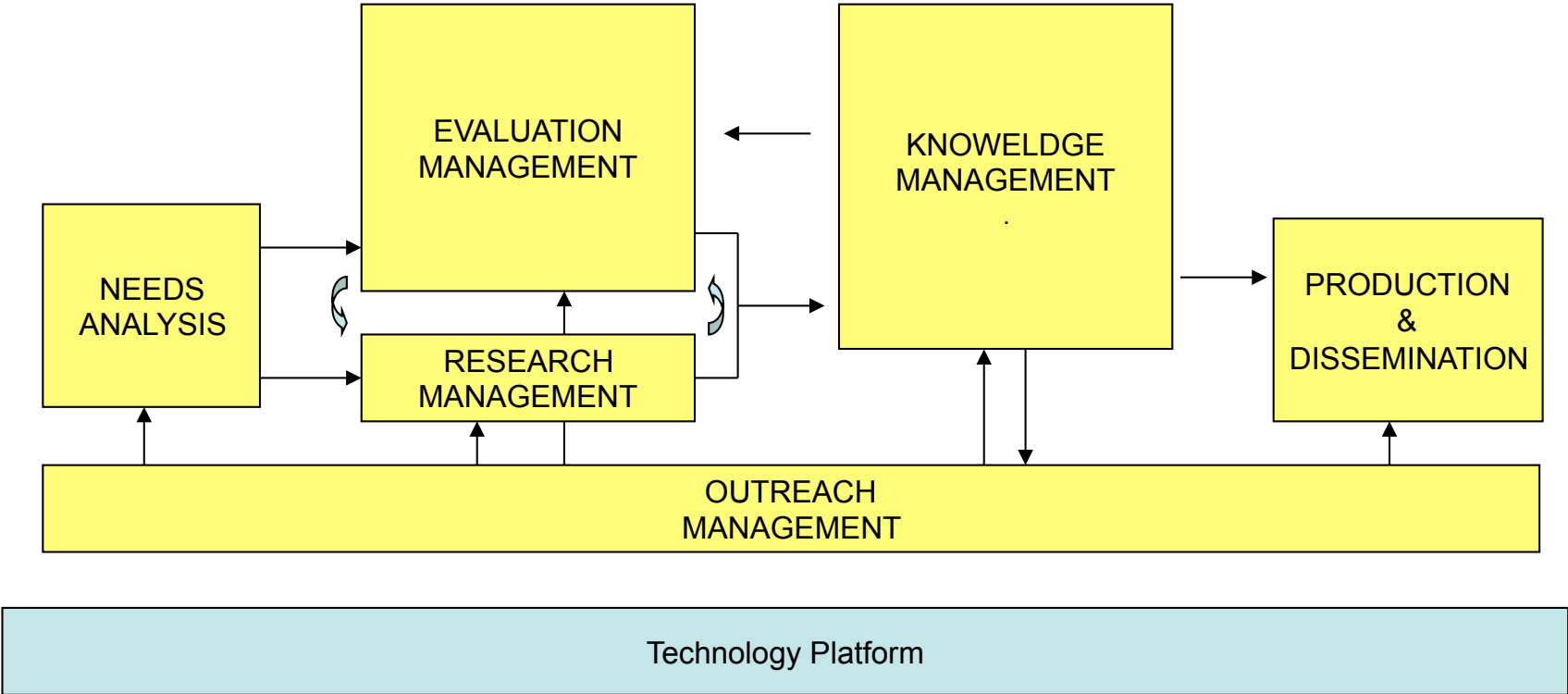
DISCRETE PROCESS VIEW OF ASC INFORMATION CLEARINGHOUSE

| NEEDS ANALYSIS | EVALUATION MANAGEMENT → KNOWLEDGE MANAGEMENT → PRODUCTION & DISSEMINATION |

```
┌──────────────┐      ┌──────────────────┐        ┌─────────────────┐      ┌──────────────┐
│    NEEDS      │ ───→ │   EVALUATION     │   ───→ │   KNOWELDGE     │ ───→ │  PRODUCTION  │
│   ANALYSIS    │      │   MANAGEMENT     │        │   MANAGEMENT    │      │      &       │
│              │      ├──────────────────┤        │                 │      │ DISSEMINATION│
│              │ ───→ │    RESEARCH      │        │                 │      │              │
└──────────────┘      │   MANAGEMENT     │        └─────────────────┘      └──────────────┘
                      └──────────────────┘
┌──────────────────────────────────────────────────────────────────────────────────────┐
│                              OUTREACH MANAGEMENT                                        │
└──────────────────────────────────────────────────────────────────────────────────────┘
```
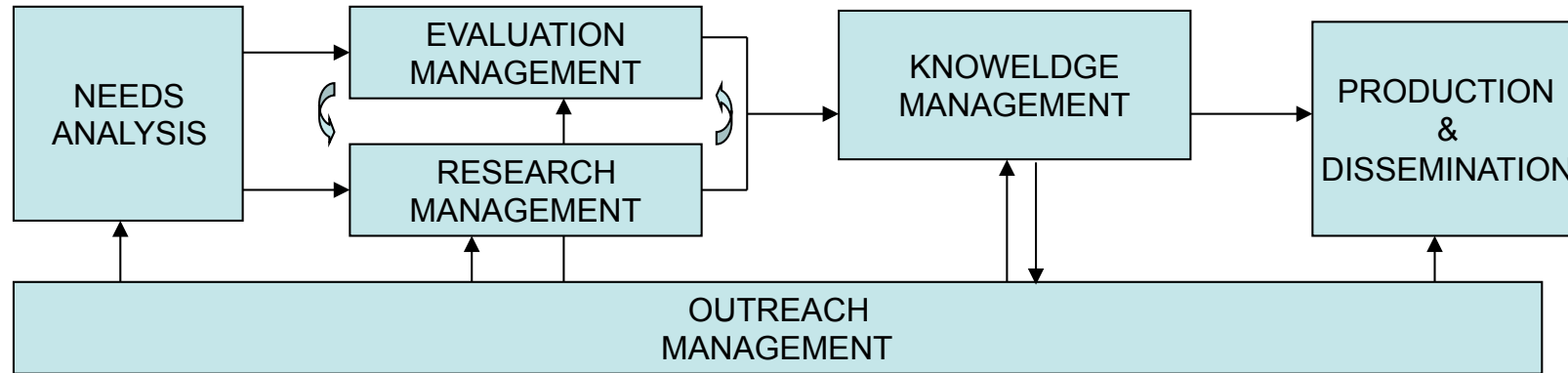
NEEDS ANALYSIS

- Identify strategic drivers
- Analyse policy context
- Current state analysis
- Identify future needs
- Analyse requirements
- Prioritise requirements
- Allocate investment
- Gain stakeholder agreements

EVALUATION

- Identify sources
- Negotiate access
- Acquire / Federate / Link
- Internal assessment
- Assessment by network
- Abstraction / indexing
- On-going management
- Sentencing / disposal

RESEARCH

- Identify gaps
- establish national research agenda
- initiate research activities
- undertake research activities
- coordinate research
- coordination of agenda
- harvest results

KNOWLEDGE

- Manage taxonomy
- Manage structured knowledge
- Manage unstructured knowledge
- Manage tacit knowledge
- Develop context / insights
- Nominate and develop domain experts
- Develop dissemination strategies

PUBLICATION

- Provide editorials
- Provide context / linkages
- Evaluate media / channels
- Publish
- Broadcast
- Tagging
- Consolidate feedback

OUTREACH

- Develop outreach goals and objectives
- Conduct stakeholder analysis
- Develop relationship management strategies
- Manage knowledge contributors
- Manage knowledge networks
- Manage knowledge consumers
- Review outreach performance

The 'What Works Clearinghouse' produced by the U.S. Department of Education, Institute of Education Sciences

http://ies.ed.gov/ncee/wwc/