



Conference held on

**‘Australia – India Partnerships in Sports & Tourism-
towards sustainable CSR initiatives’ on 25th February
at Trivandurm**

The meet in detail discussed on how Corporate Social Responsibility and sport can add value to corporate branding and business agendas; how to shape strategy around effective sports partnerships between India and Australia and also program implementation and best practice: through national and international experiences.

The conference was organized jointly by Australian Sports Commission (ASC), Federation of Indian Chambers of Commerce and Industry (FICCI), and Rashtriya Life Saving Society India (RLSS) and FICCI CSR Centre for Excellence with the focus to discuss in detail the topics related to Sports, Tourism and CSR and how all these could be interlinked to serve the society at large.

“Winning gold medal after nine years is something so sweet and wonderful” commented PadmasreeAnju Bobby George while addressing the participants of the conference on ‘Australia – India Partnerships in Sports & Tourism- towards sustainable CSR initiatives’.

The chief guest of the conference, Sports Minister, Government of Kerala Mr. Thiruvanchoor Radhakrishnan honoured Padmasree Anju Bobby George with memento and ponnada for her recent historical achievement- the gold medal award for long jump at the World Athletic Meet held in 2005 which was till now held by another Russian athlete. Mr. Stuart Campbell, Australian Deputy Consulate General, Chennai rendered the introductory remarks.

Mr. Christy Fernandez IAS (former Secretary to President of India. CEO & President, Centre for Responsible Business & Sustainability)

moderated the session on “Sports and Corporate Social Responsibility: An effective medium of community engagement and promoting participation”. Mr. Rakesh Kumar Gupta, (M.D. Alliance Cornhill Informations Services India Pvt. Ltd) , Mr. John Mundakayam, (Bureau Chief, Malayala Manorama, Trivandrum), Mr. Babu John Malayil (General Manager, Muthoot Group) and Mr. John Thomas (General Manager - South Indian Bank) gave deliberations on the topic.

The session on “Partnerships in sport: Towards a sustainable knowledge transfer model” was headed by Martin Roberts, Olympian and Consultant, International Sport for Development, Australian Sports Commission. Mr. Sivashankar IAS (Secretary, Sports Government of Kerala), Prof. Hans Westerbeek (Dean, College of Sport and Exercise Science and ISEAL, Victoria University) Admiral Purushottam Sharma (Founder President, Rashtriya Life Saving Society (RLSSI) and Ms. Olivia Philpott (International Development Manager, Netball Australia, Netball Australia) shared ideas on the topic.

Mr. Norman Farmer (General Manager, Strategic Development, Surf Life Saving Australia) made presentation on “Global emergence of Sports tourism and its significance in maximizing social, cultural and economic benefits”. Mr. Savio Mathew (Head- FICCI Kerala State Council) and Ms. Rekha Dey (India Coordinator, Australian Sports Outreach Program, Australian Sports Commission) also spoke.

The event was attended by large number of participants comprising more than 100 people from various walks of life including media.