

Patrick Skene

Red Elephant
Director



Patrick is a director of Red Elephant Projects and has been working in Diversity and Inclusion since 2004 where he implemented the first Diverse communities engagement plan for the Sydney Kings basketball club.

Since then Patrick has worked on Diversity and Inclusion programs with a number of sporting organisations including the Asian Football Confederation Asian Cup, AFL, Football Federation Australia, the NRL, Basketball Australia, Cricket Australia.

Patrick has an extensive network in Federal and State Government, LGA's, National & State Sporting Organisations, Community organisations and CALD, Indigenous and mainstream media partners.

Patrick is also a feature writer for Guardian Australia on diversity in sport.

Co-Author:

Reg Raghavan, Red Elephant

Advancing Social Cohesion Through Major Sporting Events

This paper examines the impact on social cohesion of 6 Asian Australian communities who were centrally involved in the AFC Asian Football Cup which was held for the first time in Australia in January 2015.

This nation building event was hailed as the most successful Asian Cup held since 1956 with communities embracing the event, exceeding the estimated attendance (350,000) by 85% (650,000)

The communities selected are a combination of high socio economic communities (China, Japan, Korea) and refugee communities (Iran, Iraq, Palestine).

The "Communities Program" ran for 22 months including 280 Community Ambassadors, 100 Asian Australian Media partners and 190 events.

An evaluation of the program showed an increase in respect and tolerance amongst those surveyed and an acceleration of the development of their Australian identity.

The research has profound implications for state and national governments and shows that major sporting events can be a key national initiative to advance social cohesion and to promote positive intercultural relations if the communities are engaged deeply from the outset including program design.