Role of the Sport & Recreation sector in promoting Physical Activity, Health & Wellbeing in Older Adults

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(SPRINTER; Research partnership between University of Sydney and Office of Sport NSW Government)

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An estimated 4.5 million Australians aged 55+ do not meet the guidelines

2.2 million

2.3 million

Older men are more likely than older women to participate via sports clubs or associations. *At least once per year*
Why older people do not participate in sport

**Personal reasons**
Time constraints
Physical health concerns:
Costs

**Social reasons**
Family commitments:
Friends stopped playing sport:
Working patterns changed:
Lack of social acceptance that older adults played sport

**Organisational reasons**
Sports that specifically catered for older adults
Lack of playing opportunities with peers
Older adults were not a high priority for Sporting Organisations
Non-inclusive marketing

Citation: Jenkin CR, Eime RM, Westerbeek HM and van Uffelen JGZ. Why don’t older adults participate in sport? Report prepared for the Australian Sports Commission. Victoria University, Institute of Sport, Exercise and Active Living (ISEAL), 2016.
WHAT IS ‘SOCIAL SPORT’?

Social sport is less structured than traditional sport. It has fewer rules and more flexibility, but is more structured than active recreation activities. Social sport can be designed and delivered by an organisation (e.g. state sporting association), sport club, local council or other individuals and groups. Social sport places a greater emphasis on fun, social interaction and enjoyment than on performance, results and competition.

Opportunities for physical activity as part of everyday life

**ACTIVE LIVING**
Integrated into everyday living

**ACTIVE RECREATION**
Individual or social, non-competitive physical activity during leisure time

**SOCIAL SPORT**
Social, semi-organised, non-competitive sport activity during leisure time

**TRADITIONAL SPORT**
Local and regional sports competitions and events following traditional rules

**ELITE SPORT**
State, national and international sports competitions and events following traditional rules where competitors must qualify to participate

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Examples:
- **ACTIVE LIVING**: Active living (e.g. gardening, dog walking), active travel (e.g. walking to school), other (e.g. standing workstations)
- **ACTIVE RECREATION**: Bushwalking, cycling, swimming, gym, yoga, dance, soccer in the park with friends
- **SOCIAL SPORT**: Entry level programs (e.g. Aussie Hoops, Cricket Blast), social programs (e.g. Rock Up Netball, AFL 9s), mass participation (e.g. fun runs), fitness programs (e.g. Cardio Tennis)
- **TRADITIONAL SPORT**: Tennis competition, local football or netball seasons, cycling event series, Masters Games
- **ELITE SPORT**: Australian Open tennis, AFL, state representation, national championships, Olympic Games

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Doing sport differently
Designing and delivering sport to engage people who are less active
MODIFYING YOUR SPORT

A Toolkit

General approach to developing a program

The codes in the pilot followed a similar pathway in developing a program, as set out in the diagram below.

1. Modify your sport
2. Design your program
3. Recruit delivery partners
4. Modify your sport
5. Make sports work for participants
6. Promote to participants

CODES
REGIONS OR ASSOCIATIONS
CLUBS

Show your success (collecting data)
**SPORT 2030**

**Australia:** To be the world’s most active and healthy sporting nation, known for its integrity and sporting success.

**STRATEGIC PRIORITIES**

- Building a More Active Australia
- Achieving Sporting Excellence
- Safeguarding the Integrity of Sport
- Strengthening Australia’s Sport Industry

**MISSION**

- Reduce inactivity amongst Australians by 15% by 2030
- National pride, inspiration and motivation through international sporting success
- A fair, safe and strong sport sector free from corruption
- A thriving Australian sport and recreation industry

**TARGET**

- More people of all ages engaged in sport and physical activity throughout every stage of their life
- A world class high performance system that is empowered to achieve sporting success through tailored approaches for sports and athletes
- Australian sport is seen as safe, trustworthy and fair with secure, reliable systems for deterring, detecting and dealing with threats to competition
- A strong, viable, contemporary and inclusive sports industry with high quality successful organisations driving economic and social benefits

**OUTCOMES**

- Improved physical health
- Improved mental health
- Personal development
- Strengthening our communities
- Growing the economy
The Better Ageing Grant Program aims to increase levels of physical activity of Australians aged 65+, particularly those least active, to improve their overall health and wellbeing.

The objective is to **improve older Australians overall health and wellbeing, particularly those less active** by:

- enhancing the understanding and benefits of regular physical activity;
- improving access to sport and physical activity opportunities;
- enabling regular engagement in sport and physical activity; and
- enhancing the capability and capacity of organisations and staff to deliver age-appropriate activities.
Your Complete Guide to Creating an Ageless Taekwondo Program
Fitter for Life is a fun and social opportunity that aims to help you improve your mobility, strength and coordination; the activities in the program can be catered to you and tailored to your level of ability or mobility.

The skills developed in the Fitter for Life program are used for common activities, such as:

- Walking up and down a flight of stairs;
- Hanging out the washing;
- Bending down or reaching up into cupboards; and
- Playing with grandchildren.

Fitter for Life is running across various states in Australia and is likely to suit your needs if you’re interested in:

- Becoming more physically active;
- Meeting new people in a local and social environment; or
- Improving your mobility in other sports and daily activities.
Free
For everyone
Forever
Thank you!

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