

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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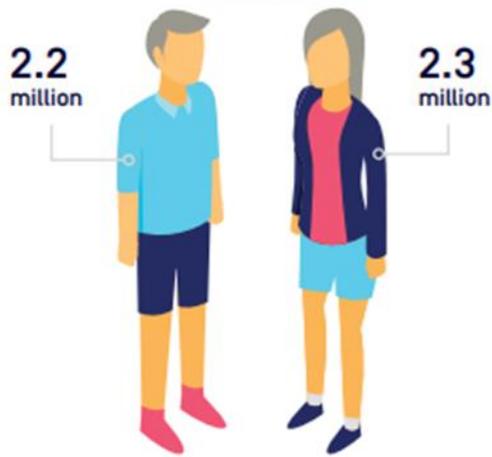




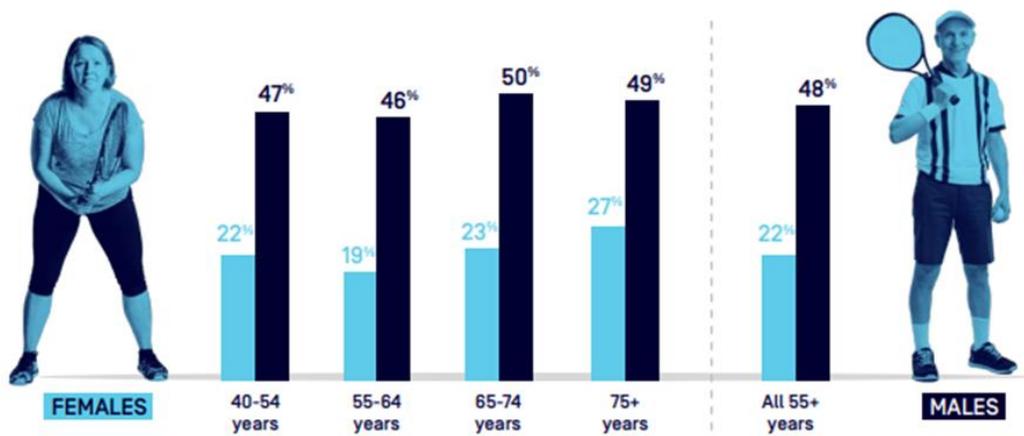
SPORTAUS

AUSPLAY

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



Participation in club sport*



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

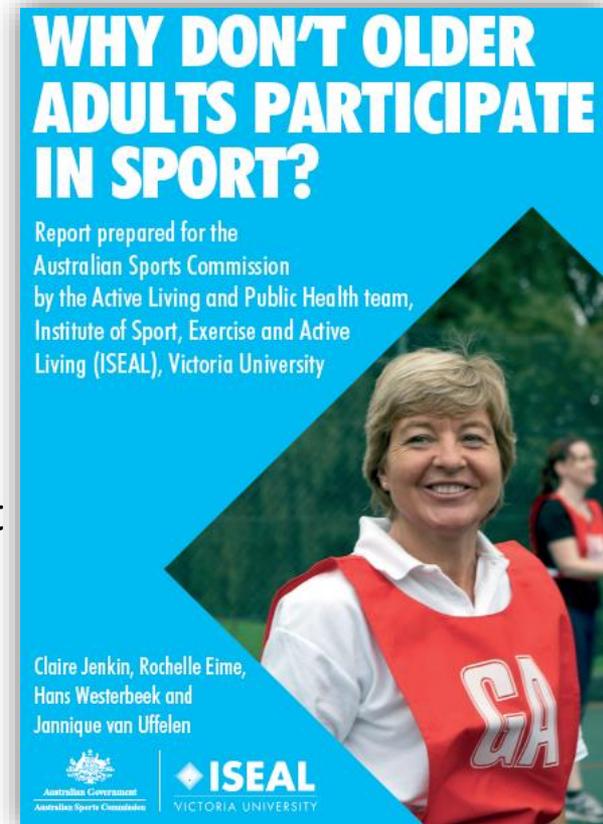
Sports that specifically catered for older adults

Lack of playing opportunities with peers

Older adults were not a high priority for Sporting

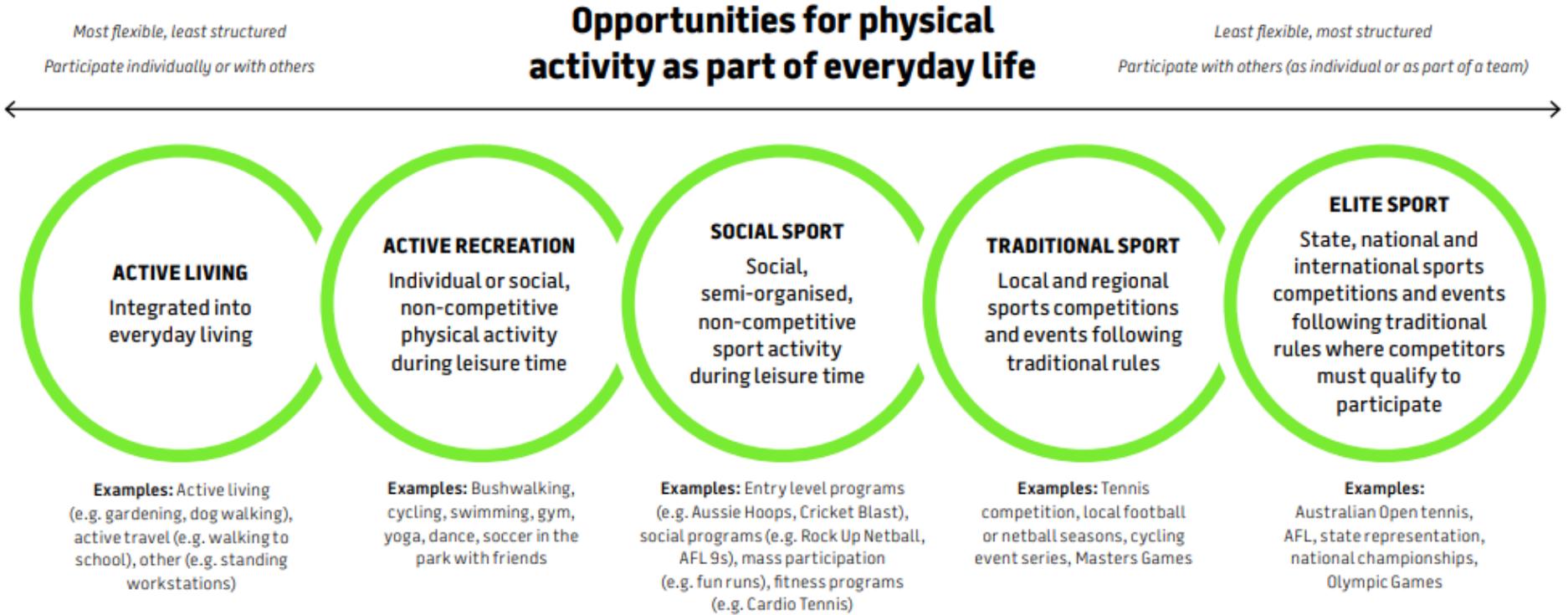
Organisations

Non-inclusive marketing



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.



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

7 Show your success (collecting data)

CODES

4 Modify your sport

REGIONS OR ASSOCIATIONS

5 Make sports work for participants

6 Promote to participants

CLUBS





SPORT
AUS

SPORT 2030

PARTICIPATION
PERFORMANCE
INTEGRITY
INDUSTRY

Plan on a Page

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

Improved physical health

Improved mental health

Personal development

Strengthening our communities

Growing the economy

OUTCOMES



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.



**Australian
Taekwondo**



**Your Complete Guide to Creating an
Ageless Taekwondo Program**



**Australian
Taekwondo**



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:

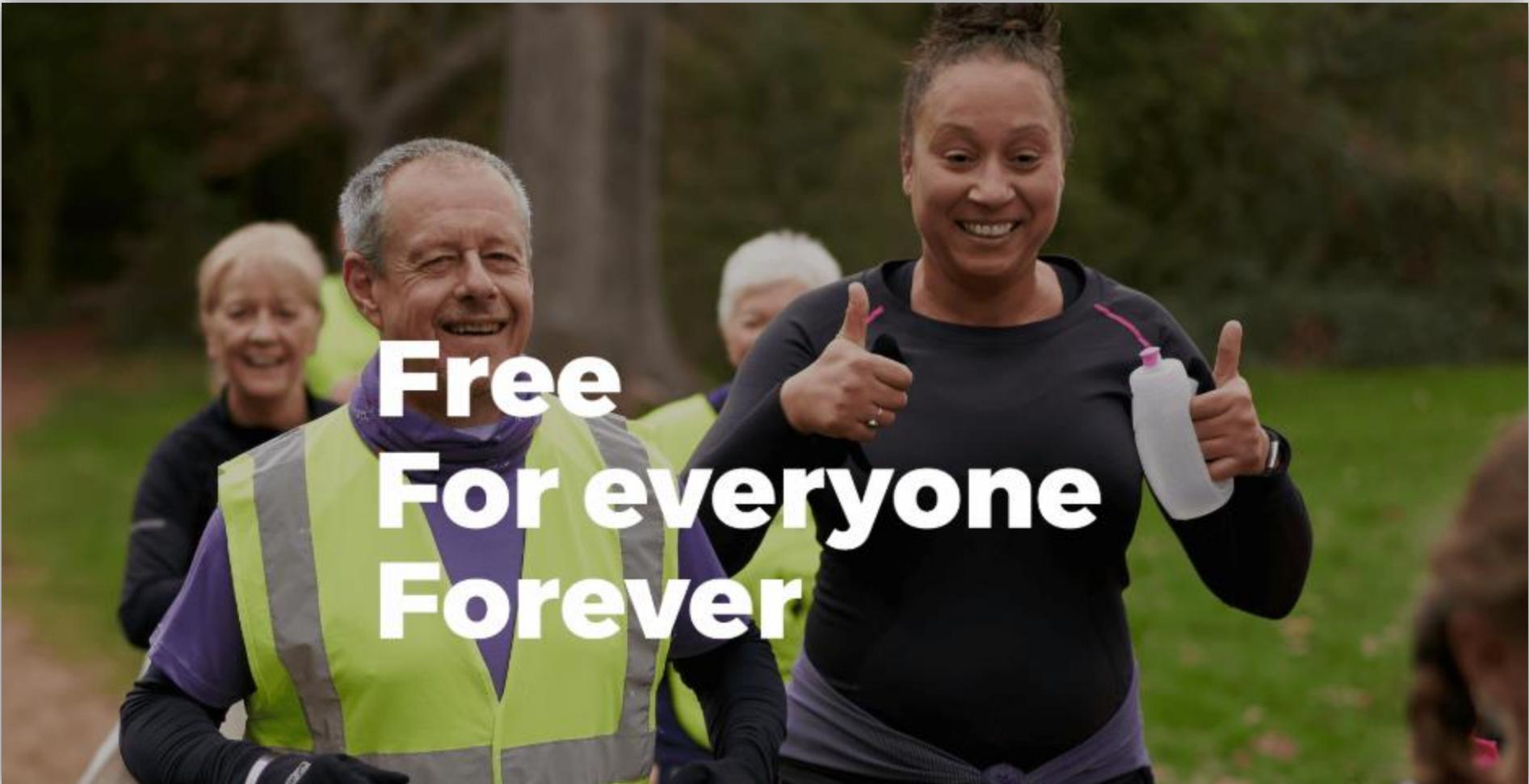
- Walking up and down a flight of stairs;
- Hanging out the washing;
- Bending down or reaching up into cupboards; and
- Playing with grandchildren.

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.



parkrun



**Free
For everyone
Forever**

Thank you!

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