

#GetLifelongReady Project Update

QORF AGM

Thursday 12th March, 2015

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Prepared for

The Queensland Outdoor Recreation Federation

By Thomson Management Group P/L

The logo for QORF, consisting of the letters 'QORF' in a bold, green, sans-serif font. The 'Q' and 'O' are connected at the top.The logo for medibank, featuring the word 'medibank' in a red, lowercase, sans-serif font. The 'i' is blue. Below it, the tagline 'For Better Health' is written in a blue, sans-serif font.

“Population ageing is one of
humanity’s greatest triumphs.
It is also one of our greatest
challenges”

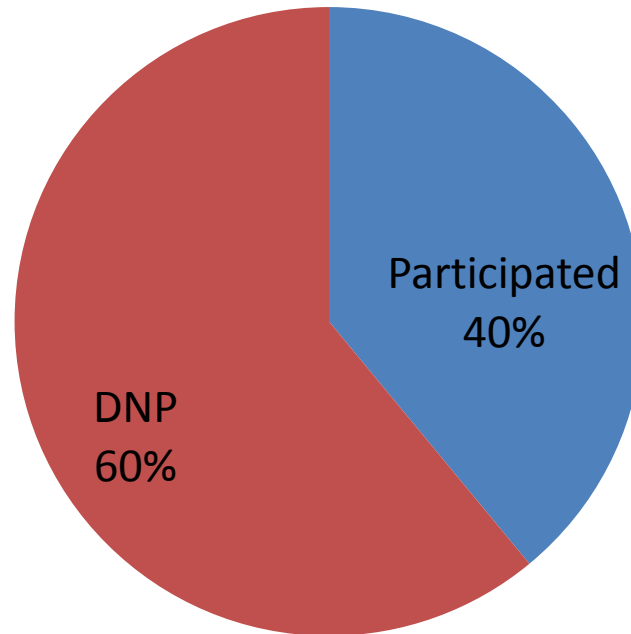
WHO (2002) Active Ageing: A Policy Framework

Background to #GetLifelongReady

- Our population is ageing
- We know there are benefits from participating in active recreation and sport
- Adults and older Australians are under-represented in sport and recreation
 - Barriers to participation, particular wants/needs
- There are limited resources available to industry to encourage development of opportunities

The Business Case for Our Sector

Queenslanders Participated* in Sport/Physical Recreation 65 years +

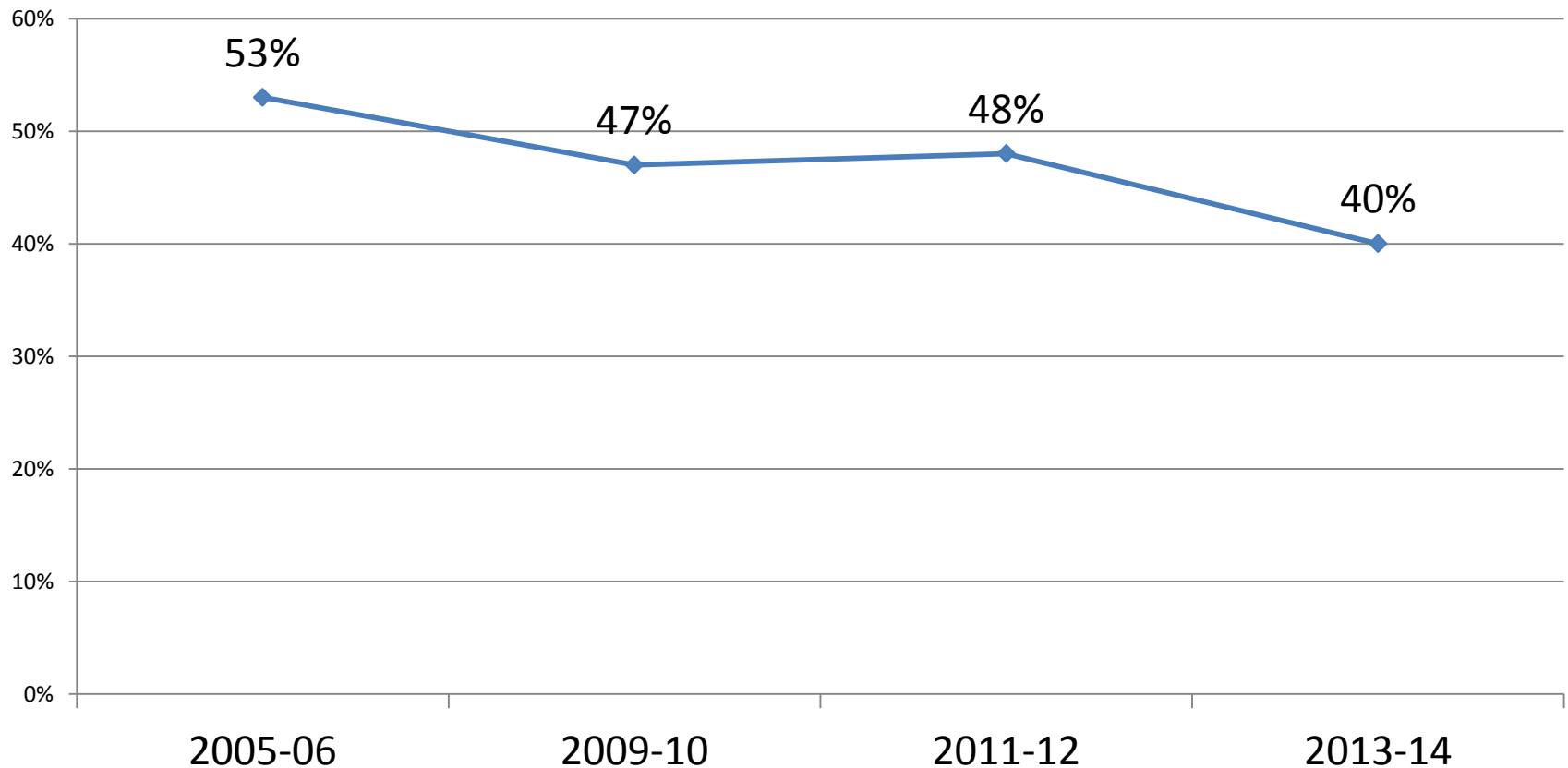


Source: ABS 41770DO001_201314 Participation in Sport and Physical Recreation, Australia, 2013-14

*Participate at least once in 12 months prior to interview

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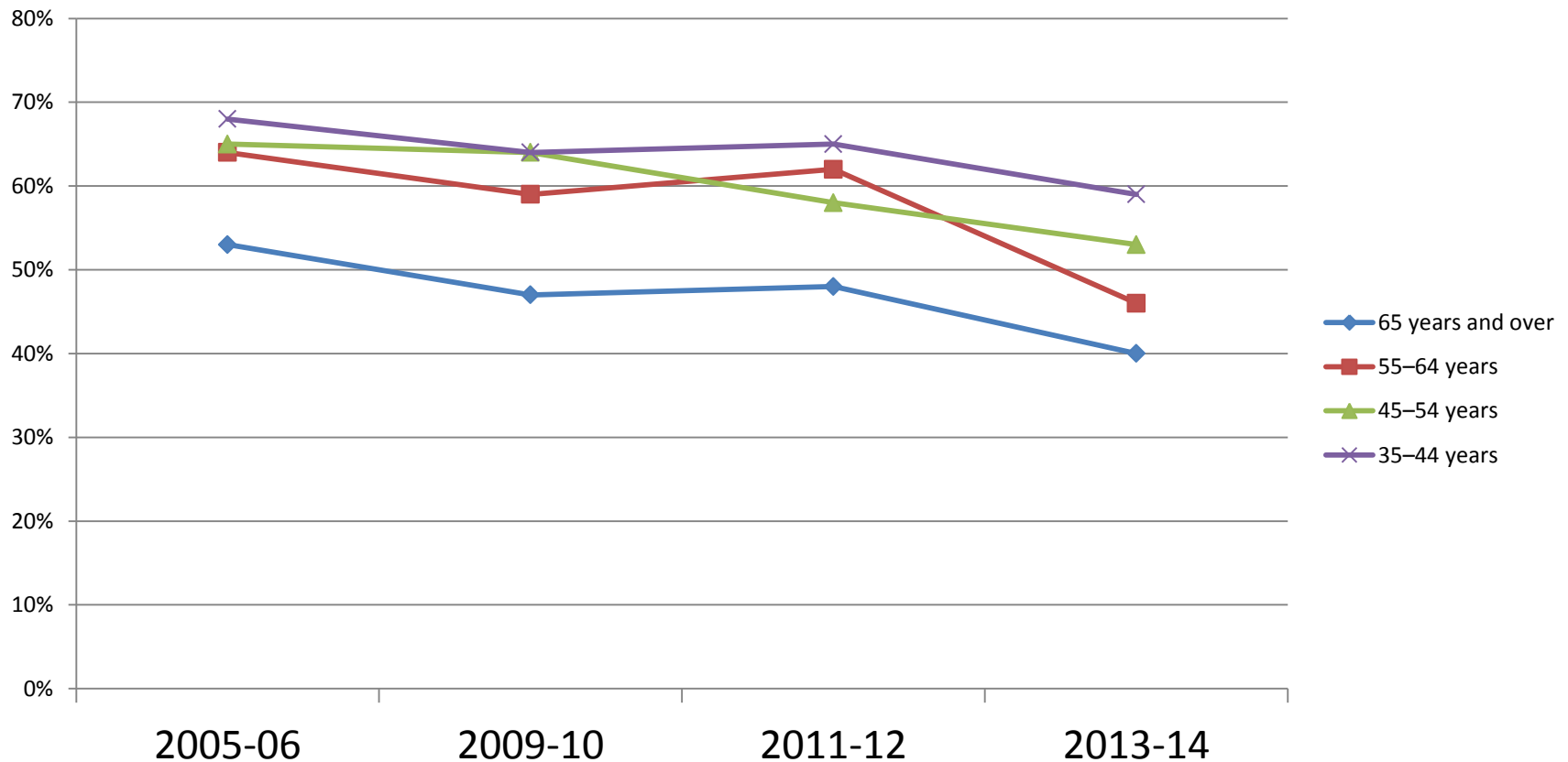


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#GetLifelongReady is about:

- Encouraging lifelong participation pathways
- Enhancing/developing participation opportunities – e.g. ‘re-entering sport’
- Upskilling our workforce - volunteers
- Designing relevant marketing strategies

Industry focused

Capacity building

Pre-emptive

Innovative

Inclusive

Thanks to the 2015 Medibank Community Grants QORF is:

- Stage 1: Collating information about:
 - Constraints, enablers and solutions to better provide opportunities for, and engage with, adults and older people; and
- Stage 2: Consulting our sector to identify:
 - Promising practice & informational needs to better equip us moving forward.



Stakeholder Consultation Workshops

| Location | Date & Time |
|------------|--|
| Brisbane | Monday 23 rd March 2015, 10am – 1pm |
| Gold Coast | Tuesday 24 th March, 10am – 1pm |
| Toowoomba | Friday 27 th March, 10am-1pm |

To RSVP see www.qorf.org.au