
#GetLifelongReady PROJECT OVERVIEW



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#GetLifelongReady aims to build the capacity of the Queensland outdoor recreation sector to engage people in their 30s, 40s and 50s, and enable them to be more active, more often.

We place a lot of responsibility on people in these age groups to look after their participation in sport or recreation. However, research shows us that as a sector, we have a bit of work to do in ensuring our participation opportunities are engaging and the culture around our activities is welcoming, particularly for people re-entering activities after a period of non-participation. By doing so, there are benefits for both the participants and our activities or organisations.

This fact sheet provides an overview of **#GetLifelongReady**, including background, scope and outcomes of the project.

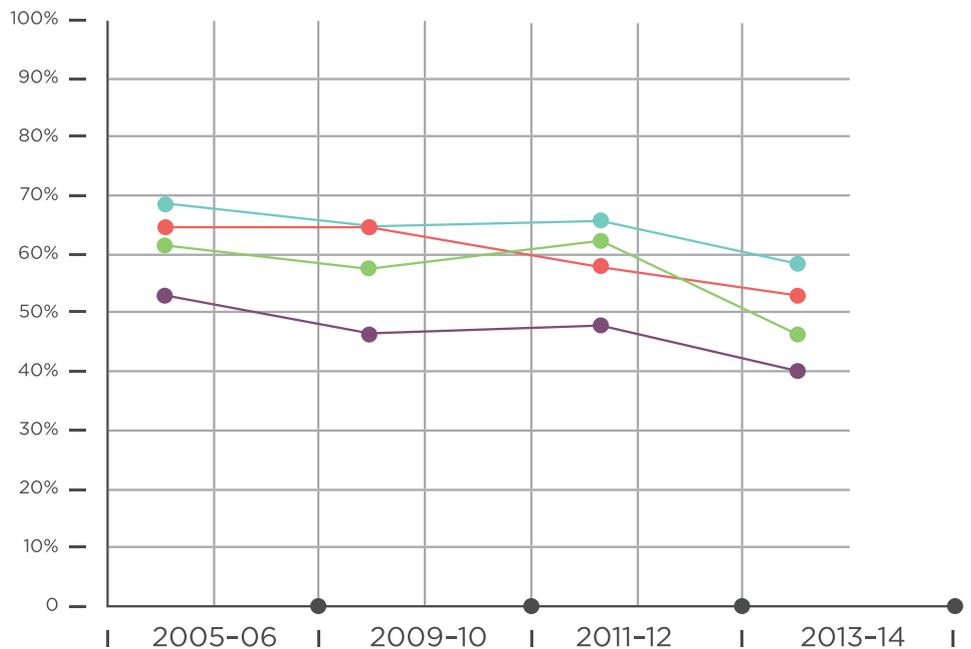
Adults and Participation in Sport and Physical Recreation

Queensland is often associated with warm climates and active lifestyles, however, recent participation rates by Queenslanders in sport and physical recreation suggest this is not the reality (see figure below). On average, our target of 30-60 year olds has a participation rate of just over 50%. People currently aged 30-60 are participating less in sport and active recreation than this age group did a decade ago. Participation by 35-44 year-olds and 45-54 year-olds is down approximately 10% on participation figures for this age group 10 years ago. Participation by 55-64 year-olds is down almost 20%. Recent research suggests participation in active

lifestyles should be considered as a trajectory whereby our experiences at various stages of our lives influence what we do in subsequent stages of our lives.

This means to improve the physical activity levels of Queenslanders, we need to target various age groups and encourage lifelong participation in our activities.

Participation Trends Over the Last Decade



35-44 years 45-54 years 55-64 years 65 years +

Source: ABS 2005-06; 2009-10; 2011-12; 2013-14

Queensland adults participated at least once in sport/physical recreation in 12 months prior to interview.



What are the Costs of Declining Participation?

The costs of inactivity and increasing sedentary lifestyles are widely promoted by governments. One study has suggested a national increase in participation in physical activity of just 10% could save the Australian health sector almost \$100 million.

Beyond these healthcare costs, participation declines present a broader cost to the outdoor recreation sector, including:

- A declining number of people enjoying the outdoor recreation opportunities we have on offer here in Queensland;
- Families and social groups spending less time connecting,

sharing and exploring activity in the outdoors;

- Fewer people enjoying the re-creative benefits of the outdoors and the sense of connectedness with nature;
- Fewer people utilising and valuing our parks and open spaces, and acting as stewards for these spaces; and
- Fewer people likely to become involved with organisations offering outdoor activities, and fewer people able to equip the next generation with skills and enthusiasm for outdoor adventure.

Working to Engage Adults

There are many factors that influence participation. An often overlooked factor is the extent to which sport and recreation settings seek to target and engage adults and older Australians. #GetLifelongReady encourages the outdoor recreation sector to focus on four main areas for development, including:

1. Participation Opportunities - Enhancing existing activities or developing new activities to welcome and engage adult participants.
2. Attracting and Retaining Adults - Ensuring entry points to activities throughout the lifespan. This may include creating entry points for people:
 - Taking up an activity for the first time;
 - Returning to an activity after several years away; or
 - Transferring from another activity.
3. Workforce - Upskilling staff and volunteer workforce to confidently deliver opportunities which are encouraging, empowering and conducive to long-term participation by adults.
4. Marketing - Designing relevant marketing strategies to engage adults, particularly those who are not currently participating.



Project Scope

#GetLifelongReady aims to develop industry capacity to engage people in their 30s, 40s and 50s who have previously participated in a activity, but have disengaged at some stage.

#GetLifelongReady focuses on structured outdoor recreation as this format of activity provides opportunities to support skill building and the establishment of new social networks, which are not always available though unstructured activity.

Find Out More

This fact sheet has been developed by QORF and has been enabled through the support of the 2015 Medibank Community Benefit Grants.

To see other fact sheets and relevant resources, visit www.qorf.org.au and search for 'getlifelongready'.

References

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- Australian Bureau of Statistics (ABS), (2015). 4177.0 - Participation in Sport and Physical Recreation, Australia, 2013-14. Canberra, Australia.
 - Hirvensalo, M. & Lintunen, T. (2011). Life-Course Perspective for Physical Activity and Sports Participation. *European Review of Aging and Physical Activity*, 8, pp.13-22.
 - Li., K., Cardinal, B. & Settersten, R., (2009). A Life-Course Perspective on Physical Activity: Applications and Implications. *Quest*, 61(3) pp.336-352.

Notes

The Queensland Outdoor Recreation Federation (QORF) is the peak body for outdoor recreation in Queensland. Find out more about our work at www.qorf.org.au

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