
#GetLifelongReady PROGRAMMING FOR ADULTS



#GetLifelongReady is encouraging the Queensland outdoor recreation sector to open up activities to broader markets and attract adults back to activity, or to try something new.

The outdoor recreation sector has a role to play in providing specific opportunities to enable adults in their 30s, 40s and 50s to become more active, more often.

This fact sheet provides suggestions for recreation programmers to consider in the design and/or enhancement of participation opportunities to engage adults in their 30s, 40s and 50s.

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Activities to Engage 30, 40 and 50 year-olds

Our target group, 30-60 year-olds, includes people of various life experiences, needs and wants. This means there is no one-size fits-all solution to engaging the various subgroups across this lifespan.

The Queensland outdoor recreation sector has an opportunity to tap into this group to increase participation and grow our sector. Recreation programmers have a role to identify the group, or subgroup, to target and match potential participants with activities designed to meet their needs and wants.

Our research identified a range of preferences for the nature and delivery of activities.

Some adults prefer individual or self-led activities, for reasons including:

- The need to have control over personal time;
- The desire to have control over the level of competitiveness;
- Freedom to practice and play as much or as little as possible; and/or
- Having no need to rely on others for training or playing a game.

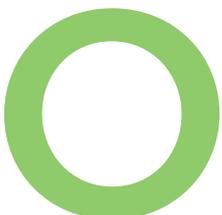
Some adults prefer structured or group activities, for reasons including:

- Support for new participants and structured activity;
- Access to coaching and new training techniques; and
- Social opportunities.

Some adults will look for a low-cost activity, while others are willing and able to pay premiums for gear and experiences.

Some adults will seek social opportunities; some will seek high quality challenges/competitions.

Many will seek a balance of challenge and social opportunities, underpinned by a desire for enjoyment.



Designing Inclusive Opportunities

The Inclusion Spectrum illustrates the varying degrees of integration or segregation which might be reflected in an activity to engage a target group. The spectrum also helps to highlight how degrees of change can ensure our activities are relevant and engaging for our target groups.

