Outdoors Queensland
Strengthening Connections
#GetLifelongReady

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#GetLifelongReady

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#GetLifelongReady

What’s in it for me (WIFM)?

**Benefits**

- More revenue streams
- A broader base of volunteers, leaders & instructors
- A greater network of potential participants and supporters

- An increased and diversified participants base or membership group
- A enhanced community profile for your activity
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- Industry Resource - building sector capacity to better engage adult participants (30/40/50 y.o.)

- Why 30-60 year olds?
  - Decreases in active recreation participation by 30-60 year olds (ABS data)
  - Physical activity attitudes/behaviours are developed cumulatively throughout our lives
    - Understand active ageing as a product across the lifespan
Queensland adults participated at least once in sport/physical recreation in 12 months prior to interview.
Sport England Strategy: Towards an Active Nation

Even people traditionally seen as sporty, fall in and out of sport and try lots of different activities, as Sam’s sporting life illustrates.

Even people traditionally seen as sporty, fall in and out of sport and try lots of different activities, as Sam’s sporting life illustrates.
SAM’S
SPORTING LIFE

Played football and cricket at school and college

Cricket stopped when work started. 5-a-side was all Sam could find time for

Decided to get back into “proper football” and play Sunday league for a few seasons

Coaxed back into football by a friend but birth of first child meant only one season

No. of sessions per month

1982 84 86 88 90 92 94 96 98 00

Cycling Running Football Cricket Gym
SAM’S SPORTING LIFE

The gym may be convenient but can be quite dull

The 5k charity run (2001) was fun but the marathon training (2004) was tough

Mountain bike for Sam’s 40th. Muddy fun with mates at the weekend

Cycling  Running  Football  Cricket  Gym
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**BECOME PART OF THE SOLUTION**

- Design specific participation opportunities
- Run entry-level programs to attract adult participants
- Support adults participants to encourage ongoing participation
- Train staff and volunteers to lead adult participants
- Design marketing which are relevant to the target group
Programming for Adults

Some adults prefer individual or self-led activities

Some adults prefer structured or group activities

Some adults will look for 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; some want both!
Programming for Adults

- There is no ‘one-size fits-all’
- Identify a group, or sub-group, to target
- Seek to understand their needs and wants
- Does your activity offering meet these needs and wants?
Inclusion Spectrum

- **Fully Integrated**
  - Entire group participates without adaptation or modification

- **Parallel Activity**
  - Participants grouped according to ability. Same activity but at different levels

- **Modified Integrated**
  - Activities modified so each participant can perform the task the most appropriate way for them

- **Adapted Activity**
  - Everyone does the same modified activity to challenge and support all skill levels

- **Separate Activity**
  - An individual or group participates separately in a different and purposefully planned activity

*Traditional delivery* Think ‘intro’ programs
Inclusion Spectrum

- **Fully Integrated**: Entire group participates without adaptation or modification.
- **Parallel Activity**: Participants grouped according to ability. Same activity but at different levels.
- **Modified Integrated**: Activities modified so each participant can perform the task the most appropriate way for them.
- **Adapted Activity**: Everyone does the same modified activity to challenge and support all skill levels.
- **Separate Activity**: An individual or group participates separately in a different and purposefully planned activity.
Modified Integrated

- Brisbane’s Riverlife tours
- Mixture of stand-up paddle (SUP) and kayaking
  - SUP - Challenge
  - Kayak - Stability
- Designated break points
  - Participants can stop off if they need to, rejoin on return
  - Participants can swap equipment midway for a different experience
- Model suits family or intergenerational participation
Inclusion Spectrum

Fully Integrated:
Entire group participates without adaptation or modification.

Parallel Activity:
Participants grouped according to ability. Same activity but at different levels.

Modified Integrated:
Activities modified so each participant can perform the task the most appropriate way for them.

Adapted Activity:
Everyone does the same modified activity to challenge and support all skill levels.

Separate Activity:
An individual or group participates separately in a different and purposefully planned activity.
Inclusion Spectrum

Adapted Activity

• Brisbane City Council’s GOLD’n’Kids
• Recreation activities carefully designed to:
  – Be inclusive of seniors over 50 y.o. AND children over 4 y.o.
  – Participate and enjoy together
• Model suits intergenerational participation
Inclusion Spectrum

Fully Integrated
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Parallel Activity
- Participants grouped according to ability. Same activity but at different levels

Modified Integrated
- Activities modified so each participant can perform the task the most appropriate way for them

Adapted Activity
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Separate Activity
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Inclusion Spectrum

Separate Activity

• City of Gold Coast’s Active and Healthy program
• Fitness programs coincided with kids training times for a local rugby league team
• Accessible and convenient
  – Low cost and venue adjacent to rugby fields
• Council led - How might other organisations leverage similar community activities?
Participation Pathways

Entry as adults

Participation

Return from injury

Excellence

Re-entry as adults

Transition between activities
Participation Pathways

Points for entry and re-entry
- Clear target group
- Engage with the activity
- Role of event + come-and-try programs

Ongoing participation opportunities
- Physical preparation
- The right gear
- Inductions and social opportunities
- Activity and culture familiarisation

Support continued participation
- Constant point of contact – member services
- Injury management

Staff and volunteers
- Value adult participation
- Appreciate psychology of participation
- Understand adult learning
Importance of Workforce

SPORT ENGLAND STRATEGY:
TOWARDS AN ACTIVE NATION

OUTCOMES

Physical Wellbeing  Mental Wellbeing  Social & Community Development  Individual Development  Economic Development

HOW WE THINK

Customer Focus

NOT ON MY RADAR  PRE-CONTEMPLATION
THINKING ABOUT IT  CONTEMPLATION
PLANNING TO DO SOMETHING SOON  PREPARATION
GETTING STARTED  ACTION
STICKING WITH IT  MAINTENANCE

HOW WE DECIDE

Seven Investment Principles

WHAT WE INVEST IN

Facilities  Volunteering  Mass Market  Inactivity
Core Market  Children & Young People  Local Delivery

UNDERPINNED BY

Workforce  Coaching  Active Lives
Leading Adults

• Self-consciousness
  – Particularly ‘non-participants’

• Discomfort and negative feelings
  – Reference points of youth participation

• Importance of social connections
  – Immediate and long-term

• Points to work on with your staff and volunteers – refer to the fact sheet
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PROJECT OVERVIEW

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PROGRAMMING FOR ADULTS

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ATTRACTING AND RETAINING ADULTS

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LEADING ADULTS

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ENGAGING OUR TARGET MARKET

How Queensland participation compared traditionally
The participation rate of aged between n their 30s, lower than the Australian average.
Participation Trends Around the World

Declining

Slowly Declining

Australia: the last 5 years

Managing opportunities does not necessarily reach relevant target groups

A lack of realistic role models, encouragement, and motivation adults into activities

Where do activity sit

Top 10 sports in Queensland 2014

QORF
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#GetLifelongReady emphasises the need for the recreation sector to implement inspiring outdoor recreation activities.

The Queensland outdoor recreation sector encourages adults to connect with opportunities for adults to connect with opportunities and feel active.

This fact sheet provides suggestions for the delivery of participation to connect with opportunities and feel active.

#GetLifelongReady encourages the Queensland outdoor recreation sector to develop marketing strategies to engage adults and encourage them back to activity, or to try something new.

This fact sheet highlights the increasing shift away from traditional marketing methods towards storytelling and content marketing. It has also engaged in marketing outcomes. The case study follows an example case of marketing given, and has developed several worksheets to assist your organisation in adopting similar storytelling methods to maximise engagement outcomes alongside #GetLifelongReady initiatives, as well as other areas of your business.

#GetLifelongReady NUTRITION AND HYDRATION TIPS
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To find out more:

• Google qorf + getlifelongready
• Work through the factsheets, resources and literature
• Leave your case studies/feedback
• Keep in touch:
  – https://au.linkedin.com/in/alanathomson