QORF
OUTDOOR PROJECTS
Outdoors Queensland
Strengthening Connections

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Strengthening Connections
#GetLifelongReady
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#GetLifelongReady

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For Better Health

Youtube

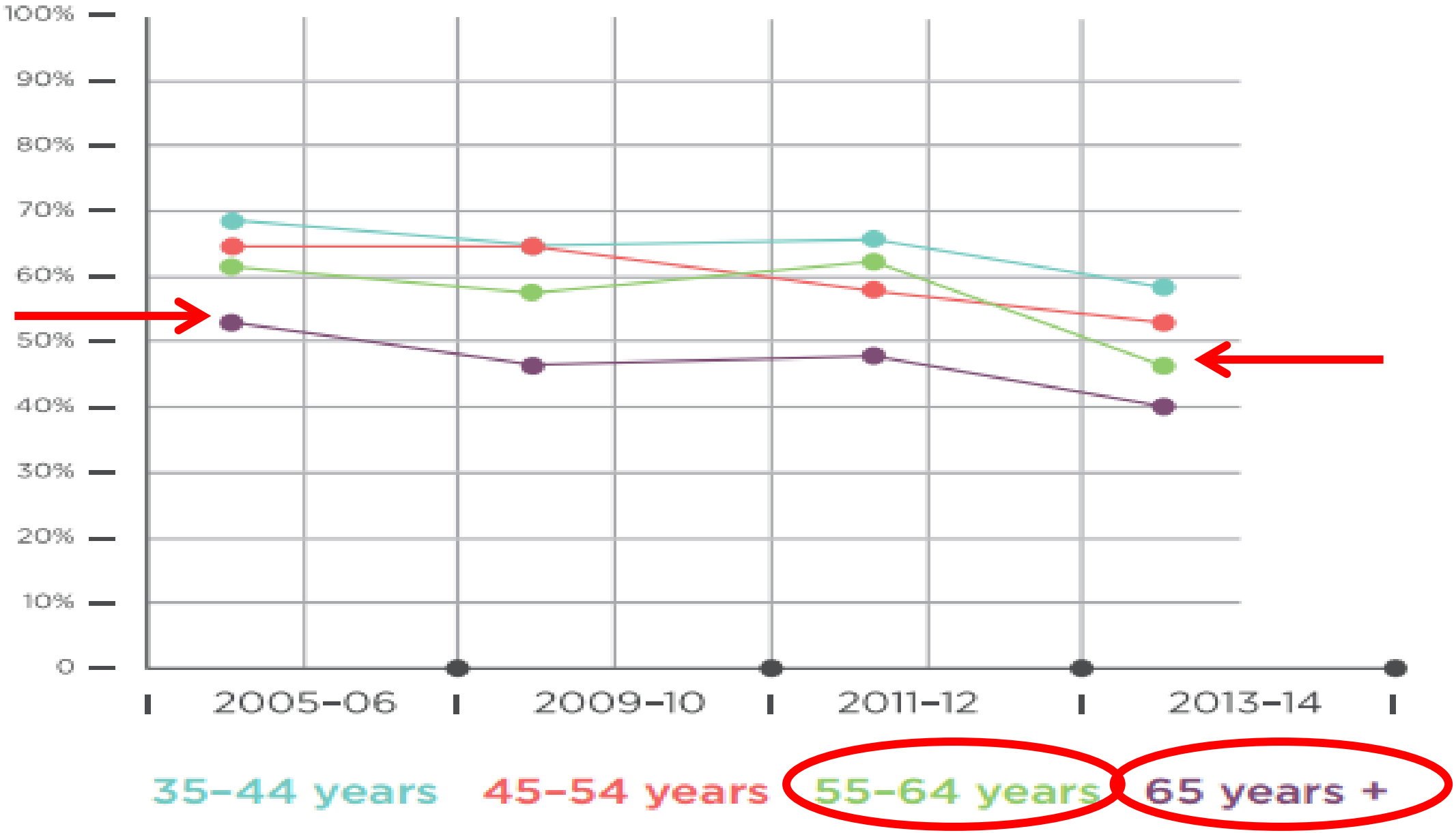
https://qorf.org.au/resources/projects-master/get-lifelong-ready/

#GetLifelongReady

What's in it for me (WIFM)?

#GetLifelongReady

- 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

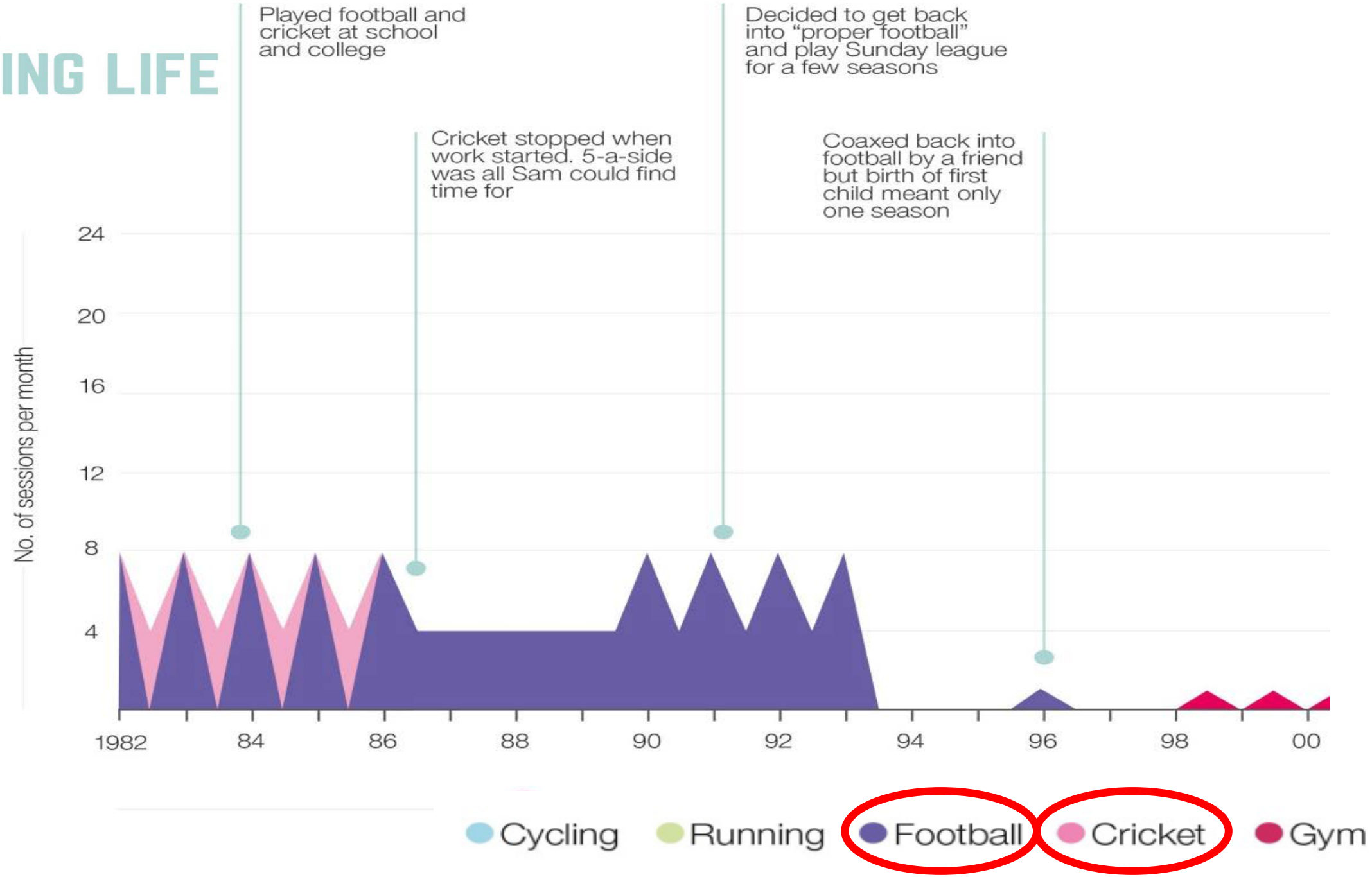


Source: ABS 2005-06; 2009-10; 2011-12; 2013-14

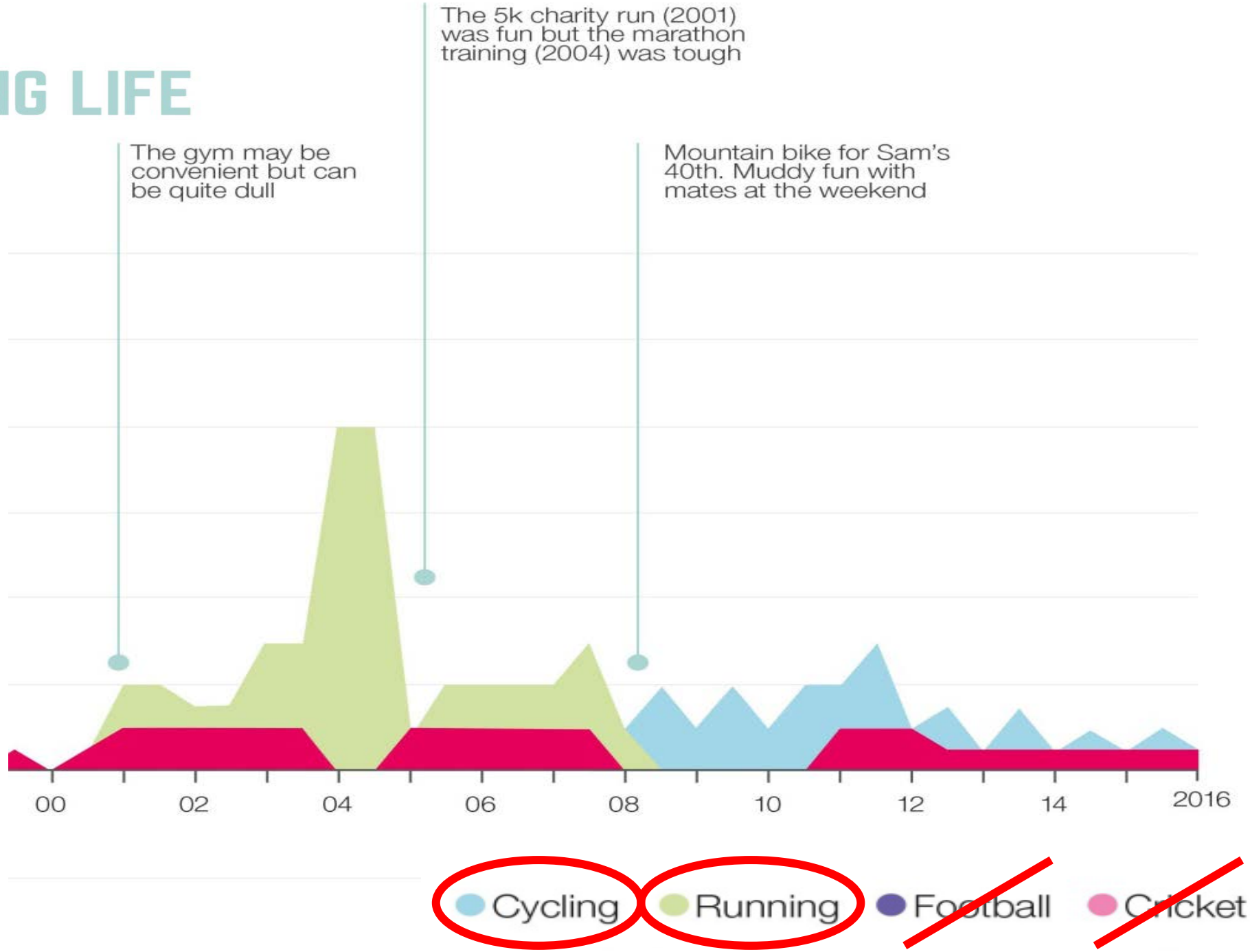
Queensland adults participated at least once in sport/physical recreation in 12 months prior to interview.

Sport England Strategy: Towards an Active Nation

SAM'S SPORTING LIFE

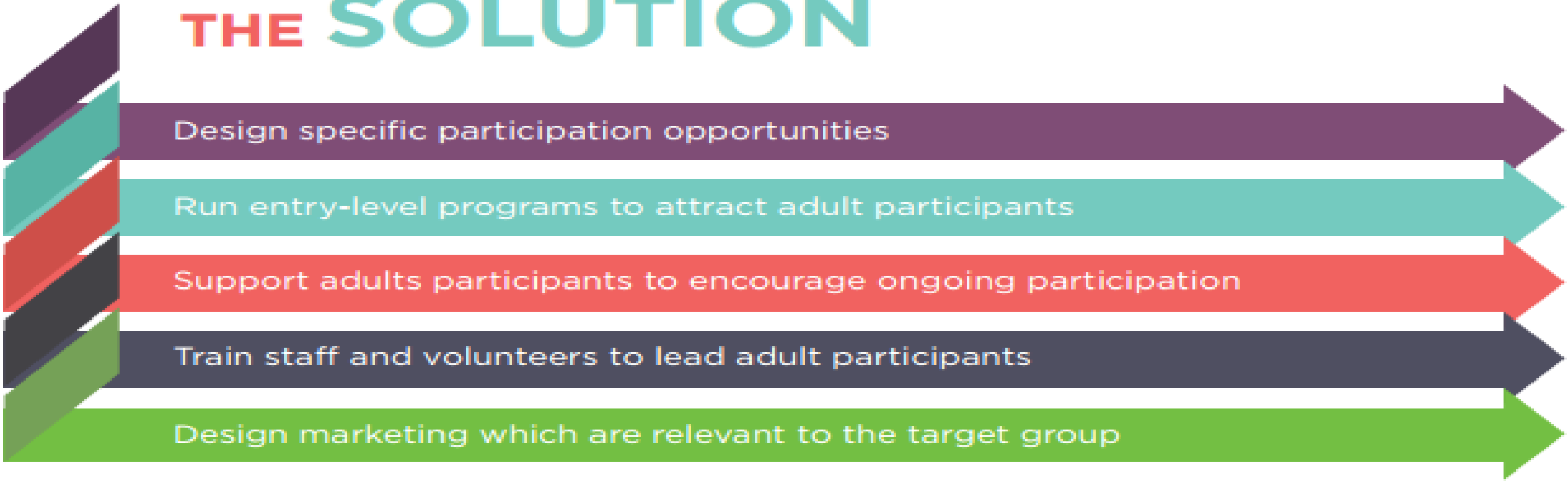


SAM'S SPORTING LIFE



#GetLifelongReady

BECOME PART OF THE SOLUTION



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?

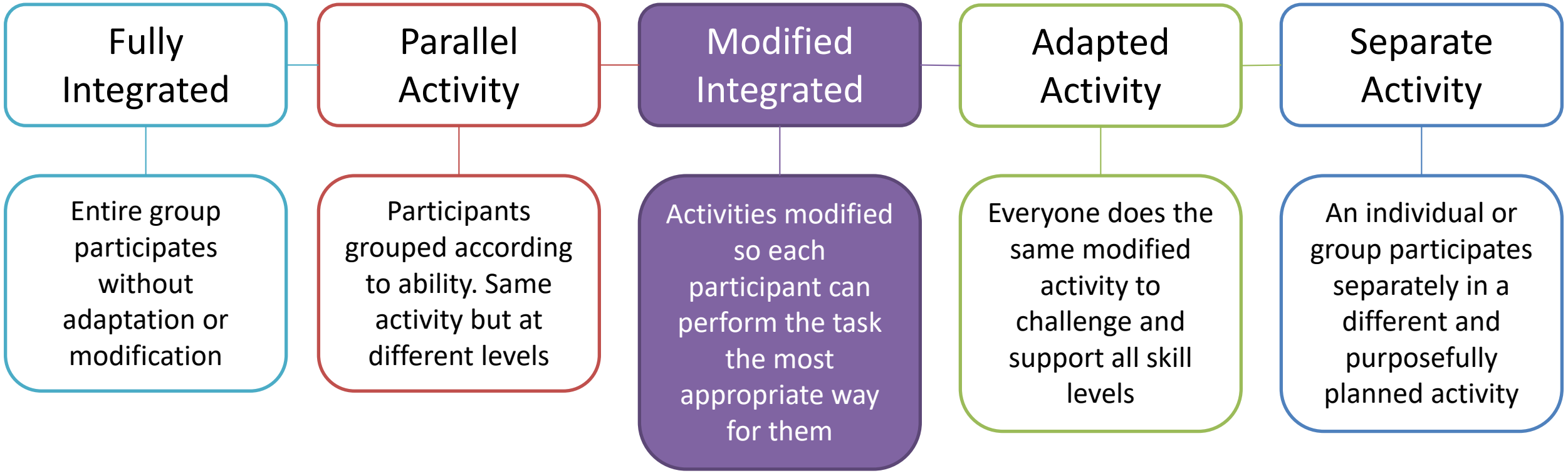
Inclusion Spectrum

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

Traditional delivery

Think ‘intro’ programs

Inclusion Spectrum

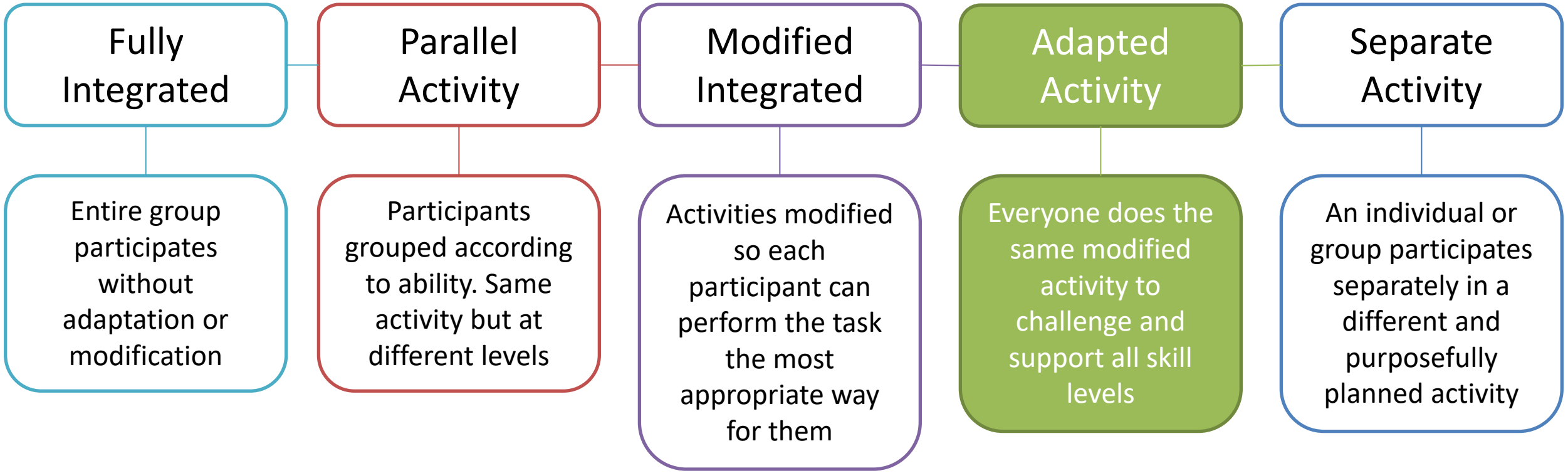


Inclusion Spectrum

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

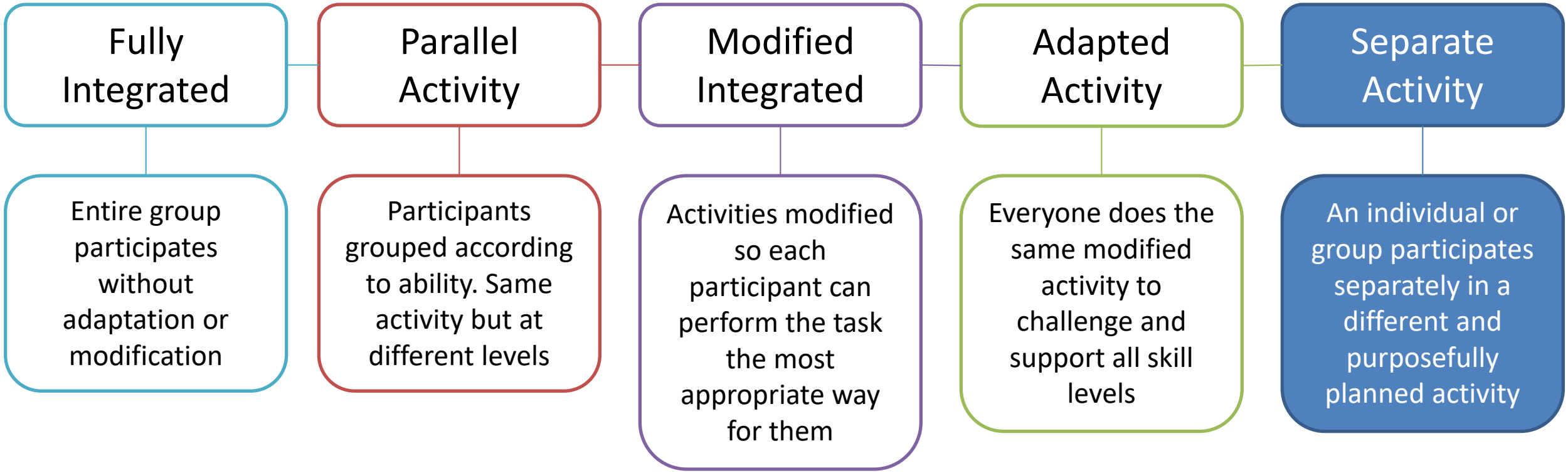


Inclusion Spectrum

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

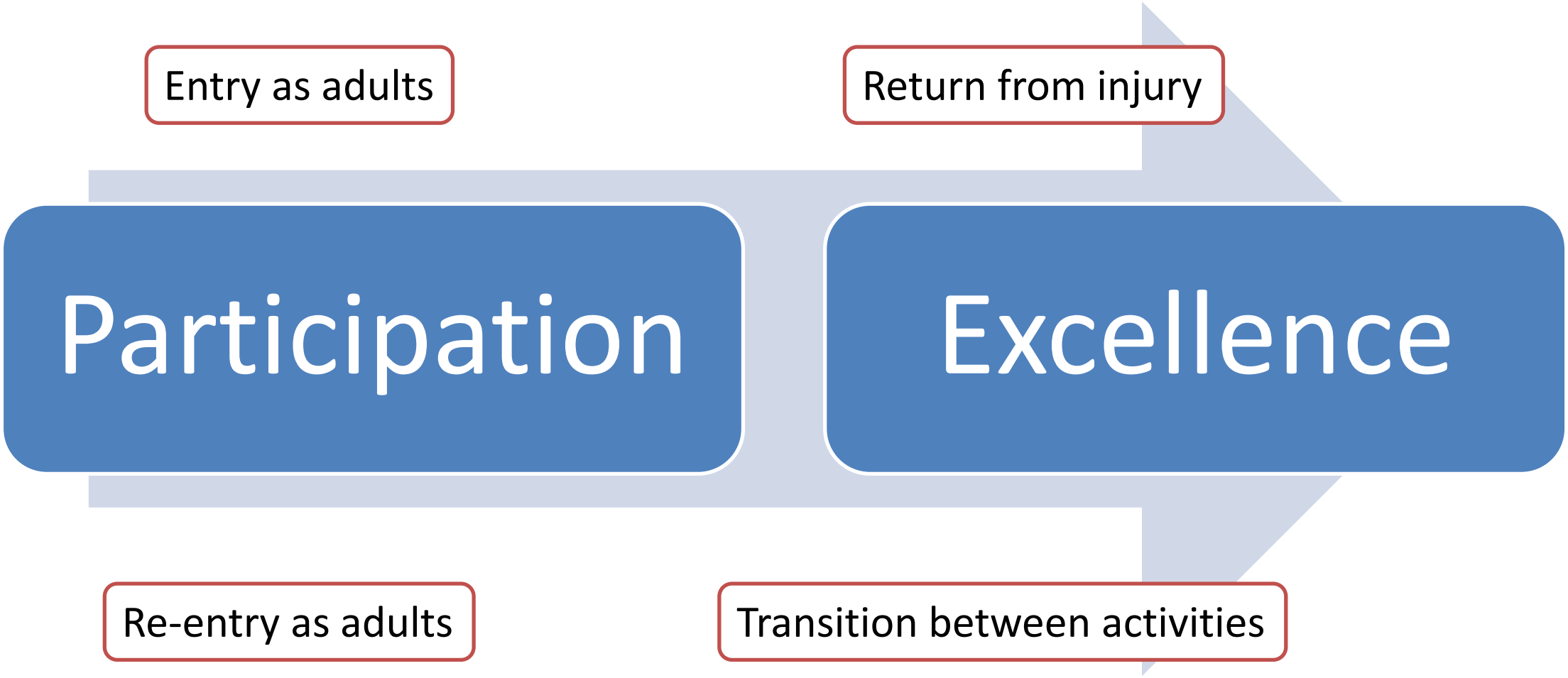


Inclusion Spectrum

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



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

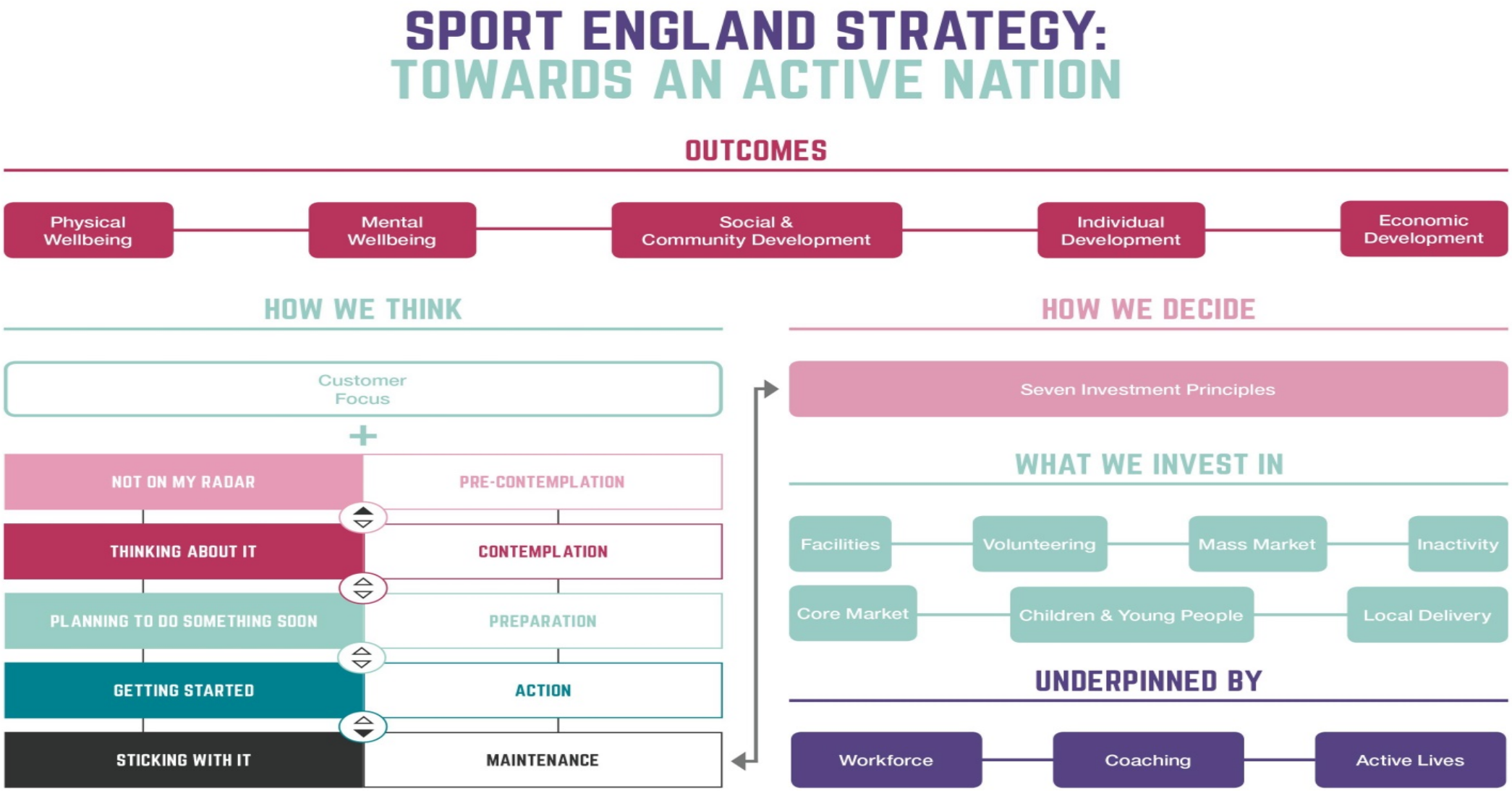
Support continued participation

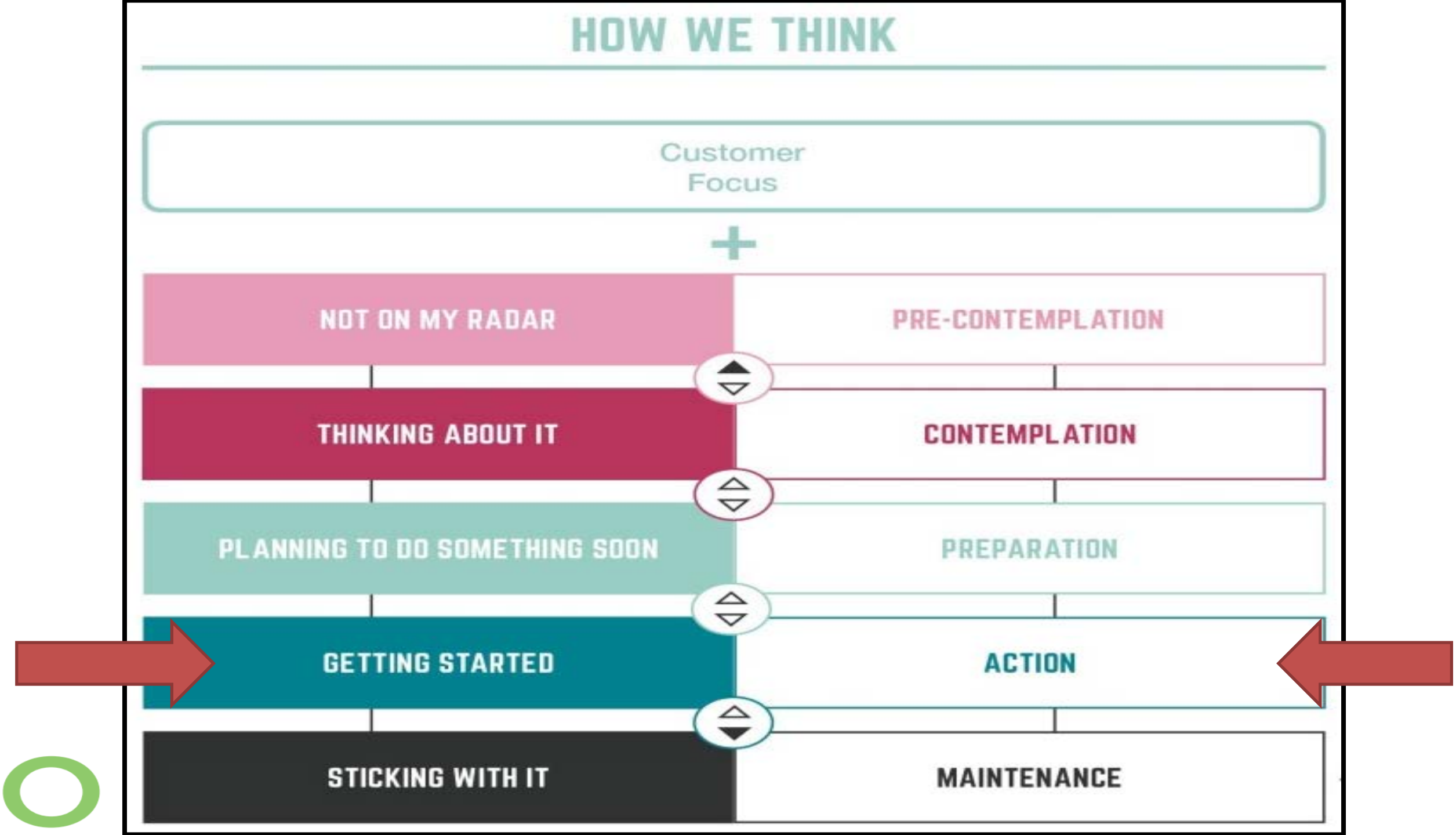
- Constant point of contact – member services
- Injury management

Staff and volunteers

- Value adult participation
- Appreciate psychology of participation
- Understand adult learning

Importance of Workforce




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

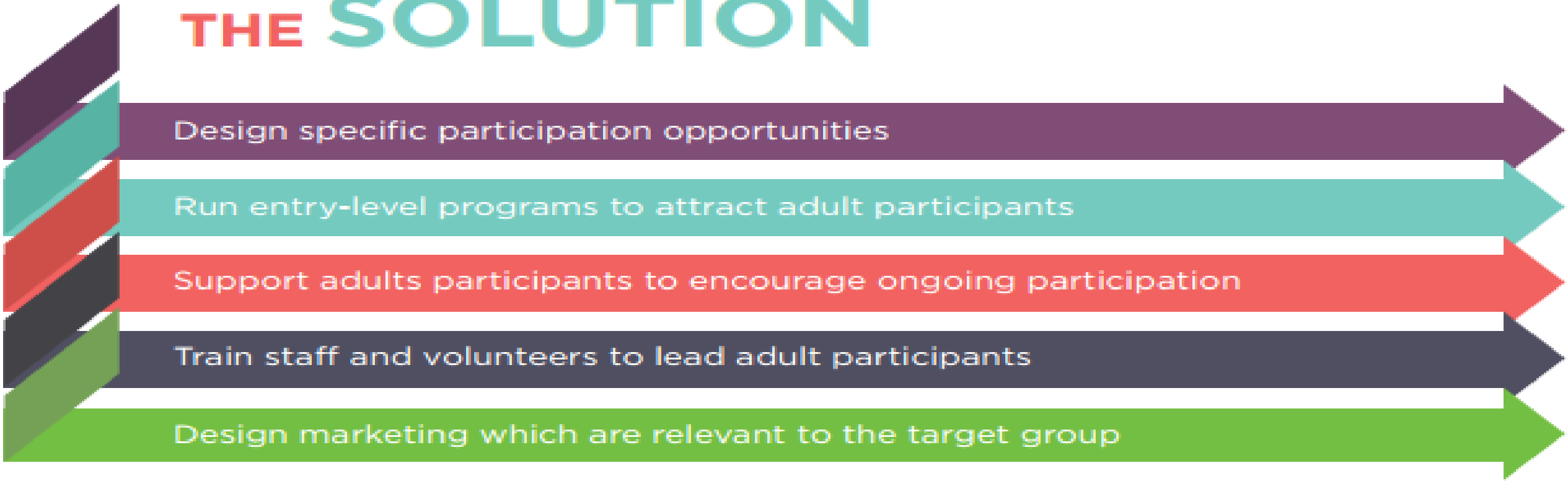
Leading Adults

- 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

#GetLifelongReady

BECOME PART OF THE SOLUTION



How Queensland participation compa
nationally

The participation rate of Q
aged between n their 30s,
lower than the Australian a

Participation Trends Around the World

Declining

Slowly Declining

Sustained
the last 6

The cost of participating in activities, acquiring gear, etc. can be prohibitive for some

Marketing of opportunities does not always reach relevant target groups

A lack of realistic role models to encourage and motivate adults into activity

Supporte
med
For

Where do
activity si

Top 10 sport/
ac
Queenslan
30–

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#GetLifelongReady PROJECT OVERVIEW

#GetLifelongReady PROGRAMMING FOR ADULTS

#GetLifelongReady ATTRACTING AND RETAINING ADULTS

#GetLifelongReady emphasises the
recreation sector to implement strateg
outdoor recreation activities.

The Queensland outdoor recreation se
opportunities for adults to connect wit
support mechanisms in place to ensur

This fact sheet provides suggestions fo
consider in the delivery of participatio
to connect with opportunities and feel
participation.

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#GetLifelongReady NUTRITION AND HYDRATION TIPS

#GetLifelongReady LEADING ADULTS

#GetLifelongReady ENGAGING OUR TARGET MARKET

#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' for increased engagement and marketing outcomes. We take a look at how one well-known brand executes content marketing, and have 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

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