

#GetLifelongReady has emerged in response to alarming participation rates amongst adults aged 30-60 years and provides a sector-driven solution to engaging adults in participation opportunities.

With only half of this population participating in sport and/or recreation activities, we have an opportunity to engage the inactive groups - leading to beneficial outcomes for individuals and communities, as well as improving the sustainability of the outdoor recreation sector.

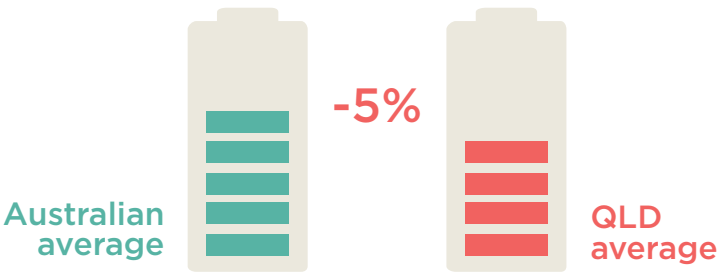
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This fact sheet provides an overview of key facts and figures to help you familiarise with this demographic, understand the challenges and opportunities of participation, and start to identify ways your organisation can be part of the solution and experience the benefit of doing so.

How Queensland participation compares nationally

The participation rate of Queenslanders aged between n their 30s, 40s and 50s is lower than the Australian average.



Participation Trends Around the World



Declining



Slowly Declining

Sustained over the last 6 years

THE AUSTRALIAN AND PHYSICAL ACTIVITY GUIDELINES SUGGEST ADULTS **SHOULD BE ACTIVE MOST DAYS IN THE WEEK**, ACCUMULATING AT LEAST **5 HOURS OF MODERATE INTENSITY** PHYSICAL ACTIVITY EACH WEEK.

PARTICIPATION DATA SUGGESTS AT **LEAST 50% OF QUEENSLANDERS** AGED 30 - 60 YEARS **MAY NOT BE PARTICIPATING ENOUGH IN SPORT OR ACTIVE RECREATION** TO DERIVE HEALTH BENEFITS

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

Why don't Queenslanders participate?

Sometimes diversity is not catered for in activities, with a limited understanding of the importance of providing support for participation.

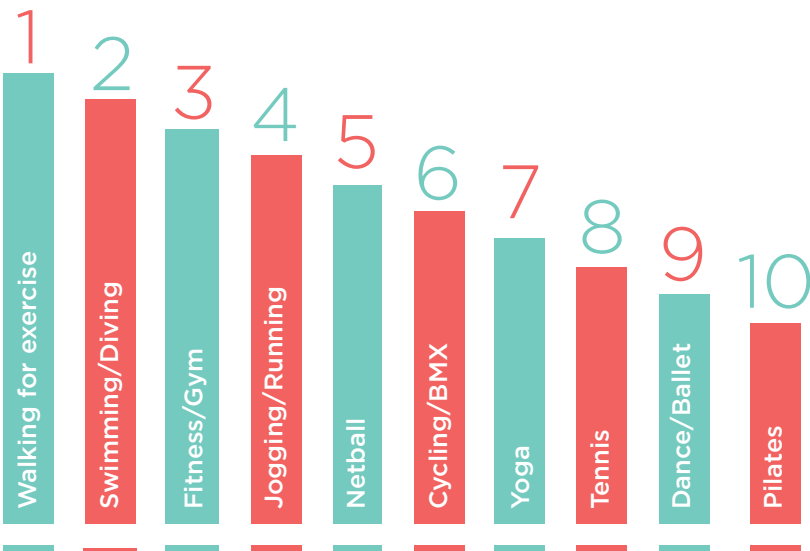
People are increasingly busy with work and care commitments

Adults are not always aware of the opportunities available to them to get involved

Many adults are 'stuck' in gender or family roles, providing a barrier to participation

Where does your activity sit?

Top 10 sport/recreation activities for Queenslanders aged 30-60 in 2014

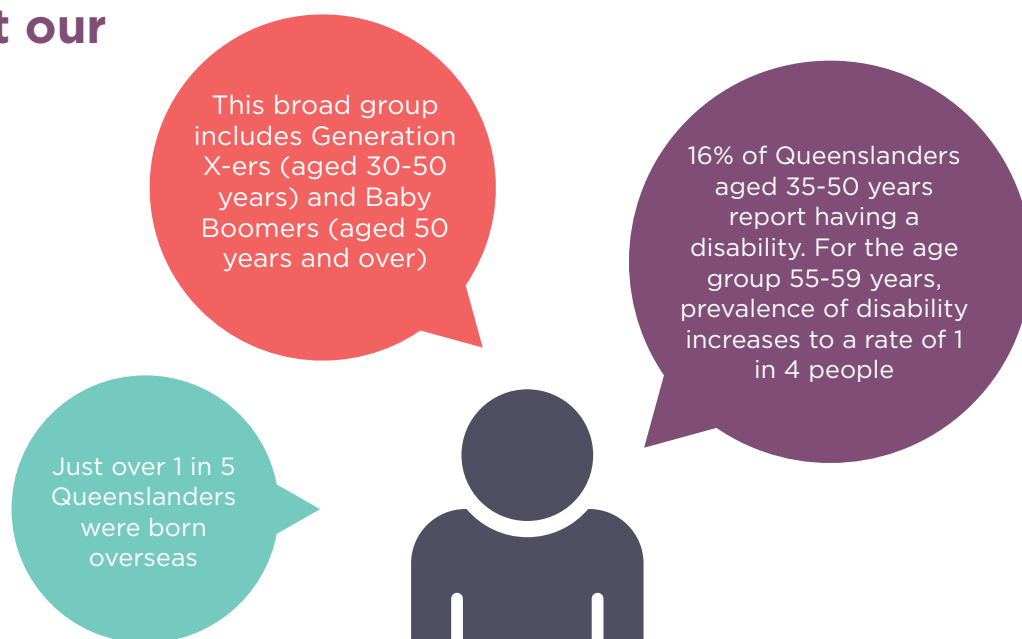


ADULTS AGED BETWEEN 35-59 YEARS MAKE UP ABOUT **A THIRD OF** QUEENSLAND'S POPULATION



- This population group is diverse - including men and women, of different ages, different cultures and religions, people with varying levels of income, education, English language proficiency, and other socioeconomic indicators.
- It includes people with disabilities; varying status of physical and mental health, people from LGBTI communities. It includes parents of young children, teen agers, or young adults. They may be grandparents, or they have no children at all.

Key facts about our target group



These characteristics shape sport and recreation behaviour.

How are you engaging with these characteristics in your organisation?

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



An enhanced community profile for your activity

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

Notes

#GetLifelongReady was enabled through the support of the 2015 Medibank Community Benefit Grants.

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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.