#GetLifelongReady PROGRAMMING FOR ADULTS





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#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.

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

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 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 aroups.

Modified Parallel Activity Adapted Activity **Fully Integrated** Separate Activity Integrated Activities are Everyone does the Participants are Entire group modified so grouped according same modified group participates participates each participant activity to challenge to ability. Each without can perform the and support all group does the same adaptation or task the most abilities. activity but at levels modification. appropriate way for appropriate to skill/ them. ability. This format Most sport provides a valuable This format is Brisbane's Riverlife and recreation opportunity for activities are typical of traditional offers a great encouraging running an entryexample of this currently models of sport inter-generational format, whereby a structured this and recreation activities (e.g. activity for adults, group tour often way. However, when parent/children. running women'sincludes a mixture designing entrygrandparent, only activities, or level opportunities of stand-up paddle grandchildren) and running an adults boards (SUP) and for adults an all ability groups program to coincide additional laver is kavaks. This means (e.g. family or It may work well with children's sport often required; that a group can be friendship group for some activities, is, grouping by peer made up from including a person/s but we should be or age-group. people wanting with a disability). assessing whether a bit more of a these one-size challenge (SUP) fits-all formats are The scheduling of as well as people meeting the needs one of the City of wanting the stability Brisbane City of all participants, Gold Coast's 2015 This is particularly of a kayak. In Council (BCC) and whether important if we Active and Healthy addition, there are runs a popular these formats fitness programs are trying to designated break holiday recreation are welcoming coincided with the achieve supportive points along the program. to entry-level training time for a environments for tour route at which GOI D'n'Kids participants, while local rugby league adults who may people can opt to as part of their at the same time be learning, or reteam. The venue break and join-up Active and providing challenge learning skills. with the group on Healthy Lifestyle and enjoyment for return. program. existing participants. the rugby league Additionally, if BCC recognises mums and dads to the important role kayakers gain participate in the grandparents play in confidence along fitness class while many children's lives. the tour, there is their children were an opportunity for The program offers at football training. a range of carefully SUPs and kayakers to swap craft at the designed recreation opportunities for break points. seniors over 50 years of age and children over 4 vears, to enjoy This format such scheduling, together. would also enable programmers



to incorporate

opportunities

for people with

disabilities.

An individual or

separately in a

different and

purposefully

planned activity.

Examples of this

format include

level come-try

activities.

for the low-cost

fitness program

was adjacent to

ground, making it convenient for

Local council

programs can

benefit from

and with some

entrepreneurial

effort, local sport

and recreation

organisations are

well positioned to capitalise on such opportunities.

Find Out More

This fact sheet has been developed as part of **#GetLifelongReady**. **#GetLifelongReady** is a capacity building project carried out by the QORF for the Queensland outdoor recreation sector, aimed at enhancing sector engagement with people in their 30s, 40s and 50s.

#GetLifelongReady was 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

- Australian Sports Commission. Disability Education Program: Handout 10 The Inclusion Spectrum. [cited 2015 14 November]; Available from: http://www.playbytherules.net.au/assets/media/interactive/Inclusion_Spectrum.pdf.

Notes



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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