

The ACT Government’s sport and recreation strategy for 2023-2028, *CBR Next Move*, emphasises the importance of welcoming and inclusive environments in supporting people to participate in sport and recreation. How people feel about their sporting experience, or how they expect to feel, is important in shaping their decision to engage, be it as a first-time participant or as someone considering changing or returning to a sport or activity they have done before.

We want our sporting clubs, associations and facilities to be welcoming places for all Canberrans, delivering a high quality, safe and inclusive participation experience. Across the life of *CBR Next Move*, the ACT Government and the sector will be focused on this outcome, and importantly we need to be able to assess our progress. Understanding how our community currently feel about sport and recreation, both as participants and non-participants, will provide us with a benchmark against which we can seek to measure our success. The ACT Government conducted the 2023 ACT Sport Survey to deliver this initial benchmark, with an intent that the study will be repeated at intervals across the life of *CBR Next Move*.

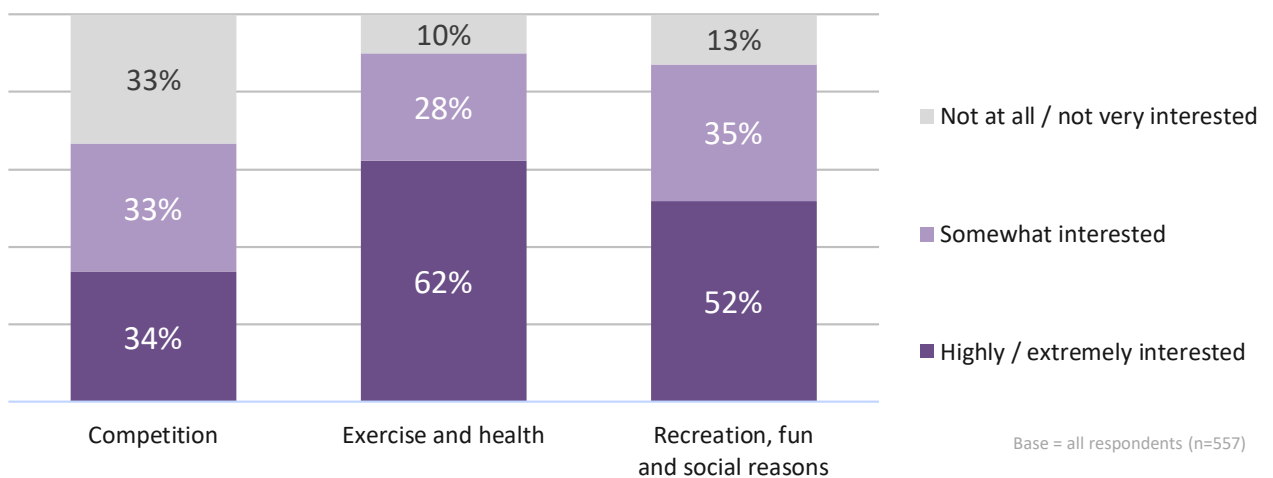
See last page for survey details, and contacts for further information.

Interest in Sport and Physical Activity

There is a high level of interest in sport and physical activity amongst Canberrans.

Nearly two thirds are *highly or extremely interested* in sport and physical activity for exercise and health, while a similar proportion are *at least somewhat interested* in competitive sport or physical activity (where the emphasis is on performance and results).




How interested are you in sport and physical activity for:



Males (43%) were more likely than females (24%) to be *highly or extremely interested* in sport and physical activity for competition, but there were no gender differences for the others. People living with disability and singles living alone were both amongst the most likely to be *not at all or not very interested* in sport and physical activity. Interest in sport and physical activity was higher for people aged 18-44 than for those aged 45+, especially for competition and for exercise and health.

Participation in Sport and Physical Activity

Overall, 86% of all respondents were involved in some form of sport or physical activity in the last 12 months – either as a player or participant themselves, as the parent of a child who was involved, or as a volunteer. 79% were involved in some way in sport or physical activity for exercise and health, including 70% who did this themselves. Slightly fewer (72%) were involved in sport or physical activity for recreation, fun or social reasons, and then 40% for competition.

Total participation in sport and physical activity for:	Competition	Exercise and Health	Recreation, fun and social reasons
	40%	79%	72%
 As a player	25%	70%	62%
 As a parent	13%	11%	14%
 As a volunteer	7%	6%	5%

More likely to be a participant in some way:

- ⊙ Couple with children living at home 93%
- ⊙ Wealthy / very comfortable 92%
- ⊙ Aged 18-34 years over 90%

Less likely to be a participant in some way:

- ⊙ Live with disability 74%
- ⊙ Aged 55-64 years 75%
- ⊙ Financial struggling / under strain 75%
- ⊙ Couple, children left home 79%
- ⊙ Single living alone 81%

Expectations and Barriers to Sport and Physical Activity

For Canberrans, in mid-2023 **cost** and **the times activities are available** to do are the biggest barriers they expect to experience if they wanted to do or play a sport or physical activity in Canberra. More than half of respondents felt that these would be *at least a small problem* for them, with around 1-in-4 saying that cost would be a *major problem* or would likely *stop them*. See chart and details next page

By comparison, the **quality and suitability of the facilities available** were relatively less likely to be a barrier (though were still expected to be *at least a small problem* by nearly 2-in-5 respondents). **Being made to feel welcome as a new person** was the aspect most likely to be actively *appealing* to people (20%), but was still also seen as likely to be *at least a small problem* by twice that number (38%).



Across considerations such as cost, facilities, convenience and times, respondents from **Belconnen**, **North Canberra** and **Woden** were more likely to expect these to be at least a small problem.



Female respondents were more likely than males to report cost and the convenience to where they had to go to be a problem, as well as their skill level, the competitiveness and how rough or physical it may be.



Respondents **living with disability** were somewhat more likely to expect the suitability of the facilities for them would be a problem (48% compared to 36% for those without disability).

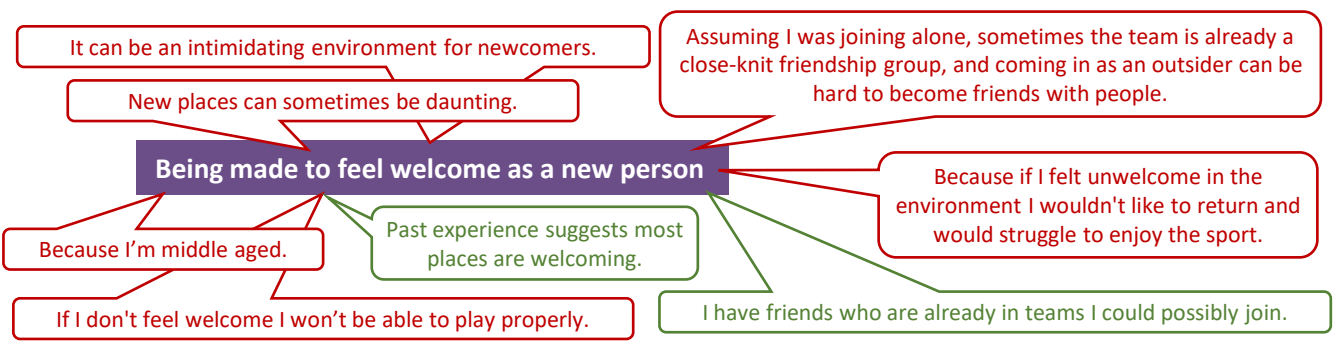
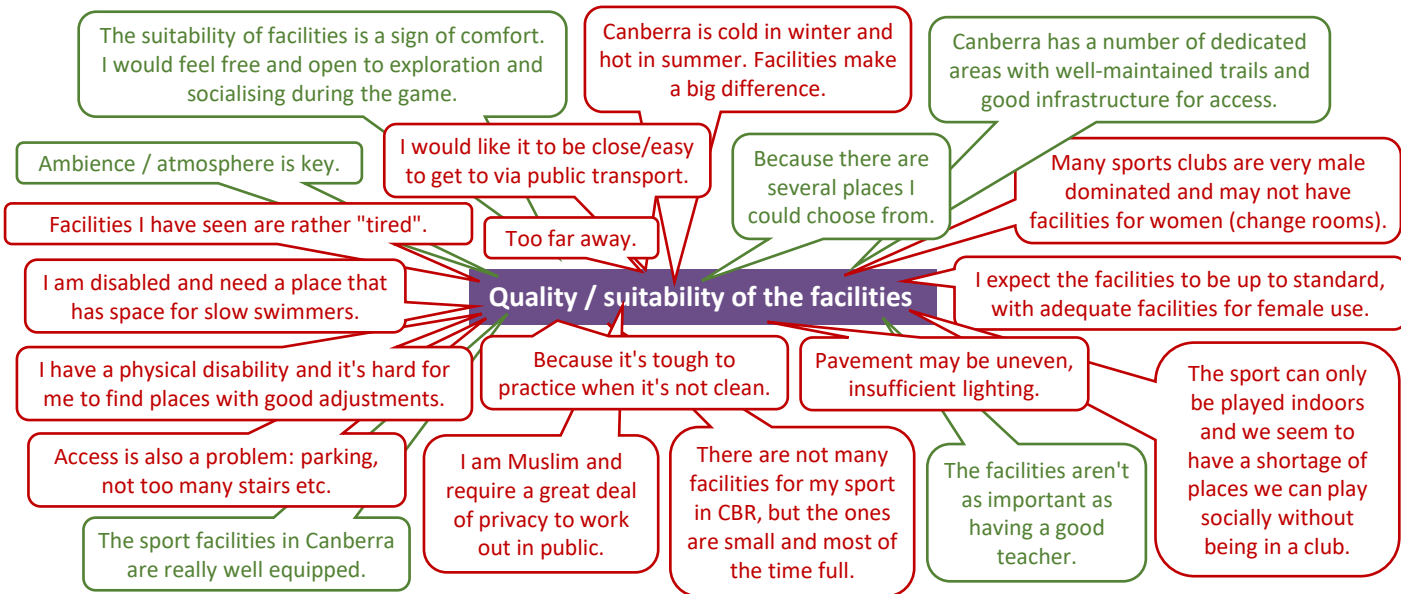
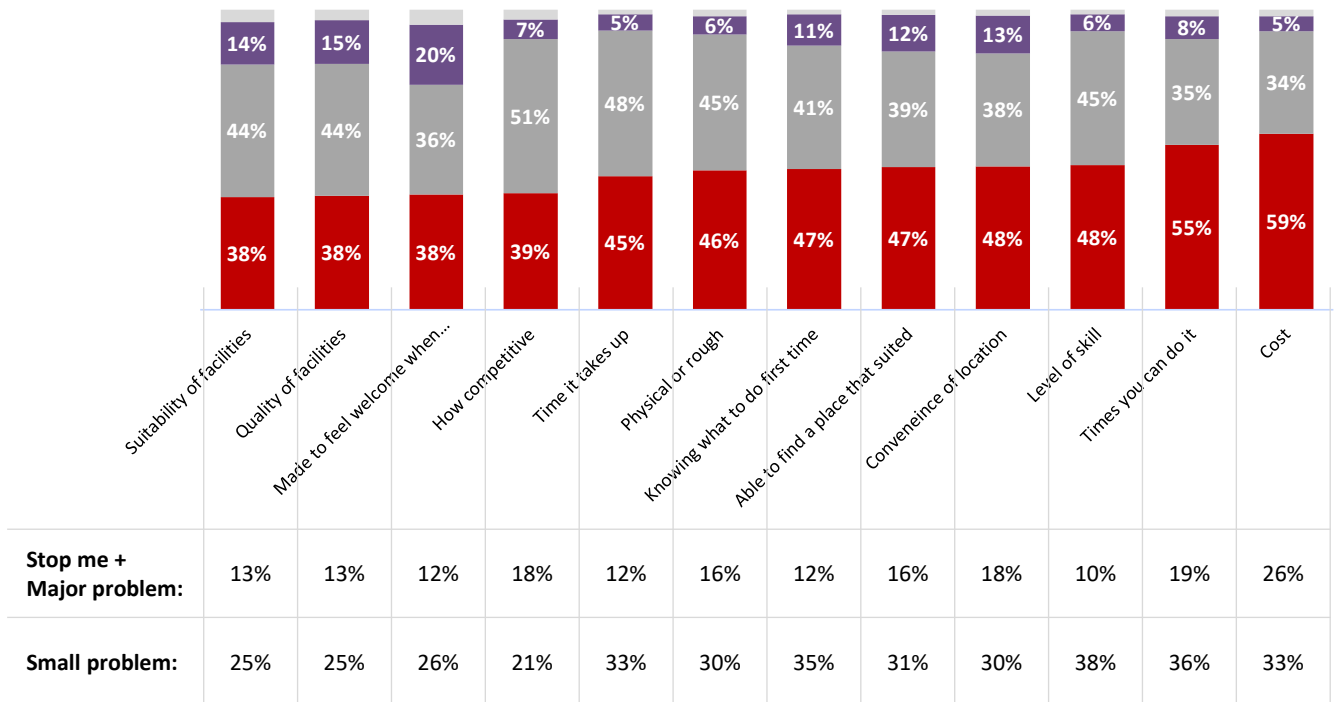


Respondents who considered themselves '**wealthy or financially very comfortable**' were less likely to feel cost was a barrier, and also that the times available or how much time it took up would be a problem.

If you wanted to do a new sport or physical activity in Canberra, how do you expect each of the following things would be for you personally?

■ A problem ■ No problem / NA ■ Appealing ■ Don't know

Base = all respondents (n=557)



Satisfaction with Sport and Physical Activity Experiences

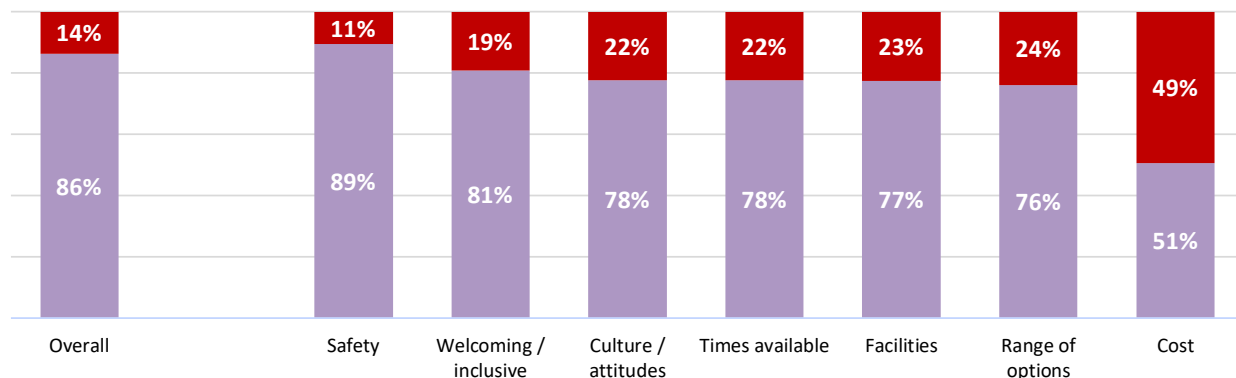
86% of respondents who had been involved in sport or physical activity in at least one way in the last 12 months rated their overall experiences as *good or very good*, and just 1% as unsatisfactory.

As with anticipated barriers to participation, **cost** was the least positive facet of Canberrans' experiences with sport and physical activity in the last 12 months, while **safety** was the most positive.

Satisfaction with experiences in the last 12 months

Base = participants, excluding 'not relevant' responses (n=420-477)

■ Good / very good ■ Unsatisfactory / room to improve



There were several variations in perceptions by ACT districts:

- Respondents from Tuggeranong, Belconnen and Gungahlin were the most satisfied with the facilities.
- Those from Woden and Weston Creek / Molonglo were most satisfied with how welcoming and inclusive their experience was.
- Those from Tuggeranong were most satisfied with the culture and attitudes of others, while Belconnen and Gungahlin were least satisfied.



The only difference by gender was female respondents were less satisfied by the times available.



Satisfaction declined with decreasing financial comfort. 92% of respondents who considered themselves 'wealthy or financially very comfortable' were satisfied, and 88% of those who considered themselves 'reasonably comfortable'. These figures dropped to 81% of those 'just getting by' and 74% of those 'struggling or under financial strain'.

More softer sports for older people.

Greater awareness of the variety.

Cost is quite high for membership to club and playing in tournaments.

Make kids sport cheaper.

Make it cheaper - the cost is a bit prohibitive for ad hoc players.

Better change room facilities for women.

Ensuring there are accessible facilities, eg walking paths to accommodate prams and people with limited mobility.

Help officials / coaches / administrators learn how to approach and welcome new members and perhaps even find them a buddy and or a mentor to help them integrate into the club/society etc.

Being made to feel like you belong.

What is one improvement you would make?

Better upkeep of ovals and outdoor facilities.

Safe and inclusive for single women.

Spring and autumn is perfect for sport, but winter is too cold.

It's a very lonely experience. I turn up, I slog through a class, and often I leave again without a word being spoken between classmates.

Facilities close to areas of newer development.

Support for those who aren't physically fit/ coordinated.

Better car parking at facilities.

Maybe more support from the organisers in making new people feel welcome and introducing newcomers. I think there's more of an assumption that people should know what happens at these events..

Better advertising and support for non-profit organisations.

More coffee outlets around the lake.

Allowing cycling on bike paths rather than on the road as it feels safer.

A directory of all sport and physical activities available reviews and questions - making it easier to find an activity that is right for you.

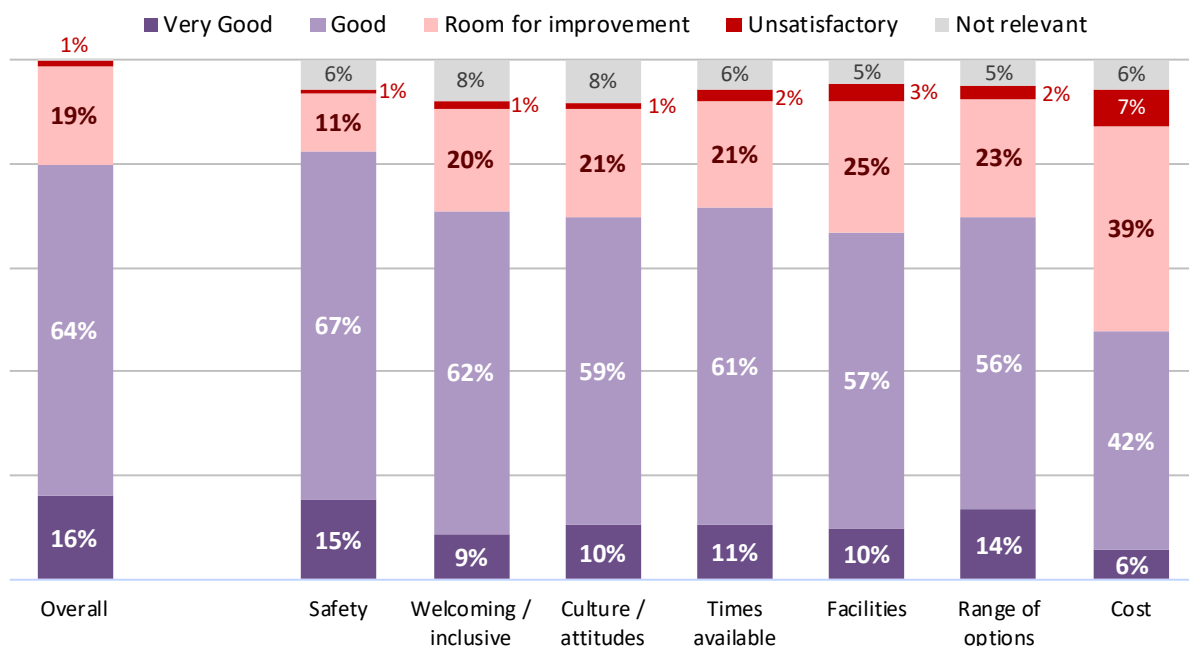
Satisfaction with ACT Sport and Physical Activity Offer

Satisfaction with the overall sport and physical activity offer in the ACT is very similar to experiences of those who have had some experience of sport and physical activity in the last 12 months (see bottom chart for direct comparison). As the great majority of respondents had had some contact in the last 12 months, this similarity is not unexpected.

Satisfaction with Sport and Physical Activity offer in the ACT

Base = all respondents (n=557)

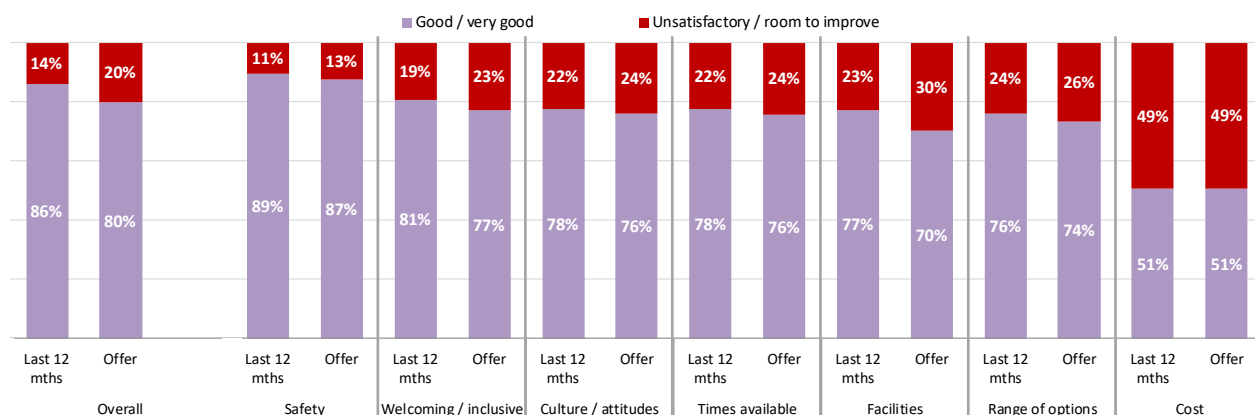
Note: Shown in same order as current satisfaction



Satisfaction with experiences in the last 12 months / Satisfaction with ACT offer

Base = participants, excluding 'not relevant' responses (n=420-477)

Base = all respondents (n=557)



Those who did not have any contact with sport and physical activity in the last 12 months were less positive about the facilities and about the culture and attitudes of others, but were not less satisfied overall.

There were no differences in overall satisfaction with the sport and physical activity offer in the ACT across districts, but males (84%) were more satisfied overall than females (76%) and with most individual facets. Those living with disability were less satisfied (71%) overall than those without disability (81%).

As with current satisfaction, those who considered themselves the wealthiest (88%) were the most likely to be satisfied with what was available to them in the ACT, declining to just 66% of those who are struggling or under financial strain.

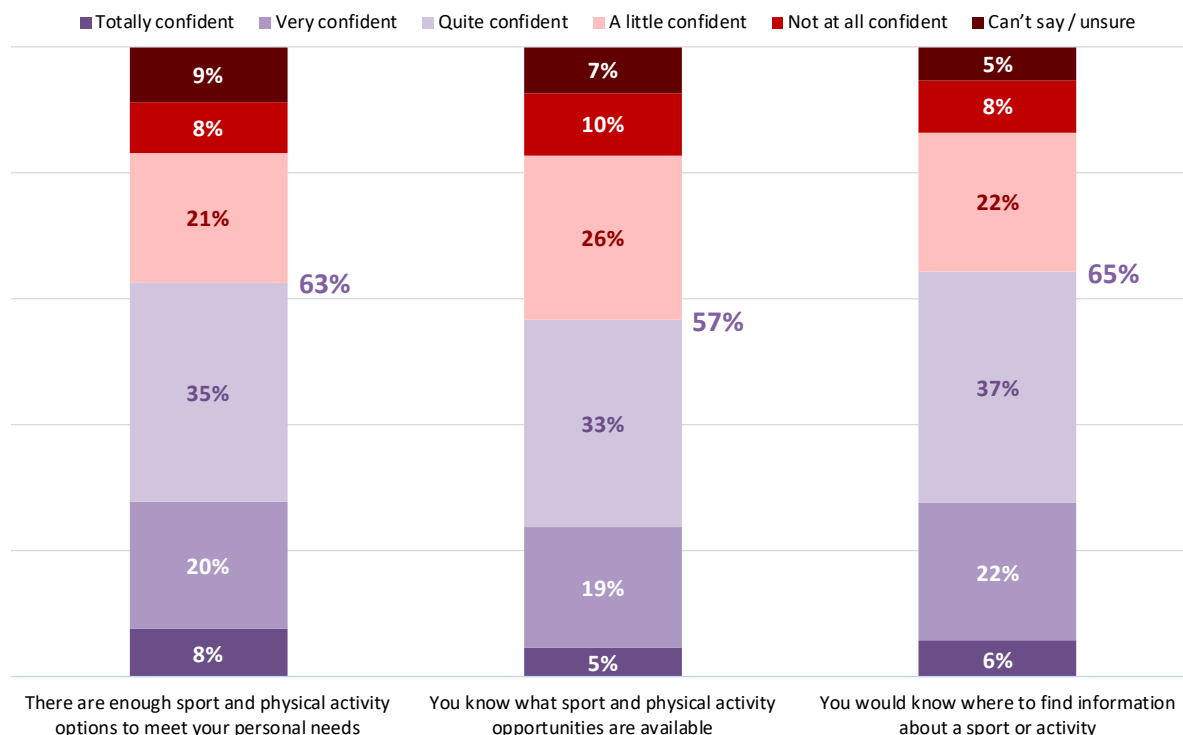
Awareness of Sport and Physical Activity Opportunities

While around 4-in-5 Canberrans are satisfied with the overall options for sport and physical activity in Canberra for someone with their level of interest and participation, more like 3-in-5 are *at least quite confident* that there are enough options to meet their needs *in their local area* (63%).

Approximately similar proportions feel they know where to find information about a particular sport or physical activity in their local area (65%), and slightly fewer that they actually know what opportunities there are in their local area (57%).

How confident are you that in your local area...

Base = all respondents (n=557)



Respondents from **Belconnen** and **Weston Creek / Molonglo** were the least confident they know what opportunities there were in their local area, while those from **South Canberra** and **Woden** were the most confident.



Female respondents were less confident than males about all of these aspects of their local sport and physical activity opportunities.



Respondents who considered themselves **'wealthy or financially very comfortable'** were the most confident, but there was relatively little difference across other groups – other than the small proportion who consider themselves **'struggling or under financial strain'**, who were least confident (especially in terms of knowing about opportunities or where to find information).

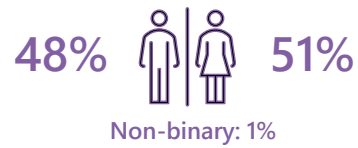


Respondents

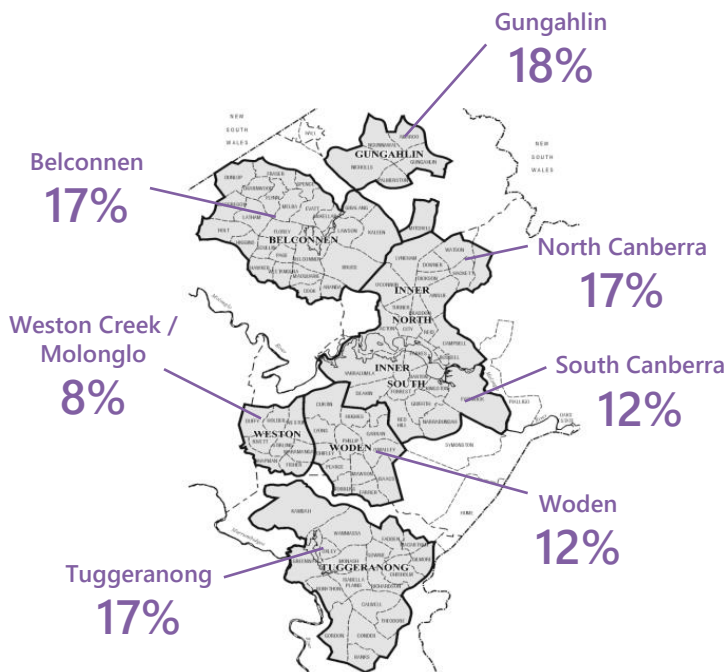
A total of 557 respondents completed the online survey in June 2023.

Experience with ACT clubs and facilities in the last 12 months:

	A sports club or association	A gym, fitness centre or similar
Have been a member myself	35%	49%
Have been the parent of a member	12%	5%
Have close family or friends who are a member	14%	15%
Have visited one or more times as a guest or visitor	16%	10%
Have used social clubs or related facilities	14%	6%
Any experience	61%	65%



Single living alone	19%
Shared adult household	14%
Couple, children at home	25%
Single parent, children at home	5%
Couple, children left home	13%
Single parent, children left home	3%
Couple with no children	18%
Other [Please specify]	2%
Prefer not to say	1%



		
Wealthy		3%
Very comfortable		13%
Reasonably comfortable		50%
Just getting by		24%
Struggling to make ends meet		6%
Under considerable financial strain		1%
Prefer not to say		3%



2023 ACT Sport Survey



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Quality and Compliance Statement

This project was conducted in accordance with the international quality standard ISO 20252, the international information security standard ISO 27001, as well as the Australian Privacy Principles contained in the Privacy Act 1988 (Cth). ORIMA Research also adheres to the Privacy (Market and Social Research) Code 2021 administered by the Australian Data and Insights Association (ADIA).

Acknowledgments

ORIMA pays respect to Aboriginal and Torres Strait Islander Peoples past and present, their cultures and traditions and acknowledges their continuing connection to land, sea and community.

We would also like to acknowledge and thank all the participants who were involved in our research for their valuable contribution.