

ActiveKIT

The Story behind the Challenge

Why Innovation?

Activate! Queensland 2019 – 2029 is the Queensland Government's 10-year strategy to further enrich the Queensland way of life and build on our strong community foundations to deliver better health and well-being outcomes for all Queenslanders.

Through *Activate! Queensland*, the Queensland Government is committed to developing a thriving and resilient active industry whilst achieving a range of health and social outcomes through physical activity participation by continuing to build upon the growing innovation ecosystem.

Innovation and sport technology can be applied much broader than to professional and elite sport. With much of our lives moving online, Queenslanders are more connected than ever before. Innovative solutions, such as wearable technology, has given people the flexibility to find new and different ways to engage in physical activity.

With the Brisbane 2032 Olympic and Paralympic Games on the horizon, we have the potential to leverage industry knowledge, digital and online trends, innovation and technology to help drive a physical activity legacy. It provides Queensland with a ten-year platform to connect not only with the active industry (sport, active recreation and fitness industries) but connect with sports tech, start-ups and businesses to trial and implement new and innovative solutions that get Queenslanders moving now and into the future.

The Queensland Government recognises the value of collaboration and coordinated investment under a shared vision across Queensland Government agencies and the broader active industry. It is a way to leverage networks, broaden the reach and amplify the outcomes of investment as we work to improve opportunities for Queenslanders to participate in physical activity.

Our call to action

Some Queenslanders love being physically active and taking advantage of our wonderful environment to get out and get active. However, research shows that certain groups within the Queensland population are insufficiently active and face specific barriers to participation including:



Age and health
(physical and mental)



Ability



Socio-economic
factors



Time availability

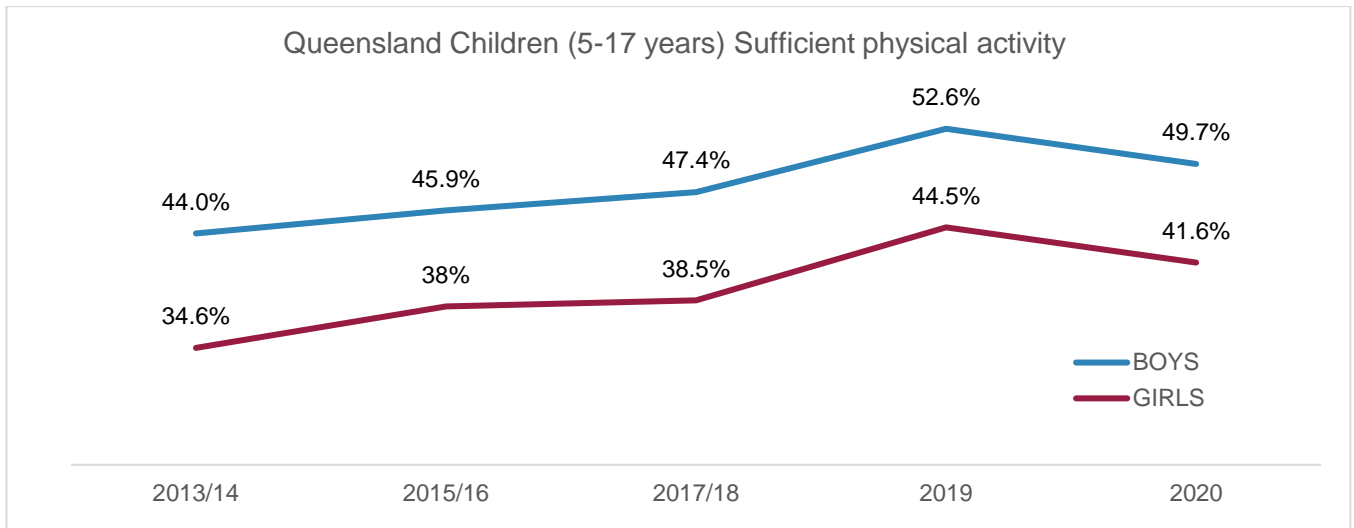


Parenting
commitments

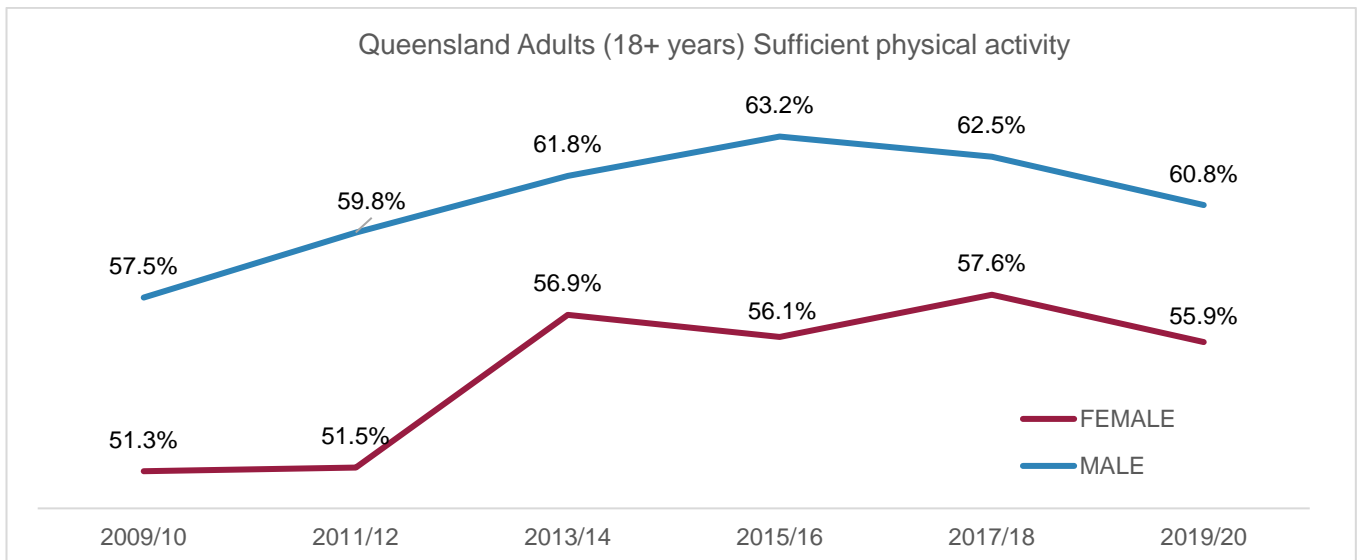


Motivation

Ensuring all Queenslanders achieve sufficient levels of physical activity (as outlined in the [National Physical Activity guidelines](#)) remains an important focus for the Queensland Government, particularly as the percentage of Queenslanders achieving sufficient levels has remained relatively unchanged over the last few years.



Source: Chief Health Officer Report, 2019 – Sufficient physical activity (active 60 minutes or more daily)



Source: Chief Health Officer Report, 2020 - Sufficient physical activity (at least 150 minutes of physical activity five times per week)

The way people want to engage with, and participate in, physical activity is shifting, whether that is through organised sport or through flexible and more social participation opportunities. It is vital for the industry to adapt and find different ways to engage Queenslanders in physical activity opportunities that best suits their needs.

ActiveKIT (Knowledge | Innovation | Technology) is the Queensland Government's call to action. ActiveKIT intends to address trends in society, respond to the needs of Queenslanders and ensure the active industry is leading the way in innovative products and solutions that get Queenslanders moving, more often.

ActiveKIT (Knowledge | Innovation | Technology)

The purpose of ActiveKIT is to support collaboration between the active industry and start-ups or small to medium businesses to trial and implement new and innovative products or services that respond to the challenge: **increase physical activity participation of Queenslanders who are insufficiently active.** This challenge can be responded to through the following two categories:

1. Enabling opportunities for inclusive physical activity (targeted cohorts), or
2. Enabling opportunities through flexible and/or social physical activity.

The Department of Tourism, Innovation and Sport is delivering ActiveKIT Round 2 in collaboration with Health and Wellbeing Queensland, including through co-investment.

Category 1: Inclusive physical activity opportunities

Under this Category, we are looking for innovative products or services that enable opportunities and reduce barriers to physical activity for identified target cohorts.

Research shows that certain groups of the population are more insufficiently active and face specific barriers to participation. That is why under this category, projects should seek to target one cohort only with practical and fit-for-purpose products and solutions that respond to the specific barriers of the identified target cohort.

Target cohorts identified for Category 1 and key barriers to participation are:

Children and young people (12-17 years old)	Women (18+)	People with a disability
<ul style="list-style-type: none">• Conflicting priorities• Cost/affordability• 'Lost generation' of young people to sport due to missing out on sporting opportunities during COVID-19• Not enough time (children and parents)	<ul style="list-style-type: none">• Time constraints (work and family commitments)• Knowing how to kickstart old habits• Parental responsibilities (lack of time available or affordable childcare)• Lack of motivation• Cost/affordability	<ul style="list-style-type: none">• Welcoming and inclusive environments are lacking e.g. transport, build environment, programs tailored for learning difficulties• Additional participation requirements e.g. reliance on a support workers/carers or further skills and training• Cost/affordability

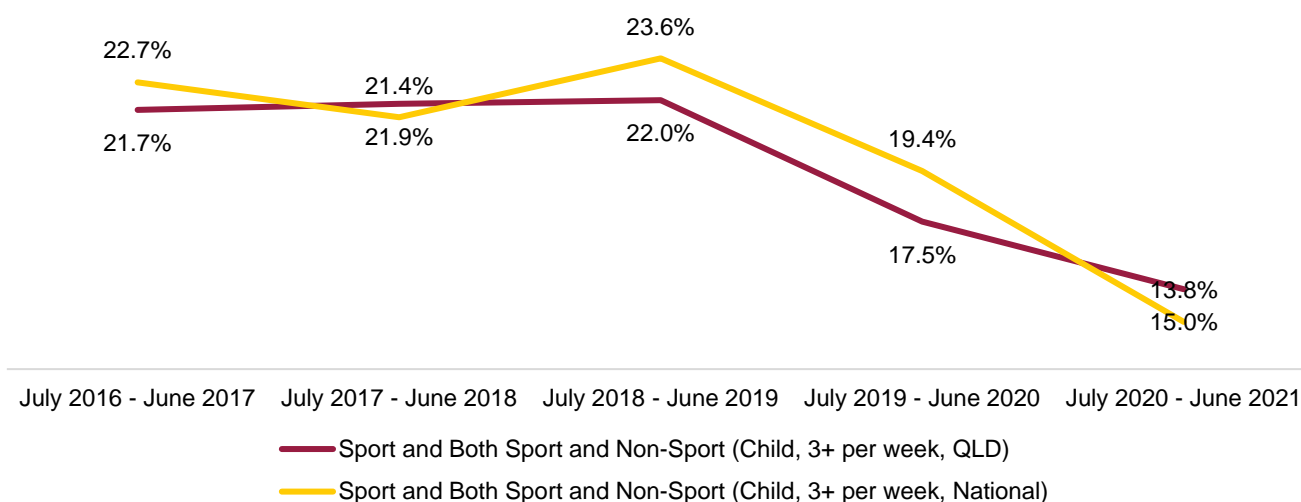
Sources: AusPlay 2021 – Participation trends in Australia; Ausplay 2021 - Sport and Both Sport and Non-Sport Queensland Sport: Ausplay 2021 - *People with a disability*; Exercise and Recreation Survey - Adults 2018; Queensland Sport, Exercise and Recreation Survey – Children 2020; Health and Wellbeing Queensland - Queensland Women in 2020

Under this category, products or services need to address the specific participation barriers of **one** of the following target cohorts: children and young people (12-17 years old), women (18+), or people with a disability.

Children and young people (12-17 years old)

Since 2016, there has been a significant decline in children’s participation in organised sport, particularly around 12-14 years. When comparing the percentage change over time, the Australian sport and physical activity participation survey found Queensland children’s participation in sport and non-sport activities outside of school hours has decreased by 36.5% since 2016 through to 2021, which is equivalent to 18,287 fewer Queensland children participating.

Children (5-17 years) participation – sport and non-sport activities



Source: AusPlay - The Australian sport and physical activity participation survey data (2021)

The COVID-19 pandemic has further highlighted the decline in organised sport. [Sport Australia](#) highlighted that the ongoing impacts of the pandemic have led to a generation young people ‘lost’ to sport and recreation, due to many children missing out on experiences during 2020 and 2021, including the opportunities that may influence lifelong participation.

Some barriers to children taking part in physical activity are actually barriers for parents/carers, rather than children. These include lack of time, work commitments, the associated expense/cost, caring for other children and transportation issues.

Screen time for leisure activities has also been highlighted as a potential barrier for physical activity. The Queensland Sport, Exercise and Recreation Survey of Children (2019) noted that 39.9% of children aged 5-17 years spent over two hours per day on screens for leisure, entertainment or other reasons. This is in excess of the Australian government [guidelines](#) for children and young people (5-17 years) that limits screen time for leisure to no more than 2 hours per day. Some of this time could potentially be diverted to engaging in physical activity.

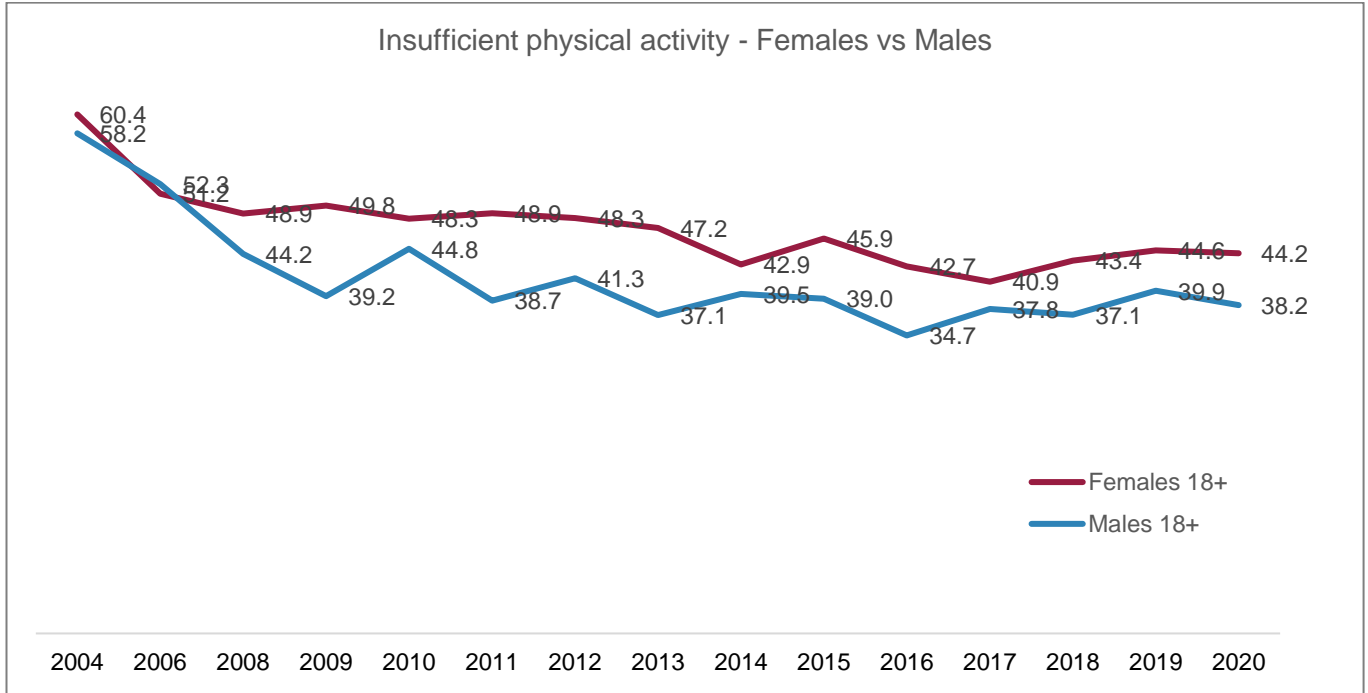
An Australian Sports Commission study ([2017](#)) found that adolescents are more likely to disengage from sport and become less focussed on competition and more focussed on fitness, social experiences, and skill development.

The top barriers to participation identified for children 12 to 17 years were: not enough time/too many commitments, not interested/doesn’t like physical activity, lack of motivation, illness or ongoing injury, children being too tired, increased costs and limited places on teams.

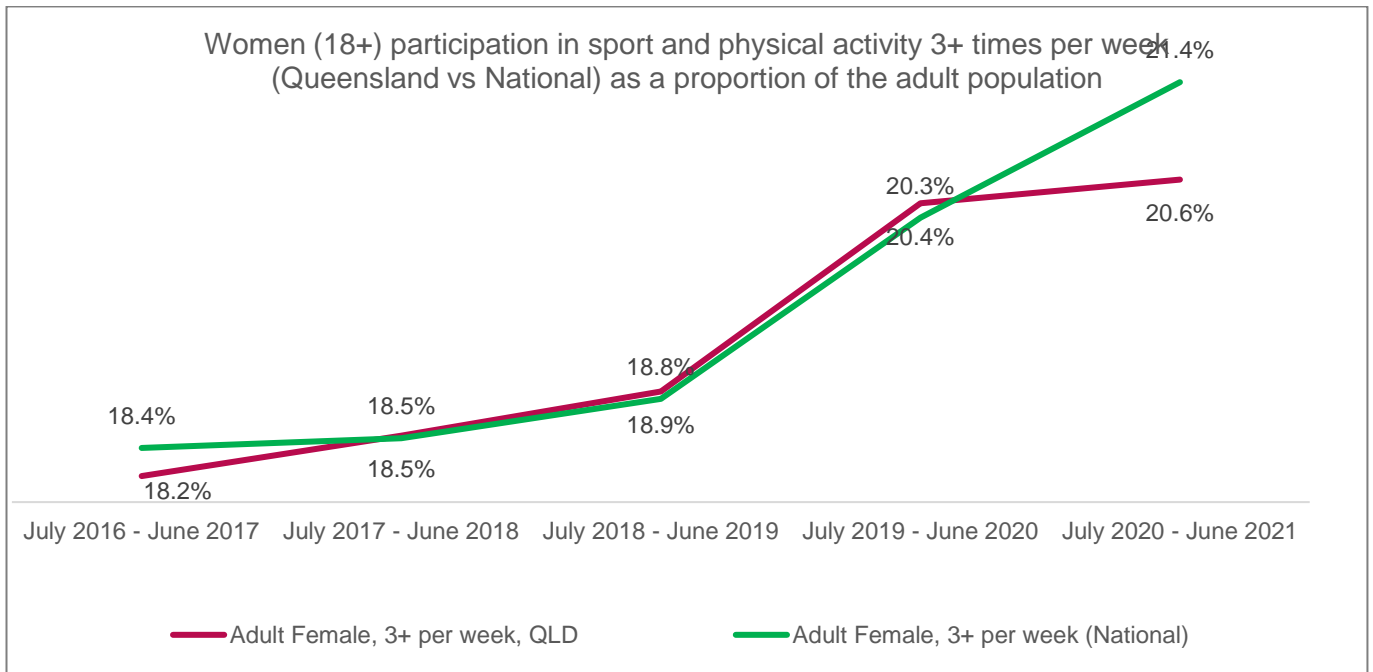
The active industry needs to ensure more innovative opportunities exist for children and young people to engage. Research shows that children participating in physical activity are more likely to be more active later in life due to enhanced physical literacy and motivations towards sport or physical activity.

Women (18+)

The overall rate of Queensland adults who are sufficiently active has remained relatively unchanged since 2013. However, women are more likely to be insufficiently active than men across the lifespan with 44% of women compared to 38% of men not achieving sufficient levels of physical activity in 2020. Additionally, only 20% of Queensland women participate in sport and physical activity three or more times per week compared to 21% of women nationally.



Source: Chief Health Officer Report, 2019 – Insufficient physical activity (active 60 minutes or more daily)



Source: AusPlay - The Australian sport and physical activity participation survey data (2021)

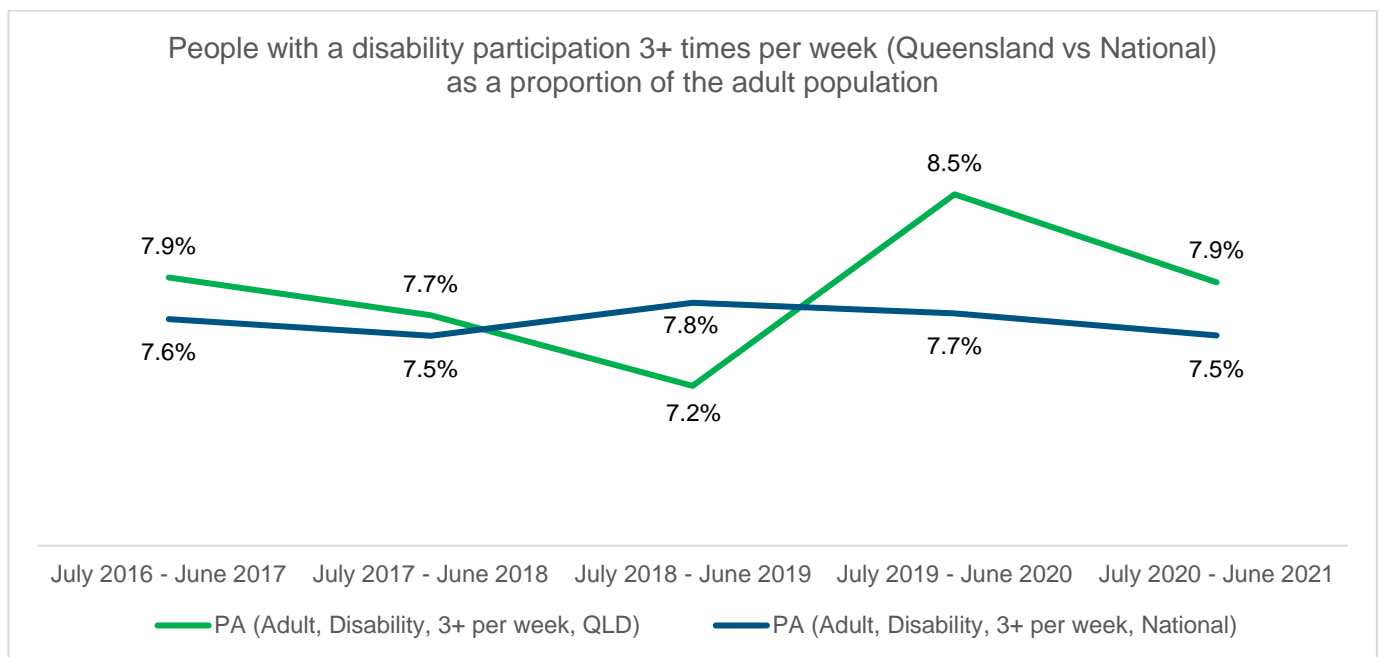
In order to increase the number of females participating in physical activity, the active industry needs to understand and address the specific barriers that women (18+) face that are impacting their ability to participate.

Key barriers for women participating in physical activity include: ongoing injury or illness, time constraints (work and family commitments), lack of motivation, cost and affordability, knowledge of how to change old habits and start something new, and lack of available or affordable childcare. Enabling opportunities that address these barriers will help to increase the physical activity levels of women.

People with a disability

People living with a disability continue to face significant barriers to physical activity participation opportunities which could be compounded further by the pandemic. The *Emerging issues and opportunities for sport participation* report (SportAUS) highlights that there remains a high risk that even the thought of returning to a former physical activity habit for vulnerable Australians will present a significant personal challenge.

People with a disability in Queensland participating in sport and physical activity (3+ times a week) remained relatively unchanged over a five-year period (2016-2021).



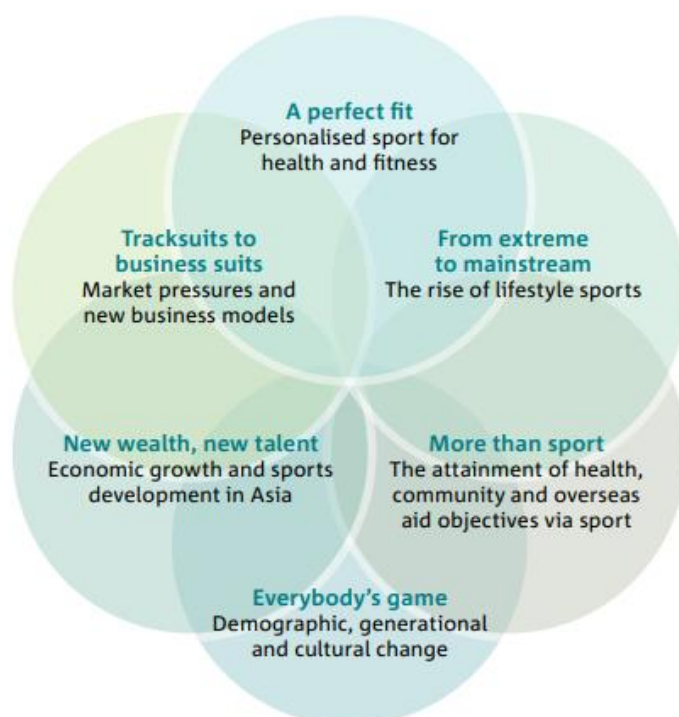
Source: AusPlay - The Australian sport and physical activity participation survey data (2021)

The focus needs to shift to enable greater opportunities for inclusive participation with the aim of increasing the number of Queenslanders with a disability who are physically active by providing innovative, accessible and appropriate initiatives and technology solutions that work to address these barriers.

Category 2: Flexible and social physical activity

Under this category, we are looking for innovative products or services that respond to industry trends and enable flexible and/or social formats, methods and modes to increase physical activity levels and improve social benefits for the broader Queensland population.

Australians have and always will love sport, that's why the Australian Sports Commission (now Sport Australia) partnered with the CSIRO to jointly conduct research into the future of Australian sport. The ['Future of Australian Sport'](#) (2013) highlights that the sports played in Australia, as well as how and why they are played, are changing over time. The report also identified several megatrends that could redefine the sport sector over the next 30 years.



These megatrends highlight the way the market is shifting, impacting the way people want to participate in physical activity. These trends have continued and accelerated partly due to the impact of COVID-19 as highlighted in [Sport Australia's Emerging Sport Participation Trends \(2021\)](#).

Under this category, organisations need to address these trends through new delivery methods and modes to increase physical activity levels for the broader population that meet Queenslanders social and busy lives.

Flexible and/or social participation:

Sport Australia has collated information on [market trends](#) from research and studies including the [Future of Australian Sport](#), [AusPlay](#) and the [Drivers of Participation](#) to provide insight on the way people want to participate in physical activity.



The social benefits that arise from participation in physical activity have also been highlighted during COVID-19, with data from the Queensland Community Sport and Recreation Club Survey (March 2021) highlighting that 30% of clubs reported an increase in registrations since before COVID-19, with social connection (58%) the largest reason attributed to this.

The *Ongoing Impact of COVID-19 on Sport and Physical Activity Participation* report (SportAUS – Ausplay, 2020) also confirmed that 44.6% of Australians participate in physical activity for fun and enjoyment, with 34.2% participating for social reasons.

It highlights the importance of connection to a community and lifestyle, the growing focus on mental and holistic health and the broader role that physical activity can play in society.

Queenslanders are now choosing to participate in both organised and unstructured activity at different rates during their life. While children and young people are generally more involved in organised sports, whether through schools or clubs, sport participation levels decline in the late teens. Participation in general physical activity however increases with age, with trends over the last two decades suggesting older generations are steadily increasing their level of participation in physical activity.

In order to respond to changing participant needs, providing flexible participation opportunities could look like alternative formats such as (but not limited to):

Condensed formats	Social and casual formats	Online competition formats	Health and fitness collaborations
<ul style="list-style-type: none"> • Smaller and/or shorter formats to provide a more effective sport delivery model • Increase profits without impacting the quality of the experience 	<ul style="list-style-type: none"> • Facilitate social interaction and development of fitness • Supports ongoing participation as players approach adulthood 	<ul style="list-style-type: none"> • GPS-based tracking apps allow participants to participate on their own terms e.g. time and location 	<ul style="list-style-type: none"> • Opportunity to collaborate with the health and fitness sector • Produce engaging and relevant physical activity experiences

Source: 7 Sport Delivery formats set to grow in 2021 – Forward Pivot

Physical activity now more than ever, can play a valuable role in the lives of Australians. However, the goal moving forward is about adapting to meet societies needs in order to appeal to a diverse community

with busier lives that are seeking fun, social engagement, and inclusiveness in their chosen physical activities.

Resources

- Queensland Government: [Activate! Queensland 2019 - 2029](#)
- AusPlay: [The Australian sport and physical activity participation survey](#)
- Sport Australia: [Driver and barriers of participation](#)
- Sport Australia: [Market Trends](#)
- Sport Australia: [The Future of Australian Sport](#)
- Sport Australia: [Inclusive Sport Toolkit](#)
- Sport Australia: [Participation Design Toolkit](#)
- Sport Australia: [Emerging Issues and opportunities for sport participations](#)

More information

If you have any questions regarding the above information, please contact the Department via email at SportRecPartnership@dtis.qld.gov.au.