

Out*and*About

**Regional participation in exercise,
recreation and sport in South Australia**

South Australia



ACTIVE FOR LIFE

A joint project of the South Australian Sports Federation Inc and the Office for Recreation and Sport

be active.



SPORTSA



MINISTER'S FOREWORD

REGIONAL RESEARCH SERIES

Sport and active recreation is about more than winning; the opportunity to be involved in sport or recreation is central to our South Australian lifestyle. And while most people participate in sport or active recreation because they simply enjoy it, there is a significant body of research that suggests regular participation benefits the individuals directly involved, their local communities and ultimately the whole state, where important social, health and economic benefits are realised.

The state government has identified seven priorities to ensure South Australia continues to be one of the most liveable cities in the world. While the sport and recreation sector factor into most of these priorities, I believe that our industry is a key contributor to nurturing a vibrant city and safe communities and healthy neighbourhoods. In fact sport and active recreation foster social connection and cohesion to such an extent that it is one of a suite of indicators that is used to measure social capital.

This series of reports provides a snapshot of our participation in leisure time physical activity, exercise, recreation or sport as well as an overview of spectator and volunteer involvement. The reports look at all these factors across 12 planning regions, providing insights to the similarities and differences across South Australia.

The report shows that almost one million South Australian adults were directly involved in sport or active recreation and the majority chose to participate at least once a week. In addition, more than 200,000 South Australians were involved as coaches, umpires or administrators, the vast majority of these in a voluntary capacity. Information in this report also highlights the traditional role of sporting clubs in our regional communities where involvement in clubs as a participant or volunteer is double the rate compared to metropolitan regions. While these statistics are impressive, it is my goal for all South Australians to enjoy the benefits of regular participation in recreation or sport and as such our work is on-going.

Against a backdrop of changing family structures, increasing demographic diversity, a communication and technological revolution and increasing expectations from participants, sponsors and regulators, it has never been more important for the sport sector to be forward thinking, flexible and adaptable. The information in this series of reports will provide all stakeholders with a solid evidence base to help plan for the future, ensuring the right systems, people, training and infrastructure are in place to meet the current and emerging needs of all South Australians.

I strongly recommend everyone with an interest in the future of sport and recreation in this state to read this report.

Hon Tom Kenyon MP

MINISTER FOR EMPLOYMENT, HIGHER EDUCATION AND TRAINING
MINISTER FOR SCIENCE AND INFORMATION ECONOMY
MINISTER FOR RECREATION AND SPORT

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SPORT SA FOREWORD

Sport and recreation are an integral part of our lifestyle and we enjoy sport as participants, coaches, officials and spectators with an emphasis on fun and physical activity while also providing excellent opportunities for our talented athletes to succeed on the state, national and international stages.

The sport and recreation industry continues to evolve, meeting the challenges of sustainability and the economic and demographic trends in our state. The emerging “new” activities and established sports present great opportunities to engage more South Australians in this healthy lifestyle with our organisations and providers responding with innovative approaches.

Volunteers are the core of our industry and we are dependent on the outstanding contribution of our unpaid workforce who complement the increasing number of employees across the sector and related industries such as events, tourism and hospitality. The delivery of grassroots sport is only possible with the many coaches, officials, administrators, fundraisers and assistants who capably complete these tasks.

The benefits to our lifestyle and economy are not easily quantified but there is no doubt that there are industry outcomes of employment, expenditure and services but also participants in sport enjoy reduced health expenses and improved workforce productivity. This measurement of the value proposition of sport and recreation is essential in this economic climate and the research and analysis presented in this report is central to this discussion.

Sport SA works closely with the government, advocating on behalf of the sports industry to enable barriers to achieving physical activity targets to be reduced while ensuring that they still remain on the agenda. Our key partnerships across the sectors of local, state and federal government to promote the provision of sport for all South Australians are critical to this role.

The significant information provided in this report will underpin our discussions and inform decision-making to maximise the support provided by government and the entire community. This will provide a foundation for the essential strategic planning for sport and recreation, ensuring that the planned spaces for golf courses, sporting fields, tracks and centres in all our Regions are provided to maximise the value and sustainability of sport and recreation in South Australia.

Sport and recreation is at the forefront of building our communities and a healthy lifestyle and I encourage everyone to gain greater insight into the extent of our involvement across the regions of South Australia by reading this valuable resource.

Jan Sutherland

Chief Executive Officer - Sport SA

A joint project of the South Australian Sports Federation Inc and the Office for Recreation and Sport

EXECUTIVE SUMMARY

Sport and recreation helps to build communities through social inclusion and a sense of connection, and helps build families through shared experiences and shared achievements. Through participation, sport and recreation helps address anti-social behaviour and can support education.

It contributes to economic growth through business investment and employment, and helps sustain the environment through protecting open space and natural areas, and through the use of active modes of transport.

Sport and recreation is not the cure-all for society's issues, but with quality delivery and an appropriate level of support, it can significantly assist in a positive way. This series of reports seeks to inform decision-makers' with respect to the frequency, nature and type of activities participated in by South Australians aged 16 years. Detailed information for each of the 12 regions across South Australia will help sport administrators and community leaders understand the profile of sport and recreation participation, identify gaps and plan for facilities and programs that meet the needs of local communities.

The research estimates more than three quarters (78%) of South Australian adults participated in exercise recreation of sport in the 12 months prior to interview. Tracking the participation rate is important from a public health and well-being perspective as it illustrates the proportion of the population that is physically active and engaged in their communities. However, for recreation and sport planning it is equally important to track the gross number of participants to ensure the provision of physical infrastructure and appropriately trained human resources account for population growth and meet the needs of the community. The report estimates that almost one million (989,400) South Australians participated in sport or recreation activities and over half of them (574,000) did so three or more times per week. Whilst regular participation has many benefits and is encouraged, administrators need to be mindful of the impact on local infrastructure and plan accordingly.

One of the key differentiators of participation is the extent the activity is "organised". Organised participation is defined when the activity is organised in full or part by a club, association, school or workplace. This is an important distinction as it provides an insight as to where the participation takes place and the human and physical infrastructure required to facilitate it. And as such has implications for the type of support required to sustain, grow and/or improve the participation experience. The research shows that 60% of South Australians undertook non-organised activities and 40% participated in organised activities. This includes 22% who undertook both organised and non-organised activities.

Regional communities have a reputation for supporting local sport and this research provides evidence to support that notion. Regional communities were more likely to participate through a club based structure, were more likely to volunteer and were more likely to be a spectator than their metro counterparts. In the regional communities an estimated one third (33%) of adults participated in exercise recreation and sport via a club or association and almost one quarter (22%) were involved as a coach, official, umpire or administrator.

Community sports clubs and associations are non-profit organisations that exist to provide sport and recreation opportunities for their local communities. Most of these organisations are administered on a volunteer basis⁽¹⁾. Typical sport volunteer roles include coaches, officials, medical/trainer, scorer/time keeper, and administrators. Compared to other sectors, volunteers in the sport and recreation field take on significant responsibilities when you consider that 72% commit their efforts to an organisation with no paid staff. The practical implication of this structure is that sport volunteers must assume responsibility for sound governance including increasing regulations around insurance and risk management, financial accountability, occupational health and safety and child protection. Most volunteers in other sectors are supported by a paid workforce who assume these responsibilities on behalf of the volunteers. The volunteer information available in this report shows that young people (16-24 years old) accounted for almost one quarter of all sport volunteers (24%). Those aged between 35-44 and 45-54, also had high rates of volunteering (24% and 21% respectively) suggesting that many parents volunteer to support the involvement of their children.



Participation in Exercise, Recreation and Sport

South Australia

Introduction

This publication presents information on participation in physical activities for exercise, recreation or sport in South Australia and in 12 regions of the state.

The source of the information is the South Australian Strategic Plan household survey, conducted in 2009 by the Population Research and Health Outcomes Studies Unit of SA Health for the Department of Premier and Cabinet. The survey was designed to measure selected targets specified in the South Australian Strategic Plan. The target relating to sport and recreation was Target 2.3: Exceed the Australian average for participation in sport and physical activity by 2014.

Information on participation in sport and active recreation is available from other surveys; notably the Exercise, Recreation and Sport Survey (ERaSS) conducted by the Australian Sports Commission and from surveys conducted by the Australian Bureau of Statistics. The results from these surveys, however, cannot be directly compared due to differences in design – in the size of the samples, the survey framework and differences in the wording of some questions. However, data from the South Australian Strategic Plan Household Survey may be used as a guide to levels of participation in conjunction with information from ERaSS. The latter survey may be used to provide data on trends in participation over time and is also an alternative source of information on participation in particular activities. The South Australian Strategic Plan Household Survey is the only current source of regional information on participation in sport and recreation in SA.

The main aim of the questions relating to sport were to provide data on participation, the regularity of participation and whether the activity was organised or non-organised. Information about individual sports and activities was also collected; however, data for some popular sports have been omitted from this report due to issues with data quality.

It should be noted that the time at which the survey was conducted was a period of extended drought throughout the state. This may have impacted the participation in sport in the regions through the degradation of outside playing facilities and/or the social and financial impacts of the drought, in particular in the Murraylands.

Survey design

The survey was conducted by telephone with respondents randomly selected from households with a telephone number listed in the Electronic White Pages. Within each household contacted, the person with the most recent birthday and who was aged 16 years or older was selected for interview. Computer assisted telephone interviewing was used to conduct the survey.

The sample was stratified by the 12 SA Government regions, with over-sampling in the country regions of the state to provide reliable statistical estimates for each geographic area. Summary and comparison information about participation in each of these regions is provided in this report. This is supplemented by a separate set of 12 fact sheets that contain information relating to each of the regions.

Further information on the design of the survey can be found in the full report of the South Australian Strategic Plan Household Survey 2009. This report can be found on the SA Strategic Plan web-site:

http://saplan.org.au/media/BAhbBIsHOGzMsSIhMjAxMi8wMi8xNS8xNI8xNI81M185MzRfZmlsZQY6BkVU/16_16_53_934_file



Definitions

Participation in recreation and sporting activities refers to respondents who participated in any physical activities for exercise, recreation or sport in the past 12 months.

Regularity of participation: Respondents who reported that they had participated in at least one activity were asked how many times they had undertaken that activity in the previous 12 months. Information was collected for up to ten activities. The data has been combined in this publication into categories of:

- Occasional - up to once per week
- Consistent – once per week or more
- Regular - three times per week or more
- Frequent - five times per week. or more



Organised activity refers to an activity fully or partially organised by a club, association or other type of organisation. Respondents could have participated in more than one activity and in both organised and non-organised activities. These types of participation are reported separately.

Type of club, association or organisation: Respondents who reported that they had participated in any organised activity were asked about the type of club or organisation. The categories were:

- fitness, leisure or indoor/outdoor sports centre
- sport or recreation club or association
- health service (hospital, physiotherapists, etc)
- school
- work
- other.

Volunteers and spectators: The survey included a separate module of questions about involvement in the community. One of these questions asked whether the respondent had been involved in physical activities or sports as a coach, official, umpire or administrator in the previous 12 months. The majority of those so involved are likely to have been involved in one of these roles through a community club or association and as a volunteer with little or no remuneration. While the question did not specifically ask about volunteering for any of these roles, the information derived has been used as a proxy for those who volunteered to assist with sport.

The question about attendance was similar in that respondents were asked if they had attended a sporting match or competition as a spectator within the past 12 months.

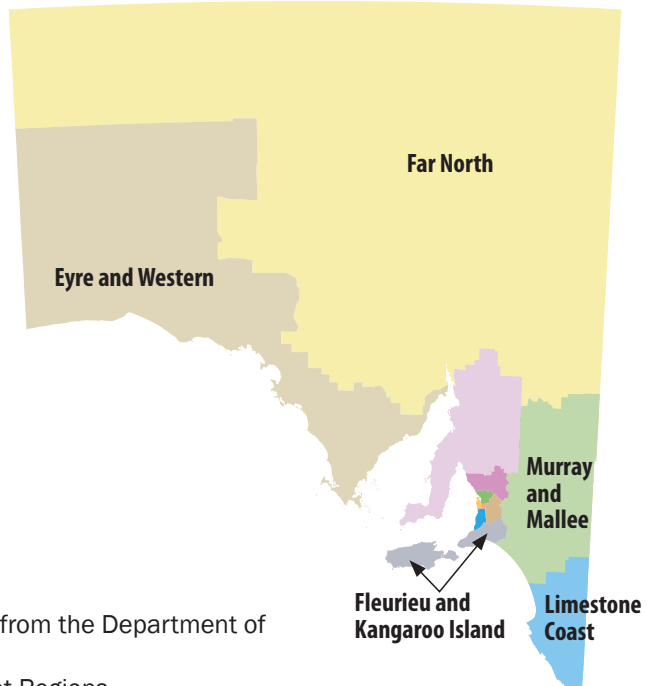




Geography

The 12 geographic regions for which data is reported in this publication are those specified by the state government. They are defined in terms of local government areas (LGAs) as follows:

- Eastern Adelaide – the LGAs of Adelaide, Prospect, Walkerville, Norwood, Payneham and St Peters, Campbelltown, Burnside and Unley
- Northern Adelaide – the LGAs of Playford, Salisbury, Tea Tree Gully and the eastern portion of Port Adelaide-Enfield
- Southern Adelaide – the LGAs of Holdfast Bay, Marion, Mitcham and Onkaparinga
- Western Adelaide – the LGAs of West Torrens, Charles Sturt and the western portion of Port Adelaide-Enfield
- Adelaide Hills – the LGAs of Adelaide Hills and Mount Barker
- Barossa – the LGAs of Mallala, Light and Barossa
- Fleurieu & Kangaroo Island – the LGAs of Alexandrina, Victor Harbor, Yankalilla and Kangaroo Island
- Eyre and Western – the LGAs of Ceduna, Cleve, Elliston, Franklin Harbour, Kimba, Lower Eyre Peninsula, Port Lincoln, Streaky Bay, Tumby Bay, Whyalla and Wudinna
- Far North – the LGAs of Coober Pedy, Flinders Ranges, Port Augusta, Roxby Downs and the remainder of the Far North
- Limestone Coast – the LGAs of Grant, Kingston, Mount Gambier, Naracoorte, Lucindale, Robe, Tatiara and Wattle Range
- Murray and Mallee – the LGAs of Berri, Barmera, Karoonda East Murray, Loxton Waikerie, Mid Murray, Murray Bridge, Renmark Paringa, Southern Mallee and The Coorong
- Yorke and Mid North – the LGAs of Barunga West, Clare and Gilbert Valleys, Copper Coast, Goyder, Mount Remarkable, Northern Areas, Orroroo Carrieton, Peterborough, Port Pirie, Wakefield and Yorke Peninsula.



Further Information

Further information about these regions is available from the Department of Planning, Transport and Infrastructure at <http://www.planning.sa.gov.au/go/State-Government-Regions>

A full set of data tables used in the compilation of this report and a fact sheet for each region is available from the Office of Recreation and Sport web-site:

<http://www.recsport.sa.gov.au/sport-active-recreation/outandabout.html>



The results

Participation

The survey indicates that more than three-quarters (78%) of the state population aged 16 years and older participated in physical activities for exercise, recreation and sport. The participation rate for males and females was similar; however, proportionally, slightly more males (80%) than females (76%) participated.

Males and females aged 16 to 24 had similar rates of participation (88% and 86%, respectively) but the rate was higher for males aged 25 to 44 years. In contrast, females aged 45 to 64 years had higher rates of participation than males in the same age groups.

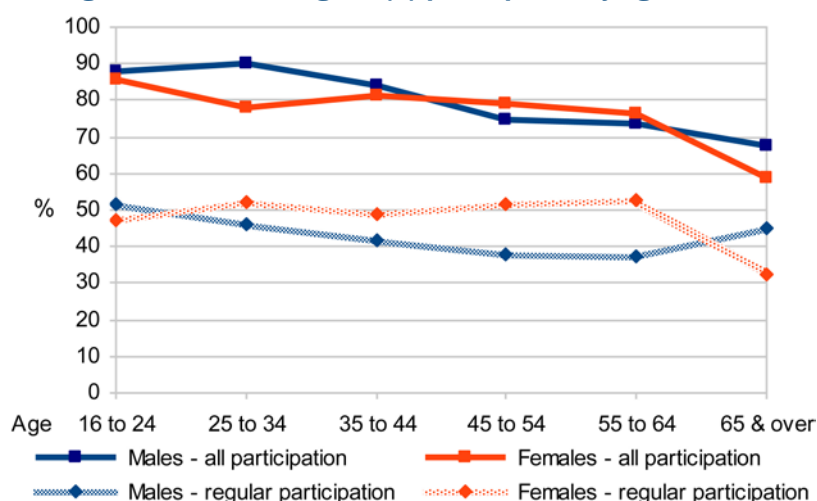
Overall, participation declined with age. There were some differences between males and females in the rate of decline. The participation rate by males declined from 88% by those aged 16 to 24 to 68% by those aged 65 years and older. The rate of participation by females remained relatively constant by those aged 25 to 54 (between 78% and 81%) and then declining for those aged 65 years and older.

Almost half (45%) of the population participated on a regular basis (three or more times per week). While both the rates of total and regular participation declined with age, the decrease in regular participation was less marked. This was mainly due to females aged 25 to 64 having a consistent level of regular participation of around 50%. The age and gender differences for South Australia are shown in Table 1 and Figure 1.

Table 1: Total participation by age and sex

	Males	Females	Persons	Males	Females	Persons
Age	Number ('000)			Participation rate (%)		
16 to 24	87.7	81.6	169.3	87.8	85.8	86.8
25 to 34	91.2	76.5	167.7	90.2	77.8	84.1
35 to 44	95.1	91.8	186.9	83.9	81.2	82.5
45 to 54	83.2	90.0	173.2	74.7	79.0	76.9
55 to 64	67.9	73.1	140.9	73.7	76.4	75.1
65 & over	71.9	79.5	151.3	67.6	59.1	62.8
TOTAL	496.9	492.5	989.4	79.6	75.7	77.6

Figure 1: Total and regular (a) participation by age and sex



(a) Regular participation is defined as being three or more times per week.



Regularity of participation

Consistent participation (at a rate of at least once per week) is an important indicator of community engagement, with a number of social benefits accruing to participants and their communities⁽²⁾⁽³⁾. Health authorities also recommend participation in moderate intensity physical activities at least five times per week for healthy living⁽⁴⁾. The questions about participation in the survey were designed to measure leisure-time physical activity rather than to provide a complete measure of all physical activities.

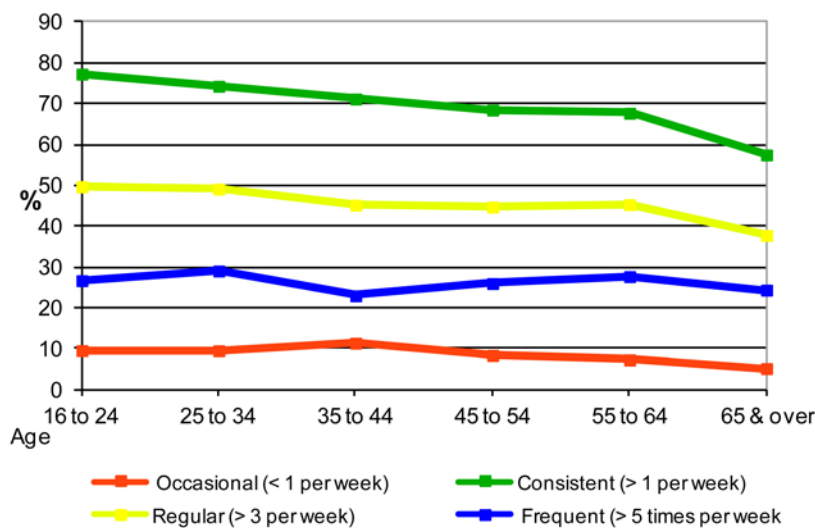
For example, some people accumulate physical activity in the course of their work. Complete information about all the physical activities of respondents was not captured in this study and thus the results may only be used as a guide to the prevalence of sufficient physical activity.

Overall, 69% of the population reported participating on average at least once per week. This includes almost half (45%) of the population that participated three or more times per week and more than a quarter (26%) that participated five or more times per week. Low rates of participation (less than once a week) were reported by 8.4% of respondents, with the remaining 22% of the population reporting no leisure-time physical activities in the year preceding the interview.

These rates were generally similar for both males and females, except that females aged 45 to 64 years were more likely to participate on a regular basis (three or more and five or more times per week). Conversely, a noticeably higher proportion of males (12%) than females (4.6%) participated on an occasional basis of less than once per week.

While there is a decline in total participation with age, this is not as evident for each level of participation. In fact, frequent participation (5 or more times per week) remains stable at about 26% for most age groups and only declined slightly by those aged 35-44. The patterns of regularity of participation by age are shown in Figure 2.

Figure 2: Regularity of participation by age

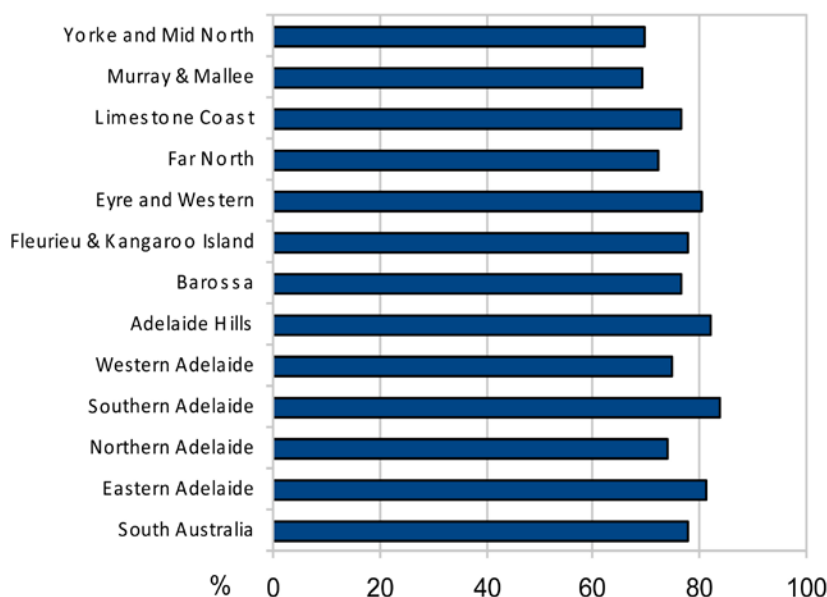


Participation in the regions

The rates of participation in the regions ranged from a high of 84% in Southern Adelaide to 69% in Murray and Mallee. Overall, participation was slightly higher in the metropolitan area compared with the rest of the state (79% and 75%, respectively); however, there were some differences within these zones.

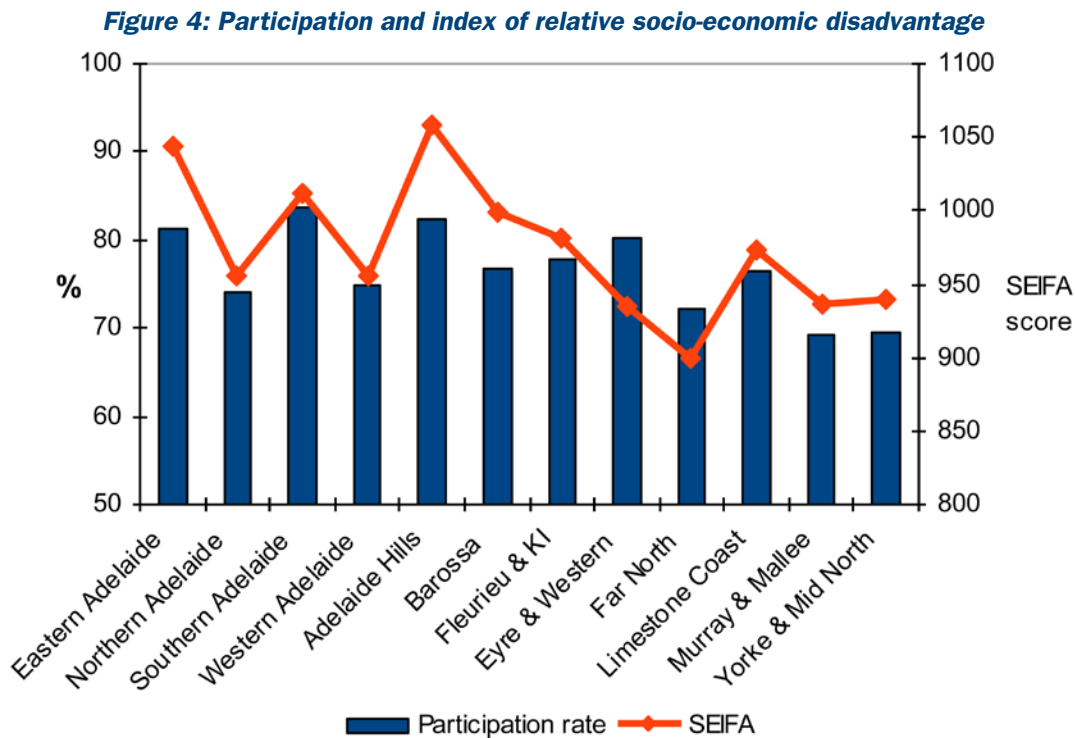
Participation was noticeably higher in the Adelaide Hills (82%), in Eastern Adelaide (81%) and Eyre and Western (80%) and was lower in Northern and Western Adelaide (74% and 75%, respectively) and in Yorke and Mid-North (70%) and Far North (72%). The rates of participation in the regions are shown in Figure 3.

Figure 3: Participation rates by region

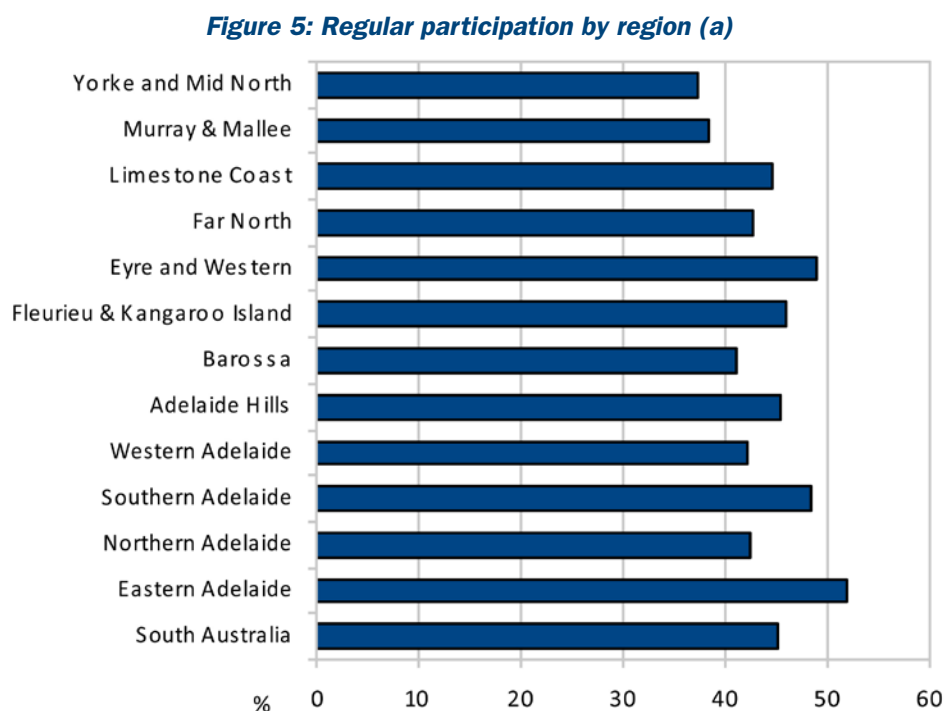


A number of factors may be associated with these differing levels of participation. These include the availability of facilities, access to transport, costs associated with participation, and socio-economic, health, and wellbeing factors.

Previous research has shown a relationship between socio-economic circumstances and participation⁽⁵⁾ where participation is lower in areas of relative disadvantage and higher in areas of relative advantage. The Socio-Economic Index for Areas (SEIFA) produced by the Australian Bureau of Statistics⁽⁶⁾ provides a general measure of relative disadvantage. This SEIFA Index is used in Figure 4 to illustrate the relationship. It shows that, with the exception of Eyre and Western, the participation rate does reflect socio-economic circumstances.



The rates of regular participation (three or more times per week) in the regions were also similar to the state figure of 45%. It was, however, lower in Murray and Mallee (38%) and Yorke and Mid North (37%) and noticeably higher in Eastern Adelaide (52%), Eyre and Western (49%) and Southern Adelaide (48%). The rates of regular participation are shown in Figure 5.



(a) Any participation three or more times per week.

Organised and non-organised participation

One of the key differentiators of participation is the extent to which the activity is 'organised'. Organised participation is defined as an activity that is organised in full or in part by a club, association, school or workplace. This is an important distinction as it provides an insight into where the participation takes place and the human and physical infrastructure required to facilitate it. As such, this has implications for the type of support required to sustain, grow and/or improve the participation experience.

While participation in organised activities has traditionally meant being involved through a sporting club, other 'organised' options are increasingly becoming available. For example, commercial operators in the fitness sector are providing facilities and a variety of programs to meet the demands of the public who are responding to social marketing messages about physical activity and health.

Forty per cent of the SA population aged 16 and older participated in some form of organised activity. This included 22% who participated in both organised and non-organised activities. The survey data also show that almost half of all participants (48% or 37% of those aged 16 years and older) participated only in non-organised activities.

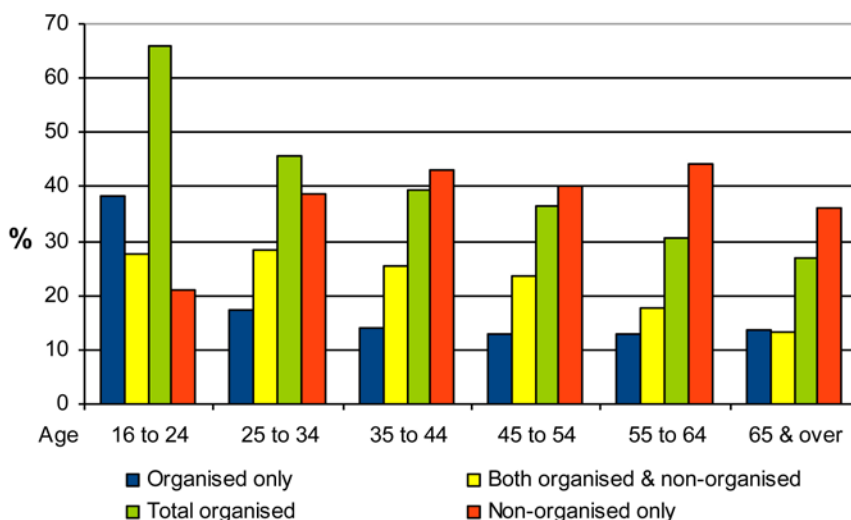
There was little difference in the level of organised and non-organised participation by males and females, with 37% of males and 38% of females participating only in non-organised activities. A further 43% of males and 38% of females participated in some organised activities.

There were noticeable differences when age was taken into account. Organised participation was a characteristic of those participants aged 16 to 24 years, with two-thirds (66%) of this cohort opting for some form of organised activity. This rate dropped to less than half of the 25 to 34 age group and then gradually declined with age, with one-quarter of South Australians aged 65 and older participating in some form of organised activity.

In contrast, the incidence of non-organised only participation increased with age from a low of 21% by those aged 16 to 24 years to about 40% of those in the older age groups. This may indicate a substitution effect as people move from highly organised team-based sports to activities that are more recreational in nature and offer greater flexibility with respect to the scheduling of the activity.

For the third category - those that participated in both organised and non-organised activities - the proportion remained at just more than 25% for those in the younger age ranges and then declined for the age groups older than 55. These differences are shown in Figure 6.

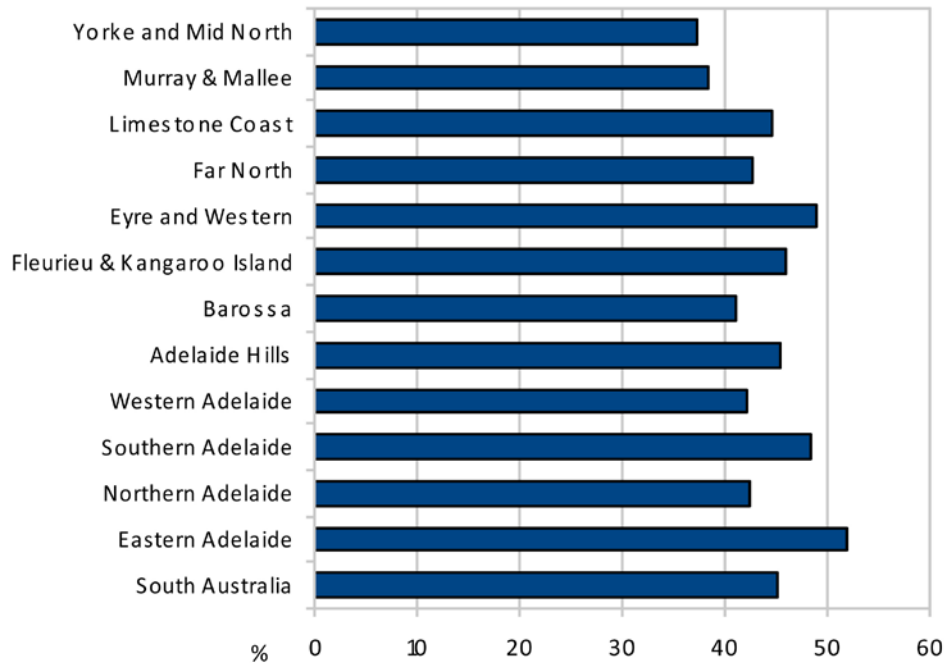
Figure 6: Organised and non-organised participation by age and sex



Organised participation in the regions

The levels of organised participation in the regions were broadly similar apart from Murray and Mallee (35%), Western Adelaide (36%) and Northern Adelaide (38%) where the rate was lower than the state average of 40%. Overall, organised participation was slightly higher in regional areas of the state compared to metropolitan Adelaide. The rates of organised participation are shown in Figure 7.

Figure 7: Organised participation by region



Major activities

The levels of participation in individual activities are related to the nature of the activities. Activities with the most participants tend to be those with inherent flexibility that may be undertaken in a variety of locations or settings and can be enjoyed as an individual or in groups, as a sport or non-organised recreational activity.

The most popular activity in the state was walking for exercise in which 466,000 or 37% of the surveyed population participated. Females were much more likely than men to undertake this activity, with 44% (284,000) compared to 29% (182,000) of males participating.

The second most popular activity was aerobics/fitness (169,100, 13%). Almost twice as many females (112,400, 17%) as males (56,700, 9.1%) participated in this activity.

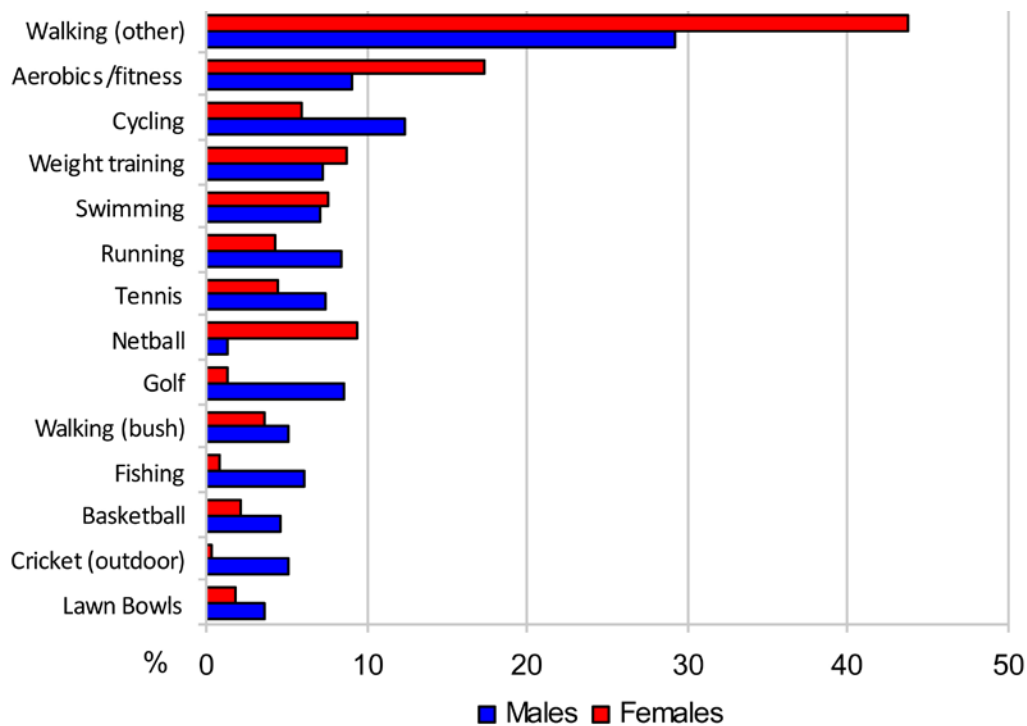
Cycling (115,400, 9.1%), swimming (93,800, 7.4%), weight training (102,400, 8.0%), running (80,000, 6.3%) and tennis (75,600, 5.9%) were the next most commonly reported activities.



Two other major activities are football (soccer) and Australian Rules football. Data from the Exercise, Recreation and Sport Survey⁽⁷⁾ in 2010 indicated that 68,600 people aged 15 years and older in South Australia participated in Australian Rules football. This represented 5.2% of the population. Outdoor football (soccer) attracted 44,300 participants (3.4%) and a further 20,900 (1.6%) participated in indoor football (soccer).

Swimming, weight training and bushwalking were the only activities where the rates of participation by males and females were similar. Walking, aerobics/fitness and netball were more popular with females. For most other sports or activities, there were more male participants than females. The main activities are shown in Figure 8.

Figure 8: Main activities by sex, South Australia (a)



(a) Persons can participate in more than one activity.



Across the regions, there are mixed patterns of participation in individual activities. While team-based sports, especially cricket, are popular in regional areas, sports such as netball attract similar proportions of participants in both the metropolitan area and in the rest of the state.

Activities commonly facilitated by commercial operators such as aerobics/fitness and weight training are more commonly undertaken by those living in or close to Adelaide, as are activities such as cycling, running and walking. In comparison, activities such as fishing, golf and lawn bowls are much more likely to be undertaken by those living in the regions. Swimming and tennis attract similar proportions of participants in most regions. Summary data on the activities in each region is shown in Table 2.

A wide range of activities was reported in the survey. Some of these had relatively few participants across the state but were prevalent in some regions. These include:

- dancing, which was popular in Northern Adelaide (9,200, 3.3%) and Adelaide Hills (1,800, 3.3%)
- yoga in Eastern Adelaide (7,200, 4.0%) and Fleurieu and Kangaroo Island (900, 2.5%)
- surf sports in Fleurieu and Kangaroo Island (1,400, 3.9%) and Eyre and Western (1,600, 3.7%)
- aquarobics in Northern Adelaide (5,200, 1.9%) and Southern Adelaide (5,000, 1.8%)
- martial arts in Adelaide Hills (1,200, 2.2%) and Eastern Adelaide (3,100, 1.8%)
- motor sports in Far North (700, 3.3%) and Limestone coast (1,500, 3.0%)
- horse-riding/equestrian in Barossa (1,100, 2.2%) and Fleurieu and Kangaroo Island (700, 1.9%).



South Australia - State Report

Table 2: Popular activities by region (2009)

	Eastern Adelaide	Northern Adelaide	Southern Adelaide	Western Adelaide	Adelaide Hills	Barossa	Fleurieu & Kangaroo Island	Eyre & Western	Far North	Limestone Coast	Murray & Mallee	Yorke & Mid North	South Australia
	Number ('000)												
Aerobics/fitness	30.7	43.6	40.5	17.7	5.8	8.1	2.8	3.6	2.1	4.4	4.3	5.6	169.1
Basketball	*5.3	*6.4	10.5	*4.7	2.3	*1.0	*1.0	3.5	1.2	2.3	*2.1	2.7	42.9
Cricket (outdoor)	*4.6	*7.1	*7.4	*2.9	*1.7	*0.5	*0.4	2.6	*1.0	2.5	*1.4	2.6	34.8
Cycling	18.0	17.5	32.3	20.4	6.4	2.3	3.2	2.2	1.4	3.6	4.4	3.6	115.4
Fishing	*6.1	*6.6	*8.5	*5.0	*1.4	2.0	2.5	4.3	*0.9	*1.9	*2.2	*2.1	43.4
Golf	*5.4	*8.1	15.5	10.1	*1.1	2.9	2.4	3.0	1.3	5.2	2.3	5.1	62.5
Lawn bowls	*3.2	*4.0	*6.3	*3.2	*1.2	*1.8	2.1	1.9	*0.9	2.0	*1.9	5.6	34.0
Netball	11.5	*7.1	21.1	*8.9	3.6	*1.6	*1.2	3.1	2.1	2.4	3.6	3.2	69.4
Running	16.6	12.2	22.8	13.2	3.5	2.2	*1.1	2.1	*0.9	*1.6	2.5	*1.3	80.0
Swimming	15.2	13.2	27.6	13.0	4.5	2.8	2.8	4.1	1.4	3.2	3.3	2.9	93.8
Tennis	13.4	*11.1	16.9	10.9	3.4	3.7	2.5	2.8	1.4	3.0	*1.9	4.7	75.6
Walking (bush)	9.3	*8.3	14.1	9.4	3.2	2.2	*1.0	*1.5	1.0	*1.4	*2.1	*2.1	55.7
Walking (other)	74.5	89.5	107.4	67.7	22.1	13.6	14.7	16.7	6.0	19.3	17.7	16.8	466.0
Weight training	21.3	23.9	22.8	12.9	4.1	3.7	1.6	3.5	1.3	3.3	*2.2	*1.8	102.4
	Participation rate (%)												
Aerobics/fitness	17.3	15.8	14.8	10.0	11.0	16.3	7.8	8.4	9.4	8.6	7.8	9.3	13.3
Basketball	*3.0	*2.3	3.8	*2.6	4.3	*2.0	*2.7	8.1	5.5	4.5	*3.8	4.6	3.4
Cricket (outdoor)	*2.6	*2.6	*2.7	*1.6	*3.2	*1.1	*1.2	5.9	*4.6	5.0	*2.6	4.4	2.7
Cycling	10.1	6.3	11.8	11.5	12.2	4.7	8.9	5.1	6.3	7.2	8.0	6.1	9.1
Fishing	*3.4	*2.4	*3.1	*2.8	*2.6	4.0	6.9	10.0	*4.2	*3.8	*4.0	*3.5	3.4
Golf	*3.0	*2.9	5.7	5.7	*2.1	6.0	6.8	6.8	5.8	10.3	4.2	8.6	4.9
Lawn bowls	*1.8	*1.5	*2.3	*1.8	*2.3	*3.7	5.9	4.3	*4.0	3.9	*3.5	9.4	2.7
Netball	6.5	*2.6	7.7	*5.0	6.8	*3.2	*3.3	7.2	9.4	4.7	6.6	5.4	5.4
Running	9.4	4.4	8.3	7.4	6.5	4.4	*2.9	4.9	*3.9	*3.1	4.5	*2.2	6.3
Swimming	8.5	4.8	10.1	7.3	8.4	5.7	7.9	9.4	6.2	6.3	6.1	4.8	7.4
Tennis	7.5	*4.0	6.2	6.1	6.4	7.5	6.9	6.4	6.5	5.9	*3.4	7.9	5.9
Walking (bush)	5.3	*3.0	5.1	5.3	6.1	4.4	*2.8	*3.4	4.7	*2.8	*3.8	*3.5	4.4
Walking (other)	41.9	32.4	39.2	38.1	41.7	27.7	40.7	38.6	27.0	38.2	32.1	28.3	36.6
Weight training	12.0	8.7	8.3	7.2	7.8	7.5	4.5	8.1	5.8	6.6	*4.0	*3.0	8.0

* Data are subject to statistical error and should be used with caution.

Participation through a fitness centre and club-based participation

The earlier data on organised participation indicated similar rates of participation by males and females. Those aged 16 to 24 were also more likely to be involved in organised activities. Not all organised participation is undertaken through a traditional sport club; it may also be organised through a commercial operator or a community organisation. The difference between club-based participation of 26% compared to 40% for those who participated in any organised activities reflects this. Nevertheless, as with organised participation, a similar age profile emerged for club-based participation where it was highest by those aged 16 to 24 years (48%). It then declines to between one-quarter and one-fifth of the population in the older age groups.

There are differences when both age and sex are considered. Almost six in ten (58%) males aged 16 to 24 participated through a club compared to just more than a third of females (36%) in the same age group. Female club-based participation also declined more with age, particularly by those aged 25 to 34 and 35 to 44 years.

A striking difference is evident is when these data are compared with participation through a fitness centre. Females of all ages were more likely to participate through a fitness centre, with more than twice as many females compared to males participating (21% and 10%, respectively). For young adults (aged 16 to 24), more than four times as many females (30%) than males (8.6%) participated in this way. Female participation through a fitness centre was also consistently higher in all age ranges and about two to three times higher than males in every age group other than by those aged 25 to 34.

These differences are shown in Figures 9 and 10, illustrating that males, young males in particular, choose to participate through a more traditional sport club and females prefer participation through a fitness centre.

Figure 9: Club-based participation

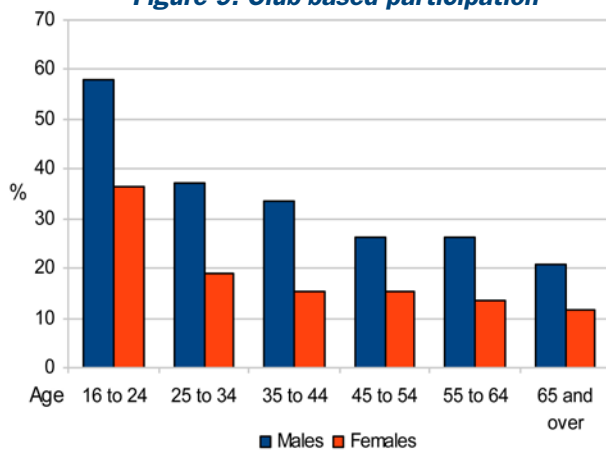
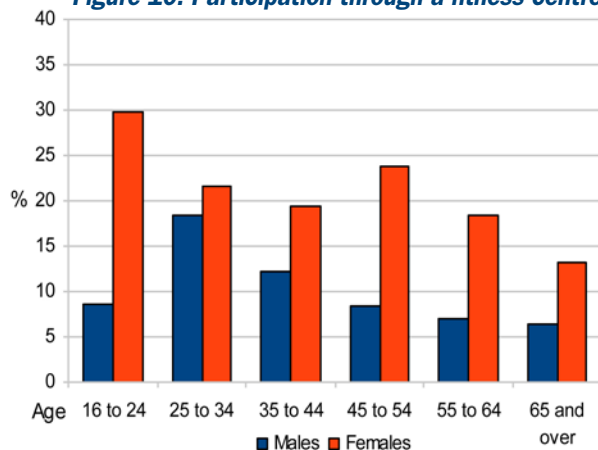


Figure 10: Participation through a fitness centre



Participation through a fitness centre and club-based participation by region

In the non-metropolitan regions, the differences in the rates of participation through a fitness centre are likely to be directly related to the availability of relevant facilities. Fitness centres are generally run as commercial enterprises and are located closer to a larger market and population - the Adelaide metropolitan area. On the other hand, the rates of club-based participation in the regions may reflect the importance of clubs within these communities through the social capital that they generate.

Club-based participation is higher in each of the regions outside the Adelaide metropolitan area other than in Murray and Mallee, where at 26% it is still equivalent to the state average. It is highest in Yorke and Mid-North (37%) followed by Limestone Coast (35%). In Adelaide, the rate of club-based participation is highest in Southern Adelaide (26%) and lowest in Northern and Western Adelaide (both 22%).



In contrast, of the 197,300 people in South Australia who participated through a fitness centre, almost 80% (157,300) lived in the metropolitan area. Of the metropolitan regions, the participation rate was highest in Eastern Adelaide (22%, 38,500) and lowest in Northern Adelaide (14%, 38,700).

Outside the metropolitan area, the numbers and rates of participation through a fitness centre were much lower and generally about 5,000 in each region and with a participation rate ranging from 5.6% in Yorke and Mid-North to 14% in Barossa. These data are shown in Figures 11 and 12.

Figure 11: Club-based participation

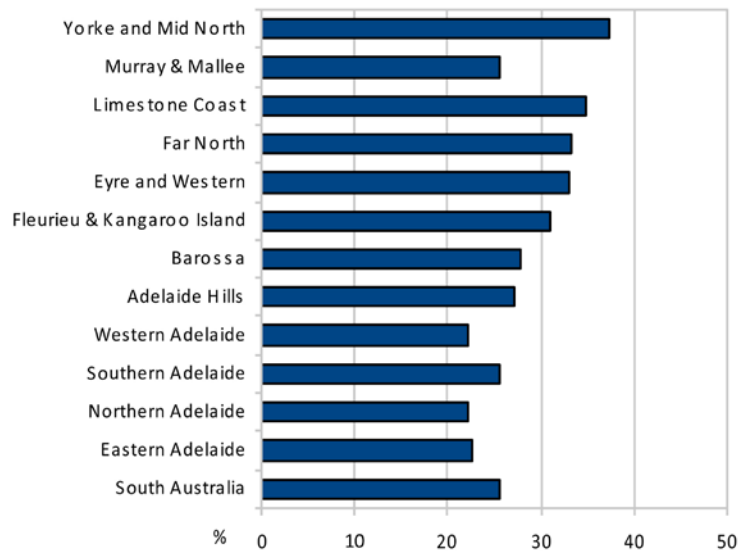


Figure 12: Participation through a fitness centre

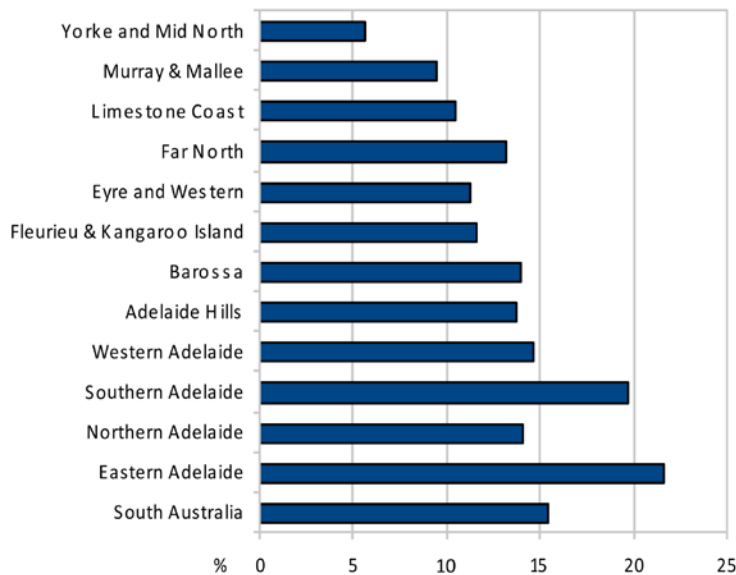
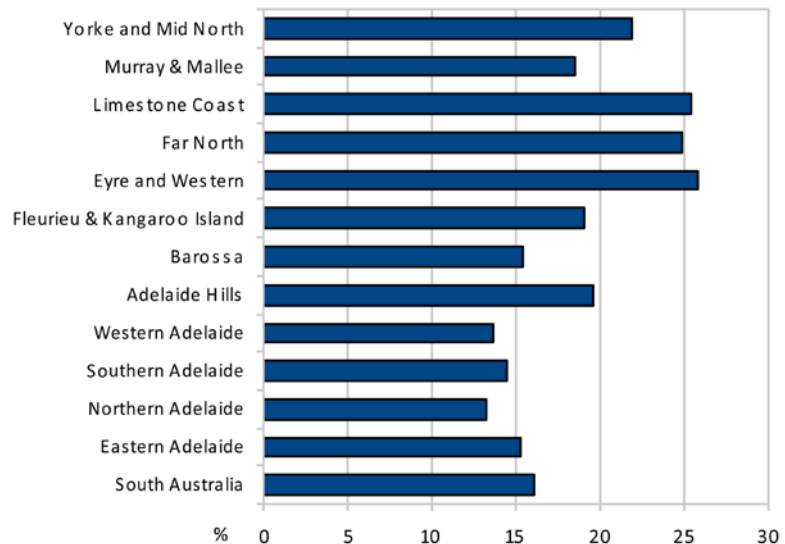




Figure 13: Volunteers by region



Other participation

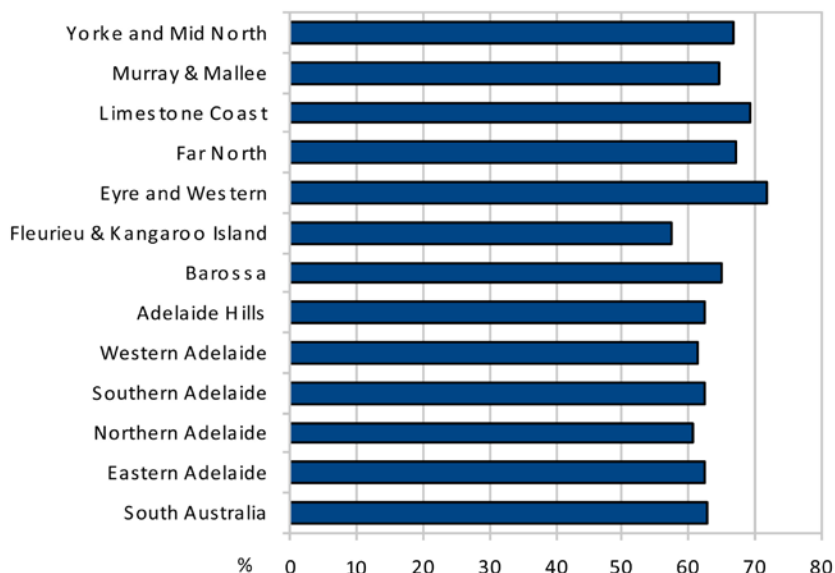
Participation can include broader involvement in sport and active recreation as a sport volunteer and as a spectator. Being involved as a coach, trainer, runner, referee or umpire, whether as a volunteer or as a paid official, can also involve physical exercise. The volunteer contribution to sport is also vital in sustaining clubs and in providing opportunities for active recreation in the community. The numbers of spectators at sporting competitions and events also provide a measure of the relevance of sport to the community.

Using information from the question on involvement in sport as a coach, official, umpire or administrator as an indicator of volunteering for sport, 205,300 people indicated that they were involved this way. This represents 16% of the population aged 16 years and older. Nearly two-thirds of the population (63% or 800,700) also indicated that they had attended a sporting event in the previous 12 months.

As with participation, there were differences in the rates of volunteering and being a spectator in the regions. These differences were particularly noticeable for volunteering. Overall, the rate of volunteering was 14% in metropolitan Adelaide and 21% in the rest of the state; around a quarter of people in Eyre and Western (26%), Limestone Coast (25%) and Far North (25%) volunteered for sport. The rate of volunteering was lowest in Northern Adelaide (13%) and Western Adelaide (14%).

The urban-regional differences in the proportions of people who were spectators are similar but not as marked. Two-thirds (66%) of those living outside the metropolitan area were spectators compared to 62% of those in urban Adelaide. The rates were also highest in Eyre and Western (72%), Limestone Coast (69%) and Far North (67%). The lowest rates were reported in Fleurieu and Kangaroo Island (57%) and Northern Adelaide (61%). Volunteers and spectators by region are shown in Figures 13 and 14.

Figure 14: Spectators by region



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Participation profile by region

Table 3 summarises the key participation indicators for each region. Each of these indicators has been charted to illustrate the similarities and differences throughout SA (See summary charts key indicators).

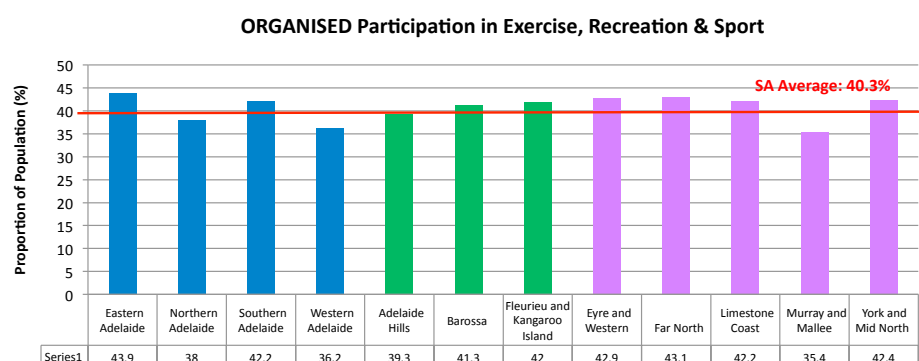
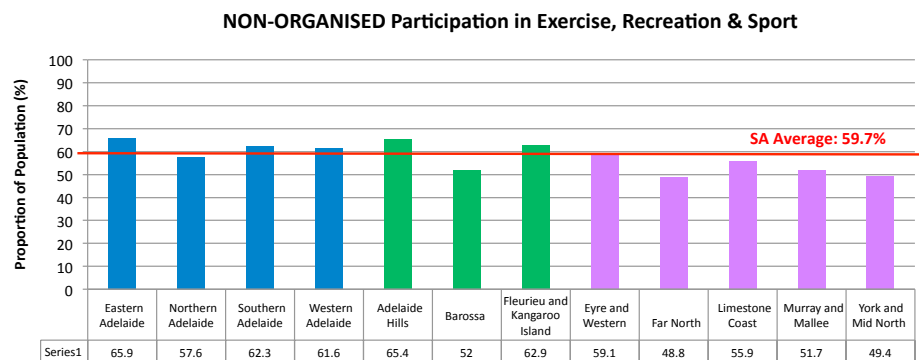
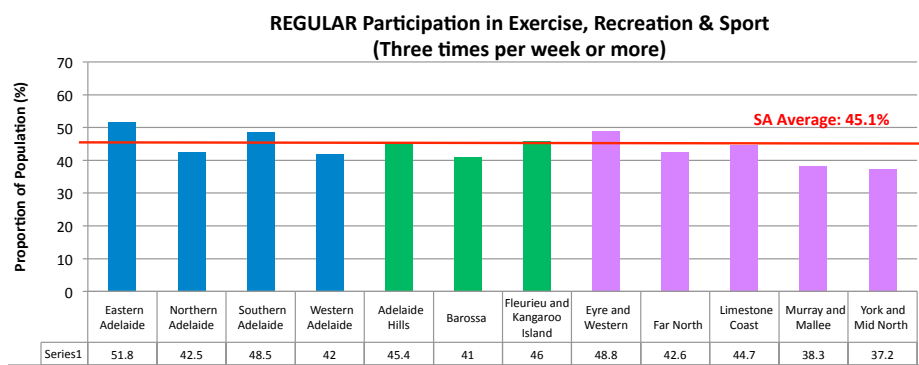
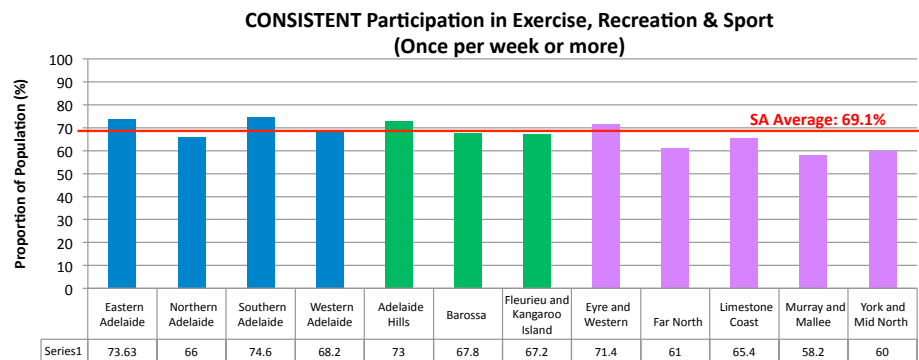
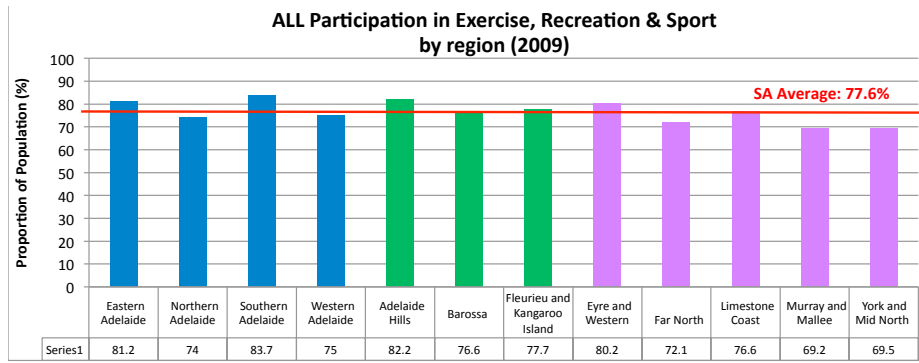
Table 3: Summary of sport and active recreation profile of South Australians, by region (2009) (a)

	Eastern Adelaide	Northern Adelaide	Southern Adelaide	Western Adelaide	Adelaide Hills	Barossa	Flouren & Kangaroo Island	Eyre and Western	Far North	Limestone Coast	Murray and Mallee	York and Mid North	South Australia
All participation	144,300	204,400	229,300	133,400	43,500	37,800	28,000	34,800	16,000	38,700	38,100	41,400	989,400
Participation once per week or more	130,700	182,400	204,100	121,400	38,700	33,400	24,200	31,000	17,600	33,100	32,000	35,600	880,200
Participation three times per week or more	92,000	117,400	132,700	74,800	24,100	20,200	16,600	21,200	9,400	22,600	21,100	22,100	574,100
All non-organised participation	117,100	159,000	170,700	109,900	34,600	25,600	22,700	25,600	10,800	28,300	28,400	29,400	761,700
All organised participation	78,100	105,000	115,500	64,300	20,800	20,400	15,100	18,600	9,500	21,300	19,500	25,200	513,300
Organised participation once per week or more	130,700	90,200	95,200	51,000	17,600	16,900	17,900	16,500	7,400	15,700	14,800	18,800	416,200
Sport-Club participation	40,200	61,100	70,100	39,300	14,300	13,700	11,200	14,300	7,400	17,600	14,100	22,200	325,400
Fitness Centre participation	38,500	38,700	54,000	26,100	7,300	6,900	4,200	4,900	2,900	5,300	5,200	3,300	197,300
Sport Volunteer	27,271	36,489	39,746	24,491	10,368	7,590	6,916	11,188	5,470	12,944	10,126	12,905	204,937
Sport Spectator	111,400	167,516	170,772	109,584	33,114	32,036	20,747	31,091	14,720	35,316	35,251	39,364	799,383
Total participation rate (%) (b)													
All participation	81.2	74.0	83.7	75.0	82.2	76.6	77.7	80.2	72.1	76.6	69.2	69.5	77.6
Participation once per week or more	73.6	66.0	74.6	68.2	73.0	67.8	67.2	71.4	61.0	65.4	58.2	60.0	69.1
Participation three times per week or more	51.8	42.5	48.5	42.0	45.4	41.0	46.0	48.8	42.6	44.7	38.3	37.2	45.1
All non-organised participation	65.9	57.6	62.3	61.6	65.4	52.0	62.9	59.1	48.8	55.9	51.7	49.4	59.7
All organised participation	43.9	38.0	42.2	36.2	39.3	41.3	42.0	42.9	43.1	42.2	35.4	42.4	40.3
Organised participation once per week or more	34.1	32.6	34.7	28.6	33.4	34.3	31.8	38.1	33.8	31.1	26.8	31.4	32.6
Sport-Club participation	22.6	22.1	25.6	22.1	27.1	27.8	31.0	33.1	33.3	37.8	25.6	37.3	25.5
Fitness Centre participation	21.6	14.0	19.7	14.6	13.8	14.0	11.6	11.3	13.2	10.4	9.5	5.6	15.5
Sport Volunteer	15.3	13.2	14.5	13.7	19.6	15.4	19.1	25.8	24.9	25.4	18.5	21.9	16.1
Sport Spectator	62.5	60.6	62.3	61.3	62.6	65.0	57.3	71.7	67.0	69.3	64.4	66.8	62.8

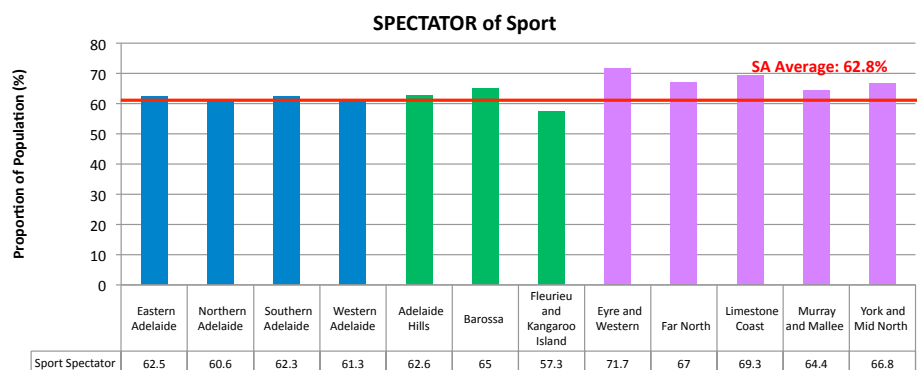
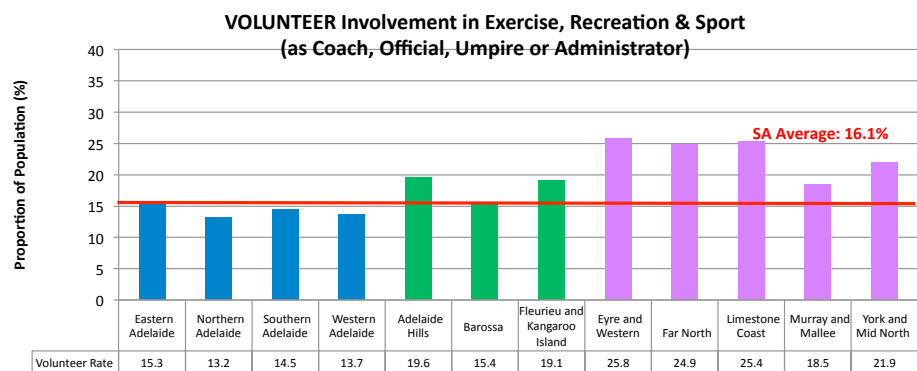
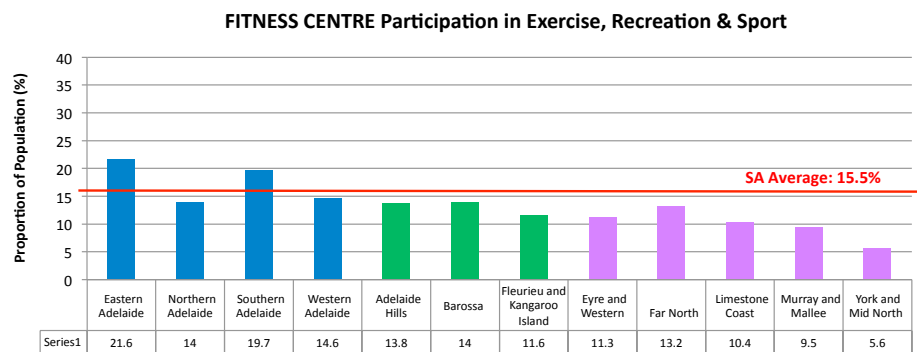
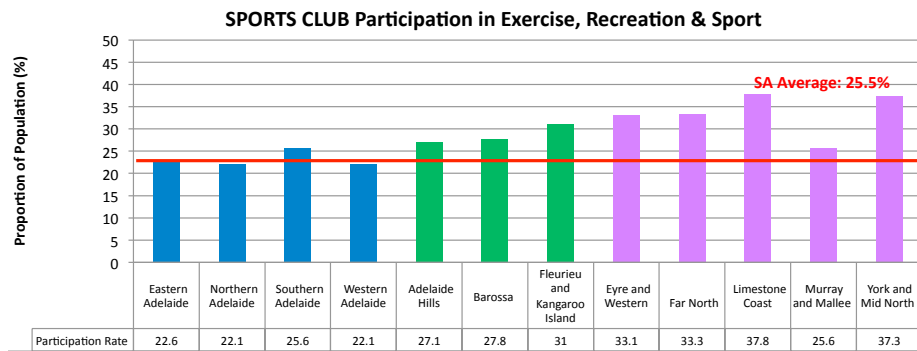
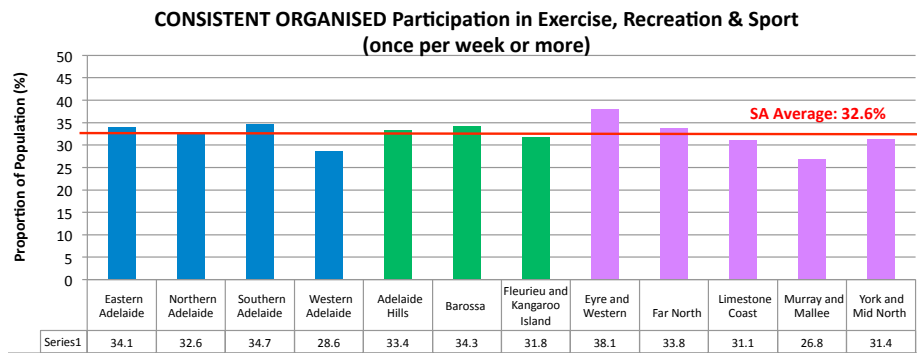
(a) Relates to South Australian persons aged 16 years and over who participated in physical activity for exercise, recreation and sport over a 12-month period prior to interview in 2009

(b) For any group, total participation rate is the number of persons who participated in the activity as described in the last 12 months, expressed as a percentage of the population in the same group.

Summary charts - key indicators



Summary charts - key indicators - cont.



Links and further information

Survey Design - Further information can be found in the full report of the Household Survey 2009; this report can be found on the SA Strategic Plan web-site <http://www.stateplan.sa.gov.au/household-survey>

Region information - Further information is available from the Department of Planning and Local Government at <http://www.planning.sa.gov.au/go/State-Government-Regions>

Data tables - A full set of data tables used in the compilation of this report and a fact sheet for each region is available from the Office for Recreation and Sport web-site <http://www.recsport.sa.gov.au/sport-active-recreation/outandabout.html>

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3. Department for Victorian Communities 2006, Indicators of Community Strength: a framework and evidence.
4. Commonwealth of Australia, Department of Health and Ageing, National Physical Activity Guidelines for Adults, 2005.
5. Burton N, Turrell G and Oldenburg B. 'Participation in recreational physical activity: why do socioeconomic groups differ?' Health Education and Behaviour, 2003, 30(2): pp 225-244.
6. The Australian Bureau of Statistics constructed the 2006 socio-economic indexes. The index of relative socio-economic disadvantage was sourced from the Social Health Atlas of South Australia where information pertaining to statistical sub-divisions was weighted to aggregate the index to state government planning regions. Further information is available at <http://www.publichealth.gov.au/publications/a-social-health-atlas-of-south-australia-%5Bthird-edition%5D.html>
7. Australian Sports Commission, Exercise, Recreation and Sport Survey, 2010.



A joint project of the the South Australian Sports Federation Inc and the Office for Recreation and Sport