



# Game On

Getting South Australia moving



**Government of South Australia**

Office for Recreation, Sport and Racing



# Acknowledgements

*Game On: Getting South Australia moving (Game On)* is an initiative of the Office for Recreation, Sport and Racing (ORSR).

The Government of South Australia (SA) acknowledges and respects Aboriginal peoples as the State’s first peoples and nations, and recognises Aboriginal peoples as traditional owners and occupants of land and waters in South Australia. Further, the SA Government acknowledges that their spiritual, social, cultural and economic practices come from their traditional lands and waters, that they maintain their cultural and heritage beliefs, languages and laws which are of ongoing importance, and that they have made and continue to make a unique and irreplaceable contribution to the State.

We acknowledge that Aboriginal peoples have endured past injustices and dispossession of their traditional lands and waters.

ORSR would like to acknowledge the following contributions to *Game On*:

- The *Game On* Expert Panel:
  - Hon Amanda Vanstone AO (Chair)
  - Professor Timothy Olds
  - Paul Di Iulio
  - Anton Andreacchio
  - Leeanne Grantham
  - Kylie Taylor
  - Mark Bickley



- Interstate and overseas sport and recreation departments:
  - Department of Local Government, Sport and Cultural Industries (Western Australia)
  - Victorian Health Promotion Foundation (Victoria)
  - Department of Tourism, Sport and Culture (Northern Territory)
  - Office of Sport (New South Wales)
  - Sport and Recreation (Australian Capital Territory)
  - Communities, Sport and Recreation (Tasmania)
  - Department of Housing and Public Works, Sport and Recreation (Queensland)
  - Sport Australia
  - Sport New Zealand
- South Australian government departments:
  - Department of Human Services
  - Department for Health and Wellbeing
  - Department for Environment and Water
  - Department for Education
  - Department of Planning, Transport and Infrastructure
  - South Australian Tourism Commission
  - Department for Innovation and Skills
  - Department of Primary Industries and Regions
  - Department of Treasury and Finance
  - Department of the Premier and Cabinet
  - South Australia Police
- Local Government elected members and staff, state sporting organisations, state recreation organisations, industry bodies, service providers and support organisations, community groups, clubs and individuals.
- URPS and KPMG for their high quality services provided to the project.

Thank you for contributing to the development of *Game On*.

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# Messages from the

## Game On Chair




The *Game On* project has, at its core, a vision for an Active State where all South Australians can reap the benefits of physical activity.

To enable the sport and recreation industry to prosper, *Game On: Getting South Australia moving* highlights eight issues facing the sector now and into the future.

*Game On* outlines a new collaborative direction for physical activity, movement and play in South Australia, and proposes a compelling story of what the sport and recreation sector aspires to become.

Through coordinated collaboration across government and all stakeholder groups, *Game On* will affect systemic change, shifting the dial on inactivity by encouraging inactive people to get moving, and active people to increase what they do in their everyday lives.

The successful impact of *Game On* should be celebrated and promoted to raise stakeholder and community awareness.

  
**Hon Amanda Vanstone AO**  
*Game On* Expert Panel Chair

## Minister



Sport and recreation are an integral part of our state and essential to our way of life. It contributes to the economy through productivity gains, reduced health expenditure and tourism. It can also provide significant benefits to those who participate, including better physical and mental health, and community connection.

For all these reasons, supporting *Game On* is a key focus for the Marshall Government. In a growing and changing world, the challenge for the sport and recreation sector is to encourage more physical activity in our every day lives.

The issues identified through *Game On*, as well as the impact of COVID-19, have implications far beyond the realms of the sport and recreation sector. Therefore, it is critical that *Game On* adopts a coordinated approach. State government agencies, local councils, sport and recreation organisations and local community clubs and groups all play a key role in addressing these far-reaching issues and game-changing opportunities.

Throughout the duration of *Game On*, our goal is to increase physical activity levels of South Australians who are less active by ensuring at least 62% of adults meet the physical activity requirements of at least 150 minutes of physical activity per week within the next five years and 66% in the next 10 years.

Without you, we cannot achieve the goal of an *Active State*.

  
**Hon Corey Wingard MP**  
Minister for Recreation, Sport and Racing

# Executive Summary

**Better physical and mental health and happier communities are some of the more positive impacts on a society when people engage in 30 minutes of physical activity each day. In 2020, figures show that only 58% of our state's population engage in the recommended 150 minutes of exercise each week, with South Australians voicing a range of factors as a reason of why they can't be active.**

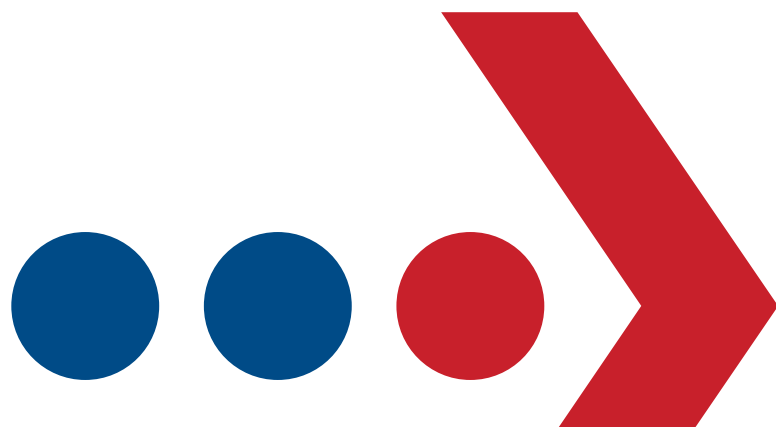
In order to improve these figures, the South Australian Government has invested in *Game On*, a forward-looking framework that outlines a collaborative approach to ensure physical activity and play can fit seamlessly into the daily lives of South Australians. To meet the physical activity targets of *Game On*, the future of sport and recreation in South Australia must change.

Through better coordination between whole-of-government and sectors that play an enabling role in physical activity, *Game On* will reverse the levels of poor physical activity and increase movement opportunities across the state, leading to stronger outcomes in community wellbeing, liveability and economic productivity.

*Game On* will:

- Be innovative and change the mindset of South Australians by investing in areas that support physical activity to work around people's lives.
- Build system resilience and capacity, connecting investment in infrastructure, high performance and events.
- Improve the use of research and technology to encourage movement.
- Adapt and evolve sport and recreation programs, services and approaches, placing additional focus on active recreation that provides everyone an opportunity to participate.
- Develop 'family friendly' fixturing across sports and alternative club structures to more effectively harness available volunteers.
- Design and develop adequate public open spaces.
- Meet community demand to allow people increased opportunities to participate in activity safely.

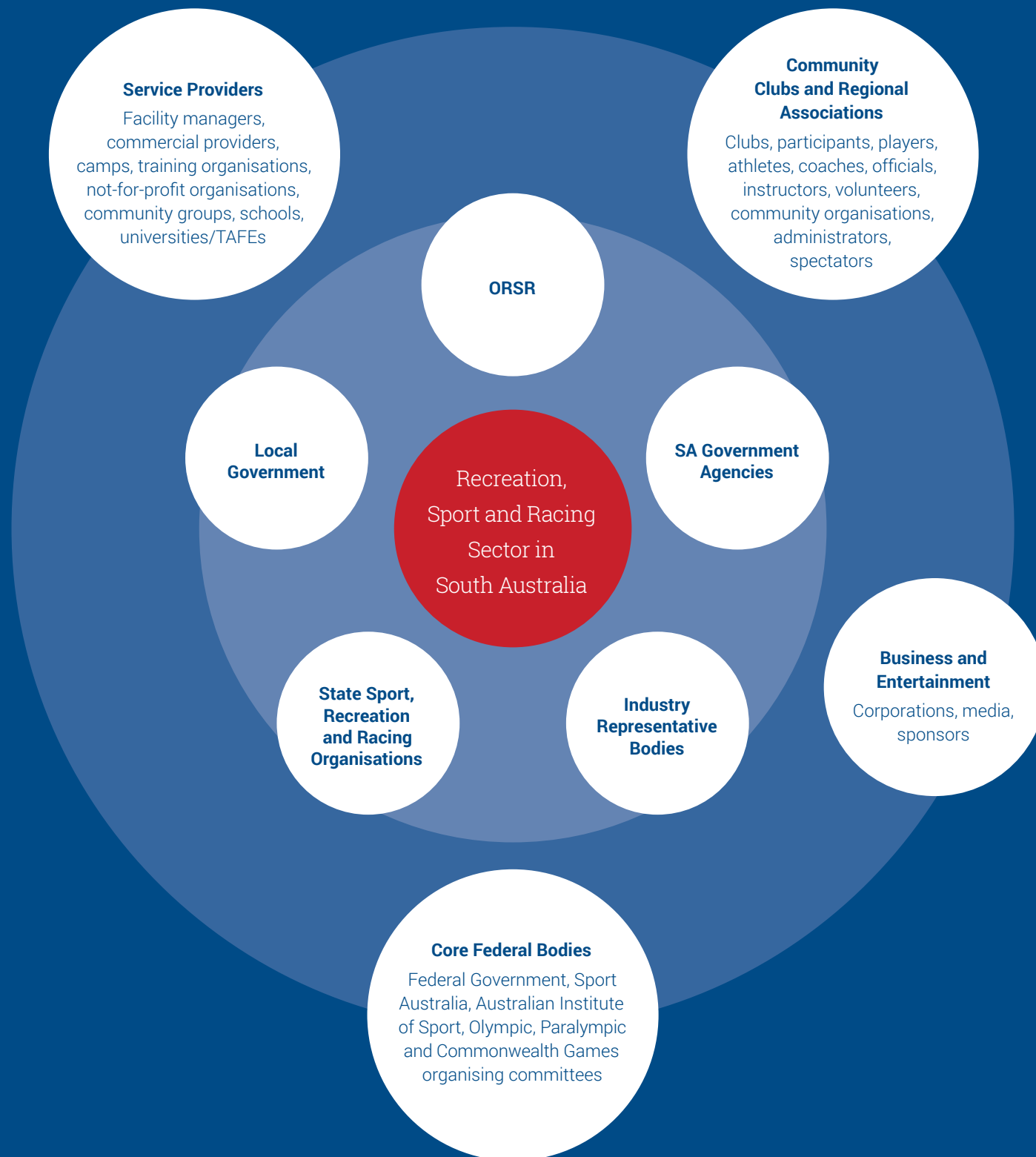
The recommendations within *Game On* will contribute to getting more people active more often, by making it easier to get moving.



## **Game On intent:**

*Game On* is intended to be an enabler for all sport and recreation stakeholders, government and non-government bodies, to collectively create the environments and opportunities to build a more active SA. The recreation, sport and racing sector (the Sector) in South Australia includes several stakeholders who influence the Sector's success.

## **The Sector ↓**





This report provides:

- an overview of how *Game On* was undertaken;
- a summary of the benefits, and key trends relevant to recreation, sport and physical activity;
- the key issues and outcomes identified through an extensive consultation process;
- the visions and desired outcomes for each of the eight prioritised issues;

- a series of recommended actions designed for all stakeholders to apply to their own forward planning; and
- a guide for future planning and investment by all stakeholders to create the environments and opportunities for a more active SA.



Jurien Huggins / Source: Unsplash

## Game On Targets





# The Benefits of Sport, Recreation and Physical Activity

It is well established that regular physical activity improves physical and mental health, boosts brain activity and brings communities together. Physical activity is defined by the World Health Organization as any bodily movement produced by skeletal muscle that requires energy expenditure.

The benefits of physical activity are far-reaching and extend beyond health and wellbeing alone. Benefits can include a sense of purpose and value, a better quality of life, improved sleep and reduced stress, as well as stronger relationships and social connectedness. Additionally, promoting active modes of travel such as walking and cycling are beneficial for the environment and for health. High participation in physical activity from childhood creates the foundations for a healthy life.

People who are physically and socially active contribute to a thriving sport and recreation sector. Networks of sport and recreation clubs and organisations bring people together and are a rich source of social capital for our State.



Hahndorf Farm Barn, Adelaide Hills  
South Australian Tourism Commission / Adam Bruzzone



Improved mental health and wellbeing



Increased social connectedness, inclusion, networks and a reduction in anti-social behaviour



Improved education outcomes



Improved employability and productivity



Increased level of trust in others



Public health benefits generated by increased physical activity



Economic activity generated by sport infrastructure



Decreased carbon emissions and congestion from active transport



Reduced risk of drowning





Haseeb Jamil / Source: Unsplash

# Active Lives Research

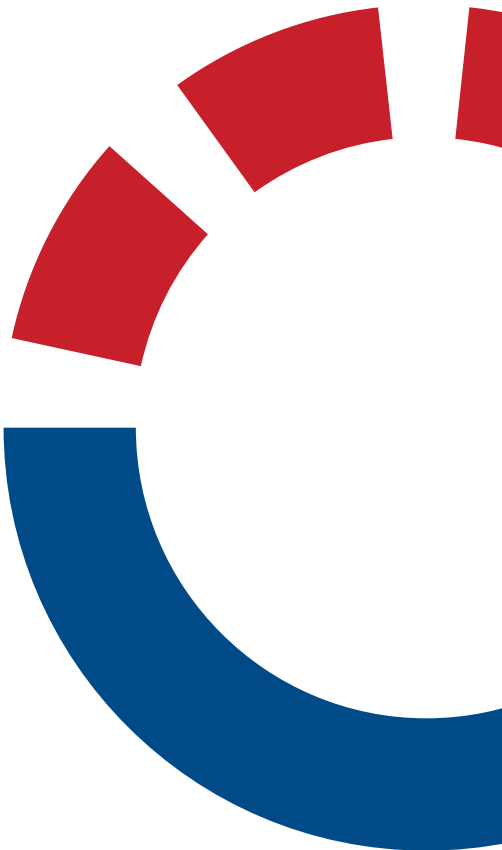
To further understand the benefits of physical activity in SA, an Active Lives survey was conducted.

The findings recognised a consistent correlation between activity levels and health, wellbeing and social outcomes. Active South Australians (those recording 150 minutes or more of activity per week), reported:

- better overall health;
- they required fewer health services;
- better mental health;
- stronger social connections; and
- greater self-efficacy.

Furthermore, this relationship between activity and wellbeing was consistent across genders, ages and levels of social advantage and disadvantage.

The Active Lives Survey also indicated there would be substantial economic benefits through the reduced utilisation of health services by a more active community.



The average public health costs of South Australians who do not meet the physical activity guidelines compared to South Australians who do meet the guidelines equates to a variance of:

**\$1,393** per person per year for utilisation of public health services in SA.



Initial estimates suggest that during an adult's lifetime, insufficient physical activity has the potential to cost the South Australian public health system an additional

**\$86,366**

An opportunity exists to save up to

**\$804 million**

per annum in public health expenditure through increasing the SA population's physical activity.

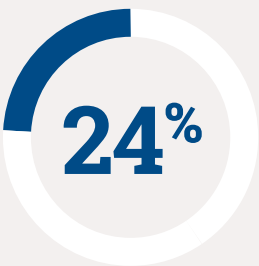


1. SA Health, Population Health Surveys, Prevention and Population Health Branch (2019). Active Lives, prepared for the Office for Recreation, Sport and Racing. Retrieved from [https://www.orrs.sa.gov.au/about\\_us/publications](https://www.orrs.sa.gov.au/about_us/publications)  
2. Willan (2020) Active Lives South Australia Health Economic Analysis – an evidence based for reduced public health costs through physical activity Office for Recreation Sport and Racing; Eckermann and Willan (2020).

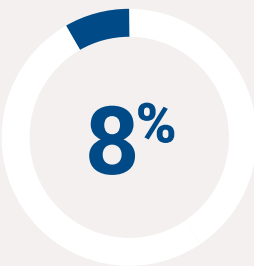


# A snapshot of participation in South Australia

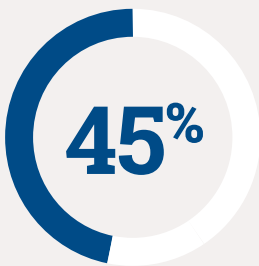
## NATIONAL PHYSICAL ACTIVITY GUIDELINES



24% of children (5-12 years old) meet their guidelines (60 minutes per day).



8% of youth (13-17 years old) meet their guidelines (60 minutes per day).



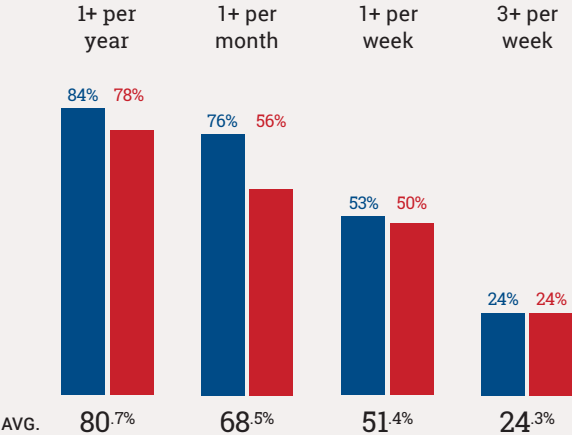
45% of adults meet their guidelines (150 minutes per week).

## FREQUENCY OF PARTICIPATION IN SPORT AND RECREATION

### Youth (5-14 years)

More than two thirds of youth participated in organised sports or recreation activities outside of school hours. Approximately half participated weekly. Boys were more likely than girls to participate.

■ Males ■ Females



60% of adults participated in activities that were organised or undertaken in a specialised venue such as an oval, court or gym.

69% of adults participated in non-organised activities.

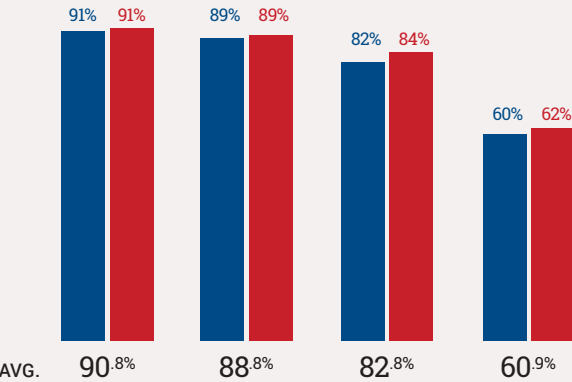
50-70% of children gain half of their physical activity daily requirement at school

Reference - Active Healthy Kids Australia (2018) Muscular Fitness: It's Time for a Jump Start. The 2018 Active Health Kids Australia Report Card on Physical Activity for Children and Young People.

### Adults (15+ years)

For adults, almost all participants (90%) were active in sport or recreation monthly. 83% participated at least weekly and 60% participated three times per week or more.

■ Males ■ Females



↑ Walking, running and gym memberships rose during the past decade.

↓ Participation rates for many organised and team sports, except soccer, over the past decade have held constant or declined.

Swimming, AFL, soccer, dancing, basketball, tennis and netball were the most popular organised activities undertaken by South Australian children outside of school hours in the past decade.

## BARRIERS

32% are time poor or too busy. 29% cited poor health.

6% say they don't like sport or physical activity.

7% admit laziness is a barrier.

7% think they are too old.

**Holistic Health**  
Consumers are increasingly seeking out healthier lifestyles with a focus on measuring and maintaining optimal physical and mental health.

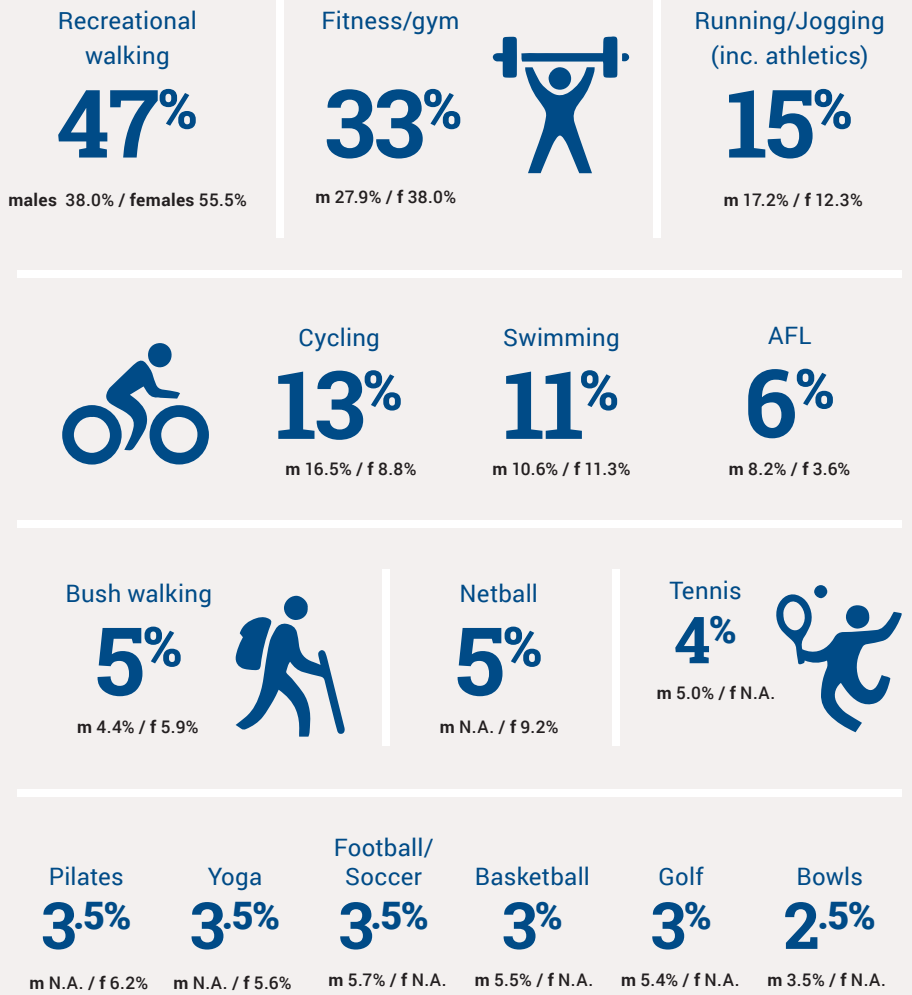


## SPORTS CLUBS, GYMS, STUDIOS & PERSONAL TRAINERS

Males 29% Females 46%  
are almost twice as likely to participate through a sports club compared to females (17%).  
are more likely to participate through gyms, private studios or personal trainers compared to males (34%).



## The most popular activities undertaken by South Australian adults in October 2019.



## MOTIVATIONS

Health or fitness 79% Fun and enjoyment 46% Social reasons 31%

Competition was only cited by 6% of participants; 10% of adults used these activities as a way of getting around and 16% liked getting outdoors.

1. Australian Institute of Health and Welfare (2016). Australia's health 2016. Australia's health series no. 15. Cat. no. AUS 199. Canberra: AIHW. Retrieved from <https://www.aihw.gov.au/reports/risk-factors/insufficient-physical-activity/contents/physical-inactivity>. 2. Sport Australia (2019). AusPlay National Results 2018/19 financial year. Retrieved from Clearinghouse for Sport and Physical Activity, Sport Australia, <https://www.clearinghouseforsport.gov.au/research/smi/ausplay/results/national>. 3. Active Healthy Kids Australia (2018) Muscular Fitness: It's Time for a Jump Start. The 2018 Active Health Kids Australia Report Card on Physical Activity for Children and Young People. 4. Sport Australia (2018). Youth Participation. Retrieved from Clearinghouse for Sport and Physical Activity, Sport Australia, <https://www.sportaus.gov.au/youth-participation>. 5. Sport Australia (2016). Drivers of Participation Framework. Retrieved from [https://www.sportaus.gov.au/\\_data/assets/pdf\\_file/0008/685214/35390\\_Drivers-of-participation-report\\_August\\_access.pdf](https://www.sportaus.gov.au/_data/assets/pdf_file/0008/685214/35390_Drivers-of-participation-report_August_access.pdf)



# Key Trends Impacting the Sector

The *Game On* findings must be considered in light of the key trends and issues facing the community and the sport and recreation sector in the coming years. Some of the challenges are constant and enduring and others are new and emerge from a digitally connected world which is increasingly globalised and commercialised.

**The following trends are relevant to the *Game On* recommendations:**

## Family and work pressures

People are experiencing increased pressures associated with managing their time and finances.

## On-demand everything

Consumers now expect instant gratification, tailored to their individual circumstances.

## Experiences and personalisation

The flexibility of unstructured outdoor activities and experiences is becoming increasingly important to people.

## Ageing population

The population is ageing, creating the need for more choices to be physically active.

## Broader and more diverse population

28.2% of Australians were born overseas, almost 20% of Australians have some form of disability and 3% of Australians may have a diverse sexual orientation or gender identity.

## New technology

Technology is changing the way people get information and view sport.

Data demonstrates that as physical activity levels decline, screen-viewing behaviours increase.

## Decline in volunteering

The labour input of Australian volunteers in sport is estimated to be valued at \$4 billion annually.

## Active travel

The most common method of travel to work for employed people were: car driver 66.0%, public transport 7.2%, car passenger 4.6% and employee working from home 4.4%.

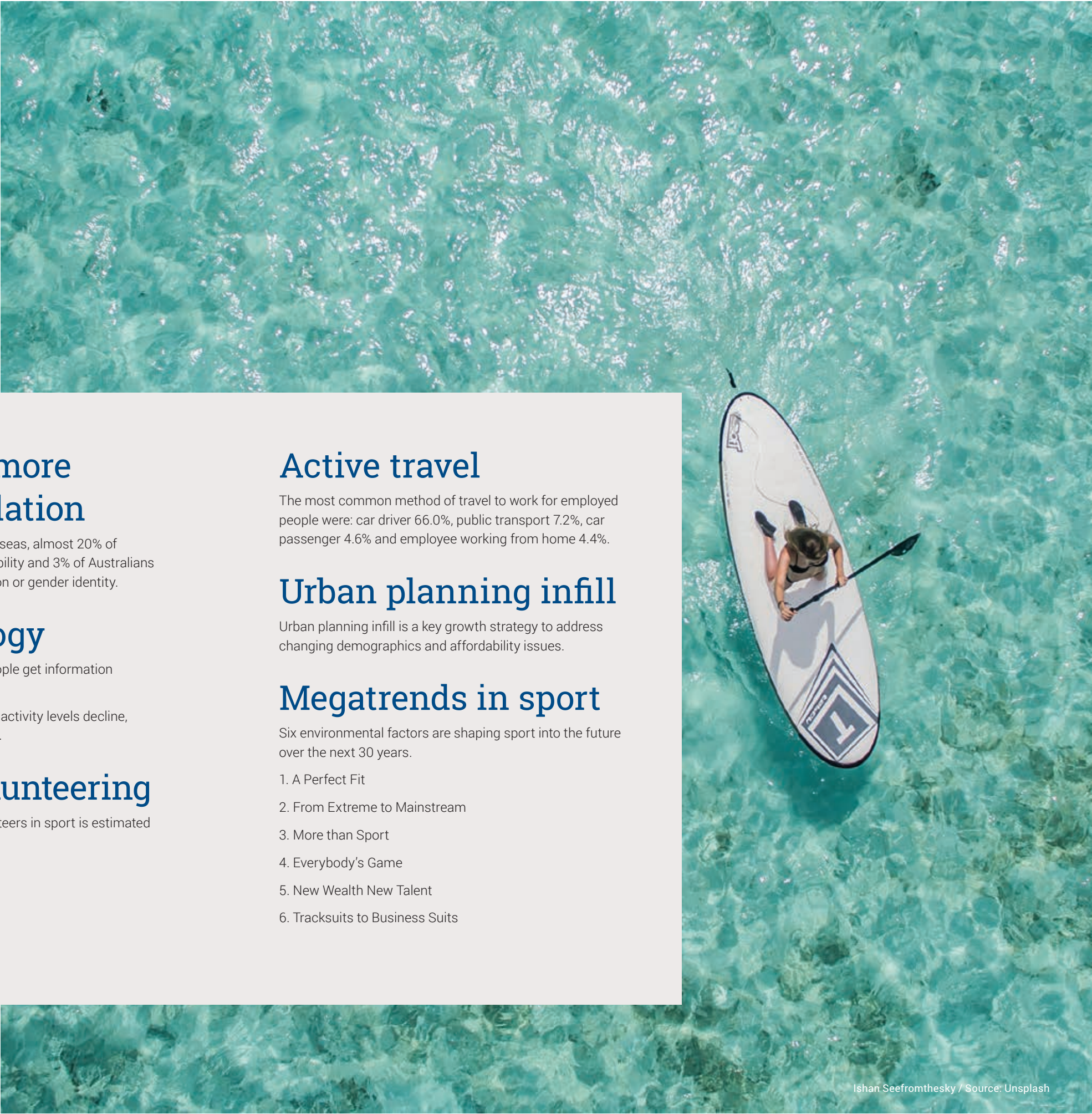
## Urban planning infill

Urban planning infill is a key growth strategy to address changing demographics and affordability issues.

## Megatrends in sport

Six environmental factors are shaping sport into the future over the next 30 years.

1. A Perfect Fit
2. From Extreme to Mainstream
3. More than Sport
4. Everybody's Game
5. New Wealth New Talent
6. Tracksuits to Business Suits



Ishan Seefromthesky / Source: Unsplash

1. The Gemba Group, (2017) nbnTM Future of Sport Report– The revolution in digital sports consumption 2017. Retrieved from <http://thegembagroup.com/news/future-sport-report/> 2. Sport Australia (2018). Cultural Diversity in Sport. Retrieved from Clearinghouse for Sport and Physical Activity, Sport Australia, [https://www.clearinghouseforsport.gov.au/knowledge\\_base/organised\\_sport/sport\\_and\\_government\\_policy\\_objectives/Cultural\\_Diversity\\_in\\_Sport](https://www.clearinghouseforsport.gov.au/knowledge_base/organised_sport/sport_and_government_policy_objectives/Cultural_Diversity_in_Sport) 3. PwC (2019). PwC's Sports Survey 2019, Sports industry – time to refocus, Switzerland, Retrieved from <https://www.pwc.ch/en/insights/sport/sports-survey-2019.html> 4. May C (2019). Volunteers in Sport, January 2020, Retrieved from Clearinghouse for Sport and Physical Activity, Sport Australia, Retrieved from [https://www.clearinghouseforsport.gov.au/knowledge\\_base/sport\\_participation/community\\_participation/volunteers\\_in\\_sport](https://www.clearinghouseforsport.gov.au/knowledge_base/sport_participation/community_participation/volunteers_in_sport) 5. Hajkowicz, S.A., Cook, H., Wilhelmseider, L., Boughey, N., (2013). The Future of Australian Sport: Megatrends shaping the sports sector over coming decades. A Consultancy Report for the Australian Sports Commission, CSIRO, Australia, April 2013, Retrieved from [https://www.clearinghouseforsport.gov.au/\\_data/assets/pdf\\_file/0007/564073/The\\_Future\\_of\\_Australian\\_Sport\\_-\\_Full\\_Report.pdf](https://www.clearinghouseforsport.gov.au/_data/assets/pdf_file/0007/564073/The_Future_of_Australian_Sport_-_Full_Report.pdf) 6. Australian Bureau of Statistics, (2016). 2016 Census QuickStats, viewed 16/01/20 [https://quickstats.censusdata.abs.gov.au/census\\_services/getproduct/census/2016/quickstat/47?opendocument](https://quickstats.censusdata.abs.gov.au/census_services/getproduct/census/2016/quickstat/47?opendocument) 7. Government of South Australia Department of Planning, Transport and Infrastructure Planning Portal (2020). SA Planning Portal – Population, viewed 04/02/2020 [https://www.saplanningportal.sa.gov.au/data\\_and\\_research/population#future\\_population](https://www.saplanningportal.sa.gov.au/data_and_research/population#future_population) 8. Sport Australia (2016). Drivers of Participation Framework, Retrieved from [https://www.sportaus.gov.au/\\_data/assets/pdf\\_file/0008/685214/35390\\_Drivers-of-participation-report\\_August\\_access.pdf](https://www.sportaus.gov.au/_data/assets/pdf_file/0008/685214/35390_Drivers-of-participation-report_August_access.pdf) 9. Sport Australia, (2018) AusPlay: A Story of Older Australians' Participation in Sport and Physical Activity, Retrieved from <http://static.ausport.gov.au/ausplay/report/10>, May C (2019). Volunteers in Sport, January 2020, Retrieved from Clearinghouse for Sport and Physical Activity, Sport Australia, Retrieved from [https://www.clearinghouseforsport.gov.au/knowledge\\_base/sport\\_participation/community\\_participation/volunteers\\_in\\_sport](https://www.clearinghouseforsport.gov.au/knowledge_base/sport_participation/community_participation/volunteers_in_sport)



# Creating *Game On*

To inform *Game On*, an extensive consultation process was undertaken with sector stakeholders, local and state government and the general community.

Phase One involved statewide sector and community consultation to identify

the key issues preventing South Australians from being physically active. Phase Two prioritised the key issues, established a shared vision for each priority issue and identified several solutions to overcoming each of the issues and/or barriers.

The infographic below provides a snapshot of who participated in the consultation, the different ways participants contributed and the reach of the project.



# Priority Issues

Following the statewide consultation, an expert panel was tasked with prioritising eight issues and providing a corresponding outcome for each issue. All issues seek to engage both inactive and active South Australians in more physical activity.

The *Game On* issues can be split into two distinct categories:

- Lifestyle, environment and cultural norms to support South Australians to adopt more active lifestyles.

- Sport and recreation specific issues that ensure offerings meet the needs of South Australians and are sustainable and accessible into the future.

## Lifestyle, environment and cultural related issues and outcomes:

	1	2	3	4
Issue	Being time poor and having competing priorities	Quality and accessibility of public open spaces	Enabling places for active transport	A lack of physical literacy is leading to inactive children and youth
Outcome	Lifelong physical activity	High quality and accessible public open spaces for active recreation	Growth in active transport	Active young people with good coordination and strong fundamental movement skills

## Sport and recreation specific issues and outcomes:

	5	6	7	8
Issue	Cost of participating in sport and recreation	Cost of sports delivery	Attracting, recruiting, training and retaining volunteers	The lack of and maintenance of facilities
Outcome	Affordable sport and recreation opportunities	Sustainable sport and recreation sector	More and better trained volunteers	High quality, inclusive and accessible sport and recreation infrastructure

## Key Principles

Four key principles were identified and prioritised when considering investment in sport and active recreation. These principles were chosen to underpin the implementation of *Game On*.

Equity

Evidence-Based

Funding and Resources

Collaboration



# Stakeholder Roles

To assist stakeholders in implementing the recommendations, leaders have been identified for each action. While a stakeholder group may lead a recommended action, engagement and support from all stakeholders will be required to ensure tailored, valued, sustainable and effective solutions. Leading stakeholders are described in more detail below.

### Stakeholder Roles Key

● ORSR
○ SA Government
◐ Local Government
● Industry representative bodies
○ State sport, recreation and support organisations
◐ Community clubs and regional associations
● Other stakeholders

**The ORSR:** Lead the coordination of *Game On* across all levels of government, industry and key stakeholders.

**Government of SA agencies:** The Department of Human Services, Department for Health and Wellbeing, Department for Environment and Water, Department for Education, Department of Planning, Transport and Infrastructure and the South Australian Tourism Commission have a role to play in influencing the demand, accessibility and delivery of active places and programs.

**Local government:** 68 local government authorities that own sports facilities, recreation centres, parks and trails and have a legislative obligation to preserve, protect and promote public health within their areas.

**Industry representative bodies:** Sport SA and Recreation SA will provide a collective voice, raise and respond to issues, and foster the development of their respective sectors.

**State sport and recreation, organisations and support organisations:** More than 80 state sport organisations and state recreation organisations are the pre-eminent governing bodies for their respective sport and/or recreation in SA.

**Community clubs and regional associations:** More than 4,000 sport and recreation clubs support the delivery of activities to more than one million South Australians annually.

**Other stakeholders:** Other stakeholders have been identified depending on the recommended action, for example, tertiary institutions and not-for-profit organisations.

OUTCOME

## 1 Lifelong physical activity

OVERARCHING ISSUE

Being time poor and having competing priorities

Work and life commitments as well as a variety of ways in which people can spend their spare time mean that people are not prioritising physical activity.

VISION

Being physically active is an easy, non-negotiable social norm and a key priority for everyone, every day. At all life stages, people are moving.

### Recommendations to achieve this vision

- 1.1**  
Invest in initiatives that connect inactive or less active South Australians to local opportunities, events and programs that lead to an active lifestyle.

●○◐◑◒
- 1.2**  
Invest in communication campaigns to enhance understanding of the multiple health benefits of regular movement and play.

●○
- 1.3**  
Support policy changes to promote workplaces that enable employees to be physically active at work and on their commute to and from work.

●○◐◑
- 1.4**  
Collaborate with health professionals to encourage the prescription of physical activity and exercise.

●○◑
- 1.5**  
Strengthen the ‘family-friendly’ culture of community sports and active recreation to ensure inclusiveness.

●◑◒◓
- 1.6**  
Explore opportunities for innovative digital technologies, including apps to promote and support people of all ages to be more active.

●◑◒◓
- 1.7**  
Resolve the state government’s position on Esports to capitalise upon its growth.

●○



Stakeholder Roles Key	● ORSR	○ SA Government	◐ Local government	● Industry representative bodies
	○ State sport, recreation and support organisations	◐ Community clubs and regional associations	● Other stakeholders	



OUTCOME

# 2 High quality and accessible public open spaces for active recreation

OVERARCHING ISSUE

## Quality and accessibility of public open spaces

The popularity of unstructured activities is growing as they provide flexibility, convenience and can attract new demographics. However, many of these activities require accessible open space and high-quality public realm.

VISION

Diverse, activated spaces and destinations with efficient amenities and connectivity that encourage active communities.



### Recommendations to achieve this vision

**2.1**  
Strengthen access to and connectedness of quality public open spaces that incorporate universal design principles.



**2.2**  
Develop inspiring precincts by investing in the amenities of open spaces that benefit community experience and the broader visitor economy.



**2.3**  
Enhance activation and promotion of opportunities for physical activity in natural environments, including parks, beaches, rivers and reservoirs.



**2.4**  
Improve the planning and coordination of access to public open spaces.



OUTCOME

# 3 Growth in active transport

OVERARCHING ISSUE

## Enabling places for active transport

There is insufficient safe infrastructure and support to encourage more South Australians to take active options to transport, such as walking and cycling.

VISION

Continuously improve the accessibility, connectivity and safety of active transport opportunities.

### Recommendations to achieve this vision

**3.1**  
Improve planning for connected active transport networks to deliver walkable and cyclable cities and neighbourhoods.



**3.2**  
Improve the infrastructure and amenities of existing walking and cycling networks for safe, universal and equitable access for all ages and abilities.



**3.3**  
Improve the safety of pedestrians and cyclists involved in active transport.



**3.4**  
Develop programs and make equipment available so more South Australians walk and cycle for commuting and active recreation.



**3.5.**  
Invest in recreational walking and cycling infrastructure to facilitate iconic experiences that attract mass participation and tourism opportunities.



**3.6**  
Provide opportunities for free, universally accessible, community events in local public spaces which cultivate positive social experiences and build competencies for walking and cycling.



**3.7**  
Increase the number of 'end of trip' facilities in workplaces and educational institutions such as bicycle parking, showers and lockers.





OUTCOME

4

# Active young people with good coordination and strong fundamental movement skills

OVERARCHING ISSUE

A lack of physical literacy is leading to inactive children and youth.

Some young people are not developing fundamental movement skills from an early age, leading to poor physical activity habits.

VISION

Children are happy, healthy and confident, and physical activity and literacy is valued, accessible and supported by the community, leading to a lifetime of movement.



Recommendations to achieve this vision

- 4.1

Continue to deliver the Early Years Learning Framework to recognise the importance of play and development of fundamental movement skills.

●○●○●
- 4.2

Implement a monitoring system to assess the development of fundamental movement skills in children.

●○●○●
- 4.3

Encourage whole-of-school approaches to strengthen the delivery of physical literacy, play and sport to inspire lifelong participation and enjoyment of physical activity.

●○●
- 4.4

Support school teachers to deliver quality inclusive physical education experiences.

●○●
- 4.5

Investigate innovations in technology that may inspire children to be physically active.

●○●
- 4.6

Understand the views of young people to keep school sport relevant and viable in schools and in the community.

●○●○●
- 4.7

Support the growth and development of coaches to enhance a young person's enjoyment and participation in physical activity and acknowledge coaches as critical support agents for a child's wellbeing.

●○●○●○

OUTCOME

5

# Affordable sport and active recreation opportunities

OVERARCHING ISSUE

Cost of participating in sport and recreation

The costs associated with sport and active recreation is one of the key contributors to reduced participation in physical activity.

VISION

Anyone, anywhere accessing affordable activities across all lifestyles and pathways.



Recommendations to achieve this vision

- 5.1

Identify, develop and promote no-cost opportunities for physical activity.

●○●○●○●
- 5.2

Promote and support innovation and provide opportunities which reduce the cost of sport and active recreation for underrepresented groups and enhance social connectedness.

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- 5.3

Review the range of supports to reduce the cost of participation for children and young people and investigate options to improve affordability of physical activity for the wider population.

●○●○●○●
- 5.4

Prioritise active transport and public transport access to sporting venues.

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- 5.5

Investigate innovation and opportunities that reduce the transport costs for participants of sport and recreation activities.

●○●○●○●
- 5.6

Leverage existing schemes, such as recycling and/or borrowing of uniforms and equipment, to build the capacity of clubs and improve the affordability for underrepresented communities.

●○●○●○●
- 5.7

Understand the impact and sustainability of player payment at community and sub-elite sport and recreation levels.

●○●○●

OUTCOME

6 Sustainable sport and recreation sector

OVERARCHING ISSUE

Cost of delivery in sport and recreation

The costs of delivering sport and recreation opportunities are increasing. Some organisations are struggling to remain relevant and sustainable in the changing market and are either amalgamating or closing due to increased financial pressures.

VISION

A collaborative and strategic approach that makes the delivery of sport sustainable, affordable and equitable, and ensures cost does not present a barrier to participation.



Recommendations to achieve this vision

- 6.1 Build the capacity and capability of sport and recreation organisations to develop, innovate and evolve their product offerings to cater to the changing nature of participation in sport and physical activity. [Stakeholder icons]
- 6.2 Review investment arrangements to prioritise participation outcomes and promote collaboration and partnerships. [Stakeholder icons]
- 6.3 Support organisations to leverage sport and recreation participation events to sustain commercial viability while delivering social benefits. [Stakeholder icons]
- 6.4 Support new sporting events and competitions around regional SA, encouraging targeted investment and economic growth to build the capacity and capability of regional areas. [Stakeholder icons]

- 6.5 Improve economies of scale by implementing innovative shared services models that support finance, human resources, administration, membership, legal, marketing, online and communications functions. [Stakeholder icons]
- 6.6 Support projects and networks that enable shared resources and expertise to facilitate efficiencies, shared capital, reduced operating costs and access to a broader range of community-based programs. [Stakeholder icons]
- 6.7 Support initiatives that minimise the resources required to deliver sport, recreation and physical activity, targeting power and water utilities. [Stakeholder icons]

OUTCOME

7 More and better trained volunteers

OVERARCHING ISSUE

Attracting, recruiting, training and retaining volunteers

Clubs have difficulties attracting, recruiting, training, retaining and managing volunteers. Volunteer burnout, mismatched skill sets and 'red tape' means that sport and volunteers do not always get the most out of their relationship.

VISION

Volunteers are well-trained, proactive and have transferable skills which meet the needs of the Sector. The Sector rewards, empowers and recognises the value volunteers bring.



Recommendations to achieve this vision

- 7.1 Review the impact and sustainability of incentivising volunteering in sport and recreation. [Stakeholder icons]
- 7.2 Investigate the potential of digital technologies and other innovative approaches to improve support and opportunities for volunteers. [Stakeholder icons]
- 7.3 Review and adopt or update tailored resources to support the governance of community sports and recreation organisations. [Stakeholder icons]
- 7.4 Partner with skills and volunteering related organisations to provide ongoing training opportunities to support sport and recreation volunteers. [Stakeholder icons]
- 7.5 Collaborate to strengthen the provision of opportunities for corporate volunteering. [Stakeholder icons]
- 7.6 Leverage initiatives and programs that 'foster a culture of giving' to promote opportunities for school and tertiary students to volunteer. [Stakeholder icons]
- 7.7 Encourage experienced professionals to engage in mentoring programs to support continuous improvement of volunteers. [Stakeholder icons]



OUTCOME

8 High quality, inclusive and accessible sport and recreation infrastructure

OVERARCHING ISSUE

The lack of and maintenance of facilities

The provision of infrastructure, the age and quality of facilities, the lack of facilities to cater for diverse participants and underutilisation mean that some infrastructure is not supporting activity to its fullest extent.

VISION

Sport and active recreation infrastructure that is inclusive, accessible for all, fit-for-purpose, activated and economically and environmentally sustainable.



Adelaide Oval, Adelaide  
South Australian Tourism Commission / David Solm

Recommendations to achieve this vision

- 8.1 Identify the current supply and gaps of sport and recreation facilities across South Australia, ensuring that investment is managed strategically.

● ○ ○ ○ ○
- 8.2 Ensure sports facilities that include government investment are built and maintained to meet the requirements of community sport where possible.

● ○ ○ ○ ○ ○
- 8.3 Continue to encourage shared use of school facilities after school hours in partnership with local council, state sport organisations and community sporting clubs.

● ○ ○ ○ ○ ○
- 8.4 Develop frameworks to support environmentally sustainable design of sport and active recreational facilities.

● ○ ○ ○ ○ ○
- 8.5 Prioritise fit-for-purpose and universally designed sporting and active recreational infrastructure that provides capacity for community use, as well as non-sport income generation opportunities.

● ○ ○ ○ ○ ○
- 8.6 Investigate technological advancements to improve function and access to sport, active recreation and physical activity facilities.

● ○ ○ ○ ○ ○
- 8.7 Ensure the provision of sport and recreation infrastructure considers technological advancements to remain contemporary and appealing to spectators, viewers and participants.

● ○ ○ ○

Stakeholder Roles Key

● ORSR	○ SA Government	○ Local government	● Industry representative bodies
○ State sport, recreation and support organisations	○ Community clubs and regional associations	○ Other stakeholders	

Game On Implementation

Game On is a long-term agenda that will require collaboration, partnerships and coordination across government and the Sector. To achieve the vision of Game On it will be necessary for all stakeholders to engage with and understand the issues.

Game On has been developed with the full recognition that stakeholders are at different starting points in their efforts to increase physical activity and that the priorities and capabilities of each stakeholder group vary. The feasibility of different initiatives and the speed of implementation will vary according to each stakeholder.

It is recommended that each stakeholder group assess their situation in relation to Game On to identify existing programs which can be strengthened, as well as new opportunities that will contribute to Game On and their organisation's future.

The graphics on pages 26-29 articulate the role of stakeholders in addressing the issues and outcomes identified through Game On.

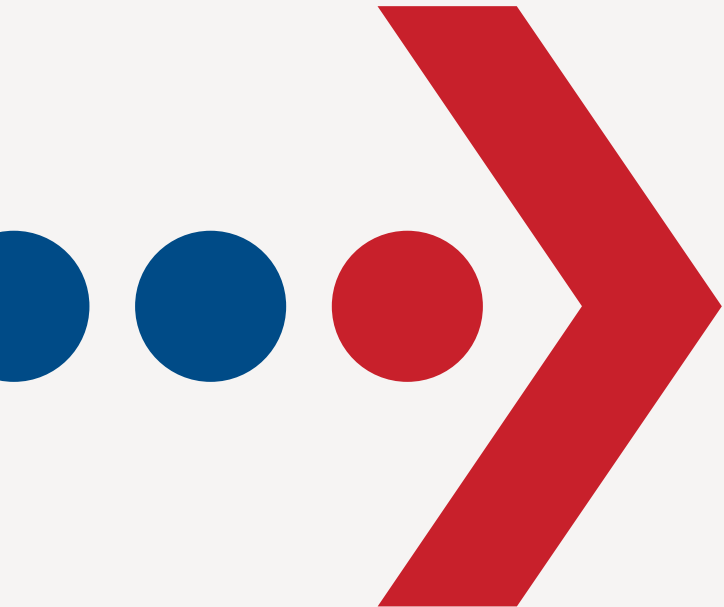
A detailed Implementation Plan has been developed to support stakeholders to meet the recommended actions of Game On.



Rose Makin / Source: Shutterstock

# The Role of the State Government

*Game On* will be activated across the Government of South Australia by maximising departmental synergies in alignment with the plan's recommendations. It is important to note that there are a number of organisations, businesses and groups that also have responsibilities in these listed areas. Partnerships between the government and non-government sector will ensure the *Game On* outcomes are met.



- Align investment and resources to contribute to the vision and recommendations of *Game On*.
- Develop appropriate evaluation indicators.
- Invest in research, innovation and knowledge and share case studies of inventive delivery in support of the *Game On* actions and outcomes.
- Convene stakeholder groups to engage with and address the eight *Game On* issues and outcomes.
- Lead the recommendations which focus on sport and recreation systems and programs that promote 'sport for all'.
- Communicate the plan's progress to the Sector and community, celebrating achievements to raise political, stakeholder and community awareness.

- Plan open spaces and sport and recreation infrastructure to maximise safe and equitable accessibility for all South Australians.
- Invest in precinct building and place-based planning of community spaces.
- Invest in programs that build the confidence and capacity of the community to adopt active modes of transport.
- Invest in active transport policies and strategies that identify priorities for the planning, design and development of walking and cycling paths.

- Encourage participation and opportunity for all, especially in support for underrepresented groups.
- Integrate delivery of physical activity programs with community services.
- Promote pro-social behaviour through sports environments and subsequent positive youth justice outcomes.
- Support to develop and promote volunteering opportunities for sport and recreation organisations and to develop skills across the volunteer population.

- Provide advice and monitor physical activity across a person's life course.
- Promote the benefits of physical activity.
- Advocate for promotion of physical activity via the medical profession.
- Support behavioural changes and preventative health programs.
- Support workplaces to provide opportunities for physical activity.

- Invest in the amenities and promotion of natural environments to increase usage and visitation.
- Activate natural spaces including national parks, reservoirs, marine parks and recreation areas to maximise opportunities for physical activity.
- Advocate for and invest in *Green Adelaide* and promote equity in local amenities across greater Adelaide.
- Support wellbeing through active recreation and the connection to nature.

- Support major sporting events that attract interstate and overseas visitors, add liveliness and deliver economic benefits to SA.
- Support mass participation events that add vibrancy and contribute local economic benefits.
- Support the development of major infrastructure and programs that grow active and adventure tourism.
- Support regional infrastructure and events that activate local communities and build tourism opportunities in regions.

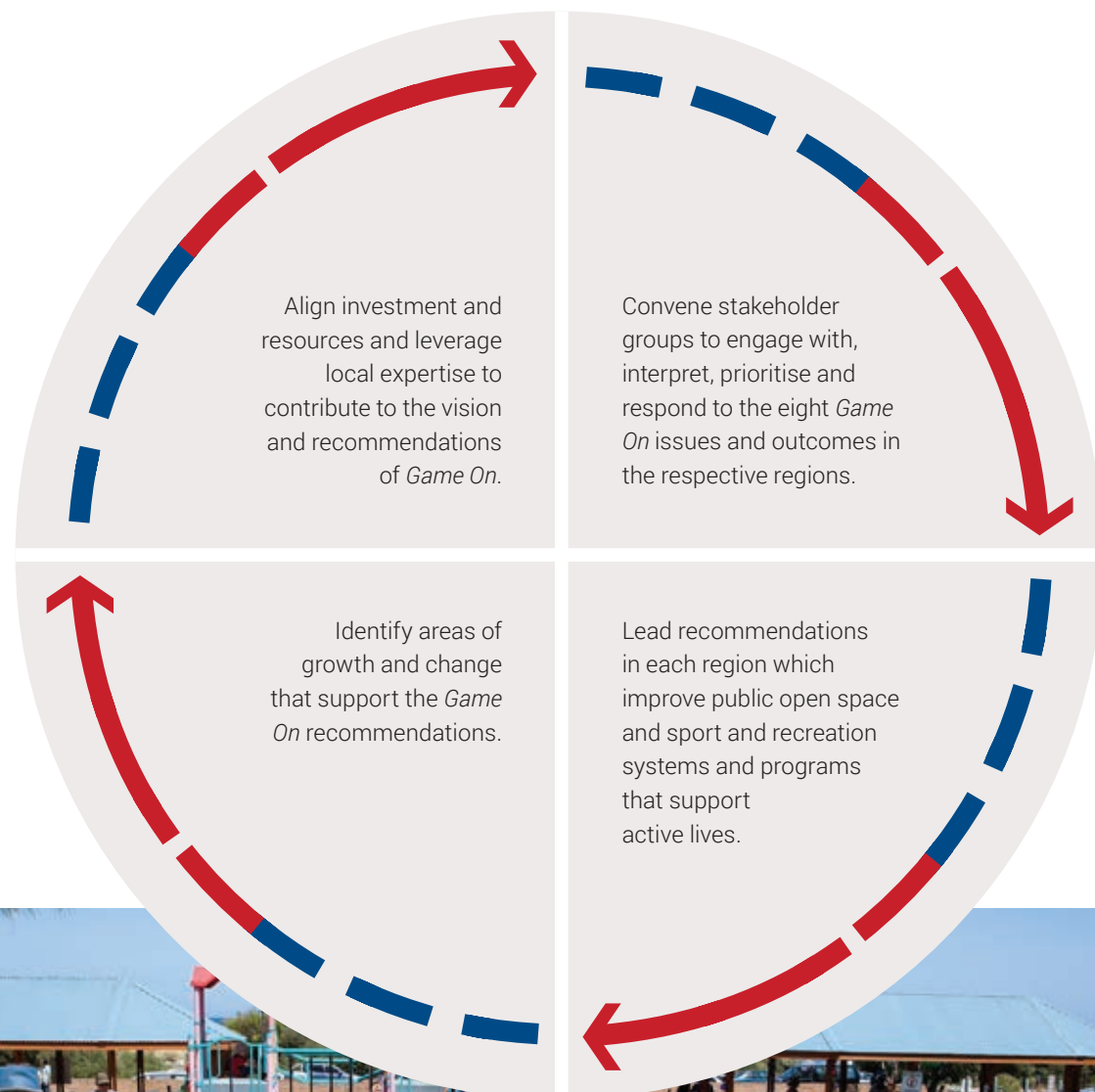


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# The Role of Local Government



# The Role of industry representative bodies, sport and recreation organisations and clubs



Angus Neill Park,  
City of Holdfast Bay  
South Australian  
Tourism Commission /  
Michael Smith

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