

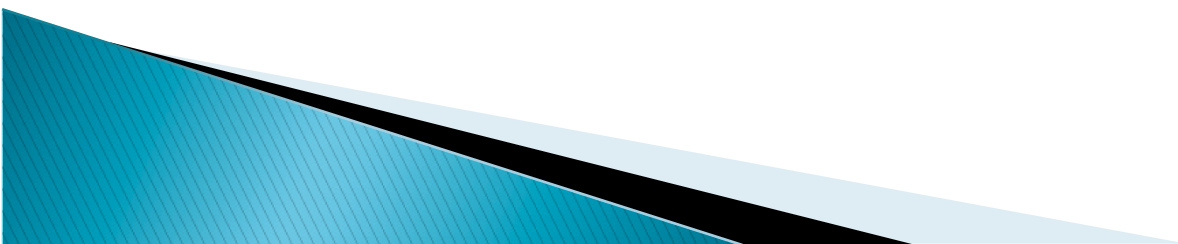


THE SPORT RESEARCH ENVIRONMENT



Sport Management Research

- The discipline of Sport Management is growing rapidly
- More than a dozen Australian universities offer degrees
- Growth should continue
- It will be critical in the implementation of the recommendations of the Crawford Report



CASRO & its Research Group (CRG)

- The Committee of Australian Sport and Recreation Officials
 - formerly known as the Standing Committee on Recreation and Sport (see *The Future of Sport in Australia (Appendix F)*)
- CASRO's Research Group (CRG) provides strategic and technical advice on research and statistics

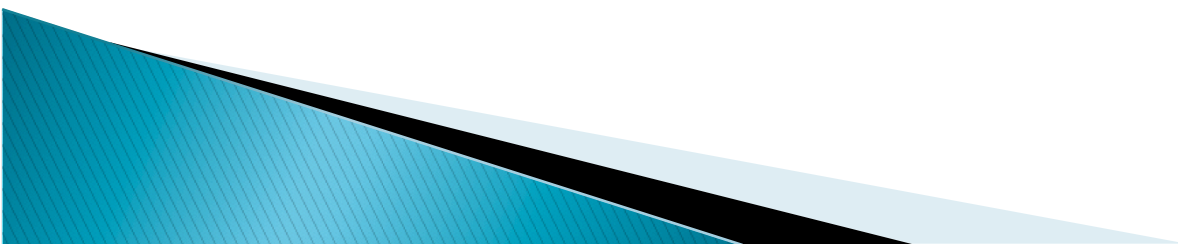


Department of
Sport and Recreation



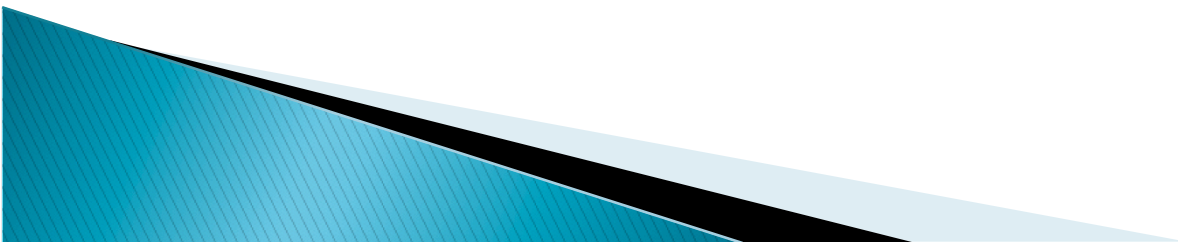
Research achievements of SCORS/CASRO

- SCORS/CASRO have been funding research since mid 1990s, often with the Australian Bureau of Statistics (ABS)
- SCORS agencies funding in 2003/04 estimated at \$1 million yearly
- Main outcomes (all accessible via ausport.gov.au)
 - significant body of ABS statistical publications
 - the Exercise Recreation and Sport Survey



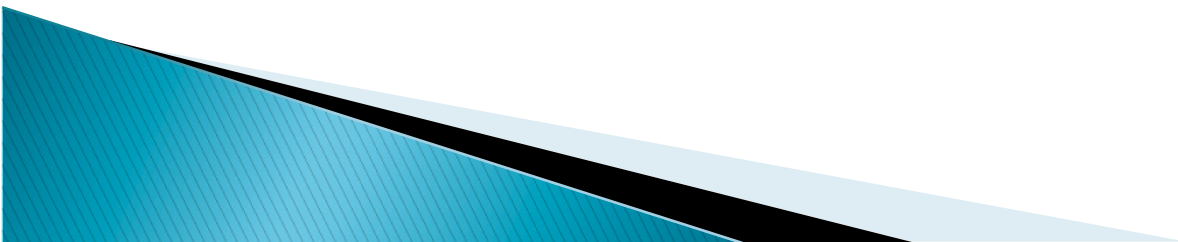
Selected ABS publications

- Employment in sport (ABS Catalogue 4148.0)
- Attendance at sporting events (4174.0)
- Adult participation in sport & recreation (ABS 4177.0)
- Children's participation in sport & recreation (ABS 4901.0)
- Volunteers in Sport (4441.0)
- Analysis of barriers to participation – eg *The Young and the Restful*



Exercise, Recreation and Sport Survey

- Annual survey since 2000 to 2010 (ACNielsen/Newspoll)
- 10-year participation time series (approx 180K interviews)
- Ceased because SCORS took the view that the ABS would be the best long-term supplier of participation data.
- Jurisdictional use of ERASS
 - Mostly used to assist with participation KPIs
 - Some oversample, to enable analysis at regional or municipal level
- CRG is responsible for the ongoing management of time series
 - Universities are able to access the ERASS data set to undertake research via a formal request to CRG

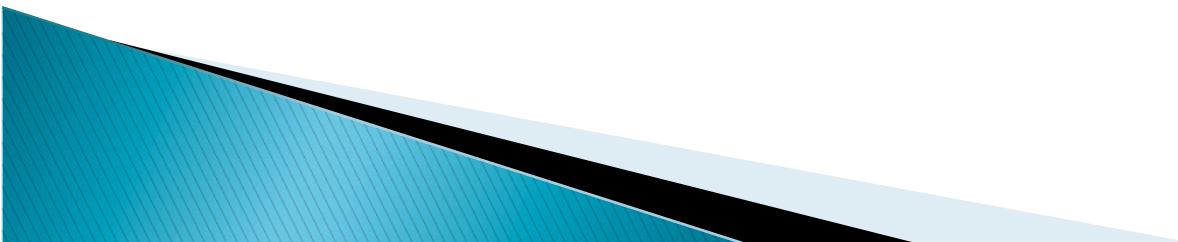


CRG Objectives

Develop information to assist industry and governments to make informed decisions.

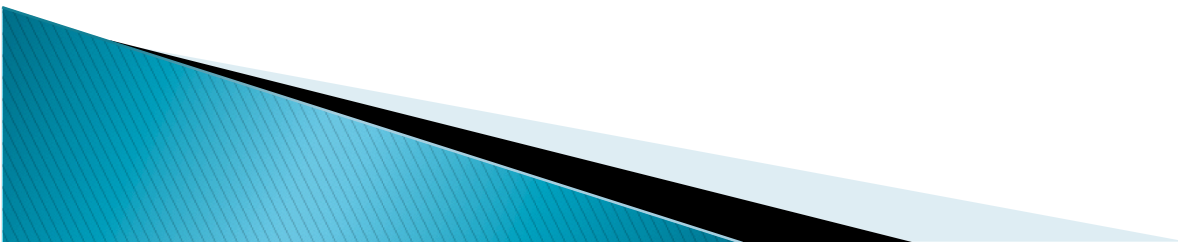
Improving the range and quality of information on sport and recreation including:

- Physical activity trends and participation
- Economic and social benefits



CRG Role

- Ensure easy access and dissemination of sport and recreation statistics and research
- Encourage national coordination and collaboration on key research areas
- Encourage research into social and economic impacts, recreation and physical activity
- Foster partnerships to facilitate strategic research
- A critical partnership is the one with the ABS



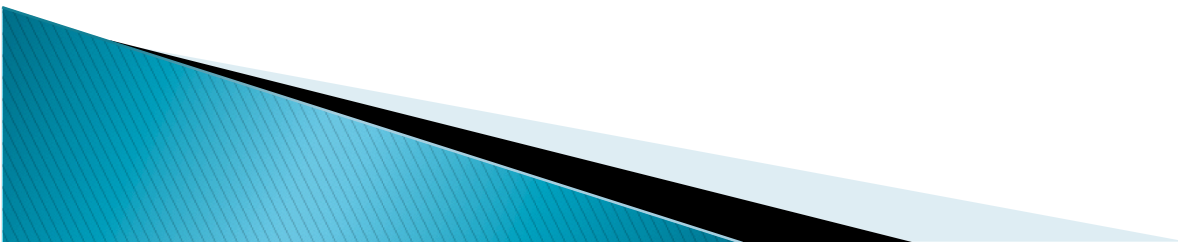
CRG and ABS Partnership

- Strategic Partnership with Australian Bureau of Statistics (ABS) till June 2014
- Biennial adult participation survey
 - 2011 (July) to 2012 (June)
 - Publication due Dec 2012
 - 2013 (July) to 2014 (June)
 - Publication due Dec 2014
- Three year analytical Work Plan 2010-2013
 - A series of analytical projects drawn from multiple ABS data sources with a focus on sport and active recreation



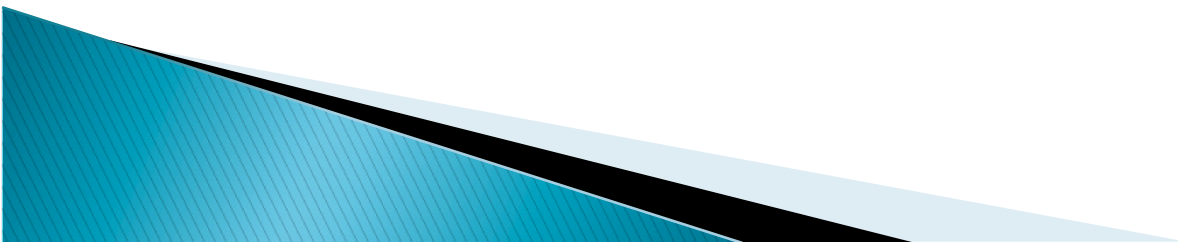
National Sport & Active Recreation Policy Framework (NSARPF)

- Endorsed & signed by all Ministers June 2011
- Provides a mechanism for the achievement of national goals for sport and active recreation
- Sets out the agreed roles and responsibilities of governments and their expectations of sport and active recreation partners



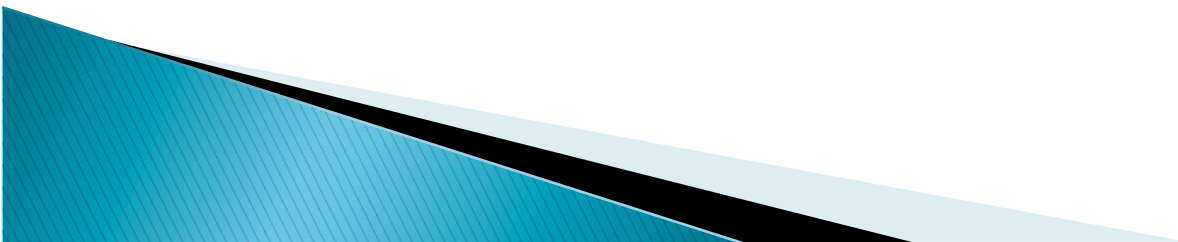
NSARPF Overview

- The goal of the NSARPF is to improve the performance of the Australian sport & rec sector by reducing inefficiency while pursuing
 - increased participation
 - international sporting success
 - vigorous organisations
 - vigorous national competitions



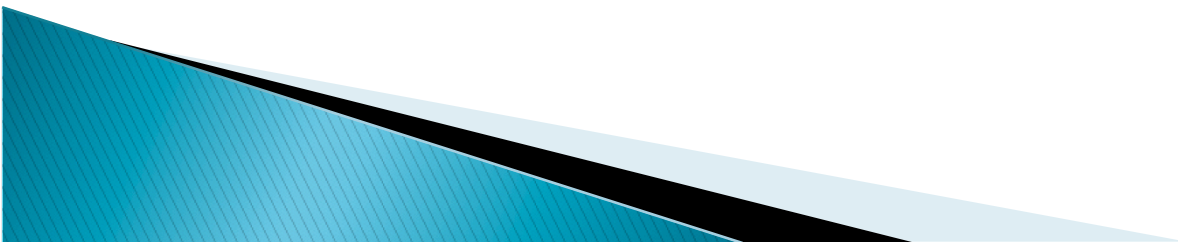
Specific NSARPF Objectives

- Increased participation including particular sub-groups eg persons with a disability, culturally and linguistically diverse
- High performance sport
 - Continue to excel in international sporting competition
 - National sporting competitions are viable and prepare athletes for international success



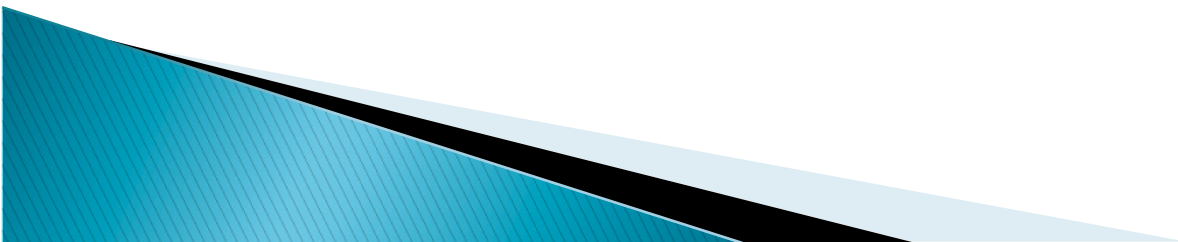
Specific NSARPF Objectives

- **System sustainability:**
 - Increase the number of paid / unpaid workforce
 - Increase capacity, diversity and capability of sport and active recreation organisations
 - Ensure sport and active recreation is valued and viable
 - Safe guard integrity
 - Well planned and managed facilities



Specific NSARPF Objectives

- System Alignment:
 - Improved collaboration and alignment within the sport and active recreation sector
- Help to meet broader objectives by increasing the use of sport to achieve wider public policy outcomes
- A robust evidence base for activities sport and active recreation system.



NSARPF Evaluation

- CASRO have placed high priority on evaluation
- CRG have been tasked with the responsibility of providing CASRO:
 - Advice to help define the NSARPF performance measures
 - Advice on viable data collection tools to track performance measures against the NSARPF
- Currently considering a national community perceptions survey to explore:
 - Value of sport
 - Integrity of sport
 - Usage and access to facilities

