

A MORE ACTIVE AUSTRALIA



DISCUSSION PAPER

Global to Local Learnings from the National Sports Convention



It starts here...



To make Australia the world's most active sporting nation, known for its integrity, sporting success and world-leading sports industry



The 1,000 plus delegates representing community sport, all levels of government, health, education and the commercial sectors from across Australia and New Zealand agreed on the single most important message that came out of the National Sports Convention 2019.

A whole of industry approach, with joint commitment to create

SOLUTIONS FOR SPORT AND PHYSICAL ACTIVITY

by developing

A “systems-based roadmap” for planners, policy makers and providers throughout Australia to increase opportunities for our communities to be physically active, play and recreate, and be encouraged to participate in community sport to reduce sedentary behaviour.

The National Sports Convention aligns with Sport Australia’s commitment to achieve this through their mission of:

- Creating **ACTIVE COMMUNITIES** that are ready for generational change
- Supporting **ACTIVE ENVIRONMENTS** that create for all to be active and participate
- Increase awareness and reach of #MoveItAUS platform for more **ACTIVE AUSTRALIANS**
- Transform and develop stronger collaborations, building the capacity and capability of the broader industry to create a robust, committed **ACTIVE INDUSTRY**

The 2019 National Sports Convention has been made possible through the generous support of Sport Australia, the State and Territory Offices of Sport and Recreation (CASRO), Sport New Zealand, Victoria State Government, VicHealth, our collaborators, sponsors and program content developers.



Inclusion should be the core of our planning, policy making, programming and provision. There should be no barriers to the opportunities for participation.

REIMAGINING SPORT

Introduction

The National Sports Convention (NSC) was held in Melbourne on 24th and 25th July 2019, with over 150 global, national and local speakers and panellists driven to shape the conversation, REIMAGINING SPORT.

The NSC's commitment to share knowledge and learnings, together with its partners, collaborators and sponsors, has resulted in the crafting of this White Paper. The aim of this Discussion Paper is to encourage the industry to embrace the global direction to encourage more people to be more physically active, play and recreate more often, and participate in community sport.

By synthesising the main themes, reflecting on the delegate's interactive polling, a strong sense of focus is gained. The NSC encourages all levels of government, sport, health, education, fitness, play and the commercial sectors to embrace this White Paper and integrate the findings into their future planning, policy development and provision of opportunities to encourage more people to be active locally.

The NSC looks forward to continue collaborating with the industry to develop the program for 2020 and welcome organisations who would like to be a collaborator to connect with Martin Sheppard at (martins@smartconnection.net.au).

GLOBAL TO LOCAL LEARNINGS

Blueprint for an Active Australia

Sedentary Lifestyles

Global speakers¹ together with Australian and New Zealand peak bodies² expressed concern on the increasing levels of sedentary lifestyle that are being witnessed globally and locally. This consensus is summarised in the National Heart Foundation of Australia's 'Blueprint for an Active Australia (2019)', which presents irrefutable and urgent case for change to address the community's wide problem of physical inactivity. The blueprint states that heart disease remains Australia's leading cause of death, one person dies every 28 minutes.

As a society we appreciate that sedentary lifestyles contribute to the burden of disease and physical activity can significantly reduce that burden. Many people however are not acting on this knowledge or regularly exercising for health gain.

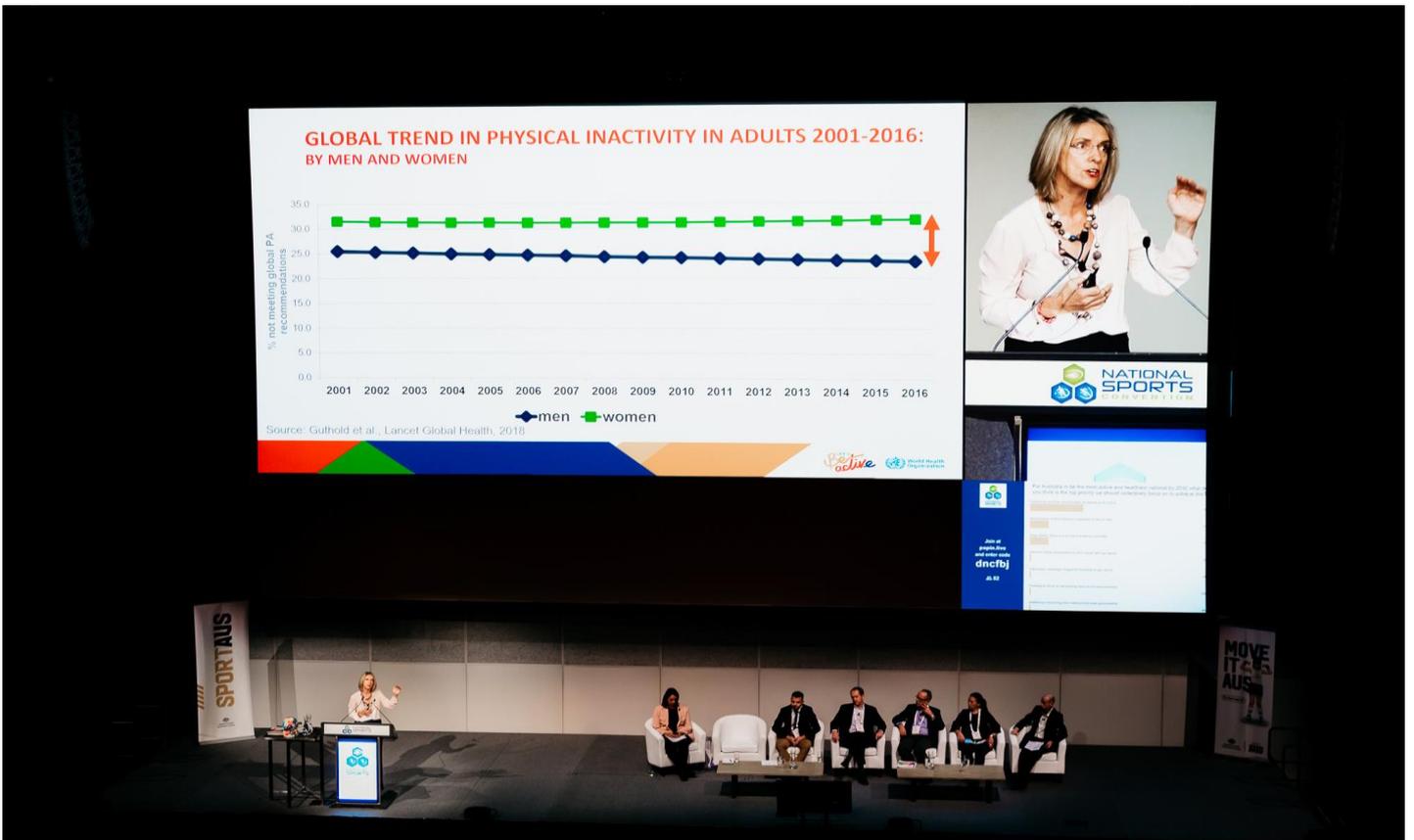
The Australian National Physical Activity and Sedentary Behaviour Guidelines recommend that adults should accumulate 150-300 minutes of moderate or 75-100 minutes of vigorous intensity physical activity per week. For children this should be one hour of moderate to vigorous physical activity daily to meet these guidelines. Unfortunately, according to the Blueprint Australia is not meeting these guidelines, with nearly 80% of children and young people, 60% of adults, and 75% of seniors not active enough for good heart health.

Many Australians may be surprised to hear that Australia is not the "sporting and active" nation that it perceives itself as. This is reflected within Federal Governments Sport 2030 Plan that aspires to be the world's most active and healthy nation by 2030. Sport Australia appreciates that this Plan needs to be a collaborative approach with all of the industry sector and key stakeholders to focus priorities and resources.

¹Global Speakers included Fiona Bull, World Health Organisation; Alison Oliver, Youth Sport Trust; Mark Tremblay, Active Kids Global Alliance; Darryl Condon, HCMA Architecture and Design

²Collaborators and Partners are listed on page 23

A SYSTEMS BASED APPROACH



Many global speakers and Australian peak bodies explained that a systems approach between agencies, planners, policy makers and providers will deliver commitment to a roadmap for long-term collective success.

A number of systems approaches were explored at the NSC, including:

- Global Action Plan a Physical Activity and Health (2018-30) – World Health Organisation
- Community Participation Strategy 3.0 – Sport New Zealand
- Blueprint for an Active Australia – National Heart Foundation of Australia
- Active Healthy Kids Global Alliance Report Card (v3.0) - Active Healthy Kids Global Alliance
- Healthy Tasmania – Premiers Health and Wellbeing Advisory Council Strategy

The common threads show that for success, there is a need for:

- **A collective approach across the whole sector**, including health, education, sport and all levels of government in relation to the planning, policy making, resourcing and provision of physical activity and community sport
- **Clear agreement and priorities** for key targeted audiences that can all work together
- **Understanding environments** that people are active in to make them more conducive, and encourage people to be physically active, play and recreate and /or participate in community sport
- **Changing society's attitudes** and practices with clear and aligned messages and communication campaigns

ROADMAP FOR ALL

Comparing many of these ‘Systems’ approaches and combining with the Australian Sports Commission 2019-2023 Corporate Plan, and NSC polling suggestions, an integrated systems-based roadmap could consider the following:

ACTIVE ENVIRONMENTS - Create and maintain environments that promote opportunities for people of all ages, to have equitable access to safe places and spaces, in their communities, in which to engage in regular physical activity, play, recreation and community sport

- Urban and transport planning integrated with design for highly connected neighborhoods
- Walking and cycling networks integrated to encourage physical activity and movement as a way of life
- Investing in community infrastructure for play, recreation, fitness and community sport
- Creating guidelines for public space and amenities to encourage communities to be more active to be developed and embraced by all levels of government
- Physical Literacy integrated with the Sporting Schools program to deliver programs for all children in education
- Active workplaces to encourage workers to be more active while in the workplace



ACTIVE COMMUNITIES - Create a paradigm shift in our society by enhancing knowledge and understanding of, and appreciation for, the benefits of regular physical activity, according to ability throughout life

- Communication campaigns linked to Sport Australia’s programs #MoveItAUS, and #FindYour30
- Deliver physical activity awareness programs across the nation through #MoveItAUS #FindYour30 campaigns to support Sport 2030 Plan
- Mass participation initiatives to be encouraged and funded to activate communities and linked to daily programs
- Cross-sector capacity building and funding to develop locally focused “#MoveItAUS” plans
- Establish a Research Centre for Sport and Physical Activity to solve industry challenges through shared knowledge and data analytics



ACTIVE AUSTRALIAN'S - Create and promote access to opportunities and programs, across multiple settings, to help people of all ages and abilities to engage in regular physical activity as individuals, families and communities

Collaborate to deliver an integrated approach to strengthen physical literacy and play to specific target national programs to activate specific targeted groups.

- Develop inclusion and diversity impact statements which guide priority outcome areas
- Target of priority groups who may need additional support to encourage greater physical activity, play, recreation and participation in community sport including:
 - Disadvantaged populations
 - Aboriginal and Torres Strait Islander people
 - Children and adolescents
- Older people



ACTIVE INDUSTRY - Build the capability and capacity of the community sport and physical activity sector to create a robust, connected industry with joint vision

- Strengthen policy, frameworks, leadership and governance systems between all levels of government and sport
- Create an industry wide data analytics management and insights program for the industry
- Sport Australia to transform the sports business model
- Escalate advocacy for joint action across health, education, government, fitness and community sport
- Financial sustainability of the sector by exploring collective funding models and innovative financial strategies
- Support the development of a Sport Industry Growth Plan and Financial Strategy
- Market Sport Australia's Sport and charity raffle, 'Play for Purpose' to achieve scale in 12 months to local clubs to assist them grow capacity
- Reform the governance and management of the National Sport Disability Sector
- Connect the opportunities for physical activity to provide more opportunities to participate in community sport



The next section of this Discussion Paper explores these four aspects of a Road Map in more detail.

CREATIVE ACTIVE ENVIRONMENTS

Strategic Learnings

The learnings are summarised by urban designer and place activator, Darryl Condon (Managing Principal, HCMA Architecture and Design, Canada) who provided NSC2019 with three key 'call-to-actions':

1. Urban design is about people. Put them at the centre of everything you do
2. Share, partner and collaborate to create lasting positive impact in local communities
3. Don't do things the way they've always been done. Ask "what's possible"? and change the rules!

Darryl's suggestions are based around 7 transformation strategies:

1. Think community first
2. Don't wait for change – make it happen
3. If it affects them, include them
4. Bring additional creative minds to the table
5. Don't go alone. Partner with others for greater impact
6. Share, share, share. You will gain more than you will lose
7. Influence policy change to increase your impact



Community Leisure Facility Focus

Australia's key designers, consultants and management companies³ shared views on what community environments and leisure facilities will look like in the future, including:

- **Experience:** from customers to schools to health and wellbeing – the leisure facilities need to focus on the broader community and not just the 'lap-swimmers'.
- **Design:** sustainability and impact on the environment is critical as is informal play integrated with traditional offerings. Flexibility around design for whole of life usage (aged 30 years plus) needs to be designed and built in.
- **Technical:** embrace data and create immersive experiences, that will excite and encourage participants to return and be more active, include the use of technology to reduce operational costs.
- **Operational:** Integration of broad community and recreational opportunities including allied health, arts, library, community service and modified sports, will provide greater community usage and should be more sustainable. , Functional and operational focus is recommended throughout the design stage to minimize the operational costs while maximizing the functionality to ensure long-term sustainability.

Sporting and Recreational Environment

In open space the embracement of technology for sports surfaces initially began with traditional sports fields, and have changed to:

- **Create additional playing hours** to meet the intensity of demand
- Increase recreational participation with **multi-use games courts**
- **Design play spaces** to encourage more children to play, recreate, be challenged and learn skills of running, jumping, throwing and catching
- **Integrate modified sports** such as 5-a-side Football, 3 on 3 Basketball, Hockey 5's, Netball, Tennis and fitness all on one surface

³Brett Diprose, Warren and Mahoney; Mike King, Otium Planning Group and Nick Cox, Belgravia Leisure

The key focus areas identified across the 'systems approaches' include:

- Integration of urban and transport planning and design for highly connected neighbourhoods (20/30-minute cities)
- Walking and cycling networks should be the primary planning priority and integrated into all new and updated urban schemes, also ensuring road and personal safety
- Community infrastructure reflecting participation trends in play, recreation, physical activity, fitness and community sport
- Targeting specific environments to encourage greater physical activity including schools, active workplaces, public spaces and amenities
- Playgrounds (in and outside of school) are a vital resource to keep children moving, provide opportunities for learning physical literacy and having fun socially
- Community sport facilities need to meet demand and reflect the planning needs across each State/Territory to ensure that there are facilities for the future for sports development as well as participation



“spaces that makes us feel not just PHYSICALLY, but also MENTALLY and SOCIALLY safe is as important as many of life’s other necessities” Aaron Betsky – Architect Critic

CREATE ACTIVE COMMUNITIES

Strategic Learnings

To create a paradigm shift, to encourage 15% of the community (approx. 3 million people) to be more active, we need to create an awareness of the benefits and consequences of being active or sedentary, and this needs to be a whole of government and industry approach. Technology platforms such as PlaySport was warmly received by attendees and grow over the next decade.

To change a community, there are key aspects that need to be considered including:

- **Research and insights** – a central portal of knowledge that the industry can have access to understand key achievements, performance benchmarks etc.
- **Global benchmarks – translate benchmarks into local targets** to ‘get Australians moving more’
- **Communication campaigns** – promote clear benefits, messages and calls to action that are national and reinforced by local campaigns to enable local communities appreciate their local opportunities
- **Mass participation initiatives** – activate communities (e.g. Colour Run, walking campaigns, fun runs etc.) that encourage behavioral change

Key Emphasis

From this year’s NSC, the strong emphasis on Sport Australia’s two community campaigns of #MoveItAUS and #FindYour30 need to continue and specific priorities gained from feedback including:

- Collaboration of research across commercial sector (e.g. ActiveXchange) Government (e.g. NSW Office of Sport - Infrastructure Modelling), Academic (e.g. University of Sydney, Deakin University, Victoria University, La Trobe University etc.) is needed to ensure the latest trends across Australia are embraced and compared to global research findings. NSC will embrace greater academic research and provide a platform for the industry to influence future academic research.
- Global benchmarks and frameworks should continue to be part of the Australian approach and NSC to enable the industry to continue to learn globally and apply insights to local ideas and solutions
- Sport Australia’s communication campaigns are perceived to be making a difference by audience and other campaigns (e.g. State government) and local programs should align with and embrace these. There is a benefit to know when these national campaigns will be run, to align campaigns.
- NSC2020 has gained agreement to develop three-year strategies with key speakers/organisations for their involvement and information sharing including:
 - World Health Organisation (<https://www.who.int/dietphysicalactivity/pa/en/>)
 - Active Healthy Kids Global Alliance (<https://www.activehealthykids.org/>)
 - Youth Sport Trust (<https://www.youthsporttrust.org/>)
 - International Association for Sports and Leisure Facilities (<https://iaks.sport/>)
- Explore approaches that can integrate the physical activity sector with the community sport sector

Encourage More Active Australians

Strategic Learnings

Diversity and inclusion was strongly reflected in this year's National Sports Convention with agreement that a cross-industry integrated approach to strengthen physical literacy throughout life and ensure opportunities and access for all, irrespective of age, ability, ethnic background or gender is paramount.

It was recognised that significant priorities are required to ensure diversity and inclusion and greater representation of targeted groups as leaders and participants. These included:

- **Children** – to increase Australia's global standing of 'D-' as part of the Active Healthy Kids Global Alliance Score card and reinforced by Sport Australia, Sport New Zealand, the UK's Youth Sport Trust and a number of academics
- **Women and Girls** – to encourage greater diversity and inclusion in leadership roles and as participants to match their representation in the community
- **Specific Target Audiences** – with guidance from our collaborators we will identify key target audiences that need the greatest understanding and support, reflecting ethnic background, age cohort, disability and ability level, which may include our first people etc.

A more inclusive approach or framework is needed, that is understood and embraced by all.

- It is imperative to define the key target groups that, as an industry, we can collectively focus on. All organisations who have responsibility for planning, policy and provision should appreciate the target group priorities to enable the opportunity to be active. Key groups, from the National Sports Convention this year that attracted significant interest included: Children (5-12 year old's), Youth/young people (13-20+), Women, People with disability, Men and Older people.

Other groups discussed and included in discussions were our indigenous communities, LGBTQ, children under 5, people under financial stress etc.

Support and Strengthen an Active Industry

Strategic Learnings

The **Global Thought Leaders** opening address focused on how everyone can collectively make Australia the “Worlds’ most active and healthy nation”. Fiona Bull (World Health Organisation) shared the Global Action Plan on Physical Activity and Health (2018-2030) (<https://www.who.int/ncds/prevention/physical-activity/global-action-plan-2018-2030/en/>) targeted to reduce inactivity by 15% by 2030, similar to Sport Australia, which this Discussion Paper is based upon. Peter Miskimmin (CEO, Sport New Zealand) explained how as a community, the Living Standards Framework has been embraced to focus on four perspective: National Capital; Human Capital; Social Capital; and Financial/Physical Capital. The Heart Foundation’s Blueprint for an Active Australia 3.0 (<https://www.heartfoundation.org.au/for-professionals/physical-activity/blueprint-for-an-active-australia>) framework that can provide a detailed cross-sector systems approach. These approaches are similar, and the collective summary is that there is a need to focus on:

- **Planning and policy maker collaboration** – whether they are from all levels of government, sport, education, play or health
- **Traditional community sports industry expanded** – as other providers and agencies may be more appropriate to encourage the broader community to be more active, including Health (e.g. GP’s; exercise scientists), Education (Schools, Playgroups), Commercial sector (e.g. gym clubs, Belgravia kids), leisure sector (e.g. fitness sector, gyms, leisure aquatic centres) and local government (playgrounds, walking paths and community facilities)
- **Local focus broadened** – agencies, planners and providers come together to provide mass participation events, communication campaigns, planning to ‘activate specific communities’ and resource jointly
- **Advocacy and support joint funding developed** – providing a defined purpose to maximise every organisation’s limited resources

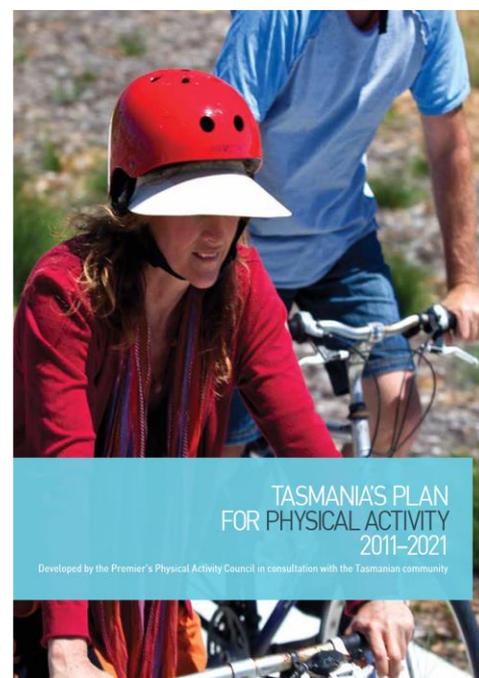
Key Emphasis

The key focus areas that could support the growth of a stronger Active Industry could include:

- **Planning and Policy Frameworks** – Embracing global and national frameworks such as the WHO Global Action Plan, the Heart Foundations Blueprint for a more Active Australia and state governments strategies for physical activity (e.g. Victoria Physical Activity Strategy <https://www.vichealth.vic.gov.au/media-and-resources/publications/physical-activity-strategy>). A collective approach to integrate the frameworks by agencies working together will create a more sustainable outcome, with enhanced leadership and governance. The NSC polling identifies this collective approach as being the largest priority from the majority of attendees.



- Insights and Management Analysis** – Understanding and analysing data from organisations including Australian Institute of Health and Welfare (<https://www.aihw.gov.au/reports/risk-factors/insufficient-physical-activity/data>), AusPlay (<https://www.clearinghouseforsport.gov.au/research/smi/ausplay/results>) and State Office of Sport and Recreation to identify specific needs, priorities and focuses. Benchmarks provide insights, such as the Active Healthy Kids Global Alliance Scorecard (<https://www.activehealthykidsaustralia.com.au/report-cards/>), Active Citizens Worldwide for creating active cities or ActiveXchange's SportsEye platform. The AusPlay insights for each sport are comprehensive and allow local government, state government and sport to jointly agree on priorities moving forward. NSC2020 will bring together more research, benchmark frameworks and insights to share knowledge.
- Financial Sustainability** – Reducing funds available in the sector and the focus on health outcomes, such as reducing sedentary lifestyles, the international speakers shared global approaches in joint funding, for example Alison Oliver, (CEO – Youth Sport Trust www.youthsporttrust.org), Steven Ward (former CEO – ukactive <https://www.ukactive.com/>) in New Zealand Peter Miskimmin and Geoff Barry (Sport New Zealand) and in Australia Verity Cleland (Tasmanian Premiers Task Force on Physical Activity http://www.getmoving.tas.gov.au/data/assets/pdf_file/0006/259224/TPPA_A4_LOW_RESMay14.pdf) presentation focused on how joint funding of projects, for specific target audiences or geographical locations, was the best way forward to ensure sustainability. NSC2020 will identify more Australian and New Zealand case studies to gain greater insight presentations.
- Advocacy** – Greater inclusion of health and education is necessary for a sustainable solution and delegate feedback has encouraged this focus for Sport Australia and State/Territory Offices of Sport and Recreation to advocate.



NSC 2019 Polling

As part of the National Sports Convention this year, there was a live poll held over the two days in many of the Plenary and Global Thought Leader Sessions, which in total 816 poll results were received that provided insights on the following questions:

Q1. For Australia to be the most active and healthiest national by 2030 what do you think is the top priority we should collectively focus on to achieve this?

- Collectively provide opportunities for people to be active (28%)
- Align States, Sport Australia and Local government to deliver priorities (19%)
- Funding to focus on delivering a more active environment (12%)
- Development of industry capability to deliver this (8%)
- Awareness campaign between all levels of government (7%)
- Align State Depts and Sport Australia to deliver priorities jointly (6%)

Q2. How can we ensure that local environments can achieve this?

- Funding for local community upgrades (31%)
- National urban design principles reflecting #MoveItAUS (14%)
- Minimum standards for each new community growth development (14%)
- Support from all levels of government (14%)
- Access for all abilities imbedded 11%

Q3. What should be the top Game-Changer to encourage more people to move more often?

- Resourcing LGA's by State and National Governments to activate communities (36%)
- Fund community clubs to meet gaps with modified programs (15%)
- Task forces established locally to address local needs and strategies (12%)
- Create local activation committees (10%)
- Reward people who are active – cost of health insurance etc. (7%)
- Each state to establish and fund a health promotion agency (7%)

Q4. What is the top priority you believe, as an industry, we need to address at community level?

- Working together – sport, education and government (46%)
- Industry growth – volunteers, club capacity and capability (18%)
- Growing participation rates – sport and recreation (10%)
- Sport Australia – clear priorities for next 5 years (6%)
- Health agenda – how it can be embraced through sport (6%)

Q5. What should the priorities be for Australia to get their children being more active?

- Align government, education & sport with key priorities (35%)
- Every child achieves the daily exercise requirements in school timetable (28%)
- Physical literacy in schools for each child (16%)
- Additional funding for school sport programs (8%)

Q6. What is the top priority on how sport can be more diverse and inclusive?

- Include diversity and inclusion in strategic plans (25%)
- Promote the benefits of a diverse and inclusive workforce (18%)
- Use diversity and inclusion to drive sport strategy (14%)

- Collaboration across industry on innovation and insights (11%)
- Strategies that promote inclusion and measure impact (11%)

Q7. What do you think is the top barrier that prevents people with disability from being physically active in your organization /area?

- Lack of awareness of what's available (33%)
- Staff/coaches not adequately trained (17%)
- Time available to participate (17%)
- Attitude of wider community (17%)

Q8. What is your top reason to create sustainable community clubs when considering events, commercial providers and community clubs?

- Clubs need to grow capacity and capability to integrate (38%)
- Community club atmosphere to keep them active long term (17%)
- Commercial providers alignment adds value to community clubs (15%)
- Alignment of events with local club can add significant financial value (9%)
- Increase professionalism of clubs could offer greater alignment (6%)

Q9. What is the top priority for future facility design to activate the community?

- Functional sites that are affordable (23%)
- Library's, arts and active leisure in one place (23%)
- Integrated health and wellness into leisure centres (19%)
- Integrated into school sites (15%)
- Holistic leisure with community services (8%)

Q10. What are the most important areas that technology can assist enhance consumer experience?

- Improvement to consumer experience (31%)
- Streamlining club administration (31%)
- Community awareness in the community (15%)
- Greater sophistication in targeting future participants (15%)

Q11. What data needs to be available to enable decisions on how best to get more people moving and to plan for strategies in Australia?

- Specific target audience data on movement and health (34%)
- Community wide data and information (21%)
- School children and young people data (10%)
- Global benchmarks and local benchmarking (14% combined)

Conclusion from Live Poll

- There is significant need to align Sport Australia with State/Territory departments to collectively work with local government to address policy, planning and resourcing at a local level
- Collectively working between sport, all levels of government, education and health is seen as critical for success
- Diversity and inclusion is critical to target the whole of community to be active
- Facilities need to be more functional, innovative, embrace technology, provide health benefits, and not rely on traditional opportunities
- Clubs need more support, capacity development and direction

Industry Game Changers

The Australian Sport, Recreation and Play Innovation Awards – 2019 Winners

As an industry sector, we all acknowledge the need to encourage more people to be active and provide opportunities to play, recreate, keep fit, and participate at all levels. Over the past few years there has been growth of new programs, events and more accessible facilities, yet little growth in formal participation numbers in physical activity in Australia.

To address the need for growth the NSC received a significant number of submissions and the judging panel identified the following finalists and winners in each of the seven categories.

1. Programs, Activities and Events

Innovative programs, activities and events that have been developed to encourage the community to be more active in large numbers:

- ACTIV8 RYAN, A fully inclusive physical education program to activate the whole student population (Qld) – Ryan Catholic College
- Man v Fat Soccer – Australia (WA) – University of Western Australia
- NAB RunWest (NSW), Community running event – Athletics Australia & Athletics NSW

The 2019 Joint Winners: Ryan Catholic College and NAB RunWest

2. Sports Surfaces

Innovative solutions that allow greater intensity and durability of natural, hybrid, synthetic or hard sports surfaces that allow for greater usage:

- Aura Sports Floor (Qld) – Aura Sports
- Australian Catholic University FIFA Field and movable cricket wicket – Hansen Yuncken

The 2019 WINNER: Hansen Yuncken for their FIFA Football field over a carpark with a movable cricket wicket at Australia Catholic University, Strathfield NSW

3. Technological Solutions and Products

Business to business or the business to consumer innovations that encourage more people to play sport or be active:

- GameDay Mobile App (NSW) – Stack Sports
- Cricket Australia Coach APP (Vic) – Cricket Australia
- SportsEye Network (NSW) – ActiveXchange

The 2019 WINNER: SportsEye Network and ActiveXchange

4. Playground Design and Development

Designs and developments that allow and encourage more children to play, have fun and be active:

- Scarborough Beach Intergenerational Plaza (WA) – City of Stirling
- Carrs Bush Inclusive Playground (NSW) – Hornsby Shire Council
- Brimbank Nature Play - REVAMP research project – Deakin University

The 2019 WINNER: Brimbank Nature Play - REVAMP research project – Deakin University

5. Marketing and Communications Innovations

The packaging and communication of an opportunity in a manner that has innovatively encouraged more people to be active:

- Sports Surfacing for the Colour Blind (Education guide) – Grassports Australia (Qld)
- Exercise Right Week (Aus) – Exercise & Sports Science Australia
- Membership Retention and Communication Campaign (Aus) – Belgravia Leisure and ActiveXchange

The 2019 WINNER: Exercise & Sports Science Australia for their Exercise Right Week

6. Facility Design and Development

Innovative design and management that creates an environment where more people are active, (built and natural environments):

- Peshurst Park Sporting Hub Stage 1 (NSW) – Georges River Council
- Modular Accessible Pavilions (Qld) – Ausco Modular
- Broken Hill Integrated Wellness Centre (NSW) – YMCA (NSW)

The 2019 WINNER: Broken Hill Integrated Wellness Centre (NSW), YMCA (NSW)

7. Young Innovator of the Year

A young person (under 25) who has developed a program, space, activity, technological solution or innovative partnership that is encouraging more people to be active:

- Laura Eason (NSW) – YMCA (NSW)
- Patrick Beazley (Vic) – SPORTENG
- Annie Flamsteed (Qld) – iNSPIRE Sport Online

The 2019 WINNER: Annie Flamsteed (Qld) – iNSPIRE Sport Online

The overall winner of the Australian Sport, Recreation and Play Innovation Award

SportsEye by ActiveXchange

The SportsEye platform is changing how decisions are made throughout the sport, leisure, fitness sector in Australia. It has the largest central repository of data on participants (over 2.5 million), activity and facilities ever brought together in Australia and is already used by 300+ leisure and fitness venues, and 13 sport bodies.

The Founder and CEO, Alex Burrows explained: “The predictive models behind the platform, overseen by a data science team similar to that used by the large supermarket chains, apply sector market intelligence to local circumstances. This helps organisations to locate and build facilities to meet local need, and optimise the programming, pricing, fit-out and operations of existing facilities. SportsEye integrates advanced profiling and identification of future prospects into digital marketing channels such as Facebook, reducing lead generation costs by up to 40%, and is constantly tracking what works across a growing number of partners. It predicts which members will drop out, providing optimal mitigation interventions. And it tracks and helps grow Social Value, maximising the impact of future investment. SportsEye takes a holistic, joined up view to data, and the SportsEye Network is supporting collaboration, opening up visibility on shared investment and delivery opportunities. This will ultimately create and sustain more active facilities and communities throughout Australia”.

NSC 2020 Focus

ACTIVATING MORE AUSTRALIANS

The NSC, in conjunction with Sport Australia and our Foundation Partners; Sport New Zealand, Victoria State Government and VicHealth are excited to be working with our industry peak bodies and collaborators to make the NSC2020 even more successful.

We are committed to bring together all levels of government, with leaders, planners, policy makers and providers from health, sport, fitness and the education sectors to share knowledge, develop collaborations and explore options on how as an industry we can collectively achieve Sport 2030.

NSC 2020 – A More Active Australia

Our Vision

To collectively create a more active nation, where people in our communities live longer, have healthier lives, reduce the burdens of disease and are more connected with their communities.

Our Mission

Our commitment is to:

- Provide global to local learnings that inspire and guide our “systems thinking” around planning, policy making, resourcing and provision
- Create opportunities for the health, play, recreation, fitness, education, government and sport sectors to collectively show-case successful approaches that encourage communities to be more active while creating future opportunities
- Connect peak bodies and industry sectors in a manner that encourages a collective approach to addressing trends and priorities
- Create industry tools and information that allows delegates to take knowledge and resources to the workplace to increase their ability to collectively make a difference, and create a more active nation, and provide greater opportunities for people to play, recreate and participate in community sport
- Explore 2-3 questions that the industry face and create innovative solutions through a collective industry response



The NSC Delegate polls and feedback from the collaborators have allowed us to identify key aspects that the industry would like to see in 2020. This Discussion Paper aims to encourage feedback to confirm these priorities and allow the organisers to firm up the program for NSC2020.

Key Priorities

The key priorities identified from the polls and feedback to address at NSC2020 included:

1. **Collective approach to policy, planning and funding – *Exploring how Sport Australia, State and Territory governments and local government can strategically agree to a whole of industry approach***

2019 attendees are keen to appreciate how agencies can work together, potentially a national strategy and framework on physical activity that is adopted by all levels of government and the broad sectors of health, education, play sport and community development to prevent the current overlap. NSC2020 will seek exemplary practices from organisations on how best to have an integrated systems approach, internationally and across Australia.

- Inclusive approach with education, health, fitness and government to encourage physical activity, play, recreation and participation in community sport
- Understand how to write strategies and policies to work closer together
- Identify what funding and resourcing mechanisms should be considered to develop a more holistic approach?

2. **Creative Active Environments**

- The importance of urban design in developing active communities (proactively and retrospectively)
- The importance of all levels of government collectively funding developments, infrastructure and local programs (e.g. walking paths, cycle ways, fitness in parks, parkrun paths etc.)
- Development of locally based community leisure facilities with a focus on health and wellbeing, moving away from larger regional facilities
- Use of synthetic surface technology to complement natural turf in clusters from stadiums/centre's of excellence to multi-sport fields to multi-use games courts
- Active Parks – Exploring local needs for playgrounds and activity area where children and adults can be active
- Explore standards and design ratios for future needs in urban planning and design

3. **Creative Active Communities**

- Sport Australia's key communication campaigns and how that all levels of government across the industry a joint alignment can create greater traction in encouraging people to move, play, recreate and participate in community sport
- Embrace greater academic research and provide a platform for the industry to influence future academic research
- Explore global benchmark approaches to activating local communities
- The NSC is confirming relationships with current Australian, New Zealand and Asian peak body collaborators to continue to share global and local knowledge. Local collaborators are committing to NSC2020 from the education, play and fitness sectors. Additional collaborators will continue to be sought.

4. Encourage More Active Australians

Increased focus on play, fitness, recreation by non-sport club providers who could activate the broader community and specific target groups into a coordinated game plan aligned to the Sport Plan 2030 to collectively increase participation by 15% by 2030. Programs, events and activities to increase mass activation of the local community will also be explored. Key target groups that could feature at NSC2020 include:

- Children (5-12 year old's) and youth – in school, through play and in local communities
- Women and girls
- Indigenous and people from non-English speaking backgrounds
- People with disability
- Mental health in community
- Older people

5. Support and Strengthen an Active Industry

- Planning and policy frameworks that can encourage an integrated systems approach
- Exploring of the latest management information and data insight systems from government, peak bodies, academia and the commercial sector
- Providing options to support local clubs and community organisations be sustainable in the provision of greater physical activity opportunities
- Embrace the health, education and commercial sectors to create greater opportunities
- How to integrate the physical activity sector with the community sport sector
- Develop opportunities for sports development (Coach development, athlete development, volunteer growth and facility development) in the conference so that sport can plan for the future
- Alignment of skills and capacity building for the sector for workforce development

Recognition of Our Collaborators and Sponsors

Gratitude is expressed to the generous time, support and resources that our partners, collaborators, sponsors and program content developers committed to NSC2019 as without them we would not be able to keep the price competitive for the attendees.

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We are grateful to our Partners and Collaborators together with the following organisations that have had significant impact on the structure and focus of the National Sports Convention programs.



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The National Sports Convention has been developed with the Foundation Partners, collaborators and industry bodies who have a similar vision, More Australians Active. Developed in 2016, the NSC continues to grow and embraces a diverse and inclusive approach to the program development.

For further information on how your organisation can be a collaborator at NSC 2020 or to locate an event with us, contact Martin Sheppard on (03) 9421 0133 or martins@smartconnection.net.au

National Sports Convention 13-15 July 2020 – Melbourne