

ACTIVE VICTORIA *REFRESH*

Discussion Paper

Introduction

Active Victoria is the Victorian Government's strategic framework for sport and recreation, providing the vision and strategic directions that guide Sport and Recreation Victoria (SRV)'s activities and investment in support of the sector.

SRV is undertaking a refresh of *Active Victoria* in 2021 to ensure that it reflects community attitudes and expectations relating to participation in sport and active recreation and outlines the Victorian Government's priorities for program and infrastructure planning and delivery to drive participation outcomes.

The purpose of this discussion paper is to inform the stakeholder consultation phase of the *Active Victoria* refresh.

Note – Information contained within this report is for consultation purposes only.

Sport and recreation in Victoria

There are many partners who contribute to sport and recreation in Victoria. Outdoor and active recreation organisations, sporting bodies, local governments and for-profit and non-for-profit organisations are just some. Many partners also exist outside the immediate sport and recreation sector. For example, transport and urban planners who map out suburbs and towns, providing access to green space, sporting fields and connected streets that can promote sport participation and active travel (e.g. walking and bike riding). The education sector which, via the curriculum and delivery of in-school sport and adventure activities, can introduce young people to new activities that prompt them to join community-based opportunities. The tourism sector who promote major events (such as the Australian Open) and Victoria's natural assets to build the visitor economy. Because of the many partners who contribute to sport and recreation, it is important to articulate the role of SRV so that we direct our efforts at the right places.

What is the role of Sport and Recreation Victoria?

SRV has a role in:

- developing and implementing measures that support access to sport and recreation for all Victorians where, without SRV's intervention, the public good derived from sport and recreation would be compromised (e.g. supporting low socioeconomic communities to participate in sport and recreation)
- reflecting social and cultural change as societal expectations evolve and shift (e.g. focus on women and girls in sport and active recreation to address gender inequality in those settings)
- implementing regulatory and or policy directions of the broader Victorian Government (e.g. shifting our role to support Aboriginal self-determination as outlined within Victorian Aboriginal Affairs Framework 2018-2023¹)
- developing and disseminating education that raises awareness and supports behaviours to increase sport and active recreation participation (e.g. Get Active Victoria initiative)
- sport and recreation infrastructure asset management (e.g. investing in facility upgrades to ensure Victorian communities have access to safe, environmentally sustainable, and accessible sport and recreation facilities)
- maximising community benefit that is derived from the investment in sport and recreation (e.g. creating community service agreements alongside major project investments)
- support the sport and recreation sector by facilitating best practice governance and integrity to ensure that Victorians can participate in a safe inclusive environment that is free from corruption (e.g. Victorian child safety standards, Fair Play code behaviour expectation framework, Sports Governance principles)
- facilitating, in collaboration with partners, success of Victorian athletes through the development of high performance pathways (e.g. supporting the Victorian Institute of Sport's role in implementing the National High Performance Sport Strategy).

¹ Victorian Government. Victorian Aboriginal Affairs Framework 2018-2023. Access from: <https://www.aboriginalvictoria.vic.gov.au/victorian-aboriginal-affairs-framework-2018-2023>

What are challenges that require attention through a refresh of Active Victoria?

Through the refresh of *Active Victoria*, immediate priorities for reflection include how the sport and recreation sector has responded to the impacts of the coronavirus (COVID-19) pandemic and how these impacts are likely to affect the ways that Victorians access, utilise and benefit from participation in physical activity in the future. The Coronavirus (COVID-19) illuminated the precarious operating environment of many sport and recreation organisations, with stakeholder consultations showing that some organisations believe it will take up to 5 years to fully recover from the impact. The Victorian Government provided significant support to the sector (including \$218 million in dedicated support for the sector through 2020-22²) to ensure its viability. However, it is inevitable that the sector will face other challenges in the future. During the refresh of *Active Victoria* there is a need to understand and build the sustainability of the sport and recreation system so that it is better placed to weather future shocks and provide a safe, accessible and welcoming environment for all Victorians.

Historically, SRV has engaged in many activities to support the sport and recreation sector. For example, implementing new policies that promote gender equality, supporting the delivery of behaviour change campaigns that encourage Victorians to 'move more every day' and targeted grant programs that enhance facilities where sport and recreation occurs.

The refresh of *Active Victoria* will allow for the consideration of how effective these activities have been in shifting participation levels, building sector capacity, and other important outcomes in sport and recreation. The refresh will also encourage a review of whether continuing these activities is the most appropriate course of action to meet the new challenges facing sport and recreation. Finally, the refresh might also represent opportunities for the sector to promote increased physical activity in new and innovative ways that means people are willing to spend their free time participating and volunteering in sport.

Some specific areas to address include:

- **Participation rates** – Low socioeconomic communities, Aboriginal Victorians, Victorians with a disability and Victorians who speak a language other than English were far less likely to participate in sport and recreation than the Victorian average even before the coronavirus (COVID-19)³, and are likely to experience significant barriers to participation now. There are also differences in participation levels between the sport sector and the recreation sector. Most Victorians (80 per cent) participate in activities that would be considered recreation⁴ and so a tailored approach across the sectors will be required. Addressing these barriers to participation – how we effectively engage and retain these population groups in sport and meet the increasing demand in recreation – will be incredibly important.
- **Models of delivery** – With the coronavirus (COVID-19) pandemic leading to the postponement or cancellation of most community sports (with particular impact on winter seasons) and the relocation or cancellation of major events and professional sports, many sport and recreation providers switched to new models of delivery in 2020 and 2021 (for example, moving health and fitness classes into online environments or utilising professional 'hub' models). Identifying the effectiveness, capacity for sustainability and safety of these new delivery models is required.
- **Building sector capacity** – The coronavirus (COVID-19) pandemic has had a significant impact on the capacity, capability and viability of Victoria's sport and recreation organisations. Organisations may be forced to prioritise short-term member re-engagement efforts as restrictions ease, potentially impacting their ability to engage new and diverse participants. There are also large cohorts of Victorians who engage in sport and recreation through organisations that historically have not been stakeholders of SRV (e.g. private businesses). Understanding that relationship, in the context of SRV seeking to increase population-wide participation levels, is needed.

² \$178 million allocated for the *Community Sport Infrastructure Stimulus* program and \$40 million allocated for the *Community Sport COVID-19 Short-term Survival Package*

³ Sport Australia. AusPlay results January 2019-December 2019. Access from: https://www.clearinghouseforsport.gov.au/research/ausplay/results#previous_data_releases

⁴ Jacob Marsden Associates. Active impacts: The economic impacts of active recreation in Victoria.

Other areas to consider as part of the Active Victoria refresh may include (but are not limited to):

- Attraction and retention of sport and recreation events from grassroots to elite competition, to engage Victorians, enhance economic outcomes for the State, and encourage increased participation in physical activity
- Continued delivery of high-quality, inclusive and accessible infrastructure to ensure that all Victorians are able to access, utilise and benefit from facilities that encourage increased participation in sport and recreation. This includes increasing opportunities to activate places and spaces around infrastructure investment that contribute to more liveable, connected communities
- Exploring opportunities with our partners to preserve and enhance access to public open space that support participation in sport and active recreation (e.g. after-hours access to school grounds)
- Pursuing policies, akin to the gender equality in sport and recreation work, that can create cultural shifts and new social norms within sport and recreation settings
- Increased collaboration between SRV, Victoria's sport and recreation organisations and local government to ensure programs and investments are appropriately targeted, new and innovative opportunities are identified and leveraged and Victorians are supported to increase their physical activity and participation in sport and recreation
- Re-focus high-performance pathways (for participants, officials and support staff) in light of possible 2032 Brisbane Olympics.

How do we plan to address these challenges?

SRV will:

- work with our stakeholders and funding partners to ensure mutually beneficial, sustainable and compounding outcomes
- use data and evidence to inform and direct our work
- measure and evaluate our work and the investments we make
- develop implementation strategies to enable SRV to deliver on *Active Victoria* directions (e.g. investment prioritisation framework)
- undertake public education that informs Victorians about the benefits of physical activity and encourage participation
- collaborate with other State Government departments and agencies to maximise outcomes from investment into sport and recreation

How will we know if we have been successful?

Alongside the refresh of *Active Victoria*, SRV is developing a monitoring and evaluation framework that applies an outcomes approach. Measures of success are under development. The measures being considered relate to:

- Increasing the portion of Victorian adults and adolescents that are physically active
- Sporting performance excellence
- Growth of economic activity from major sporting events and venues
- Globally competitive sport and recreation system, showcasing innovation and excellence
- Maintaining our reputation for world class stadia and events in Victoria
- Specific measures relating to increasing participation in under-represented groups

Active Victoria – proposed refresh structure*

Part One

The value of sport and active recreation

Economic

Economic growth – technology, equipment and apparel, education and training courses, trade and investment

Job creation – Direct (instructors, coaches, trainers, lifeguards, outdoor leaders), Indirect (hospitality workers, tourism operators, construction workers), Skill acquisition through volunteerism

Event-related tourism – attendance at professional sporting events and visitation spend associated with major events

Health

Physical health – chronic disease prevention

Mental health and wellbeing – improved mental health and promote increased life satisfaction

Lifetime activity skills – fundamental skill acquisition (swimming, riding a bike)

Life course approach – health outcomes can be achieved at any age

Social

Contribution to social capital, vehicle to call-out broader social issues, community pride through professional sports success and hosting world-class events, contribution to the liveability of our communities through developing accessible, high quality sport and recreation places and spaces

The challenges facing sport and recreation and the opportunities that are driving change

- Emerging from the coronavirus (COVID-19) pandemic - meeting demand for active recreation and reinvigorating demand for sport
- Sport and recreation for everyone - restructure traditional service delivery models in sport and recreation and remove barriers so that population groups who participate less can participate
- Technology and big data – embrace technology and data to drive innovation and employment opportunities, particular to better understand key transitions in life stage that trigger drop out from sport (e.g. adolescence)
- Spaces and places – working with partners across government and local level to integrate sport and recreation infrastructure within major projects, planning for urban growth and access to open space
- The business of sport – increased competition for major sporting events, supporting the next generation of professional sports people and ensuring the ongoing safety and wellbeing of people who engage with the sport and recreation sector
- Climate change – adapting the sport and recreation sector to mitigate climate risk

What is our role in meeting these challenges and opportunities?

**Supporting the delivery of accessible, safe and appropriate infrastructure which provides benefits to local communities*

**Delivering initiatives and events that encourage the realisation of the positive benefits of participation in sport and recreation for all Victorians*

**Encouraging our partners and our people to respond to the challenges faced by the sector to improve equity, capability and integrity*

**Promoting Victoria as a world leader in the delivery of events and the development of our high-performance athletes*

How will we achieve this?

Our People

Our Places

Our Value

Our Legacy

What outcomes will this lead to?

Sector capability, Infrastructure, Participation, Integrity and welfare, Events, High performance

How will we know if we have been successful? (Goals)

(To be determined)

What values will drive our approach ?

Inclusive and equitable, Collaborative partnerships that support a place-based approach, Striving for excellence, Maximizing community outcomes, Sustainability

Part two (2021-25)

Our context

The *Sport and Recreation Act 1972* (the Act), aligned policies (e.g. VPHWP, Plan Melbourne)

Sport and active recreation in Victoria (Key statistics and facts)

In 2019 **63.7%** of Victorian adults participated in sport or recreation activities 3 times per week, compared to **20.6%** of Victorian children (Ausplay, 2019)

Top 10 physical activities of Victorians: Walking (47.4%), Gym (38.4%), Jogging/Running (18.5%), Swimming (14.9%), Cycling (14.4%), Bushwalking (7.5%), Yoga (7.1%), Basketball (5.8%), Pilates (5.1%), Golf (5.0%)
 > 62,000 campers, 9,500 community facilities and more than 44 recognised state facilities

Top activities that inactive Victorians would like to participate in: Walking, Swimming, Cycling, Bushwalking, Jogging, Weight training for fitness, and Gym workouts

Compared to the Victorian population where 63.7% participate in sport and recreation, some Victorians participate less: Aboriginal and Torres Strait Islanders (60.1%), Low income earners (<\$40,000) (55.9%), speaks language other than English at home (54.5%), people with a disability (52.5%), low education attainment (51.5%) (Ausplay, 2019)

The value of community sport and active recreation infrastructure in Victoria has been estimated at \$7.04 billion (KPMG, 2020)

Major events such as Australian Open and Grand Prix attracted more than 6.9 million interstate and international visitors to Victoria (Visit Victoria)

In 2020, the Australian Open delivered a \$387.7m impact on Victoria's real GSP

- Our people
- Our places
- Our value
- Our legacy



Each pillar will include a more detailed, action-orientated approach that reflects the breadth of activities undertaken by SRV



Tracking our progress

- Driven by data and evidence



Authorised by the Victorian Government

Department of Jobs, Precincts and Regions
1 Spring Street, Melbourne, Victoria 3000

Telephone (03) 9651 9999

© Copyright State of Victoria Department of Jobs, Precincts
and Regions, October 2020

To receive this publication in an accessible format, please
contact the DJPR Call Centre on 1800 325 206, using the
National Relay Service 13 36 77 if required.

Available at Sport and Recreation Victoria's website at
sport.vic.gov.au