

# Engaging diverse groups in sport and physical activity

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## Outline

- consider social benefits of sports and PA
- examine evidence about social differences in participation
- describe the VicHealth PICSAR strategy
- discuss barriers PICSAR projects are facing
- share lessons about engaging diverse groups



## Benefits for adults

- Community connections
- Social support networks
- Lower stress and better well being
- Energy and vitality



## Benefits for kids

- Self-esteem and confidence
- Concentration and learning
- Leadership
- Self-discipline and commitment
- Communication and cooperation skills
- Reduced boredom and anti-social behaviour



## Social dimensions of participation

### Australian Sport Commission ERAS surveys (05-07)

- about 11.5% of 15+ year olds take part in regular organised sports
- notably lower among non-European language speakers (7.8%)
- lower among those who did not complete secondary school (8.4%)

## Australian household expenditure on sports and active recreation

	Av. \$	Av. %
Sports fees & charges	9.13	0.8
Sports equipment	4.16	0.4
Sports footwear	1.38	0.1
Equipment hire/repair	0.26	<0.1

From 2003/04 ABS Household Expenditure data

## Spending higher than average on sports and active recreation

	Odds ratio	Stat. signif.
Disposable income		
<\$635 wk	1.00	
\$913-\$1164	1.63	Sig.
\$1165-\$1513	1.72	Sig.
Region of birth		
Australia & NZ	1.00	
Asia	0.5	Sig.
Middle East/Africa	0.9	NS

From 2003/04 ABS Household Expenditure data

## VicHealth Participation in Community Sports and Active Recreation Program

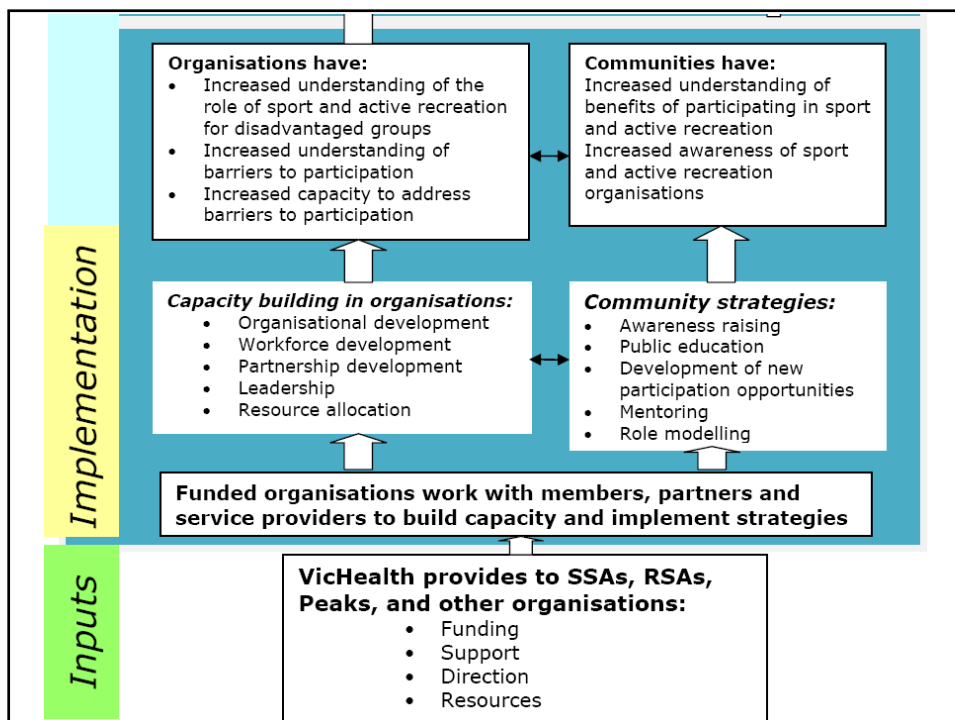
- 61 projects
- State Sporting Associations, Regional Sporting Assemblies, Peak agencies, community
- budget \$7-8m per year

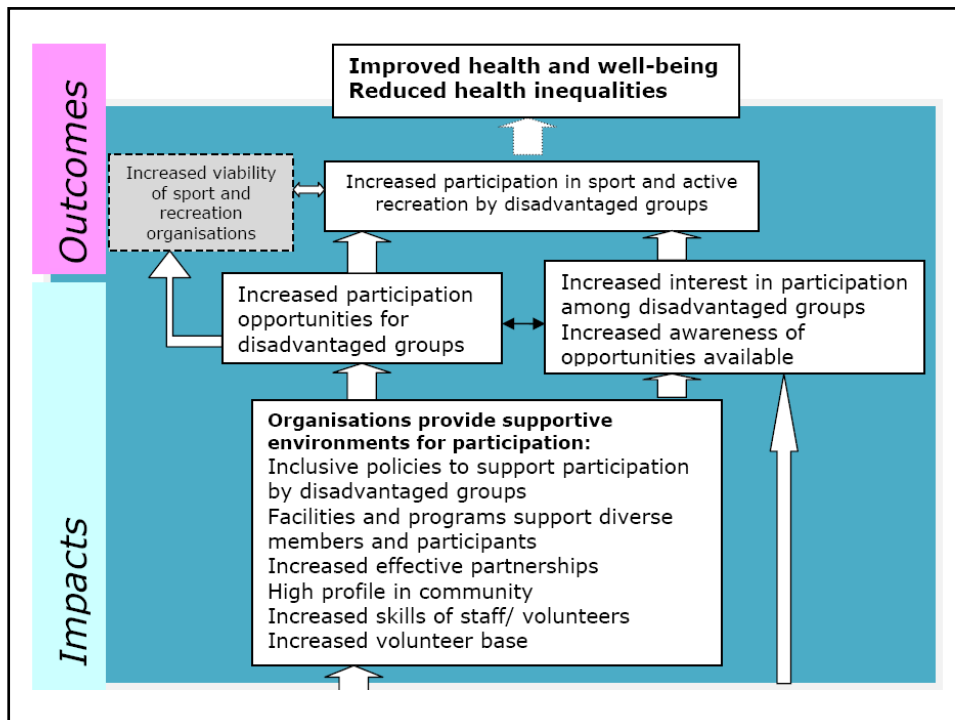


## PICSAR Objectives

To increase:

- understanding of the role of sport and active recreation in promoting diversity, social inclusion, positive health and wellbeing
- understanding of the barriers and enablers to participation for disadvantaged groups
- DIRECT participation opportunities for disadvantaged groups
- INDIRECT participation opportunities for disadvantaged groups





## PICSAR Evaluation

- describe the nature of program delivery
- explore factors that affected program delivery
- determine the effectiveness of the PICSAR program in reaching its four objectives
- identify lessons for the future

## **Barriers to engaging diverse groups**

- **cost**
- **transport**
- **culture**
- **reliance on volunteers at club level**

## **Strategies to diversify participation**

- **Management support, backed by resources**
- **Raising awareness within organisation**
- **Developing policies and guidelines**
- **Training for staff and volunteers**



## **Strategies to diversify participation**

- **Building new partnerships**
- **Finding local champions**
- **“Come and try” days**
- **Buddy systems**