

Sport and Recreation

It's more than you think



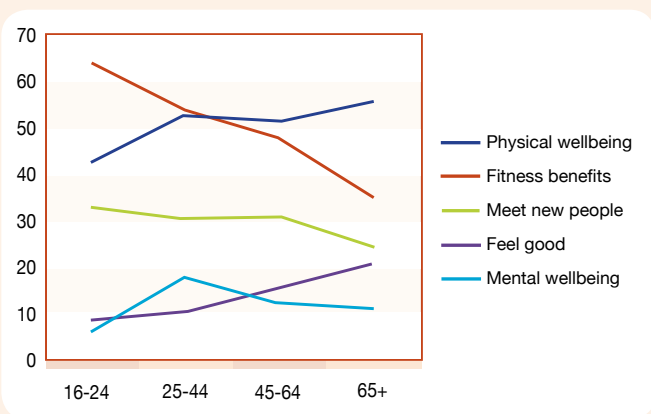
Government of **Western Australia**
Department of **Sport and Recreation**

Sport and recreation builds stronger, happier, healthier and safer communities.

Does age affect attitudes?

How individuals value sport and recreation differs across life stages and circumstances.

- Perceptions of the benefit of 'physical wellbeing' increased with age, while contrarily, the perception of 'fitness benefits' decreased with age. These findings illustrate that as people get older, their perceptions of fitness tend to change to notions of wellbeing.
- Perceptions of 'feeling good about themselves' also increased with age.

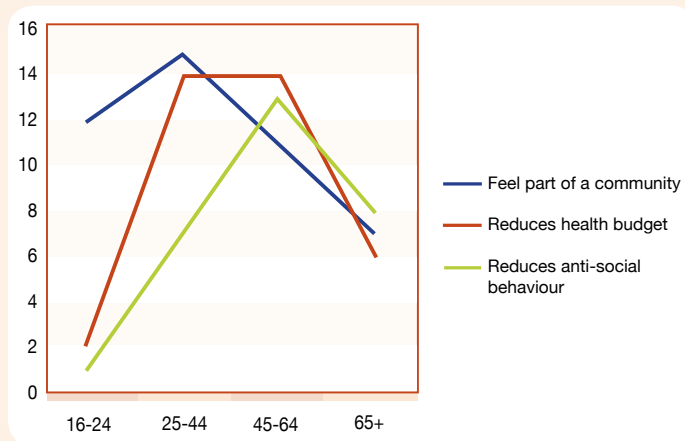


* Respondents were asked what benefits can an individual gain from being involved in sport or active recreation?

When asked what benefits the general community could gain if more people were involved in sport or recreation activities, the most commonly perceived benefits were:

- To be part of a community.
- Reduce health budget.
- Reduce anti-social behaviour.

These responses were most common for middle age ranges, with the youngest and oldest age groups less likely to nominate any benefits.



* Respondents were asked what benefits they thought the general community could gain if more people were involved in sport or active recreation.

What's important?

Not only do the vast majority of Western Australians understand the individual and community benefits that can be derived from participation, they also regard each of these benefits and attributes as very important to individuals and the community.

Regarding what people value about sport and recreation, respondents indicated that it was most important for an individual to have:

- Physical wellbeing.
- A good feeling about themselves.
- Respect and tolerance.
- Confidence and self-esteem.

In terms of community benefits, the most important attributes for respondents were:

- Strong family relationships.
- Safe community.
- Close friendships.
- Low levels of anti-social behaviour.

Older persons in society generally have a greater appreciation of the importance of community attributes.

It's more than you think

Out there every day in our communities there are people making time to be active and participate in sport and recreation.

Yes, our modern lifestyles mean our time is often at a premium, but most of us recognise that not only is participating in sport and recreation great fun, it also delivers a range of benefits to the individual.

However, sport and recreation plays an even bigger role in our everyday lives than most of us think – it also delivers a range of benefits for our communities.

In 2005 the Department of Sport and Recreation (DSR) commissioned a study to measure the community's perception of the benefits of involvement in sport and recreation for both individuals and communities.

The community perceptions research *It's More Than You Think* shows the range of expected benefits, just how much we value sport and recreation in our community, what it means to us, why we become involved and the wider community benefits.

The study was repeated in 2008 to gauge any shifts in community perceptions.

Key findings from both surveys are highlighted in this brochure. For further information, contact the department on **9492 9700** or **info@dsr.wa.gov.au**

Key findings

Western Australians value sport and recreation very highly, there is:

- Overwhelming agreement that sport and active recreation deliver substantial benefits for individuals, families and the community. This response was shared by all members of the community, not just those who were already participating.
- Continued high level of understanding and value attributed to participation in sport and active recreation, the 2005 survey findings were reinforced by the 2008 findings.
- Significantly higher regard to the community benefits and attributes associated with involvement in sport and active recreation in 2008 compared to the 2005 findings.

Benefits

The benefits attributed to sport and recreation can be grouped into three key areas:

Individual

Life skills

Personal health and wellbeing (physical and mental)

Creating and maintaining a social network

Benefits to the individual:

- Teaches fair play and respect
- Provides new opportunities in life
- Develops communication skills
- Healthy life
- Creates closer friendships
- Develops self-discipline
- Improves confidence and self-esteem

Family and social

Close friendships

Strong family relationships

Improving self-worth

Benefits to social and family:

- Feeling valued within the family
- Closer, more open friendships
- More open and honest communication
- Opportunity to meet new people
- Closer family relationships

Community

Creating and maintaining a safe community

Providing an opportunity for community relationships

Providing an inclusive community

Benefits to social and family:

- Builds community pride and sense of purpose
- Breaks down barriers in the community
- Reduces health budget
- Prevents anti-social behaviour



What do you get out of sport and recreation?

How do we value sport and active recreation? What do they mean to us? Why do we become involved and what are the community benefits?

Individual benefits



People have a stronger understanding and realisation of the benefits of sport and recreation to the individual, than of the benefits to the community.

The most recognised benefit is 'physical wellbeing'. Sport and recreation are also strongly perceived as delivering 'mental health' benefits such as:

- Sense of achievement.
- Feeling good about one's self.
- Building confidence and self-esteem.
- Delivering self-discipline and commitment.



Individual benefit	2005 (%)	'Strongly agree'	2008 (%)	'Strongly agree'
Improves physical wellbeing	99	77	99	73
Teaches fair play and respect	93	50	94	54
Builds confidence and self-esteem	95	50	95	52
Develops self-discipline and commitment	97	47	94*	54
Teaches life-skills such as respect and tolerance of others	94	42	91	46
Provides a sense of achievement	97	55	97	55
Makes you feel better (good) about yourself	94	52	95	60
Builds communication skills	87	31	89*	39
Develops leadership skills	88	31	86	35
Improves ability to cope with stress or difficult situations	86	38	91	41
Improves ability to learn	-	-	88	37

* Represents a statistically significant increase (95% confidence level) evident from 2005 to 2008, comparison of 'strongly agree' responses only. Given the high results achieved, 'strongly agree' responses have been analysed to distinguish results.



Community benefits

There was a significant increase in the proportion of people who said they 'strongly agree' that sport and recreation has a positive impact on the community between 2005 and 2008.

Sport and recreation were seen to perform best in the delivery of social aspects such as:



- Opportunity to meet others.
- Creation of close friendships.
- Allowing people to feel part of their community.

Community benefit	2005 (%)	'Strongly agree'	2008 (%)	'Strongly agree'
Provides opportunities to meet others	98	48	95*	57
Creates close friendships	95	45	95*	51
Feeling part of a community	90	26	92*	41
Builds stronger family relationships	85	35	87	37
Provides support networks	87	24	91*	37
Builds community pride	85	22	89*	34
Creates tolerant communities	78	21	83*	32
Reduces anti-social behaviour in the community	80	26	85*	35
Makes the community safer	63	16	81*	30
Creates new life opportunities such as travel, business contacts, career opportunities	80	19	84*	32

* Represents a statistically significant increase (95% confidence level) evident from 2005 to 2008, comparison of 'strongly agree' responses only.

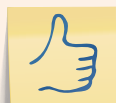
Sport and recreation's overall impact on people and communities

People believe overwhelmingly that being involved in sport and recreation has a positive impact on key areas of our lives. Areas of most positive impact are 'young people's development' and 'overall wellbeing'. The appreciation of positive impacts generally increases with age.

Positive impacts of sport and recreation on ...	2005 (%)	2008 (%)
Young people's development	97	96
Overall wellbeing	96	97
Family	91	91
Social life	87	94
Community	88	92*

* A significant increase in agreement for positive impacts on the community.

Barriers that need to be overcome



The key barrier to involvement in sport and recreation for all age groups was 'the time it takes'. The 'motivation required' was another barrier.

Both of these are mental barriers or 'excuses' that cannot be addressed directly. The only way of overcoming these barriers is to increase the perceived importance of involvement by strengthening the link between positive outcomes and sport and active recreation.



The existence of bad 'ugly' parents and the costs involved were also identified as barriers to involvement by respondents.

The parent factor

- 98 per cent of parents surveyed said their children had been involved in some sort of sport or active recreation in the past 12 months.
- 86 per cent said they had watched their child participate.
- 77 per cent of parents said they were 'involved' in their child's activity:
 - 63 per cent volunteered.
 - 44 per cent transported their child to and from activities.
 - 43 per cent were spectators.
 - 12 per cent participated with their child.



** Note: Total exceeds 100 per cent as multiple responses were allowed.*

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