







THE SPORTING NATION











Sport is a significant part of Australian culture.

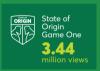




Australians* (52%) participate in sport or physical activity at least three times a week.

*Aged 15 or above

MOST WATCHED AUSTRALIAN SPORTING EVENTS ON TV







MOST SUPPORTED TEAM BY FOOTBALL CODE (by number of members)



AFL-Richmond Tigers
NRL - Brisbane Broncos

Brisbane Broncos 34,0

A-league – Melbourne Victory

101,951

34,003 26.478 AVERAGE TIME SPENT ON SPORT AND EXERCISE PER WEEK



2h : 27m

Participating in sport and outdoor activity



2h:22mWatching sport



Oh: 14m
Attending

Attending sporting events

AUSTRALIA'S FAVOURITE SPORTS

 $(participation\ vs.\ attendance)^*$

	Sport	Participation rate	Attendance rate	Comparison
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ıllı	Australian football	3%	16%	5.3x more likely to attend
	Rugby league	1%	9%	9x more likely to attend
	Soccer	6%	6%	Equal
[⁻]	Cricket	3%	4 %	1.3x more likely to attend
	Rugby union	1%	3%	3x more likely to attend









12%



60x more likely to participate

participate

more likely to

*participated in the last 12 months attended a venue or event in the last 12 months

TOP REASONS AUSTRALIANS PARTICIPATE IN SPORT AND PHYSICAL ACTIVITY

Psychological/mental health/therapy

To lose weight/keep weight off/tone

To be outdoors/to enjoy nature

MALES AND FEMALES HAVE DIFFERENT MOTIVATIONS FOR PARTICIPATING IN SPORT





51% vs. 40% =

THE SPORTING RFI IGION





PAY TO PLAY





TECHNOLOGY USE IN SPORT





AUSTRALIANS WHO PARTICIPATE IN SPORT AND PHYSICAL RECREATION ARE MORE LIKELY TO BE SOCIALLY ACTIVE

Participate in sport and physical recreation

Do not participate in sport and physical recreation



Actively involved in a social aroup

71% 39%



Have weekly face to face interaction with family or friends



Have five or more friends they can confide in

26% 14%

1.9x likely

1.8_x

more

likely

AUSTRALIAN SENTIMENT TOWARDS THE FUTURE OF SPORT

agree that sport should STAY CLEAR of political and social issues



agree that sport should TAKE A STAND on political and social issues

that sporting codes should FOCUS MORE on community participation have confidence in the direction our professional sporting codes are heading

*Agree = strongly/somewhat agree, disagree = strongly/somewhat disagree

Methodology

Data collated through secondary scoping research as well as a survey of 1,008 Australians, representative by gender, age and state, in June 2019.

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