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Future of Australian Sport – David O’Leary

***“Future of Australian Sport - Megatrends
shaping the sports sector over the
coming decades”***

Australian Sports Commission and CSIRO Futures – April 2013



Megatrends

“A megatrend represents an important pattern of social, economic or environmental change.

Megatrends occur at the intersection of multiple trends and hold potential implications for policy and investment choices being made by community groups, industry and government” *(Hajkowics et al. p1)*



Broad Megatrend Example's

Industrial Revolution

Ageing Population

Multiculturalism

Information Technology Adoption

Others?



Megatrends Identified

- A Perfect Fit
- From Extreme to Mainstream
- More than Sport
- Everybody's Game
- New Wealth, New talent
- Tracksuits to Business Suits



A Perfect Fit

No time/commitment for ongoing engagement

Rise in non-organised activity

Reduced structured club activities/competition

Adventure and event holidays

Growth in Personal Fitness training



Questions

What investment is necessary to address this?

How to adapt your activity to address this?

What under-developed opportunities are there?

Can partnering help and how?



From Extreme to Mainstream

Rise of adventure, lifestyle, extreme and alternative sports/activities

Increasing desire for a 'challenge' and 'thrill'

Estimated that over 150m people worldwide participate in action sports (Kellett and Russell, 2009)

Growth of the X Games



Questions

How do you compete, or do you, with this trend?

Is the current investment model in sport and recreation in this country appropriate for organisations/individuals/health?

How are notions of 'winning' changing participation?



More than Sport

Focus on 'Physical Activity' by government to address obesity

Use of physical activity particularly Outdoor Recreation/Education to address anti-social behaviours

Use of sport to break down cultural barriers

What's happening with Physical Education in Schools



Questions

How do we ensure our sector increases it's role in addressing health issues?

How do we address decreasing activity levels?

What are appropriate models for exposing children to physical activity?

What new skills does our workforce need?

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Everybody's Game

Ageing population

Increasing multicultural participation

Inclusion of people with a disability

Migration patterns, FIFO workers

Community Events

New cultures – new activities



Questions

How does the ageing population affect traditional competitive sport?

How do we remove barriers to participation?

What are the implications on resources, e.g. land use

How 'niche' can we be with our offerings?



New Wealth, new Talent

Australia's ability to compete internationally in sport is increasingly difficult

Loss of Australian talent, e.g. coaches, intellectual property, to emerging, wealthy countries

Emerging markets for our outdoor/adventure offering. E.g. India, China

Role of training



Questions

How do we develop 'better' strategies for international competition?

What opportunities exist to capitalise on sport and recreation wants and needs from Asia?

Is Sport missing out on valuable competition opportunities in Asia?

Can our Outdoor Recreation RTOs develop activity specific training opportunities in Asia?



Tracksuits to business suits

The growth of the Sport industry in Australia will drive a need for highly skilled management

Pressures on volunteers are going to increase

New media will influence participation and communication

An online presence will be essential for everything from training to products and services

Rising costs in delivery will affect participation



Questions

How do activities without broadcasting rights compete in an increasingly digital age?

What are the implications for governance?

Activities as entertainment – what challenges?