

Is sport a viable physical activity option for older adults?



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Background

- Physical activity has **proven health benefits**
(Rydwik et al 2012, Chodzko-Zajko 2009, Toepal 2012, Eime et al 2015)
- Physical activity **declines with age**
(Eime et al 2009, Breuer 2013, Palacios-Ceña 2012)
- **Increasing ageing population**
(World Health Organisation 2015)

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- Sport can **diversify physical activity options** for older adults

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“a human activity capable of achieving a result requiring physical exertion and/or physical skill which, by its nature and organisation, is competitive and is generally accepted as being a sport” (ASC, 2009)

Research aims

Aim 1 Older adults

- Investigate the benefits and barriers for older adults to participate in sport

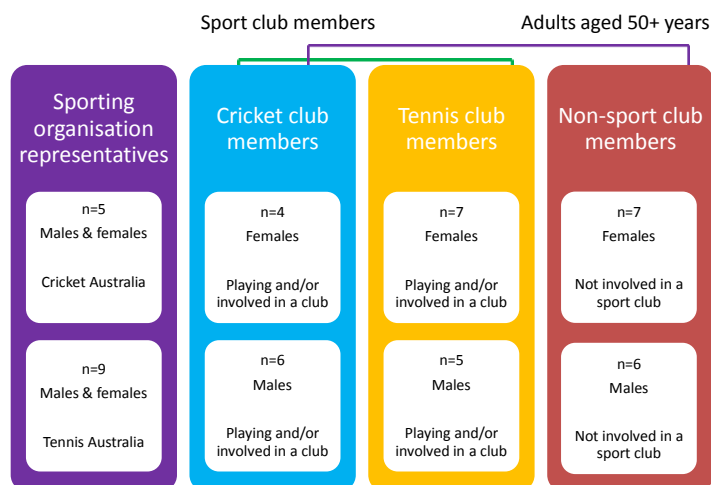
Aim 2 Sporting organisations

- Investigate the benefits and barriers for sporting organisations to engage older adults in sport

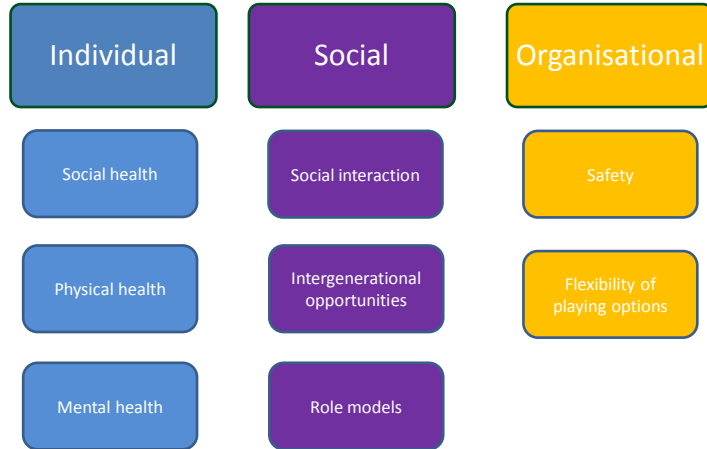
Aim 3 Strategies

- Develop potential strategies to increase older adults' sport participation

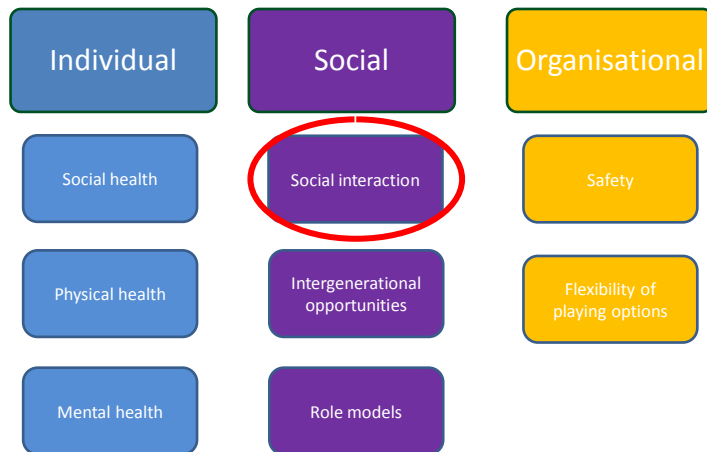
Data collection



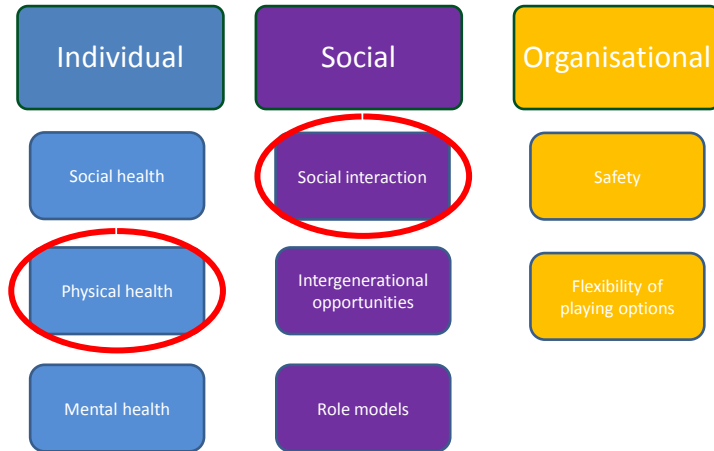
Benefits for older adults



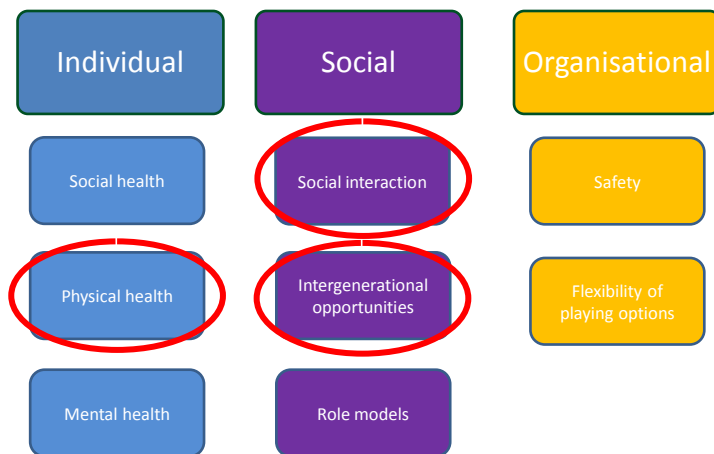
Benefits for older adults



Benefits for older adults



Benefits for older adults



Benefits for older adults

"In the world of cricket...you always have a friend"
(female, 69 yrs)

"It's helped my health. I mean I don't know where I'd be if I wasn't playing tennis"
(male, 69 yrs)

"there is nothing better than playing with your kids"
(male, 62 yrs)

Barriers for older adults

Individual

Physical health

Lack of skill

Social

Time constraints

Societal factors

Perceived concerns

Organisational

Lack of playing opportunities

Cost

Lack of knowledge

Inappropriate facilities

Location

Barriers for older adults



Barriers for older adults



Barriers for older adults



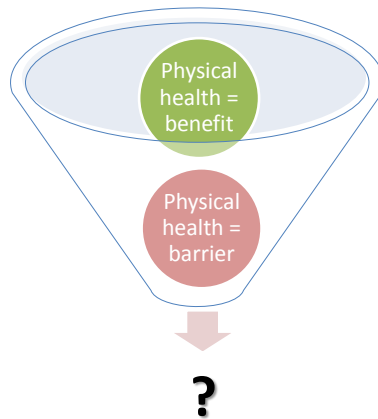
Barriers for older adults

"I was very time poor, because you're pulled in different directions"
(female, 60 yrs)

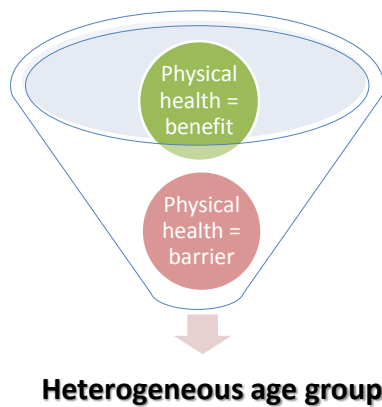
"At some point the realisation came 'I can't compete with those kids anymore' and there's really nowhere else to go"
(male, 62 yrs)

"As you get older, you're more susceptible to injuries"
(male, 53 yrs)

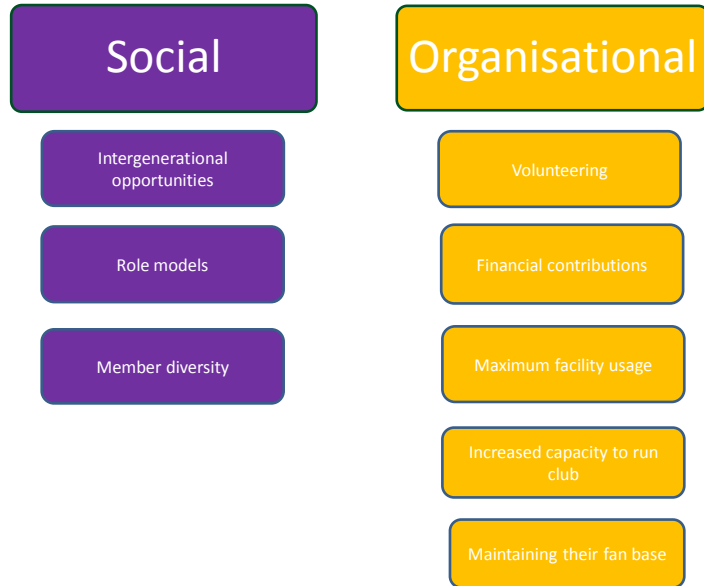
Benefit or barrier for older adults?



Benefit or barrier for older adults?



Benefits for SOs



Benefits for SOs



Benefits for SOs



Benefits for SOs

"you're home and hosed if you get people our age because we slot into all the volunteer roles"
(female, 51 yrs)

"we do it [volunteering] for the kids...it's like a big family"
(female, 51 yrs)

"I think that they're worth their weight in gold those guys. And they have great stories, and they should be celebrated. I'd love to have a beer with them"
(male, 39 yrs)

Barriers for SOs



Barriers for SOs



Barriers for SOs



Strategies to increase participation



Create age specific informal social play
AND competitive opportunities



Emphasise fun & social aspects



Off peak sessions

Strategies to increase participation



Develop external partnerships:
e.g. 'Rusty Rackets' program



Informal & social sessions



Exit strategies

Strategies to increase participation



Modify existing programs



Develop age specific programs



Amend modified kids' sports

Strategies to increase participation



Amend marketing materials

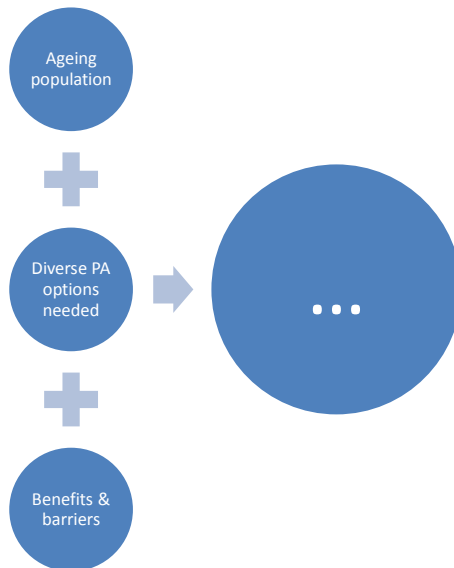


Feature older adults on materials

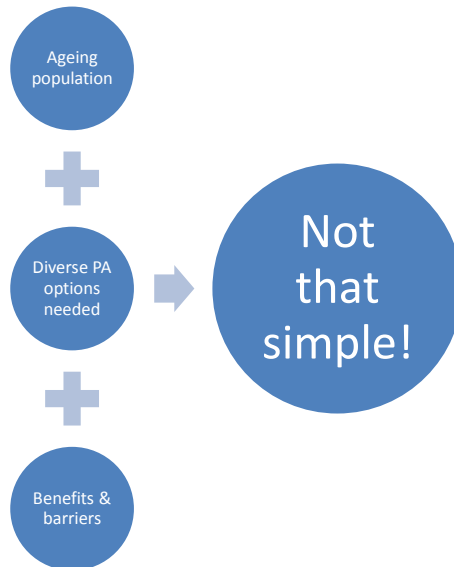


Change societal expectations

Summary



Summary



Summary



Questions...

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Publications:

- **ASC report: Active and Healthy Ageing through Sport** (2015)
 - on ASC Clearinghouse for Sport portal
- **ASC report & factsheet: Why don't older adults participate in sport?**
 - Expected publication date: Sep/Oct 2016
- **Journal article: Are they 'worth their weight in gold'? Sport for older adults: benefits and barriers of their participation for sporting organisations**
 - Publication date: Dec 2016

