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 its 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?
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?