

# Activate! Queensland

2019–2029



Queensland  
Government



## Premier's message

Physical activity and sport are vital to the health and wellbeing of Queenslanders and our communities. However, too many people, young and old, do not have the opportunity to enjoy regular physical activity as part of their daily life.

Activate! Queensland is a 10-year strategy to get more Queenslanders moving, more often. It draws on my government's commitment to keep Queenslanders healthy, give all our children a great start, keep communities safe, be responsive to the needs of Queenslanders and to create jobs in a strong economy.

Over the next 10 years, we will break down the barriers that prevent participation and create an active environment where all Queenslanders feel able and welcome to participate and play.

This includes supporting Queensland parents to ensure affordability is not a barrier to participation, and there are opportunities for our young people to pursue their active aspirations.

Our school sporting infrastructure will be available for community use. This will ensure schools are built or improved with quality facilities our young people deserve. Where you go to school should not limit your ability to experience positive sport and active recreation opportunities. This includes supporting our teachers and educators to embrace physical activity in education and opening up our schools as active community hubs to enhance participation opportunities across our neighbourhoods.

It is also time to bridge the gap on female participation. While the profile of women's sport is rising, more runs on the board are needed. That is why we will invest in more specific initiatives aimed at improving women's sport and physical activity experience.

Activate! Queensland represents an exciting time for sport and recreation and I look forward to seeing the journey towards a more active Queensland and continued success of our great sporting state.

**The Hon. Anastacia Palaszczuk MP**

*Premier and Minister for Trade*



## Minister's message

Queenslanders love sport and embrace being active. Just like you, I've cheered on our sporting heroes as they do us proud, demonstrating the true value of Queensland grit, determination and fair play. From being active outdoors, playing in inter-school competitions, and feeling the roar of the crowd as Queensland wins another State of Origin, sport is something that ignites us all.

Activate! Queensland is an opportunity to level the playing field and engage the disengaged so all Queenslanders have a chance to excel and improve their lives through movement. We are committed to providing physical activity opportunities that meet diverse needs and abilities.

Over the next 10 years, we will channel our investment to build and activate infrastructure and social environments that support communities and inspire physical activity.

Queensland is also poised to become the heart of sporting expertise, with state-of-the-art equipment and training facilities. Our investment in world-class facilities, access to expert knowledge and athlete support will position Queensland as a leader in high performance.

But we cannot achieve the vision alone. We will establish an integrated network by working with the active industry to provide a range of quality options to keep Queenslanders physically active and help us to realise Activate! Queensland's vision.

Working together as one strong Queensland team, we can turn the dial and ensure every Queenslanders is empowered to enjoy physical activity that supports their health, wellbeing and sense of belonging, in active communities across our state.

**The Hon. Mick de Brenni MP**

*Minister for Housing and Public Works*

*Minister for Digital Technology and Minister for Sport*

*Activate! Queensland 2019–2029* has been developed in consultation with the Sport Minister’s Advisory Council, members of which are proud to support this new collaborative direction for physical activity and movement in Queensland.

- Ms Michelle Cooper, President, Triathlon Australia
- Mr Dom Courtney, Chief Executive Officer, Queensland Outdoor Recreation Federation
- Ms Anita Cowlshaw, President (Queensland), Australian Health Promotion Association
- Mr Peter Cummiskey, Chief Executive Officer, QSport
- Ms Sharon Finnan-White, Indigenous School Officer and Head Netball Coach
- Ms Trish Golledge, Representative, Ethnic Communities Council of Queensland
- Dr Sarah Jane Kelly, Associate Professor, University of Queensland
- Ms Wendy Lang, Chief Executive Officer, Queensland Youth Services
- Professor Doune Macdonald, Pro-Vice Chancellor (Teaching and Learning), University of Queensland
- Ms Bronwyn Marshall, Executive Officer, Australian Council for Health, Physical Education and Recreation (ACHPER)
- Mr John Mullins, Partner, Mullins Lawyers
- Ms Leslie Single, President, Queensland Association of State School Principals
- Mr John Swete Kelly, Chief Executive Officer, The Sporting Wheelies and Disabled Sport and Recreation Association of Queensland
- Ms Bronwyn Thompson, Board Chair, Queensland Academy of Sport Board
- Mr Mark Tucker-Evans, Chief Executive, Council on the Ageing Queensland



Sleeman Sports Complex  
© Stadiums Queensland

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## Acknowledgment of Country

We pay our respects to the Aboriginal and Torres Strait Islander ancestors of this land, their spirits and their legacy. The foundations laid by these ancestors—our First Nations peoples—give strength, inspiration and courage to current and future generations, both Indigenous and non-Indigenous, towards creating a better Queensland.

#40371 July 2019





## Our vision

Physical activity  
enriches the  
Queensland  
way of life.

Tallebudgera Creek,  
Gold Coast Recreation Centre  
© Queensland Government

# Activate! Queensland

*Activate! Queensland 2019–2029* is the Queensland Government's 10 year strategy to further enrich the Queensland way of life; harnessing the pride of our great sporting traditions, embracing our iconic natural environment and building on our strong community foundations to deliver better health and wellbeing outcomes, especially for those most vulnerable.

All Queenslanders have the right to live active lives, regardless of age, background or ability, and deserve the opportunity to enjoy physical activity as an important priority in their daily lives.

Activate! Queensland focuses on where people live, learn, earn and play to embed activity in their daily lives and encourage lifelong movement. This, in turn, will support more Queenslanders to be healthy and promote better connected communities.

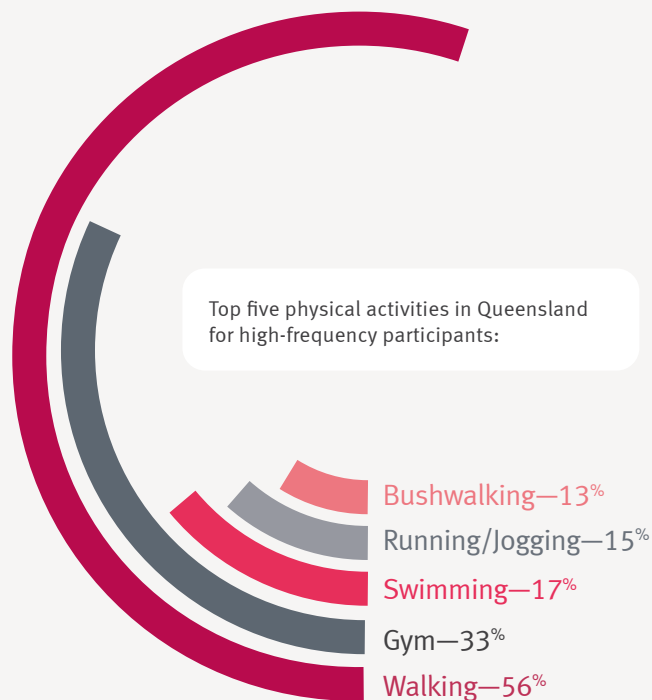
Local communities will be recognised as the centre for activity as the Queensland Government invests in quality infrastructure to support a culture of movement, inclusion and accessibility.

We will keep Queensland winning through the development of our elite athletes and those who want to follow in their footsteps. We will also continue to invest in our world-class sporting assets so Queenslanders can enjoy great sporting experiences.

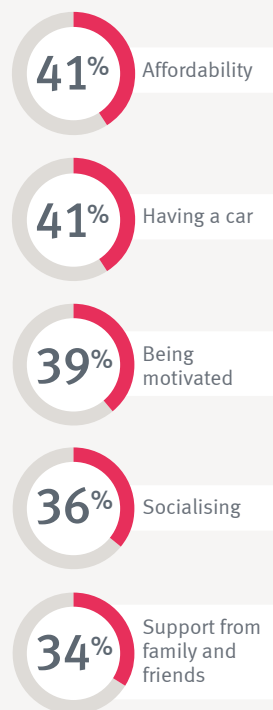
Importantly, Activate! Queensland is a whole-of-government priority that sees us playing as a team. It supports government, industry and community collaboration, to transform the rules of the game and set us on a path to success to benefit all Queenslanders.

# A snapshot of sport and recreation in Queensland

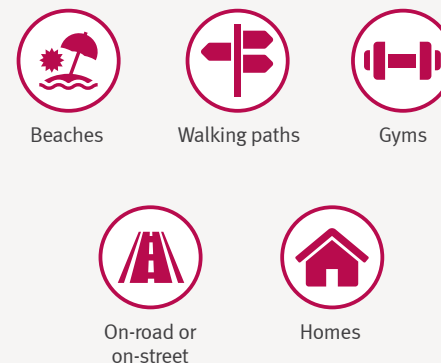
## Trends among adults 18 years and over<sup>1</sup>



### Drivers to participation in physical activity:



### Most popular locations for physical activities:



Almost

# 21,500

people are directly employed in sport and recreation in Queensland.

## Trends among children and adults<sup>2</sup>



### Participation in physical activity is affected by:



1. Department of Housing and Public Works (Sport and Recreation) 2019. Queensland Sport, Exercise and Recreation Survey of Adults (QERSA: Research Report 2018 Survey).

2. Queensland Health (2018) The health of Queenslanders 2018. Report of the Chief Health Officer Queensland, p. 96. Available at [https://www.health.qld.gov.au/\\_\\_data/assets/pdf\\_file/0032/732794/cho-report-2018-full.pdf](https://www.health.qld.gov.au/__data/assets/pdf_file/0032/732794/cho-report-2018-full.pdf), accessed 16 May 2019.



Rockhampton Mountain Bike Club  
© Allan Reinikka



Aqua aerobics  
© Queensland Health



Brisbane Lions, The Gabba  
© Tourism and Events Queensland



Wishlist Fun Run, Sunshine Coast

© Wishlist Fun Run

## Embracing physical activity

It is well established that regular participation in physical activity helps to improve physical and mental health. It brings communities together and provides a lasting sense of belonging.

Movement can take many forms. Club and competitive sports and working out at the gym can improve physical fitness, but so too can incidental activity such as taking the stairs, active recreation like bushwalking, active transport like cycling to work, or active play including games at school.

There are also significant economic and social benefits to a more active community. Studies have found physical inactivity costs \$13.8 billion to the national economy in terms of healthcare, productivity and mortality.<sup>3</sup>

With all the known benefits of physical activity, we wanted to hear from Queenslanders about the challenges they faced when it came to being active.

Between July and December 2018, we had conversations with Queenslanders of all ages, with differing interests, about sport and active recreation.

We wanted to hear how we can get more people moving more often and how physical activity can be used to bring people together. We sought to understand how we can deliver jobs and economic benefits by investing in organisations, facilities and community spaces.

We also wanted to understand the role of elite athletes, how we can keep them on a strong path to success and promote our world-class sporting facilities for the benefit of all Queenslanders.

The responses went into developing *Activate! Queensland 2019–2029* and we thank Queenslanders for their time and feedback.

3. Medibank Private (2008) The cost of physical inactivity. Available at [https://www.medibank.com.au/client/documents/pdfs/the\\_cost\\_of\\_physical\\_inactivity\\_08.pdf](https://www.medibank.com.au/client/documents/pdfs/the_cost_of_physical_inactivity_08.pdf), accessed 9 April 2019.

## Queensland active and proud

Queenslanders are proud of their state and its great sporting traditions. They want to feel welcomed, included and encouraged to participate, regardless of age, background or ability.

There are known benefits of an active life, both for individuals and families and, given the opportunity, Queenslanders would like to increase their activity levels. However, sometimes they are unsure how to take the first steps.

Queenslanders told us time constraints, work and school commitments and the growing use of technology, are all barriers to participating in sport and recreation, and impact their ability to get moving.

Also, Queenslanders appreciate feeling welcome and like to belong to clubs and organisations. They are proud to volunteer and contribute their time to support others to have the opportunity to play.

Many Queenslanders are looking for more information about where to be active and seek flexible options for physical activity to meet their diverse lifestyles, abilities and interests.

The cost of participation is limiting the opportunity for some to get involved in sport and active recreation, especially families and those most in need.

Clubs and organisations are important foundations in communities, but there are opportunities to improve targeted investment, encourage greater collaboration and share facilities.

Queensland's elite athletes are community champions, praised for their ability to inspire and motivate. Wearing team colours while watching live sports in world-class facilities, and events like the Gold Coast 2018 Commonwealth Games, make us all proud to be Queenslanders.



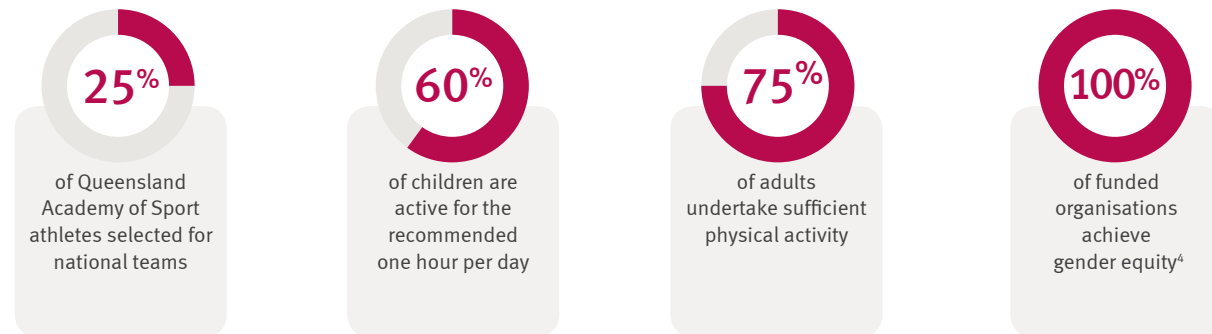
Mayne Tigers Junior players enjoy game day in Brisbane  
© Queensland Government



Queensland Junior Championships  
© Craig Stewart

# What do we need to achieve?

## 2029 active targets



## How will we get there?

Achieving the aims of Activate! Queensland will take a shared vision and united government investment.

The strategy is a foundational reform for investment, aligning delivery of physical activity to achieve key targets and tackling major challenges with a strong sense of purpose, focus and commitment. Whole-of-government investment will see improvements in physical activity opportunities across a diverse range of areas.

4. Female representation on state-level organisation boards of 50% or more.



Coordinated investment across all government agencies is further supported by these Our Future State: Advancing Queensland's Priorities<sup>5</sup>:

- create jobs in a strong economy
- give all our children a great start
- keep Queenslanders healthy
- keep communities safe
- be a responsive government.



5. Queensland Government, Our Future State: Advancing Queensland's Priorities, available at <https://www.ourfuture.qld.gov.au/>.

## A focus on the future

Activate! Queensland focuses on four priority areas to ensure the coordinated investment achieves the vision for physical activity to enrich the Queensland way of life:

- Activate Queenslanders
- Activate Environments
- Activate Success
- Activate Collaboration.





Samford Riding for the Disabled  
© Queensland Government



# Activate Queenslanders

*Empower more Queenslanders to enjoy physical activity to improve their health and wellbeing in active communities*

## Success looks like...



Quality opportunities are available to be physically active



Sufficiently active Queenslanders



Enhanced community connection through participation



Queenslanders value an active lifestyle and want to be active



Increased physical literacy in Queensland children

## Where you belong

The benefits of movement and play apply to everyone regardless of their age, gender, ability, background or identity. It is important for everyone to be empowered and enabled to participate in activities they enjoy. Time, motivation, household incomes, physical fitness and ability are all seen as barriers to being active, as is a sense of not feeling enabled, included or invited to play.

While Queensland communities provide places to play and participate in physical activity, around 25 per cent of Queenslanders do not include activity in their daily lives.<sup>6</sup> The financial cost of participation can remove or reduce the opportunities to be physically active.

For some Queenslanders with disability, the desire to participate is impacted by the inaccessibility of activity options, making the benefits of activity even harder to achieve. Accessing physical activities that meet needs is also harder for those living in rural and remote areas. This is especially the case for Aboriginal and Torres Strait Islander peoples living in rural or remote settings where there may be few or no quality and culturally appropriate services or facilities to support participation.

Activate! Queensland empowers individuals and communities to move more by addressing the barriers that prevent or limit participation. It encourages activity where Queenslanders live, work and play. It also focuses on delivery of affordable, quality, inclusive active experiences across the state that promote a sense of belonging and highlight Queensland as a place where everyone is welcome to play.

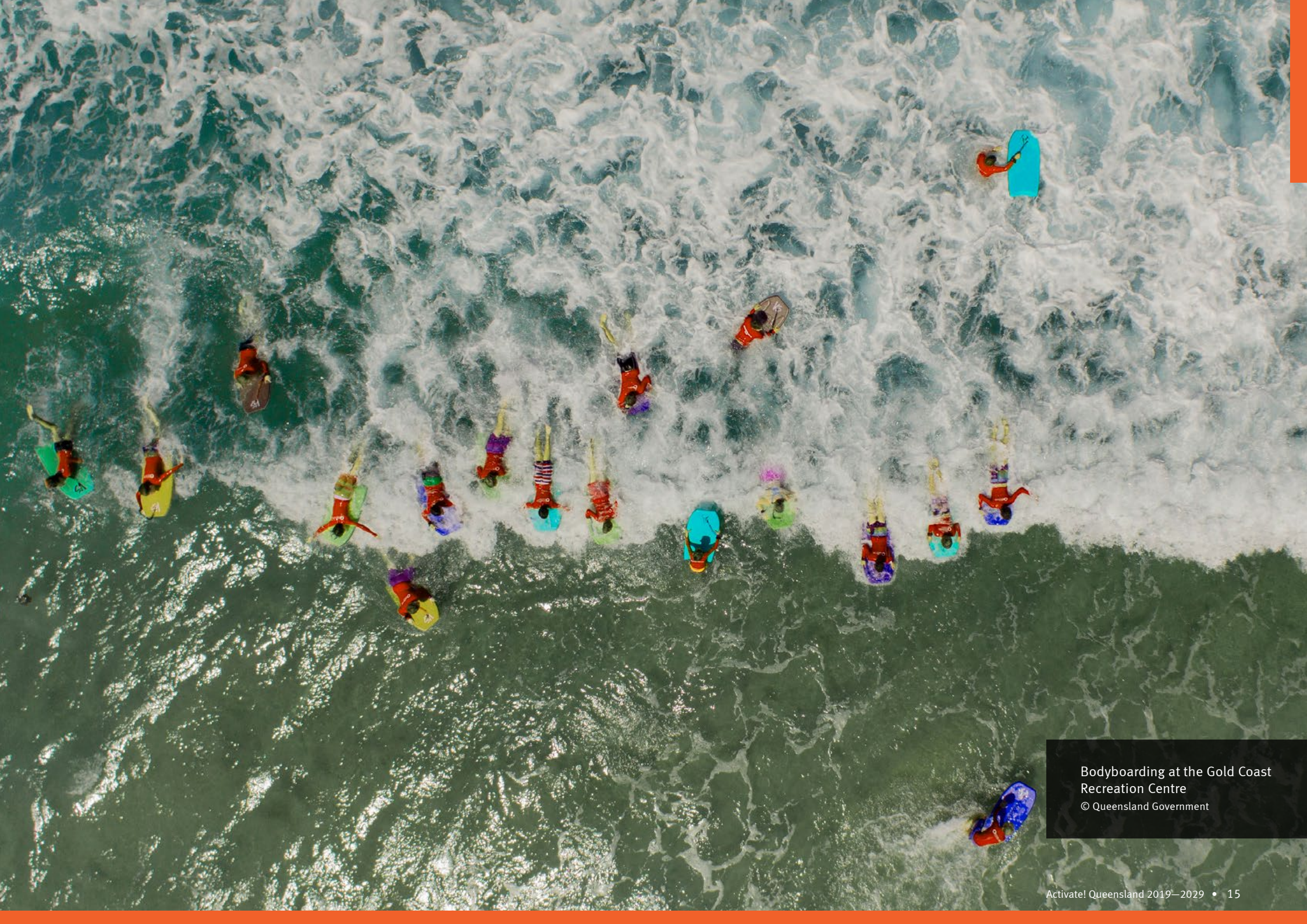
## Activate! Queensland will:

Address barriers to participation and focus on equity of opportunity for all Queenslanders.

Apply universal design principles to infrastructure to provide equitable access for all users, including females, Queenslanders who identify as LGBTIQ+, seniors and people with disability.

Attract under-represented groups by encouraging the active industry to provide modified activity options.

Support delivery of quality, co-designed and culturally appropriate participation opportunities in Aboriginal and Torres Strait Islander communities.



Bodyboarding at the Gold Coast  
Recreation Centre  
© Queensland Government



Fitness in the park, Rockhampton  
© Queensland Government



Brisbane Heat Junior Clinic  
© Cricket Australia

## A fair chance to play

Sport and active recreation connect people of all ages and have proven physical and mental health benefits.

Participation can encourage a sense of pride and belonging that lasts beyond game day.

Queenslanders, regardless of their location, told us being active could be expensive. The impact of this cost meant families and individuals reduced the amount of sport and recreational activities they participated in or, in the worst cases, prevented them from participating at all.

Research shows children living in a household with an annual income of \$40,000 or less may be missing out on the opportunity to play as they appear to be the least likely to participate in sport and active recreation activities outside of school.<sup>7</sup>

Accessibility, transport and travel distances also affect ongoing participation and significantly impact Queenslanders in regional and remote areas. Activate! Queensland will focus on creating an inclusive environment with affordable activity options for all Queenslanders.

Activate! Queensland encourages participation and the chance to give children a great start, especially those who face financial or physical barriers. Through targeted investments, Activate! Queensland will provide opportunities to develop physical literacy through all stages of childhood.

### Activate! Queensland will:

Provide support to enable children and young people facing disadvantage to start or continue to participate in sport and active recreation.

Work with the active industry to enable participation pathways including solutions to address cost and location barriers.

Provide opportunities for children and young people to be active and develop physical literacy.

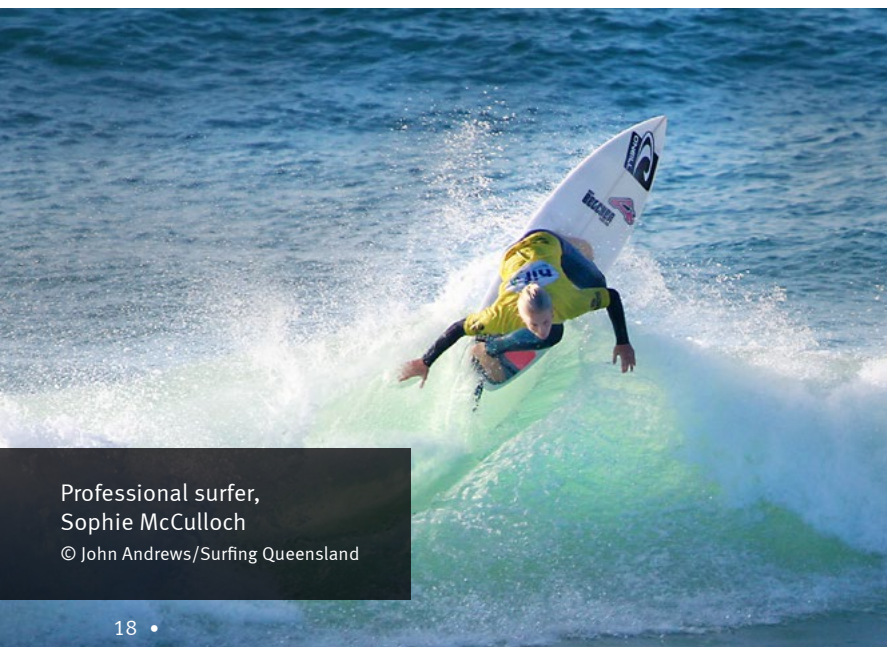
7. SportAus (2018) AusPlay Survey January – December 2018. Queensland Data Tables, Table 2, available at <https://www.clearinghouseforsport.gov.au/research/smi/ausplay/results/state>, accessed 15 May 2019. The data showed only 42% of children living in a household with an annual income less than \$40,000 participated at least once a year in organised physical activity outside of school hours.



Archery at the Gold Coast  
Recreation Centre  
© Queensland Government



© Queensland Government



Professional surfer,  
Sophie McCulloch  
© John Andrews/Surfing Queensland

## Inspire female participation

Adult women in Queensland are less likely to be sufficiently active than their male counterparts.<sup>8</sup>

Women's roles as activity influencers are also important. National data supports the idea that physically active parents are more likely to have active kids. However, there is also evidence to suggest mothers' physical activity may be more beneficial in influencing children to become and stay physically active including in sport, outdoor activities and walking for transport.<sup>9</sup> While participation rates for women and girls in sport and active recreation are growing, particularly in traditionally male-dominated sport, there is still more to do.

Through Activate! Queensland, we will encourage more women and girls to take part in regular physical activity. We want to close the gap on gender differences and increase participation rates of women and girls. That means addressing the barriers women and girls experience when it comes to being active, such as providing inclusive changerooms and enhancing opportunities to access programs and support that encourage participation.

Activate! Queensland is an opportunity to enhance women's leadership in sport across all levels of activity and tackle pay and gender equity across the board. Our goal is to improve the experience of women and girls in sport and active recreation, influence participation and foster inclusive settings for females to be active. We also aim to enable women and girls to take on leadership and coaching roles and represent Queensland in high performance sport. This includes ensuring our female athletes, coaches and administrators have equal representation and pay in the industry and access to support services such as childcare.

### Activate! Queensland will:

Increase participation rates of women and girls through initiatives aimed at improving the sport and active recreation experience.

Harness the power of social connection and inclusion to motivate and inspire women and girls and raise the profile of women at all levels of sport and active recreation.

Provide our female athletes, coaches and leaders with pathways to high performance sport to encourage equity and success.

8. Sufficient physical activity for adults is defined as 150 minutes or more over at least five sessions in the past week. See Chief Health Officer Report (2018) The health of Queenslanders 2018: Report of the Chief Health Officer Queensland. Available at [https://www.health.qld.gov.au/\\_\\_data/assets/pdf\\_file/0032/732794/cho-report-2018-full.pdf](https://www.health.qld.gov.au/__data/assets/pdf_file/0032/732794/cho-report-2018-full.pdf), accessed 24 April 2019.
9. Griffith, JR, Clasey, JL et al. (2007) Role of parents in determining children's physical activity. World Journal of Pediatrics 3(4), November 15, available at <http://wjpcn.com/UploadFile/20074004.pdf>, accessed 15 May 2019 and Schoeppe, Stephanie, Vandelanotte, Corneel et al. (2017) The influence of parental modelling on children's physical activity and screen time: Does it differ by gender? European Journal of Public Health 27(1): 152-157. Available at <https://academic.oup.com/eurpub/article/27/1/152/2418042>, accessed 7 May 2019.

## Inspiring an active Mackay

I AM, a collaboration between Approach Adventure and Mackay Regional Council, delivers beginner-level physical activities and skills development for women who are under-active or want to learn a new sport in the Mackay region.

The award-winning program is delivered under the Queensland Government's Embracing 2018 Legacy Program for the Gold Coast 2018 Commonwealth Games.

In addition to delivering activities, I AM also helps participants work through barriers that may prevent them from being physically active.

The program has engaged 235 women and girls, aged between 14 and 60 years. A number of participants have gone on to join in the local parkrun, Mackay Marina Run and the Mountain Marathon Festival, or have started regular training with trainers and community groups.

The program also targets culturally and linguistically diverse participants by engaging with the World Café multicultural group through the George Street Neighbourhood Centre Association Inc.

Approach Adventure and I AM co-founder, Claire Christensen, said feedback from the women participating had been very encouraging.

"Many of the participants have started a new activity or simply benefitted from connecting with others while enjoying the great outdoors," she said.

Local suppliers are also keen to participate in the I AM model, which allows businesses and volunteers to focus on delivering activities while Approach Adventure develops, designs and markets the program to the Mackay community.

"The positive feedback from both participants and suppliers shines a light on the potential I AM holds for our community and beyond," Claire said.



© Queensland Government

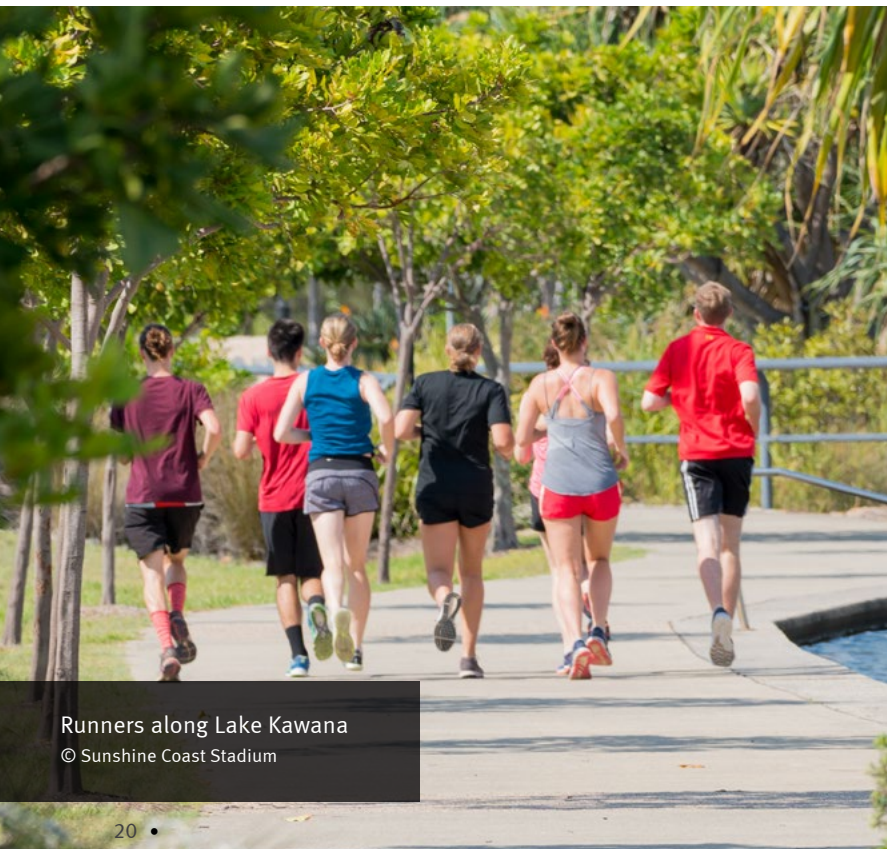


Approach Adventure and I AM founders, Jarrah Steen and Claire Christensen (absent is co-founder Karla Steen)

© Queensland Government



Colour Run, Sunshine Coast  
© Ritchie Duce, Level Eleven Photography



Runners along Lake Kawana  
© Sunshine Coast Stadium

## Get active together

A desire to be part of community activities and events is often identified as the spark that encourages people to be more active. For some Queenslanders, local and mass-participation events have helped them to discover their enjoyment of sport.

As people train and prepare to participate in community events, they can form positive habits that continue when the event is complete.

Coupled with affordable sport and recreation activities, Queenslanders told us they wanted to better understand the events and opportunities that were happening in their communities, to learn and be inspired by the experiences of others and share experiences as a family.

This includes events where active ambassadors can inspire Queenslanders on their own health journey.

Through Activate! Queensland, we will support those working hard on the ground to form and fund exciting community events that encourage participation.

### Activate! Queensland will:

Connect Queenslanders with events and activities available in their community to get people moving and playing together.

Provide support for communities to be active through place-based, community designed solutions and culturally appropriate initiatives, including in rural and remote areas where sporting clubs and organised activities may be unavailable.

Inspire the community through active ambassadors.

## Challenge the mountain

For three days each September, the Rockhampton community comes together to take on the iconic Mount Archer.

The main event, Challenge the Mountain, involves runners, walkers and cyclists of all abilities tackling an unrelenting five kilometres uphill.

From start to finish, the event has everything to inspire an active community.

For Australian Ninja Warrior finalist and event ambassador, Jack Wilson, the event is all about a shared experience.

“I love the community and family persona of Challenge the Mountain — I immediately felt welcome,” Jack said.

“The event has all walks of life and it’s great to see everyone on the same journey.

“It’s also one of the hardest challenges I’ve battled and pushed me to the limits — I can’t wait to be back.”

Everyone is encouraged to participate, including recreational and elite runners and cyclists, juniors, wheelchair athletes and even teams of five carrying a battle rope!

For those who reach the top, a party atmosphere awaits with live music, a barbecue and presentations.



Australian Ninja Warrior finalist, Jack Wilson,  
in Challenge the Mountain  
© Challenge the Mountain



# Activate Environments

*Inspire activity with places and spaces that invite an active lifestyle*

## Success looks like...



Places and spaces to support physical activity for everyone



Increased access to physical activity facilities



Fit-for-purpose places and spaces for physical activity



Collaborations improving community physical activity outcomes

## Active every day

More Queenslanders are focussing on their health and quality of life through unstructured activities such as walking, cycling, swimming and going to the gym.

The quality of infrastructure and the connectivity and liveability of environments influence activity levels. Environments must be welcoming and accessible for all. Queenslanders want places and spaces that are well-planned and managed, and designed to meet their evolving needs.

Planning and design of our environments will prioritise active transport and maximise opportunities for physical activity.

Queenslanders will be provided with quality physical activity experiences in our natural environments, such as forests, parks, dams and waterways, while preserving the beauty and primary purposes of these places.

Through Activate! Queensland, we will work with landowners to plan and design environments that prioritise activity and inspire movement.

## Activate! Queensland will:

Activate places and spaces with initiatives that cultivate community activity.

Design and build quality spaces, as well as safe walking and cycling networks that connect to public transport and support a continuous path of travel.

Encourage people to get out, be active and enjoy the natural beauty of our state through active recreation and nature-based tourism.



Abseiling at Kangaroo Point  
© Tourism and Events Queensland



Yoga on the beach  
© Tourism and Events Queensland



Gold Coast Recreation Centre  
© Queensland Government



Aplin's Weir parkrun, Mundingburra  
© Cameron Laird

## Active community hubs

Whether to spectate or participate, sport and active recreation bring individuals, friends and families together. Hubs of activity and community spaces support local economies and encourage community connection.

Queenslanders want greater access to a range of facilities and spaces, such as local parks, school ovals, tennis courts and swimming pools.

Investing in state-owned infrastructure ensures the community receives the most value from these public assets. There is an opportunity to maximise the use of existing state-owned facilities, including school grounds and neighbourhood centres, to encourage activity.

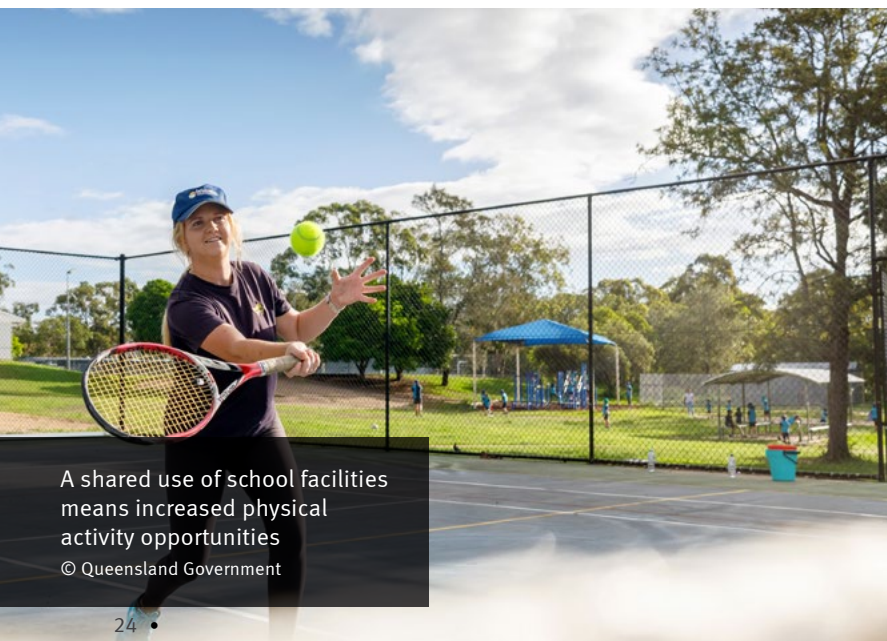
Working together, we will apply best practice and universal design principles to ensure places and spaces support the whole community. Connecting spaces with other social infrastructure, such as bikeways and walking tracks, will also encourage collaboration and shared use.

### Activate! Queensland will:

Plan and invest in places that are built to maximise physical activity and designed to meet Queenslanders' needs and abilities.

Work across agencies to ensure systems encourage better use of public facilities, including schools, to promote physical activity and opportunities to connect.

Invest in physical activity infrastructure that connects and activates community spaces.



A shared use of school facilities  
means increased physical  
activity opportunities  
© Queensland Government

## North Queensland Monsoon spells disaster for Townsville sport and recreation

When disaster strikes, entire communities, including sport and recreation facilities, are affected.

This was the case in Townsville in early 2019 when the North Queensland Monsoon resulted in significant damage to infrastructure.

“The Townsville Hockey Association was heavily impacted by the flooding, which saw a number of sporting organisations in the Murray Sports Complex suffer significant damage,” said Annette Maidment, President of the Townsville Hockey Association.

“The water tore up our synthetic playing fields, toppled fences and went through our clubhouse and storage sheds, damaging equipment and infrastructure.”

Thanks to \$5,000 from the Queensland Government, the clean-up could start immediately after the disaster.

An additional \$1.7 million, jointly funded under the Commonwealth-Queensland Disaster Recovery Funding Arrangements, allowed the Townsville Hockey Association to start reconstruction work, rebuilding fields and repairing damaged infrastructure.



Flooding means disaster for sport in Townsville

© Queensland Government



Just three months on and the hockey field is back in business

© Queensland Government



Olympic kayaker, Alyce Burnett, at the Queensland Olympians School Program launch, Elanora State School

© Chris Hyde

## Active kids in active schools

Physical literacy begins at birth, but much of what is learnt about movement and play occurs on school grounds, especially during primary school, when physical skills and confidence are gained.

Health and physical education, school sports and outdoor play promote a lifelong love of movement and strong role modelling for future generations. Schools provide the opportunity to be active during the day and offer greater community connection when school is out.

Schools are ideal active environments. They are the heart of many communities, close to residential areas and their facilities are often accessible to people of all abilities. Across Queensland, there is a wealth of sport and active recreation spaces in schools. However, availability and quality of facilities are inconsistent. Queensland students, regardless of where they live or attend school, deserve an equal opportunity to affordable sport and active recreation opportunities. This includes the chance to pursue athletic success and access high-quality facilities.

Through Activate! Queensland, we will deliver greater community availability of sport and active recreation facilities in schools. We will enhance the amount and quality of physical activity for children by encouraging learning through activity and movement; and support a range of enjoyable activities within the school day, as well as before and after school.

### Activate! Queensland will:

Target investment to deliver new and upgraded infrastructure to encourage and maximise the use of school facilities outside of school hours.

Form partnerships and leverage investment to ensure schools, students and the broader community have access to a wide range of sport and active recreation opportunities.

## Collaboration scores for Tully netballers

A collaboration between the Tully Netball Association and Tully State High School means almost 200 junior and senior local netballers will be shooting goals for many years to come.

Accessing the high school's more modern playing facilities has given Tully Netball greater flexibility in its scheduling and improved safety for its participants.

This unique on-and-off-court relationship has already secured lights for the high school's existing outdoor courts, and plans are underway to invest in additional infrastructure that meets the community's needs. This includes resurfacing existing outdoor courts, seating, covers and ventilation, additional courts and a canteen.

These proposals align with Netball Queensland's Strategic Plan and could significantly improve access to netballing opportunities for Cassowary Coast residents.



© Tully Netball Association



# Activate Success

*Drive elite success and deliver and promote world-class knowledge and facilities*

## Success looks like...



Growing impact of the Queensland sport and active recreation industries



Enhanced systems for high performance success



A knowledge ecosystem supporting innovation and success



Major sport facilities provide a great fan experience and are successful in attracting events

## Keep Queensland winning

Queensland's elite and high performance athletes inspire, motivate and entertain with their skill and commitment. It is important Queensland keeps its winning edge in national and international competitions.

Queenslanders also want a fair game. While they love to win, they want to win through hard work, strong skills, natural talent and fair play.

Success means having and being the best. We must encourage talented sportspeople to stay in Queensland and choose to represent this great state. Leadership in sport is also important. It means expert candidates must be attracted to key Queensland positions in coaching and support services.

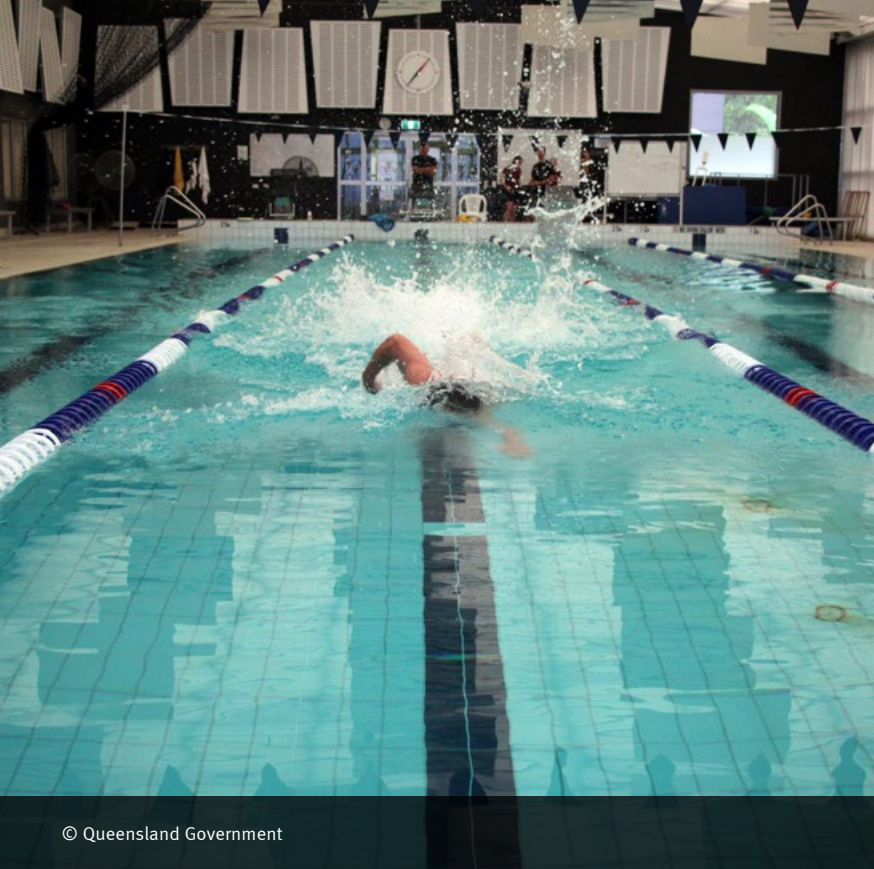
Activate! Queensland is about keeping Queensland winning. It means continuing to invest in our sporting future through access to world-class facilities, services and support that keep Queensland athletes performing at their best.

Science, technology and innovation behind elite training and success can influence the way we all perform, play and get active. Importantly, partnerships and collaborations will facilitate greater sharing of this knowledge and provide better access to resources to safeguard the ongoing integrity and safety of participants.

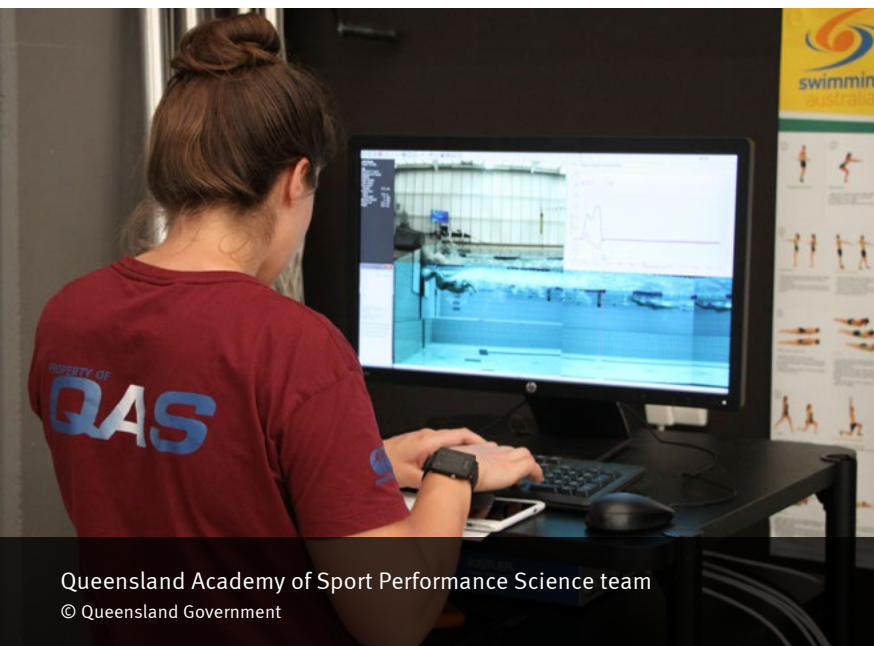
## Activate! Queensland will:

Deliver facilities and pathways that ensure athletes, coaches and support staff are attracted to and stay in Queensland as their home state.

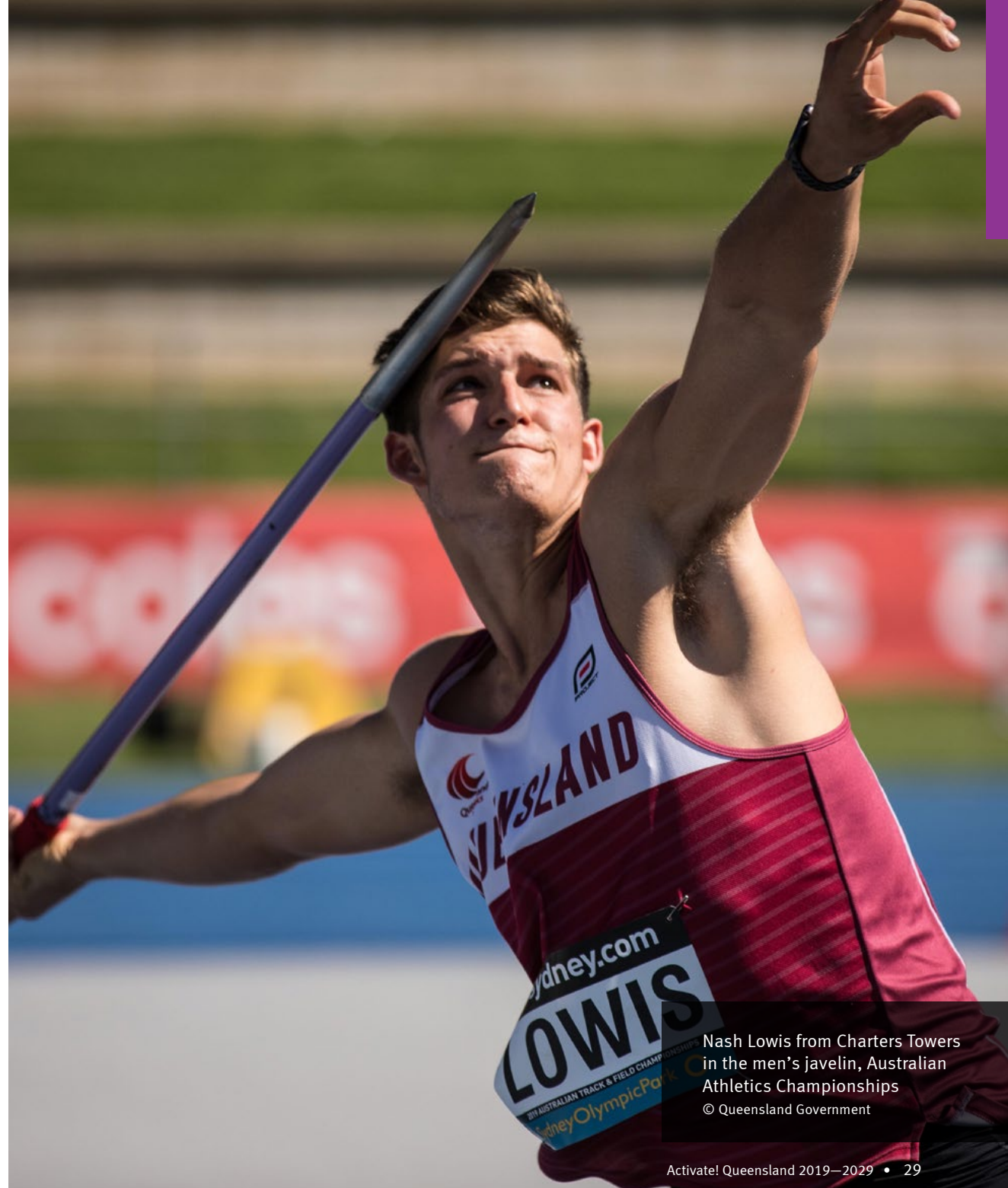
Advance our knowledge base in sports science and invest in high performance programs, services and partnerships that support knowledge sharing.



© Queensland Government



Queensland Academy of Sport Performance Science team  
© Queensland Government



Nash Lewis from Charters Towers  
in the men's javelin, Australian  
Athletics Championships  
© Queensland Government



Australian Paralympic swimming champion, Lakeisha Patterson  
© Swimming Australia

## Performance pathways

As Queenslanders, we are proud of our high-achieving athletes who represent our state and inspire us to live active lives.

The journey to becoming a Queensland sporting hero begins early in life. Today's young athletes are already developing their skills and building a love of movement. To ensure potential talent continues to develop, better connections are needed between the range of opportunities, including club sport and inter-school and representative competitions, to provide performance pathways to excellence.

Queensland offers strong sporting traditions and it is important to encourage the next generation of players and high performers. Our elite and high-performing athletes need support systems that allow them to focus on training and performance.

Activate! Queensland will ensure strong performance pathways and a coordinated support system for elite and emerging athletes. This includes access to dedicated sports precincts, quality coaching and support teams as well as investing in innovation and sports science. Athletes in regional and remote areas will have access to these services so they can stay connected to their communities.

Queensland's emerging and elite athletes will be supported to maintain their winning edge and the state's strong sporting future.

### Activate! Queensland will:

Ensure our emerging and elite athletes, coaches and officials are supported through connected and coordinated performance pathways.

Improve access for young Queensland athletes from regional and remote areas to top-level facilities and expertise.

Deliver more opportunities to connect athletes with Queensland communities.



Inspiring and connecting with communities are Queensland-based tennis champions, Lizette Cabrera, Kim Birrell and Priscilla Hon, at the Queensland Children's Hospital

© 2019 Tennis Photo Network

## From Kingaroy to Olympic glory

Taliqua Clancy was the first Indigenous beach volleyballer to compete at an Olympic Games when she took to the sand at the 2016 Rio Olympic Games.

Growing up in the landlocked regional town of Kingaroy, more than 200 kilometres from a beach, she began playing indoor volleyball, but also competed in netball, touch football, swimming and cross country.

At the age of 16, Taliqua's talent was identified at a school sport competition. She received a scholarship for the Queensland Academy of Sport Volleyball Program and moved to the city. Here she was exposed to beach volleyball for the first time and thrived under the direction of her coaches and fellow athletes before moving into the national program.

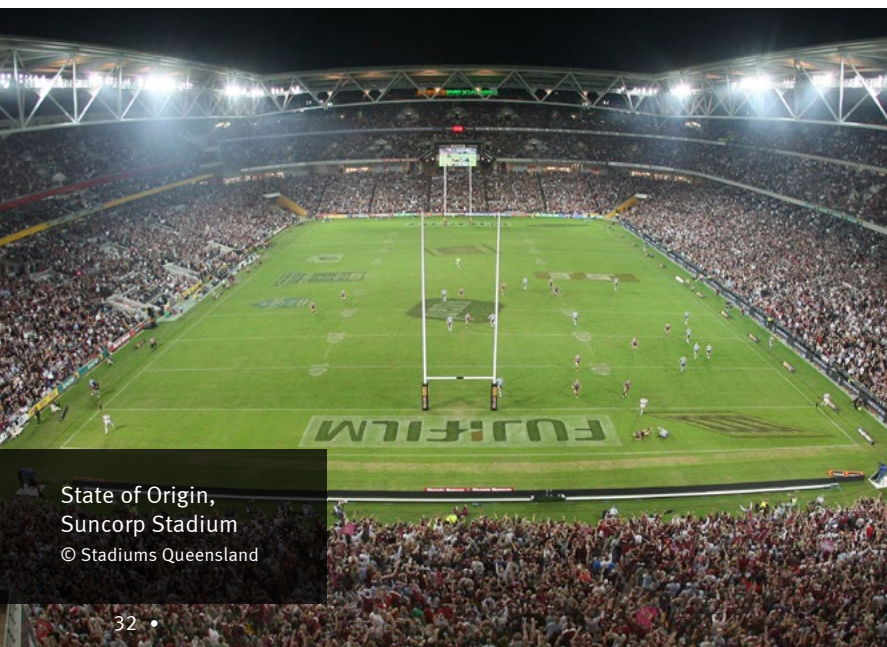
Making her Commonwealth Games debut on the Gold Coast in 2018, Taliqua claimed the silver medal. She is also a regular on the podium throughout the Beach Volleyball World Tour circuit.



Australian Olympic beach volleyballer, Taliqua Clancy  
© Owen Hammond, APAC Sports Media



Brisbane International, Queensland Tennis Centre  
© Stadiums Queensland



State of Origin,  
Suncorp Stadium  
© Stadiums Queensland

## Our iconic stadiums

Queensland's stadiums not only connect communities to quality sport and active recreation experiences, they also inject millions into local economies.

Iconic facilities, such as Suncorp Stadium and the Gabba, help to promote Queensland as a premier tourism destination and attract world-class events that deliver social and economic benefits.

In 2018, a taskforce was formed to examine a range of factors relating to the operation of venues within Stadiums Queensland and the costs and benefits to the Queensland community.

The taskforce found the existing Stadiums Queensland venue portfolio could remain relevant and useful for the next 20 years, depending on continued investment in their ongoing maintenance.

The taskforce recommended the Queensland Government prioritise maintenance and enhancements to maximise the use of existing stadiums rather than build new stadium facilities. This approach will maximise the return on investment for taxpayers on existing stadiums.

Activate! Queensland supports the outcomes of the taskforce report and the planned approach to manage the long-term sustainability of Queensland's stadium assets.

### Activate! Queensland will:

Include stadiums and associated infrastructure as part of urban design that encourages active lifestyles.

Invest in existing Stadiums Queensland facilities to maintain and enhance their use, to attract world-class and community focused events.

Deliver high-quality facilities and experiences through Stadiums Queensland.



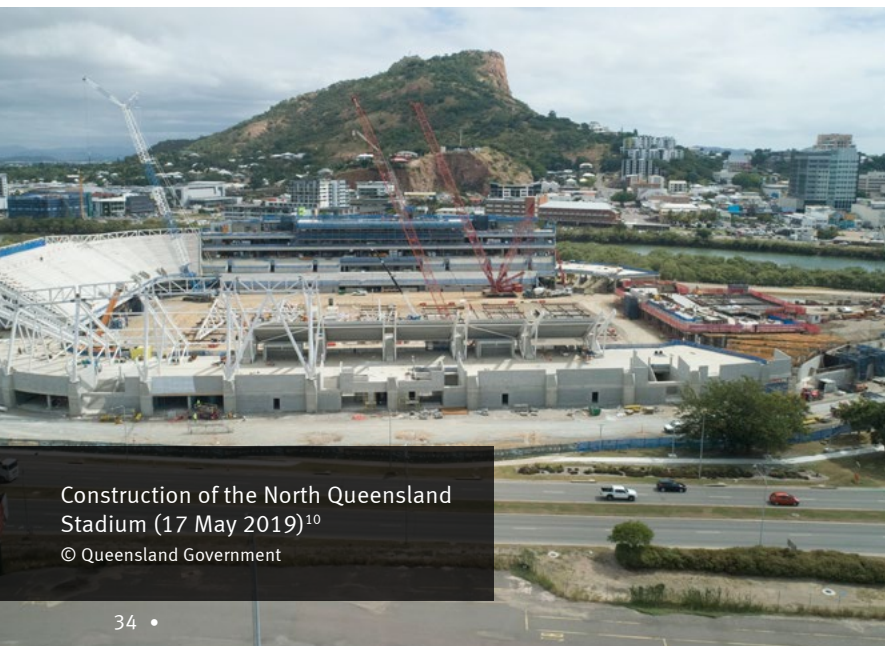
The Gabba  
© Tourism and Events Queensland

## Stadiums Queensland is responsible for nine facilities:

- Suncorp Stadium
- The Gabba
- Brisbane Entertainment Centre
- Queensland Tennis Centre
- Cbus Super Stadium
- Metricon Stadium
- 1300SMILES Stadium
- Queensland Sport and Athletics Centre
- Sleeman Sports Complex.



Suncorp Stadium  
© Tourism and Events Queensland



Construction of the North Queensland Stadium (17 May 2019)<sup>10</sup>  
© Queensland Government

## Enhance the fan experience

The roar of 50,000 people cheering the State of Origin team at Suncorp Stadium is all part of the stadium experience that Queenslanders expect and appreciate. Queensland's stadiums are magnificent structures but, more than that, they are places where fans come together to watch their favourite sports and star athletes perform.

Queenslanders love attending major sporting events and the sense of community and connection it encourages. Big events attract big numbers. Almost four million patrons attended events in Queensland's nine managed stadiums in 2016–2017. Our stadiums account for \$1.8 billion in government assets and support local economies and broader tourism across the state through their attraction of world-class sporting and entertainment events.

Stadiums are also part of the community infrastructure and need to link to public transport, community spaces and accommodation so Queenslanders continue to have positive experiences travelling to and enjoying their stadium experiences.

Activate! Queensland focuses on encouraging more live sports and entertainment events at Queensland stadiums and enhancing the experience for fans. It will deliver continued, affordable access to a range of world-class sporting and entertainment events. This includes taking a whole-of-government approach to the attraction of sports events to ensure all opportunities are appropriately planned and delivered.

### Activate! Queensland will:

Introduce a new standard for technology in Stadiums Queensland venues that enhances the fan experience.

Explore ways to ensure a variety of food and beverage options are available at Stadiums Queensland venues including a trial of healthy food options to meet customer expectations.

10. The North Queensland Stadium is a joint project of the Queensland Government, Australian Government and Townsville City Council, and is supported by both the National Rugby League and the North Queensland Cowboys. The stadium forms part of the Townsville City Deal signed in December 2016.



Brisbane Roar in the A-League  
Grand Final, Suncorp Stadium  
© Stadiums Queensland



# Activate Collaboration

*Create partnerships that maximise the impact of government and industry actions to benefit an active Queensland*

## Success looks like...



An active industry growing in capability to meet Queenslanders' needs



Leveraging outcomes through collaborations

## Transformational change

The sport and active recreation industry, or 'active industry', is broad and plays an important role in encouraging participation and the activation of communities. Activate! Queensland presents the opportunity to partner with the active industry to drive strategic outcomes, improve sustainability and deliver quality physical activity experiences.

All levels of government play a significant role in delivering sport and recreation outcomes. There is a need for alignment and collaboration to improve health and community outcomes. Activate! Queensland is a chance to facilitate improvements to collaboration among the three levels of government.

Historically, the majority of state sport and recreation funding has been provided through grants to local sporting organisations to grow participation. This has not fostered collaboration within communities or the industry, and has primarily supported Queenslanders who are already engaged in activity. It is essential to embrace a market-led service delivery model, and invest in initiatives in partnership with the active industry that reach Queenslanders who are not active enough.

Through Activate! Queensland, we will move from a transactional, competitive grants-based funding model, to one that is integrated and coordinated, and focuses on delivering health and wellbeing solutions for all Queenslanders. This will include ongoing conversations with communities to determine their shared investment priorities, placing Queenslanders at the heart of decision making.

## Activate! Queensland will:

Transform the way infrastructure is planned and delivered into the future by streamlining funding arrangements to reduce volunteer and organisation burden.

Embed a positive culture within the active industry to ensure safety, integrity, gender equity and inclusion by conditioning our investment.

Encourage collaboration between the active industry, local government, health, education, and human service organisations and other key stakeholders.

## Collaboration helps cricket club grow innings

The Beenleigh Pirates Cricket Club was unsure how to accommodate their growing numbers until a Queensland Government and local council collaboration provided a solution.

While the club had limited space, the school oval next door had perfect facilities for a range of sports, including cricket.

The club worked with Sport and Recreation and Education Queensland in the Queensland Government, as well as the Logan City Council, to build a relationship that benefits the community.

With funding from state and local governments, the school's oval is now available for the cricket club, and other sporting clubs in the local area, to use.



A specialist coaching clinic for  
Beenleigh Pirates Cricket Club juniors  
© Andrew Tiley



© Tourism and Events Queensland



The active industry provides work for many Queenslanders  
© Queensland Government

## Get industry active

The contribution of the active industry to the Queensland economy is substantial. It includes revenue from game-day events at all competition levels, local sports clubs and venues, equipment and apparel, adventure tourism, local gyms, sports nutrition and health services.

More than \$12 billion is spent on sports infrastructure each year supporting over \$39 billion of economic activity across Australia or around two to three per cent of Australia's gross domestic product.<sup>11</sup>

The active industry provides Queenslanders with a diverse range of exciting and challenging activities. From skateboarding to windsurfing, and equestrian to football, Activate! Queensland recognises the value of supporting activities Queenslanders enjoy.

Almost 21,500 people are directly employed in the sport and active recreation industry in Queensland<sup>12</sup>, and there are countless volunteers and associated workers who enhance industry outcomes.

Building on these strong foundations through Activate! Queensland, the active industry will continue to develop and foster collaboration to drive a culture of physical activity in Queensland.

### Activate! Queensland will:

Broaden our partnerships to include commercial operators and organisations providing a range of health, community and human services to deliver on Advancing Queensland's priorities.

Drive investment through industry development and capital expenditure to support Queensland jobs.

Harness and translate sports innovation to achieve physical activity outcomes for all Queenslanders.

11. Australian Government — Australian Sports Commission (2017). The Intergenerational Review of Australian Sport, p.7.

12. The statistic of full-time and part-time people employed in sport and physical recreation activities in Queensland, as at February 2019, was 21,400. 14,600 people in Queensland were employed on a full-time basis and 6800 were employed on a part-time basis. Australian Bureau of Statistics (2019) EQ06: Employed persons by industry group of main job (ANZSIC), Sex, State and Territory, November 1984 onwards, February 2019. Catalogue number 6291.0.55.003. Results for February 2019 released 28 March 2019, available at <http://www.abs.gov.au/AUSSTATS/abs@.nsf/DetailsPage/6291.0.55.003Feb%202019?OpenDocument>, accessed 23 April 2019.

## Innovation in dance

The Longreach School of Dance is one organisation that knows how to think outside the box.

When the school's dance teacher of three years needed to return to Cairns, the organisation was faced with the possibility their school would close.

Dancing On-Air came about when the dedicated and ingenious committee found a way to use Skype to connect the school's teacher in Cairns with her students in Longreach.

The program meant that more than 90 girls were able to continue their much-loved dance lessons each week, and participate in an active, creative and social outlet they would otherwise have lost.

The idea paid off. Local dance student Melanie Kilili went on to undertake a residency with the Queensland Ballet in Brisbane after receiving a spot in their High School Work Experience Residency Program.

Today, the program's popularity continues to grow, with the school now using the video communication platform, Zoom, to connect with students from Blackall, Tambo and surrounding properties. Other communities, such as Barcaldine and Winton, have also expressed an interest in joining the program, which aims to give all children in Central West Queensland the opportunity to participate in dance classes.



Longreach dancer, Melanie Kilili  
Kelly Butterworth © 2018 ABC News Online



Sprint testing at the Queensland Academy of Sport  
© Queensland Government

## Activity across agencies

The health and wellbeing of Queensland's communities is a key government priority. Multiple agencies across all levels of government, private industry, organisations and peak groups contribute to improving the lives of Queenslanders.

Partnerships, including sharing knowledge and data, will be critical in delivering solutions that target communities in need and address specific barriers to accessing physical activity opportunities as well as broad behaviour change.

Activate! Queensland is an opportunity to leverage partnerships and build on existing evidence. This will help to create a longer-term picture of Queenslanders' physical activity habits and ensure a robust baseline to measure effort and impact.

The partnerships between government, and a sustainable and capable active industry, will drive the success of Activate! Queensland.

### Activate! Queensland will:

Improve cross-government coordination and leverage investment to deliver on Queensland priorities.

Strengthen the evidence base through research and evaluation activities, including collecting and sharing existing data by all levels of government.



Murri Rugby League Carnival  
© Arthur Beetson Foundation Limited



Borobi, the official mascot of the  
2018 Commonwealth Games  
© Tourism and Events Queensland

# What's next?

Over the coming years, the government will work together to ensure a consistent and coordinated approach to supporting all Queenslanders to be more active.

Activate! Queensland will be rolled out through three multi-year action plans. The first action plan, Our Active8, will outline the practical, whole-of-government actions to be implemented from 2019 to 2022.

Our actions will gradually transition from delivering current programs to delivering more targeted initiatives in collaboration with partners, such as the active industry and community organisations.

The actions include reframing our approach to funding so clubs and organisations can achieve better outcomes, with less administrative burden.

We will invest in local participation events and opportunities across the state, and provide resources to assist Queenslanders to be more active in their daily lives.

We will measure and report on our progress in delivering outcomes and build on our successes while reviewing actions to ensure the effective delivery of the strategy's priorities.

Our Active8 2019–2022 will be delivered through eight strategies under Activate! Queensland's four priority areas.



## Interpreter



The Queensland Government is committed to providing accessible services to Queenslanders from all culturally and linguistically diverse backgrounds. If you have difficulty in understanding this document, you can contact us on 13 QGOV (13 74 68) and we will arrange an interpreter to communicate the report to you. [www.qld.gov.au/languages](http://www.qld.gov.au/languages)

## What the strategy will deliver

		PRIORITY AREA
<b>Children and young people</b>	<ul style="list-style-type: none"> <li>- Increase access to physical activity for children before, during and after school including on school grounds</li> <li>- Support children and young people who face additional barriers to participate in physical activity</li> <li>- Create opportunities to develop the skills, knowledge and behaviours that give children, before school age, the confidence and motivation to be active for life</li> </ul>	<span>Queenslanders</span> <span>Success</span>
<b>Women and girls</b>	<ul style="list-style-type: none"> <li>- Increase access to universally designed infrastructure and physical activity environments that suit the needs of women and girls</li> <li>- Condition our investment to drive equitable leadership and cultural change at all levels of sport and recreation</li> </ul>	<span>Queenslanders</span> <span>Environment</span> <span>Collaboration</span>
<b>Regional and remote</b>	<ul style="list-style-type: none"> <li>- Provide solutions that support communities in need to address barriers to physical activity</li> <li>- Ensure athletes are supported to live, train and compete across Queensland</li> </ul>	<span>Queenslanders</span> <span>Environment</span> <span>Success</span>
<b>Supporting the most vulnerable</b>	<ul style="list-style-type: none"> <li>- Ensure Queenslanders who need the most assistance to participate in physical activity are supported to do so</li> <li>- Connect access to the services people need in local communities including physical activity, health and social services</li> <li>- Condition investment to ensure equity and quality are paramount</li> </ul>	<span>Queenslanders</span> <span>Environment</span>
<b>Infrastructure and jobs</b>	<ul style="list-style-type: none"> <li>- Construct best-practice infrastructure designed for all Queenslanders from local through to elite levels</li> <li>- Provide schools and educators with the infrastructure and tools they need to deliver physical activity opportunities</li> <li>- Boost jobs in the sport and active recreation sector</li> </ul>	<span>Queenslanders</span> <span>Environment</span> <span>Success</span>
<b>Emerging and elite athletes</b>	<ul style="list-style-type: none"> <li>- Inspire Queenslanders through athletes being positive role models and sharing their stories with the community</li> <li>- Strengthen and coordinate sporting pathways for high performance athletes</li> </ul>	<span>Queenslanders</span> <span>Success</span>
<b>Active industry</b>	<ul style="list-style-type: none"> <li>- Strengthen the active industry to provide participation opportunities to all Queenslanders</li> <li>- Foster collaboration both within the sector and with government to achieve community outcomes</li> <li>- Streamline funding and remove operational burdens from organisations, particularly those with volunteers</li> <li>- Build cohesive relationships that harness the potential for the active industry to respond to whole-of-government outcomes</li> </ul>	<span>Queenslanders</span> <span>Success</span> <span>Collaboration</span>
<b>Service delivery</b>	<ul style="list-style-type: none"> <li>- Take a more holistic and person-centred approach to sport, recreation and physical activity, linking participants to the support they need to improve their wellbeing</li> </ul>	<span>Queenslanders</span> <span>Collaboration</span>

### Activate! Queensland 2019–2029

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**Sport and Recreation**  
Department of Housing and Public Works

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