



12th June 2025

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Submission to Queensland Government Sport Strategy

Dear Kelli,

As you are aware, Outdoors Queensland is the peak body for the outdoor sector in Queensland. We represent outdoor recreation organisations and individuals in Queensland, consisting of a range of outdoor industry stakeholders, including local governments, schools with outdoor education programs, small businesses and commercial operators, activity-focused peak bodies, clubs and community organisations.

Outdoors Queensland is proud to play a key role in the Queensland active industry. Our vision is for a world where the outdoors is a vital part of healthy lives, and our mission is that all people have opportunities to make connections with Queensland's outdoors.

We believe that the Queensland Government 10-year strategy for sport must ensure that more Queenslanders engage in outdoor activities and connect with Queensland's outdoors so that Queenslanders become healthier at a population-level.

A more active outdoor culture will fundamentally change the lives of Queenslanders for the better. Being outdoors is important for Queenslanders, regardless of the level of physical activity involved, however encouraging more people to get outdoors more often will inevitably lead to higher levels of physical activity.

We acknowledge that significant circumstances have changed since the *Activate! Queensland 2019-2029* strategy was launched by the Queensland Government in late 2019, particularly the COVID-19 pandemic, the announcement of Queensland as host of the 2032 Olympic and Paralympic Games, and the emergence of artificial intelligence as a tool that can allow us to better understand data.

We believe it would be worthwhile in developing this new strategy to conduct a meta-analysis of all feedback received by the Queensland Government during

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the development of the *Activate! Queensland* strategy and compare that to the feedback received during this latest round of consultation. AI could be used to analyse and synthesise the data.

Despite the changes in circumstances since 2019, we suggest that the vision statement from *Activate! Queensland* is now more relevant than ever – “Physical activity enriches the Queensland way of life.”

This vision statement “Physical activity enriches the Queensland way of life” directly aligns with the sentiment behind the statement in the “What Does 2032 Mean For You?” discussion paper that “We want every Queenslanders to enjoy an active lifestyle, regardless of ability, age, gender, location or background, and we intend to remove barriers that stand in the way.” We suggest that the vision statement should be retained in the new strategy to provide continuity and certainty, even though some aspects of the strategy should be reviewed and updated.

The foundation of the *Activate! Queensland* strategy was solid. We believe that the following statements from 2019 remain true in 2025:

- More Queenslanders should be encouraged to engage in physical activity to improve their health and wellbeing in active communities.
- Places and spaces must inspire activity by inviting an active and healthy lifestyle across the state.
- Partnerships should be encouraged that maximise the impact of government and industry – Queensland needs all branches of government engaged, in addition to the broader industry (whether for-profit or non-profit).

Outdoors Queensland played a role in the development of the *Activate! Queensland* strategy, and we have been pleased to contribute to this new strategy. Outdoors Queensland would like to take the opportunity to acknowledge the consultation process conducted by the Queensland Government to support the “What Does 2032 Mean For You?” discussion paper.

For our part, Outdoors Queensland publicised opportunities for people across our network to engage in this community consultation process. In addition to attending consultation sessions and assisting as table facilitators at some sessions, we promoted this process on our website, in stakeholder bulletins, on social media, met with various stakeholders regarding the strategy, hosted an online forum to discuss the strategy, and invited representatives of Sport and Recreation to speak on the topic at our 2025 Queensland Mountain Bike Forum in Cairns on 20th May 2025.

Outdoors Queensland believes that the 10-year sport strategy must encompass all Queensland stakeholders involved in physical activity, across the full breadth of sport, fitness and recreation, government and non-government, commercial and non-profit, volunteer and paid, elite athletes and everyday people. We believe this strategy presents an opportunity for the Queensland Government to guide physical activity across our State for years to come.



Outdoors Queensland encouraged completion of the Queensland Government online survey, and we also conducted our own survey of our network to help inform this submission. Of the 22 questions posed in the “What Does 2032 Mean For You?” discussion paper, we selected 8 questions – two questions from each of the four key themes – and put them to our network. Example responses included the following:

What can be done to ensure all Queenslanders have the confidence and knowledge to be physically active throughout all life stages?

- Allow outdoor recreation to be seen as a tool for development and learning but also a way of living that fits with a normal Qld lifestyle. Normalise it.

How can we promote health and other benefits of physical activity in ways that inspire movement?

- To truly inspire physical activity, we must broaden the definition beyond traditional sport and champion accessible, inclusive, and inspiring options—like outdoor recreation.... If we can activate our existing outdoor spaces by offering events or learn to participate type activities, this would go a long way to inspiring participation.

Innovative/Bold Idea

My 20/32

While attending multiple consultation sessions, our Executive Officer suggested variations on the idea of a concerted government campaign to get more Queenslanders physically active by encouraging people to do 20 minutes of vigorous physical activity or 32 minutes of moderate physical activity each day. This campaign could be called “My 20/32” to associate people’s improved activity levels with the 2032 Games.

Funding could be allocated to local governments and other land managers to install “My 20/32” infrastructure to support community physical activity.

My 20/32 could be a combination of Queensland’s own 10,000 Steps behaviour change program with the famous “Life Be In It” campaign (created in 1975, but brought up to date for our communities in 2025 and beyond).

The physical activity could be sport, fitness or outdoor activity. It could be done at a sports field, a gym, or in the great outdoors.

The important things are tracking the amount of activity (which 10,000 Steps does so well) and encouraging people to get active without being accusatory.

How can the Queensland Government support the evolution of the active recreation sector?

- Copy New Zealand by banning personal injury claims except where there is gross negligence, and set up a state-run insurance scheme.
- Funding for walking and cycling paths, pedestrian friendly urban spaces, installing outdoor equipment in parks. ... We learn the skills if we start early. Value and accept that Guides, Scouts and Boys/Girls Brigades are a potential training ground for lifelong active recreation. Help all of them do what they do in that space - better.



How can Queensland maximise the benefits of the Games across regional and remote parts of the state, including event attraction?

- As legacy infrastructure is planned, we urge decision-makers to integrate and enhance existing outdoor education assets, recognising their long-standing role in shaping active, resilient, and engaged communities across Queensland.
- Identify and promote different micro adventures in different regions and cities throughout the state.

How can the Queensland Government support community active recreation organisations to thrive, build capability and adopt innovation?

- Allow public land access and then get out of the way by getting rid of any stupid regulations. We can do the rest ourselves.
- Formalise partnerships and provide funding pathways that recognise the value, expertise, and reach of not-for-government organisations in shaping active, connected, and resilient Queensland communities.

Innovative/Bold Idea

Fund expansion of junior parkrun

parkrun is a free, community event where you can walk, jog, run, volunteer or spectate. parkrun is 5k and takes place every Saturday morning.

junior parkrun is 2k, dedicated to 4-14 year olds and their families, every Sunday morning.

Currently, there are only 5 junior parkrun events in Australia – 2 in Queensland, 2 in Victoria and 1 in South Australia.

By investing in the expansion of junior parkrun across Queensland, the Queensland Government can help our communities to thrive.

What could encourage more people to volunteer in active recreation, including underrepresented groups of Queenslanders?

- Empowering and capacity-building of ambitious, vulnerable children and youth behind you.
- Invite people in with no expectation. Accept diversity and cater for it. Move beyond the in group mentality or practices that surreptitiously and at times blatantly promote there are those who are not part of the vision of this entity or activity.
- Make it easier to be the serial or occasional volunteer, not the ongoing and monogamous volunteer who is locked in for life.

What facilities does your community need to be more active?

- Everything to do with Outdoor Recreation: trails (MTB, walking, horses, canoeing/kayaking etc), nature appreciation, rock climbing/bouldering and all associated infrastructure. Maintenance can become an issue and is always a challenge.
- Green spaces, accessible areas where we can enjoy the outdoors

How can other potential places and spaces, for example school facilities and green spaces, be activated for greater use?

- Invest in the redevelopment of organisations such as the PCYC (that



could potentially use school campus areas) and the employment of qualified people in the leisure industry, specifically Outdoor Recreation.

- Queensland Parks and Wildlife areas opened up for events.

Although this process has been described as the development of a sport strategy for the next 10 years, we believe that the title of this strategy is important. We are concerned that if the end result is a document called the “Queensland Sport Strategy”, there is potential for that strategy to appear to ignore the broader physical activity providers across Queensland’s recreation and fitness sectors.

The title of this strategy will directly influence its effectiveness. Some people have very positive associations with the word “sport”, however many more Queenslanders would be sports fans than sports participants.

The following table shows estimates of overall participation in sport or non-sport for people who live in Queensland from the 2024 AusPlay data¹ available from the Australian Sports Commission:

Overall participation - Sport or non-sport related participation

Sport/non-sport Age group	Done both		Done only physical activity		Done only sports		Total	
	Estimate	Participation Rate	Estimate	Participation Rate	Estimate	Participation Rate	Estimate	Participation Rate
15 - 17	85,768	44.3%	23,675	12.2%	42,531	21.9%	151,973	78.4%
18 - 24	211,916	42.7%	100,809	20.3%	110,877	22.3%	423,602	85.3%
25 - 34	353,659	45.5%	197,495	25.4%	135,171	17.4%	686,325	88.4%
35 - 44	290,975	39.2%	241,779	32.6%	106,616	14.4%	639,370	86.1%
45 - 54	246,967	36.2%	264,428	38.7%	73,331	10.7%	584,726	85.6%
55 - 64	225,814	33.7%	296,203	44.1%	45,725	6.8%	567,742	84.6%
65+	202,004	21.7%	418,622	44.9%	57,273	6.1%	677,900	72.7%
Total	1,617,103	36.0%	1,543,010	34.3%	571,524	12.7%	3,731,638	83.0%

This table shows that for Queenslanders, non-sport participation outstrips only sport participation for all age groups over 25 years, and non-sport participation outstrips participation in both sport and non-sport beyond age groups over 45 years. The word “sport” does not ensure this strategy encompasses all aspects of physical activity.

Additionally, we suggest that if this strategy is called the Sport Strategy, it may be viewed as being only the responsibility of the Minister for Sport and the associated government department, rather than being a strategy that is relevant to all Government Ministers and departments with influence over whether all Queenslanders enjoy an active lifestyle. For example, the Ministers/departments responsible for health, active transport, tourism, local government and planning.

We submit that the title of the strategy must be broader than the “Sport Strategy” to ensure it is clear from the title that it is about more than simply organised sport.

¹ Source -

<https://app.powerbi.com/view?r=eyJrIjoiaMzg2NTFmZGEtNGRhZC00Yzg2LWFiMjktNTViZTc2NDYwN2RiliwidCI6IjpkMmUwZiRlTU1ZjltNGNiMS04ZWU3LWRhNWRkM2ZmMzYwMCI9> accessed 30 May 2025



Outdoors Queensland has six inter-related priority focus areas that are critical to progress toward our mission of ensuring that everyone can enjoy health and well-being benefits of Queensland's outdoors:

1. Places & Spaces
2. Connecting Community
3. Connecting Stakeholders
4. Building Relationships
5. Research
6. Building Capacity and Capability

The Queensland Government plays a critical role in these priority focus areas, and we believe that the strategy should include the following actions, which are mapped to our priority focus areas and align with the four key themes set out in the "What Does 2032 Mean For You?" discussion paper:

1. Places and Spaces

Action – Spaces for outdoor activities must be identified, secured and managed to enhance access for outdoor activities, alongside other uses and values.

Action – Queensland must cater for current outdoor activities and proactively plan for future growth in demand and variety of outdoor activities.

Action – Appropriate action is taken to understand, adapt and transition to realities of climate change, including reconstruction post-disaster to ensure outdoor activities continue, with consideration for the fact that reconstruction may require building back better, rather than only repairing/replacing what has been lost/damaged with the same infrastructure.

Action – Revive the [Queensland Government Statewide Outdoor Recreation Framework](#), a whole-of-government initiative released in October 2014, which presented "a collaborative and coordinated approach to outdoor recreation in Queensland". This framework identified three key government commitments – to improve access to places/spaces, promote opportunities to participate, and to enhance the capacity of the outdoor recreation sector.

2. Connecting Community

Action – Appropriately fund relevant active industry organisations, including Outdoors Queensland, so they can connect communities across the State and ensure that their diverse communities' needs are heard.

3. Connecting Stakeholders

Action – Encourage conversations and discussions between stakeholders to increase understanding and ensure cross-pollination of ideas to get more people more active more often.

4. Building Relationships

Action – Engage meaningfully with the entire active industry to ensure that more people have opportunities to get active.

5. Research

Action – Invest in research into the Queensland Outdoor sector, including a



commitment to fund Outdoors Queensland to replicate the Queensland Outdoors Census in 2027, 2031 and 2035.

Action – Increase awareness of physical literacy across the active industry, including increased knowledge of the benefits of outdoor activities for physical, cognitive, psychological, and social health (mind, body, soul and heart)

6. Building Capacity and Capability

Action – Provide and promote resources to help build better organisations with ability to meet current demands and deliver more in future

Action – Pass laws and regulations that ensure places are accessible and offerings are inclusive for all ages, abilities and cultures.

Action – Increase opportunities to undertake appropriate qualifications and other training to ensure that Queensland's active workforce is able to meet demand for skilled workers in volunteer and paid roles

Innovative/Bold Idea

[Queensland Government Statewide Outdoor Recreation Framework](#)

From 2014 to 2015, Queensland had a “collaborative and coordinated approach to outdoor recreation in Queensland”. Stakeholders involved in the development of the Queensland Government Statewide Outdoor Recreation Framework included thirteen (13) different State government departments, Local Government Association of Queensland, Queensland Outdoor Recreation Federation (now Outdoors Queensland), Seqwater, SunWater and Tourism and Events Queensland.

Vision: “More Queenslanders and visitors participating in high quality, diverse, safe and sustainable outdoor recreation activities across the state.”

Objectives: “Provide ways to resolve outdoor recreation issues” and “Foster increased participation in outdoor recreation”

The framework identified three key government commitments – to improve access to places/spaces, promote opportunities to participate, and to enhance the capacity of the outdoor recreation sector.

The scope for outdoor recreation places and spaces included “any land, water bodies or built environments in Queensland that can be used for outdoor recreation”, which included public and private land.

Reviving the Queensland Government Statewide Outdoor Recreation Framework would be a way of removing barriers that stand in the way of every Queenslanders enjoying an active lifestyle.



In the lead up to the 2024 State Government election, Outdoors Queensland presented political parties with our [State Election Position Statement](#). In our position statement, we set out actions that collectively provide a recipe for positive outcomes in outdoor activities. We will not restate all of the actions in this submission, but the high-level call was for action to both support outdoor organisations and protect nature. We were pleased to receive a response from the LNP in the lead up to the election pledging to work with communities and stakeholders to further ecotourism and outdoor recreation, as well as commitments regarding conservation efforts in Queensland, with an emphasis on public access to the state's natural areas.

Outdoors Queensland notes that the Queensland Government has begun to deliver on these commitments, including through the recently released *Destination 2045: Delivering Queensland's Tourism Future*, which includes the following initiatives and activities relating to ecotourism:

- Initiative 1.1 - Streamline and simplify processes to facilitate and accelerate ecotourism growth in protected areas
- Initiative 1.2 – Enable one single permission for tourism operations on protected areas to streamline the permitting process for businesses.
- Initiative 1.7 – Work with First Nations peoples to support culture and Country and create access to valued tourism experiences.
- Initiative 1.9 – Boost agritourism with more farm stays and experiences, helping farmers diversify and improve on-farm profitability.

Outdoors Queensland supports these initiatives and the associated activities. We believe that there is an ideal opportunity to piggy-back on the actions in *Destination 2045* by ensuring that the actions described apply equally to outdoor recreation, outdoor education and nature-based health, as they do to ecotourism. The initiatives could become:

- Streamline and simplify processes to facilitate and accelerate *growth of outdoor activities including ecotourism* in protected areas
- Enable one single permission for operations on protected areas to streamline the permitting process for businesses *and other outdoor organisations* (would extend this measure to non-tourism organisations such as Scouts/Guides)
- Work with First Nations peoples to support culture and Country and create access to valued tourism, *recreation, health and education* experiences
- Boost agritourism with more farm stays and experiences, helping farmers diversify and improve on-farm profitability, *while boosting investment in outdoor activities on private land*

Innovative/Bold Idea

Expand initiatives set out in Destination 2045

By expanding these initiatives and the associated actions to include outdoor recreation, outdoor/environmental education, nature-based health and ecotourism, the Queensland Government would ensure that the entire community benefits from the proposed improvements.



Outdoors Queensland looks forward to further involvement in this important process. We would be pleased to provide additional detail regarding elements of this submission. We understand that this submission may be published as part of the consultation process.

Outdoors Queensland looks forward to contributing to the implementation of the strategy. If you have any queries, please contact Executive Officer, Dom Courtney, on 0419 976 800 or eo@outdoorsqueensland.com.au.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Dom Courtney', with a stylized flourish at the end.

Dom Courtney
Executive Officer / Company Secretary

