

RESEARCH SUMMARY



The Sport Participation Pathway Model (SPPM): A conceptual model for participation and retention in community sport

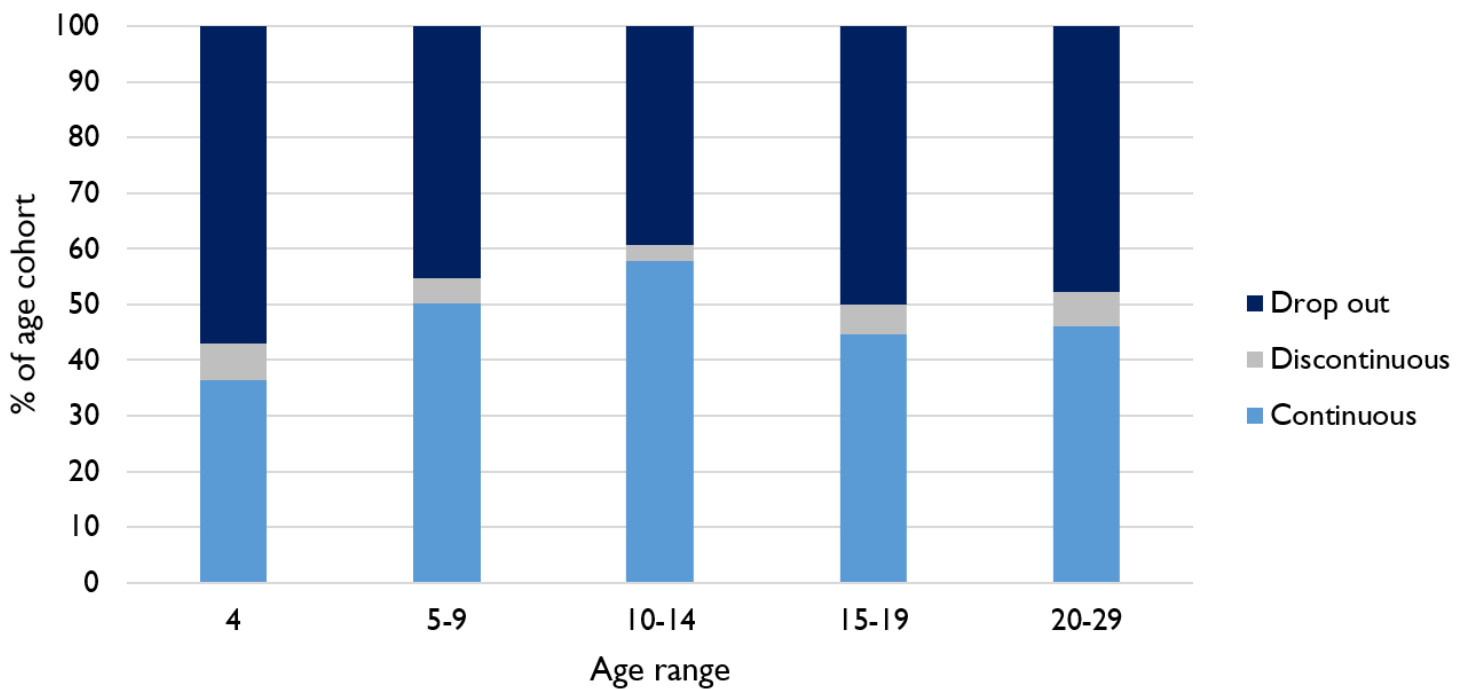
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Retention pattern of registered sport participants

Background

National sport policy has a dual focus on population-based participation and the elite. However, there has not been a population-based sport participation model to track, develop and facilitate holistic participation policies in sport.

Aim

To review sport participation trends, including new data on retention and drop-out across age groups in community club-based sport, and combine this data with evidence from the literature about people moving in and out of sport, to develop the Sport Participation Pathway Model, a holistic view of sport participation.

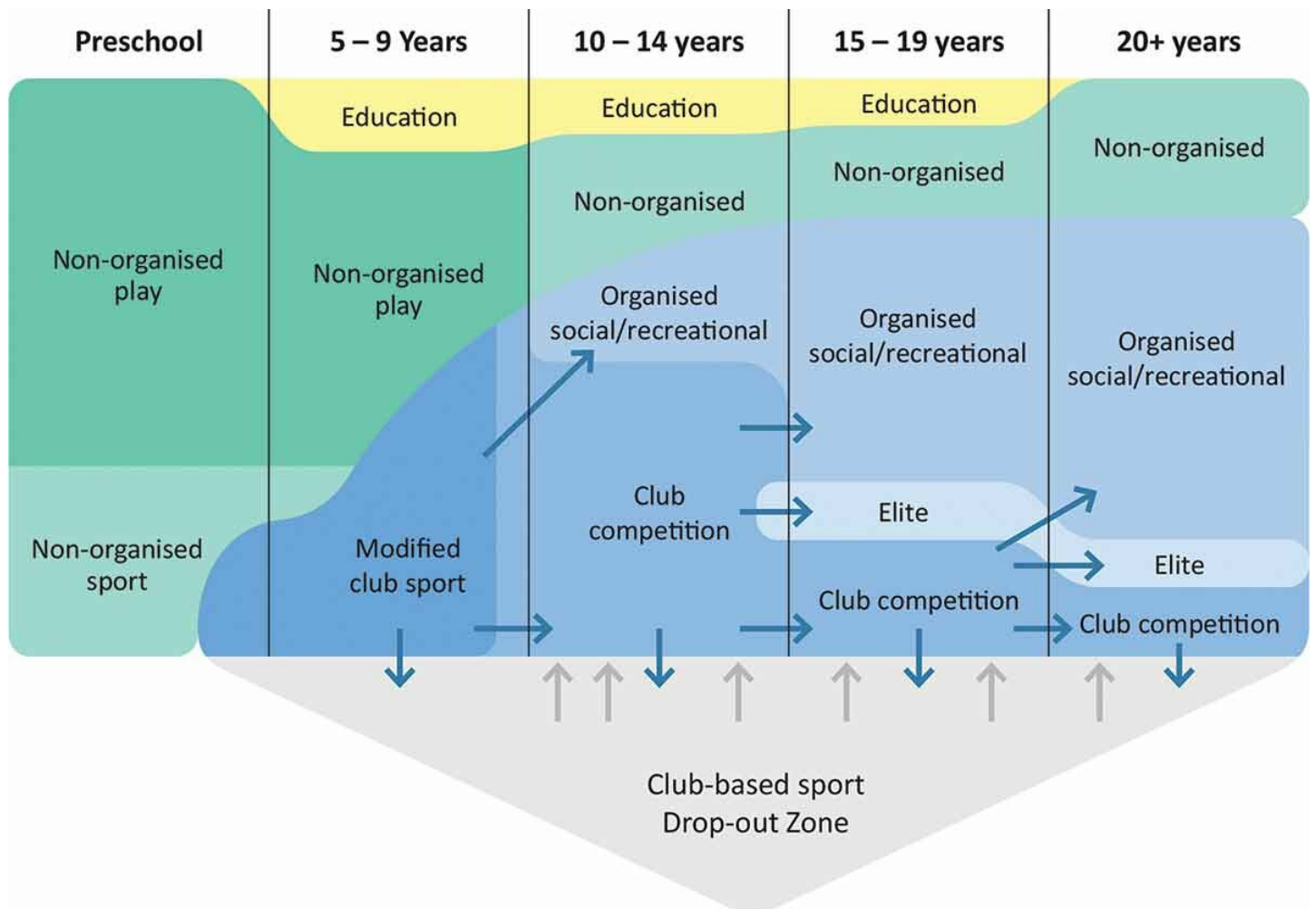
Methods

3-year analysis of sport participation across 8 major sports for children and young people aged 4-29 years.

Results

- Total number of participants 579,696
- Only 51% played continuously for 3 years
- 45% dropped out
- 5% played discontinuously
- Drop-out was highest for those aged 4 (57%), and lowest for those aged 10-14 years (39%).
- The SPPM demonstrates the movements of participation in sport and the drop-out at various stages out of competitive club-based sport.

"Only 51% of players played continuously for 3 years"



The Sport Participation Pathway Model (SPPM)

Discussion

The model is a standalone sport participation model that is a representation and integration of empirical sport participation.

Our model integrates the participation trends across different life-stages, so that sport managers can plan their recruitment and retention programmes more strategically.

The model is most useful for sports organisations to recognise issues around retention and drop-out. In developing sport policies, government can also use the model to make decisions on target groups and funding support.

We also recommend that the collection, analysis and reporting of longitudinal sport and physical activity data is expanded, to better serve policy evaluation and redirection.

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