

RESEARCH SUMMARY



Marketing up the wrong tree? Organisational perspectives on attracting and/or retaining older adults in sport

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Background

Older adults (50+) are a rapidly growing population group, however participation in sport for older adults is very low.

Aim

To investigate how sporting organisations perceive sport for older adults.

Methods

We surveyed 171 people from National and State Sporting Organisations .

Older adults are not a high priority group for most sporting organisations

Results

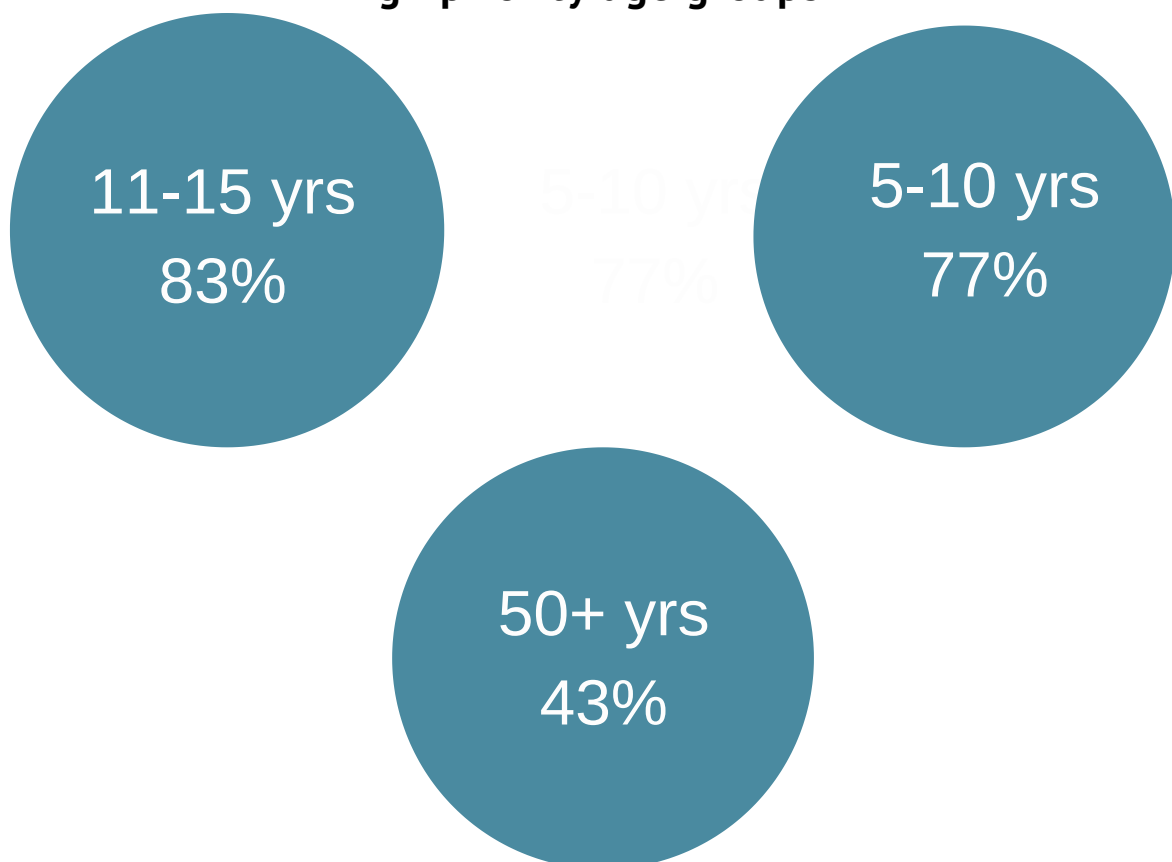
- There are many benefits of engaging older adults, including increasing participation, spectators/fans and as volunteers.
- There are a lack of age-appropriate sport programs.
- Older adults are deemed as less attractive segment than other age groups.
- Many sports are not (yet) ready to build 'age friendly' sporting environments.

Discussion

Most sports organisations do not actively and strategically engage older adults. Older adults are an untapped market. Legislated policy, resource support including funding opportunities would help sports and their management to specifically focus their capacity on older adults, to develop and deliver appropriate opportunities for their active participation. Most sporting organisations recognised the benefits of engaging with older adults, but to date it seems that benefits do not yet outweigh the costs of changing or expanding focus to multiple target markets. Young people in that regard, still seem to be an easier and more attractive target market for sport. However, increasing older adults' active participation in sport, through playing and volunteering, will not only benefit the sport sector, but also the health of individuals and communities. To achieve such benefits, government and sport need to work hand in hand to provide these opportunities.

"Older adults are an untapped market"

High priority age groups



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