

RESEARCH SUMMARY

The motivations to play organised club-based sport in Australia



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Background

The way individuals want to consume sport during their leisure time has changed dramatically over past decades. In order to meet sport participant consumer needs, it is important to understand their motivations to play and how these may differ between different demographics

Aim

To investigate the motivations to play sport across: age, gender, residential location and settings, modes and level of participation

Methods

An online survey of sport participants asked about age, gender, residential location, type of sports and physical activities participated in, frequency and duration of play, and motivations for playing organised club-based sport.

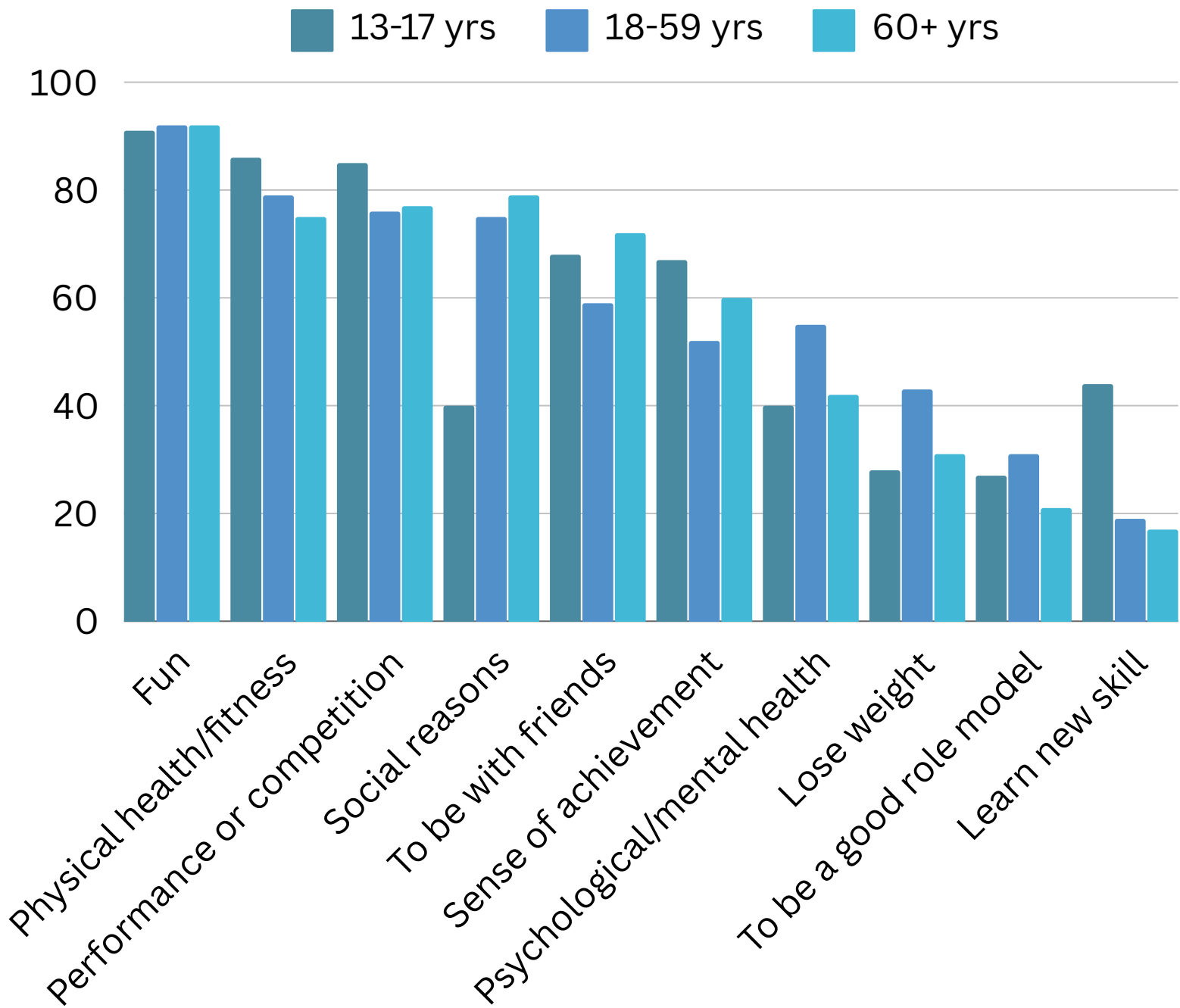
Results

4,395 individuals aged 13-92 years completed the survey.
Mean age = 49 years

The main motivations:

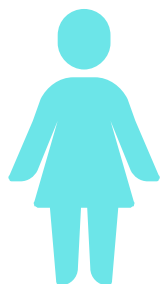
- **Fun/enjoyment** 92%
- **Physical health/fitness** 78%
- **Performance/competition** 77%
- **Social reasons** 72%

Motivations to play organised club-based sport





Significant Gender Differences



Females more motivated by:

- Physical health or fitness
- Psychology/mental health
- Sense of achievement
- To be a good role model
- Learn new skill
- Lose weight



Males more motivated by:

- Performance /competition
- Professional/ part of job

Discussion

Motivations differed between demographic groups and across the lifespan. Sport policy makers and managers should focus on developing flexible and inclusive sporting opportunities that centre, on friendship, fun and skill development, and those diverse intrinsic motivations that better align with participants' desires to play sport.

It is recommended that a wider perspective encompassing the three elements of the basic psychological needs of the Self-Determination Theory be consulted when developing and delivering sport participation opportunities, because **fun and enjoyment (autonomy), skill development (competency), and connections with others (relatedness) are important motivations to play sport for all ages, genders, location, modes, and frequency of participation.**

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