

A photograph of a sports stadium with spectators sitting on bleachers. The image is used as a background for the report cover.

YOUR SPORT YOUR SAY

CLUBS UNDER PRESSURE

AUSTRALIAN COMMUNITY SPORT RESEARCH FINDINGS
MAY 2023



AUSTRALIAN
SPORTS FOUNDATION



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| ABOUT THIS RESEARCH

The Australian Sports Foundation (ASF) conducted the *Your Sport Your Say* research between 16th February and 22nd March 2023. **It represents the perspectives of 2,984* community sporting clubs** across Australia.

The ASF commissioned this research to identify the issues facing clubs, as well as ways to better support them and build the resilience of community sporting organisations.

Sporting club members, participants and volunteers were asked to complete a series of online questions relating to their club over the last 12 months. This survey period was marked by rising interest rates and inflation, as well as the resumption of activities since the peak of COVID-19 and, in some communities, extreme weather events.

The data in this report, *Clubs Under Pressure*, has been **segmented by club size in order to more accurately determine how various pressures are impacting community sporting clubs differently.**

- **Small clubs** (1-199 members)
- **Medium** (200-499 members)
- **Large** (500-999 members)
- **Very large** (1,000+ members)

| ABOUT THE AUSTRALIAN SPORTS FOUNDATION

The ASF is Australia's national non-profit sports fundraising organisation, and the only organisation to which donations for sport are tax-deductible.

We are focused on supporting a thriving Australian sporting sector, where everyone has access to the health and social benefits of sport, regardless of their gender, background, location, ability or culture.

ASF has been helping clubs, organisation and athletes fundraise for 37 years. Since inception, **the ASF has distributed over \$600 million to clubs and athletes through its online fundraising platform and community sport grant rounds.**

Funds raised through the ASF have increased exponentially in recent years culminating in a record \$76.8M for FY22, raised from some 40,000 donations to over 2,000 fundraising projects.

The ASF has also established the Australian Sports Foundation Charitable Fund (ASFCF) to enable private and public ancillary funds to invest in a sporting future where everyone can play.

This *Clubs Under Pressure* report follows similar reports released by the ASF in May 2020 and September 2021, which focused on the impact of COVID-19.

The ASF understands the importance of hearing from clubs and athletes. This evidence will help shape our support and inform other sector stakeholders.

KEY FINDINGS

THE STATE OF PLAY



COMMUNITY SPORT IN AUSTRALIA REMAINS UNDER SIGNIFICANT PRESSURE

COMMUNITY SPORT PLAYS A VITAL ROLE IN THE AUSTRALIAN WAY OF LIFE. IT HAS THE POWER TO ENHANCE LIVES, GREATLY IMPROVE PHYSICAL AND MENTAL HEALTH, AND BRING PEOPLE TOGETHER IN A WAY THAT FEW OTHER ENDEAVOURS CAN.

Challenging economic conditions have placed additional strain on community sporting clubs, already struggling with running costs, participation numbers and volunteers after COVID-19 and extreme weather events.

Rising costs and decreases in revenue have led to almost **one in five (18%) community sporting clubs considering closing their doors in the last 12 months**. In 2021, this was one in ten. In the past year, smaller clubs in particular are feeling the greatest pressure, with **one in four (24%) small community sporting clubs contemplating closing**.

Many sporting clubs in Australia are nevertheless continuing to demonstrate their resilience. Encouragingly, almost 40% are seeing **boosts to participation numbers and one in five are seeing improved cash reserves** compared to the 2021 year, with more than half of all clubs introducing new initiatives to bring people back to sport.

One in three (33%) of clubs have reported increased participation amongst females, which is significantly higher than in 2021 (14%). And considerably higher than clubs reporting increased male participation (21%).

However, as women and young people return to sport after the pandemic years, there is a continued decline in teenage participation in community sport across the country. Over one in four surveyed clubs (27%) reported a **decline in registrations among 15–19 year-olds**. This continues a trend from 2021 and has significant current and future implications for Australia, not only as a nation that prides itself on its sporting ability, but as it contributes to our preventative health and wellbeing agenda.

Against a backdrop of rising inflation, 52% of clubs surveyed report **cost of living impacts as a growing barrier** to member registrations. More than two in three sporting clubs across Australia (68%) have experienced **increased running costs**, which is a substantial increase from 47% in 2021. For these clubs, running costs have increased on average by \$20,529. Of the clubs surveyed, 28% reported a **decrease in their financial reserves** in the last twelve months, with an average of a \$30,891 drop in cash reserves among this group.

The research findings from the 2023 *Your Sport Your Say* survey demonstrate that while there is some cause for optimism and some strong examples of clubs rebuilding after a series of difficult years, for many others the cumulative impacts of COVID, extreme weather events and rising cost pressures are forcing them to the brink.

**WHILE THE BENEFITS TO PHYSICAL AND MENTAL
HEALTH ARE UNDERSTOOD, ITS FULL VALUE TO
COMMUNITIES IS NOT ALWAYS APPRECIATED.**

| KEY FINDINGS AT A GLANCE

SMALL CLUBS

1 IN 4

(24%) OF SMALL CLUBS HAVE
CONSIDERED CLOSING



\$10,202

IS THE AVERAGE **DECREASE**
IN CASH RESERVES FOR
SMALL CLUBS

RISING COSTS

1 IN 2

(52%) OF CLUBS CITED **COST**
OF LIVING AS TOP CAUSE FOR
PARTICIPATION DECREASE.



68%

HAVE EXPERIENCED
INCREASED RUNNING
COSTS



TEENAGE PARTICIPATION

1 IN 4

(27%) OF ALL CLUBS REPORT
A DECLINE IN PARTICIPATION
OF 15-19 YR-OLDS



ADMINISTRATION AND VOLUNTEERS

3 IN 5

(61%) REPORT
ADMINISTRATION LOAD
GREATEST CHALLENGE



63%

SAY THE MAIN CHALLENGE
IS **NOT HAVING ENOUGH**
VOLUNTEERS



FUNDING PRIORITIES TO 2032



1 IMPROVED FACILITIES
AND VENUES

2 INITIATIVES TO KEEP
TEENAGERS IN SPORT

3 INCREASE VOLUNTEER
NUMBERS



FIVE KEY CHALLENGES IDENTIFIED BY CLUBS IN 2023

- 01.** Almost one in four small clubs are considering closing their doors.
- 02.** Rising costs are impacting participation and pushing many clubs toward insolvency.
- 03.** Teenagers are continuing to disengage with community sport.
- 04.** Clubs are struggling with less volunteers and more administration.
- 05.** Clubs want facilities, participation and volunteer support ahead of 2032.

01.

ALMOST ONE IN FOUR SMALL CLUBS ARE CONSIDERING CLOSING

Small clubs are disproportionately under strain due to decreasing revenues and declining participation numbers.

Small community sporting clubs (those with less than 200 members) are more than twice as likely as medium sized clubs, and more than three times as likely as large clubs, to have considered closing their doors in the last 12 months. One in four (24%) have considered closing and of these small clubs, 54% are in a regional or remote areas which would have a big impact on these communities.




Attracting kids to football and netball who are continuing to preference other sports because they don't have to travel as much is an issue. We need greater support at a higher level to promote the sport in regional areas. This is by bringing more clinics and more high-profile players to the bush at no cost to clubs.

(Small AFL, Netball & Tennis Club, SA)




1 IN 4

(24%) OF SMALL CLUBS HAVE **CONSIDERED CLOSING**



27%

OF SMALL CLUBS HAD **DECREASED REVENUE IN THE LAST 12 MONTHS**



55%

OF SMALL CLUBS REPORTED **DIFFICULTY IN ATTRACTING NEW MEMBERS**

\$10,202

IS THE AVERAGE **DECREASE IN CASH RESERVES FOR SMALL CLUBS**



28%

OF SMALL CLUBS REPORTED **DECLINING PARTICIPATION** IN THE LAST 12 MONTHS

- **Every cent counts for clubs of this size.** 27% of small clubs reported a decrease in their club revenue in the past year, which is significantly higher than the 15% of very large clubs reporting revenue decreases. For small clubs that saw their financial reserves decline, the average decrease was \$10,202.
- **Small clubs experience disproportionate difficulties in attracting members.** 55% of small clubs report the challenge of attracting new members, which is significantly higher than medium and large clubs. More than one in four (28%) of small clubs reported declining participation in the last 12 months, much higher than the 11% of larger clubs reporting a decrease.
- **Membership retention has also been a disproportionate challenge for small clubs.** 33% of small clubs reported difficulty in keeping their members signed up, which is significantly higher compared to larger clubs (19%).
- **Smaller clubs are calling out for high-level support and initiatives to encourage participation.**
- **Survey responses indicate that many small clubs are in need of particular and urgent assistance to stay afloat.**

2 IN 3



(68%) CLUBS REPORT **INCREASED**
RUNNING COSTS

1 IN 2

(52%) CITED **COST OF LIVING PRESSURES** AS PRIMARY
CAUSE FOR **DECREASE IN PARTICIPATION.**

 **55%**

OF SMALL CLUBS REPORTED **DIFFICULTY IN**
ATTRACTING NEW MEMBERS

 **COST OF LIVING PRESSURES ARE RESULTING IN MORE**
PARTICIPANTS WORKING ON WEEKENDS RATHER
THAN PARTICIPATING IN COMMUNITY SPORT. 

(MEDIUM AFL CLUB, TAS)

\$26,443

AVERAGE **DECREASE IN CASH RESERVES FOR MEDIUM**
SIZE CLUBS

02.

RISING COSTS ARE IMPACTING PARTICIPATION AND PUSHING MANY CLUBS TO INSOLVENCY

Challenging economic conditions and inflation are **compounding pressure on many community sporting clubs** around Australia, who have emerged from COVID-19 and in some cases, extreme weather events, with depleted cash reserves.



Participation fell substantially to almost nil during COVID and has not recovered. There are now more pressures on household budgets and our activity/sport is often considered an expendable extra.

(Martial Arts Club, WA)



- **More than two in three (68%) clubs report increases in their running costs over the last 12 months**, up from less than half of all community sporting clubs (47%) in 2021.
- Among these clubs noting increases, **club running costs have risen on average by \$20,529**, however sporting clubs with more than 1000 members (very large clubs) reporting increases are seeing running costs rise on average by \$109,981.
- **For those clubs with rising costs, the biggest increases have been felt in:** insurance premiums (56%), club maintenance costs (55%), utility bills (53%) and affiliation fees (52%).
- **Rising running costs are being compounded by revenue losses for almost a quarter of all clubs:** 23% of clubs had decreased revenue in the last year. Among these clubs, \$18,255 was the average that club income has decreased. A loss of sponsorship/commercial revenue, memberships and fundraising (events, raffles etc) were cited as some of the main reasons for decreased revenue.
- **Cost of living pressures were also cited by more than half (52%) of sporting clubs as the primary cause of decreased participant registrations** over the last year, indicating many households are reducing their spend on community sport and activities to make ends meet.
- **While one in five clubs saw a boost in cash reserves, many clubs saw their financial position worsen over the year:** 28% of clubs have experienced a decrease in their cash reserves over the last 12 months, with these clubs reporting average decreases of \$30,891. The average decrease in cash reserves ranges from \$10,202 for small clubs up to \$271,786 for very large clubs.





1 IN 4

(27%) **OF ALL CLUBS REPORT A DECLINE** IN PARTICIPATION OF 15-19 YEAR-OLDS

❖ OLDER TEENS ARE DROPPING OUT OF SPORT TO CONCENTRATE ON SCHOOL.

(MEDIUM FOOTBALL/SOCCER CLUB, NSW)

2 IN 5

(39%) OF CLUBS **REPORT INCREASED REGISTRATIONS,** UP FROM 23% IN 2021

03.

TEENAGERS ARE CONTINUING TO DISENGAGE FROM COMMUNITY SPORT

Over the last year, more than a third of community sporting clubs have reported participation boosts, however **the greatest decline in participation amongst clubs surveyed has occurred amongst teenagers aged 15-19 years.** This is a continuation of a trend, noted in the ASF's 2021 research, demonstrating older teenagers are the demographic cohort most likely to disengage from community sport.

❖ Younger participants have not been inclined to go back to sport after Covid.

(Medium AFL Club, VIC)

- Over the last year, **one in four (27%) of community sporting clubs reported a decline in the numbers of 15-19 year-olds engaging in sport**, while only 20% reported an increase.
- **30% of small clubs (less than 200 members) reported decreases in participation amongst 15-19 year-olds**, compared to 20% of larger clubs. These results were consistent across locations and sporting codes.
- Participant registration and retention remains challenging for many community sporting organisations, **with one in four clubs (24%) reporting an overall decrease in registrations** in the last 12 months.
- However, there are some encouraging signs across the country with **39% of clubs saw participation registrations increase over the last twelve months, up from just 23% the previous year**. This was led by children under 14, with more than 40% of clubs seeing more kids in sport than in 2021.
- Over the last year, **more than a third of community sporting clubs have reported participation boosts, amongst young people under the age of 14 and adults (over 19 years), particularly women**, most likely to either engage or re-engage with community sport.

The latest ASF findings highlighting the decrease in participation of older teenagers, also builds on other Australian evidence and research. As shown in the AusPlay data from November 2022¹.

1 AusPlay National Sport and Physical Activity Participation Report Nov 2022

 **63%**

OF CLUBS REPORT THE MAIN CHALLENGE IN THE LAST 12 MONTHS IS **NOT HAVING ENOUGH VOLUNTEERS**

OUR CLUBS ARE RUN BY VOLUNTEERS AND CURRENTLY WE DON'T HAVE THE CHANCE TO RUN THREE OF OUR CLUBS DUE TO LACK OF VOLUNTEERS.

(LARGE RUGBY UNION CLUB, NSW)

3 IN 5

(61%) OF CLUBS REPORT **ADMINISTRATION LOAD** AS THEIR 2ND BIGGEST CHALLENGE AFTER A LACK OF VOLUNTEERS

04.

CLUBS ARE STRUGGLING WITH LESS VOLUNTEERS AND MORE ADMINISTRATION

Community sport in Australia is dependent upon the time and goodwill of volunteers, without them, many sporting clubs cannot function. This research has demonstrated that whilst volunteer numbers are not decreasing at the rate they were last year, **community sporting clubs are still more likely to be losing volunteers than gaining them**, reiterating the need for many sporting clubs to receive high-level support to successfully attract and retain volunteers into the future.

Most families just want to be able to drop their kids and go. No one wants to or has the time to get involved and help out.

(Small Surf Lifesaving Club, VIC)

- Almost two in three clubs (63%) state **their main challenge in the last 12 months has been not having enough volunteers**. This is compounding the significant operating pressures they are under in the day-to-day running of their sporting clubs.
- In the last 12 months, **25% of sporting clubs have experienced a decline in volunteers**, while one in five clubs reported increasing their volunteer numbers. This is an improvement on 2021 when 42% of clubs experiencing a decline in volunteer numbers and only 9% cited an increase.
- For the quarter of clubs experiencing volunteer reductions, 11 is the average number of volunteers lost in the last year.
- Clubs are citing that **parents are less willing to volunteer**, with 17% of clubs reporting a decrease in volunteers aged 35-54 years-old.
- **Volunteer losses are coupled with an increased administration** load for 61% of clubs. This has led to even greater pressure on remaining volunteers and committee members.
- **Administrative pressures are being felt mostly by medium and large clubs**, with 68% and 70% respectively citing it as their biggest challenge.

05.

CLUBS WANT FACILITIES, PARTICIPATION AND VOLUNTEER SUPPORT AHEAD OF 2032

The 2032 Olympic and Paralympic Games present an enormous opportunity to boost participation, attract funding and reinvigorate Australia's enthusiasm toward community sport. The legacy benefits of a home Olympic and Paralympic Games for Australia's sporting infrastructure, preventative health and wellbeing agenda are significant, as such, many community sporting clubs are alive to the opportunities the Games present.

TOP 5 FUTURE FUNDING PRIORITIES

1ST

IMPROVED FACILITIES AND VENUES

2ND

INITIATIVES TO KEEP TEENAGERS IN SPORT

3RD

INCREASE VOLUNTEER NUMBERS

4TH

EXPANDING SCHOOL PROGRAMS

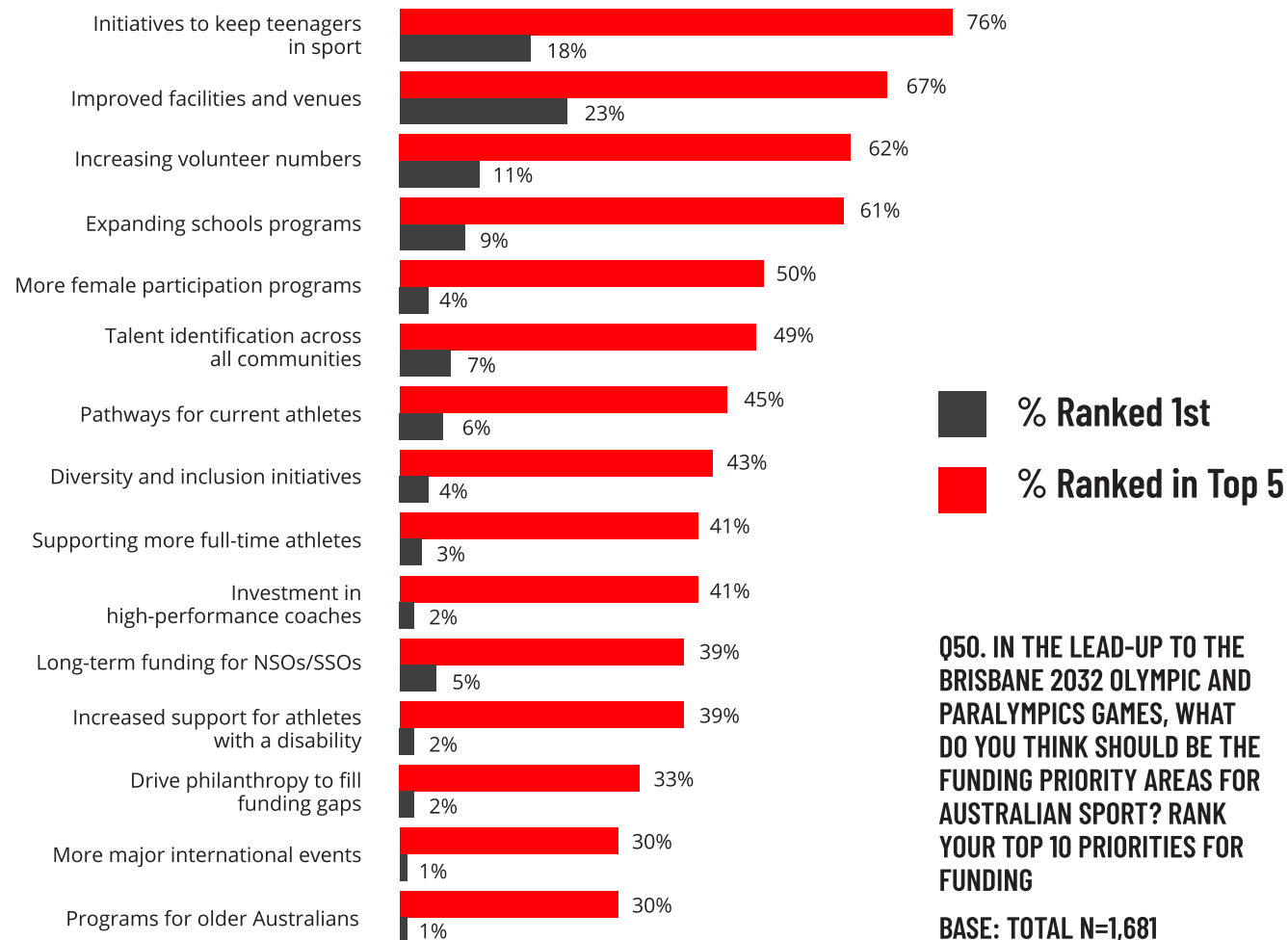
5TH

TALENT IDENTIFICATION ACROSS
ALL COMMUNITIES

For the *Your Sport Your Say* research, community sporting clubs were asked to rank their funding priorities for the green and gold runway to 2032 from 15 options. Their top five were:

- **Improved facilities and venues** was the highest priority in sport with almost a quarter (23%) of all community sporting clubs identifying this as where funding should be prioritised. This can be contextualised against the conditions of grounds and equipment being identified by community sporting clubs as their fourth biggest challenge in the last 12 months.
- **Initiatives to keep teenagers in sport** ranked second, with 18% selecting this as the top funding priority for sport ahead of 2032, reiterating the level of concern among many community sporting clubs around the continued trend of declining teen participation numbers in community sport.
- **Increasing volunteer numbers** was third, with more than one in ten clubs saying it should be the greatest funding priority ahead of 2032.
- **Expanding school programs** was fourth, with just under one in ten clubs saying it should be the greatest funding priority for the sector. This aligns with the teenage trend for disengagement with community sport as confirmed in this research.
- **Talent identification across all communities** was ranked fifth for those who selected it as the top funding priority. This demonstrates the importance that club representatives place on uncovering new talent, around nine years out from the Olympic and Paralympic Games in Brisbane.

SPORT FUNDING PRIORITIES THROUGH TO 2032



Q50. IN THE LEAD-UP TO THE BRISBANE 2032 OLYMPIC AND PARALYMPICS GAMES, WHAT DO YOU THINK SHOULD BE THE FUNDING PRIORITY AREAS FOR AUSTRALIAN SPORT? RANK YOUR TOP 10 PRIORITIES FOR FUNDING

BASE: TOTAL N=1,681

76% RANKED IN TOP 5
(18% RANKED 1ST)

INITIATIVES TO KEEP TEENAGERS IN SPORT

67% RANKED IN TOP 5
(23% RANKED 1ST)

IMPROVED FACILITIES AND VENUES

62% RANKED IN TOP 5
(11% RANKED 1ST)

INCREASING VOLUNTEER NUMBERS

61% RANKED IN TOP 5
(9% RANKED 1ST)

EXPANDING SCHOOL PROGRAMS

50% RANKED IN TOP 5
(9% RANKED 1ST)

MORE FEMALE PARTICIPATION PROGRAMS

ASF IS PART OF THE SOLUTION

THE ASF ONLINE SOLUTION

The Australian Sports Foundation (ASF) offers an online fundraising platform, which exists to support the development of sport in Australia. As an Item 1 Deductible Gift Recipient ('DGR1'), the ASF is the only organisation that allows a donor to claim a tax deduction for philanthropic donations to sport.

Funds raised through the ASF have increased exponentially in recent years culminating in a record 2022 financial year of \$76.8M raised from some 40,000 donations to over 2,000 fundraising projects.

This 2023 *Your Sport Your Say* research demonstrates there is an opportunity for more clubs to benefit from the ASF online fundraising platform. Fundraising remains the number one way that clubs are raising funds, in addition to registration fees.

However, the vast majority of clubs are relying on traditional, volunteer-heavy methods such as raffles and sausage sizzles, and whilst only 17% of sporting clubs in Australia currently use the online platform, there is opportunity for more sporting clubs to both reduce the burden on their volunteers through online fundraising and reward their supporters with tax-deductibility for their donations.

Clubs who are looking to boost their revenue and cash reserves are encouraged to explore the ASF fundraising platform, backed by a dedicated Fundraising Support Team, who provide support to guide and encourage clubs through the process.

Begin more effectively fundraising for your community sporting club today by:

- 01.** Registering your club for tax-deductible donations with the Australian Sports Foundation and create a fundraising project;
 - 02.** Encouraging your supporters to make a tax-deductible donation to your local club today.
-

GO TO [ASF.ORG.AU](https://www.asf.org.au) TODAY TO START FUNDRAISING OR DONATE

THE DETAIL

APPENDICES

INTERPRETING THIS REPORT

When interpreting findings in this report, please note:

- The data included in this report is based on the feedback provided by sporting clubs over the last 12 months collected between 16th February to the 22nd March 2023 and is labelled on graphs as '2022'. The data is compared to results from surveys collected between 30th June to 19th July 2021 which is reported as '2021'.
- For all survey results, the base sample for each survey question is detailed on the graph or in the footnote (sample number and type of participants asked each question). Every question is reported and analysed based on the completed responses for that question.
- All survey results have been examined for statistically significant differences between subgroups (within the same category) where meaningful in the context of the question. For example, the subgroup of those aged 18 to 49 years has been tested against those aged 50 plus. Where significant differences are noted, they are significant at the 95% confidence level. Where no differences are noted, it should be assumed that no differences existed or were not meaningful.
- Survey results may not always total 100% due to rounding to reduce decimal points.
- To ensure data reliability, survey results with less than n=30 should be considered a low base sizes, and where used should be interpreted with caution.
- The report includes direct quotes provided by survey participants, which have been de-identified for confidentiality and privacy.
- Where financial impacts are reported, they are based on the responses of those who completed the survey. They should not be relied upon by any other organisations or for any other purpose.

SURVEY SAMPLE BY CLUB SIZE AND DEFINITIONS

Survey responses by Club Type

We received responses from a variety of different types of sporting clubs. In this report, we have segmented community sporting clubs into four categories based on the number of members.

DEFINITIONS

In this survey **Small Clubs** are defined as sporting clubs or associations with fewer than 199 members. From our sample there were n=1,324 small clubs represented.

Medium Clubs is defined as sporting clubs with more than 200 members but fewer than 499 members. From our sample there were n=698 medium clubs represented nationally.

Large Clubs is defined as sporting clubs with between 500 and 999 members and represents n=257 number of clubs in the sample nationally.

Very Large Clubs are defined as sporting clubs with more than 1,000 members and represents n=163 sporting clubs in the sample.

Segmented by	Total number of club respondents	
	% of Clubs in sample	Number of clubs in sample
Small Clubs (1-199 members)	54%	1324
Medium Clubs (200-499 members)	29%	698
Large Clubs (500-999 members)	11%	257
Very Large Clubs (1000+ members)	7%	163

SURVEY NUMBERS BY CLUB RESPONDENTS

‘Club respondents’ in this survey is used to refer to people who are involved in community sporting clubs across Australia including paid staff, committee members and volunteers who play a role in community sport. The sample of club respondents included a mix of age groups, gender and locations nationally.

Column %		Sample	
		%	N=
Q10 - Which age group do you fall into?	Under 18	6%	138
	18-24 years	2%	45
	25-34 years	6%	154
	35-44 years	20%	493
	45-54 years	30%	730
	55-64 years	21%	527
	Over 65 years	15%	369
Q11 - Are you?	Female	49%	1210
	Male	50%	1231
	Non-binary	0%	4
	Prefer not to say	0%	11

Column %		Sample	
		%	N=
Q3 - Which state do you live in?	NSW	27%	812
	VIC	23%	683
	QLD	25%	739
	ACT	1%	39
	WA	8%	235
	SA	12%	353
	NT	1%	32
	TAS	3%	89
	Outside of Australia	0%	2
Q9 - What is your main role in your sporting club? Select one.	Club President/CEO/Head of Sport	33%	804
	Treasurer/CFP	12%	289
	Development Officer/Business Manager	4%	104
	Coach/Instructor/Teacher	12%	305
	Other committee member	27%	659
	Club Volunteer	8%	203
	General supporter	4%	92

SURVEY RESPONSE NUMBERS BY SPORT

'Sport Clubs' in this survey is used to refer to the sport which the club respondent is mainly involved in. Club respondents were able to select more than one response for their sport club that they are involved in. Survey responses according to the sport club is detailed below, with the top sports by the number of unique club respondents in the following table of top 38 sports represented in the survey.

Column %		Sample	
		%	N=
Q6-Which sport are you mainly involved in?	Football/Soccer	26%	788
	Australian Football	13%	392
	Netball	12%	345
	Cricket	10%	286
	Basketball	7%	196
	Athletics/Running	6%	178
	Swimming	6%	165
	Tennis	5%	155
	Rugby League	4%	124
	Rugby Union	4%	105
	Golf	3%	95
	Hockey	3%	93
	Equestrian	2%	72
	Lawn Bowls	2%	64
	Baseball	2%	60
	Cycling	2%	54
	Gymnastics	2%	54
	Sailing	2%	50
	Softball	2%	47

Column %		Sample	
		%	N=
Q6-Which sport are you mainly involved in?	Touch Football	1%	43
	Volleyball	1%	37
	Rowing	1%	37
	Lacrosse	1%	33
	Water Polo	1%	32
	Surf Life Saving	1%	28
	Marital Arts	1%	23
	Canoeing/Kayaking	1%	21
	Mountain Biking	1%	20
	Shooting	1%	20
	Boxing	1%	19
	Croquet	1%	19
	Surfing	1%	18
	Archery	1%	17
	Triathlon	1%	16
	Fencing	1%	16
	Calisthenics	1%	16
	Squash	0%	11
	Roller Derby	0%	9

SPORT CLUBS BY STATE

Sport clubs were represented across all states and territories. The following table outlines the proportion of sport clubs for each state as a percentage of the total number of club respondents by location.

Where clubs of a particular size report significantly higher or lower findings, this has been highlighted in some of the tables using X%↑ or X%↓.

Column %	Location							
	NSW	VIC	QLD	ACT	WA	SA	NT	TAS
Football/Soccer	44% ↑	10% ↓	37% ↑	18%	13% ↓	8% ↓	6%	16%
Athletics/Running	7%	5%	6%	8%	6%	5%	6%	10%
Swimming	7%	2% ↓	6%	5%	7%	8%	3%	1%
Australian Football	7% ↓	25% ↑	6% ↓	10%	11%	20% ↑	9%	21%
Netball	6% ↓	17% ↑	10%	10%	13%	17% ↑	9%	8%
Basketball	5%	9% ↑	4% ↓	5%	13% ↑	8%	0%	7%
Cricket	8%	15% ↑	5% ↓	5%	9%	13%	0%	18% ↑
Hockey	3%	2%	2%	5%	7% ↑	4%	9%	0%
Tennis	3% ↓	8% ↑	3%	10%	4%	6%	9%	0%
Rugby Union	5% ↑	1% ↓	4%	15% ↑	6%	1%	6%	1%
Gymnastics	1%	1%	3%	0%	1%	3%	6%	0%
Cycling	2%	1%	2%	8% ↑	2%	1%	3%	0%
Water Polo	1%	1%	1%	0%	1%	2%	0%	6% ↑
Rugby League	6% ↑	2%	7% ↑	0%	0% ↓	0% ↓	9%	0%
Touch Football	2%	1%	2%	0%	0%	0%	0%	0%
Softball	1%	2%	1%	0%	5% ↑	1%	0%	1%
Golf	4%	4%	2%	0%	2%	2%	9%	4%
Skateboarding	1%	1%	1%	0%	1%	2%	0%	3%
Martial Arts	1%	0%	1%	0%	1%	1%	0%	0%
Volleyball	1%	1%	1%	5%	1%	2%	0%	2%
Baseball	3%	2%	1%	5%	1%	3%	3%	0%
Equestrian	2%	1%	3%	0%	4%	3%	13% ↑	4%
Sailing	1%	1%	2%	0%	3%	1%	3%	1%
Rowing	1%	1%	1%	5%	1%	3% ↑	0%	0%
Weightlifting	0%	0%	0%	3% ↑	0%	0%	0%	0%
Taekwondo	0% ↑	0%	0%	0%	0%	0%	0%	0%
Canoeing/Kayaking	0%	1%	1%	0%	1%	0%	0%	0%
Triathlon	1%	0%	0%	5% ↑	1%	0%	0%	0%
Mountain Biking	1%	0%	1%	3%	1%	0%	0%	0%
Surfing	1%	0%	1%	0%	1%	0%	0%	2%
Boxing	1%	0%	1%	3%	0%	1%	0%	0%
Badminton	0%	0%	0%	0%	1%	0%	0%	0%
Skateboarding	0%	0%	0%	0%	0%	0%	0%	0%
Lawn Bowls	1%	4% ↑	2%	0%	3%	1%	0%	3%
Shooting	0%	1%	1%	0%	0%	1%	0%	2%
Other	8% ↓	14%	12%	15%	17%	16%	22%	18%
Column n=	812	683	739	39	235	353	32	89

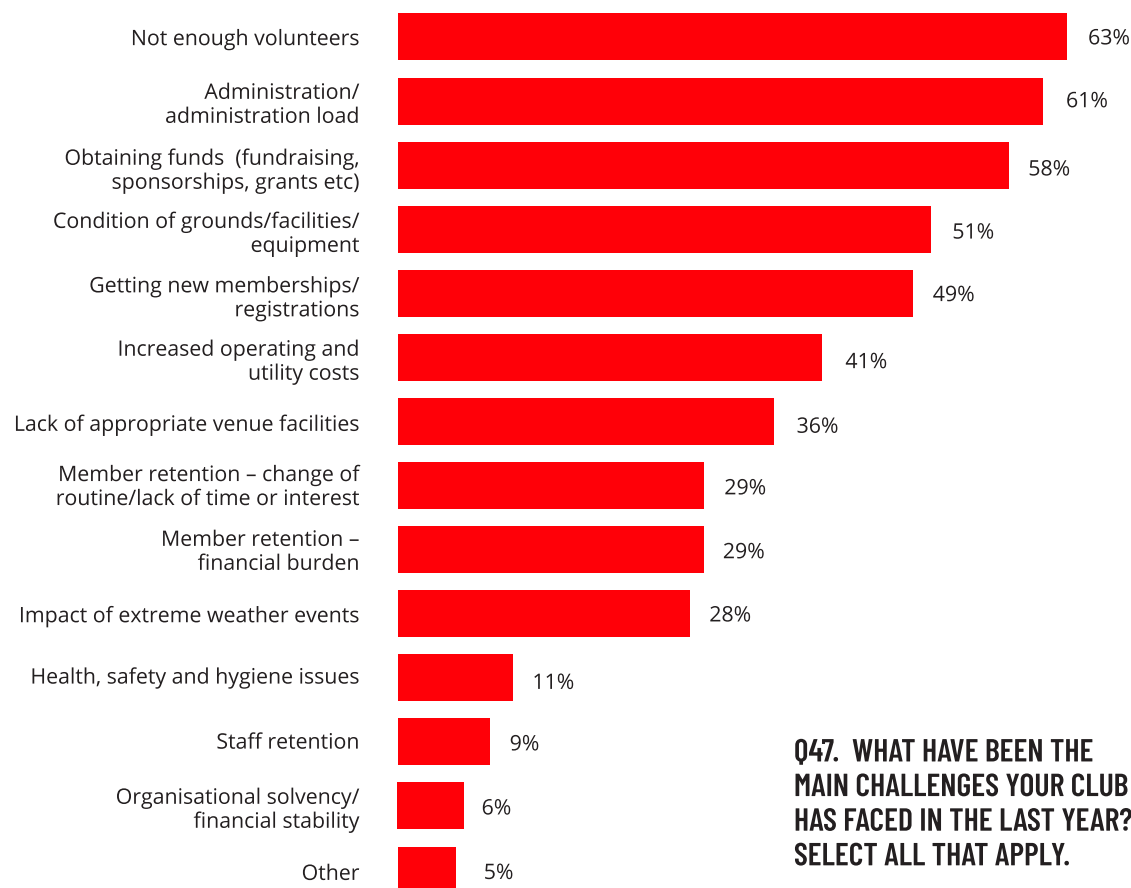
WHAT CLUBS TOLD US



EVIDENCE IN DETAIL GROUPED BY:

- CHALLENGES
- FINANCIALS
- PARTICIPATION
- VOLUNTEERS
- VALUE OF SPORT

MAIN CHALLENGES CLUBS HAVE FACED IN PAST YEAR



Q47. WHAT HAVE BEEN THE MAIN CHALLENGES YOUR CLUB HAS FACED IN THE LAST YEAR? SELECT ALL THAT APPLY.

BASE: TOTAL N=1,808

- Each year at the AGM, the Club considers if we have enough human resources to continue.
(Small Water Polo Club, Queensland)
- Lack of interest by local parents, lack of volunteers, need assistance to apply for grants, cost of replacement equipment increasing beyond reasonable level.
(Small Gymnastics Club, South Australia)
- Grants are complex and time consuming to complete and volunteers are already stretched.
(Medium Athletics Club, Victoria)
- We still don't have courts to play on this year and if that doesn't change, we will not operate next year.
(Large Netball Club, Queensland)
- Our biggest problem is families that cannot afford to pay fees for registration to our club. Increase hiring of training venues and availability of training venues is a huge problem. Lack of coaches is another problem.
(Medium Basketball Club, Victoria)

CHALLENGES CLUBS FACE DIFFER BASED ON THEIR SIZE

SIZE OF CLUB	TOP 4 CHALLENGES	%
SMALL (1-199)	Not enough volunteers	62%
	Obtaining funds (fundraising, sponsorships, grants etc)	58%
	Administration/administration load	56%
	Getting new memberships / registrations	55%
MEDIUM (200-499)	Not enough volunteers	68%
	Administration/administration load	68%
	Obtaining funds (fundraising, sponsorships, grants etc)	61%
	Condition of grounds/facilities/equipment	51%
LARGE (500-999)	Administration/administration load	70%
	Condition of grounds/facilities/equipment	65%
	Not enough volunteers	63%
	Increased operating and utility costs	51%
VERY LARGE (1000+)	Administration/administration load	62%
	Condition of grounds/facilities/equipment	61%
	Not enough volunteers	59%
	Obtaining funds (fundraising, sponsorships, grants etc)	55%

18% OF ALL CLUBS HAVE CONSIDERED CLOSING IN PAST 12 MONTHS

- The last 12 months have demonstrated that sporting clubs are under enormous financial pressure, with almost one in five (18%) having given consideration to closing.
- The proportion of clubs nationally who are considering insolvency has worsened in the last 12 months, compared to 10% reported in 2021.
- Smaller clubs with fewer than 200 participants were significantly more at risk, with one in four (24%) stating they had considered closing.
- Large-sized clubs with 500-999 participants were the most financially stable, with 93% not having given any thought to closing at all.

These findings indicate that smaller clubs struggle more when times are tough, and the segment who needs the most support or will risk closing their doors.

COLUMN %	TOTAL NUMBER OF CLUB REPRESENTATIVES			
	SMALL (1-199)	MEDIUM (200-499)	LARGE (500-999)	V LARGE (1000+)
NOT THOUGHT ABOUT	76%	89%	93%	89%
SOME CONSIDERATION + A LOT OF CONSIDERATION	24%	11%	7%	11%
SOME CONSIDERATION	20%	10%	4%	10%
A LOT OF CONSIDERATION	4%	1%	3%	1%
COLUMN N=	1009	514	179	102



18 %

OF ALL CLUBS HAVE CONSIDERED CLOSING.
ALMOST DOUBLED FROM **10% IN 2021.**



24 %

OF SMALL CLUBS HAVE CONSIDERED
CLOSING IN THE LAST 12 MONTHS.

THE CLEARINGHOUSE FOR SPORT ESTIMATES THERE ARE OVER 70,000² REGISTERED NOT-FOR-PROFIT SPORTS CLUBS OPERATING IN AUSTRALIA. BASED ON OUR CLUBS RESEARCH THIS WOULD MEAN THERE ARE AROUND 2,000 CLUBS GIVING A LOT OF CONSIDERATION TO CLOSING AND OVER 12,000 HAVE CONSIDERED CLOSING IN THE LAST 12 MONTHS.

² [Sport and active recreation clubs \(ClearingHouse website\)](#)

CHANGES IN CLUB RUNNING COSTS

- More than two in three (68%) sporting clubs report an increase in club running costs, which is a significant increase compared to 2021 (47%).
- Increased running costs in the last 12 months have been experienced by clubs of all sizes in all states and territories.
- For clubs with rises in costs, the average running cost increase in the last 12 months is \$20,529.
- This cost is highest amongst very large clubs, having increased by \$109,981 on average, reflecting the size of the club.

CLUB RUNNING COSTS (COLUMN %)	TOTAL NUMBER OF CLUB REPRESENTATIVES			
	SMALL (1-199)	MEDIUM (200-499)	LARGE (500-999)	V LARGE (1000+)
DECREASED	2%	1%	1%	1%
STAYED ABOUT THE SAME	30%	20%	18%	17%
INCREASED	63%	73%	75%	75%
I DON'T KNOW	5%	5%	6%	7%
AVERAGE COST INCREASE (AMONGST CLUBS REPORTING AN INCREASE)	\$7,754.3	\$19,909.7	\$33,774.6	\$109,981.0

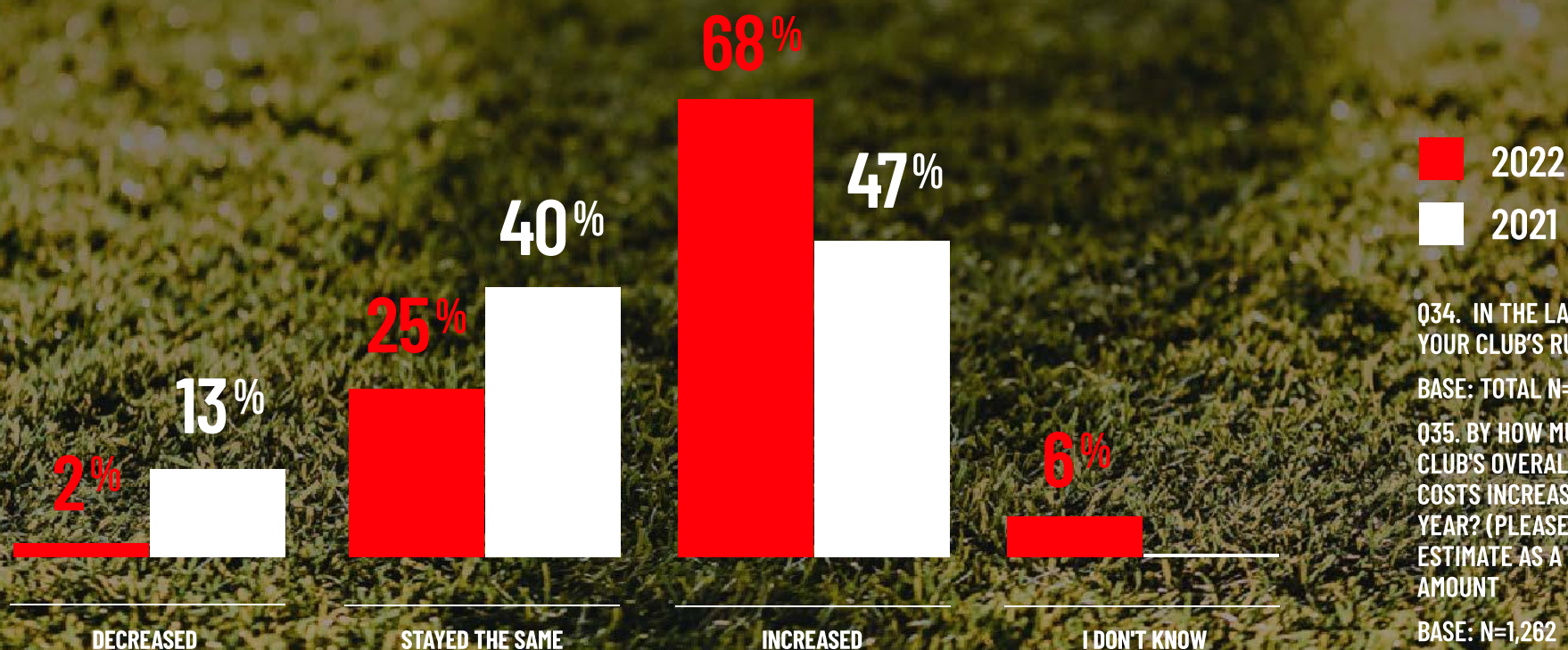


68% OF CLUBS HAVE
INCREASED COSTS



\$20,529 **AVERAGE INCREASE** FOR CLUBS REPORTING
INCREASED RUNNING COSTS

CHANGES TO CLUB RUNNING COSTS IN THE LAST 12 MONTHS



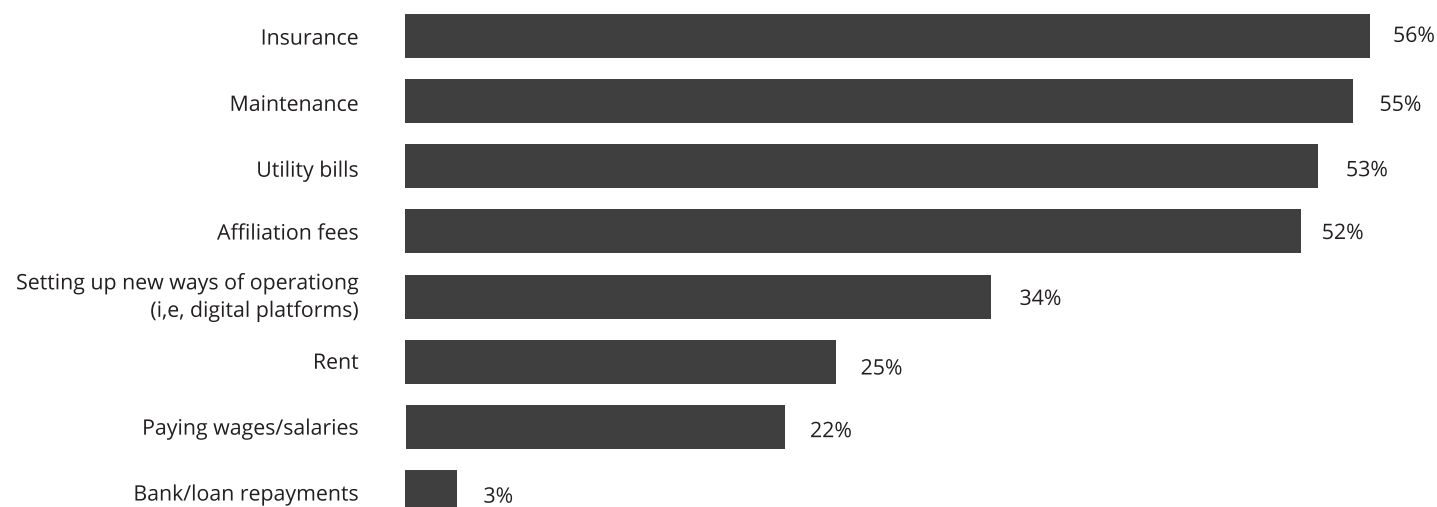
Q34. IN THE LAST YEAR, HAS
YOUR CLUB'S RUNNING COSTS

BASE: TOTAL N=1,979

Q35. BY HOW MUCH HAS YOUR
CLUB'S OVERALL RUNNING
COSTS INCREASED IN THE LAST
YEAR? (PLEASE PROVIDE AN
ESTIMATE AS A WHOLE DOLLAR
AMOUNT)

BASE: N=1,262

AREAS OF CLUB RUNNING COSTS THAT HAVE INCREASED LAST 12 MONTHS



Q36. WHICH OF THE FOLLOWING AREAS OF RUNNING COSTS HAVE INCREASED IN THE LAST 12 MONTHS? PLEASE SELECT ALL THAT HAVE INCREASED

BASE: TOTAL N=1,290

CHANGES IN CLUB INCOME AND REVENUE

- Encouragingly, more community sporting clubs report seeing revenue increases as opposed to decreases over the last year.
- However, almost one in four (23%) have reported revenue decreases.
- Of those clubs revenue decreased by \$18,255 on average.
- These average losses in revenue and income are inline with the average losses of \$18,500 in 2021, and slightly higher than the \$15,000 average in our 2020 survey.

CLUB INCOME AND REVENUE (COLUMN %)	TOTAL NUMBER OF CLUB REPRESENTATIVES			
	SMALL (1-199)	MEDIUM (200-499)	LARGE (500-999)	V LARGE (1000+)
DECREASED	27%	20%	18%	15%
STAYED ABOUT THE SAME	42%	40%	39%	40%
INCREASED	25%	34%	36%	42%
I DON'T KNOW	6%	6%	7%	3%
AVERAGE COST INCREASE (AMONGST CLUBS REPORTING AN INCREASE)	\$12,133.4	\$17,354.8	\$42,781.3	\$85,266.7

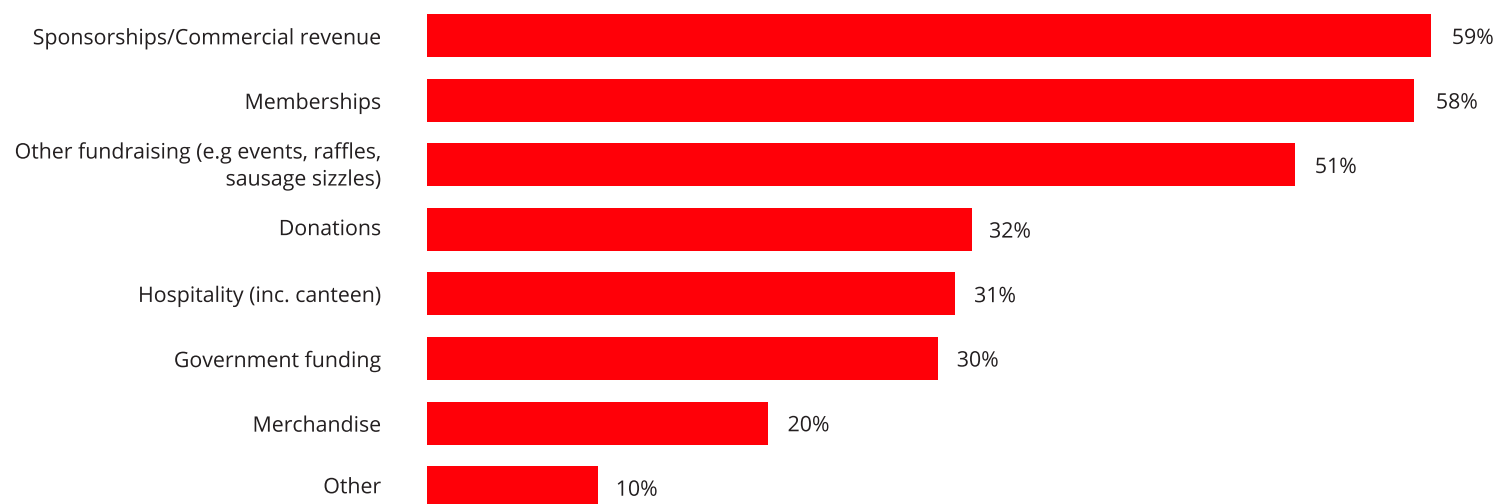
Q30. IN THE LAST YEAR, HAS
YOUR CLUB'S INCOME/REVENUE

Q31. BY HOW MUCH HAS YOUR
CLUB'S OVERALL RUNNING
COSTS INCREASED IN THE
LAST YEAR? (PLEASE PROVIDE
AN ESTIMATE AS A WHOLE
DOLLAR AMOUNT).



\$18,255 AVERAGE LOSS FOR CLUBS
REPORTING INCOME DECREASES

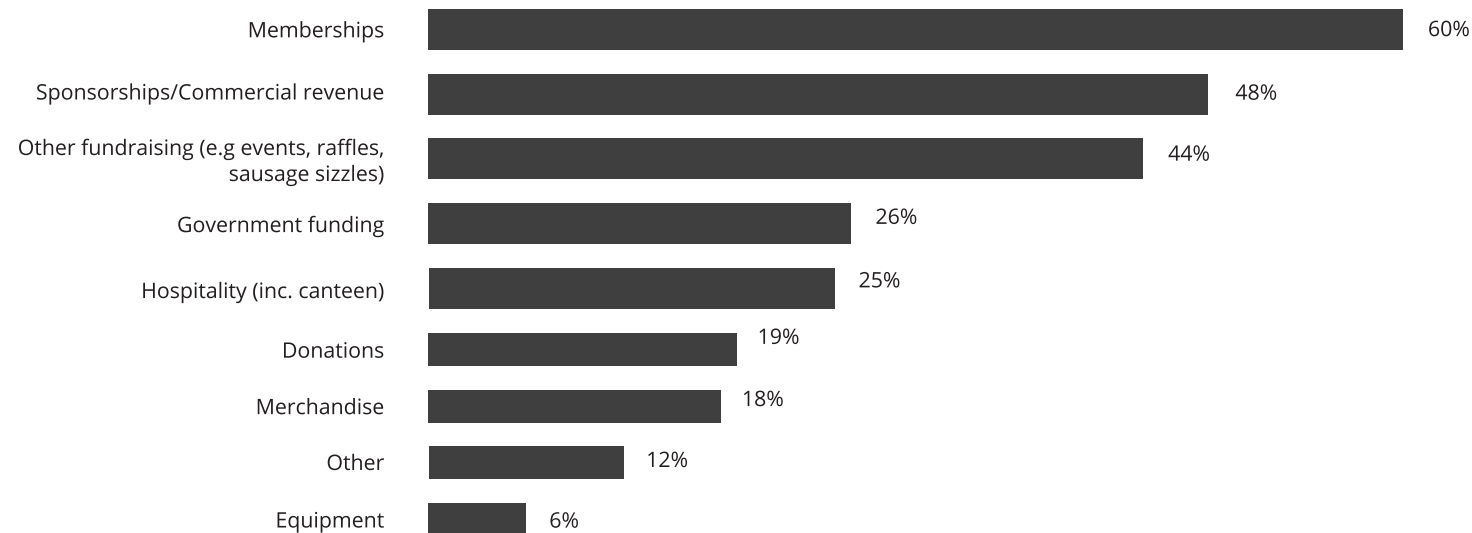
REASONS INCOME/REVENUE HAS DECREASED



Q32. WHICH AREAS OF YOUR CLUB'S INCOME/REVENUE HAS DECREASED IN THE LAST 12 MONTHS? SELECT ALL THAT HAVE DECREASED

BASE: TOTAL N=443

REASONS INCOME/REVENUE HAS INCREASED

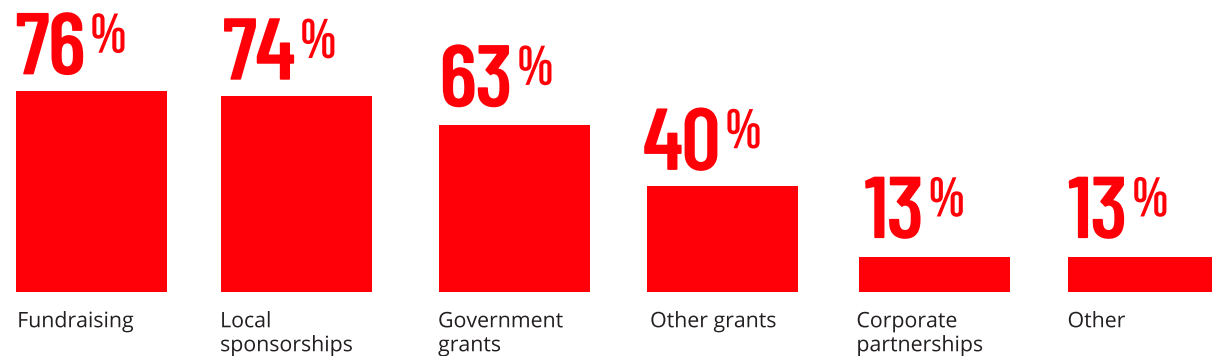


Q33. WHICH AREAS OF YOUR CLUB'S INCOME/REVENUE HAS INCREASED IN THE LAST 12 MONTHS? SELECT ALL THAT HAVE INCREASED

BASE: TOTAL N=597

SECTION 5 OF THIS REPORT HIGHLIGHTS INITIATIVES CLUBS HAVE TRIED TO INCREASE REVENUE.

WAYS CLUBS RAISE FUNDS IN ADDITION TO REGISTRATION FEES



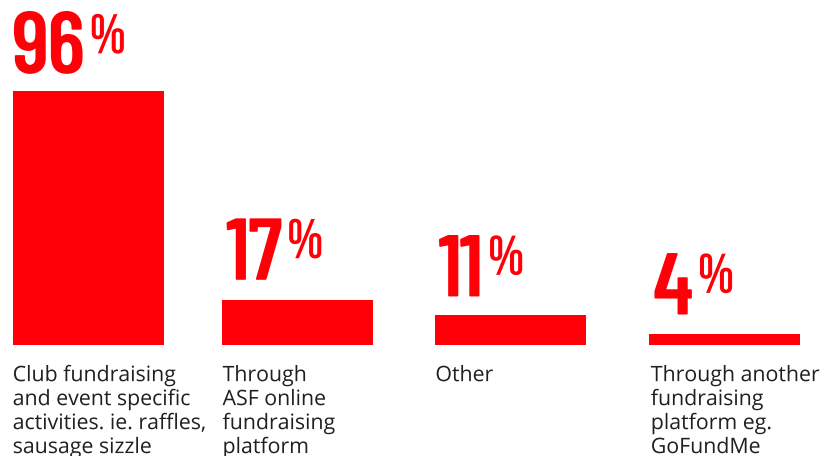
Q40. IN WHAT WAYS DOES YOUR CLUB RAISE FUNDS (IN ADDITION TO REGISTRATION FEES OR NSO/SSO SUPPORT)? PLEASE SELECT ALL THAT APPLY

BASE: TOTAL N=1,901

Q41. IN WHAT WAYS DOES YOUR CLUB FUNDRAISE?

BASE: CLUBS THAT FUNDRAISE N=1,438

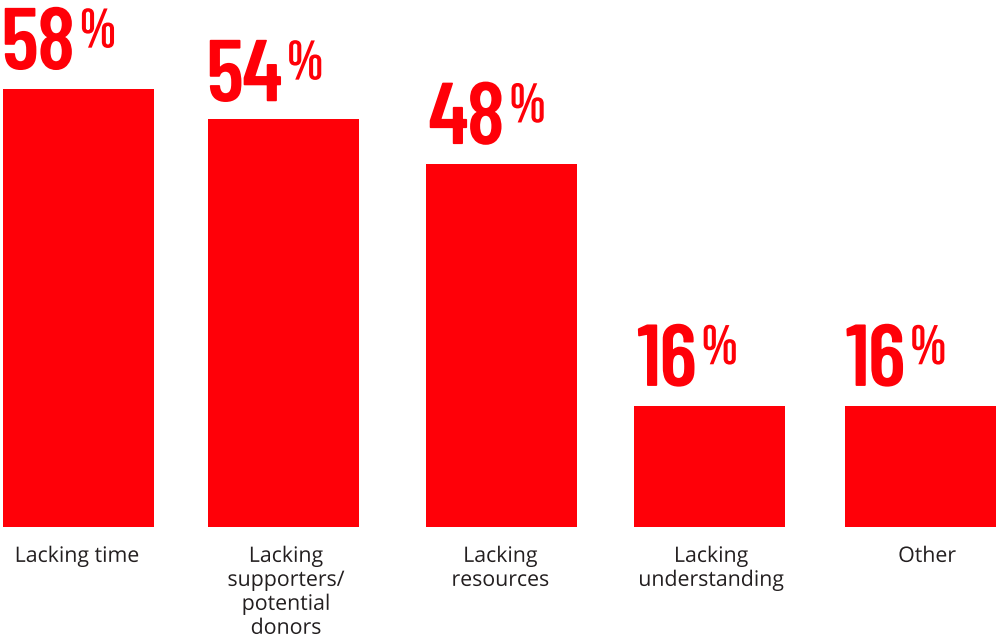
METHODS CLUBS FUNDRAISE



96% OF SPORTING CLUBS RELY ON **RAFFLES AND SAUSAGE SIZZLES** FOR FUNDRAISING

24% OF CLUBS DO NOT FUNDRAISE

BARRIERS TO FUNDRAISING



Q43. WHAT ARE YOUR CURRENT BARRIERS TO FUNDRAISING?
BASE: CLUBS THAT DO NOT FUNDRAISE N=452

SECTION 5 OF THIS REPORT HIGHLIGHTS INITIATIVES CLUBS HAVE TRIED TO INCREASE REVENUE.

OTHER MENTIONS:

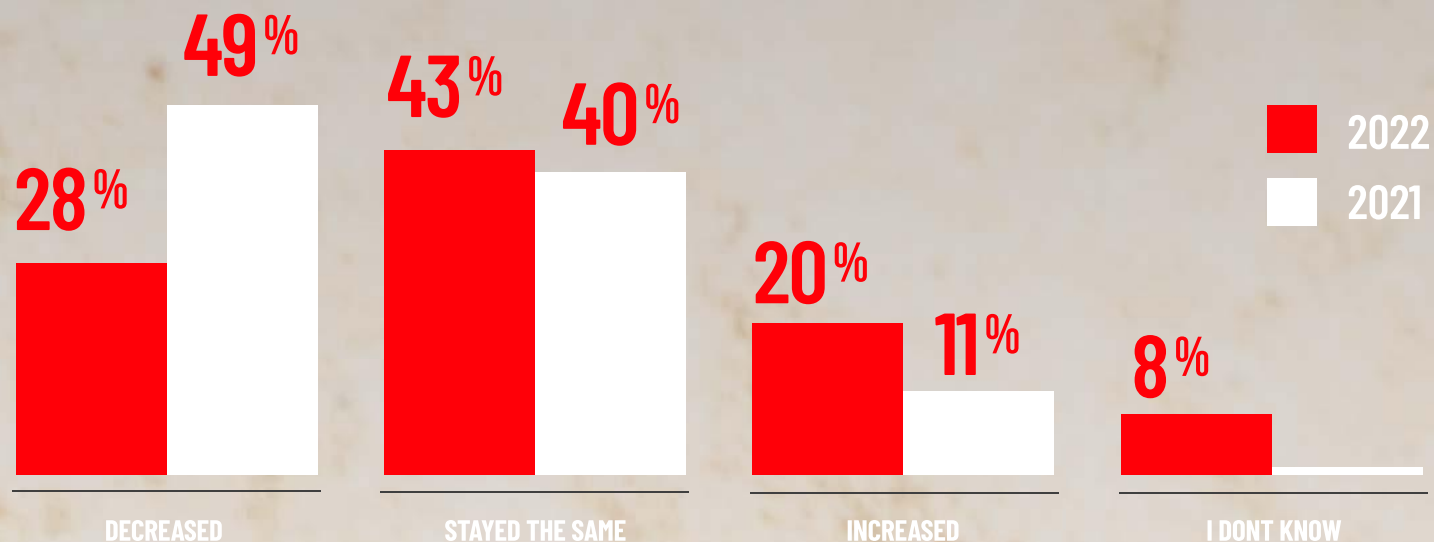
LACK OF VOLUNTEERS / HELPERS	31%
LACK OF GRANTS, SPONSORSHIP	21%
OTHER	13%
DO NOT FUNDRAISE	11%
COSTS	6%
NSO/SSO RECOGNITION	4%
WEATHER	1%

CHANGES IN CLUB FINANCIAL (CASH) RESERVES



28%

HAVE **DECREASED** FINANCIAL
(CASH) RESERVES



Q38. IN THE LAST YEAR, HAS
YOUR CLUB'S FINANCIAL (CASH)
RESERVES:

BASE: TOTAL N=1,921

Q39. BY HOW MUCH HAS
YOUR FINANCIAL RESERVE
DECREASED IN THE LAST YEAR?
PLEASE PROVIDE AN ESTIMATE
AS A WHOLE DOLLAR AMOUNT).

BASE: N=520

CHANGES IN CLUB FINANCIAL (CASH) RESERVES

- The number of clubs with increased cash reserves in the last year has almost doubled, however more than a quarter (28%) of clubs nevertheless reported decreased financial reserves in the last 12 months.
- For clubs that have gone backwards financially, the average amount that clubs financial reserves have decreased by is \$30,891 in the past year.
- Average decrease for small clubs with declined cash reserves was \$10,202 up to \$271,786 for very large clubs.
- There were no significant differences in changes to club financial reserves over the last 12 months by location, sporting club or size.



\$30,891

AVERAGE AMOUNT THAT CLUBS FINANCIAL (CASH) RESERVES HAVE **DECREASED** AMONGST CLUBS WITH DECREASES

CLUB SIZE	TOTAL NUMBER OF CLUB REPRESENTATIVES			
	SMALL (1-99)	MEDIUM (200-499)	LARGE (500-999)	V LARGE (1000+)
AVE DECREASE IN FINANCIAL (CASH) RESERVES IN THE PAST 12 MONTHS	\$10,202.3	\$26,443.3	\$33,834.5	\$271,786.5

CLUB FINANCIALS INITIATIVES... IN THEIR WORDS

With an alarming number of clubs considering closing under the pressure of rising costs, **here is a selection of ideas from a range of sports and club sizes**, that may assist other clubs consider new initiatives for their clubs.

"WE RELY ON ASF DIGITAL FUNDRAISING."

(Hockey Club, VIC)

"Committee assists at Annual Music Festival where a lump sum is split between the local cricket club, tennis club and recreation reserve. We have to supply at least 30 volunteers though for a very long weekend of festival shifts to maybe bank \$5,000 for the year, split over two separate festival weekends."

(Tennis Club, VIC)

"Fundraising levy built into fees. People would rather pay than fundraise."

(Football/Soccer QLD)

"Funding from Grants - both private and government. External hire of grounds and facilities as an additional revenue stream."

(Cricket Club, QLD)

"We have had a person in charge of sponsorship this year which has meant that we have improved our financial situation this way."

(Softball Club, SA)

"Event Functions like anniversaries, barefoot bowls, special events, sports programs and competitions."

(Lawn Bowls Club, NSW)

"Donations from existing and past members."

(Hockey Club, QLD)

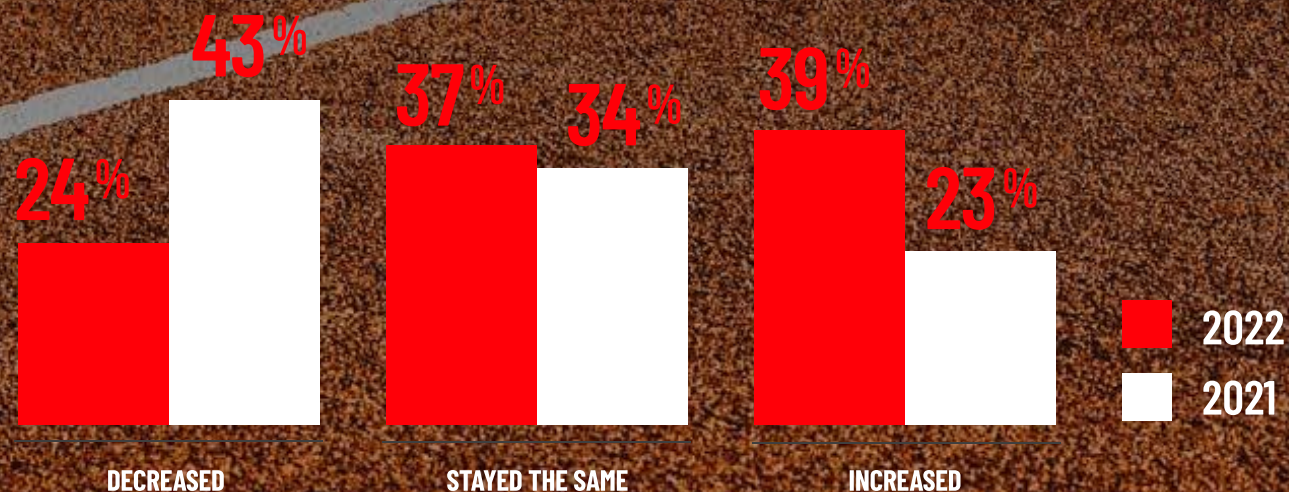
"Cash for cans, donations and asking businesses for sponsorships."

(Futsal Club, QLD)

"Donations from affluent rowing clubs and schools with established programs."

(Rowing Club, NSW)

CHANGES IN NUMBER OF PARTICIPANT REGISTRATIONS



Q13. OVER THE LAST YEAR, HAS THE NUMBER OF PARTICIPANT REGISTRATIONS AT YOUR CLUB

BASE: TOTAL N=2,442

Q14. HOW MANY PARTICIPANT REGISTRATIONS HAVE YOU LOST IN THE LAST YEAR? (PLEASE PROVIDE AN ESTIMATE AS A WHOLE NUMBER)

BASE: N=542

Q16. HOW MANY PARTICIPANT REGISTRATIONS HAVE YOU INCREASED IN THE LAST YEAR? (PLEASE PROVIDE AN ESTIMATE AS A WHOLE NUMBER)

BASE: N=905

CHANGES IN NUMBER OF PARTICIPANT REGISTRATIONS

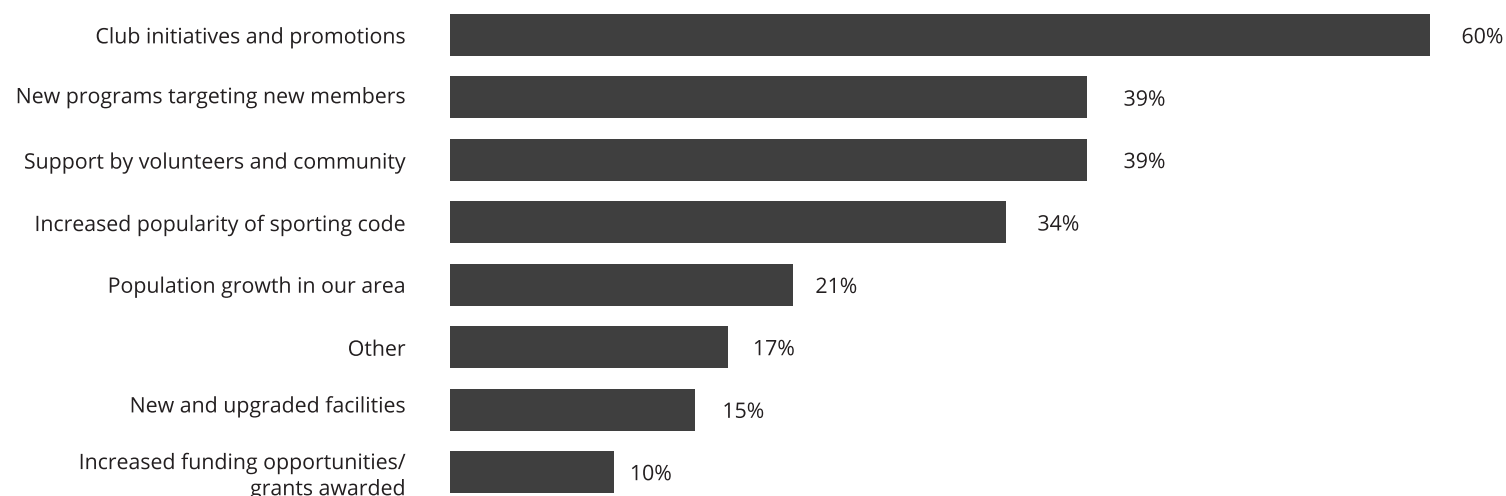
- In the last 12 months, 76% of community sporting clubs have either maintained or increased their registrations.
- Two in five (39%) of clubs have experienced an increase in participant registrations over the last 12 months.
- One in four (24%) clubs experienced a decrease in participant registrations. This situation has improved in comparison to clubs reporting participation declines 2021 (43%).
- Decrease in participants is significantly greater for small clubs (28%) compared to other club sizes.
- Participation trends were consistent across states and territories.

 **44** AVERAGE NUMBER OF PARTICIPANTS **LOST** IN PAST YEAR (AMONGST CLUBS WITH DECREASES)

 **225** AVERAGE NUMBER OF PARTICIPANTS **GAINED** IN PAST YEAR (AMONGST CLUBS WITH INCREASES)

COLUMN %	TOTAL NUMBER OF CLUB REPRESENTATIVES			
	SMALL (1-99)	MEDIUM (200-499)	LARGE (500-999)	V LARGE (1000+)
DECREASED	28%	18%	20%	11%
STAYED ABOUT THE SAME	38%	34%	39%	42%
INCREASED	34%	47%	41%	47%
COLUMN N=	1308	689	254	160

REASONS PARTICIPANT REGISTRATION HAS INCREASED



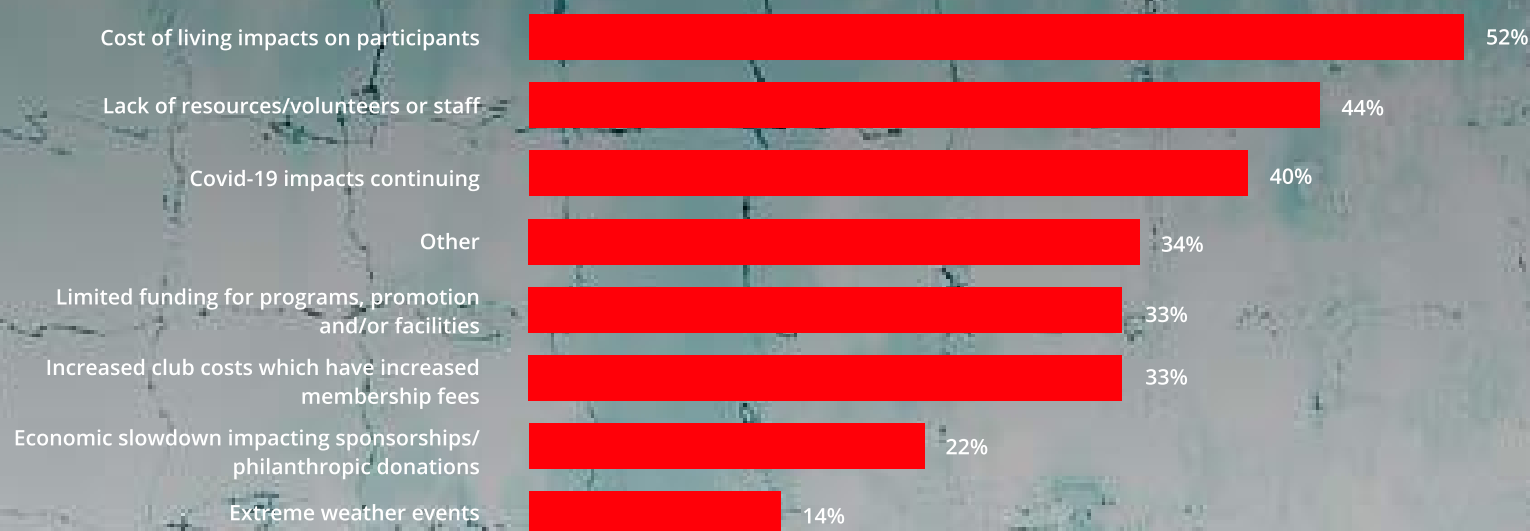
THE TOP 3 RESPONSES FOR 'OTHER' FOR INCREASED WERE - 1) LIFTING COVID RESTRICTIONS (22% OF THE 17%); 2) CLUB DEVELOPMENT/ PROMOTION (17% OF 17%); 3) ADDITIONAL TEAMS/INTEREST (13% OF 17%)

Q17. WHAT ARE THE REASONS WHY PARTICIPANT REGISTRATIONS HAVE INCREASED? YOU CAN SELECT MORE THAN ONE IMPACT

BASE: TOTAL N=891

SECTION 5 OF THIS REPORT HIGHLIGHTS INITIATIVES CLUBS HAVE TRIED TO INCREASE PARTICIPANT REGISTRATION.

REASONS PARTICIPANT REGISTRATION HAS DECREASED

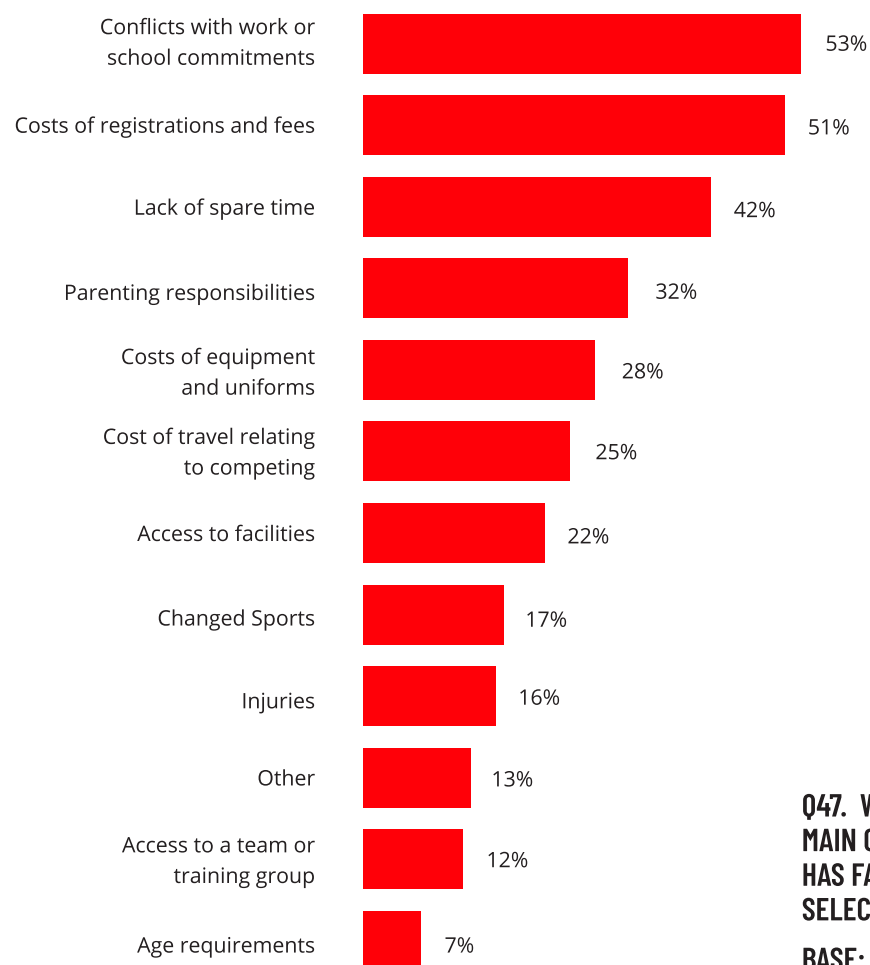


THE TOP 3 RESPONSES FOR 'OTHER' FOR DECREASED =
1) COMPETING ALTERNATE SPORT (16% OF THE 34%);
2) COMPETING COMMITMENTS (SCHOOL, UNI WORK) (11% OF 34%); 3) MOVEMENT OF POPULATION (9% OF 34%)

Q15. WHAT ARE THE REASONS WHY PARTICIPANT REGISTRATIONS HAVE DECREASED? YOU CAN SELECT MORE THAN ONE IMPACT.

BASE: TOTAL N=542

MAIN PARTICIPATION CHALLENGES CLUBS HAVE FACED IN PAST YEAR



Q47. WHAT HAVE BEEN THE MAIN CHALLENGES YOUR CLUB HAS FACED IN THE LAST YEAR? SELECT ALL THAT APPLY.

BASE: TOTAL N=1,808

Overlapping sports and seasons is making it harder, especially for elite girls.
(Basketball Club, WA)

Lack of sporting pathways in the NT leads to players wanting to build careers in the sport needing to move interstate to reach their potential.
(Rugby League Club, NT)

Overall family living costs tightened. sport one of the 1st things to go in tough time.
(Athletics Club, VIC)

Childrens conflicts with other sports or activities.
(Netball Club, QLD)

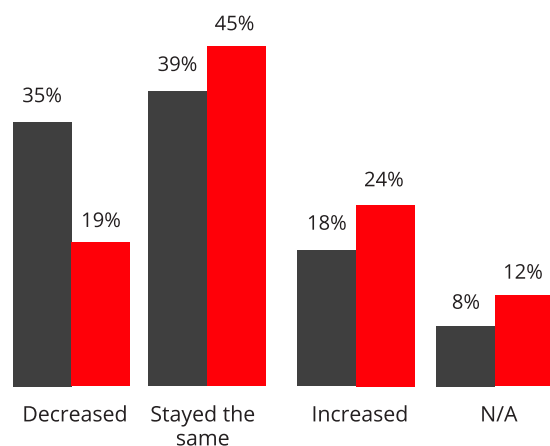
OTHER MENTIONS:

LACK OF FACILITIES / EQUIPMENT	20%
OTHER	16%
COMPETITION FROM OTHER CLUBS/SPORTS	9%

CHANGES TO PARTICIPATION BY AGE

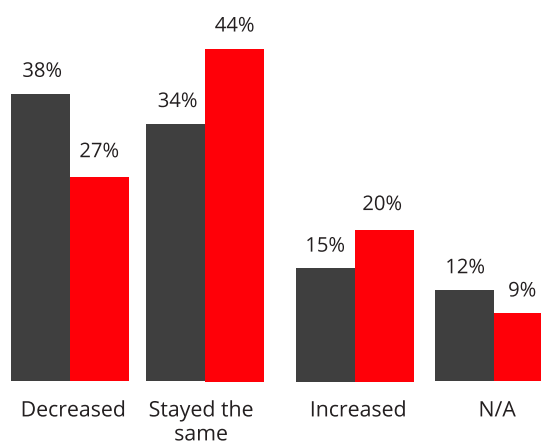
■ 2021
■ 2022

ADULTS (OVER 19 YEARS)



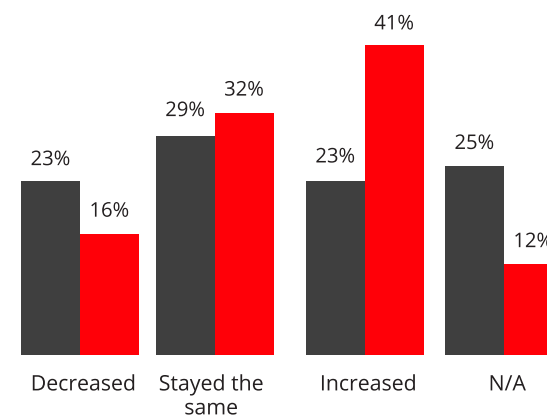
NET CHANGE (% INCREASE - % DECREASE) = +5%

YOUTH (15 - 19 YEARS)



NET CHANGE (% INCREASE - % DECREASE) = -7%

CHILDREN (14 YEARS AND UNDER)



NET CHANGE (% INCREASE - % DECREASE) = +25%

- Clubs have identified children (under 14 years) as the age group with the largest increase in club registrations, over the last 12 months (41%). There has also been a 24% increase in Adult (over 19 years) participation.
- Youth 15-19 years olds have seen the largest decrease in participation over the last year, 27% of clubs are seeing a decrease in this age group. This is less severe than decreases reported in 2021 (38%). However, given there is a greater decrease (27%) than increase (20%) registered by clubs overall then this age group continues to be a key risk area.

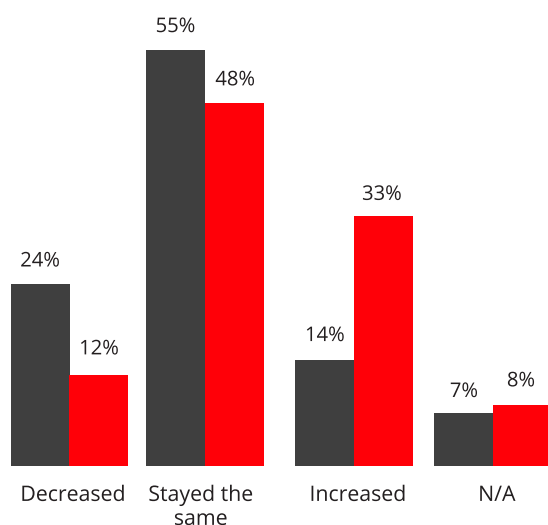
Q19. HAS THERE BEEN A CHANGE TO WHICH AGE GROUPS ARE PARTICIPATING AT YOUR CLUB IN THE LAST YEAR? SELECT ONE RESPONSE PER ROW.

BASE: TOTAL N=2,173

CHANGES TO PARTICIPATION BY GENDER

■ 2021
■ 2022

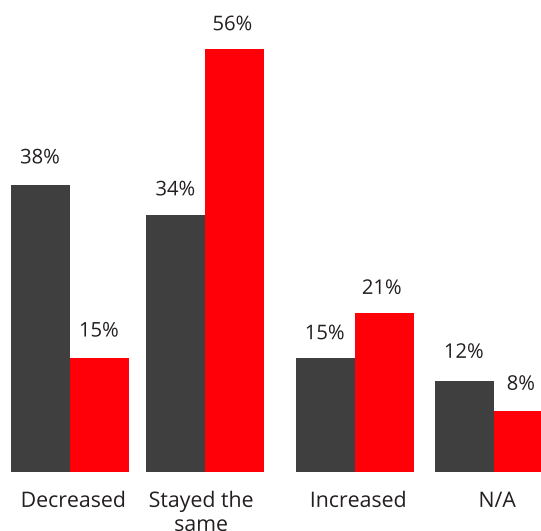
FEMALES



NET CHANGE

(% INCREASE - % DECREASE) = +21%

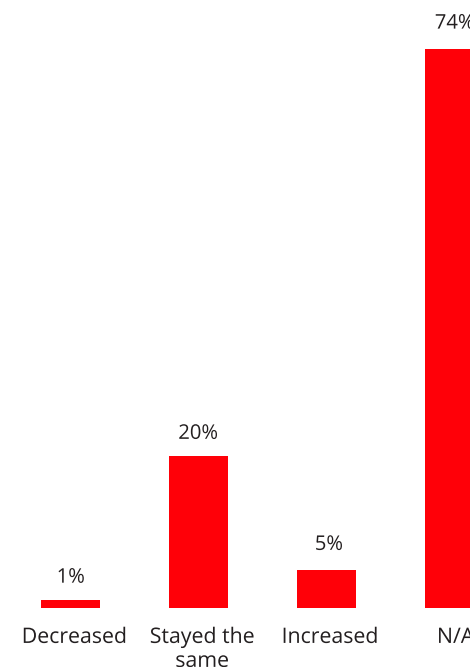
MALES



NET CHANGE

(% INCREASE - % DECREASE) = +6%

NON-BINARY OR INTERSEX



NET CHANGE

(% INCREASE - % DECREASE) = +4%

- 33% of clubs have reported increased participation amongst females, which is significantly higher than in 2021 (14%). And considerably higher than clubs reporting increased male participation (21%).

Q20. HAS THERE BEEN A CHANGE IN THE GENDER SPLIT OF PARTICIPANTS IN THE LAST 12 MONTHS? .

BASE: TOTAL N=2,173

CLUB PARTICIPATION INITIATIVES... IN THEIR WORDS

Participants and members are at the heart of all Clubs. While attracting and retaining members is challenging for many clubs, **here is a selection of ideas**, from a range of sports and club sizes, that may assist other clubs consider new initiatives.

"We are targeting parents to help them prioritise themselves for a couple of hours on a weekend. Its really enhancing our sense of community as kids bring in one parent then we work on the other."

(Football/Soccer Club, ACT)

"We are running female fitness programs to attract more females. Little rangers program to attract minis and pathways program to attract more elite players. Also running an over 55yrs comp for the ageing population in the area."

(Football/Soccer Club, NSW)

"Modified smaller game times like fast netball. AFL in country regions are too traditional and do not support change very well."

(AFL Club, SA)

"We are currently running an underage program incentivising current school leavers to play at the club. We will cover their cost to play at the club as a means of getting them in the door."

(AFL Club, VIC)

"We run training clinics for local childcare centres for local indigenous kids from the ages of 4 to 6 . While fun and outdoor activity is the main focus it also develops basic skills and team interaction. The clinics are run once a week for approximately one hour. The clinic acts as a stepping stone into the Auskick program."

(AFL Club, SA)

"We have changed our junior competitions to mid week, so trying to not have as much competition with other sports for junior girls and boys."

(Netball Club, NSW)

CLUB PARTICIPATION INITIATIVES... IN THEIR WORDS

"Net come & try for 5 to 8 year old children. Offering mixed and male competitions. Relaxing uniform requirements to encourage participation and reduce cost to players."

(Netball Club, VIC)

"We run a strong Hookin2hockey program followed by the stick2hockey, which is slowly increasing our junior base. This year we are going to introduce U8 for the first time, to lead into our current U11 group. Over the last few years we have tried a masters program in the off season which has brought players back."

(Hockey Club, VIC)

"We have introduced Girls Only and Social Smash (social format targeting women and girls). This has led to us being the only cricket club in Regional WA to field two women's teams."

(Cricket Club, WA)

"Our Rugby 7s program is aimed at our young Indigenous, Pasifika and Maori people and getting them into active sport and exercise. We've found young girls are more willing to give 7s a go, due to its simplicity and similarities to touch."

(Rugby Union Club, QLD)

"We have reduced membership costs for families, females & juniors. and working with pro shop to commence a junior program."

(Golf Club, SA)

"A 3 month mentoring program aimed at introducing women of all ages to golf after they have completed our Give Golf A Go clinics."

(Golf Club, SA)

"Weeknight comps targeting the adult population, in particular parents of kids who play weekend sports."

(Netball Club, NSW)

CLUB PARTICIPATION INITIATIVES... IN THEIR WORDS

"School hoops program for kids that can't afford to play sports. They are non competitive games and kids just have fun and our Association runs the program i.e. coach, ref etc. It is \$5 for three 20min games of basketball. You can tell most of these children have never played a sport before."

(Basketball Club, SA)

"Paracycling, women-only activities, LGBTI-inclusive rides, youth development squad (focused on talent retention), continuation of highly successful Heffron Park Junior Cycling Academy."

(Cycling Club, NSW)

"We now run a school holiday program which runs 9-3 so parents can keep similar arrangements as they have when school is on. Increased Tumbling targeted toward increasing boys and teens involvement in gymnastics."

(Gymnastics Club, QLD)

"In an attempt to retain gymnasts as they go through puberty and the associated body image issues (particularly girls) our head coach obtained her Advanced Coach Level enabling the teaching of advanced aerial skills. This worked well."

(Gymnastics Club, SA)

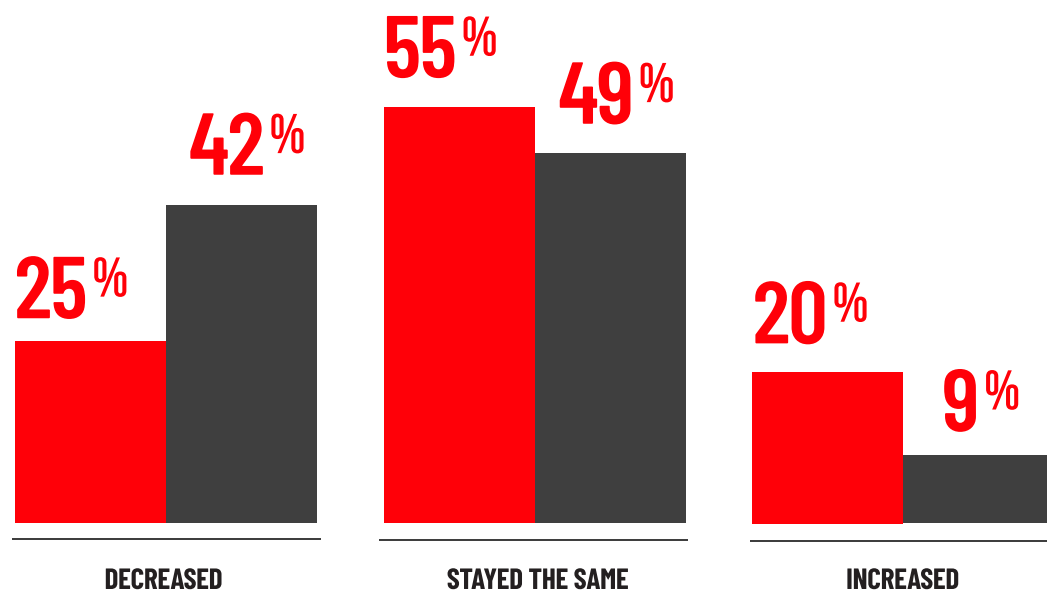
"We run a basketball program in the Midland area of WA. We are a NFP Aboriginal Corporation. Our program is inclusive for all and no fees are charged to any participants."

(Basketball Club, WA)

"We run a fun afternoon for the kids, with a BBQ etc. From this we have had swim school swimmers transition to swim club members."

(Swimming Club, QLD)

CHANGES IN NUMBER OF VOLUNTEERS



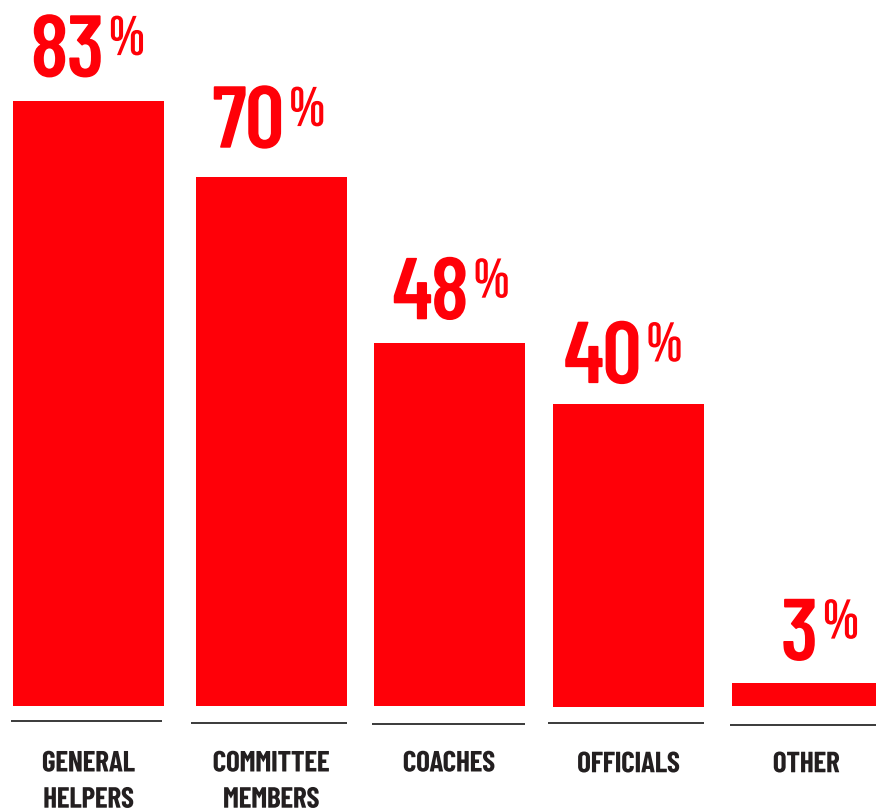
- In the last 12 months, 25% of sporting clubs have experienced a decline in volunteers. This has improved in comparison to the 42% of clubs experiencing a decline in 2021.
- Average number of volunteers lost in the past 12 months is 11 across all clubs sizes.

■ 2021
■ 2022

Q24. IN THE LAST YEAR, HAS THE NUMBER OF VOLUNTEERS AT YOUR CLUB?

BASE: TOTAL N=2,093

VOLUNTEER ROLES THAT HAVE DECREASED



Volunteers are parents, and with less kids coming into the sport there are fewer parents available to volunteer.

(Small Ice Hockey Club, NSW)

Who wants to be a volunteer when you are constantly blamed for things that go wrong within your club.

(Large AFL Club, VIC)

Lack of feeling their contribution is valued, they are generally already time poor and without any feeling of fulfilment in volunteering their time they choose to take that time back.

(Medium Hockey Club, NSW)

Everyone is "time poor"

(Medium Football/Soccer Club, NSW)

Q25. HOW MANY VOLUNTEERS HAVE YOU LOST IN THE LAST YEAR? (PLEASE PROVIDE AN ESTIMATE AS A WHOLE NUMBER) BASE N=511 CLUBS WHO HAVE DECREASED VOLUNTEERS

CLUB VOLUNTEER INITIATIVES... IN THEIR WORDS

"This season we have introduced a volunteer rebate off fees for our club members who volunteer in the canteen."

(Medium Football/Soccer Club, NSW)

"We have engaged Footy Smarts to coach all of our coaches and improve the level and expertise of coaches for our players."

(Large AFL, VIC)

"More towards involving the family as a group to be involved as an athlete, volunteer or as an official/coach."

(Small Athletics Club, NT)

"We introduced a monthly award for volunteer participation, this has slightly increased the volunteer participation rate."

(Small Athletics Club, SA)

"Volunteer sign on register, reduced fees for volunteers, family sign on day."

(Medium Rugby Union Club, QLD)

"Volunteer program to help run the golf course, targeted at all members, men and women."

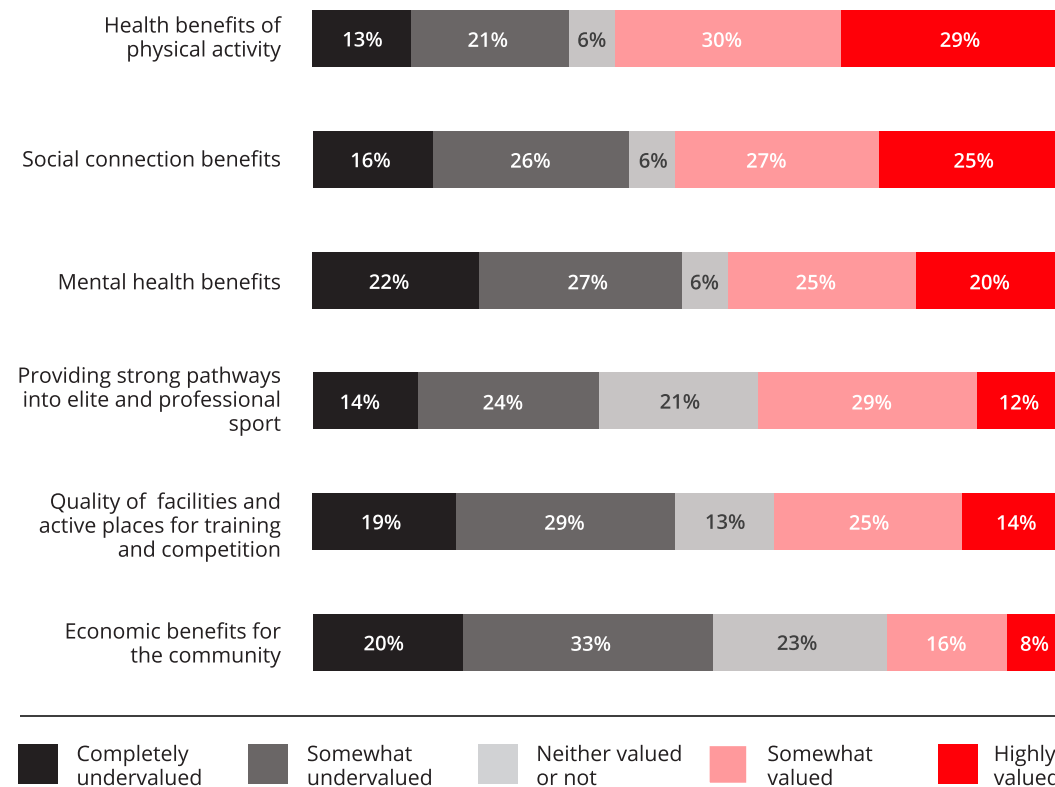
(Large Golf Club, VIC)

VALUE OF SPORT FOR ITS SOCIAL AND COMMUNITY BENEFITS

49. TO WHAT EXTENT DO YOU THINK SPORT IS VALUED OR UNDERVALUED FOR ITS SOCIAL AND COMMUNITY BENEFITS AT A COMMUNITY AND GRASSROOTS LEVEL?

BASE: TOTAL N=1,807

Degree of value for sport



- Sporting clubs most commonly report the health benefits of physical activity as the greatest benefit of community sport.
- The social connection benefits are seen to be valued amongst 51% of sporting club respondents, however 41% felt that this aspect is undervalued.
- The mental health benefits of sport is also seen to be under valued in the community, with 49% reporting this benefit to be somewhat or completely undervalued.
- The economic benefits for the community are seen at the least valued, with 53% reporting this benefit to be somewhat or completely undervalued.
- Access to quality facilities and spaces are also aspects of community sport which are seen to be undervalued (48%) and present an opportunity for education.
- Results were consistent by location, sporting clubs and size of clubs.





**YOUR SPORT
YOUR SAY**

FOR MORE INFORMATION AND RESEARCH
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