

Our Active8

2019–2022

Activate! Queensland action plan



Queensland
Government

Our Active8 2019–2022

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Introduction

Activate! Queensland 2019–2029 is the Queensland Government's 10-year strategy, outlining the new collaborative direction for physical activity and movement in Queensland.

Our Active8 2019–2022 outlines practical, whole-of-government actions for the next three years to deliver on our 2029 vision — to enrich the Queensland way of life through physical activity and provide more opportunities for Queenslanders, of all ages and all abilities, to be physically active. The Department of Housing and Public Works will lead collaboration across all levels of government, industry and key stakeholders.

The action plan is outcomes-focused. It supports the achievement of Our Future State: Advancing Queensland's Priorities¹ through:

- conditioning our investment to ensure equity and quality are paramount
- establishing a Sport and Recreation Partnerships Office to consult with all levels of government, industry and community to deliver physical activity priorities
- targeted support for those who need it most, especially families with limited financial resources and young people in the child protection and youth justice systems
- a focus on lifelong participation by improving physical literacy in the early years and promoting healthy lifestyles, leading to healthy weight and reducing the risk of suicide and depression
- place-based approaches that leverage local connections and capabilities
- ensuring a leading edge in high performance sport, positioning the state as a destination for sports science and technology that inspire the community to be active.

Actions in the plan are detailed under each of the Activate! Queensland priority areas:



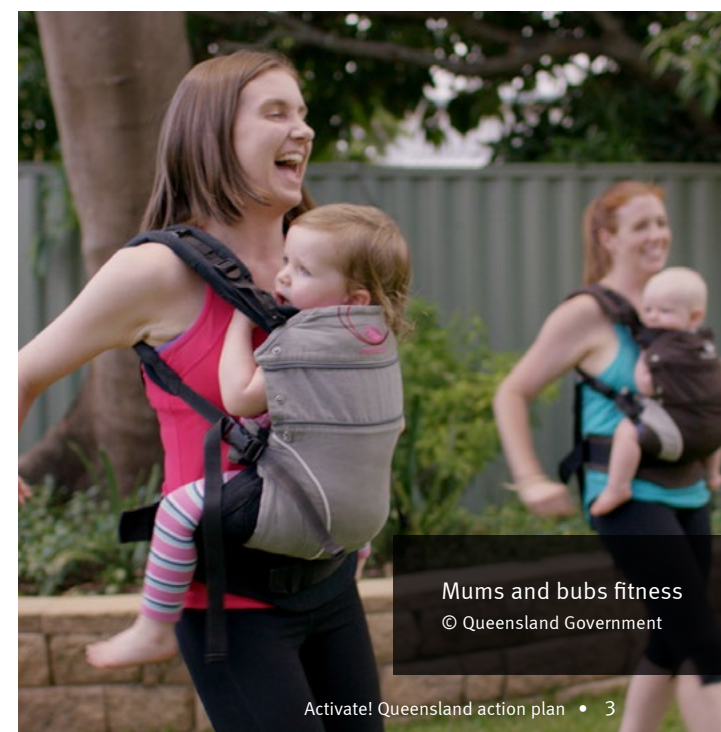
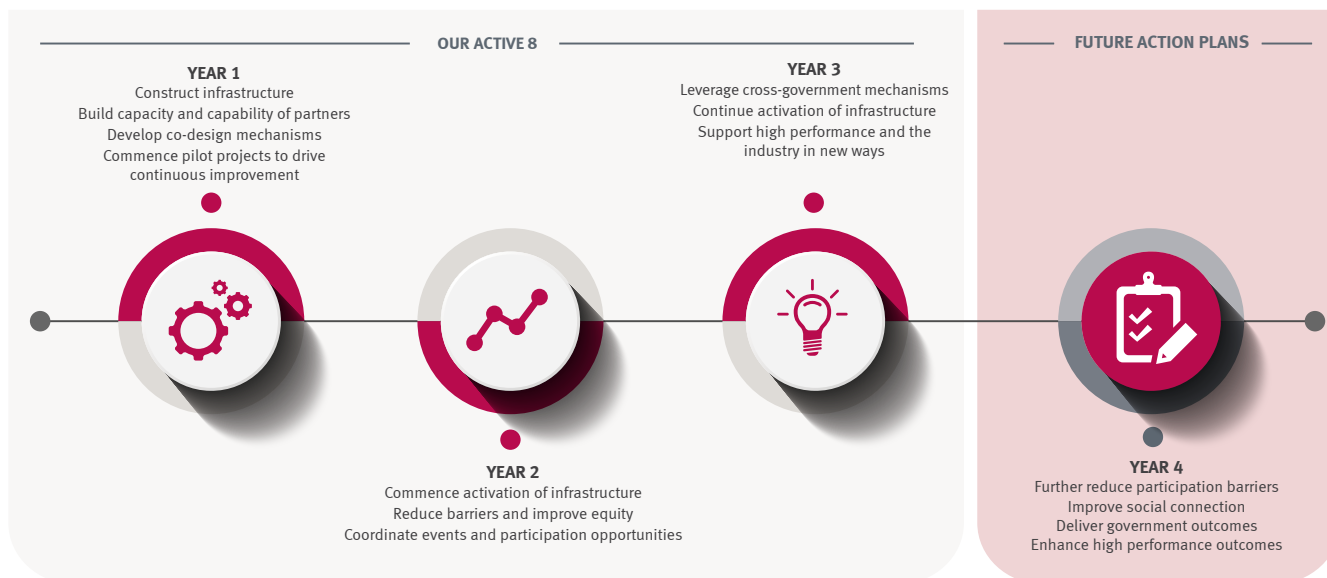
1. Queensland Government, Our Future State: Advancing Queensland's Priorities, available at <https://www.ourfuture.qld.gov.au/>.

Making it happen

Our Active8 2019–2022 is a commitment to Queensland to improve coordination of state government investment and effort so more Queenslanders can benefit from an active life. To realise this, we will:

- establish an evaluation framework to measure progress and outcomes over the life of the strategy
- develop an annual progress scorecard to monitor implementation and inform subsequent action plans
- publish regular updates against initiatives and actions
- develop an action plan every three years in consultation with Queensland Government agencies.

Action plan at a glance





Activate Queenslanders

*Empower more Queenslanders to enjoy physical activity
to improve their health and wellbeing in active communities*

Success looks like...



Quality opportunities
are available to be
physically active



Sufficiently active
Queenslanders



Enhanced community
connection through
participation



Queenslanders value
an active lifestyle and
want to be active



Increased physical
literacy in Queensland
children

01

Enhance equity
and inclusion

- 1.01 Provide a range of support, including FairPlay and FairPlay+ subsidies, to reduce the cost of participation for children and young people who need it most.
- 1.02 Develop policy options for government consideration to improve access to physical activity for the wider population.
- 1.03 Provide place-based and co-designed physical activity solutions that support communities most in need to address barriers and reduce social isolation, including for people from culturally diverse backgrounds; and ensure quality physical activities are delivered through provision of training and equipment.
- 1.04 Partner with government agencies and community organisations to support vulnerable children and young people, families and carers through participation in sport and active recreation; and deliver opportunities to reduce social isolation for people with disability and older Queenslanders.
- 1.05 Provide support for and deliver high quality, culturally appropriate physical activity opportunities in Aboriginal and Torres Strait Islander communities.

02

Transform attitudes
and behaviours

- 2.01 Invest in social marketing activities, active events and ambassadors to motivate and inspire Queenslanders to participate in regular physical activity.
- 2.02 Engage expertise across all levels of government to identify mechanisms that connect inactive or less active Queenslanders to local opportunities that lead to an active lifestyle.
- 2.03 In partnership with the Department of Education, encourage greater use of physical activity across early childhood and school settings, including resources for professional development and mentoring. Form partnerships between schools and community that facilitate access and reduce the administration burden.
- 2.04 Review opportunities to transform teacher pedagogy at universities, embracing physical activity in curriculum training.

FairPlay in action

Affordability is a key driver to participation in physical activity. Membership fees, transport and equipment are just some of the costs involved in being active.

FairPlay is a program aimed at breaking down financial barriers to participation at the grassroots level. The program provides subsidies to support families, children and young people who need it most to participate in physical activity.

Through Activate! Queensland, FairPlay will provide an investment of \$25.5 million over three years to deliver:

- vouchers of up to \$150 for at least 45,000 children and young people from low income families towards physical activity participation
- targeted support of up to \$500 per participant to address additional barriers experienced by the most disadvantaged children and young people, including young people who are at risk of offending or re-offending.

This initiative will help level the playing field to ensure all Queenslanders are empowered to participate in activities they enjoy.

**\$25.5
million**
over three years



Motivating and inspiring young Queenslanders through sport
© Queensland Government



Samford Riding for the Disabled
© Queensland Government



Activate Environments

Inspire activity with places and spaces that invite an active lifestyle

Success looks like...



Places and spaces to support physical activity for everyone



Increased access to physical activity facilities



Fit-for-purpose places and spaces for physical activity



Collaborations improving community physical activity outcomes

03

Deliver quality and accessible places and spaces

- 3.01 In collaboration with the community, deliver infrastructure solutions that respond to community needs, improve accessibility and inspire activity, including modular sport and active recreation infrastructure as well as surfaces and lighting solutions.
- 3.02 Develop physical activity spaces to be industry-leading, inspiring the community to be active by investing in Queensland Active Precincts.
- 3.03 Design a framework that identifies how precincts can provide support for Queenslanders, including children and young people from disadvantaged communities and Queenslanders located in regional and remote areas, enabling them to access quality physical activity opportunities.
- 3.04 Explore opportunities to intersect and leverage other social infrastructure including neighbourhood and community centres in partnership with the Department of Communities, Disability Services and Seniors.

04

Improve liveability and activity in our communities

- 4.01 Collaborate across government to encourage Queenslanders to get out and live active lifestyles in natural and built environments including walking and cycling networks and recreation trails.
- 4.02 Ensure educational settings are built to prioritise physical activity and open for community use including in new schools, in partnership with the Department of Education, Parents and Citizens' Associations and outside school hours care providers.
- 4.03 Apply social infrastructure best-practice planning and design principles in the development of sport and recreation places and spaces.
- 4.04 Identify and plan for potential sport and recreation infrastructure projects through integrated decision making across all levels of government, focusing on the future infrastructure needs of the community.

Investing in community infrastructure solutions

Our Activate8 2019–2022 provides investment of \$40 million over three years to deliver up to 150 infrastructure projects in local communities throughout Queensland.

Place-based infrastructure solutions will be targeted to meet the needs of local communities with the Sport and Recreation Infrastructure Partnerships Office responsible for the efficient and successful delivery of projects. As part of this initiative, investment will be dedicated to ensuring universally designed infrastructure promotes equitable access to participation opportunities for all, including females, Queenslanders who identify as LGBTIQ+, seniors and people with disability.

Whether it's new changerooms for sporting clubs or additional lighting for safety, community infrastructure solutions will help local sport and recreation clubs and organisations address barriers to physical activity participation.

**\$40
million**
over three years



A purpose-built and accessible clubhouse at the Moreton Bay Central Sports Complex
© Queensland Government



Additional lighting enhances sports facilities
© Queensland Government



Activate Success

Drive elite success and deliver and promote world-class knowledge and facilities

Success looks like...



Growing impact of the Queensland sport and active recreation industries



Enhanced systems for high performance success



A knowledge ecosystem supporting innovation and success



Major sport facilities provide a great fan experience and are successful in attracting events

05

Grow elite success and keep Queensland winning

- 5.01 Enhance sport performance excellence and success by ensuring talented Queenslanders are supported through quality coach and athlete pathways, and investment in high performance programs, services, knowledge and partnerships.
- 5.02 Invest in and encourage new approaches to human performance through collaborative research, innovation and technology development and the communication, exchange and translation of knowledge to benefit and support physical activity for the broader community.
- 5.03 Invest in the redevelopment of the Queensland Sport and Athletics Centre as part of a sport ecosystem to support performance innovation and excellence.
- 5.04 Deliver opportunities and support for high performance athletes to connect and inspire the community.

06

Provide world-class fan experiences through major sports and entertainment facilities

- 6.01 Invest in existing Stadiums Queensland venues to ensure they meet industry and community standards and expectations, and can continue to attract world-class events that provide quality spectator and fan experiences, including by implementing the Stadium Taskforce recommendations.
- 6.02 Establish a cross-agency, decision-making framework to form an integral component of planning and investing in sport and other major events around Queensland.
- 6.03 Encourage targeted investment to strengthen event infrastructure across the state and build the capacity and capability to host large events in regional areas.
- 6.04 Invest in public infrastructure that benefits the broader visitor economy, and improves community experience including precincts of importance and sport infrastructure.

Sport performance excellence

Queenslanders want to ensure emerging and elite sportspeople are provided a pathway to success.

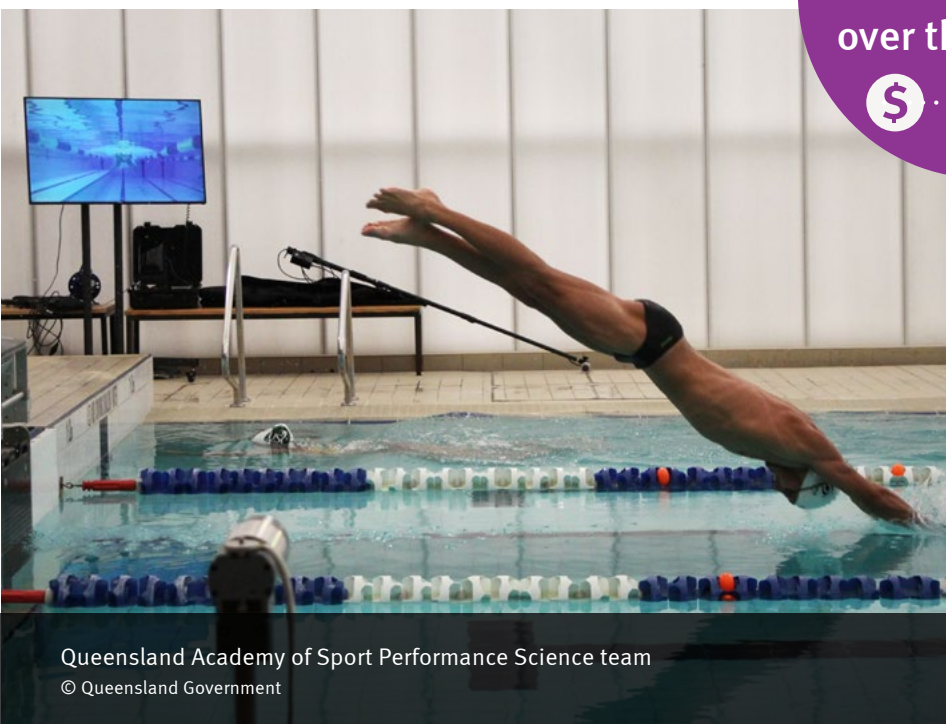
An investment of \$44.5 million over three years will continue to deliver innovative high performance programs that give Queensland athletes an ethical competitive advantage.

This will include access to quality coaching, sport science, health professionals and competitions.

The investment includes \$10 million by 2021 to redevelop the Queensland Sport and Athletics Centre. This will provide a quality daily training environment for athletes, and an opportunity to develop a sports hub by co-locating numerous sporting tenants into fit-for-purpose office accommodation.

It's all part of our goal to see Queensland's talented sportspeople reach their potential and inspire the community.

**\$44.5
million
over three years**



Queensland Academy of Sport Performance Science team
© Queensland Government



State of Origin, Suncorp Stadium
© Stadiums Queensland



Activate Collaboration

Create partnerships that maximise the impact of government and industry actions to benefit an active Queensland

Success looks like...



An active industry growing in capability to meet Queenslanders' needs



Leveraging outcomes through collaborations

07

Transform the
active industry's role

- 7.01 Work with the active industry to invest in participation stimulus that ensures high quality and inclusive participation opportunities exist for more Queenslanders to be active.
- 7.02 Overhaul governance models to develop a framework that drives outcomes.
- 7.03 Queensland Government to advocate for a national approach to safety and integrity in sport, including combat sports; and provide leadership and support to the active industry on health and safety, including concussion management, particularly for high-risk and contact sports, through Queensland Academy of Sport.
- 7.04 In partnership with the Department of Justice and Attorney-General, continue to administer state legislation and work with the Australian Government to ensure integrity within the industry.
- 7.05 Transition the investment arrangement with state-level organisations to conditional funding over time to drive the achievement of government priorities, including gender equity in leadership positions and equal pay and prize money for professional athletes.

08

Leverage knowledge,
technology and
innovation

- 8.01 Invest in improved collaboration and partnerships, and harness innovation across the active industry, including the co-location of sporting tenants at the Queensland Sport and Athletics Centre.
- 8.02 Promote and broaden the influence of the high performance system to position Queensland as a sports innovation and technology destination.
- 8.03 Drive a knowledge alliance across government, community, universities and the active industry to guide investment in solutions that successfully provide quality physical activity opportunities for all Queenslanders.
- 8.04 Form a strong evidence base through collaboration across government, universities and industry on data science.

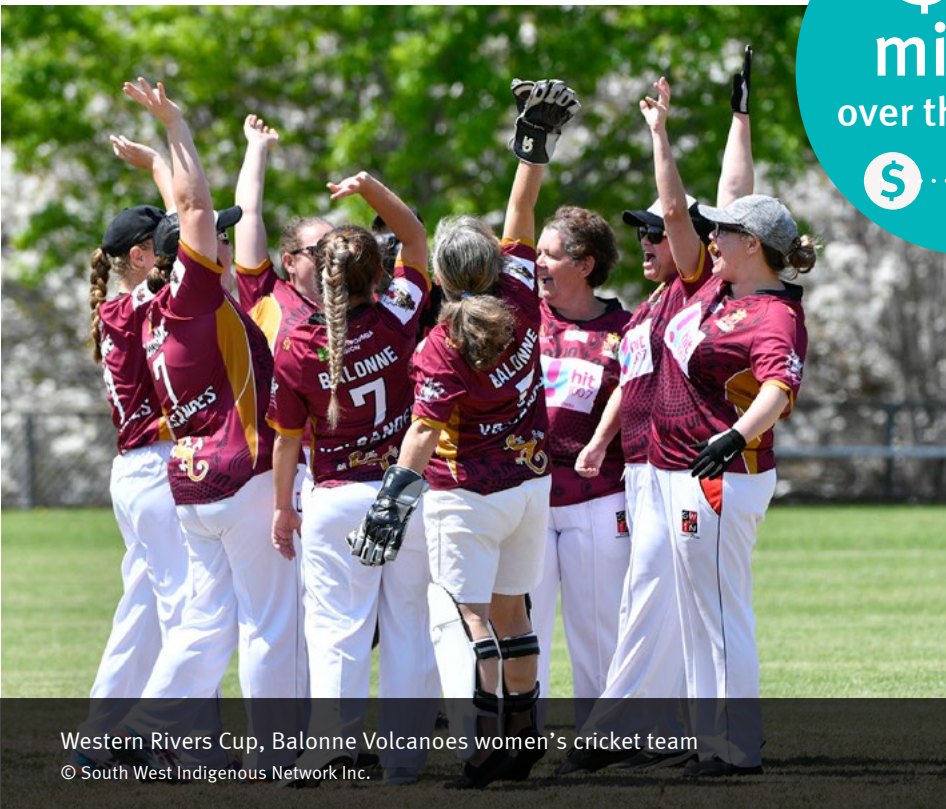
Delivering a partnership approach

A new pilot partnership with six state-level organisations will enhance the delivery of sport and active recreation services to Queenslanders, and empower the industry to deliver meaningful participation opportunities for more Queenslanders.

The Tennis in State Schools initiative showcases collaboration in action. The funding partnership between Tennis Queensland and the Queensland Government aims to increase student participation in tennis as well as making the sport more accessible to Queenslanders.

Other state-level organisations will continue to be supported to contribute to the development of a robust, innovative active industry. Targeted assistance will be provided to these organisations to ensure their continued development and improvement meets the ever-changing needs of our communities.

\$32
million
over three years



Western Rivers Cup, Balonne Volcanoes women's cricket team

© South West Indigenous Network Inc.



Community use of school facilities in action

© Queensland Government



Sport and Recreation
Department of Housing and Public Works

 qld.gov.au/sportrecstrategy

 13 QGOV (13 7468)

 @QldSportAndRec



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