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AUSPLAY

Basketball

State of Play Report

Driving Participation & Engagement

April 2019

About this Report

The State of Play Report has been designed to deliver a single sport snapshot, to help identify trends and opportunities to maximise participation and engagement.

AusPlay Data

The nationwide AusPlay survey has been running since October 2015, using Computer Assisted Telephone Interviewing (CATI).

The core aim of AusPlay data is to provide accurate and reliable information on trends in participation and physical activities among Australian residents, including Children Aged Under 15 and Adults 15+.

Annually, a total of about 20,000 interviews are conducted with Adults Aged 15+ and about 3,500 interviews with parents/guardians of Children Under 15.

AusPlay is carried out in compliance with ISO 20252 and membership requirements for the Association of Market and Social Research Organisations (AMSRO) and the Australian Market and Social Research Society (AMSRS).

Data within this report

This report contains data collected from January 2016 to December 2018.

Data within this report has been prepared by Sport Australia and may vary from other published AusPlay data due to differences in definitions and/or data classifications.

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Basketball: State of Play Report
Key Take Outs

Overall Participation

The annual population estimate for Adults 15+ participating in Basketball was 699,007 (or 3.5% of the Adult 15+ population).

Adult participation was heavily skewed towards males (496,945 or 5.0% of the male population), with males accounting for 71% of participation. Female participation was lower than males but still high (202,061 or 2.0% of the female population) considering the competition provided by Netball.

Around two thirds of Adult 15+ Basketball participation was organised (65%), with most of organised participation (66%) in sport clubs.

AusPlay estimates that 318,962 Children 0-14 participated in organised Basketball out-of-school. Boys accounted for 66% of Children's participation.

The peak participation rates for organised Basketball were among Children 12-14, however participation rates increased after 8 years of age and remained high through the rest of childhood and even throughout adolescence before decreasing steadily from adulthood onwards.

Frequency & Duration

Adults 15+ who participated in Basketball had a median frequency of 52 sessions per annum (about once per week) and the median session duration was 60 minutes.

Sport Most Strongly Associated With (loyalty)

The pool of Adults 15+ who consider Basketball the sport they most strongly associate with was on par with current participation. Interestingly, females showed much higher 'loyalty' (3.1%) compared to participation rates (2.0%), while the opposite was true for males (4.3% vs 5.0%).

Spend

AusPlay estimates that a total of nearly $110 million per annum was spent on Adult 15+ Basketball participation. Median annual spend was $240 per Adult participant.

A total of $96+ million per annum was spent on Children's 0-14 participation in Basketball, with a median annual spend of $250 per Child participant.

Motivations for Participation (Adults 15+)

While the dominant motivation to participate in Basketball was 'Fun/enjoyment' (57%), 'Social reasons' (39%) and 'Physical health/fitness' (36%) were also strong motivators. 'Social reasons' overtake 'Fun/enjoyment' as the primary motive around middle age (45-64).

Reasons For Dropping Out of Participation

The dominant reason for dropping out of Basketball participation was 'Not enough time/too many other commitments' (31%), followed by 'Poor health or injury' (15%), 'Fear of injury' (10%) and 'Not a priority anymore' (12%).

Growth & Opportunities

In spite of positive trends in participation, net growth market opportunity for Adults 15+ is somewhat limited and mostly driven by younger age groups (especially 15-24 year olds) and males. There is, however, an opportunity to leverage the high number of females who nominate Basketball as the sport they most strongly associate with, as it exceeds the current volume of females participants.

On the other hand, net growth market opportunity for Children is much larger, and is mostly driven by 5-8 year olds.

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Basketball (Adults 15+)
Snapshot

AusPlay data, Adult and Basketball Participant Population 15+: January 2016 to December 2018 Adult 15+ n=61,579; Basketball Participants 15+ n=1,590

Information on this page provides a snapshot of the Adult 15+ population, at total national level and by gender.

Participation figures are shown as total volume among the Adult 15+ population and the % who have participated.

This provides a read on participation levels, along with the market size when it comes to sports wear and apparel.

Engagement & Participation	Total	Male	Female
Is Most Strongly Associated Sport (%)	3.7%	4.3%	3.1%
Is Most Strongly Associated Sport (People)	741,695	424,390	317,305
Participation (%)	3.5%	5.0%	2.0%
Participation (People)	699,007	496,945	202,061
Average Frequency Per Annum	67	70	61

Conversion to Organised & Club	Total	Male	Female
Participation (People)	699,007	496,945	202,061
Organised Participation (People)	454,173	306,430	147,744
Conversion to organised (%)	*65%*	*62%*	*73%*
Club Participation (People)	301,227	195,526	105,700
Conversion to club – from Overall Participation (%)	*43%*	*39%*	*52%*
Conversion to club – from Organised Participation (%)	*66%*	*64%*	*72%*

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Basketball (Adults 15+)
Snapshot by State

AusPlay data, Adult and Basketball Participant Population 15+: January 2016 to December 2018 Adult 15+ n=61,579; Basketball Participants 15+ n=1,590

Information on this page provides a snapshot of the Adult 15+ population, at total national level and by state.

Participation figures are shown as total volume among the Adult 15+ population in each state and the % who have participated.

This provides a snapshot to help identify state level strengths and weaknesses.

Engagement & Participation	Total	NSW	VIC	QLD	SA
Is Most Strongly Associated Sport (%)	3.7%	2.9%	5.0%	2.6%	4.3%
Is Most Strongly Associated Sport (People)	741,695	183,485	248,470	106,566	62,379
Participation (%)	3.5%	2.6%	4.9%	2.5%	4.0%
Participation (People)	699,007	167,485	244,669	102,004	57,858
Average Frequency Per Annum	67	71	67	64	72

Conversion to Organised & Club	Total	NSW	VIC	QLD	SA
Participation (People)	699,007	167,485	244,669	102,004	57,858
Organised Participation (People)	454,173	104,263	171,952	55,109	39,527
Conversion to organised (%)	*65.0%*	*62.3%*	*70.3%*	*54.0%*	*68.3%*
Club Participation (People)	301,227	61,933	130,302	34,709	28,783
Conversion to club – from Overall Participation (%)	*43.1%*	*37.0%*	*53.3%*	*34.0%*	*49.7%*
Conversion to club – from Organised Participation (%)	*66.3%*	*59.4%*	*75.8%*	*63.0%*	*72.8%*

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Basketball (Adults 15+)
Snapshot by State

AusPlay data, Adult and Basketball Participant Population 15+: January 2016 to December 2018 Adult 15+ n=61,579; Basketball Participants 15+ n=1,590

Information on this page provides a snapshot of the Adult 15+ population, at total national level and by state.

Participation figures are shown as total volume among the Adult 15+ population in each state and the % who have participated.

This provides a snapshot to help identify state level strengths and weaknesses.

Engagement & Participation	Total	WA	ACT	NT	TAS
Is Most Strongly Associated Sport (%)	3.7%	4.1%	4.2%	7.2%	4.3%
Is Most Strongly Associated Sport (People)	741,695	93,842	13,973	14,505	18,475
Participation (%)	3.5%	4.2%	3.9%	3.7%	2.5%
Participation (People)	699,007	95,601	13,271	7,489	10,628
Average Frequency Per Annum	67	67	45	47	78

Conversion to Organised & Club	Total	WA	ACT	NT	TAS
Participation (People)	699,007	95,601	13,271	7,489	10,628
Organised Participation (People)	454,173	64,096	6,152	6,583	6,491
Conversion to organised (%)	*65.0%*	*67.0%*	*46.4%*	*87.9%*	*61.1%*
Club Participation (People)	301,227	34,940	2,542	3,674	4,343
Conversion to club – from Overall Participation (%)	*43.1%*	*36.5%*	*19.2%*	*49.1%*	*40.9%*
Conversion to club – from Organised Participation (%)	*66.3%*	*54.5%*	*41.3%*	*55.8%*	*66.9%*

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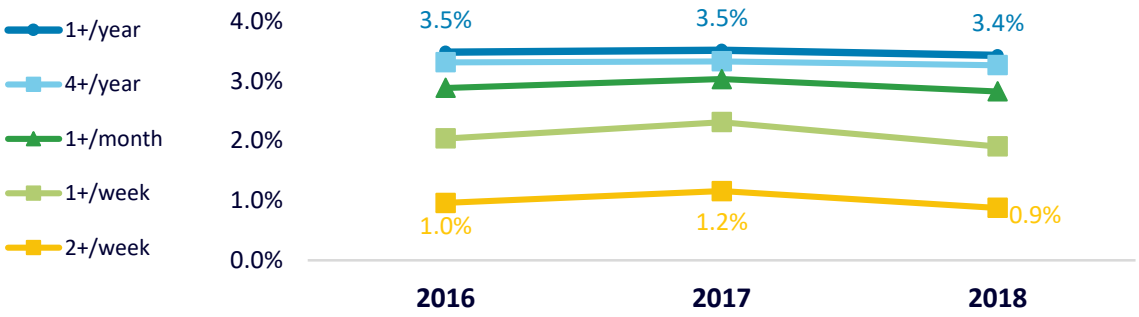
Basketball (Adults 15+)
Trends

Information on this page provides overall participation and organised participation trends among the Adult 15+ population.

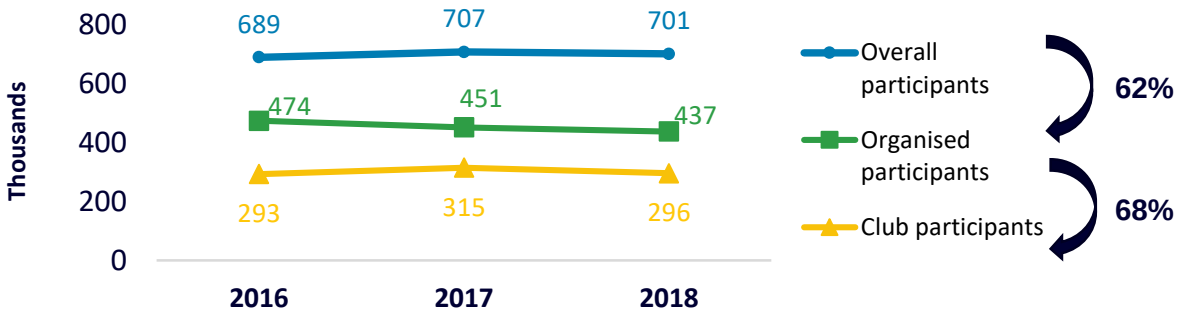
As more data becomes available in subsequent report releases, time series data will be expanded.

This provides a read on participation trends to identify if a sport is gaining or contracting when it comes to participation metrics.

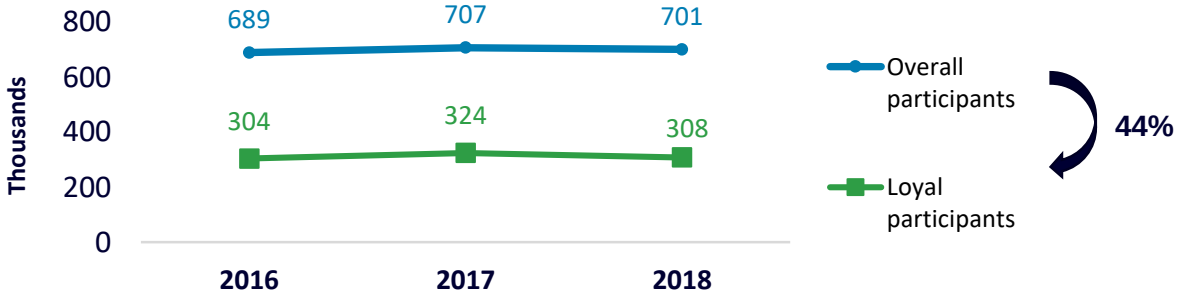
Participation Trends



Conversion to Organised - Evolution



Loyalty among Participants - Trend



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Basketball (Children Aged Under 15)
Snapshot & Trends

AusPlay data, Children and Basketball Participant Population 0-14: January 2016 to December 2018 Children 0-14 n=10,285; Basketball Participants 0-14 n=894

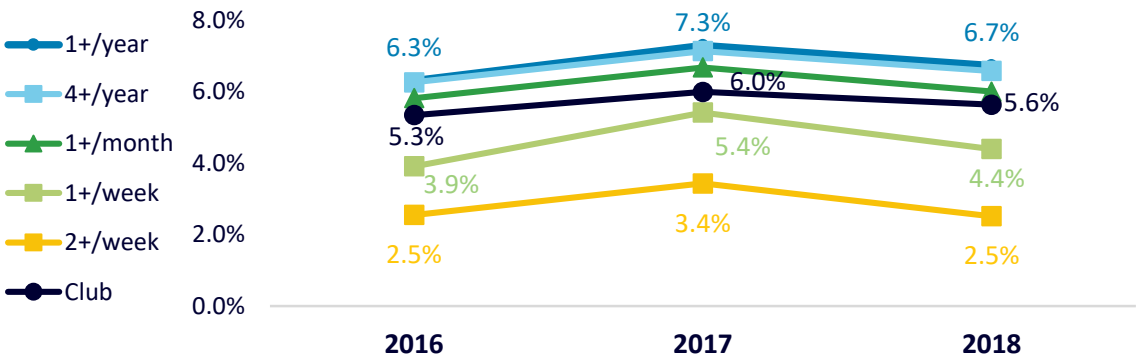
Information on this page provides a snapshot of Children Aged Under 15, at total national level and by gender.

Participation figures are shown as total volume and the % who have participated, as well as frequency and club participation.

This provides a snapshot to help identify participation levels among Children Aged Under 15, along with highlighting differences at gender level.

Participation & Conversion to Club	Total	Boys	Girls
Organised Outside of School Hours Participation (People)	318,962	210,551	108,411
Club Participation (People)	266,250	175,958	90,292
Conversion to Club Participation (%)	*83.5%*	*83.6%*	*83.3%*
Average Frequency Per Annum	81	80	82

Participation Trends



Basketball
Participation by Life Stage

AusPlay data, Adult and Basketball Participant Population 15+: January 2016 to December 2018 Adult 15+ n=61,579; Basketball Participants 15+ n=1,590

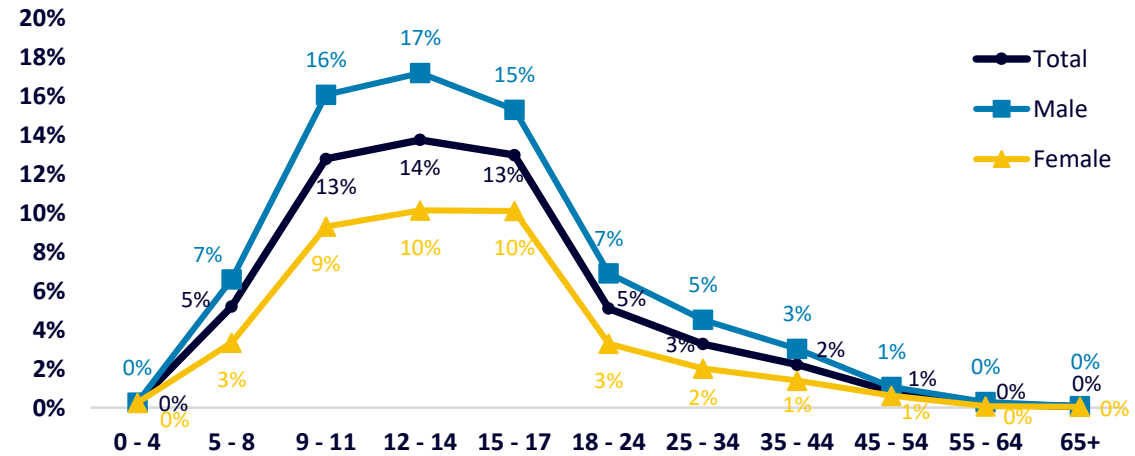
AusPlay data, Children and Basketball Participant Population 0-14: January 2016 to December 2018 Children 0-14 n=10,285; Basketball Participants 0-14 n=894

Information on this page provides a snapshot of participation at national level, by age and by gender.

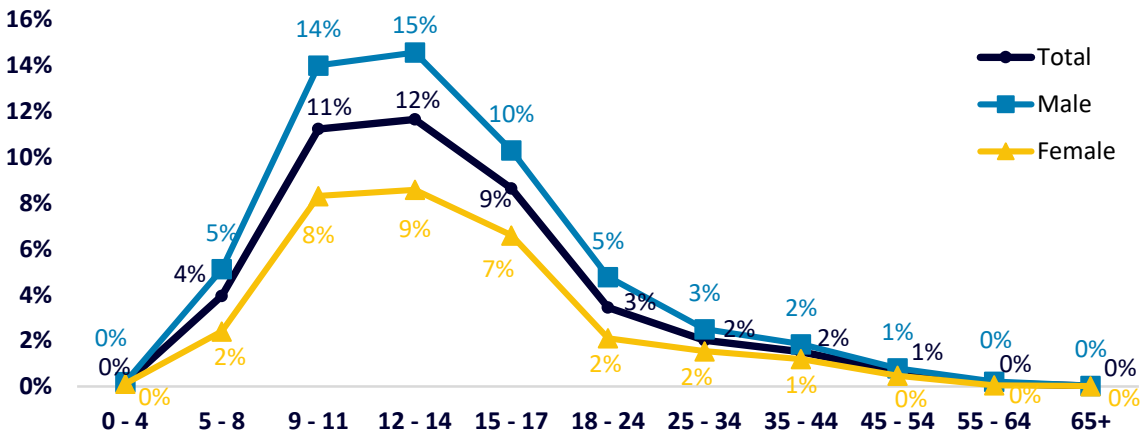
Figures are shown as the % of each age who have participated.

This provides a read of peak participation rates by age, to help identify opportunities to develop targeted initiatives aimed at boosting participation among specific age and gender groups.

Participation by Life Stage - Organised



Participation by Life Stage - Club



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Basketball

State of Play Report

Adults 15+

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Basketball (Adults 15+)
Participation Levels

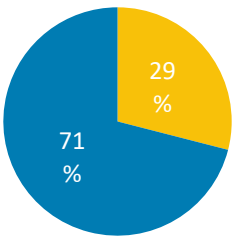
AusPlay data, Adult and Basketball Participant Population 15+: January 2016 to December 2018 Adult 15+ n=61,579; Basketball Participants 15+ n=1,590

Information on this page provides a snapshot of the Adult 15+ population, at total national level and by gender.

Gender split shows the contribution each gender makes when it comes to total participation. Participation levels are shown as total volume among the Adult 15+ population and the % who have participated.

This provides a snapshot to help identify the age and gender groups that are driving current participation volume, whilst also helping to identify potential growth opportunities.

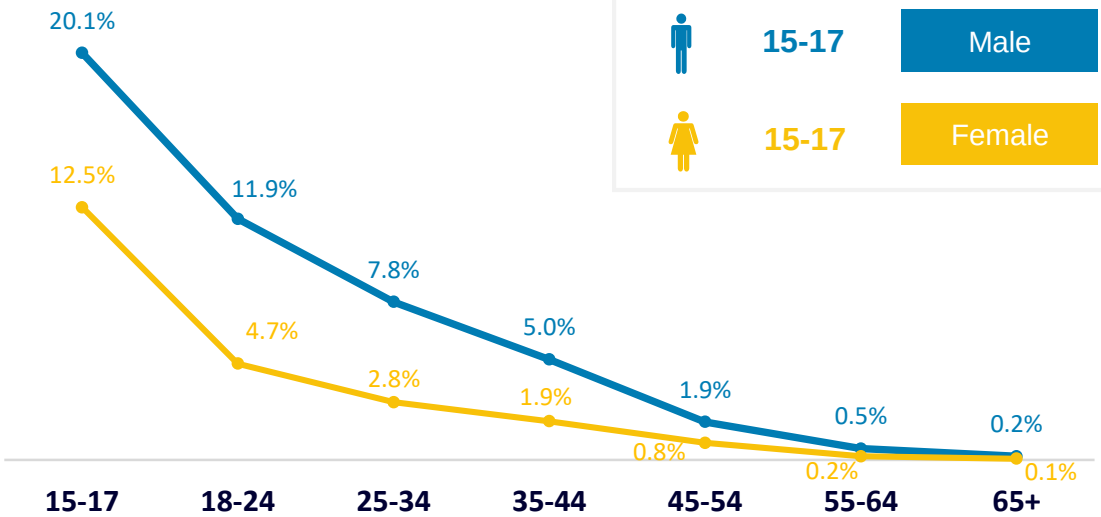
Gender Split



Participation Levels

	Total Participation	Male Participation	Female Participation
%	3.5%	5.0%	2.0%
000's	699.0	496.9	202.1

Participation Levels by Age and Gender



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Basketball (Adults 15+)
Participation by Location

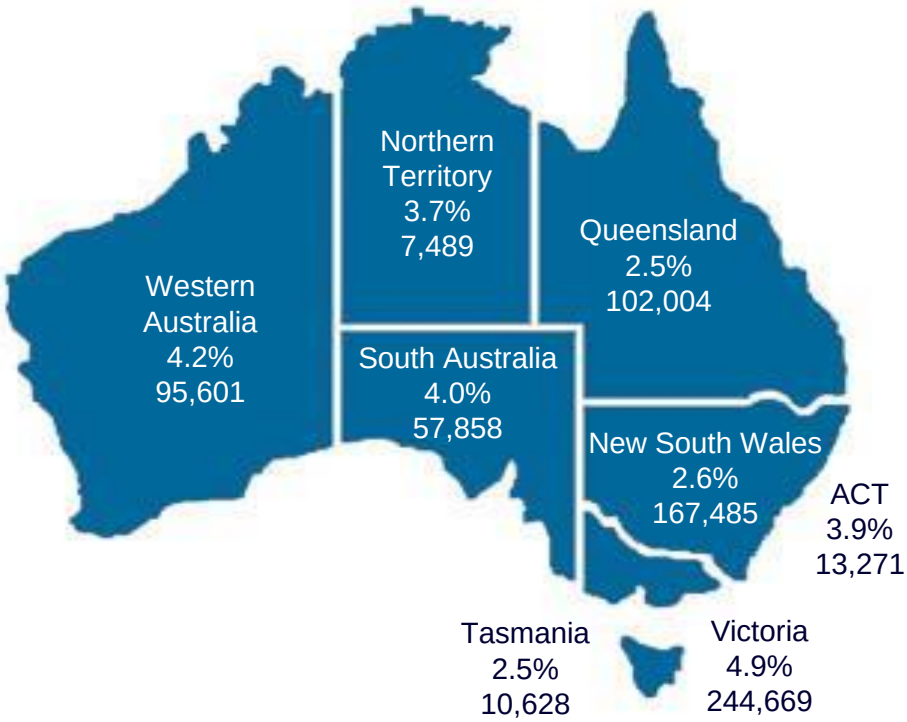
AusPlay data, Adult Population 15+: January 2016 to December 2018 Adult 15+ n=61,579

Information on this page provides a snapshot of the Adult 15+ population, based on state and geography.

Participation levels are shown as total volume among the Adult 15+ population and the % who have participated.

This provides a snapshot to help identify state level participation, as well as differences across metro, regional and remote areas.

Participation Levels by State



	Total National Participation	Major Cities	Inner & Outer Regional	Remote & Very Remote
%	3.5%	3.7%	2.7%	3.9%
000's	699.0	512.3	139.4	11.9

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Basketball (Adults 15+)
Player Profile

AusPlay data, Adult and Basketball Participant Population 15+: January 2016 to December 2018 Adult 15+ n=61,579; Basketball Participants 15+ n=1,590

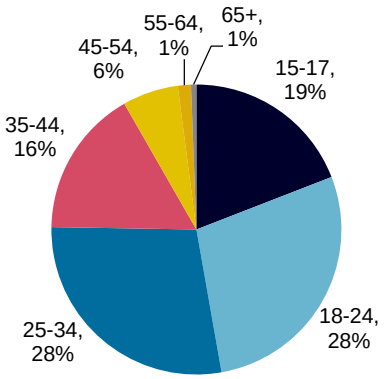
Information on this page provides a snapshot of the Adult 15+ population, based on age and gender, as well as LOTE, People with Disability and Indigenous.

Share of Play by Gender and Age shows the contribution of each group when it comes to overall participation.

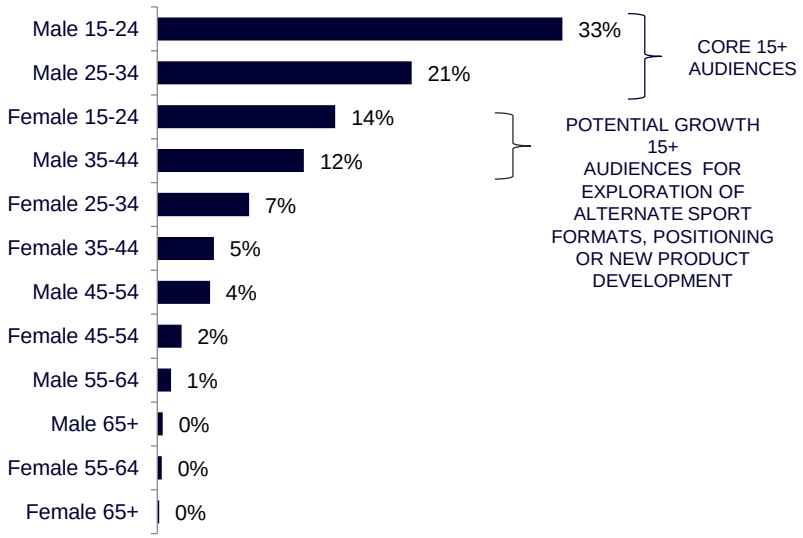
This helps identify the specific age and gender groups that are having the greatest impact on overall participation levels, whilst also highlighting growth opportunities when it comes to sport formats that extend beyond traditional demographic audience needs.

Player Profile by Gender and Age

Age Split



Share of Play by Gender & Age



Participation Levels by Population Group

	Total National Participation	LOTE (Speak language other than English at home)	People with Disability	Indigenous
%	3.5%	3.9%	1.2%	5.6%
000's	699.0	135.0	36.3	24.2

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Basketball (Adults 15+)
Frequency & Duration

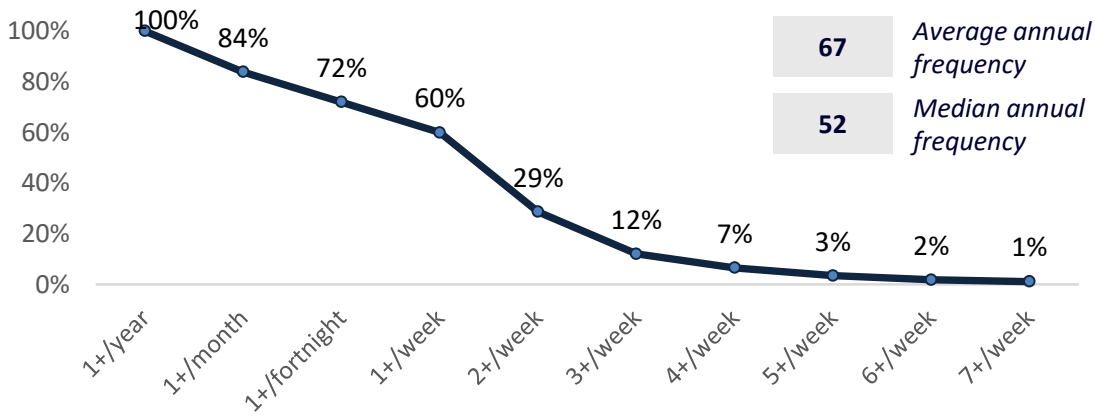
AusPlay data, Adult and Basketball Participant Population 15+: January 2016 to December 2018 Adult 15+ n=61,579; Basketball Participants 15+ n=1,590

Information on this page provides a snapshot of the Adult 15+ Participant Population, in terms of frequency and duration of participation.

Frequency of participation provides a read on how often participation occurs. Duration provides a read of how long is spent each time participation takes place.

This helps identify opportunities among the Participant Population, in terms of initiatives aimed at boosting the total number of sessions per year by increasing frequency of participation.

Participation Levels by Age and Gender



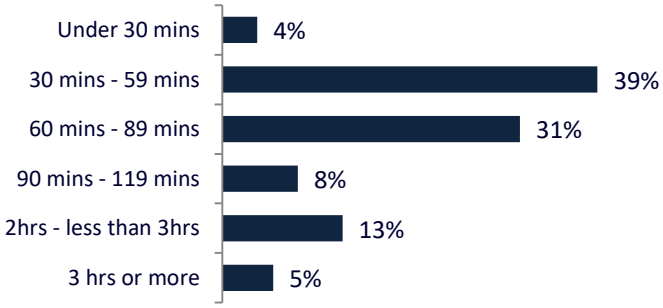
67 *Average annual frequency*

52 *Median annual frequency*

47.0M *Total number of sessions per year*

1.0% *Share of all active sessions (all activities)*

Participation Levels by Age and Gender



74 *Average duration*

60 *Median duration*

4.0B *Total duration in minutes (estimate)*

1.1% *Share of all active time (all activities)*

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Basketball (Adults 15+)
Participation

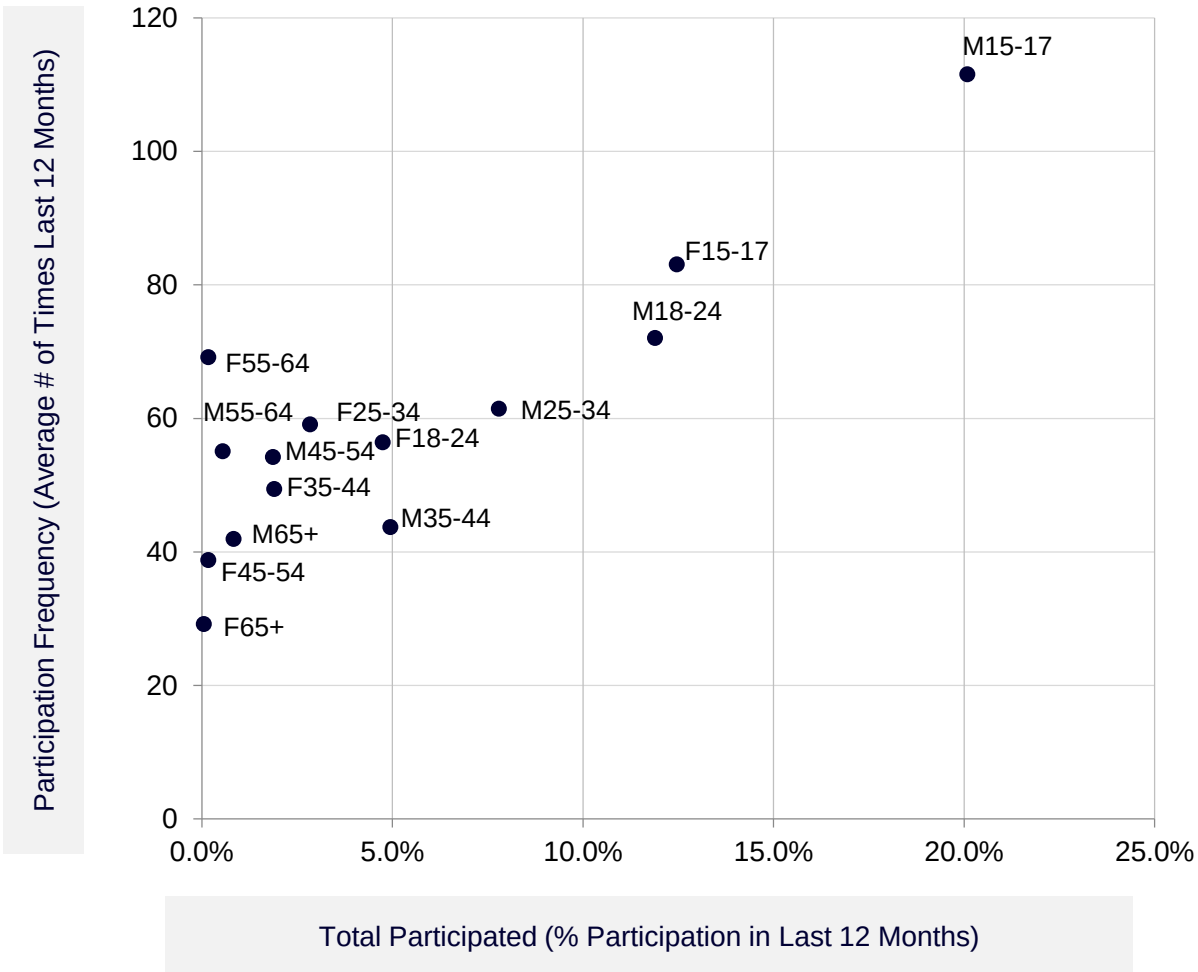
AusPlay data, Adult and Basketball Participant Population 15+: January 2016 to December 2018 Adult 15+ n=61,579; Basketball Participants 15+ n=1,590

Information on this page provides a snapshot of the Adult 15+ Population in terms of participation and number of times participated in the last 12 months.

Figures are shown by age and gender groups, with those in the top right section being the most active on both measures.

This illustrates the participation profile across different age and gender groups, to identify key opportunities at age and gender level.

Participation & Frequency by Age



Basketball (Adults 15+)
Current Market Position

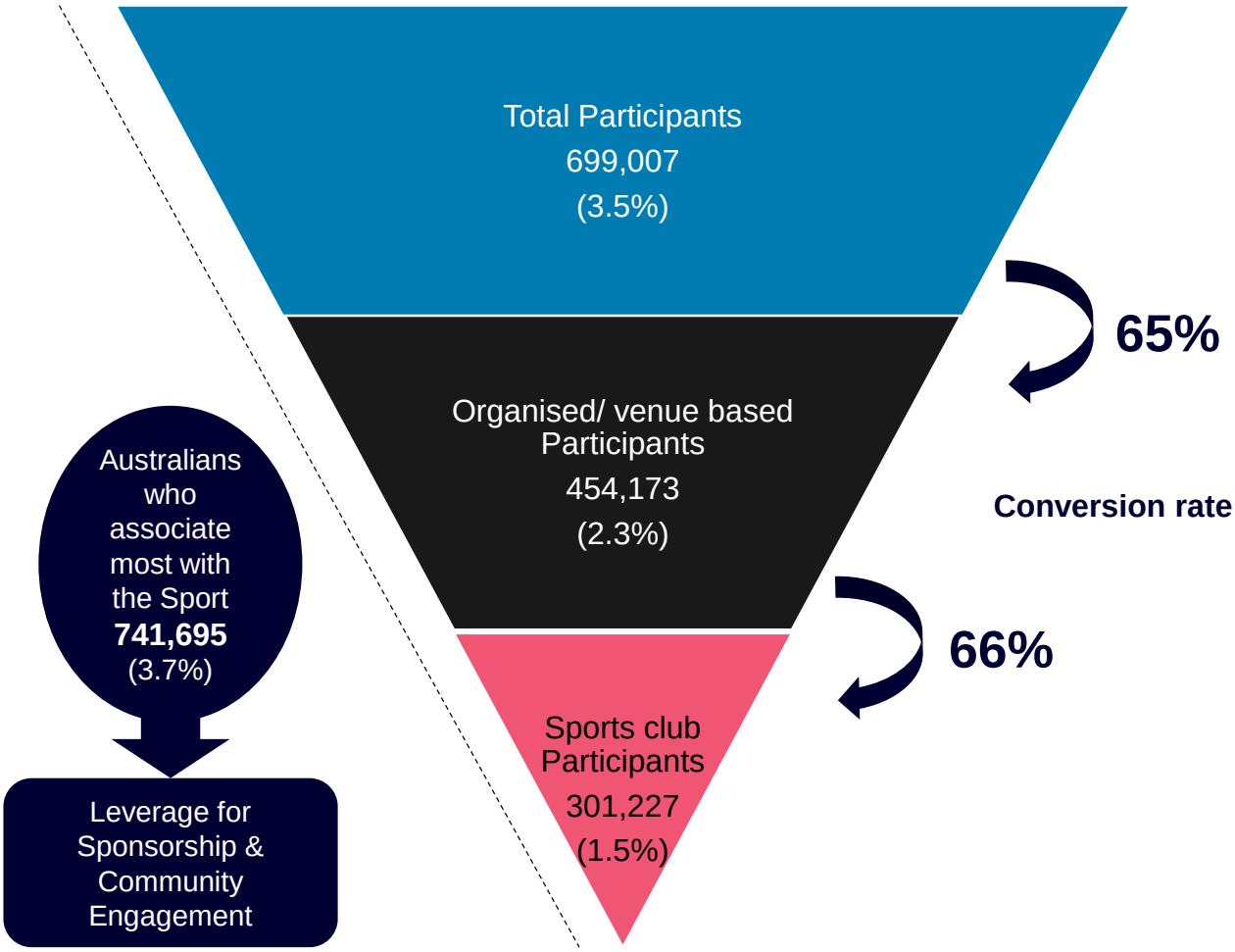
AusPlay data, Adult Population 15+: January 2016 to December 2018 Adult 15+ n=61,579

Information on this page provides a snapshot of the Adult 15+ Population, in terms of total participation, organised/ venue based participation and sports club participation.

Conversion figures show the conversion from one level to the next.

This highlights opportunities to build on the total participation base to drive increased organised/ venue based participation and sports club participation.

Basketball Association & Participation Levels



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Basketball (Adults 15+)
Engagement

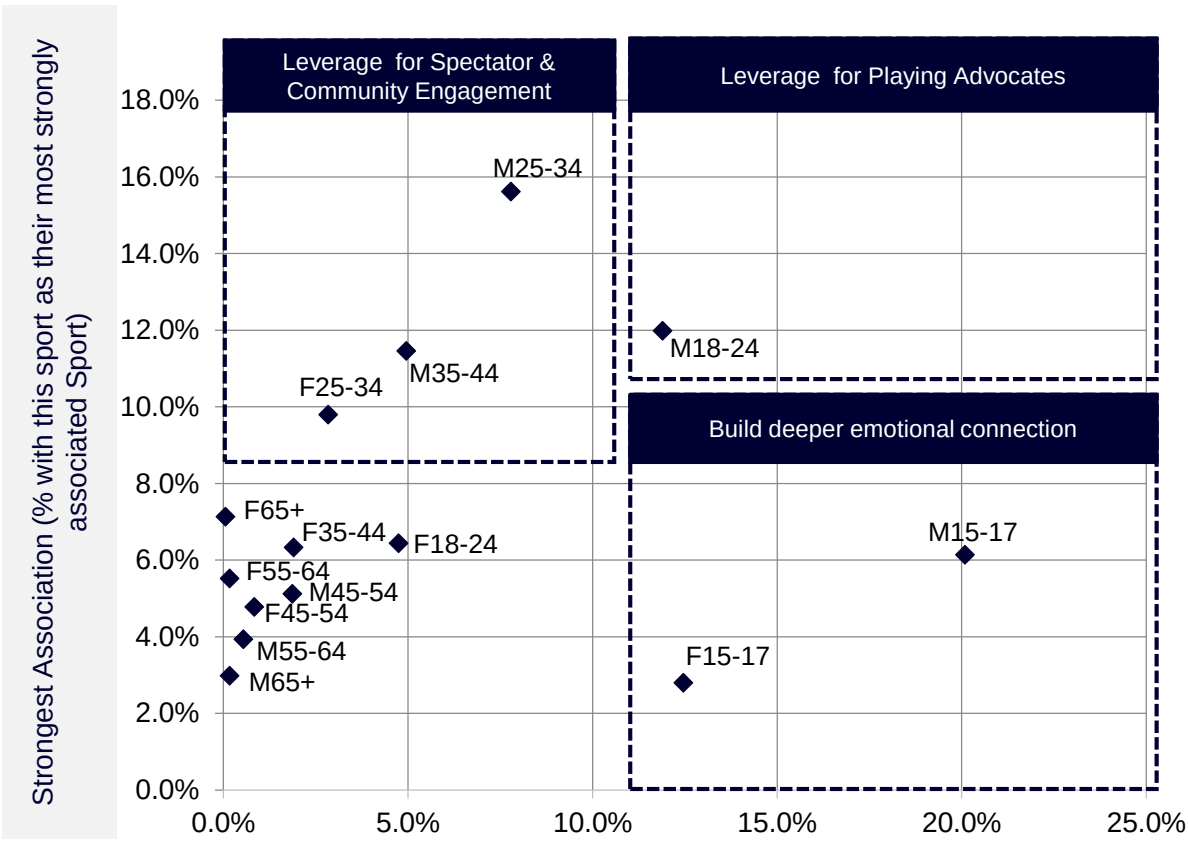
AusPlay data, Adult and Basketball Participant Population 15+: January 2016 to December 2018 Adult 15+ n=61,579; Basketball Participants 15+ n=1,590

Information on this page provides a snapshot of the Adult 15+ Population in terms of participation and the % of the Adult 15+ Population who have nominated this as the sport they most strongly associate with.

Figures are shown by age and gender groups, with those in the top right section being the most active on both measures.

This highlights opportunities to leverage demographic groups that have a strong association with a sport and those who participate.

Participation & Association by Age



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Basketball (Adults 15+)
Spend Profile

AusPlay data, Basketball Participant 15+: January 2016 to December 2018 n=1,590

Information on this page provides a snapshot of the Adult 15+ Population in terms of paid participation.

Figures shown are based on annual spend.

Median and average annual spend figures illustrate the incremental annual uplift in expenditure on participation that can be attributed to each additional person who pays to participate in this sport.

Basketball Overall Spend Levels

51%

of participants paid to participate

	All	Club
Median annual spend	**$240**	**$250**
Average annual spend	**$346**	**$332**
Share of total spend (Share of all activities participated in)	**1.3%**	**2.8%**

Total expenditure on all participation

$109,902,471

*Total expenditure on **club** participation*

$81,230,278

Participation Spend by Gender	Total	Male	Female
Paid to Participate (%)	50.8%	47.3%	59.4%
Paid to Participate (People)	355,201	235,175	120,026
Average annual spend per participant	$346	$369	$299
Total national annual spend	$109.9M	$79.3M	$30.6M

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Basketball (Adults 15+)
Market Outlook & Opportunity

AusPlay data, Adult Population 15+: January 2016 to December 2018 Adult 15+ n=61,579

Information on this page provides a snapshot of the Adult 15+ Population in terms of market opportunity.

Figures shown represent volume of Adults 15+.

The gap between those considering this sport and those at risk of dropping out/ have already dropped out represents the net increase in total market opportunity.

Basketball Market Opportunity

Participation in the last 12 months
699,007

+

Considering Basketball
144,782

–

At Risk of Dropping Out Next 12 Months or Have Already Dropped Out
97,270

=

Total Market Opportunity for Next 12 Months
746,518
47,512 Increase (7% increase)

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Basketball (Adults 15+)
Market Outlook & Opportunity

AusPlay data, Adult Population 15+: January 2016 to December 2018 Adult 15+ n=61,579

Information on this page provides a snapshot of the Adult 15+ Population by gender and age in terms of market opportunity.

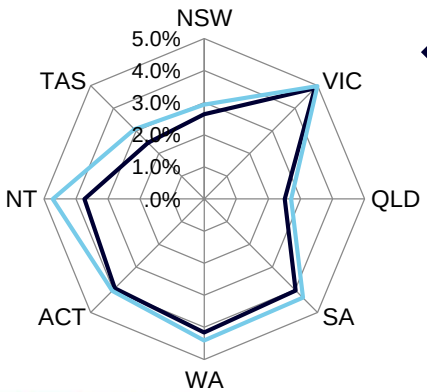
Figures shown represent the volume of people and %'s.

This highlights the strongest opportunities by gender and age, with the gap between those considering this sport and those at risk of dropping out/ have already dropped out representing the net increase in market opportunity among each group.

Basketball Market Opportunity by Gender & Age

	TOTAL	♂	♀	15-24	25-44	45-64	65+
Participants – last 12 months (%)	3.5%	5.0%	2.0%	10.4%	4.4%	0.9%	0.1%
Participants – last 12 months (People)	699,007	496,945	202,061	330,074	311,046	53,733	4,154
Considering Next 12 Months (%)	0.7%	0.9%	0.5%	2.1%	1.0%	0.2%	0.0%
Considering Next 12 Months (People)	144,782	91,851	52,931	67,601	67,542	9,169	469
At Risk of Dropping Out or Have Already Dropped Out (%)	13.9%	12.5%	17.4%	15.4%	13.1%	10.0%	11.0%
At Risk of Dropping Out or Have Already Dropped Out (People)	97,270	62,114	35,156	50,813	40,627	5,373	457
Net Gain/ Loss (People)	47,512	29,737	17,774	16,788	26,916	3,796	12
Projected (People)	**746,518**	**526,683**	**219,836**	**346,862**	**337,961**	**57,530**	**4,165**

Basketball Market Opportunity by State



This shows market opportunity by state, on a per capita basis.

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Basketball (Adults 15+)
Motivations for Participation

AusPlay data, Basketball Participant 15+: January 2016 to December 2018 n=1,590

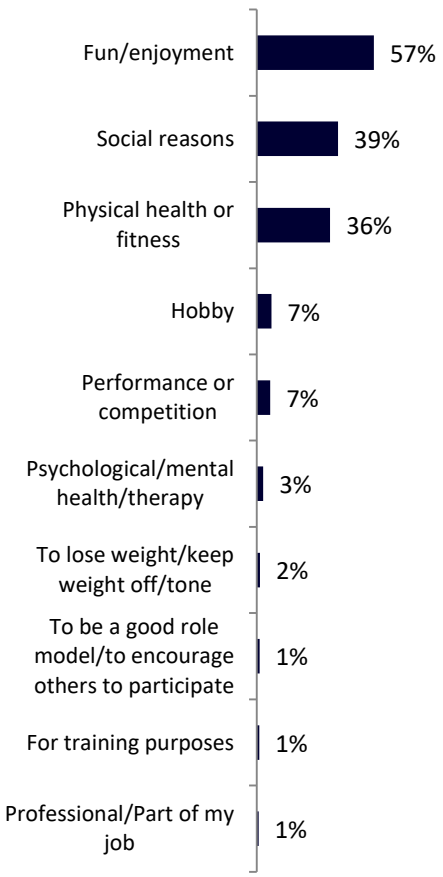
Information on this page provides a snapshot of the Adult 15+ Population as well as by gender and age in terms of motivations to participate.

Adult 15+ motivations are shown to the left and gender and age specific motivations are shown to the right.

This highlights the dominant overall motivations as well as similarities and differences at age and gender level. When designing strategies, products or messaging to engage with specific demographic groups, these should be built around the core motivations of that audience.

Top 10 Motivations to Participate*

Adults 15+



By Gender

	1st	2nd	3rd
Male	Fun/ enjoyment	Social reasons	Physical health/ fitness
Female	Fun/ enjoyment	Physical health/ fitness	Social reasons

By Age

	1st	2nd	3rd
15-17	Fun/ enjoyment	Physical health/ fitness	Social reasons
18-24	Fun/ enjoyment	Social reasons	Physical health/ fitness
25-34	Fun/ enjoyment	Social reasons	Physical health/ fitness
35-44	Fun/ enjoyment	Physical health/ fitness	Social reasons
45-54	Social reasons	Physical health/ fitness	Fun/ enjoyment
55-64	Social reasons	Fun/ enjoyment	Physical health/ fitness
65+	Physical health/ fitness	Fun/ enjoyment	Social reasons

* Multiple response question

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Basketball (Adults 15+)

Top 10 Reasons for Drop Out or Consideration

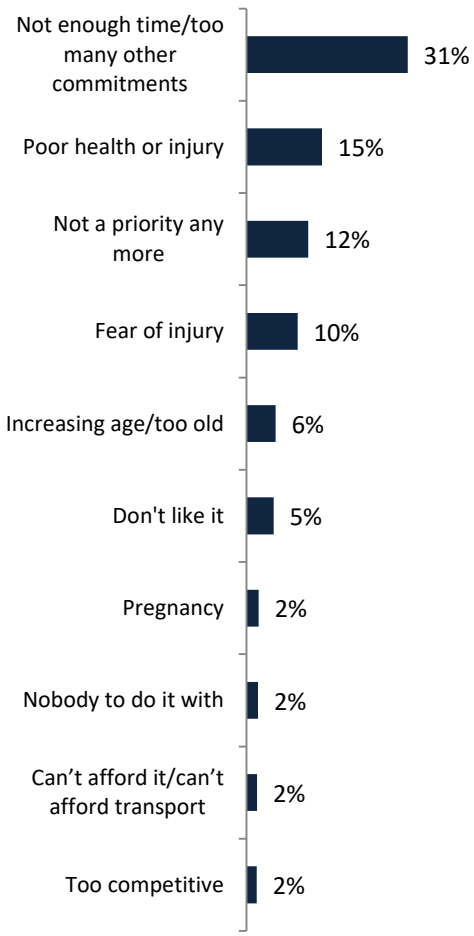
AusPlay data, Adult Basketball Participants 15+, that are dropping out of participation in the next 12 months: January 2016 to December 2018 n=219; Adult Population 15+: n=61,579;

Information on this page provides a snapshot the top 10 reasons for dropping out as well as the top 10 reasons for considering this sport.

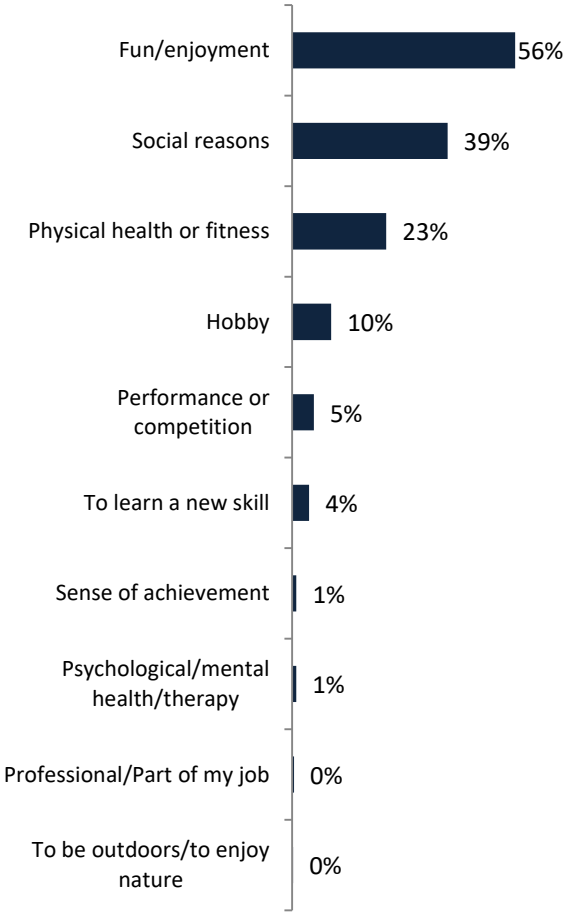
Responses are multiple response, meaning more than one reason can be given.

Identifying reasons for dropping out can play a role in identifying opportunities for innovations in product portfolio or alternate sport formats. Identifying reasons for consideration can play a role in optimising messaging, communications and advertising.

Top 10 Reasons for Drop Out



Top 10 Reasons for Consideration



* Multiple response question

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Basketball – organised outside of school hours

State of Play Report

Children Aged Under 15

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Basketball (Children Aged Under 15)
Participation Levels

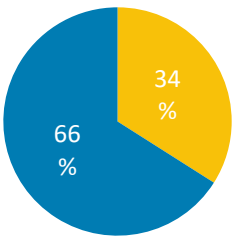
AusPlay data, Children Under 15: January 2016 to December 2018 Children 0-14 n=10,285

Information on this page provides a snapshot of Children Aged Under 15, at total national level and by gender.

Gender split shows the contribution each gender makes when it comes to total participation. Participation levels are shown as total volume among the Children Under 15 population and the % who have participated.

This provides a snapshot to help identify the age and gender groups that are driving current participation volume, whilst also helping to identify potential growth opportunities.

Gender Split

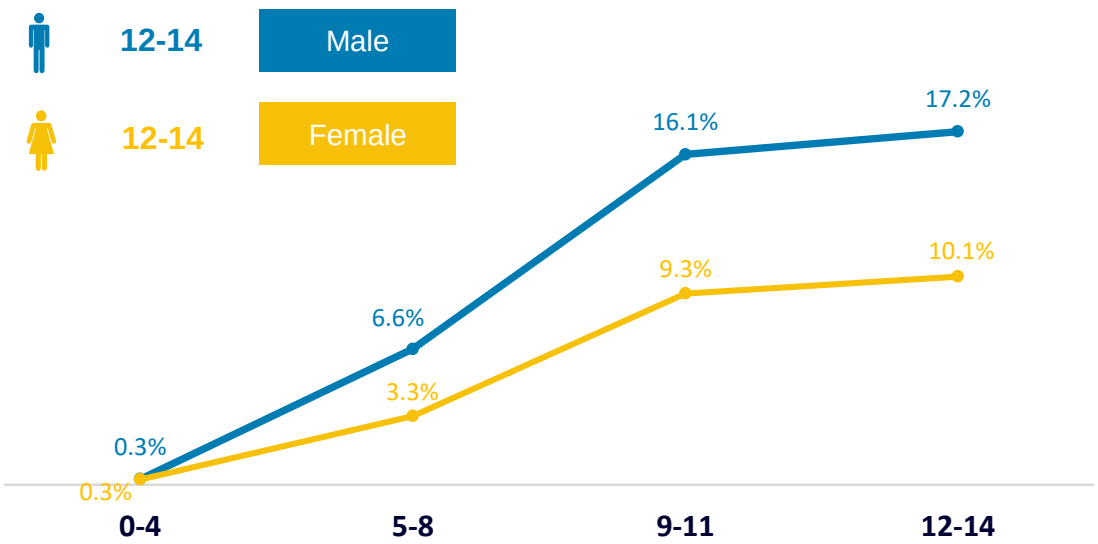


Participation Levels

	Total Participation	Male Participation	Female Participation
%	6.8%	8.7%	4.7%
000's	319.0	210.6	108.4

Participation Levels by Age and Gender

Peak Participation by Age



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Basketball (Children Aged Under 15)
Participation by Location

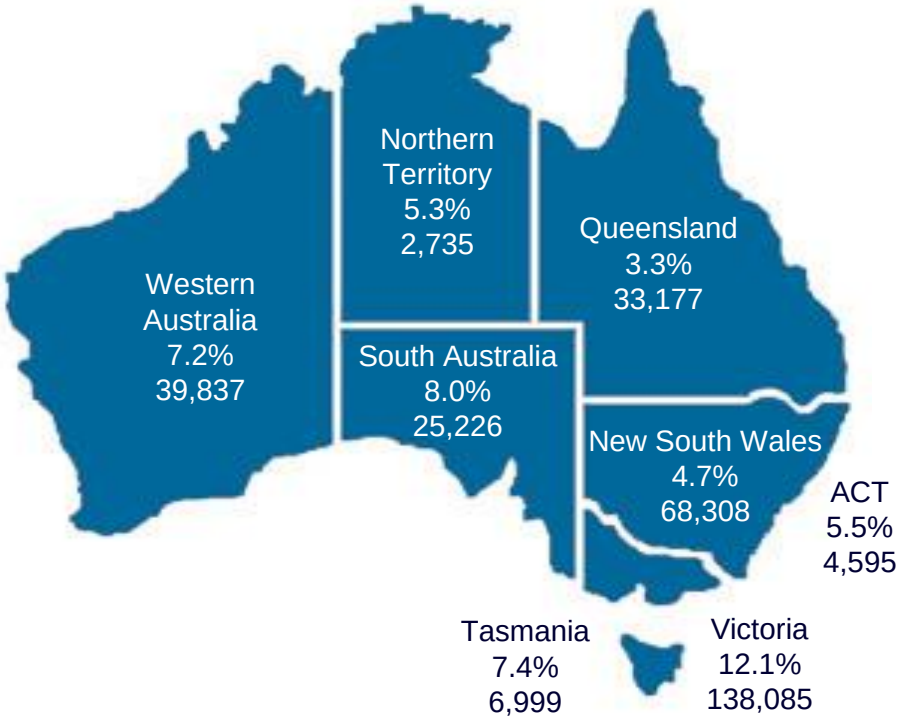
AusPlay data, Children Under 15: January 2016 to December 2018 Children 0-14 n=10,285

Information on this page provides a snapshot of Children Aged Under 15, based on state and geography.

Participation levels are shown as total volume among Children Aged Under 15 and the % who have participated.

This provides a snapshot to help identify state level participation, as well as differences across metro, regional and remote areas.

Participation Levels by State



	Total National Participation	Major Cities	Inner & Outer Regional	Remote & Very Remote
%	6.8%	7.0%	6.7%	5.1%
000's	319.0	223.8	87.5	4.9

Basketball (Children Aged Under 15)
Participation

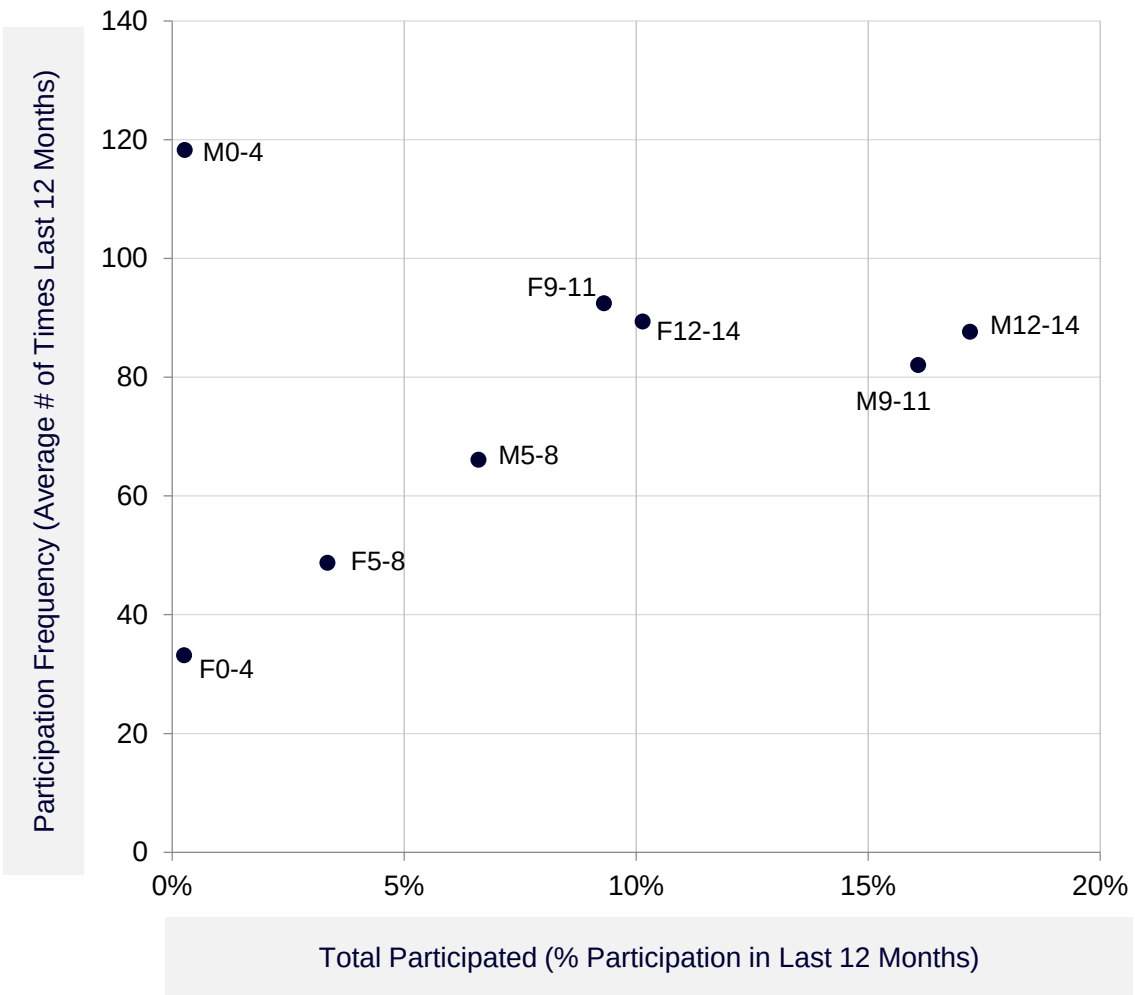
AusPlay data, Children Under 15: January 2016 to December 2018 Children 0-14 n=10,285; Basketball Participants 0-14 n=894

Information on this page provides a snapshot of Children Aged Under 15 in terms of participation and number of times participated in the last 12 months.

Figures are shown by age and gender groups, with those closest to the top right section being the most active on both measures.

This illustrates the participation profile across different age and gender groups, to identify key opportunities at age and gender level.

Participation & Frequency by Age



Basketball (Children Aged Under 15)
Current Market Position

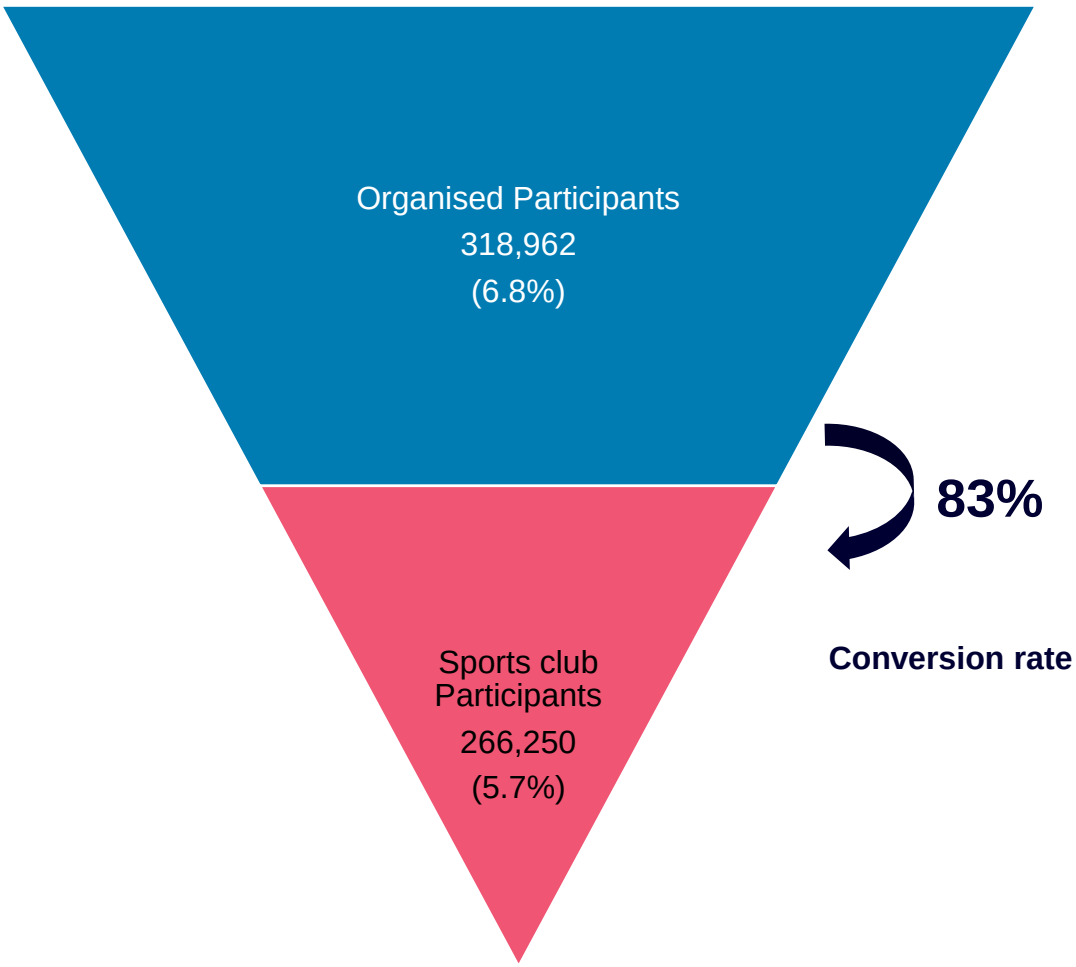
AusPlay data, Children Under 15: January 2016 to December 2018 Children 0-14 n=10,285

Information on this page provides a snapshot of Children Aged Under 15 in terms of organised participation and sports club participation.

Conversion figures show the conversion from one level to the next.

This highlights opportunities to build on sports club participation through increasing the volume of organised participation.

Basketball Association & Participation Levels



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Basketball (Children Aged Under 15)
Spend Profile

AusPlay data, Basketball Participant Children 0-14: January 2016 to December 2018 n=894

Information on this page provides a snapshot of the Children Under 15 Population in terms of paid participation.

Figures shown are based on annual spend.

Median and average annual spend figures illustrate the incremental annual uplift in expenditure on participation that can be attributed to each additional person who pays to participate in this sport.

Basketball Overall Spend Levels

92%

of participants paid to participate

	All	Club
Median annual spend	**$250**	**$250**
Average annual spend	**$358**	**$369**
Share of total spend (Share of all activities participated in)	**4.1%**	**9.1%**

Total expenditure on all participation

$96,360,686

*Total expenditure on **club** participation*

$87,350,876

Participation Spend by Gender	Total	Male	Female
Paid to Participate (%)	92.0%	92.9%	90.2%
Paid to Participate (People)	293,363	195,565	97,797
Average annual spend per participant	$358	$340	$392
Total national annual spend	$96.4M	$60.7M	$35.7M

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Basketball (Children Aged Under 15)
Market Outlook & Opportunity

AusPlay data, Children Under 15: January 2016 to December 2018 Children 0-14 n=10,285

Information on this page provides a snapshot of the Children Under 15 Population in terms of market opportunity.

Figures shown represent volume of Children Aged Under 15.

The gap between those considering this sport and those at risk of dropping out/ have already dropped out represents the net increase in total market opportunity.

Basketball Market Opportunity

Participation in the last 12 months
318,962

+

Considering Basketball
141,127

–

At Risk of Dropping Out Next 12 Months or Have Already Dropped Out
30,036

=

Total Market Opportunity for Next 12 Months
430,053
111,091 Increase (35% increase)

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Basketball (Children Aged Under 15)
Market Outlook & Opportunity

AusPlay data, Children Under 15: January 2016 to December 2018 Children 0-14 n=10,285

Information on this page provides a snapshot of the Children Under 15 Population by gender and age in terms of market opportunity.

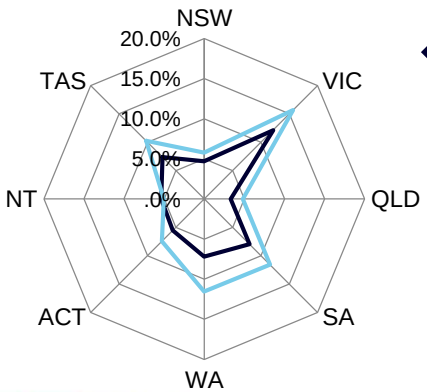
Figures shown represent the volume of people and %'s.

This highlights the strongest opportunities by gender and age, with the gap between those considering this sport and those at risk of dropping out/ have already dropped out representing the net increase in market opportunity among each group.

Basketball Market Opportunity by Gender & Age

	TOTAL	♂	♀	0-4	5-8	9-11	12-14
Participants – last 12 months (%)	6.8%	8.7%	4.7%	0.3%	5.2%	12.8%	13.8%
Participants – last 12 months (People)	318,962	210,551	108,411	3,878	74,880	118,554	121,649
Considering Next 12 Months (%)	3.0%	3.9%	2.1%	0.7%	4.3%	4.3%	3.4%
Considering Next 12 Months (People)	141,127	93,292	47,834	9,658	61,855	39,699	29,915
At Risk of Dropping Out or Have Already Dropped Out (%)	9.4%	10.2%	7.9%	0.0%	11.0%	9.1%	9.1%
At Risk of Dropping Out or Have Already Dropped Out (People)	30,036	21,506	8,530	0	8,203	10,749	11,085
Net Gain/ Loss (People)	111,091	71,786	39,305	9,658	53,653	28,950	18,830
Projected (People)	**430,053**	**282,337**	**147,716**	**13,536**	**128,533**	**147,504**	**140,480**

Basketball Market Opportunity by State



This shows market opportunity by state, on a per capita basis.

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Where to from here?

More information about AusPlay, including the methodology summary, survey questions, key terms and definitions, national tables etc., can be accessed via Sport Australia's Sport Market Insights on the Clearinghouse for Sport website (with direct access through researchinsport.com.au). Please use your Clearinghouse for Sport login for full access.

Any further questions about AusPlay (or queries for additional customised reporting/further analysis of the dataset) can be directed to Sport Australia via: AusPlay@sportaus.gov.au.

Australian Government

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