

SPORTAUS

AUSPLAY



Cricket

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.

Cricket: State of Play Report

Key Take Outs



Overall Participation

The annual population estimate for Adults 15+ participating in Cricket was 540,434 (or 2.7% of the Adult 15+ population).

Adult participation was heavily skewed towards males (477,013 or 4.8% of the male population), with males accounting for 88% of participation.

More than two thirds of Adult 15+ Cricket participation was organised (72%), with the majority of organised participation (84%) in sport clubs.

Adult participation was highest in remote areas (4.6% of the Adult 15+ remote population played cricket, compared to 2.6% in major cities and 2.7% in regional areas).

AusPlay estimates that 258,185 Children 0-14 participated in organised Cricket out-of-school. Children's participation was also skewed towards males (90%).

The peak participation rate for organised Cricket was among Children 9-11. Participation rates declined steadily after age 11 until adulthood.

Frequency & Duration

Adults 15+ who participated in Cricket had a median frequency of 30 sessions per annum (about once per fortnight) and the median session duration was 180 minutes.

Cricket has a participation profile that includes many Adult participants playing casually at a low frequency.

Sport Most Strongly Associated With (loyalty)

Often sports with high participation and a strong focus on Children's participation score high 'loyalty' numbers in AusPlay as players build a connection with these sports from childhood. This is true for Cricket. The pool of Adult 15+ ex-players who still consider Cricket the sport they most strongly associate with was slightly larger than the number of current players (630,910 Adults 15+ were 'loyal'

to Cricket and there were 540,434 Adult Cricket participants).

Spend

AusPlay estimates that a total of \$83 million per annum was spent on Adult 15+ Cricket participation. Median annual spend was \$200 per Adult participant.

A total of \$43 million per annum was spent on Children's 0-14 participation in Cricket, with a median annual spend of \$140 per Child participant. This was one of the lowest median annual spends for any organised out-of-school sport/physical activity for Children in Australia.

Motivations for Participation (Adults 15+)

The dominant motivation to participate in Cricket for Adults 15+ was 'Fun/enjoyment' (58%), but 'Social reasons' were also important (44%). These were the two primary motivators at any age (ahead of 'Physical health/fitness') as well as the main reasons for considering taking up Cricket in the next 12 months.

Reasons For Dropping Out of Participation

The dominant reason for dropping out of Cricket participation was 'Not enough time/too many other commitments' (27%) followed by 'Poor health or injury' (15%), 'Increasing age/too old' (13%) and 'Not a priority anymore' (13%). 11% said they didn't like it.

Growth & Opportunities

Net growth market opportunity among Adults 15+ is somewhat limited, and mostly driven by the 'younger' (15-44) male market.

Cricket (Adults 15+)

Snapshot



AusPlay data, Adult and Cricket Participant Population 15+: January 2016 to December 2018
Adult 15+ n=61,579; Cricket Participants 15+ n=1,277



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 (%)	3.1%	5.9%	0.5%
Is Most Strongly Associated Sport (People)	630,910	584,703	46,207
Participation (%)	2.7%	4.8%	0.6%
Participation (People)	540,434	477,013	63,421
Average Frequency Per Annum	49	50	41

Conversion to Organised & Club	Total	Male	Female
Participation (People)	540,434	477,013	63,421
Organised Participation (People)	386,715	357,006	29,709
Conversion to organised (%)	72%	75%	47%
Club Participation (People)	323,042	306,045	16,997
Conversion to club – from Overall Participation (%)	60%	64%	27%
Conversion to club – from Organised Participation (%)	84%	86%	57%

Cricket (Adults 15+)

Snapshot by State



AusPlay data, Adult and Cricket Participant Population 15+: January 2016 to December 2018
 Adult 15+ n=61,579; Cricket Participants 15+ n=1,277



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 (%)	3.1%	3.0%	3.9%	2.7%	2.7%
Is Most Strongly Associated Sport (People)	630,910	190,998	195,575	111,477	39,055
Participation (%)	2.7%	2.5%	3.4%	2.2%	2.4%
Participation (People)	540,434	155,672	169,945	89,718	34,666
Average Frequency Per Annum	49	44	53	49	45

Conversion to Organised & Club	Total	NSW	VIC	QLD	SA
Participation (People)	540,434	155,672	169,945	89,718	34,666
Organised Participation (People)	386,715	108,206	129,722	57,241	25,765
Conversion to organised (%)	71.6%	69.5%	76.3%	63.8%	74.3%
Club Participation (People)	323,042	92,857	110,780	45,219	22,667
Conversion to club – from Overall Participation (%)	59.8%	59.6%	65.2%	50.4%	65.4%
Conversion to club – from Organised Participation (%)	83.5%	85.8%	85.4%	79.0%	88.0%

Cricket (Adults 15+)

Snapshot by State



AusPlay data, Adult and Cricket Participant Population 15+: January 2016 to December 2018
 Adult 15+ n=61,579; Cricket Participants 15+ n=1,277



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 (%)	3.1%	2.9%	2.8%	3.9%	2.4%
Is Most Strongly Associated Sport (People)	630,910	65,983	9,586	7,775	10,461
Participation (%)	2.7%	2.8%	2.2%	3.7%	2.5%
Participation (People)	540,434	64,935	7,311	7,442	10,746
Average Frequency Per Annum	49	53	40	45	50

Conversion to Organised & Club	Total	WA	ACT	NT	TAS
Participation (People)	540,434	64,935	7,311	7,442	10,746
Organised Participation (People)	386,715	48,439	5,603	4,909	6,830
Conversion to organised (%)	71.6%	74.6%	76.6%	66.0%	63.6%
Club Participation (People)	323,042	37,233	3,786	4,834	5,668
Conversion to club – from Overall Participation (%)	59.8%	57.3%	51.8%	64.9%	52.7%
Conversion to club – from Organised Participation (%)	83.5%	76.9%	67.6%	98.5%	83.0%

Cricket (Adults 15+)

Trends

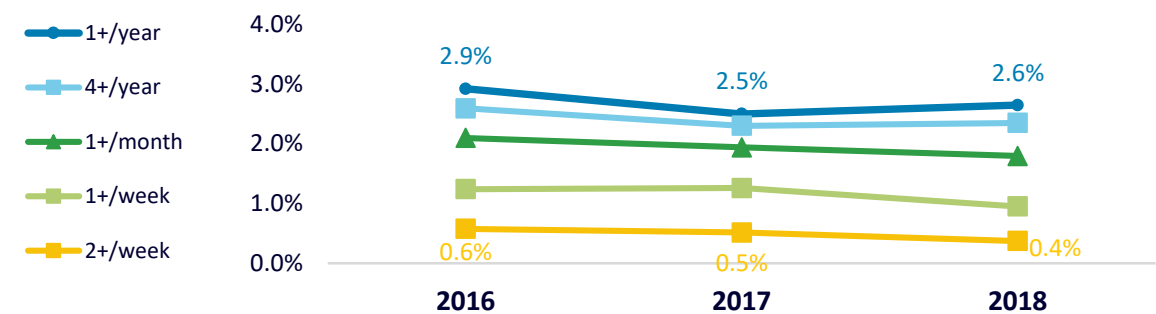


Information on this page provides overall participation and organised participation trends among the Adult 15+ population.

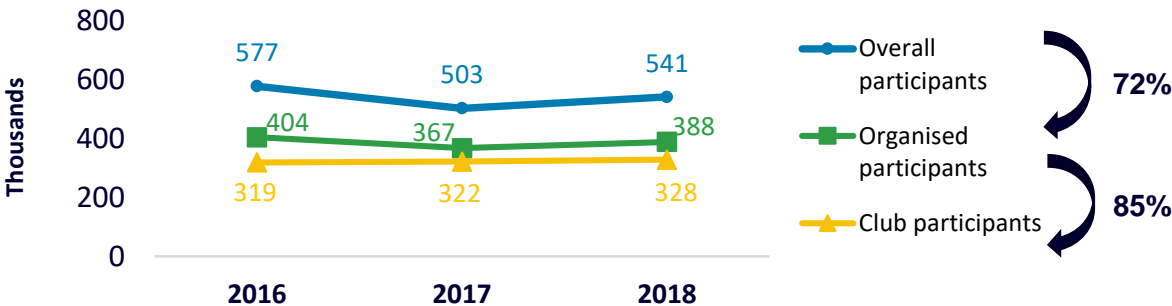
As more data becomes available in subsequent report releases, time series data will be expanded.

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

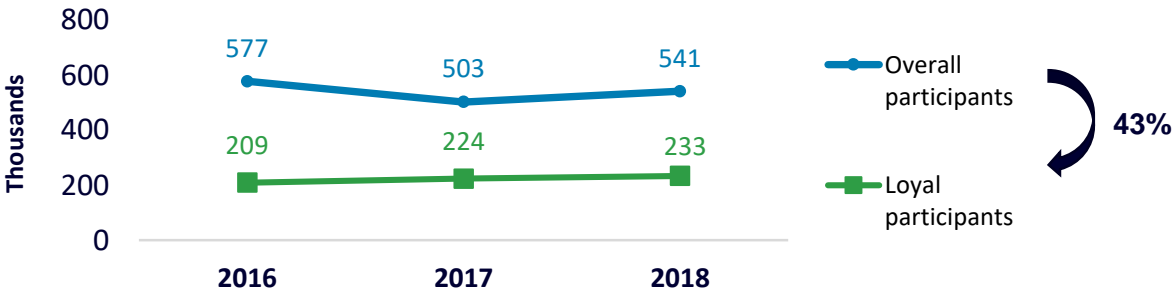
Participation Trends



Conversion to Organised - Evolution



Loyalty among Participants - Trend



Cricket (Children Aged Under 15)

Snapshot & Trends



AusPlay data, Children and Cricket Participant Population 0-14: January 2016 to December 2018 Children 0-14 n=10,285; Cricket Participants 0-14 n=677

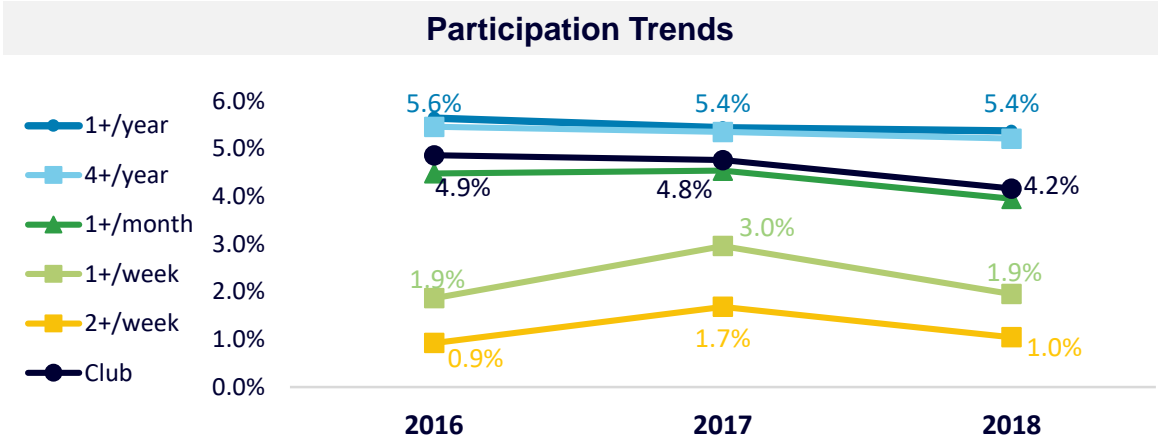


Information on this page provides a snapshot of Children Aged Under 15, at total national level and by gender.

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)	258,185	233,647	24,538
Club Participation (People)	216,083	198,794	17,290
Conversion to Club Participation (%)	83.7%	85.1%	70.5%
Average Frequency Per Annum	51	53	36



Cricket

Participation by Life Stage



AusPlay data, Adult and Cricket Participant Population 15+: January 2016 to December 2018
 Adult 15+ n=61,579; Cricket Participants 15+ n=1,277

AusPlay data, Children and Cricket Participant Population 0-14: January 2016 to December 2018
 Children 0-14 n=10,285; Cricket Participants 0-14 n=677

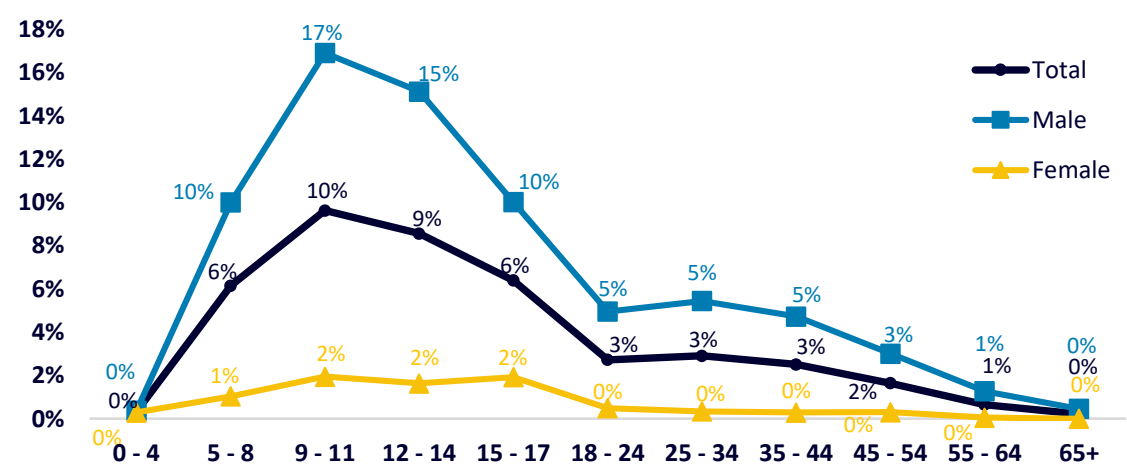


Information on this page provides a snapshot of participation at national level, by age and by gender.

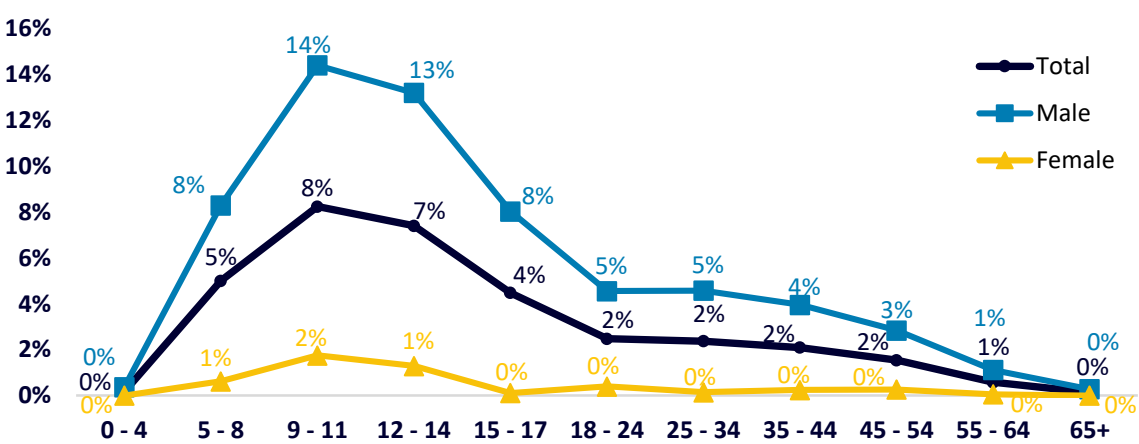
Figures are shown as the % of each age who have participated.

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



Cricket

State of Play Report

Adults 15+



Cricket (Adults 15+)

Participation Levels



AusPlay data, Adult and Cricket Participant Population 15+: January 2016 to December 2018
Adult 15+ n=61,579; Cricket Participants 15+ n=1,277

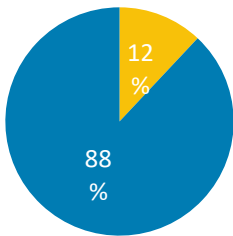


Information on this page provides a snapshot of the Adult 15+ population, at total national level and by gender.

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
%	2.7%	4.8%	0.6%
000's	540.4	477.0	63.4

Participation Levels by Age and Gender

Peak Participation by Age



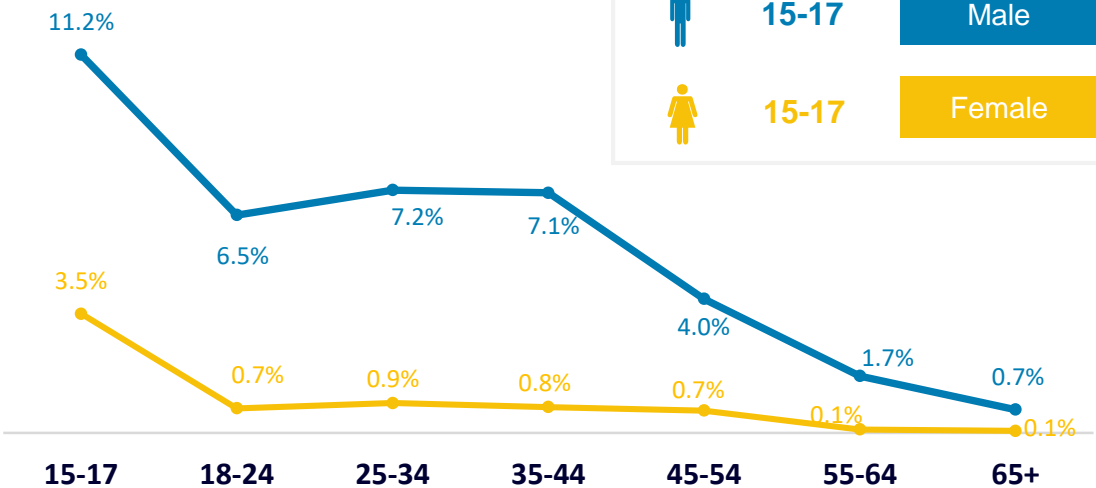
15-17

Male



15-17

Female



Cricket (Adults 15+)

Participation by Location



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

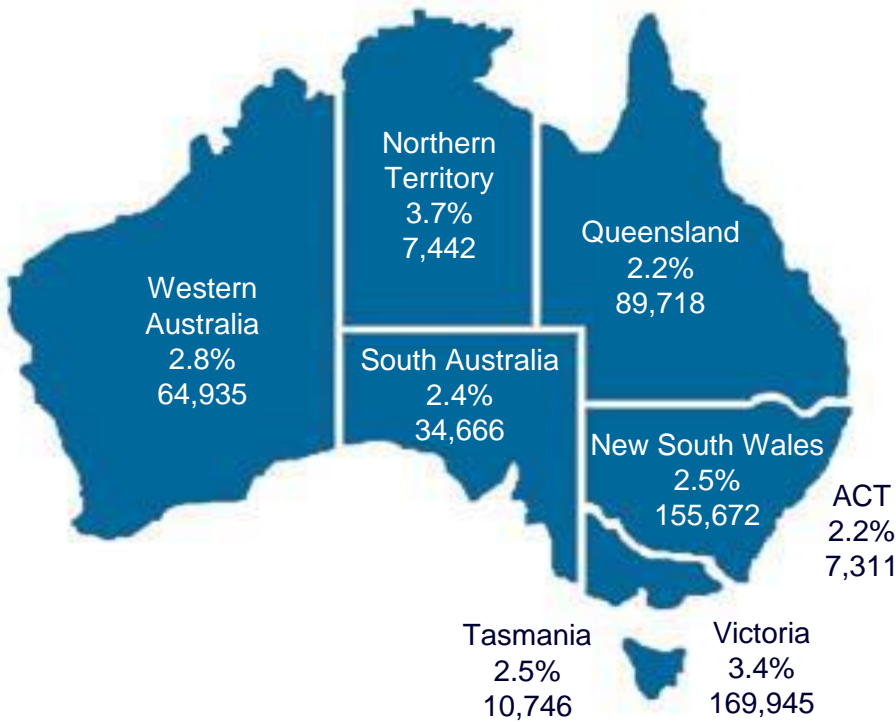


Information on this page provides a snapshot of the Adult 15+ population, based on state and geography.

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
%	2.7%	2.6%	2.7%	4.6%
000's	540.4	370.0	138.4	13.8

Cricket (Adults 15+)

Player Profile



AusPlay data, Adult and Cricket Participant Population 15+: January 2016 to December 2018
Adult 15+ n=61,579; Cricket Participants 15+ n=1,277



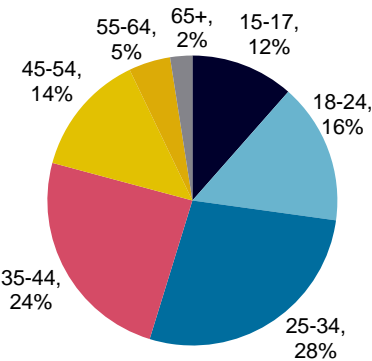
Information on this page provides a snapshot of the Adult 15+ population, based on age and gender, as well as LOTE, People with Disability and Indigenous.

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

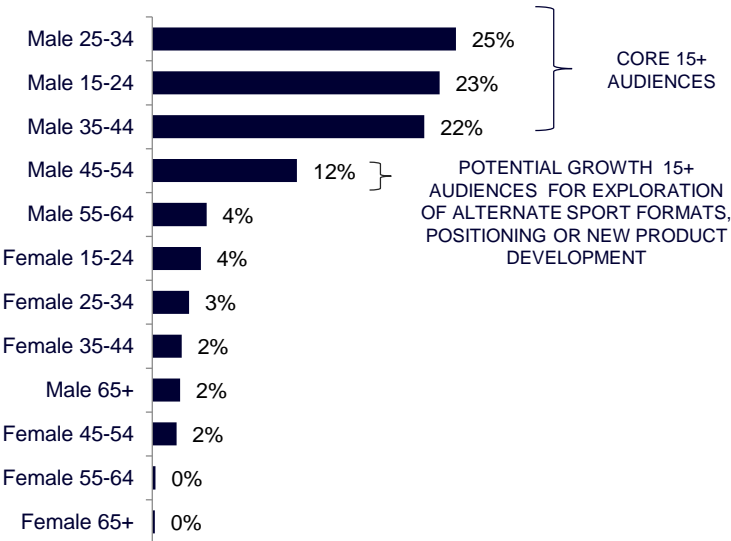
This helps identify the specific age and gender groups that are having the greatest impact on overall participation levels, whilst also highlighting growth opportunities when it comes to sport formats that extend beyond traditional demographic audience needs.

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
%	2.7%	3.2%	1.2%	3.0%
000's	540.4	107.9	35.7	13.1

Cricket (Adults 15+)

Frequency & Duration



AusPlay data, Adult and Cricket Participant Population 15+: January 2016 to December 2018
Adult 15+ n=61,579; Cricket Participants 15+ n=1,277

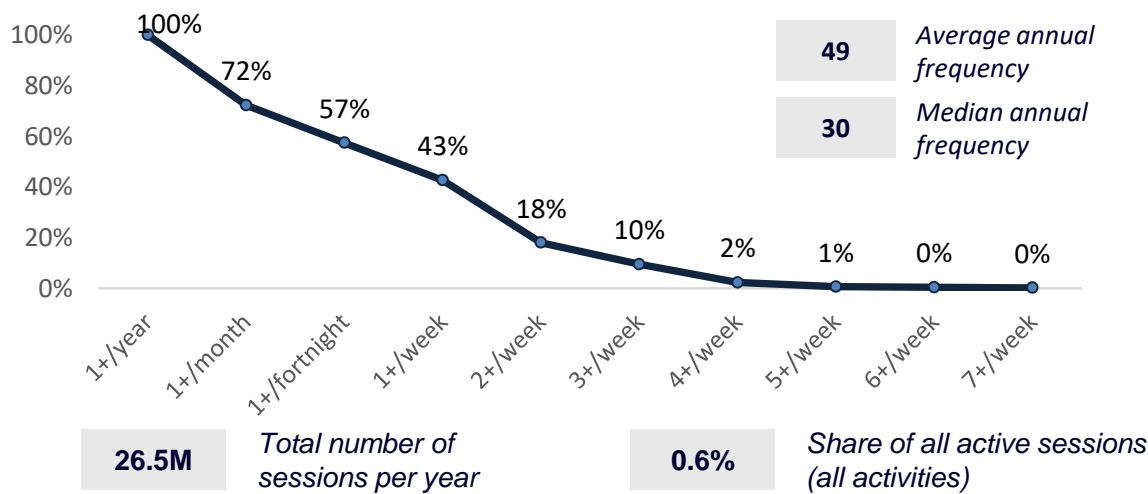


Information on this page provides a snapshot of the Adult 15+ Participant Population, in terms of frequency and duration of participation.

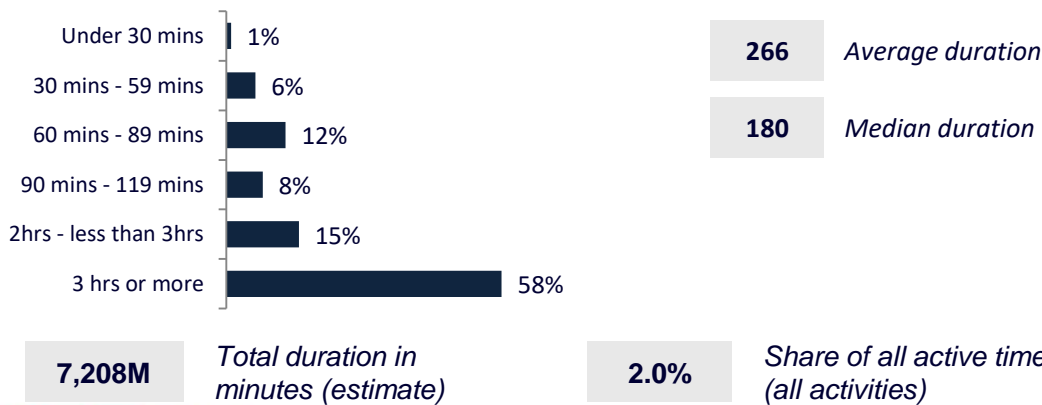
Frequency of participation provides a read on how often participation occurs. Duration provides a read of how long is spent each time participation takes place.

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



Participation Levels by Age and Gender



Cricket (Adults 15+)

Participation



AusPlay data, Adult and Cricket Participant Population 15+: January 2016 to December 2018
Adult 15+ n=61,579; Cricket Participants 15+ n=1,277

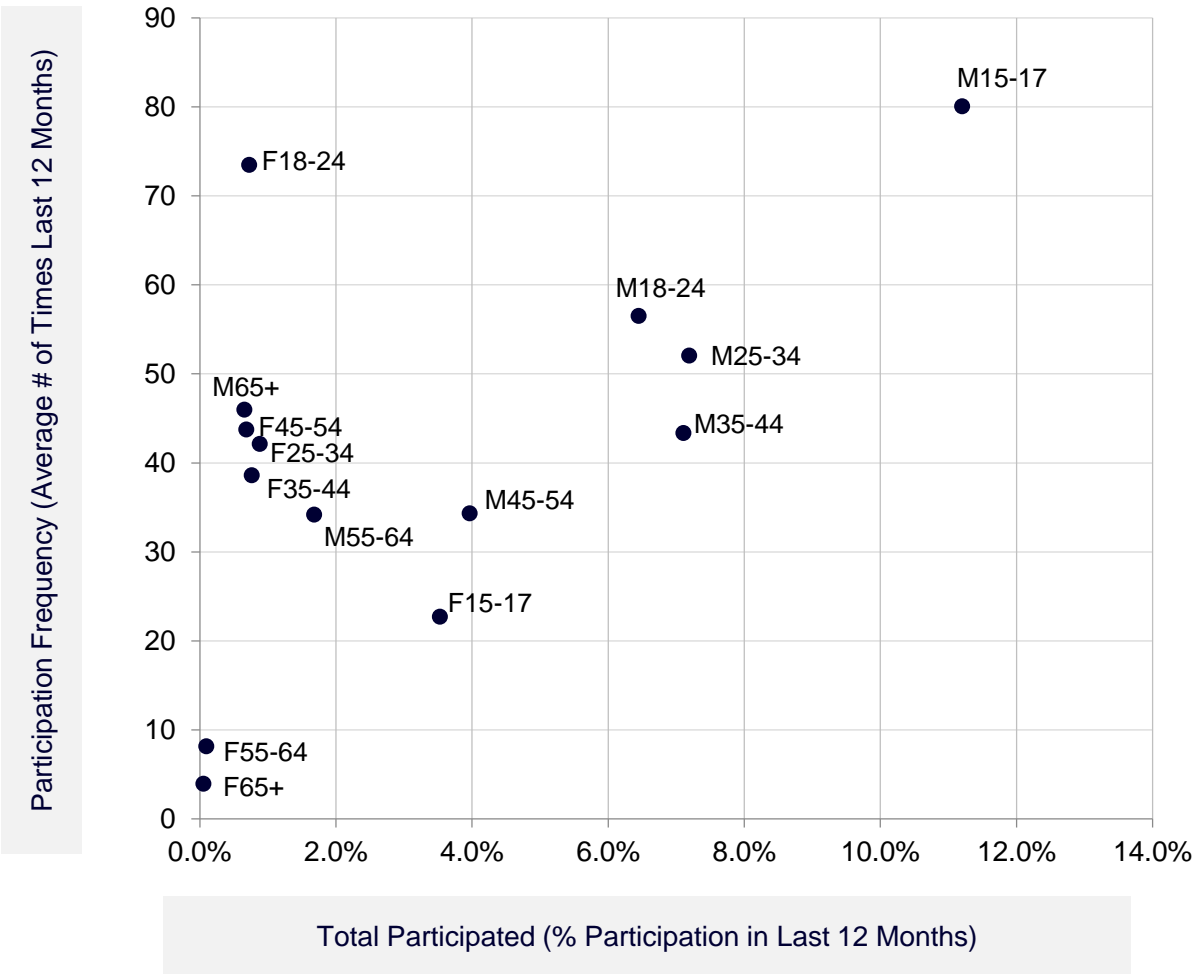


Information on this page provides a snapshot of the Adult 15+ Population in terms of participation and number of times participated in the last 12 months.

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



Cricket (Adults 15+)

Current Market Position



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

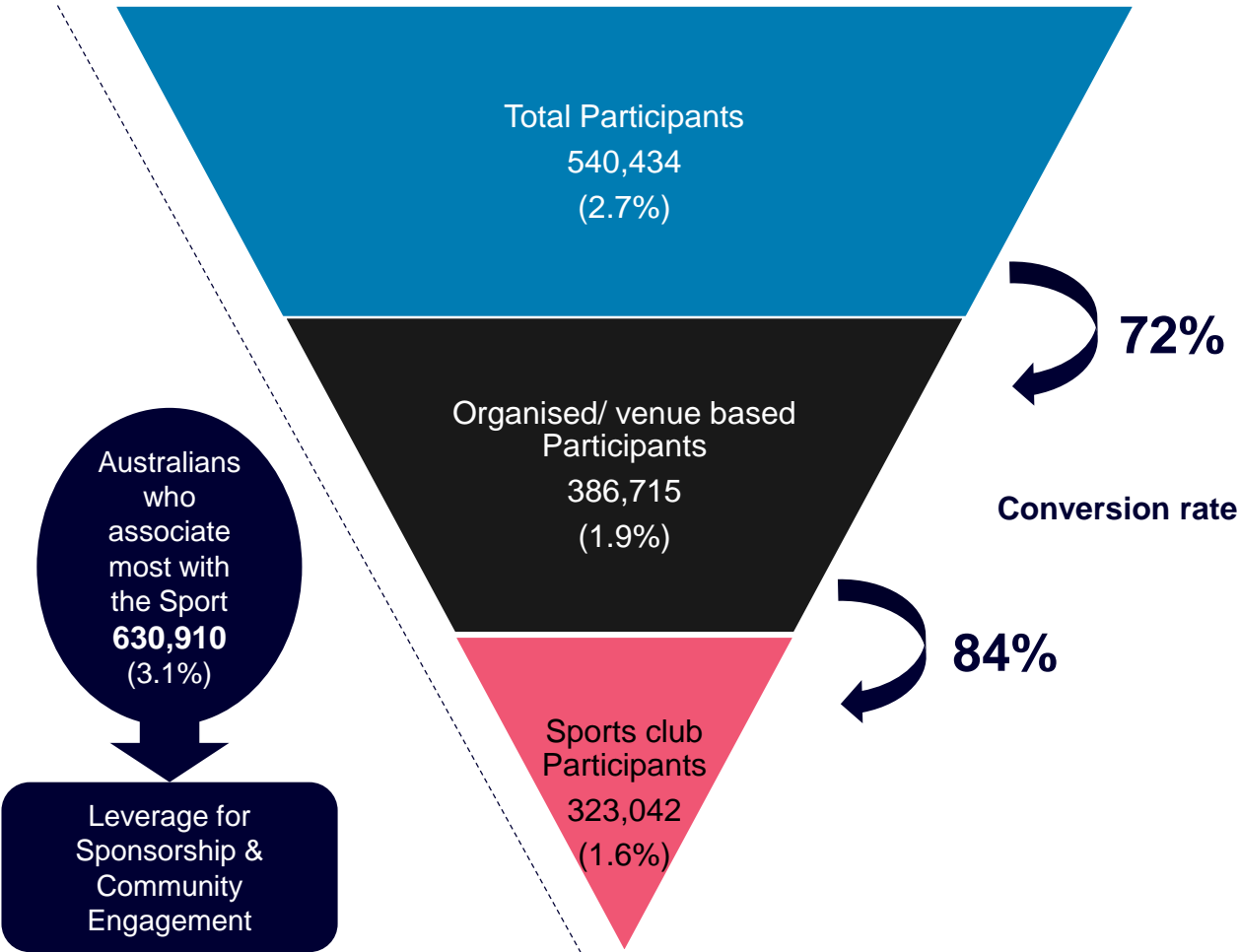


Information on this page provides a snapshot of the Adult 15+ Population, in terms of total participation, organised/venue based participation and sports club participation.

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.

Cricket Association & Participation Levels



Cricket (Adults 15+)

Engagement



AusPlay data, Adult and Cricket Participant Population 15+: January 2016 to December 2018
Adult 15+ n=61,579; Cricket Participants 15+ n=1,277

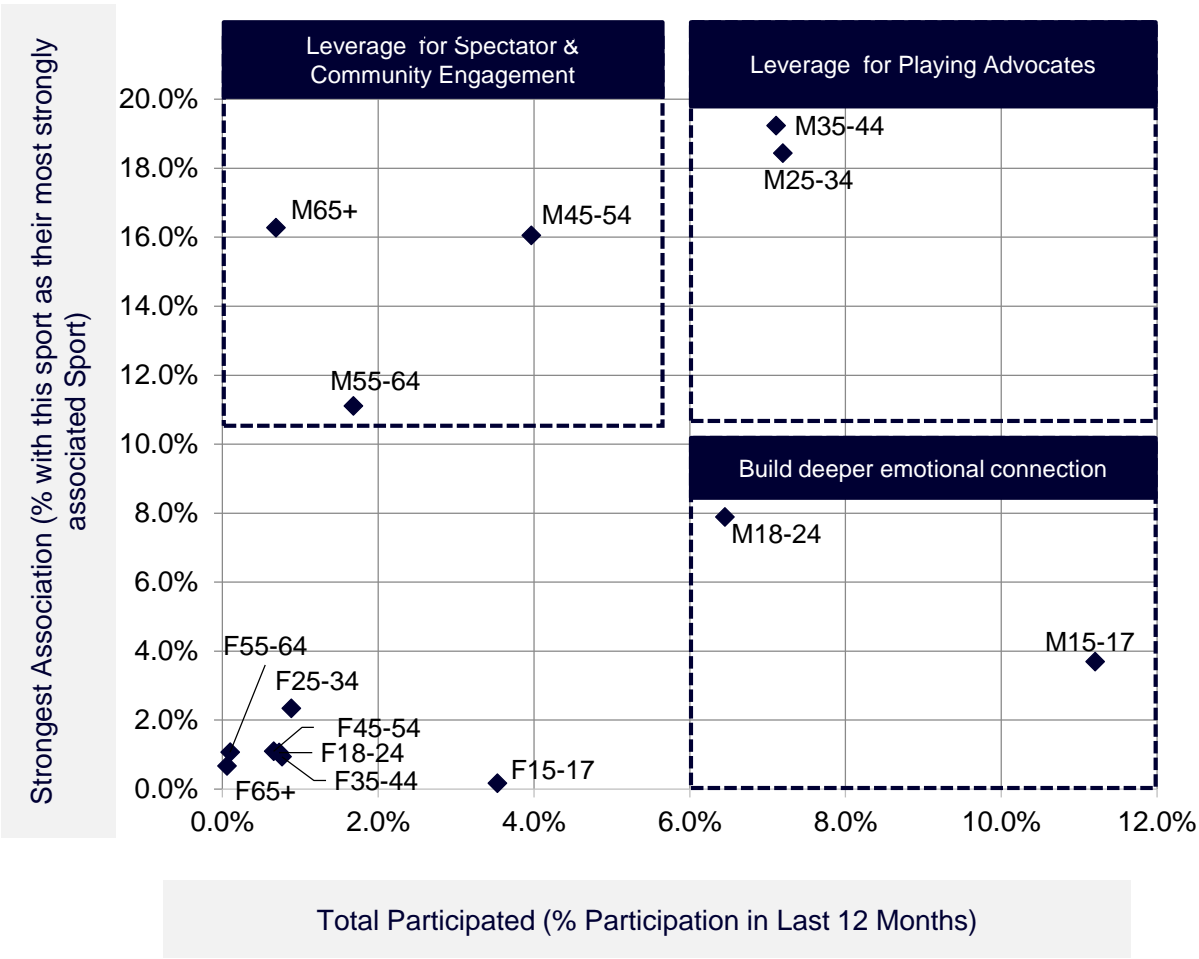


Information on this page provides a snapshot of the Adult 15+ Population in terms of participation and the % of the Adult 15+ Population who have nominated this as the sport they most strongly associate with.

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



Cricket (Adults 15+)

Spend Profile



AusPlay data, Cricket Participant 15+: January 2016 to December 2018 n=1,277

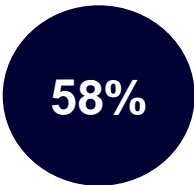


Information on this page provides a snapshot of the Adult 15+ Population, in terms of paid participation.

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.

Cricket Overall Spend Levels



of participants
paid to
participate

	All	Club
Median annual spend	\$200	\$200
Average annual spend	\$280	\$279
Share of total spend (Share of all activities participated in)	1.0%	2.6%



Total expenditure on all participation
\$82,938,322



Total expenditure on **club** participation
\$75,724,407

Participation Spend by Gender	Total	Male	Female
Paid to Participate (%)	57.8%	61.5%	29.9%
Paid to Participate (People)	312,510	293,522	18,988
Average annual spend per participant	\$280	\$287	\$169
Total national annual spend	\$82.9M	\$79.9M	\$3.1M

Cricket (Adults 15+)

Market Outlook & Opportunity



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

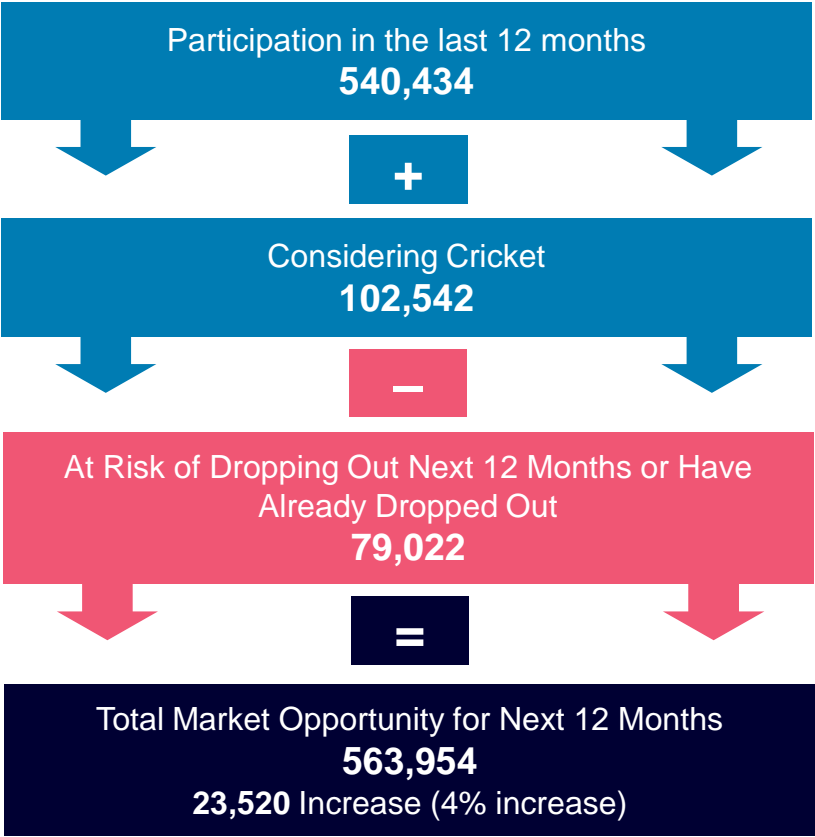


Information on this page provides a snapshot of the Adult 15+ Population in terms of market opportunity.

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.

Cricket Market Opportunity



Cricket (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.

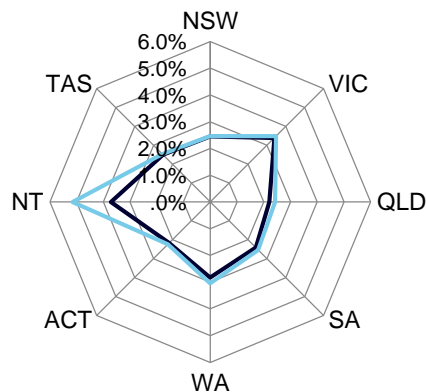
Figures shown represent the volume of people and %'s.

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.

Cricket Market Opportunity by Gender & Age

	TOTAL	♂	♀	15-24	25-44	45-64	65+
Participants – last 12 months (%)	2.7%	4.8%	0.6%	4.6%	4.0%	1.6%	0.3%
Participants – last 12 months (People)	540,434	477,013	63,421	146,939	280,975	99,186	13,334
Considering Next 12 Months (%)	0.5%	0.9%	0.1%	1.0%	0.8%	0.3%	0.0%
Considering Next 12 Months (People)	102,542	92,390	10,151	31,109	53,967	17,401	64
At Risk of Dropping Out or Have Already Dropped Out (%)	14.6%	14.7%	14.2%	18.7%	12.6%	14.1%	15.8%
At Risk of Dropping Out or Have Already Dropped Out (People)	79,022	70,035	8,987	27,492	35,411	14,010	2,110
Net Gain/ Loss (People)	23,520	22,356	1,164	3,618	18,556	3,392	-2,045
Projected (People)	563,954	499,369	64,585	150,556	299,531	102,577	11,289

Cricket Market Opportunity by State



— Current Participation
— Projected Participation

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

Cricket (Adults 15+)

Motivations for Participation



AusPlay data, Cricket Participant 15+: January 2016 to December 2018 n=1,277

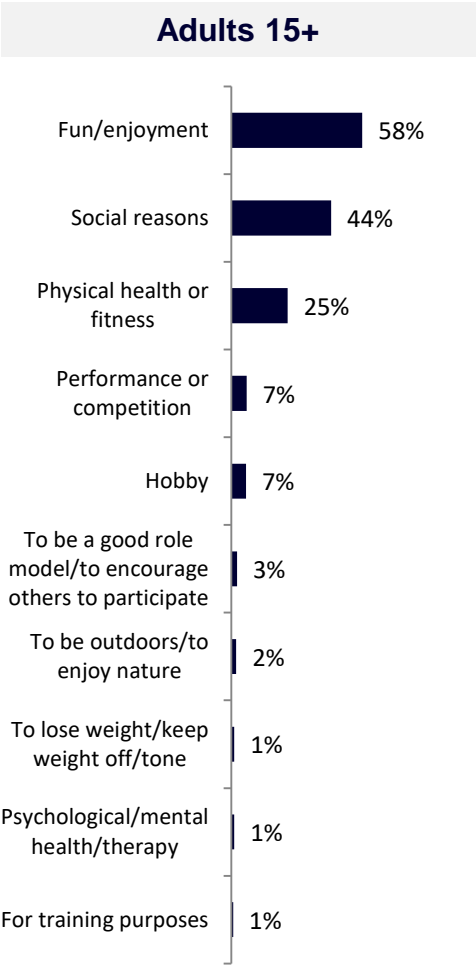


Information on this page provides a snapshot of the Adult 15+ Population as well as by gender and age in terms of motivations to participate.

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*



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

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

* Multiple response question

Top 10 Reasons for Drop Out or Consideration



AusPlay data, Adult Cricket Participants 15+, that are dropping out of participation in the next 12 months: January 2016 to December 2018 n=174; Adult Population 15+: n=61,579;

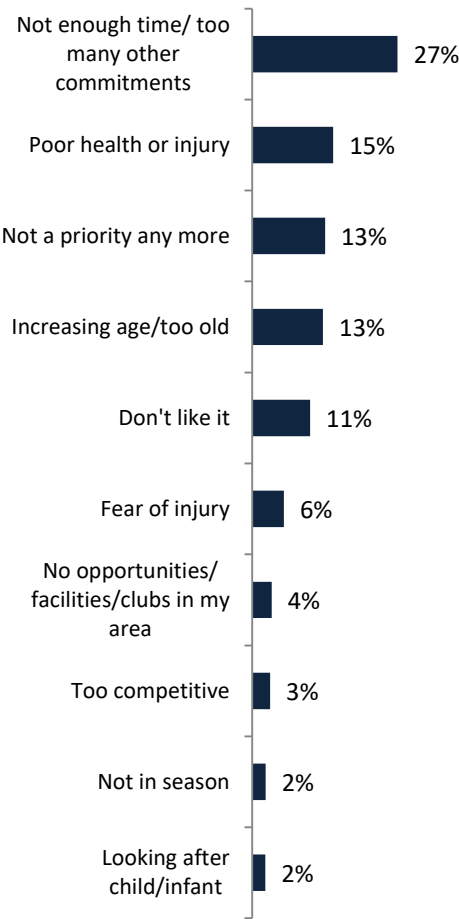


Information on this page provides a snapshot the top 10 reasons for dropping out as well as the top 10 reasons for considering this sport.

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

Cricket - organised outside of school hours

State of Play Report

Children Aged Under 15

Cricket (Children Aged Under 15)

Participation Levels



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

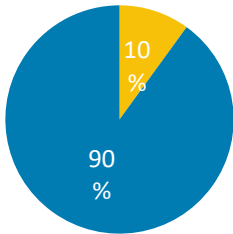


Information on this page provides a snapshot of Children Aged Under 15, at total national level and by gender.

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

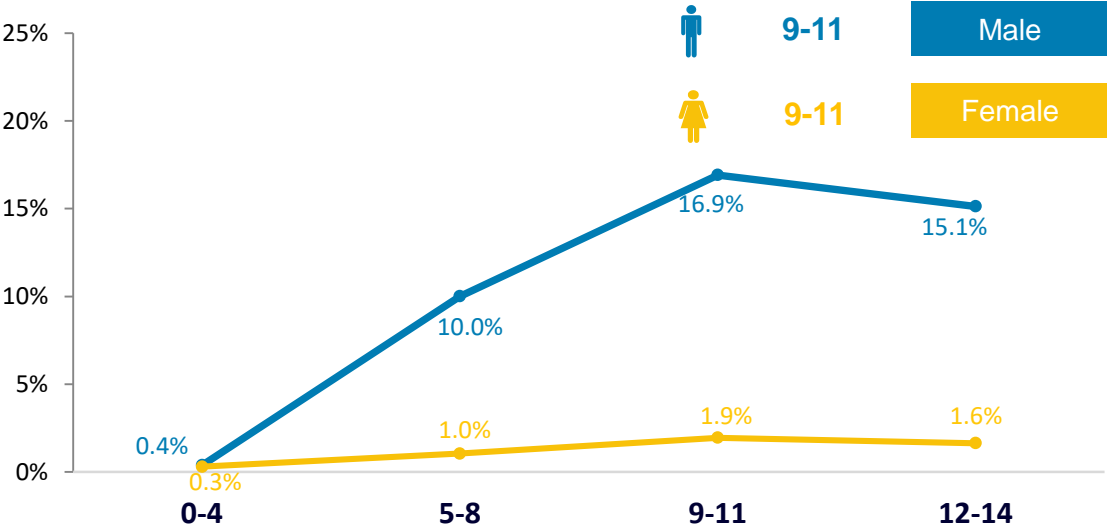


Participation Levels

	Total Participation	Male Participation	Female Participation
%	5.5%	9.7%	1.1%
000's	258.2	233.6	24.5

Participation Levels by Age and Gender

Peak Participation by Age



Cricket (Children Aged Under 15)

Participation by Location



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

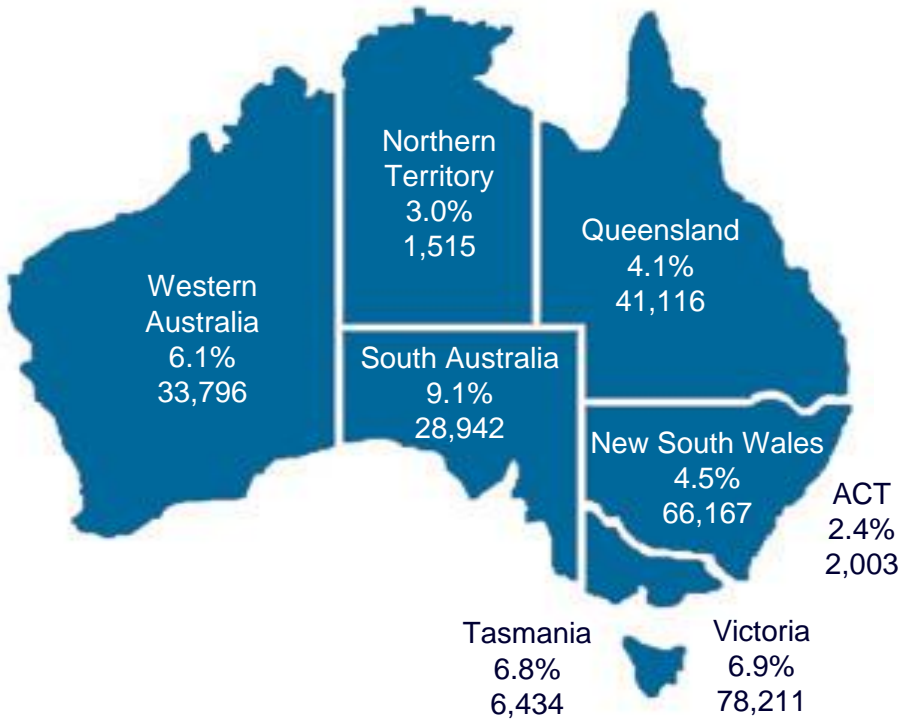


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Participation levels are shown as total volume among Children Aged Under 15 and the % who have participated.

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
%	5.5%	5.5%	5.3%	5.7%
000's	258.2	176.9	68.8	5.5

Cricket (Children Aged Under 15)

Participation



AusPlay data, Children Under 15: January 2016 to December 2018 Children 0-14 n=10,285;
Cricket Participants 0-14 n=677

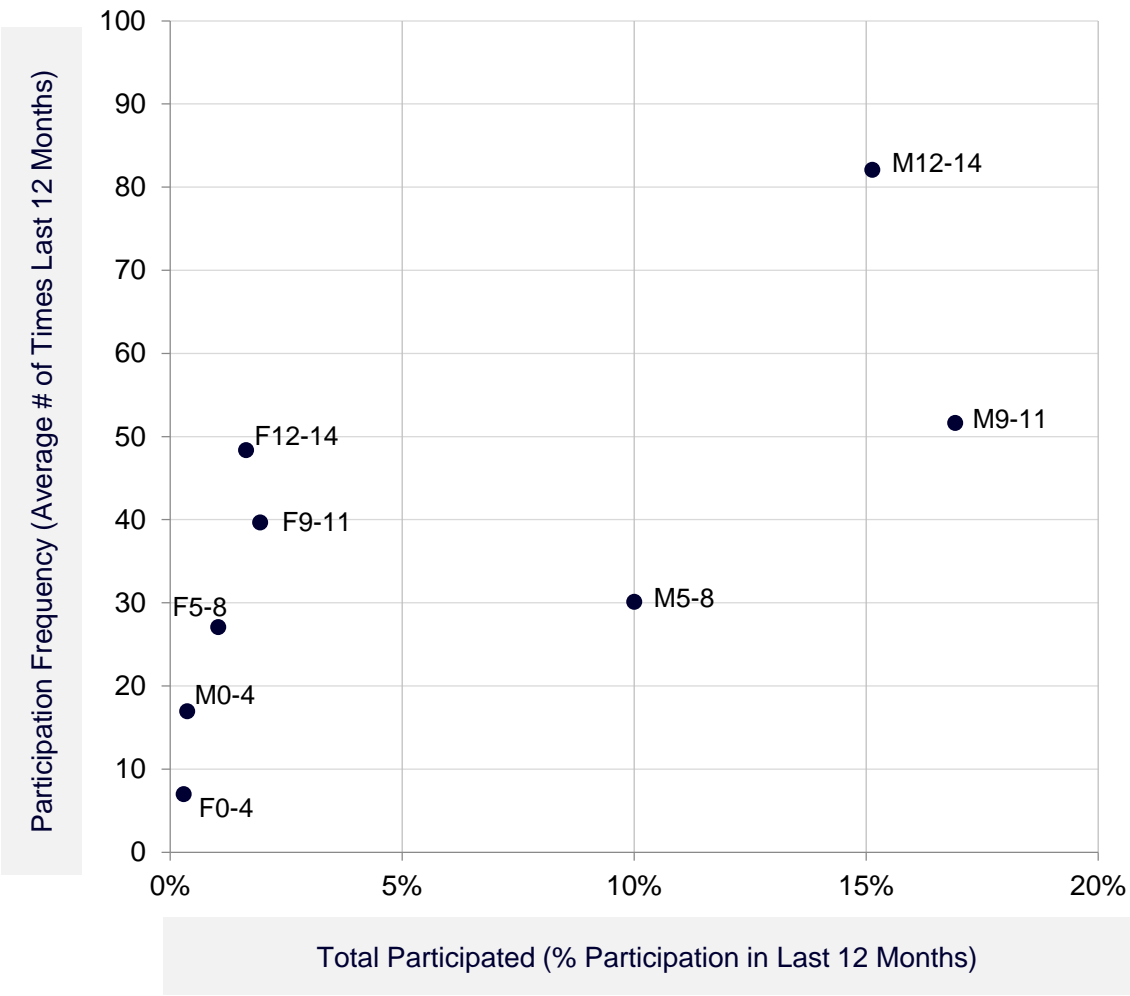


Information on this page provides a snapshot of Children Aged Under 15 in terms of participation and number of times participated in the last 12 months.

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



Cricket (Children Aged Under 15)

Current Market Position



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

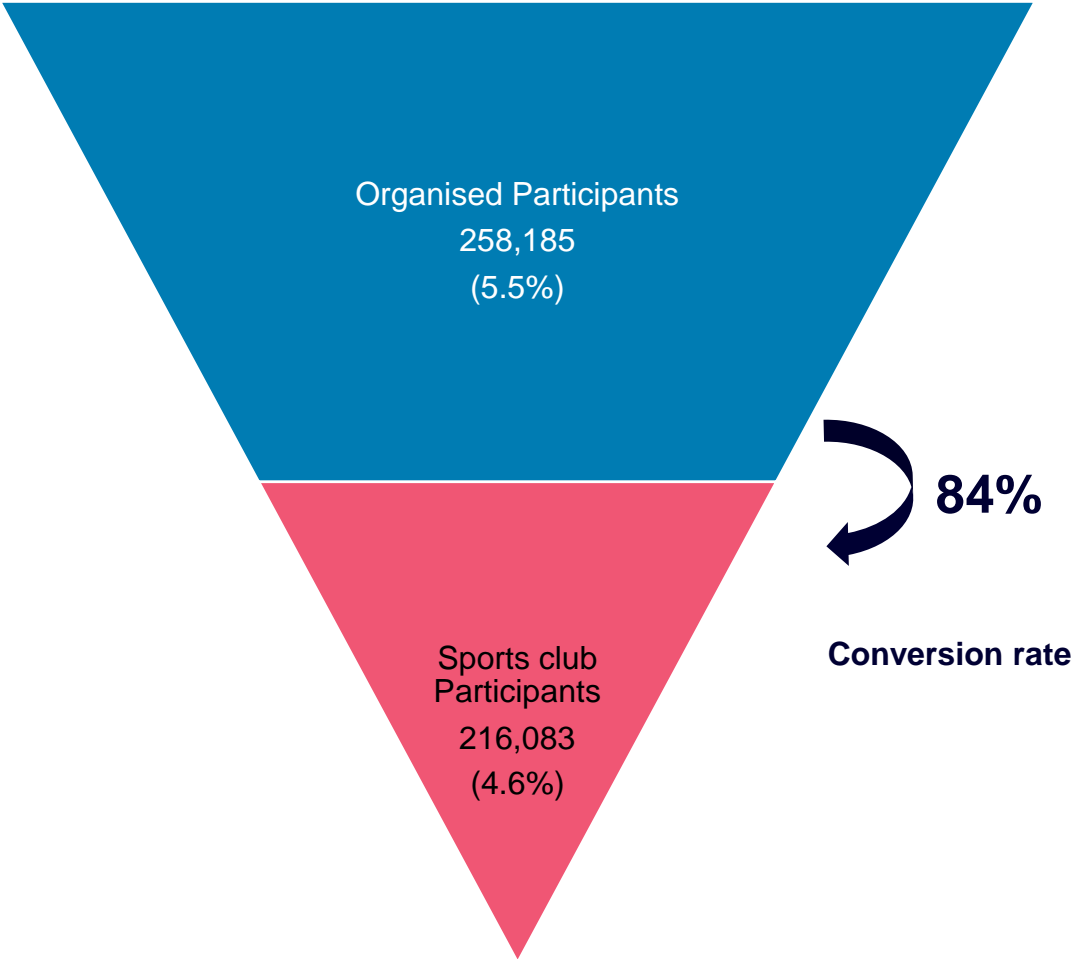


Information on this page provides a snapshot of Children Aged Under 15 in terms of organised participation and sports club participation.

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.

Cricket Association & Participation Levels



Cricket (Children Aged Under 15)

Spend Profile



AusPlay data, Cricket Participant Children 0-14: January 2016 to December 2018 n=677

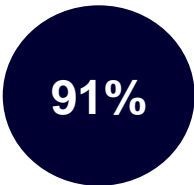


Information on this page provides a snapshot of the Children Under 15 Population, in terms of paid participation.

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.

Cricket Overall Spend Levels



of participants
paid to
participate

	All	Club
Median annual spend	\$140	\$150
Average annual spend	\$197	\$194
Share of total spend (Share of all activities participated in)	1.9%	4.0%



Total expenditure on all participation

\$43,068,764



Total expenditure on **club** participation

\$38,061,796

Participation Spend by Gender	Total	Male	Female
Paid to Participate (%)	90.5%	91.3%	82.8%
Paid to Participate (People)	233,664	213,345	20,319
Average annual spend per participant	\$197	\$198	\$190
Total national annual spend	\$43.1M	\$39.4M	\$3.7M

Cricket (Children Aged Under 15)

Market Outlook & Opportunity



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

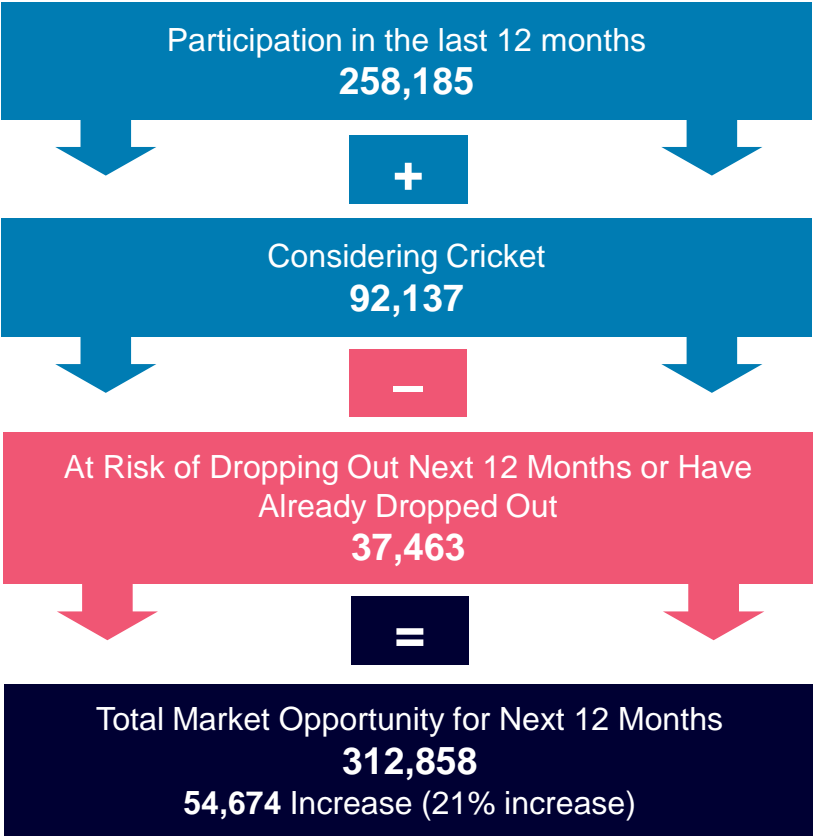


Information on this page provides a snapshot of the Children Under 15 Population in terms of market opportunity.

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.

Cricket Market Opportunity



Cricket (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.

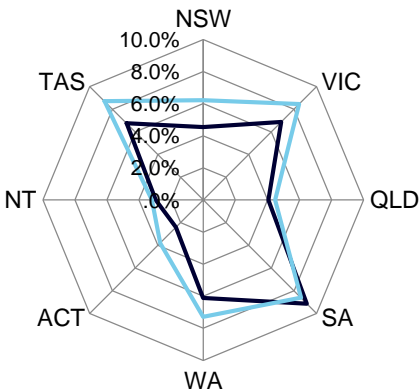
Figures shown represent the volume of people and %'s.

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.

Cricket Market Opportunity by Gender & Age

	TOTAL	♂	♀	0-4	5-8	9-11	12-14
Participants – last 12 months (%)	5.5%	9.7%	1.1%	0.3%	6.2%	9.6%	8.6%
Participants – last 12 months (People)	258,185	233,647	24,538	4,764	88,484	89,266	75,671
Considering Next 12 Months (%)	2.0%	3.2%	0.6%	0.6%	3.1%	2.4%	1.9%
Considering Next 12 Months (People)	92,137	77,639	14,497	8,368	44,791	21,910	17,068
At Risk of Dropping Out or Have Already Dropped Out (%)	14.5%	14.1%	18.1%	1.3%	21.9%	11.4%	10.4%
At Risk of Dropping Out or Have Already Dropped Out (People)	37,463	33,018	4,445	62	19,367	10,197	7,837
Net Gain/ Loss (People)	54,674	44,621	10,053	8,306	25,423	11,713	9,231
Projected (People)	312,858	278,268	34,591	13,070	113,907	100,979	84,902

Cricket Market Opportunity by State



— Current Participation
 — Projected Participation

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



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 the 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.





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Australian Sports Commission

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