

SPORTAUS

AUSPLAY



Swimming

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.

Swimming: State of Play Report

Key Take Outs



Overall Participation

The annual population estimate for Australian Adults 15+ participating in Swimming was 2,984,880 (or 14.8% of the Adult 15+ population).

Participation was slightly skewed towards females (1,681,320 or 16.5% of the female population), with females accounting for 56% of overall participation. However, male participation was also high (13.1%).

Participation rates increased steadily from early adulthood to their peak in the 35-44 and 45-54 age groups (with around 20% participation among females and 16% among males at these ages).

Conversion to club participation was low (only 6% of organised/venue based participation was through a sport club).

AusPlay estimates that around 1.5 million Children 0-14 (around a third of all Australian Children aged 0-14) participated in organised Swimming out-of-school. Boys were almost as likely as girls to take part in Swimming.

The peak participation rates for Children's organised out-of-school Swimming were at the early ages of 5-8, with close to half of girls at this age (46.9%) participating. Participation decreased to 16% at 12-14 years.

Frequency & Duration

Adults 15+ who participated in Swimming had a median frequency of 48 sessions per annum (nearly once per week) and the median session duration was 45 minutes. Occasional Swimming was high with only about half (48%) of Adults participating at least once a week.

Sport Most Strongly Associated With (loyalty)

A total of 1,227,094 Adults 15+ nominated Swimming as the sport they most strongly associate with.

Women were much more likely than men to express loyalty to Swimming.

Spend

A total of around \$300 million per annum was spent on Adult 15+ Swimming participation. Only a fraction of this was spent on club participation (slightly more than \$30 million). Median annual spend was \$108 per Adult participant.

A total of around \$640 million per annum was spent on Children's 0-14 participation in organised Swimming out-of-school, with a median annual spend of \$400 per Child participant. This accounts for a share of 27.6% of all spending on Children's organised out-of-school sport/physical activity participation fees.

Motivations for Participation (Adults 15+)

The dominant motivation for Adults 15+ to participate in Swimming was 'Physical health/fitness' (51%). 'Fun/enjoyment' was also a motivator (34%).

Reasons For Dropping Out of Participation

Reasons for drop out were varied, including 'Not enough time/too many other commitments' (19%), 'Poor health or injury' (16%), 'Didn't like it' (13%) or 'Not a priority anymore' (10%).

Growth & Opportunities

There are opportunities for growth in Swimming both among Adults 15+ and Children 0-14.

With Adults, there was high consideration for take up and an estimated net growth market opportunity of nearly 900,000 new participants (26% potential increase). This was mostly due to female interest, but with broad appeal across all ages.

For Children, most of the opportunity lies with infants (0-4) as they start learning to swim.

Swimming (Adults 15+)

Snapshot



AusPlay data, Adult and Swimming Participant Population 15+: January 2016 to December 2018 Adult 15+ n=61,579; Swimming Participants 15+ n=8,719



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 (%)	6.1%	3.6%	8.5%
Is Most Strongly Associated Sport (People)	1,227,094	359,263	867,831
Participation (%)	14.8%	13.1%	16.5%
Participation (People)	2,984,880	1,303,561	1,681,320
Average Frequency Per Annum	67	69	66

Conversion to Organised & Club	Total	Male	Female
Participation (People)	2,984,880	1,303,561	1,681,320
Organised Participation (People)	1,636,437	687,968	948,469
Conversion to organised (%)	55%	53%	56%
Club Participation (People)	93,900	39,638	54,262
Conversion to club – from Overall Participation (%)	3%	3%	3%
Conversion to club – from Organised Participation (%)	6%	6%	6%

Swimming (Adults 15+)

Snapshot by State



AusPlay data, Adult and Swimming Participant Population 15+: January 2016 to December 2018 Adult 15+ n=61,579; Swimming Participants 15+ n=8,719



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 (%)	6.1%	6.8%	5.6%	6.3%	4.3%
Is Most Strongly Associated Sport (People)	1,227,094	432,100	283,509	255,271	62,101
Participation (%)	14.8%	16.7%	14.0%	14.1%	10.9%
Participation (People)	2,984,880	1,061,596	703,108	572,645	156,336
Average Frequency Per Annum	67	69	55	82	59

Conversion to Organised & Club	Total	NSW	VIC	QLD	SA
Participation (People)	2,984,880	1,061,596	703,108	572,645	156,336
Organised Participation (People)	1,636,437	556,225	454,036	266,790	82,856
Conversion to organised (%)	54.8%	52.4%	64.6%	46.6%	53.0%
Club Participation (People)	93,900	32,623	19,654	16,517	6,347
Conversion to club – from Overall Participation (%)	3.1%	3.1%	2.8%	2.9%	4.1%
Conversion to club – from Organised Participation (%)	5.7%	5.9%	4.3%	6.2%	7.7%

Swimming (Adults 15+)

Snapshot by State



AusPlay data, Adult and Swimming Participant Population 15+: January 2016 to December 2018 Adult 15+ n=61,579; Swimming Participants 15+ n=8,719



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 (%)	6.1%	6.1%	5.9%	5.3%	5.5%
Is Most Strongly Associated Sport (People)	1,227,094	140,148	19,937	10,573	23,454
Participation (%)	14.8%	15.2%	14.7%	14.5%	14.7%
Participation (People)	2,984,880	349,409	49,636	29,004	63,147
Average Frequency Per Annum	67	69	54	92	51

Conversion to Organised & Club	Total	WA	ACT	NT	TAS
Participation (People)	2,984,880	349,409	49,636	29,004	63,147
Organised Participation (People)	1,636,437	187,303	30,878	17,836	40,512
Conversion to organised (%)	54.8%	53.6%	62.2%	61.5%	64.2%
Club Participation (People)	93,900	12,931	1,997	1,600	2,232
Conversion to club – from Overall Participation (%)	3.1%	3.7%	4.0%	5.5%	3.5%
Conversion to club – from Organised Participation (%)	5.7%	6.9%	6.5%	9.0%	5.5%

Swimming (Adults 15+)

Trends

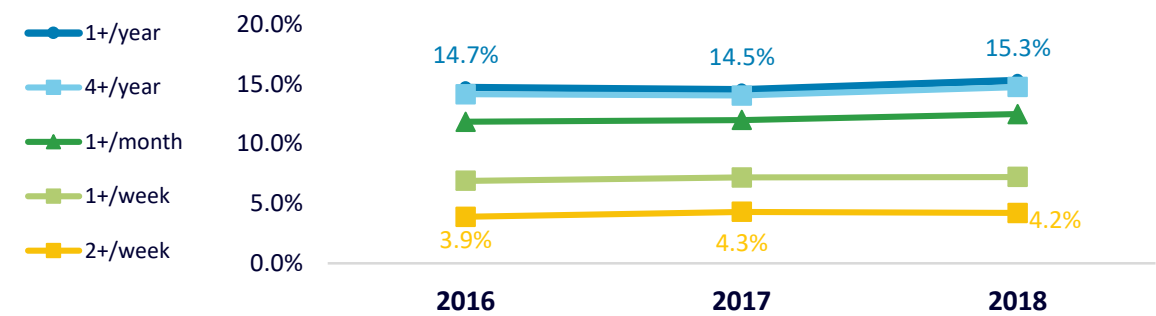


Information on this page provides overall participation and organised participation trends among the Adult 15+ population.

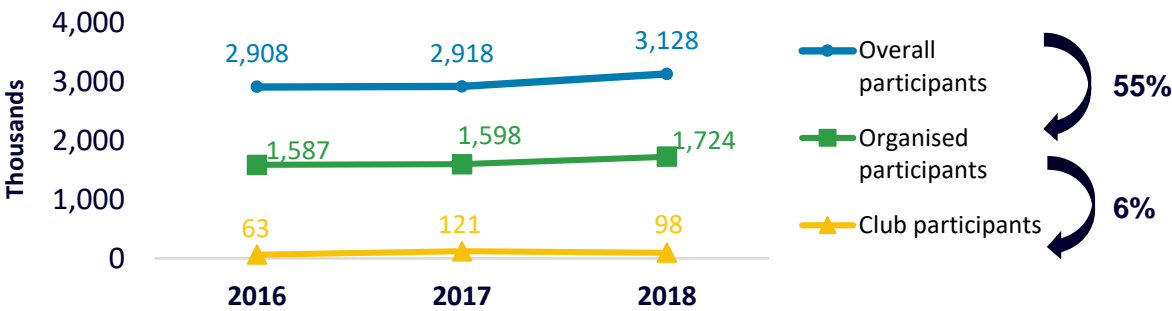
As more data becomes available in subsequent report releases, time series data will be expanded.

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

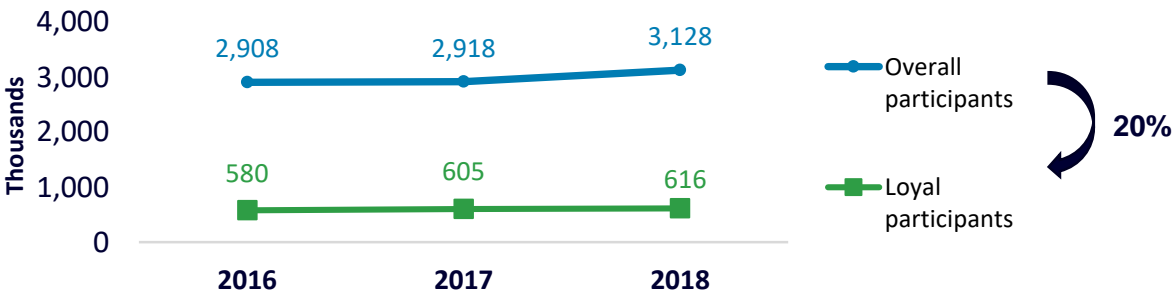
Participation Trends



Conversion to Organised - Evolution



Loyalty among Participants - Trend



Swimming (Children Aged Under 15)

Snapshot & Trends



AusPlay data, Children and Swimming Participant Population 0-14: January 2016 to December 2018 Children 0-14 n=10,285; Swimming Participants 0-14 n=3,201

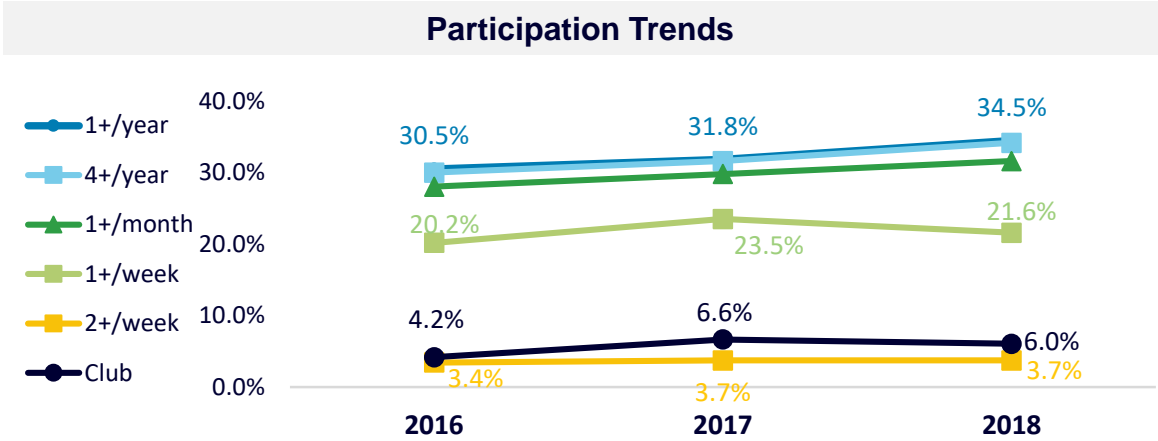


Information on this page provides a snapshot of Children Aged Under 15, at total national level and by gender.

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)	1,520,650	744,443	776,207
Club Participation (People)	265,069	123,270	141,799
Conversion to Club Participation (%)	17.4%	16.6%	18.3%
Average Frequency Per Annum	55	52	57



Swimming Participation by Life Stage



AusPlay data, Adult and Swimming Participant Population 15+: January 2016 to December 2018 Adult 15+ n=61,579; Swimming Participants 15+ n=8,719

AusPlay data, Children and Swimming Participant Population 0-14: January 2016 to December 2018 Children 0-14 n=10,285; Swimming Participants 0-14 n=3,201

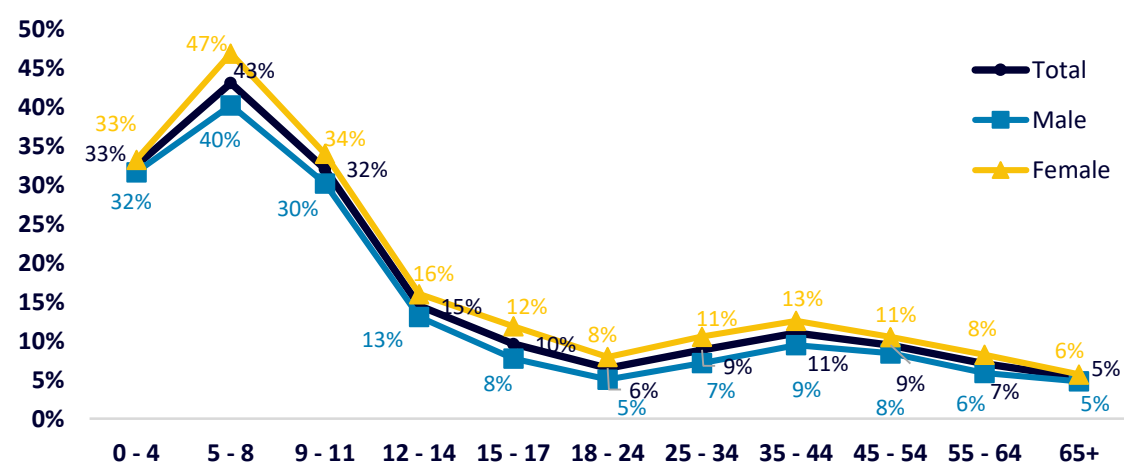


Information on this page provides a snapshot of participation at national level, by age and by gender.

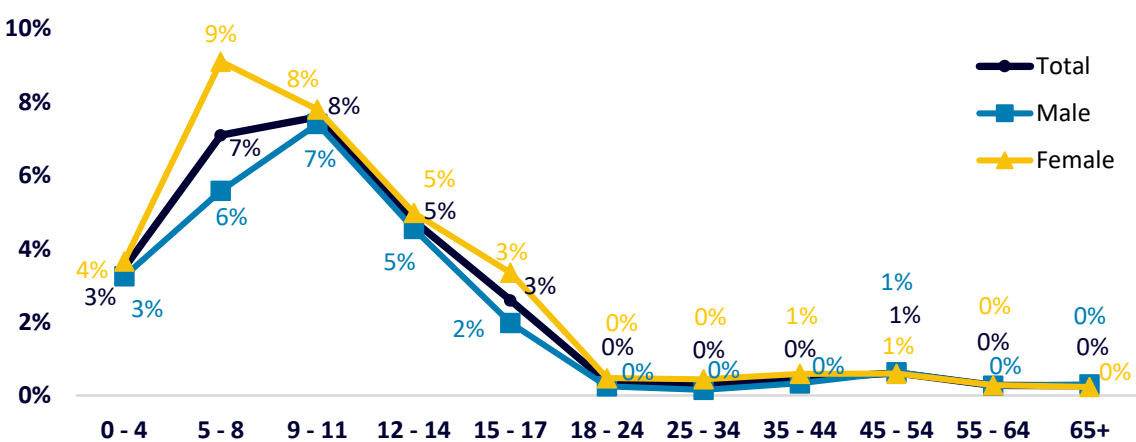
Figures are shown as the % of each age who have participated.

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



Swimming

State of Play Report

Adults 15+



Swimming (Adults 15+)

Participation Levels



AusPlay data, Adult and Swimming Participant Population 15+: January 2016 to December 2018 Adult 15+ n=61,579; Swimming Participants 15+ n=8,719

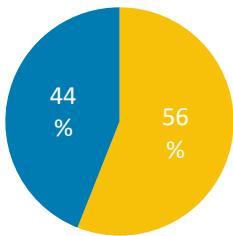


Information on this page provides a snapshot of the Adult 15+ population, at total national level and by gender.

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
%	14.8%	13.1%	16.5%
000's	2,984.9	1,303.6	1,681.3

Participation Levels by Age and Gender

Peak Participation by Age



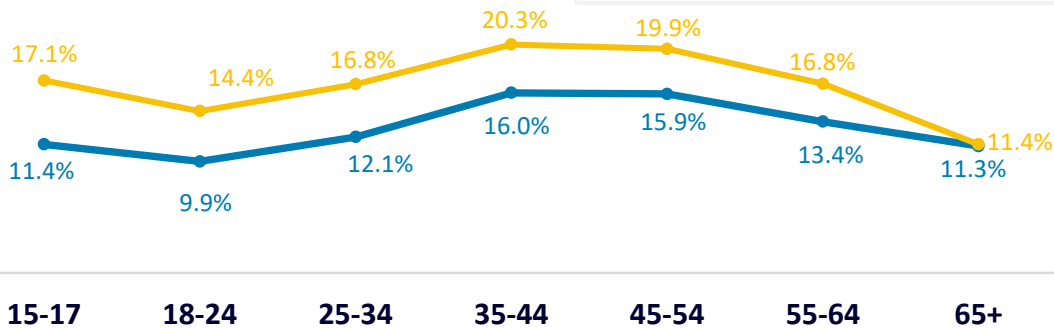
35-44

Male



35-44

Female



Swimming (Adults 15+)

Participation by Location



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

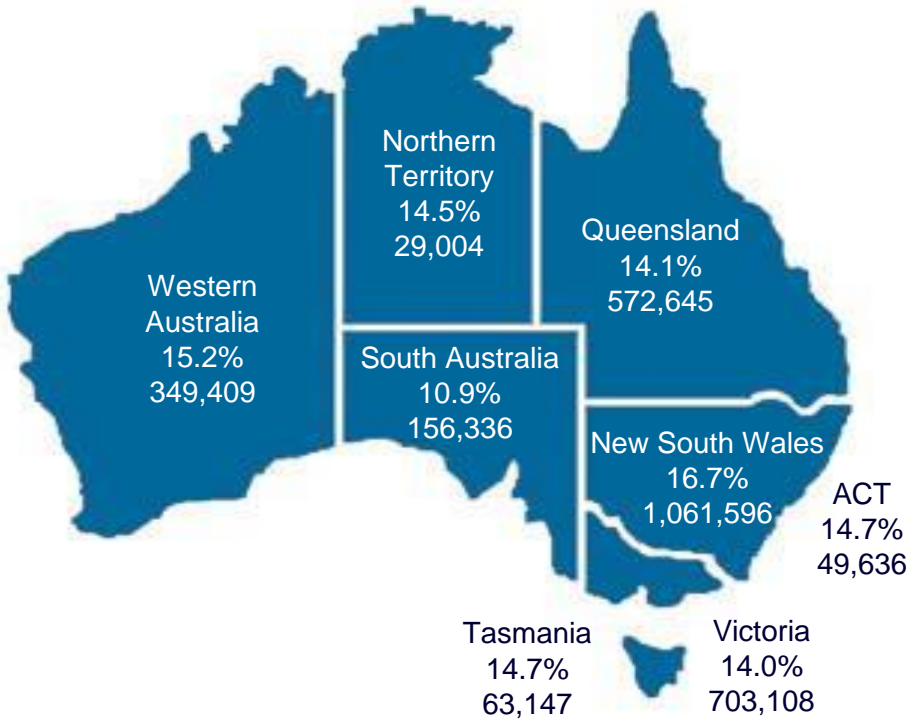


Information on this page provides a snapshot of the Adult 15+ population, based on state and geography.

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
%	14.8%	15.6%	13.4%	14.1%
000's	2,984.9	2,185.9	687.0	42.7

Swimming (Adults 15+)

Player Profile



AusPlay data, Adult and Swimming Participant Population 15+: January 2016 to December 2018 Adult 15+ n=61,579; Swimming Participants 15+ n=8,719



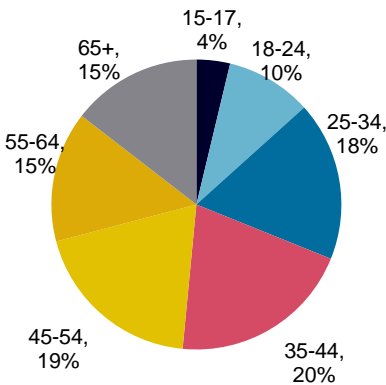
Information on this page provides a snapshot of the Adult 15+ population, based on age and gender, as well as LOTE, People with Disability and Indigenous.

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

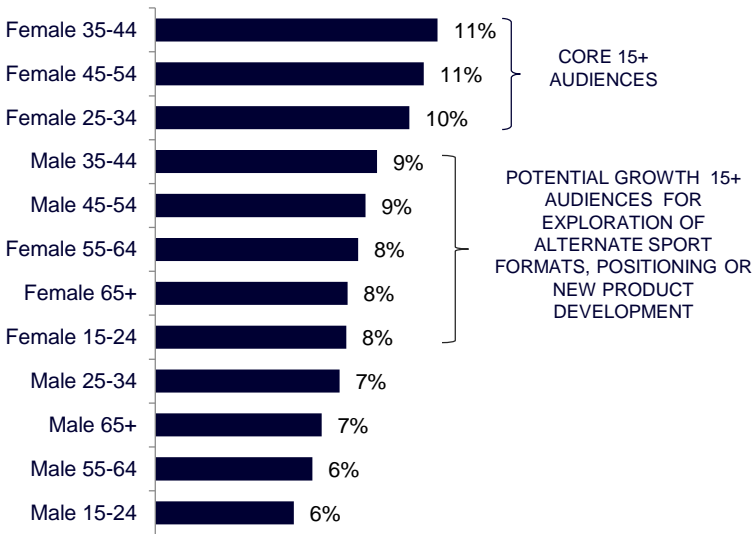
This helps identify the specific age and gender groups that are having the greatest impact on overall participation levels, whilst also highlighting growth opportunities when it comes to sport formats that extend beyond traditional demographic audience needs.

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
%	14.8%	14.7%	12.4%	11.5%
000's	2,984.9	501.8	378.1	49.5

Swimming (Adults 15+)

Frequency & Duration



AusPlay data, Adult and Swimming Participant Population 15+: January 2016 to December 2018 Adult 15+ n=61,579; Swimming Participants 15+ n=8,719

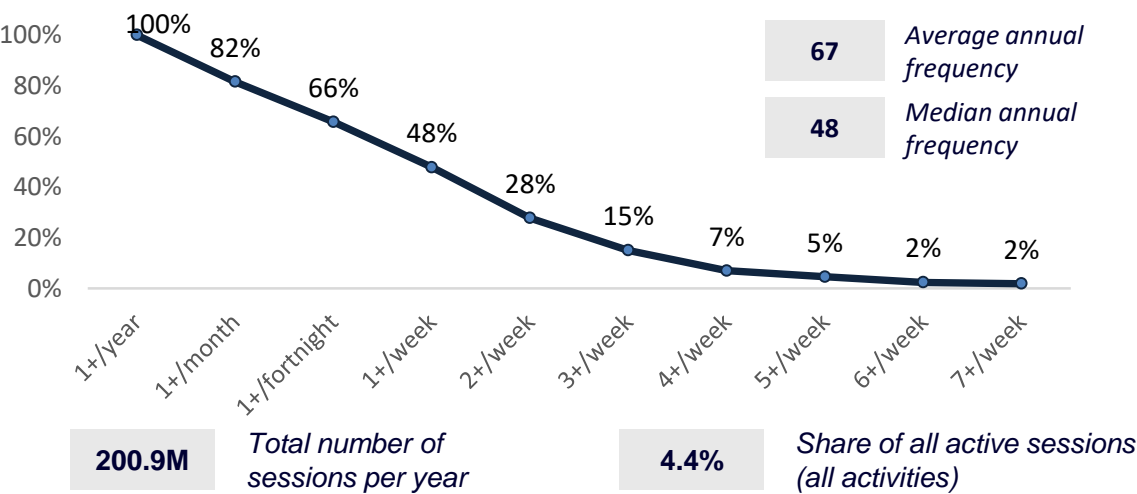


Information on this page provides a snapshot of the Adult 15+ Participant Population, in terms of frequency and duration of participation.

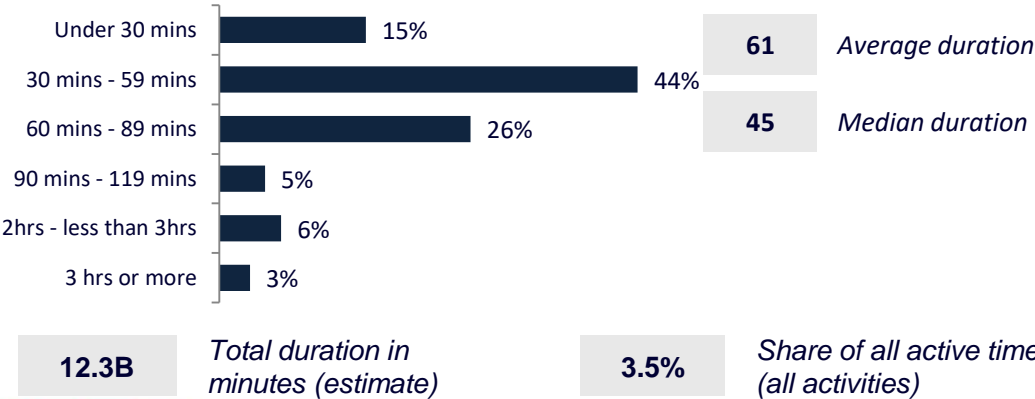
Frequency of participation provides a read on how often participation occurs. Duration provides a read of how long is spent each time participation takes place.

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



Swimming (Adults 15+)

Participation



AusPlay data, Adult and Swimming Participant Population 15+: January 2016 to December 2018 Adult 15+ n=61,579; Swimming Participants 15+ n=8,719

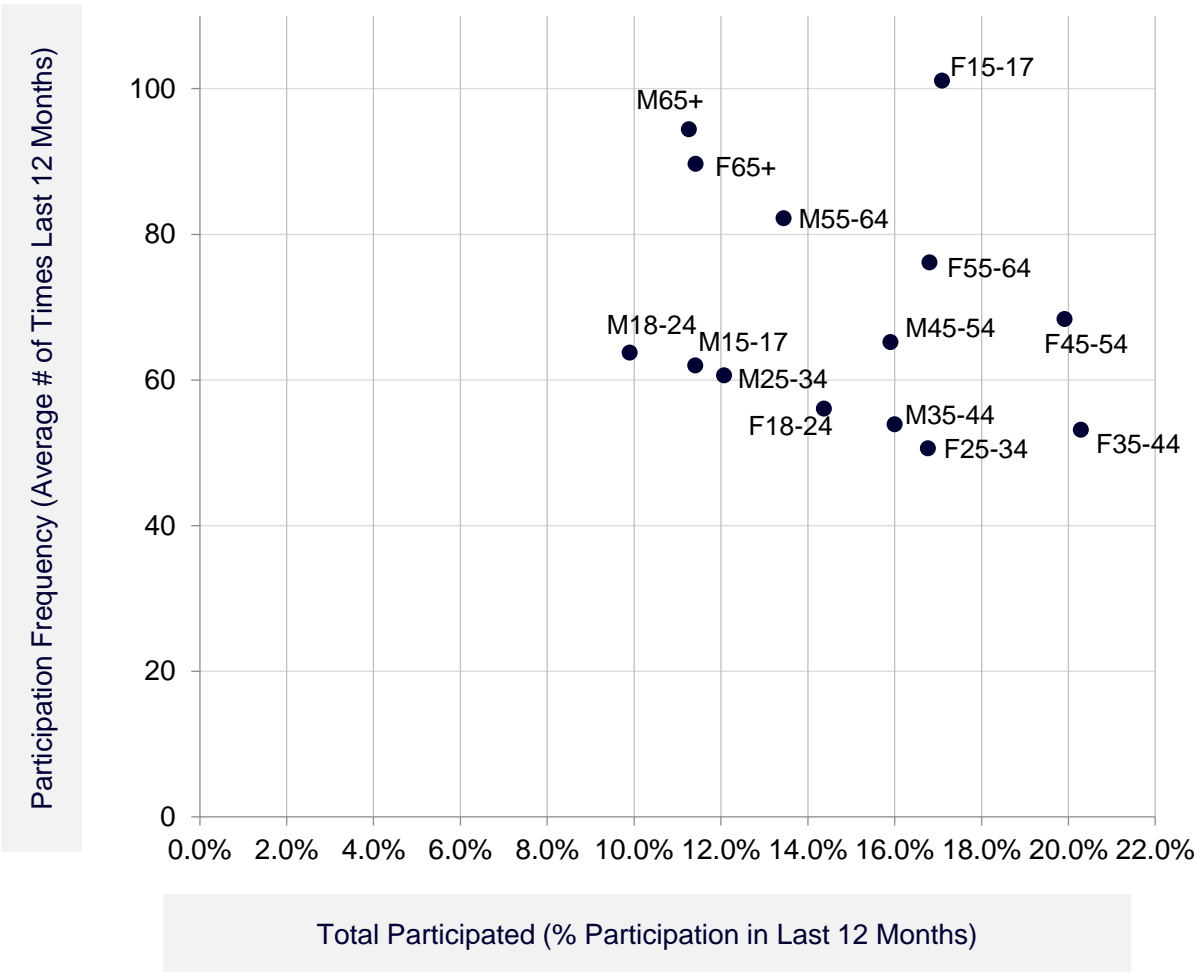


Information on this page provides a snapshot of the Adult 15+ Population in terms of participation and number of times participated in the last 12 months.

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



Swimming (Adults 15+)

Current Market Position



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

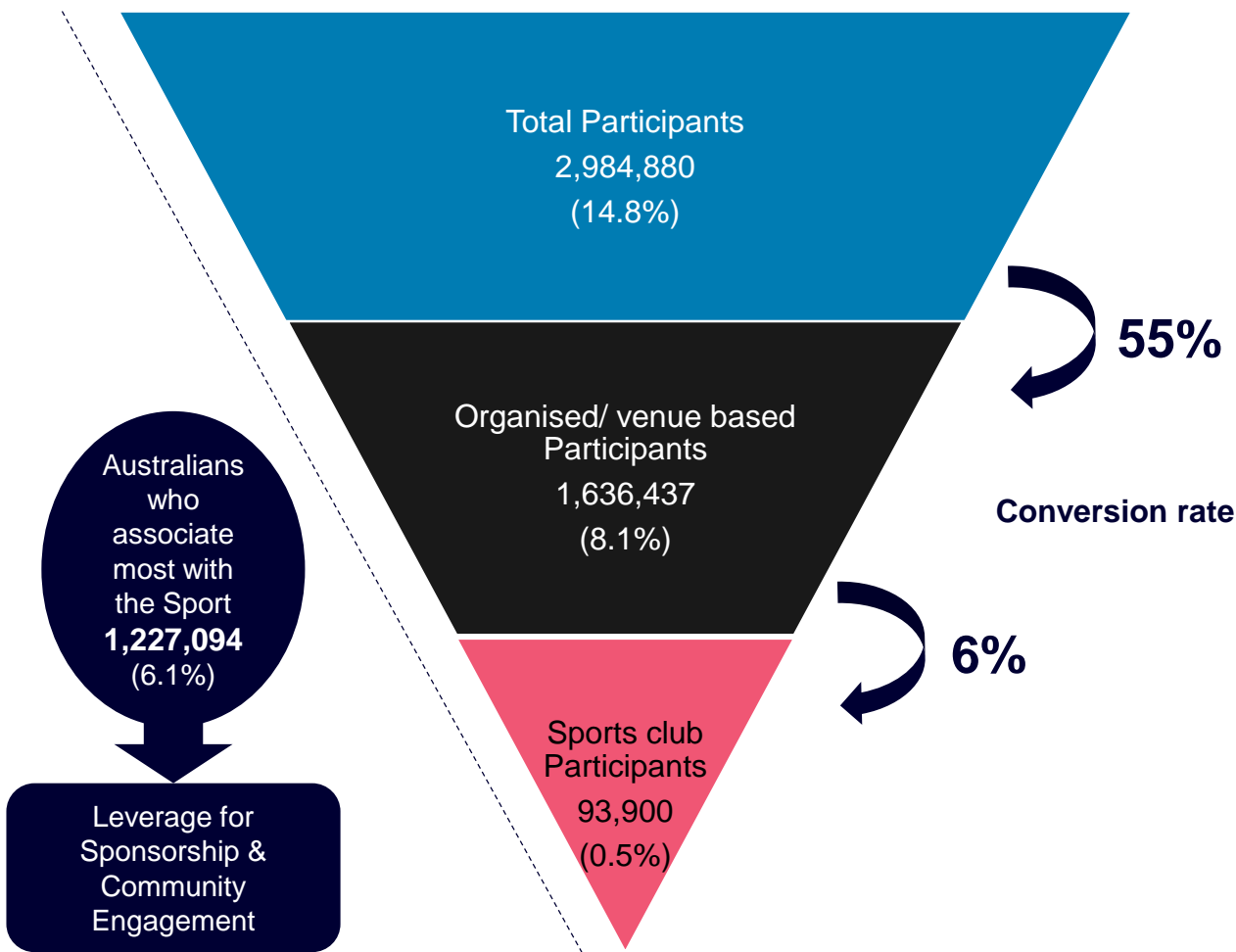


Information on this page provides a snapshot of the Adult 15+ Population, in terms of total participation, organised/venue based participation and sports club participation.

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.

Swimming Association & Participation Levels



Swimming (Adults 15+)

Engagement



AusPlay data, Adult and Swimming Participant Population 15+: January 2016 to December 2018 Adult 15+ n=61,579; Swimming Participants 15+ n=8,719

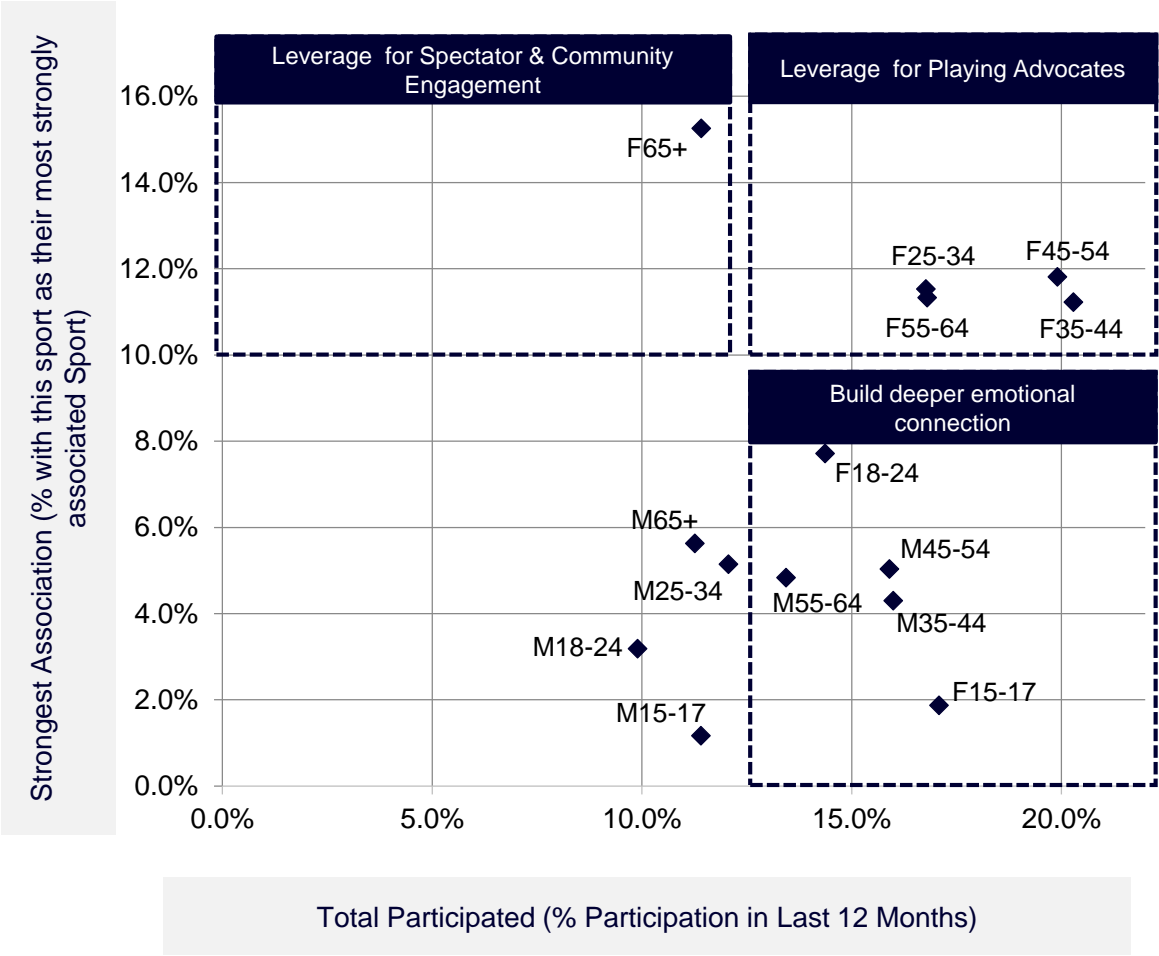


Information on this page provides a snapshot of the Adult 15+ Population in terms of participation and the % of the Adult 15+ Population who have nominated this as the sport they most strongly associate with.

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



Swimming (Adults 15+)

Spend Profile



AusPlay data, Swimming Participant 15+: January 2016 to December 2018 n=8,719

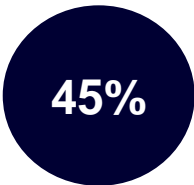


Information on this page provides a snapshot of the Adult 15+ Population, in terms of paid participation.

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.

Swimming Overall Spend Levels



of participants
paid to
participate

	All	Club
Median annual spend	\$108	\$110
Average annual spend	\$265	\$451
Share of total spend (Share of all activities participated in)	3.7%	1.1%



Total expenditure on all participation
\$321,829,690



Total expenditure on **club** participation
\$31,342,160

Participation Spend by Gender	Total	Male	Female
Paid to Participate (%)	45.3%	43.3%	46.9%
Paid to Participate (People)	1,352,958	564,630	788,327
Average annual spend per participant	\$265	\$282	\$253
Total national annual spend	\$321.8M	\$143.6M	\$178.2M

Swimming (Adults 15+)

Market Outlook & Opportunity



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

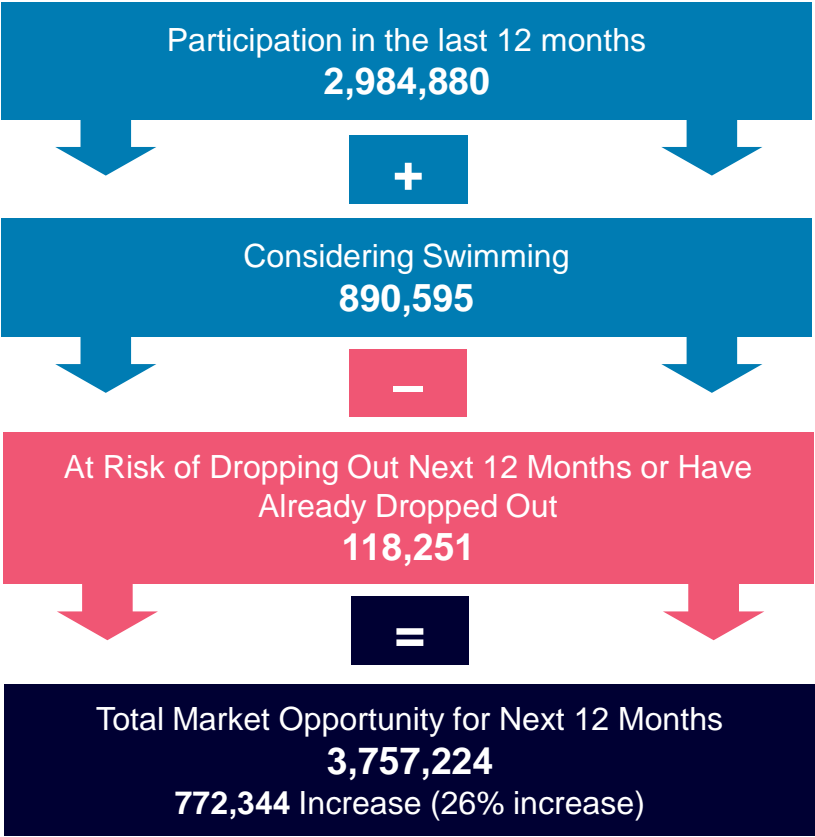


Information on this page provides a snapshot of the Adult 15+ Population in terms of market opportunity.

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.

Swimming Market Opportunity



Swimming (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.

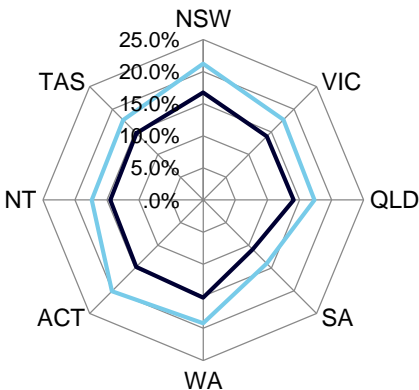
Figures shown represent the volume of people and %'s.

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.

Swimming Market Opportunity by Gender & Age

	TOTAL	♂	♀	15-24	25-44	45-64	65+
Participants – last 12 months (%)	14.8%	13.1%	16.5%	12.6%	16.2%	16.6%	11.3%
Participants – last 12 months (People)	2,984,880	1,303,561	1,681,320	398,176	1,139,507	1,013,666	433,532
Considering Next 12 Months (%)	4.4%	3.3%	5.5%	4.5%	4.7%	4.6%	3.6%
Considering Next 12 Months (People)	890,595	330,729	559,866	143,402	329,755	279,535	137,904
At Risk of Dropping Out or Have Already Dropped Out (%)	4.0%	3.4%	4.4%	8.4%	4.3%	2.5%	2.4%
At Risk of Dropping Out or Have Already Dropped Out (People)	118,251	43,931	74,320	33,275	49,153	25,452	10,372
Net Gain/ Loss (People)	772,344	286,798	485,546	110,127	280,602	254,083	127,532
Projected (People)	3,757,224	1,590,359	2,166,865	508,303	1,420,108	1,267,749	561,064

Swimming Market Opportunity by State



- Current Participation
- Projected Participation

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

Swimming (Adults 15+)

Motivations for Participation



AusPlay data, Swimming Participant 15+: January 2016 to December 2018 n=8,719

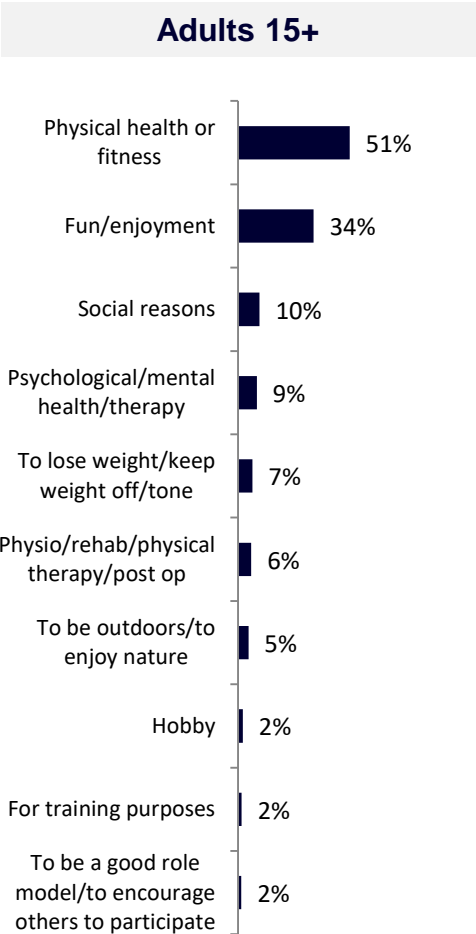


Information on this page provides a snapshot of the Adult 15+ Population as well as by gender and age in terms of motivations to participate.

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	Physical health/ fitness	Fun/ enjoyment	Social reasons
Female	Physical health/ fitness	Fun/ enjoyment	Social reasons

By Age			
	1st	2nd	3rd
15-17	Physical health/ fitness	Fun/ enjoyment	Social reasons
18-24	Physical health/ fitness	Fun/ enjoyment	Social reasons
25-34	Physical health/ fitness	Fun/ enjoyment	Social reasons
35-44	Physical health/ fitness	Fun/ enjoyment	Social reasons
45-54	Physical health/ fitness	Fun/ enjoyment	Psychological/ mental health/therapy
55-64	Physical health/ fitness	Fun/ enjoyment	Psychological/ mental health/therapy
65+	Physical health/ fitness	Fun/ enjoyment	Physio/rehab/ physical therapy/post op

* Multiple response question

Swimming (Adults 15+)

Top 10 Reasons for Drop Out or Consideration



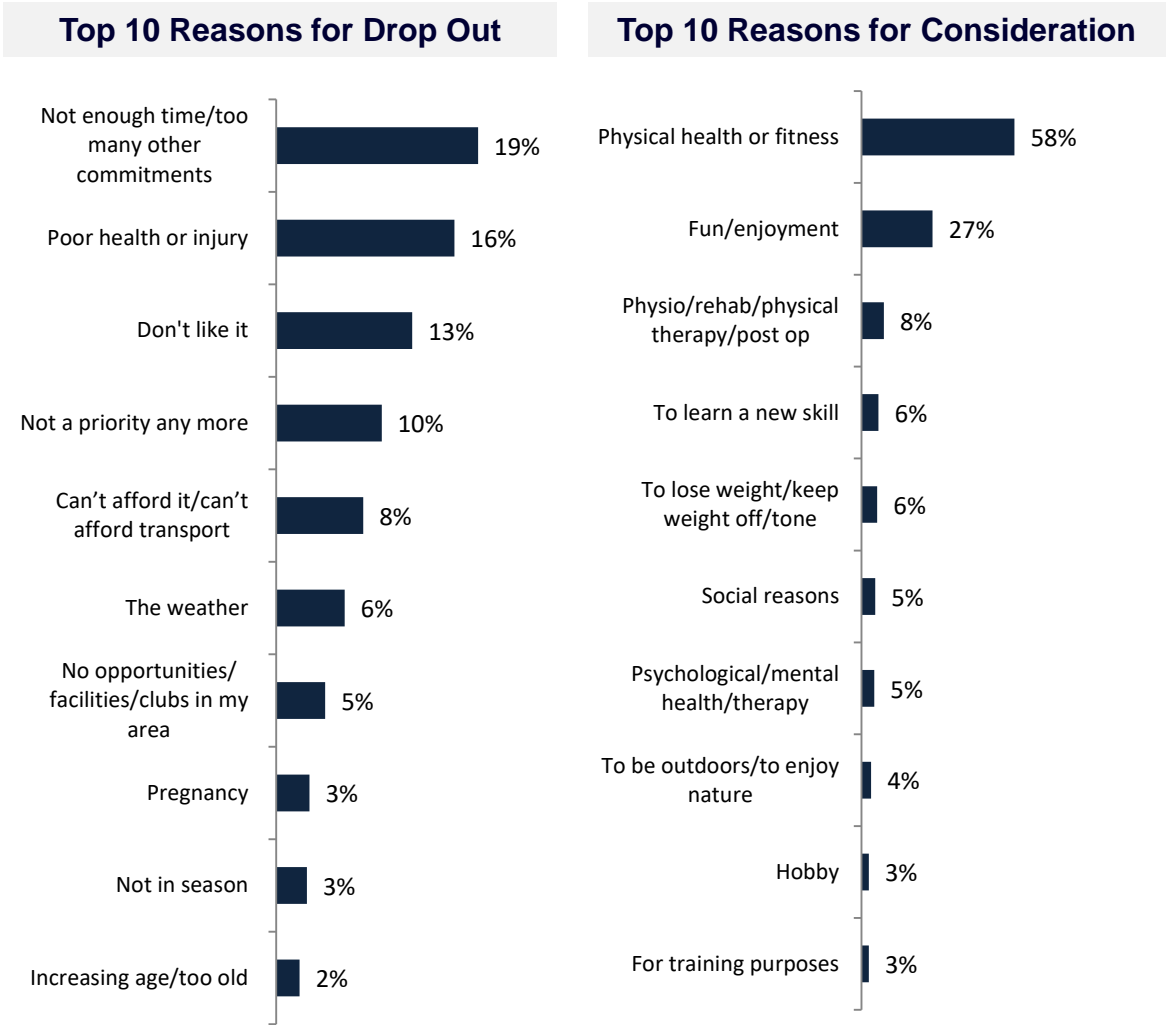
AusPlay data, Adult Swimming Participants 15+, that are dropping out of participation in the next 12 months: January 2016 to December 2018 n=303; Adult Population 15+: n=61,579;



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.



* Multiple response question

Swimming - organised outside of school hours

State of Play Report

Children Aged Under 15

Swimming (Children Aged Under 15)

Participation Levels



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

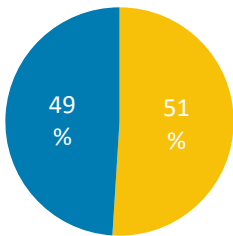


Information on this page provides a snapshot of Children Aged Under 15, at total national level and by gender.

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

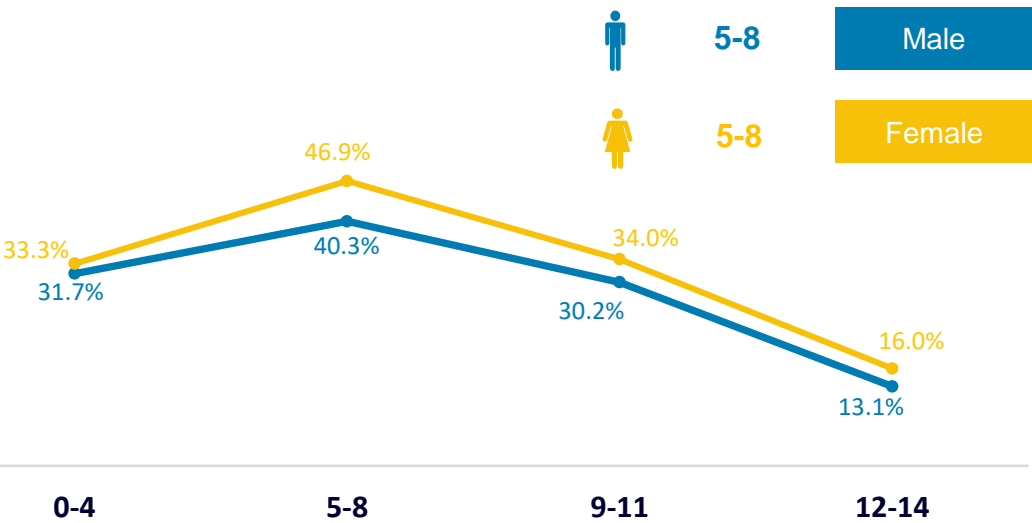


Participation Levels

	Total Participation	Male Participation	Female Participation
%	32.3%	30.8%	33.9%
000's	1,520.7	744.4	776.2

Participation Levels by Age and Gender

Peak Participation by Age



Swimming (Children Aged Under 15)

Participation by Location



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

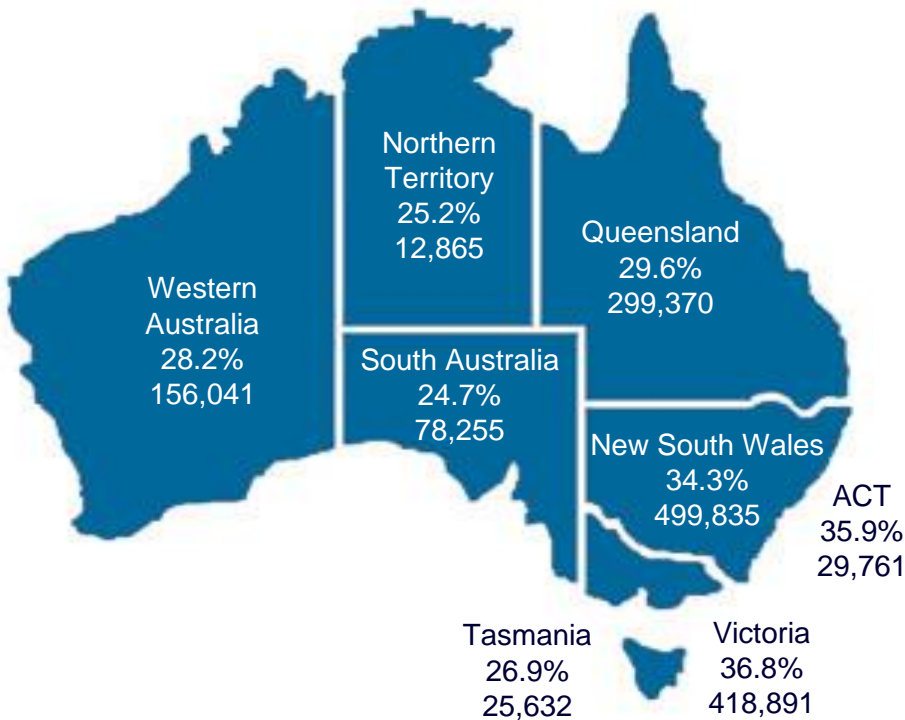


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Participation levels are shown as total volume among Children Aged Under 15 and the % who have participated.

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
%	32.3%	34.9%	26.5%	24.6%
000's	1,520.7	1,122.3	344.9	23.6

Swimming (Children Aged Under 15)

Participation



AusPlay data, Children Under 15: January 2016 to December 2018 Children 0-14 n=10,285; Swimming Participants 0-14 n=3,201

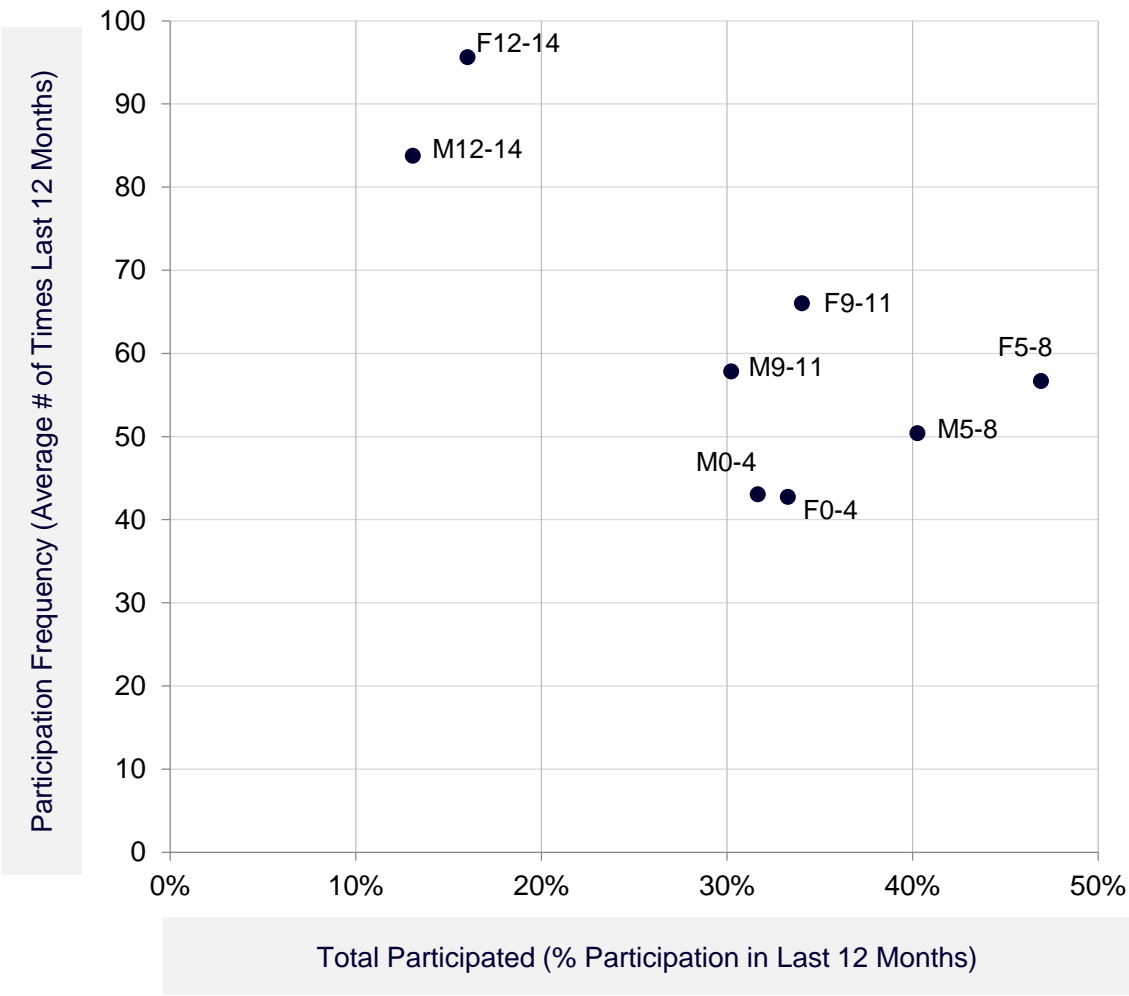


Information on this page provides a snapshot of Children Aged Under 15 in terms of participation and number of times participated in the last 12 months.

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



Swimming (Children Aged Under 15)

Current Market Position



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

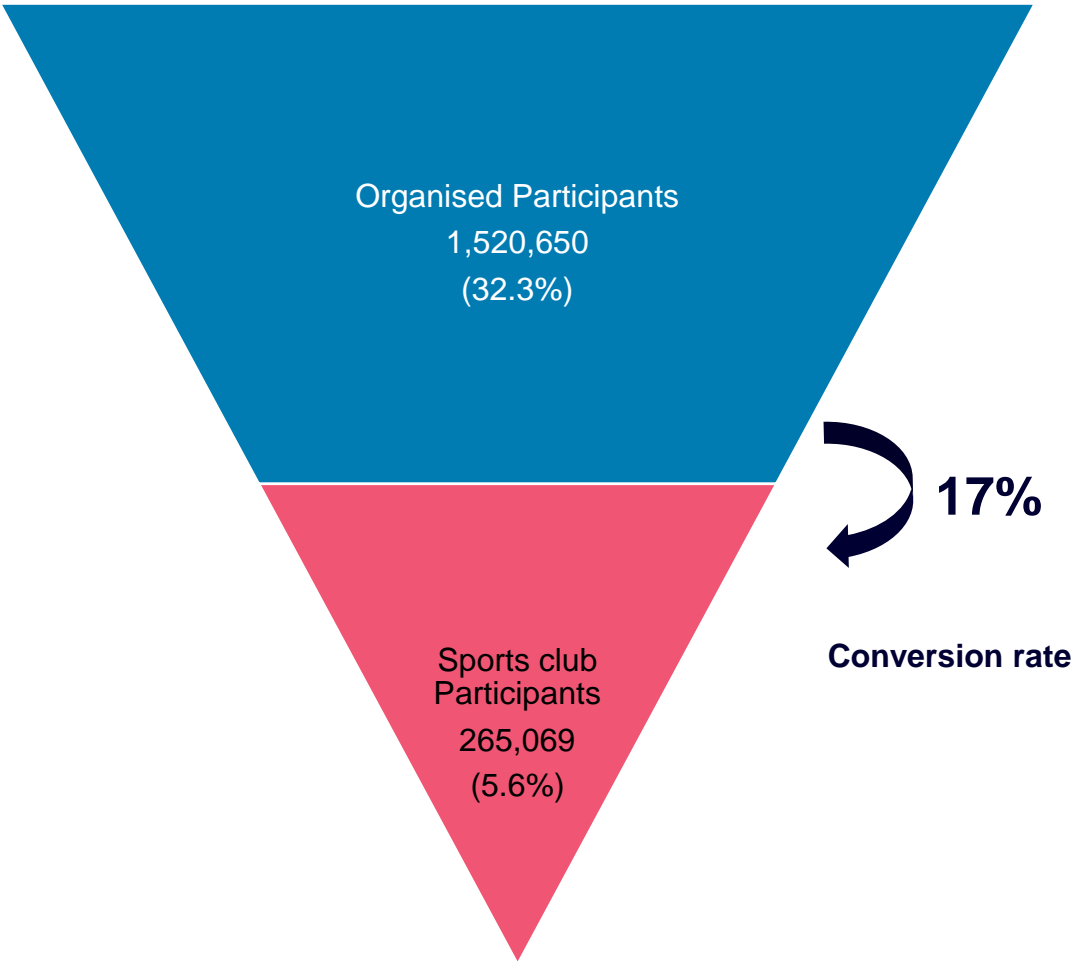


Information on this page provides a snapshot of Children Aged Under 15 in terms of organised participation and sports club participation.

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.

Swimming Association & Participation Levels



Swimming (Children Aged Under 15)

Spend Profile



AusPlay data, Swimming Participant Children 0-14: January 2016 to December 2018
n=3,201

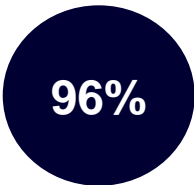


Information on this page provides a snapshot of the Children Under 15 Population, in terms of paid participation.

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.

Swimming Overall Spend Levels



of participants
paid to
participate

All	Club
Median annual spend	
\$400	\$360
Average annual spend	
\$490	\$504
Share of total spend (Share of all activities participated in)	
27.6%	12.0%



Total expenditure on all participation
\$641,701,615



Total expenditure on **club** participation
\$115,469,478

Participation Spend by Gender	Total	Male	Female
Paid to Participate (%)	96.2%	96.0%	96.4%
Paid to Participate (People)	1,462,968	714,587	748,381
Average annual spend per participant	\$490	\$479	\$500
Total national annual spend	\$641.7M	\$304.8M	\$336.9M

Swimming (Children Aged Under 15)

Market Outlook & Opportunity



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

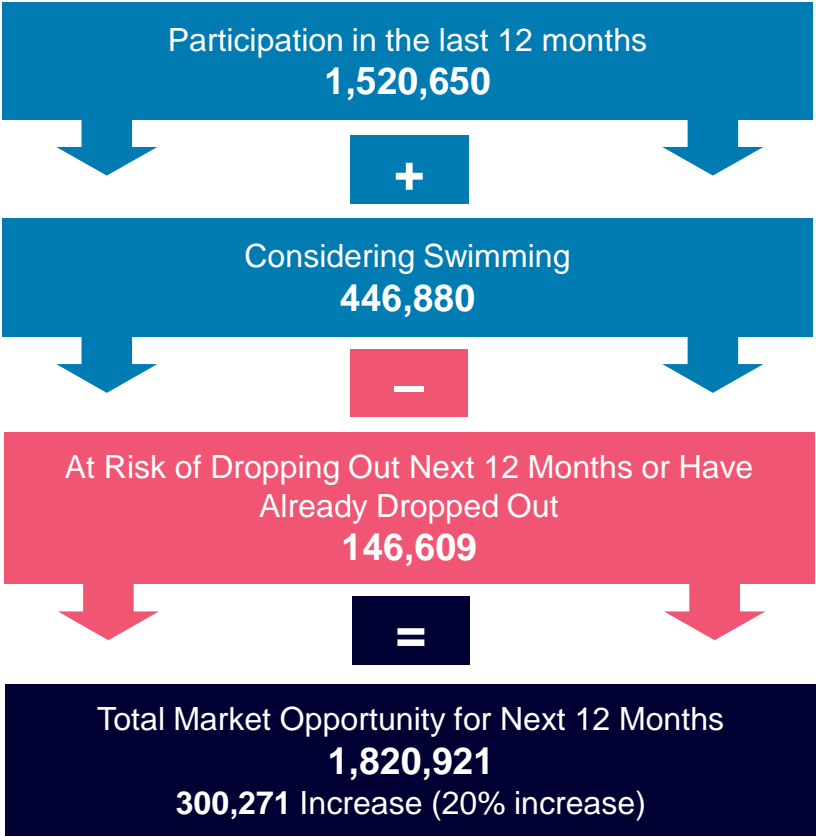


Information on this page provides a snapshot of the Children Under 15 Population in terms of market opportunity.

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.

Swimming Market Opportunity



Swimming (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.

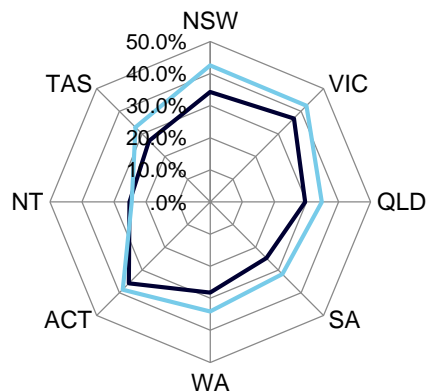
Figures shown represent the volume of people and %'s.

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.

Swimming Market Opportunity by Gender & Age

	TOTAL	♂	♀	0-4	5-8	9-11	12-14
Participants – last 12 months (%)	32.3%	30.8%	33.9%	32.5%	43.1%	32.1%	14.5%
Participants – last 12 months (People)	1,520,650	744,443	776,207	474,526	620,291	297,596	128,237
Considering Next 12 Months (%)	9.5%	8.5%	10.5%	21.9%	5.1%	3.4%	2.4%
Considering Next 12 Months (People)	446,880	205,907	240,973	319,936	74,049	31,321	21,574
At Risk of Dropping Out or Have Already Dropped Out (%)	9.6%	9.9%	9.4%	8.3%	7.8%	13.5%	14.4%
At Risk of Dropping Out or Have Already Dropped Out (People)	146,609	74,031	72,578	39,368	48,672	40,111	18,458
Net Gain/ Loss (People)	300,271	131,876	168,395	280,567	25,377	-8,790	3,116
Projected (People)	1,820,921	876,319	944,602	755,093	645,668	288,806	131,353

Swimming 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 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
Australian Sports Commission

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