

# SPORTAUS

## AUSPLAY



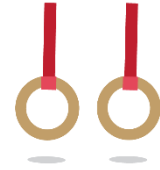
## Gymnastics

### 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).

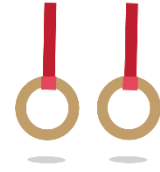
## Data within this report

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.

# Gymnastics: State of Play Report

## Key Take Outs



### Overall Participation

The annual population estimate for Children 0-14 participating in organised out-of-school Gymnastics was 398,374 (or 8.5% of the Children's 0-14 population).

Gymnastics was most popular with girls and they accounted for 74% of participation (12.9% of all Australian girls aged 0-14 took part in Gymnastics).

The peak participation rates for organised Gymnastics were among Children 5-8, reflecting the important contribution of this sport in building Children's fundamental movement skills.

Participation for boys was high from 0-4 years of age (almost on par with girls at 5% vs 6%) but girls participation increased sharply between the ages of 5-8 with 21.6% of girls in this age group taking part in Gymnastics, whereas boys participation only marginally increased (5.7% at ages 5-8).

Participation in Gymnastics for Children 0-14 was more prevalent in major cities (8.9%) compared to inner/outer regional areas (7.4%) and remote and very remote (4.1%) locations.

AusPlay estimates that a small number Adults 15+ participated in Gymnastics (less than 100,000). As a result there was not enough sample for detailed analysis of Adult data.

### Spend

AusPlay estimates that a total of \$214 million per annum was spent on Children's 0-14 organised out-of-school Gymnastics participation. Median annual spend was \$400 per Child participant.

This represents a 9.2% share of the total spend across all organised sports/physical activities participated in by Children out-of-school.

### Growth & Opportunities

Net growth market opportunity for Gymnastics is very high at 38%. There are promising signs that this may translate to actual participation growth as 2018 saw an increase in Children's participation rates from the previous year.

Consideration was particularly strong for Children of very young age (0-4).

# Gymnastics (Children Aged Under 15) Snapshot & Trends



AusPlay data, Children and Gymnastics Participant Population 0-14: January 2016 to December 2018 Children 0-14 n=10,285; Gymnastics Participants 0-14 n=886



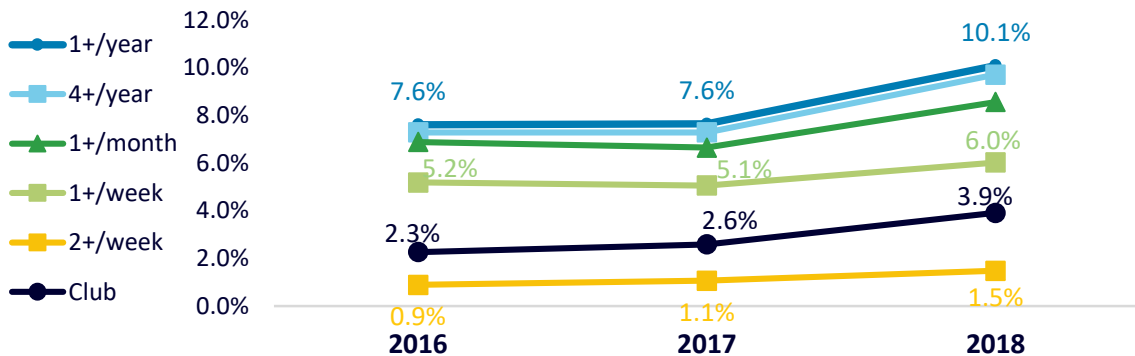
Information on this page provides a snapshot of Children Aged Under 15, at total national level and by gender.

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)	398,374	102,528	295,846
Club Participation (People)	137,843	26,657	111,186
Conversion to Club Participation (%)	34.6%	26.0%	37.6%
Average Frequency Per Annum	54	45	57

## Participation Trends



# Gymnastics Participation by Life Stage



AusPlay data, Adult and Gymnastics Participant Population 15+: January 2016 to December 2018 Adult 15+ n=61,579; Gymnastics Participants 15+ n=203

AusPlay data, Children and Gymnastics Participant Population 0-14: January 2016 to December 2018 Children 0-14 n=10,285; Gymnastics Participants 0-14 n=886

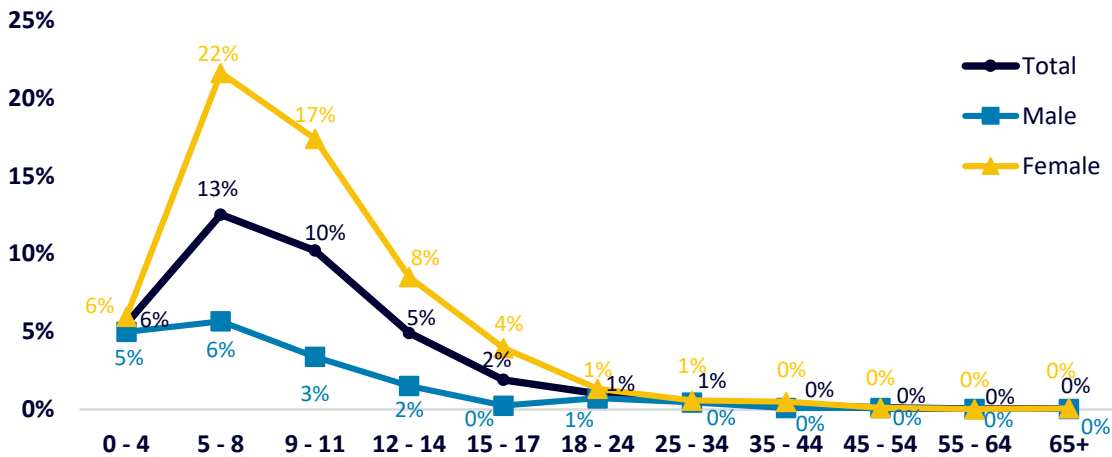


Information on this page provides a snapshot of participation at national level, by age and by gender.

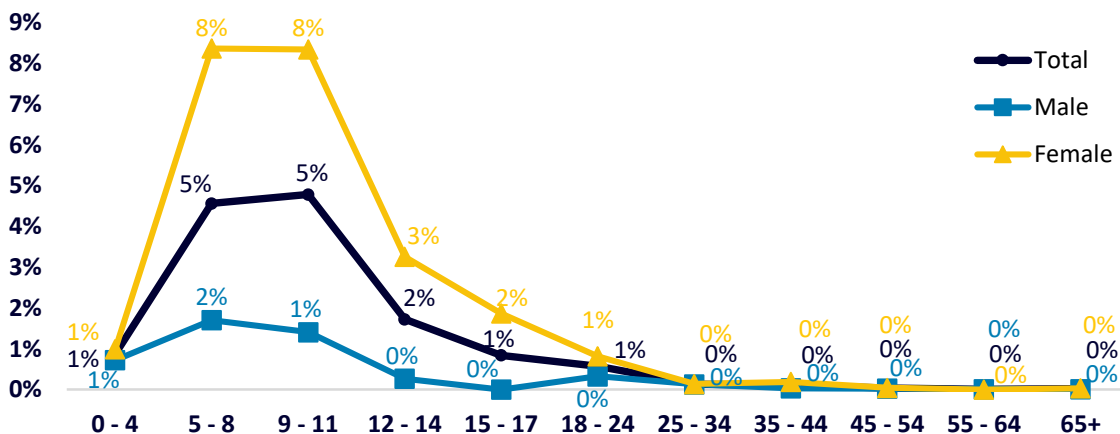
Figures are shown as the % of each age who have participated.

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



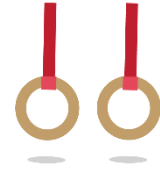
# **Gymnastics - organised outside of school hours**

## State of Play Report

Children Aged Under 15



# Gymnastics (Children Aged Under 15) Participation Levels



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

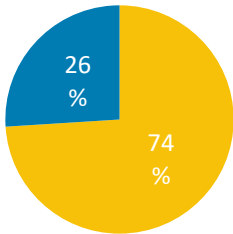


Information on this page provides a snapshot of Children Aged Under 15, at total national level and by gender.

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

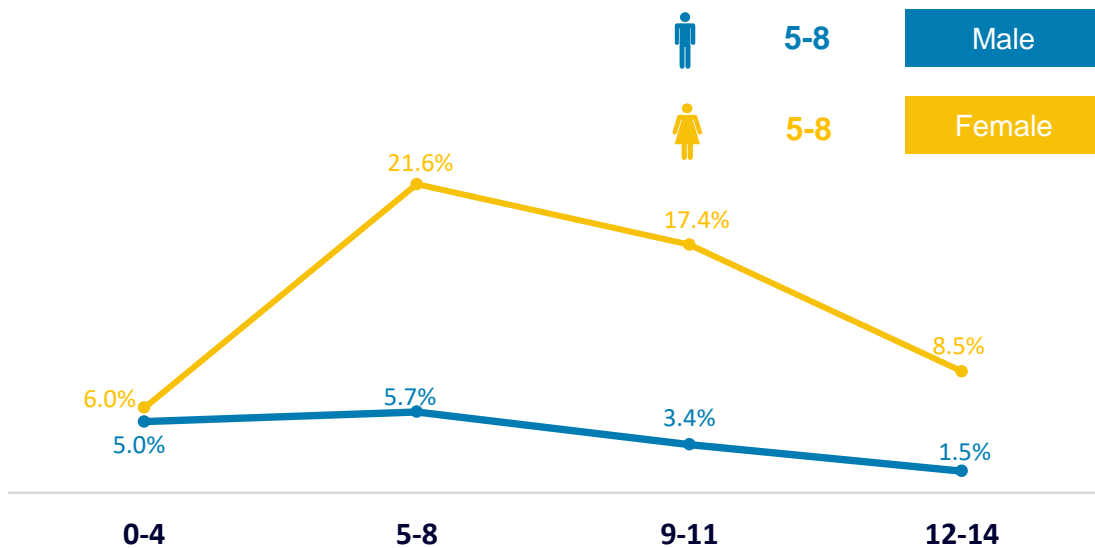


## Participation Levels

	Total Participation	Male Participation	Female Participation
%	8.5%	4.2%	12.9%
000's	398.4	102.5	295.8

## Participation Levels by Age and Gender

### Peak Participation by Age



# Gymnastics (Children Aged Under 15) Participation by Location



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

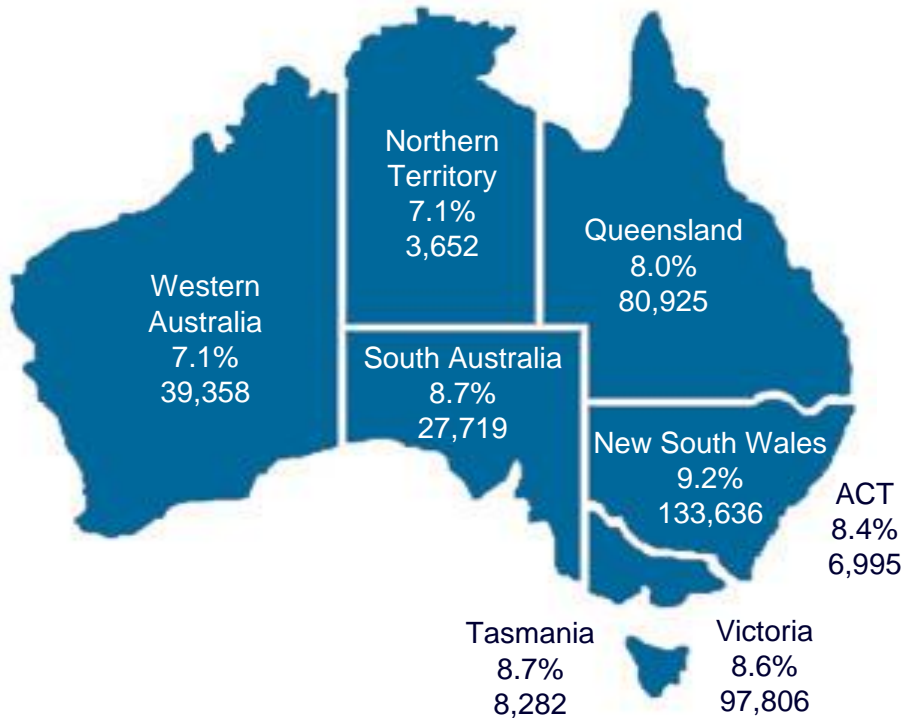


**Information on this page provides a snapshot of Children Aged Under 15, based on state and geography.**

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.**

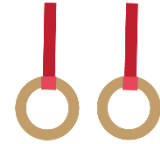
## Participation Levels by State



	Total National Participation	Major Cities	Inner & Outer Regional	Remote & Very Remote
%	8.5%	8.9%	7.4%	4.1%
000's	398.4	286.5	97.1	3.9



# Gymnastics (Children Aged Under 15) Participation



AusPlay data, Children Under 15: January 2016 to December 2018 Children 0-14 n=10,285; Gymnastics Participants 0-14 n=886

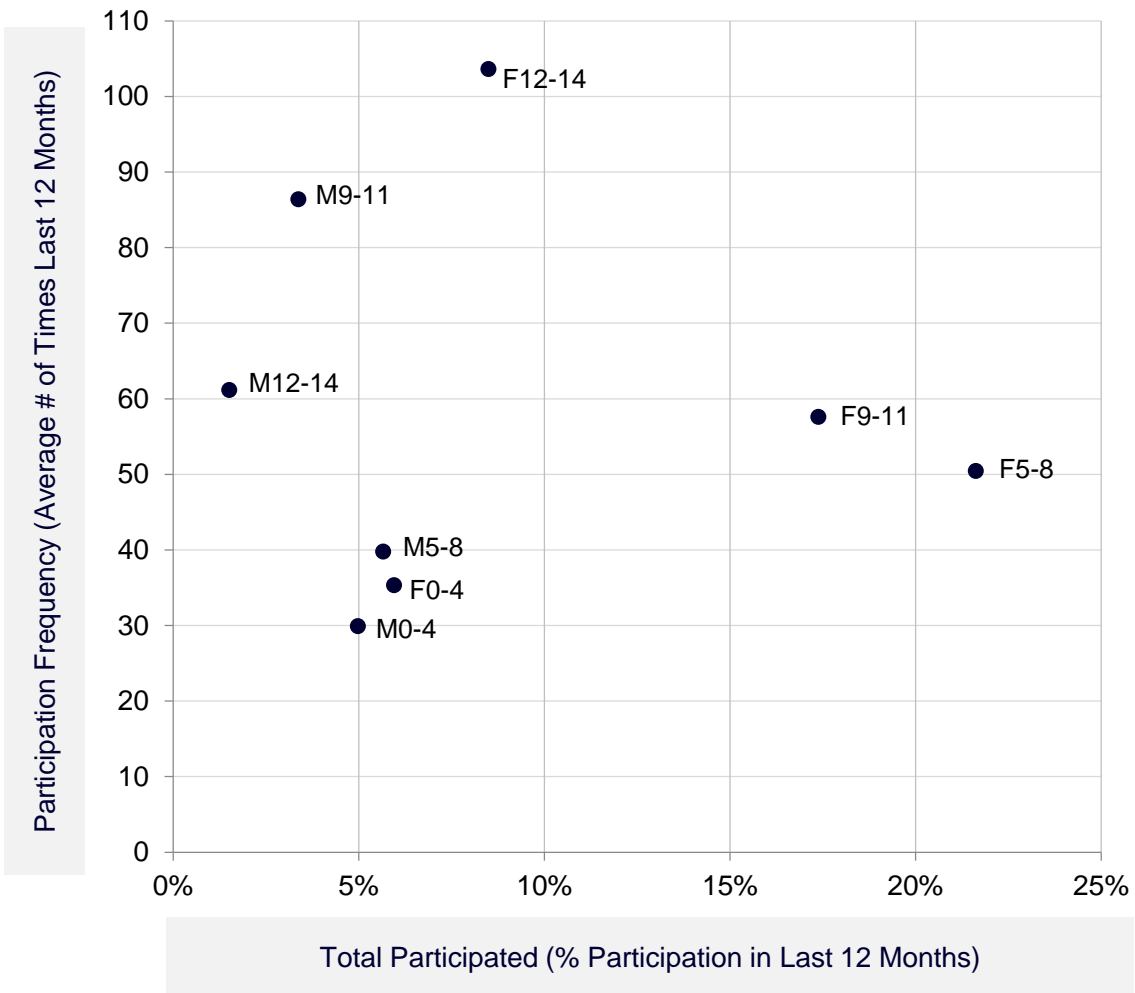


Information on this page provides a snapshot of Children Aged Under 15 in terms of participation and number of times participated in the last 12 months.

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



# Gymnastics (Children Aged Under 15) Current Market Position



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

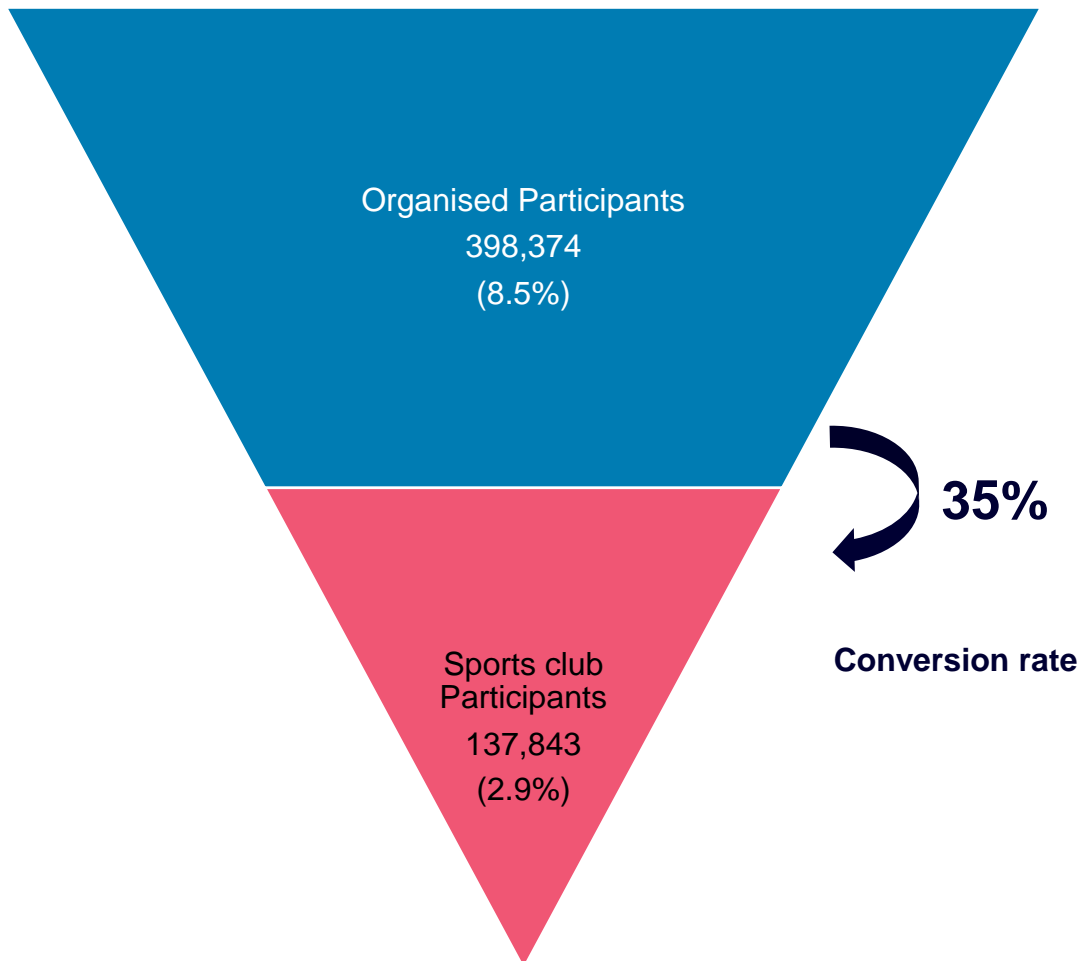


Information on this page provides a snapshot of Children Aged Under 15 in terms of organised participation and sports club participation.

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.

## Gymnastics Association & Participation Levels



# Gymnastics (Children Aged Under 15) Spend Profile



AusPlay data, Gymnastics Participant Children 0-14: January 2016 to December 2018  
n=886

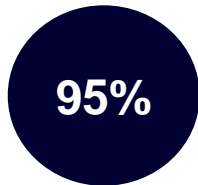


Information on this page provides a snapshot of the Children Under 15 Population in terms of paid participation.

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.

## Gymnastics Overall Spend Levels



of participants  
paid to  
participate

	All	Club
Median annual spend	\$400	\$400
Average annual spend	\$639	\$714
Share of total spend (Share of all activities participated in)	9.2%	8.8%



Total expenditure on all participation

**\$214,015,343**



Total expenditure on **club** participation

**\$84,836,869**

Participation Spend by Gender	Total	Male	Female
Paid to Participate (%)	95.2%	93.8%	95.7%
Paid to Participate (People)	379,321	96,183	283,138
Average annual spend per participant	\$639	\$679	\$625
Total national annual spend	\$214.0M	\$58.5M	\$155.5M

# Gymnastics (Children Aged Under 15) Market Outlook & Opportunity



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

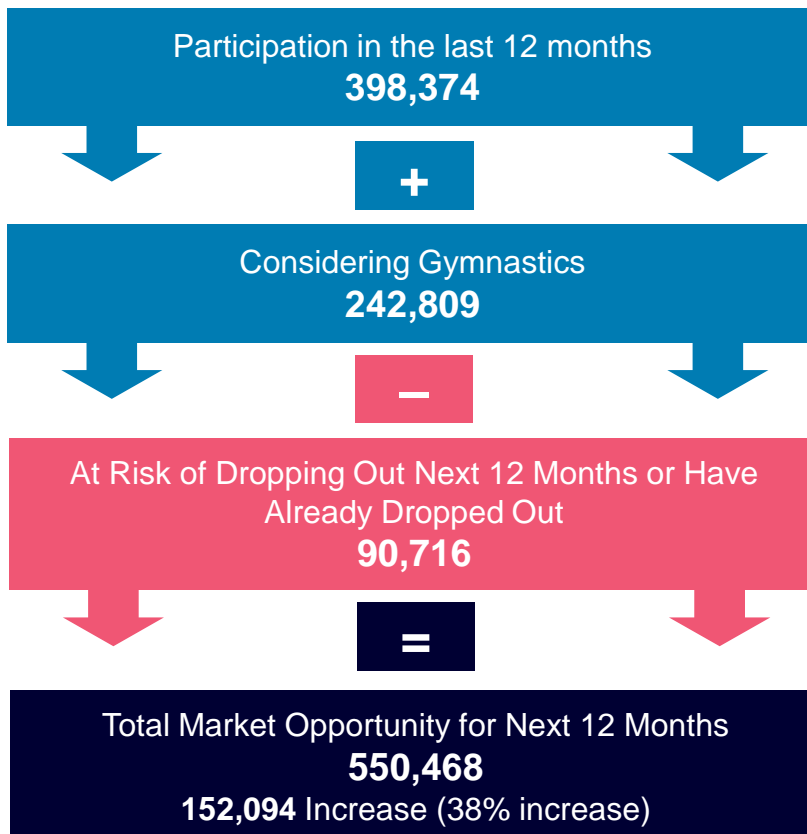


Information on this page provides a snapshot of the Children Under 15 Population in terms of market opportunity.

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.

## Gymnastics Market Opportunity



# Gymnastics (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.

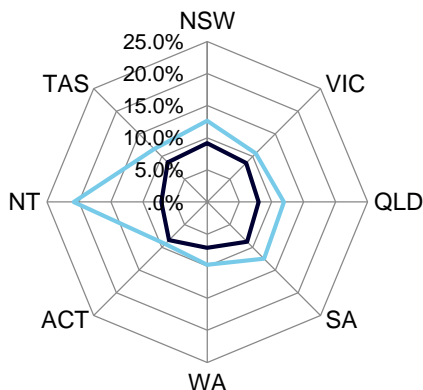
Figures shown represent the volume of people and %'s.

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.

## Gymnastics Market Opportunity by Gender & Age

	TOTAL	♂	♀	0-4	5-8	9-11	12-14
Participants – last 12 months (%)	8.5%	4.2%	12.9%	5.5%	12.5%	10.2%	4.9%
Participants – last 12 months (People)	398,374	102,528	295,846	80,337	180,028	94,583	43,425
Considering Next 12 Months (%)	5.2%	2.2%	8.3%	7.7%	5.9%	3.2%	1.8%
Considering Next 12 Months (People)	242,809	52,222	190,587	112,779	84,416	29,560	16,055
At Risk of Dropping Out or Have Already Dropped Out (%)	22.8%	28.5%	20.8%	25.4%	23.6%	19.2%	22.2%
At Risk of Dropping Out or Have Already Dropped Out (People)	90,716	29,206	61,510	20,409	42,508	18,139	9,660
Net Gain/ Loss (People)	152,094	23,017	129,077	92,370	41,907	11,421	6,395
<b>Projected (People)</b>	<b>550,468</b>	<b>125,544</b>	<b>424,923</b>	<b>172,707</b>	<b>221,935</b>	<b>106,004</b>	<b>49,820</b>

## Gymnastics 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](https://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](mailto:AusPlay@sportaus.gov.au).



**Australian Government**  
**Australian Sports Commission**

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