

VALUES AND BENEFITS OF SPORT



Australian Government
Australian Sports Commission



STRATEGIC INSIGHT ON THE VALUE OF SPORT

The Australian Sports Commission has multiple strategic pillars – one of which is to ‘get more Australians involved in organised sport’. A performance measure for this strategy was to improve the percentage of Australians who understood the value and benefits of sport.

For more Australians to participate in sport – and understand its personal, social, health, and economic factors.

The purpose of this document is to provide further insight and education for Touch Football affiliates regarding the values and benefits of sport – which can be used to inform your strategies to bring these values to your community and participants.



MAIN VALUES AND BENEFITS OF SPORT



WELLBEING

97% of Australians aged over 18 years believe that sport are good for their health and wellbeing and provides strong mental and social benefits for all ages, particularly in organised team sport. It helps with improved resilience, reduced stress, and forms closer friendships.



PREVENTIVE HEALTH

Sport plays an important role in providing physical activity to reduce the risk of diseases and illness. Physical health is also the strongest motivator to participate in sport for Australians aged 15 and over. Participating for social, psychological, and mental health reasons has also improved over time.



ECONOMIC VALUE

Sport creates significant economic value for Australia, returning \$7 for every \$1 invested with health and education benefits. Specifically, community sport participation generates an estimated \$18.7 billion annual value.



EDUCATION AND LEARNING

Children who play sport show improved cognitive development, learning and retaining information, and staying at school longer. It also improves social skills and attention at school – attributing to better academic results.



COMMUNITIES

88% of Australians believe sport is good for bringing their communities together. Team-based sport provides improved social connectedness by spending time with others, and a stronger sense of belonging.



PERSONAL DEVELOPMENT

Young Australians in community sport are more likely to demonstrate trust in others, form closer friendships, achieve greater levels of life satisfaction and happiness, and possess a greater desire to give back through volunteering.



PHYSICAL ACTIVITY

Children who play sport are 10% more likely to remain active as adults. Sport and physical activity during childhood is key to developing a life-long habit and remaining active as adults.



HIGH-PERFORMANCE

More than 70% of Australians aged over 18 believe that elite athletes are some of the best role models, demonstrating pride, inspiration, gender equity, inclusion, and a positive influence on the community.

FROM THE ASC CEO: KIEREN PERKINS OAM

THE VALUE AND BENEFITS OF SPORT IN EDUCATION

“Co-operation is central to nearly every human pursuit, and sport provides a basis for children to experience playing together, often building new friendships.”

“The sporting experience, whether kids excel in that environment or not, reveals character. It allows students to experience triumphs and failures. It shows them the power of perseverance. It illustrates progress through hard work.”

“There are proven links between PE classes improving cognitive skills, social skills, attentiveness and academic behaviours – ultimately driving better academic results.”

“For children with disability, sport is a very real lifeline. Sport can improve quality of life; psychological and mental wellbeing, mood, and sleep; and increase social inclusion and social skills.”



AUSTRALIAN SPORTS FOUNDATION REPORT

IMPROVING EVERY AUSTRALIAN'S LIFE THROUGH SPORT

Exercise improves immune systems and prevents high blood pressure linked to cancer, and a **23%** reduced rate of kidney cancer if you keep active.

23%

150 minutes of physical activity each week can increase your life span for up to 7 years – regardless of weight, age or gender.

150

There's an overall **38%** reduction in cognitive decline in people who have high levels of physical activity – and a 35% reduction compared to those who are sedentary.

38%



■ Building Success ■ Social Cohesion ■ Overall Health
 ■ Brain Power ■ Life Span ■ Cancer Rate

94%

A study done by espnW found that **94%** of women in executive positions played competitive sport. Sport builds confidence and fosters important life skills.

44%

Australians who play sport are **44%** more likely to have mixed-ethnic friend groups than those who don't – strengthening their bonds when they come together to play sport.

30

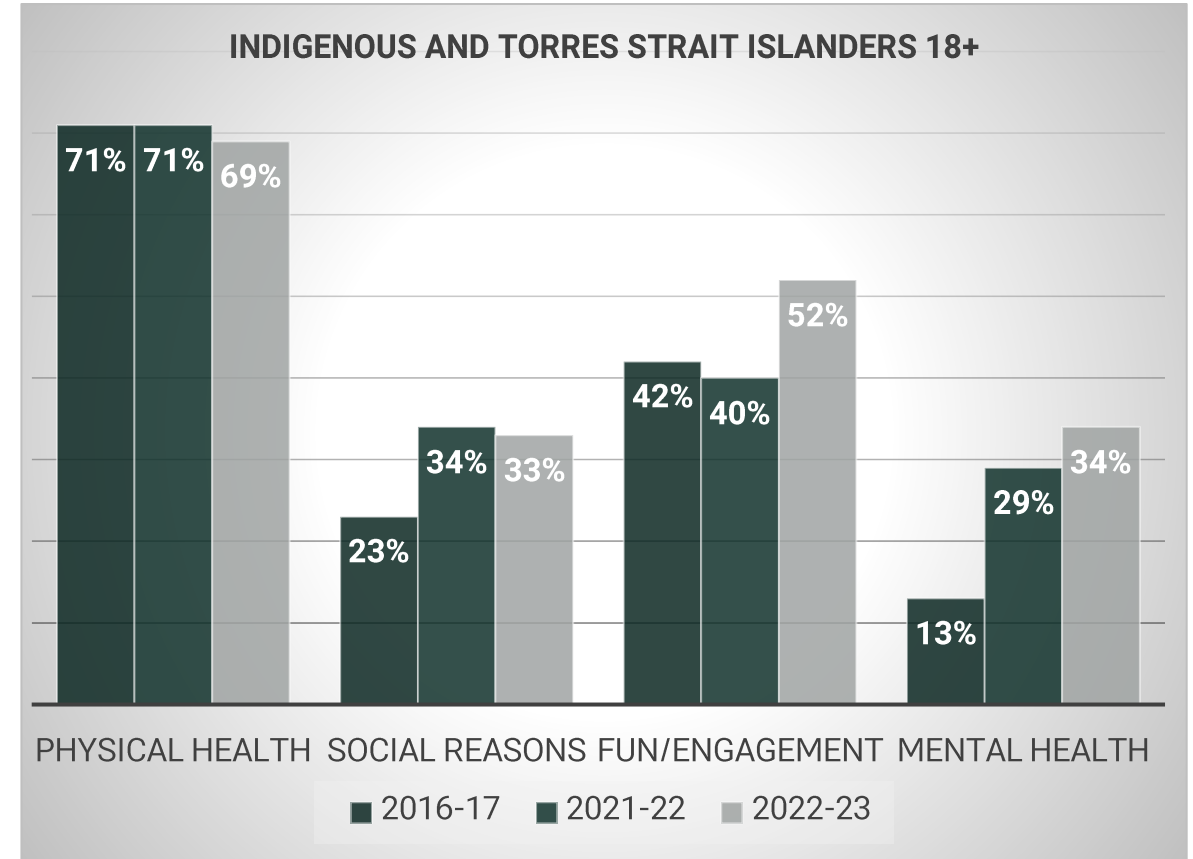
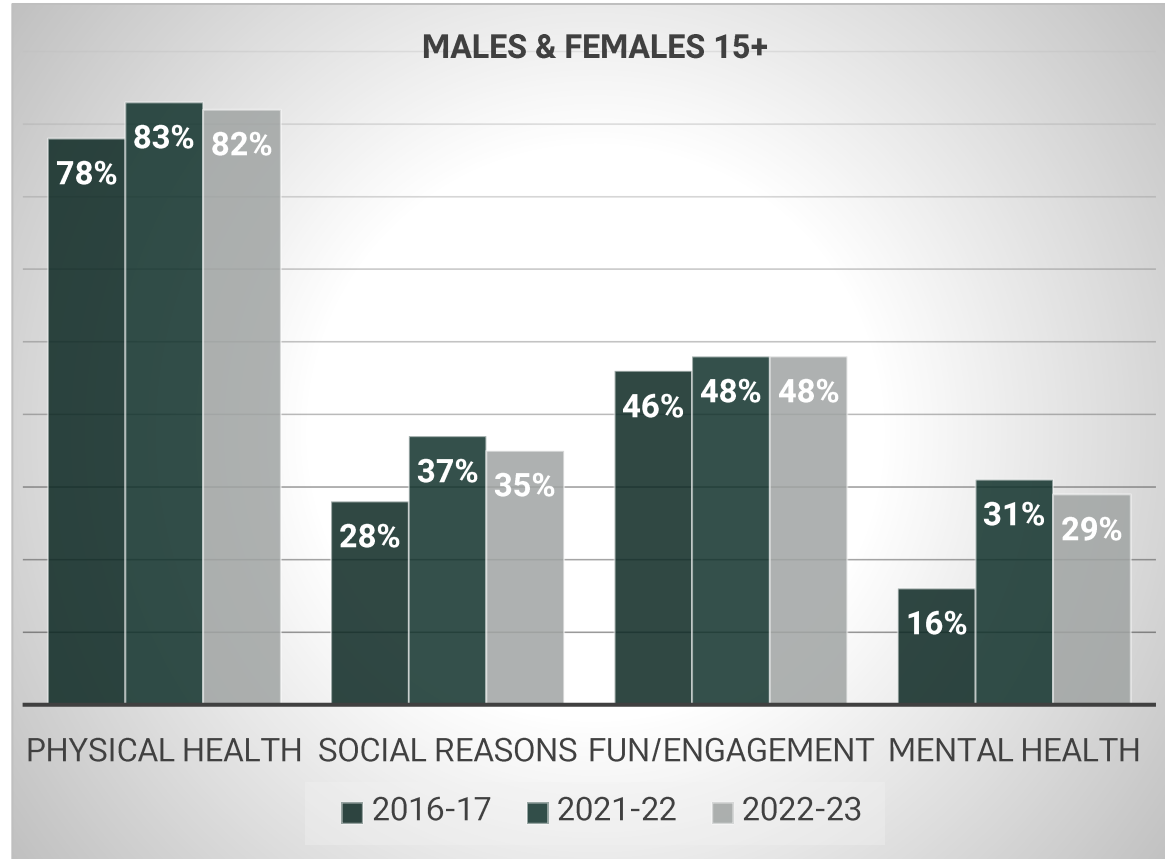
30 minutes of exercise each day is all that's needed to reduce the risk of stroke, cardiovascular disease, and diabetes. It also helps maintain a healthy weight and reduces stress.

MORE THAN WINNING: THE REAL VALUE OF SPORT

SHAPING A BETTER SOCIETY	SENSE OF NATIONAL PRIDE	SOCIAL VALUE OF SPORT	CONNECTING COMMUNITIES
Sport builds communities through a sense of connection and binds families and friends together through shared experiences and achievements.	When Australians triumph on the world stage (e.g. Olympics), the community basks in the reflected glory. The celebrations unite the nation and provide identity, regardless of race, religion and culture.	Research shows that community participation in organised sport contributes to 'social capital' which is the glue that ties a community together.	Sport contributes to stronger and more cohesive networks – providing opportunities for participants, volunteers, and supporters to engage with each other.
SOCIAL INCLUSION	SUPPORTING EDUCATION	IMPROVING WELLBEING	PREVENTING AT-RISK BEHAVIOUR
Culturally and linguistically-diverse (CALD) and Indigenous individuals can be vulnerable to social disconnection. Sport participation provides increased opportunities for them to connect with the community.	There's a positive relationships between physical activity and cognitive functioning, particularly in children. They're more likely to be attentive and do better academically.	Sport plays a key role in improving physical and psychological wellbeing – including strengthening self-esteem and alleviating depression and anxiety.	Sport can provide positive alternatives and opportunity to learn new skills and develop confidence – reducing boredom and apathy, both of which can be triggers for at-risk behaviours.

FINDING VALUE: MOTIVATIONS TO PLAY SPORT

The Australian Sport Commission's findings are consistent with the research behind the value that Australians place on sport being a regular part of their lives. Understanding and focusing on these motivations can influence the experience of new and existing participants.



LOOKING FOR MORE INFORMATION?

The following resources provide further information on the values and benefit of sport.

[Clearinghouse for Sport: The Values and Benefits of Sport](#)

[Australian Sports Commission CEO: Kieren Perkins OAM – The values and benefits of sport in education](#)

[Australian Sports Foundation: The Benefits of Sport](#)

[More than winning: The real value of sport and recreation](#)

[AUSPLAY: National Sport and Physical Activity Participation Report – October 2023](#)



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