

Submission to House Standing Committee on Health and Ageing

INQUIRY INTO OBESITY IN AUSTRALIA

from

AUSTRALIAN LITTLE ATHLETICS

Supported by

'Life. Be in it' International Pty Ltd
and
Clutch Pty Ltd

In respect of

Terms of Reference

1. The prevalence of obesity in areas of the Australian population with lower than average socio economic status

and
2. The role of youth and disability programs that actively engage children and families in preventing and managing concerns with both overweight and obesity in children, youth and adults

12th June 2008

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EXECUTIVE SUMMARY

In 2005, Mandy Biggs stated in an E-brief on Overweight and Obesity in Australia

Citing data from more recent regional and state surveys of school students, the Australian Institute of Health and Welfare's brief concludes that the rates of overweight and obesity among young Australians are accelerating."

At that time, Australian Little Athletics (ALA) and 'Life. Be in it.' became concerned about claims by the International Obesity Taskforce (IOTF) that as a \$3.7billion problem in 2005, it was increasingly imperative for the Australian Federal, State and Territory Governments to combat the obesity epidemic.

We are now better placed to reconsider the concept of an obesity epidemic, recognise the conflation of the issues of overweight with those of obesity in children and families and address measures to reverse the trends noted in 2005.

Evidence from our studies in 2005 - 2007 of 106,910 households (conducted by Roy Morgan Research across the nation with a representative selection of metropolitan, rural and disadvantaged areas), Little Athletics centres in each state identified the fact that childhood obesity levels vary in relation to access to programs that engage households in physical activity opportunities.

"Family Life" and "Important Life" goals were found to be directly related to households with people identifying themselves as having Body Mass Index (BMI) in the "obese" category. However, families that are over represented in the "overweight" category indicated that they are seeking a "Secure Life".

Australian households that are focused on "Prosperous Life" and "Exciting Life" goals are over represented by households with people indicating that they have a BMI that places them in the acceptable or even underweight categories.

*See Table 1 - page 28 of Report "Obesity in Australia Under Review"
May 2008.*

*Prepared for House of Representative
Standing Committee on Health and Ageing*

TERMS OF REFERENCE ONE

The prevalence of obesity in areas of the Australian population with lower than average socio economic status

These findings did not support our earlier view that there was an obesity epidemic raging across the nation. Rather it became clear that there was a rising level of social disadvantage as sedentary behaviour had remained relatively stable across the nation for a decade from 1995 – 2005 and noted rises in overweight and obesity were concentrated with higher than average levels of social exclusion.

Recent research by Dr Jennifer A. O'Dea, Associate Professor in Health Education, Faculty of Education and Social Work, University of Sydney (2008, Blackwell Publishing) found that obesity is likely to be more prevalent, more culturally acceptable and perhaps, more desirable among children and teens from areas with low socio economic status. Dr O'Dea recruited children from government, private and catholic schools in August – November 2006 including 7,889 children (an 82% response rate).

The critical finding was

Interestingly, although still showing an upward trend, the overall prevalence of obesity does not appear to have increased dramatically between 2000 (5.1% obese) and 2006 (6.48% obese) among data from the same schools. (O'Dea 2003, O'Dea & Wilson 2006). There is also a suggestion that the obesity prevalence trend is declining in adolescent girls, especially those of higher SES and this trend has also been recently observed in another large study of school children in New South Wales (Booth et.al 2007).

The critical finding is that the clearly graded trend is not that of a nationwide epidemic but instead obesity and overweight are influenced by social class and cultural (but not gender) factors with those of lower socio economic status (SES) having a consistently greater prevalence of obesity than their SES peers (at a chance level greater than 1 in a 1000). The more alarming finding that obesity may be four times greater among certain ethnic groups compared to Anglo/ Caucasian requires further attention together with the increased incidents of insulin resistance and Type 2 diabetes among these young people (O'Dea, 2008,6).

These results do not indicate that there is not a national problem of increasing overweight and obesity but that it is not an epidemic across the nation. Instead it is a measure of failures in social inclusion and cultural sensitivity in areas of lower socio economic status. The concentration of growth in the rates of chronic disease factors in these areas should still require immediate action. In a recent survey of chronic disease factors, the World Health Organisation estimated that 75.7% of males and 66.5% of females in Australia will be overweight by 2010, and 28.4% of adult males and 29.1% of adult females will be obese if current trends continue.

CONCLUSION ONE

This submission does not focus on future implications of these findings for Australia's health system as these factors have been covered more extensively by the matters referred to the House of Representatives Standing Committee for Health and Ageing by health authorities.

Our submission is that the Committee should give detailed consideration to the geodemographic distribution of increasing prevalence of obesity comparing programs, services and culturally factors between higher and lower levels of social inclusion. Special attention needs to be given to resource access inequalities.

TERMS OF REFERENCE TWO

The role of youth and disability programs that actively engage children and families in preventing and managing concerns with both overweight and obesity in children, youth and adults

Given that action needs to be taken to tackle the increasing prevalence of obesity in areas of high social disadvantage and low social inclusion it is proposed that the House Committee recommend a program of family fun and fitness that will change social norms and improve community understanding and acceptance of the need to integrate physical activity into everyday life.

As recommended by the International Obesity Taskforce, the Federal, State and Territory Governments need to create local and community environments that promote and facilitate physical activity and supportive infrastructure to increase access to, and use of suitable facilities in areas of below average socio economic status.

Access Economics estimated the financial cost of obesity was \$3.767 billion with the net cost of loss of well being at \$17.2 billion bringing the total cost of obesity to an estimated \$21 billion. If the Committee does not succeed in redressing the growth of obesity in disadvantaged areas that don't have the private resources of higher socio economic areas, the long term effect on national health and total cost of obesity is anticipated to be over \$49 billion annually by 2025. This would represent an increase of more than \$1 billion per annum without the additional likely cost of another \$0.5 billion per annum due to increasing levels of Type 2 diabetes and other chronic diseases as a consequence of overweight.

Our studies for this submission show that 70% of Australians aged 15 years and over between 2004 and 2005 in the National Health Survey (NHS) participated in no or low levels of recreational physical activity. Comparisons with previous NHS surveys indicate that sedentary behaviour has remained relatively stable relative to the previous decade.

Government attention over this period has shifted resources in sport and recreation towards elite sport and the winning of international sport medals. The major emphasis on funding and support has been for national competitive sports clubs and professional sports programs. Analysis of data sets developed by Roy Morgan Research in their Young Australians Survey (6-18 years) of 357 children (Levine 2007) shows that investment in Athletics Track and Field has increased household physical activity in the top 40% of socio economic status ("AB" and "C" quintiles) with households in the bottom 40% of socio economic status being significantly under represented.

Studies of household participation in sport on a regular basis by 2,241 young people aged 14-15 years found an even greater concentration of participants in Athletic Track and Field were drawn from households in the top SES quintile – "AB".

As a consequence of this concatenation of resources on elite athletics, Athletics Track and Field participation in all age groups from 6-15 years is over represented in the top 40% of SES households "AB" and "C" whether through regular participation at school or outside school in athletics. This compares with a below average participation levels of athletes in each of the lower three SES quintiles of the Australian population ("D", "E", "F").

These results, combined with the findings of O'Dea referred to earlier, suggests that there has been a greater measure of success in linking family fun and fitness programs conducted by Australian Little Athletics in areas of social advantage. This flows from the low level of Federal Government assistance to Little Athletics and its commitment to the development of elite Athletic Track and Field through the senior Athletics Australia programs. Little Athletics reliance upon volunteers and family contribution is accordingly also skewed to high socio economic areas.

CONCLUSION TWO

To prevent and manage the gross over representation of rising levels of obesity in areas of lower socio economic status (rather than approach concepts of an obesity epidemic across all sections of the nation) requires a change in investment in household involvement in 30 minutes a day of adult physical activity and 60 minutes a day of children's physical activity.

In accordance with the National Junior Sport Policy of 1994 realignment of national assessment at all levels of government in supporting program developments is required to:

1. Ensure a range of sporting and recreation opportunities are available to all young Australians and not over invest in areas of higher social inclusion.
2. Provide support and encouragement for schools and Little Athletics organisations to improve family and community involvement in at least 30 minutes a day of physical activity for all family members with a significant increase in sport and recreational programs (sport grounds and physical activity projects) in areas of lower socio economic status.
3. Government investment and tax incentives for socially inclusive family fun and fitness initiatives in indigenous communities, areas of low social inclusion and remote and isolated communities. To encourage participation for all and provide equality of sporting and recreational physical activity opportunities.

In the attached report on *Obesity in Australia* it is proposed that Little Athletics should be freed from the constraints of being regarded as a sub set of Senior Athletics Track and Field pathways to elite sport and be instead accepted as a foundation for all sports. It is also proposed to extend the success of programs for the socially advantaged into areas of lower than average social inclusion.

RECOMMENDED ACTION

This submission does not seek to address issues beyond the scope of the Committee's terms of reference in respect of resource allocation of sport and recreation funding. The thrust of its approach is to suggest that the Committee accept that claims of an obesity epidemic confuse denial of equal access to family fun and fitness resources that increase physical activity for all Australians with allocations to elite sports.

It is recommended that the Committee consider

1. Ensuring that all young people have an equal opportunity to participate in funded sporting and recreation activities across the nation.
2. That programs to increase physical activity levels to achieve health, education and social inclusion objectives pay special attention to physical activity resources in the lower socio economic regions, isolated communities and areas with high levels of cultural diversity.
3. Strategies should be directed towards enhancing physical activity and nutritional education that change social norms and improve community understanding of the importance of sports for all. To ensure that the building of a foundation for all sports and recreation activities enhances social inclusion and reduces long term risks of obesity.
4. The issue of long term investment in social infrastructure at schools and local authority recreation locations be referred to COAG to ensure equal access to the opportunity for all to achieve 30 minutes a day of physical activity for adults and 60 minutes a day for children through expanded access to family fun and fitness programs.
5. On this basis the Federal and State Governments could be encouraged to find ways to extend access to Little Athletics and 'Life. Be in it.' organised programs that:
 - a. Raise the number of children taking part in Little Athletics Family Programs from 90,000 to 500,000 children over the next 5 years.
 - b. Upgrade physical activity resources at all Australian schools to enable before, during and after school physical activity programs as a foundation for all sports and redress factors leading to an increase in obesity and inactivity.

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1. O'Dea J.A. (2003) *Differences in overweight and obesity among 4441 Australian School Children of low and middle/high socio economic status*. Medical Journal of Australia 179 (63)
2. O'Dea J.A. and Wilson R (2006) *Socio cognitive and nutritional factors associated with body mass index in children and adolescent: possibilities for childhood obesity prevention*. Health Education Research 16 (5) 521-532
3. O'Dea J.A. (2008) *Gender, ethnicity, cultural and social class influences in childhood obesity among Australian school children: Implications for treatment, prevention and community education*. Blackwell Publishing Journal Compilation

OBESITY IN AUSTRALIA UNDER REVIEW

"All young people should have an opportunity to participate in sport"

Australian Sports Commission, 2005 Junior Sport Guidelines.



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PREAMBLE

Little Athletics is uniquely Australian, its early beginnings in 1964 in Geelong with a small group of children competing in a simple program of running events. Since then, Little Athletics has provided a foundation for Family, Fun and Fitness, by supporting, developing and encouraging more than 2 million young Australians.

Whilst much has changed in Australian society in these 43 years, Little Athletics has had an inter-generational impact for many Australians, who once participated as athletes and now enthusiastically volunteer their time to ensure a great start for their children and their grandchildren.

The cornerstones of Little Athletics are family and community involvement. Today there are more than 95,000 children registered in more than 550 community centres across the nation.

By encouraging children to participate in regular physical activity, Little Athletics helps to lay the foundation for a healthy lifestyle. The emphasis is on participation and personal improvement rather than winning, an environment where children of all backgrounds and abilities are challenged by the philosophy to Be Your Best™.

Little Athletics provides a globally unique capability to provide a foundation for young children and their families, to engage in the great Australian tradition of “having a go”. Critically with today’s increasingly sedentary lifestyle, Little Athletics provides the only community based program that through Family, Fun & Fitness activities can combat the increasing costs and risk associated with poor health and accelerated levels of chronic disease.

Today, Australia faces a health and lifestyle crisis of a pandemic nature. Without the existing structure of Australian Little Athletics to face this challenge as a basis for action, the oncoming obesity and diabetes epidemic will overwhelm our nation.

As stated by Mandy Biggs in Overweight and Obesity in Australia, E-brief:

Citing data from more recent regional and state surveys of school students, the AIHW’s brief concludes that the rates of overweight and obesity among young Australians are accelerating.ⁱ

As a \$3.7billionⁱ problem in 2005, it is increasingly imperative for the Australian Federal, State and Territory governments to combat the obesity epidemic as outlined by the International Obesity Taskforce (IOTF).ⁱⁱ

The lack of physical activity in our society, and its resulting costs to Australian health are reinforced by numerous studies conducted by the Australian Bureau of Statistics, The Australian Chronic Disease Prevention Alliance, The Australian Institute of Health & Welfare, and the Heart Foundation of Australia to name but a few.

This strategy supports the growing need to invest in the capacity and capability of Little Athletics in servicing our communities with preventive action for our collective future. This notion is supported by the International Obesity Taskforce in the following statement:

Strategies should be geared to changing social norms and improving community understanding and acceptance of the need to integrate physical activity into everyday life. Environments should be promoted that facilitate physical activity, and supportive infrastructure should be set up to increase access to, and use of, suitable facilities.

Given the 43 years of service; the know-how and highest level of community trust associated with Little Athletics, no other mechanism can be replicated in time to address these growing concerns for Australia.

ⁱ The economic costs of obesity, Access Economics, 2005

EXECUTIVE SUMMARY

Sport is so important to Australians. We're very good at it, but we can be even better if I can lift participation by making sport accessible to all Australians young or old, fit or not so fit.

Hon. Kate Ellis, January 2008.

This document represents an ambitious strategic framework to achieve the long term objectives of Australian Little Athletics.

Given the mission to provide opportunities for participation across all Australian communities and families, its capacity to significantly boost levels of physical activity and the current epidemic of childhood obesity which continues to cost the Australian government and its people, this strategic framework represents a considerable opportunity for all stakeholders.

Our analysis of Australian household demand to interrogate levels of physical inactivity, obesity and social inclusion has exposed clear pathways to quickly reverse the damaging trends evident across the nation.

This coupled with the opportunities that arise from structural and organisational alignment, provide Australian Little Athletics with the possibility of working with commercial sponsors, community groups and all levels of government to achieve a collective vision of a healthier Australia.

The strategic framework recommends two key areas of focus:

1. The creation of a new organisational approach to partnerships that can accelerate the provision of Family, Fun and Fitness programs to more than 350,000 Australian households.
2. The implementation of partnerships and alliances, that make the realisation of this vision possible through operational structures of engagement, that provide clear capabilities and capacities to execute programs throughout Australia.

The thrust of this approach is to leverage the existing capability of Australian Little Athletics to benefit the health and well being of more Australian Households.

As a preliminary strategy and policy framework it is intended to serve the Australian Little Athletics board in shaping the future direction and immediate actions required to build a sustainable base of family and community involvement in physical activity programs conducted across Australia.

Given the required involvement of the board in this process the framework is the basis upon which business and marketing plans will be developed to deliver against such intent.

The exploration to date has involved and required relevant and meaningful implications for business and marketing strategy development including:

- Understanding the trends influencing choice through a Macro Environment Analysis, and
- Understanding what is important through Key Stakeholder Interviews and Market Research

In this process meetings and interviews have been conducted that provide a representative view of all key stakeholder groups that in some way impact Little Athletics and its ability to achieve its mission; such as children, parents, local, State/Territory and Federal governments administrations and key sporting industry business group leaders and retailers.

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KEY FINDINGS

- The nature of society is changing and there is increasing importance on physical activity – we are more sedentary and we need to increase activity.
- Prevention and decision making must be based within the family and community.
- In Appendix A there is evidence of the following findings:
 - From the household demand analysis we can see lower socio economic Mindsets associated with IMPORTANT LIFE and FAMILY LIFE sectors that are underrepresented in current ALA participation and in overall sport participation.
 - There is a clear constraint on growth as the current correlation of participation within ALA centre locations are directly relatable to differences in the respective communities to capacity to act.
 - Children indicate their interest in mass participation sport, where they have opportunities for socialisation and family support, this current interest sees athletics as being a 12th preference of the top dozen sports.
 - There is no significant difference between boys and girls in their life goal choices but there is a strong bias towards an EXCITING LIFE, making ALA an ideal form for increased participation.
 - Considering the issue of chronic disease and families there are specific markets of focus for targeting the greatest incidence of overweight and obesity throughout communities in Australia, these are sensitive to the FAMILY and IMPORTANT LIFE goals sectors; a natural priority for action.
- There are major health costs and therefore societal benefits through early intervention to maintain health and well being to World Health Organisation standards.
- There is growing concern, worldwide, about childhood obesity and the need to integrate health, education, community infrastructure and the role of the family in finding preventive solutions for long term community health and well being.
- It is essential to provide motivation and pathways to the future for both active sport and active recreation to develop lifetime habits of increased physical activity.
- Access Economics estimated the total financial cost of obesity in 2005 was \$3.767 billion, with the net cost of loss of well-being at \$17.2 billion, bringing the total cost of obesity in 2005 to an estimated \$21 billion. If Australia does not address the obesity epidemic through intervention and encouragement of Family, Fun and Fitness activities, the long term health and total financial cost of obesity to the nation of not acting is anticipated to be over \$49 billion annually by 2025. This is an increase of \$1.4 billion per annum unless there is a significant change in physical activity participation levels.
- Clubs will greatly benefit from taking a more active role in assisting young people in the transition from school to club sports and provide a path from school sports to community sports which currently have the lowest levels of participation in lower socio-economic areas.
- Lack of coordinated accurate and easily available information concerning the location of clubs or contact people for clubs and lack of organisation and competition based structure are bigger barriers to participation than access to grounds and facilities.

PARTICIPANTS

ENVIRONMENT

1. Participation based physical activity that involves the family and school reduces the risk of chronic diseases, helps tackle the overweight and obesity epidemic and contributes to people having a better sense of community.
2. While elite sport promotes concentrated skills transfers for those generally at a lower levels of risk, it must be supplemented by extended recreational engagement that builds long term health and wellness for the entire population.
3. Structures and organised sporting and recreational activity is a force for social inclusion and social development through effective community participation initiatives.
4. There has to be a focus on the level of activity with the inactive as a critical goal that supplements the inherent levels of activity of those engaged in sport.

As stated in the Sport for Young Australians:

Research shows that sporting competency is critical to continued participation. Young people can be 'forced' out of a sport once they feel that are not good enough to stay in. They are keen to be involved in coaching and leadership programs that allow them to help others while developing and improving their own skills. As a group, ethnic children participate less in sport than their Australian-born counterparts. There needs to be a link between schools and community clubs to enable a transition for young people from school to club sports...

Parents should also be encouraged to concentrate on their child's development (to adopt 'do your best' attitude) rather than on the team's performance. They should also be encouraged to allow their children to choose their own sport. Girls, particularly, are more restricted in the types of sport their parents think are suitable for them.

Schools already foster sporting participation and can play an essential role in introducing students to a breadth of sporting experiences, giving them the basic skills and confidence needed to explore community-based options. Schools should also encourage access to clubs, which students perceive as hard to find and hard to contact.

To be able to combat the Australian childhood obesity epidemic requires a whole of government approach matched by a whole of community level of engagement, or as stated in the Global Strategy on Diet, Physical Activity and Health:

- A. The role of government is crucial to achieving lasting change in public health.
- B. Governments are encouraged to build on existing structures and processes that already address aspects of diet, nutrition and physical activity.
- C. Health ministries have an essential responsibility for co-ordinating and facilitating contributions of other ministries and government agencies.

COMMUNITY TRENDS

The World Health Organisation has reported that approximately 17% of adults worldwide are physically inactive, with an additional 41% estimated to participate in some physical activity but at insufficient levels. In Australia, physical inactivity increased (13.4 to 15.3%) between 1997 and 1999, and plateaued between 1999 and 2000 (62% to 57%). Recent findings from the 2004-2005 National Health Survey suggests that 70% of Australians aged 15 years and over participated in no or low levels of recreational physical activity while 30% participated in moderate-intensity to high levels during a two-week period. Comparisons with previous NHS survey indicate that sedentary behaviour has remained relative stable since 1995.

The briefing report called *A rising epidemic: obesity in Australian children and adolescents* states:

A rising epidemic: obesity in Australian children and adolescents by Australian Institute of Health and Welfare, October 2004. In broad terms, escalating rates of obesity can be attributed to both a rise in energy intake and a decline in physical and incidental activity (Catford & Caterson 2003; WHO 2000). The main factors implicated in rising levels of obesity among children and adolescents are:

- 1. Increasingly sedentary lifestyles – Many activities now widely undertaken by children involved very little physical activity. Data from the 2000 Children's participation in cultural and leisure activities survey showed that the most popular leisure activities reported by children aged 5-14 years were watching TV and videos (96.9%) and playing electronic or computer games (68.9%) (ABS 2001). Unfortunately, these passive forms of entertainment are likely to be displacing traditional recreational activities such as bike riding and backyard sports.*
- 2. Decreased walking, cycling and transport-related physical activity – Children are being driven to places (such as school) that they may once have walked to because of increasing use of cars, and perceptions that roads and local neighbourhoods are unsafe.*
- 3. Changes in family structures and dynamics – Changes in family work patterns mean that parents are busier and have less play-time with children*

CRITICAL FACTORS

1. An increasing time pressure on middle to upper middle class families acting as a barrier to parental participation in the development of Little Athletics.
2. Education school resource and club resources have an increasing bias towards the top two quintiles of socio-economic status. (see Appendix A)
3. Programs like Auskick and Kanga Cricket have encouraged participation. Little Athletics would like to follow this path by promoting specific skill building as a pathway for all sport. This is designed to build capability, rather than isolate and alienate within a particular sport modality.
4. There is an increasing and wide spread concern about the sedentary nature of computers and home based activity potentially leading to childhood obesity.
5. There is an increasing concern about safety, particularly in relation to playtime for children in light of changing family work patterns, community concern with paedophilia and traffic density/movements leading to reduced childhood participation in physical activity.

AGE BREAKDOWN OF CHILDREN PARTICIPATION

The current pool of participants in the age group of 5 to 14 year olds is approximately 2.5 million children.

1. Younger children (6 to 8 years) have a greater than average take-up of swimming and Athletics Track & Field, whereas 9 to 10 year olds are more engaged in Tennis, Cricket and Rugby Union.
2. Older children aged between 11 to 13 years are more likely than their peers to be engaged in Netball or Rugby League or Union.

The trends in age participation support the argument that in the early stages of a child's development, foundational sports such as athletics and swimming perform a critical role. As levels of skill and coordination are gained children have the opportunity to compete in a broader range of sporting endeavour.

If overall participation in physical activity is to increase, then it is foundational sports that provide the basis for participation, the development and learning opportunities for young Australians to evolve their skills and interests in sports and physical activities.

Table 10

SPORTS & ACTIVITIES PARTICIPATION (6-13 years)

Youth Australian Survey	SIZE	Soccer	Swimming	Cricket	Netball	Australian Rules football	Tennis	Rugby League football	Rugby Union football	Athletics/ Track and field
No of Surveys	3571	1857	1648	1110	788	741	629	423	161	1021
AGE		PERCENTAGE PARTICIPATION								
6 year old		9%	14%	8%	6%	9%	6%	5%	5%	12%
7 year old		12%	15%	11%	7%	12%	11%	7%	7%	15%
8 year old		12%	14%	11%	11%	12%	11%	11%	12%	11%
9 year old		14%	15%	15%	13%	13%	16%	13%	10%	12%
10 year old		13%	12%	15%	12%	13%	15%	13%	15%	13%
11 year old		14%	12%	15%	18%	13%	15%	16%	15%	14%
12 year old		12%	9%	13%	15%	13%	13%	18%	16%	11%
13 year old		14%	10%	12%	17%	14%	13%	18%	22%	12%

Highest Index represented

Geoffery Smith - Roy Morgan Research Pty. Ltd., Melbourne, Australia

NB: the total number of surveys represented above include all respondents 14 plus.

See appendix A – Youth database 5 to 13 year olds, 14 – 17 years olds (Roy Morgan database).

For 14 to 15 Year olds, Athletics / Track & Field clearly out distances Rugby League and Union separately, however, Rugby, has a higher overall level of engagement across all age groups 14 plus.

Table 11
SPORTS & ACTIVITIES PARTICIPATED IN REGULARLY (14-15 years)

Single Source Survey	SIZE	Soccer	Swimming	Cricket	Netball	Australian Rules football	Tennis	Rugby League football	Rugby Union football	Athletics/ Track and field
No of Surveys	114028	540	1751	351	330	243	560	168	107	167
AGE		PERCENTAGE								
14-15 years old		27%	9%	23%	21%	25%	15%	28%	29%	38%
<i>Highest Index represented</i>										
Geoffery Smith - Roy Morgan Research Pty. Ltd., Melbourne, Australia										

NB: the total number of surveys represented above include all respondents 14 plus.

See appendix A for more details.

To broaden this context, the most popular sports for children aged 5 to 14 based on participation rates (ABS – Children’s Participation in Cultural and Leisure Activities, April 2006) are:

1. Swimming
2. Outdoor Soccer
3. Netball
4. AFL
5. Tennis

DEMAND CYCLES

This strategy aims to make athletics the foundation sport for all children's physical activities and the launching pad for all sports by achieving a participation rate of 20% of young families. This level of participation far surpasses any existing program for Australian children in any form of sport or activity.

The strategy would require a shift in the assessment of demand and demand cycles, from a seasonal and competitive event cycle to a household demand based context. Current demand from households with children from 5 to 15 yrs sees an increasing number of options. Little Athletics is in a unique position to become part of the foundation for a number of sports.

Creating a weekly engagement package for households focused on activities would enable ALA to position itself within the demand cycle of more Australian households than it or any other junior sporting organisation is currently reaching.

The basis of this shift is to adapt the ALA offer to the types or levels of demand present in Australian households as opposed to matching pre-defined propositions to population demand.

Junior cricket currently has four programs under the Milo Kanga Cricket program banner and has more than 300,000 participants annually. It focuses on teaching children a fun based program, skills and games – throwing, catching and hitting. Auskick had 147,361 children participating in 2006 with over 20,000 volunteers.



SPORTS EDUCATORS

An expansion of the scale and scope of physical activity required for this strategy will require a substantial investment in sports education and club administration. This would provide protection for families, quality coaching, support for athletes and a service infrastructure to reduce the rate of churn and increase retention where only family members are engaged in the sport production process.

Specific programs of sports education will need a curriculum development process that reinforces the current Family, Fun and Fitness values base of Little Athletics and provides direct links to both coaching and sports administration opportunities for parents interested in making a full or part time career in Little Athletics administration.

Little Athletics should strengthen their promotion of a sport for all philosophy including an awareness and inclusion of groups with special needs, disabilities and isolated locations.

It is critical to the success of this strategy to acknowledge the role that coaches and professional sports educators play in building the pathway to the lifetime of sports engagement (in association with Australia Track and Field Coaches Association).

SPORTS CENTRES AND CLUBS

The major limiting set for the achievement of the goals and objectives of this strategy is the increasing competitive interests in access to sporting centres, local government recreational resources and professional sports venues. There is a risk of creating awareness and involvement without sufficient sporting and recreational facilities.

Only a substantive upgrade in access to education and local government provided facilities will enable the growth to 500,000 participants nationally.

It is proposed in this strategy that ALA will continue to relate accordingly to State and Local government structures and administration to ensure primary access for home grounds and appropriate club support to enable a five fold expansion in the number of children and families required to meet national physical activity objectives.

The history of Little Athletics is based on local centres and clubs with schools and major retail shopping centres providing recruitment and promotion opportunities via community notice boards that provide the essential maintenance support for Little Athletics at the local level.

Little Athletics has been a significantly successful long term strategy to maintain a forum for socialisation, parent involvement and the creation of a preferred environment of young people to take part in a relatively open, less competitive form of physical activity in which the family can both support and participate.

ALA will need to assume responsibility for the promotion of effective club administration at sporting centres and the development of school based clubs (e.g. Thursday night female and Friday night male) to establish an effective club infrastructure at educational sporting and recreation venues affiliated with the State Little Athletics Associations.

SCHOOL AND COMMUNITY LINKS

Following the Sydney Olympics there has been an increase in the participation of children in organised sport outside of school hours, principally through to mobilisation of children into organised mass participation programs, especially for boys.

It has however been found that approximately a third of all children aged 5 to 8 do not participate in any sport or physical activities compared with 20% of children aged 9 to 11 and 25% of 12 to 14 year olds. In 2006 the ABS found that 27% of children did not take part in any cultural activities or organised sport activity outside of school hours, 44% born overseas in non-English speaking countries did not participate.

The ABS data analysed shows:

- That over 60% of the barriers to community engagement is due to insufficient available time given family and work study commitments.
 - Insufficient time due to work or study (45%).
 - Insufficient time due to family (18%).

On the positive side, more than 1.5 million children are involved in organised sport with nearly half being involved on a weekly basis in organised sport. Participation ranged from an average of 4 hours per school fortnight for those aged 5 – 8, to 7 hours for those aged 12 – 14. In terms of physical activity, however, the most popular and preferred form of physical activity is that of walking and jogging which make up a major proportion of children's hours accumulated towards weekly activity levels.

As pointed out in the *National Junior Sports Policy*:

Research shows that the largest demand by both parents and young people is for greater opportunity to play with friends in a social competition. At one level this means increasing the opportunity to participate in the game. At another level it means making sure that more players get the chance to have a go. At the moment too many spend their time on the sidelines, waiting and hoping to go on...

Coaching should be improved and made more equitable. Coaches should be encouraged to consider the needs of all participants in sport. Clubs should offer a greater variety of sporting programs, restructure the way they charge fees (eg. Change from one-off seasonal fees to weekly or per session payments) and make themselves easier to find by advertising themselves within the school and community environment. Co-operative coaching/sporting community clubs should be developed to avoid competing with each other...

At home they have their parents, outside there are other young people, school and teachers, coaches and clubs. Undoubtedly, sporting participation could be promoted successfully to these young people. Visual communication needs to incorporate fun/fitness/friends message as a minimum, but textual messages must incorporate challenge, creative self-actualisation, self-improvement. etc.

To focus narrowly on any one influence would be ineffective. A strategy to promote sports participation needs to integrate and work with all these influences. This can best be achieved by developing a community-based program geared to promoting the... 'Sport for All' philosophy.

While it is recognised that the physical activity program is vital to overcoming an increasingly sedentary lifestyle, school policies and programs deliver a much wider range of opportunities for increased physical activity of students than a narrow focus on competitive sport. The National Junior Sports Policy recognised close links must be established between schools and communities to reduce wastage and inefficiencies by building a consistent and complimentary approach between schools based activity and club community based activities – “duplication can lead to overtraining, ‘burn out’ and unnecessary competing demands on young people.”

PARENTS/GUARDIANS

Little Athletics, unlike schools based programs, provides an avenue for parental role model behaviour, active engagement and promotion of physical activity and reinforcement of healthy lifestyle activities.

Parents have the opportunity through Little Athletics to be involved in both the management of the activity and direct access to their children's enjoyment. Through Family, Fun and Fitness programs, parents are encouraged to be more active. Further there is a perceived benefit to community for parents being able to gather together at Little Athletics events, as summarised by this comment:

I think if something is worrying the community it is often solved at LA's. The parents get together and we work it out.

Focus group participant

The report Meaning of Parental Influence and Intrinsic Reward in Children's Sport expands further the notion of parental involvement:

...when the family is no longer able to socialise for adult status, external community agencies and homogeneous age groups emerge as alternatives. Children's sport is one such agency functioning to provide parents a source of evaluation of their own parental role and their children's development. In highly competitive societies parents are placed in the ambiguous position of bearing responsibility for childhood socialisation yet also relying upon activities such as sport, one criterion for evaluation of childrearing effectiveness is therefore made available.

The central problem facing the social organisation of children's sport is intense adult coordination of an activity system which, in its ideal form, is intrinsically rewarding fun and challenging. When adults place the expectations of their adult world upon the play and game environments of their children, the potentially functional outcomes of competition as a form of self evaluation threaten the intrinsically rewarding elements of game involvement. The study was therefore designed to take the point of view of the child in determining the degree to which children perceive parental influence, and the extent to which intrinsic reward is preserved.

GOVERNMENT

In its recent survey of chronic disease risk factors, the World Health Organisation estimated that 75.7% of males and 66.5% of females in Australia will be overweight by 2010, and 28.4% of adult males and 29.1% of adult females will be obese, if current trends continue.

The Rudd / Gillard Labor government is concerned with social inclusion as well as increasing participation through sport to combat the childhood obesity epidemic. The Federal Government has a unique opportunity to formulate and implement an effective strategy in partnership with ALA to substantially reduce long term chronic disease and improve diet and promote physical activity.

Adopting a whole of government approach to health, education, sport and infrastructure will enable families to live longer and healthier lives, reduce inequalities by mobilising wider and more effective participation.

An integrated approach to physical activity, health and sport at regional and local levels that enhancing social inclusion requires the development of structured educational and centre development directed to reducing the risk factors and increasing the overall awareness and understanding of the influences of diet and physical activity through positive preventive interventions.

Federal and State governments collectively with ALA and AA will work together to encourage the development and implementation of a clubs and centre programs. These programs are aimed at increasing physical activities for families, and individual associates of the program that are sustainable, comprehensive and actively engage all sectors including civil society, the private sector and the media.

In accordance with the National Junior Sport Policy of 1994, the priority for all levels of government in supporting program development should be to:

1. Ensure a range of sporting and recreation opportunities is available to all young Australians.
2. Provide support and encourage schools and community organisations to improve the delivery of junior sport.
3. Through this program financially support those programs that encourage participation for all and provide equality of sporting opportunity.

EMPLOYMENT OPPORTUNITIES AND SOCIAL INCLUSION

Both single parents and people on disability pensions who are required to find limited hours positions provide a new and emerging base for the additional personnel required for such a labour intensive sport and recreation activity. These family members can receive funded training programs with ALA placements to build the required additional officials and support staff for the expanded program envisaged in this strategy.

ALA will need to have early discussions with governments with respect to areas which have disproportionate number of ethnic and aboriginal participants for compliance with the social inclusion requirements of ALA.

Philanthropic trusts and foundations may play a significant part here through the Australian Sports Foundation.

EDUCATION

Critical to the strategy is the integration of education as being supported and supporting the program by:

1. Links through the school curriculum.
2. Support and linkages to TAFE institutions for training of resources and providing the potential for on going careers in sport, recreation and physical education.

NEW SCHOOL BASED CLUBS

The existing weekend activities of Little Athletics have a natural limitation due to parental interest migration with children's developmental stages rather than a commitment to club and program administration with changing cohorts of children. Investment in management of Little Athletics clubs in schools has a part-time career prospect for parents re-entering the workforce provides an avenue for club infrastructure development.

Schools currently provide the principal source of recruitment to Little Athletics activities and linkage with parents. In order to achieve the mission of ALA it is essential to maximise opportunities for family engagement in its programs. The principle barrier to expansion is that of administrative and operational requirements for the activities, as opposed to personal involvement with family members in such activities.

Existing educational/industrial requirements and hazard reduction/insurance provisions provide a natural limit to children achieving 60 minutes per day² of structured physical activity. Without parental involvement in achieving greater physical activity it is difficult to envisage significant improvements in long term health and wellbeing. Additional resources beyond classroom activity are required in the form of both program and equipment to achieve at least 30 minutes a day of structured physical activity. The other 30 minutes is the responsibility of the family (before or after school). The goal is for whole of week increases in active sport and recreation through awareness of the benefits and the 1 hour a day objective.

The proposition for school based engagement and activities are for two after school programs per week (e.g. Thursday and Friday nights) to commence nationally in the following format:

For instance one after school program specifically for girls, and one after school program specifically for boys, these will culminate in a co-ed weekly Family, Fun and Fitness event (e.g. Saturday morning). Noting the National Junior Sport Policy 1994, the provision for single sex competitions is the best way to encourage maximum participation of minority and special interest groups and thereby encourage all children to have a fair go.

These specific days and times have been selected to optimise family and cultural participation. It is envisaged that the program will run for a total of 40 weeks per annum.

Additionally there are existing resources for teachers to run Little Athletics programs within the curriculum.

The mechanics of the new school based program is as follows:

1. Appoint State Manager for the management and coordination of the school based program.
2. Appoint Zone Manager responsible for an area of schools.
3. Develop partnerships with primary schools nationally to provide after school programs given the provision of grounds for activities.
4. Select after school days in accordance with the school community needs.
5. Establish network of schools and clubs based on school sizes and primary participation rate targets.
6. Link each school based club with its own weekly Little Athletics centre within the zone.
7. Recruit staff for the after school programs within the zone.
8. Partition the participation based on the national age group definitions.
9. Drive participation costs down in line with sponsorship support.

² School aged youth should accumulate at least 60 minutes of moderate to vigorous intensity physical activity each day. World Health Organisation – Benefits of Physical Activity. www.who.int/dietphysicalactivity/factsheet_benefits/en/ 08/01/2008.



ATHLETIC STAGE	GENERAL AGE GROUP	DEVELOPMENT EXPERIENCES	COMMENTS
TINY TOTS	3-4 YEARS	<ul style="list-style-type: none"> • Fun play and human movement activities • Initial exposure to more complex activities 	Building an introduction to Little Athletics in pre-school aged children.
LITTLE ATH'S	5-8 YEARS	<ul style="list-style-type: none"> • Informal games • Small and structured activities that build basic skill • Small group and family based activities 	Create family fun and fitness activities based on human movement skills of walking running, throwing, jumping through enjoyment of physical activity.
JUNIOR ATHLETICS	9-12 YEARS Primary School	<ul style="list-style-type: none"> • General skill development • Modified sport to improve skill development • Competitive sports • After school club competition and weekly finals • Coaching clinics and educational excursions • Squads 	<p>Provide opportunities for skill development through after school based programs through school based clubs and competitive centre based finals.</p> <p>The emphasis for this category should be on creating a positive and enjoyable environment to develop a wide range of physical and athletic skills.</p>
JUNIOR ATHLETICS	13-17 YEARS Secondary School	<ul style="list-style-type: none"> • Specific skill development • Talent squads • Sports Camps • Competitive sport, inter/intra school/club, district/regional, national and international • Leadership opportunities including coaching, officials 	Continue to operate school based clubs and local centre finals for specific skill development and competition.

POLICY

1. Drive the emphasis of community engagement that can lift participation rates to 350,000 Australian households and 500,000 Australian children.
2. Collaborate with partner bodies to implement a professional coaches and officials program that provides the skills needed at a community level to coordinate these programs.
3. Develop through the utility of existing schools infrastructure Thursday and Friday night programs that connect to Saturday Little Athletics programs.
 - a. Structure Saturday programs that now require a maximum time commitment of 2 hours, staggered throughout the day from Tiny Tots to Junior Athletics.
4. Create a platform for ALA to be the circuit breaker that drives broad participation as a foundation for all sports.
5. Develop "sport and recreation for all" systems that can accommodate new, expanded and coordinated registrations nationally.
6. Develop the needs analysis for the demand for new careers in wellness that can adequately manage the expanded schools program at a community level.
7. Secure government investment that supports the necessary infrastructure for the new participation program and in turn returns government significant medium to long term health care savings nationally.
8. Work with all sporting bodies in developing further opportunities for young children seeking a pathway into specialised sports well as providing a pathway as a foundation for all sports.
9. Formulate risk and reduction alliances through Federal, State and Local governments along with corporate sponsors and other community stakeholder groups.

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- Australian Little Athletics Board, Executive and Life Members
- States and Territory Little Athletics organisations, parents, members and local representatives
- Australian Sports Commission
- Athletics Australia and State based Athletics organisations
- Federal Ministry and Health Department
- State Sports Ministries and State Sport and Recreation Departments
- The Australian School Sports Council
- Australian Track and Field Coaches Association
- Premier's Physical Activity Taskforces
- Roy Morgan Research Centre

Clutch and 'Life. Be in it.' would like to thank the people who participated in meetings, interviews and focus groups around Australia to assist in the development of this preliminary strategy and policy framework.

An outline of the consultants Clutch and 'Life. be in it.' can be found in Appendix C.

- *The duplication of junior sport activities can be reduced by establishing mechanisms that will ensure ongoing communication and consultation between school and community groups. Co-ordinated scheduling of school and community competitions at all levels.*

National Junior Sports Policy

- *Surveys of participation in sports and physical recreation show that some population groups have different rates of participation and that some characteristics of the general population are associated with different levels of participation. These characteristics include age, sex, birthplace, family characteristics, employment and socio-economic status. Given the diversity within the population it might then be postulated that different groups have different reasons for their level of participation.*

ABS Motivators and Constraints to Participation in Sports and Physical Recreation

- *Parental influence is major, whether it is positive or negative. Children are discouraged by parents who are only interested in seeing their child win while parents who encourage their children to do their best are a strong force for fostering participation in sport.*
- *Many young Australians have strong egalitarian values and they want a broader approach to sport which embraces all participants. They feel there should be a sport-for-all ethos which gives everyone a fair go and doesn't favour the elite players or discriminate unfavourably against other players.*

Sport for Young Australians

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APPENDIX A – QUANTATIVE RESEARCH

Understanding how people make choice to align communications is the genesis of Mindset Marketing® and the application of the ColourGrid® Framework. This research has been applied to Little Athletics to identify distribution and engagement in athletics across Australia.

UNDERSTANDING COLOURGRID

ColourGrid is a framework of connection – the linking – of demographics, psychographics, sociographics, cultural drivers, international findings, social interaction and life perspectives to form a multifaceted framework.

This framework has been further populated with Census data for every Australian household. ColourGrid provides a quantitative measure of the drivers of choice for each of the 7.7 million households or 98.76% of the Australian population.

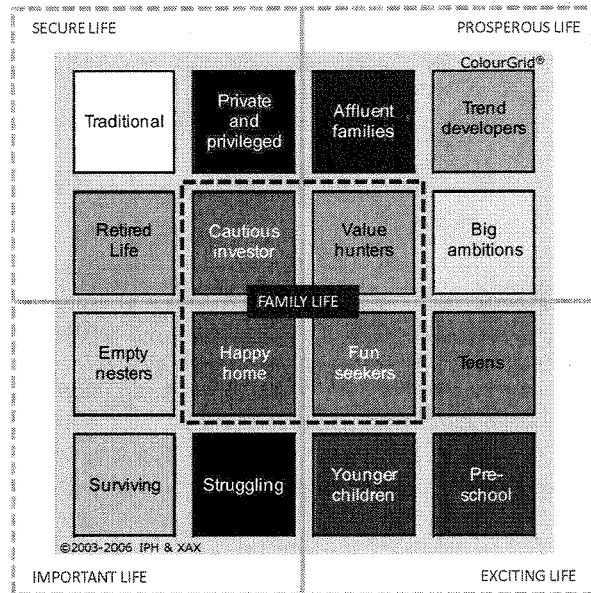
MARKET FRAMES

In general there are 5 main markets of Mindsets within the ColourGrid framework labelled according to their main goal in life, which provides an effective means of identifying the main driver of choice for the household, independent of individual demographics.

The 'Main Goals in Life' markets are described below as:-

- ♦ EXCITING - A life that lets me do new & different things.
- ♦ IMPORTANT - A life of achievement that brings me respect & recognition.
- ♦ SECURE - A life that ensures my personal safety & security.
- ♦ PROSPEROUS - A life that allows me a high standard of living & good quality of life.
- ♦ FAMILY - A life centred on my children's & family needs, hopes & expectations.

The 'Main Goals in Life' markets are highlighted by the coloured boxes shown on the ColourGrid (see opposite). The market frame for each specific 'Main Goals in Life' market is defined by at least two over represented ColourTiles originating within that market.



Whilst demographics are useful in analysing the characteristics of a market, the progression of our 'Mindset' does not follow a pre-ordained path across the ColourGrid. We all have different Mindset preferences at different times in our lifetime, but we all have some measure of each and every Mindset at some stage of our life journey. Determining the progression by any one demographic, psychographic and sociographic factor results in the over simplification of the factors influencing choice.

BMI AND CENTRE LOCATIONS

Analysis of the following data sets

- Roy Morgan Single Source – June 2007 of Body Mass Index, and
- A representative selection of metropolitan, rural and disadvantages area Little Athletic centres in each State

identified the co-relationships between Body Mass Index and Little Athletics Centres. This learning creates the opportunity to target existing Little Athletic Centres and identify the locations for Centres that would most benefit from community programs that increase the household's activity levels to reduce the overall Body Mass Index of the nation.

Body Mass Index (BMI) by Life Goals

Each market had significantly different levels member representation indicating the broad market appeal and need for Little Athletics in the community.

A summary of the research analysis is shown in Table 1 below.

TABLE 1. Body Mass Index Research

AUSTRALIA		SIZE	MARKET FRAMES				
No of Households		8,426,559	EXCITING	FAMILY	IMPORTANT	PROSPEROUS	SECURE
RESPONDENTS	SAMPLE SIZE	% OF SAMPLE					
Overall	106,910	100%	91	101	106	104	107
Body Mass Index							
Underweight	868	2%	200	111	102	169	48
Acceptable weight	15,621	37%	123	94	86	128	87
Overweight	15,263	33%	83	96	91	88	117
Obese	11,978	25%	80	114	128	70	98
Not Classified	1,566	3%	91	92	135	83	126

* Source: 2006 Census dictionary
 Over-representation - Index ≥ 110
 Under-representation - Index ≤ 90

To allow for easy comparison and interpretation, the Mindset results are reported as an index with a base value of 100. I.e. 100 denotes average representation and accordingly, 110 indicates 10% over-representation.

The markets identified in this research were:



1. **Exciting Life Market Frame;** significant over-representation in the under and acceptable weight BMI categories.



2. **Family Life Market Frame;** whilst represented in the underweight category, there is significantly representation in the Obese weight category.



3. **Important Life Market Frame;** The most significant representation is in the Obese category.



4. **Prosperous Life Market Frame;** shows the highest representations in the under and acceptable weight categories.



5. **Secure Life Market Frame;** Significantly over-represented in the overweight BMI categories.

Finding

1. Australian households that are focused on Prosperous and Exciting Life Goals are over-represented by households with people indicating that they are Underweight or Acceptable weight.
2. Australian households that are focused on Secure Life Goals are over-represented by households with people indicating that they are Overweight.
3. Australian households that are focused on Family and Important Life Goals are over-represented by households with people indicating that they are Obese.

Density of Representation by Life Goals

Each selected Little Athletics centre was ranked into one of three groups - Larger, Middle and Smaller locality representation based on proportional membership (the number of members divided by the number of occupied households within that centre's postcode). These centres were ranked from the largest proportional membership (greater number of members per available household) to the smallest. These centres were then divided into thirds where the centres with the highest member representation are represented under the 'Largest locality representation' and the centres with the lowest member representation are represented under the 'Smallest locality representation'.

By comparing each selected Little Athletics centre to the same market frames as identified in Table 1 – the relation between locations of larger, middle and smaller member representation is correlated against the Body Mass research finding.

A summary of the location analysis is shown in Table 2 below.

TABLE 2. Little Athletic - Membership by location

AUSTRALIA			MARKET FRAMES				
SIZE	EXCITING	FAMILY	IMPORTANT	PROSPEROUS	SECURE		
No of Occupied Households	8,426,559						
LITTLE ATHLETICS CENTRES							
SAMPLE SIZE	% OF SAMPLE						
Overall	5,352	100%	115	76	85	116	99
Larger locality representation							
2093 - Manly/Warringah	709	13%	119	23	54	135	155
2606 - Woden	303	6%	112	17	112	148	126
2622 - St George	596	11%	98	51	110	117	132
2900 - Tuggeranong	67	1%	121	42	84	135	115
7249 - South Launceston	309	6%	106	63	116	123	125
7270 - Clarence	159	3%	83	81	120	83	115
Middle locality representation							
2088 - Mosman	378	7%	133	9	47	155	167
2148 - Blacktown	650	12%	115	101	62	108	78
2482 - Mullumbimby	72	1%	120	112	143	103	72
4340 - Rosewood	119	2%	109	132	97	88	65
5125 - Golden Grove	260	5%	118	103	72	111	72
6104 - Belmont	251	5%	116	46	107	125	121
Smaller locality representation							
2560 - Campbelltown	531	10%	116	113	62	102	58
2650 - Wagga Wagga	212	4%	128	75	77	130	89
4069 - Kenmore	175	3%	165	25	22	165	133
4680 - Gladstone	85	2%	104	102	67	100	64
4740 - Mackay	65	1%	118	98	93	111	67
5290 - Mt Gambia	168	3%	95	93	104	89	93
6027 - Joondalup	243	5%	132	96	49	115	80

* Source: 2006 Census dictionary

Over-representation - Index ≥ 110
Under-representation - Index ≤ 90

To allow for easy comparison and interpretation, the Mintsel results are reported as an index with a base value of 100. i.e. 100 denotes average representation and accordingly, 110 indicates 10% over-representation.

Finding

4. Overall, the centres selected were over-represented by the Exciting and Prosperous market frames
5. In localities with larger member representation, the strongest representation is within the Secure and Prosperous market frames.
6. In localities with middle member representation, the strongest representation is within the Exciting and Family market frames.
7. In localities with smaller member representation, the strong representation is within the Exciting and Prosperous market frames.

Correlation between Density of Representation by Life Goals

A key findings from Table 1 is that overweight or obese BMI's are strongly correlated to the Family and Important life market frames.

A summary of Table 3 results are shown in Table 3 below

TABLE 3. Little Athletics - Membership by location summary

SELECTED CENTRES	NO		MARKET FRAMES - COUNTS				
			EXCITING	FAMILY	IMPORTANT	PROSPEROUS	SECURE
Over-representation	42	44%	13	3	5	12	9
Average representation	20	21%	5	6	4	4	1
Under-representation	33	35%	1	10	10	3	9

The Family and Important life market frame are significantly under-represented in the selected Little Athletics centres.

Whilst a complete analysis of all Little Athletics centre would remove any potential skewing introduced through the selection process, the strong correlation between the BMI research and proportional membership indicates that a the Family and Important Life market frames households are in the greatest needs and are lest able to participate in Little Athletics.

Correlation between Body Mass and Buying Power

The Buying Power is a measure of a households capacity to make economic buying decisions based on the households level of income, education and occupation. (NB. Buying Power provides a more accurate measure of the households Socio-Economic Status).

Analysis of the following data sets

- Clutch – ColourGrid Buying Power Index – 2001

Each of the 2485 Australian postcodes was split into quintiles and compared to the Market Frames as identified in the BMI research to identify the relationship between the Buying Power and BMI. Self –reported BMI is used to distribute between people who are underweight, overweight, obese or have an acceptable weight profile.

A summary of the research analysis is shown in Table 4 below.

TABLE 4. Buying Power Index of Australian Postcodes

			MARKET FRAMES				
Everyone	SAMPLE SIZE	% OF SAMPLE	EXCITING	FAMILY	IMPORTANT	PROSPEROUS	SECURE
All	2,428		100	100	100	100	100
BUYING POWER							
1 - Greatest 20%	485		126	59	57	136	118
2 - Above Avg 20-40%	485		111	90	82	114	96
3 - Average 40-60%	485		98	106	107	95	93
4 - Below Avg 60-80%	485		86	119	122	80	100
5 - Smallest 20%	488		79	125	132	75	96

Over-representation - Index < 110
Under-representation - Index < 90

To allow for easy comparison and interpretation, the Minidex results are reported as an index with a base value of 100. I.e. 100 denotes average representation and accordingly, 110 indicates 10% over-representation.

Finding

- 8. BMI and Buying Power relationships indicate that households that focus on Family and Important Life Goals with high impact on Little Athletics involvement are over-represented in areas with the lowest 2 quintiles of households in Australia.

Correlation between Social Economic Status and Activity Participation

Analysis of the following data sets

- Roy Morgan Research – Young Australian Survey – June 2007
- Roy Morgan Research – Single Source – June 2007

A summary of the research is shown in Tables 5 through 7.

Table 5 -YOUNG AUSTRALIANS SPORTS AND ACTIVITIES PARTICIPATION AT SCHOOL (6-13 years).

Youth Australian Survey		SIZE	Soccer		Swimming	Cricket	Athletics/ Track and field	Netball	Australian Rules football	Tennis	Rugby League football	Rugby Union football
No of Surveys	3571		1652	953	909	959	672	624	372	339	125	
SOCIO-ECONOMIC SCALE			INDEX									
AB Quintile			93	105	96	108	103	87	106	81	93	
C Quintile			102	91	94	110	89	107	85	90	77	
D Quintile			98	112	102	91	112	112	101	117	142	
E Quintile			111	92	107	96	107	102	111	107	97	
FG Quintile			96	99	106	85	87	92	97	118	98	

Highest Index represented
Geoffery Smith - Roy Morgan Research Pty. Ltd., Melbourne, Australia

Table 6 -YOUNG AUSTRALIANS SPORTS AND ACTIVITIES PARTICIPATION OUTSIDE SCHOOL (6-13 years).

Youth Australian Survey		SIZE	Soccer		Swimming	Cricket	Athletics/ Track and field	Netball	Australian Rules football	Tennis	Rugby League football	Rugby Union football
No of Surveys	2241		635	826	372	170	244	291	269	152	51	
SOCIO-ECONOMIC SCALE			INDEX									
AB Quintile			103	127	107	129	130	96	129	74	110	
C Quintile			102	98	91	110	99	104	107	90	40	
D Quintile			98	101	97	83	91	107	93	98	151	
E Quintile			103	84	103	79	95	104	93	127	130	
FG Quintile			89	74	102	81	66	85	55	131	72	

Highest Index represented
Geoffery Smith - Roy Morgan Research Pty. Ltd., Melbourne, Australia



Table 7 -SPORTS & ACTIVITIES PARTICIPATED IN REGULARLY (14-15 years).

Single Source Survey		SIZE		Soccer	Swimming	Cricket	Athletics/ Track and field	Netball	Australian Rules football	Tennis	Rugby League football	Rugby Union football
No of Surveys	2241	▶		146	148	81	63	69	60	85	46	31
SOCIO-ECONOMIC SCALE				INDEX								
AB Quintile	▶			260	336	557	494	125	-	384	-	332
C Quintile	▶			128	105	154	54	150	80	182	32	87
D Quintile	▶			93	121	104	95	88	91	90	108	93
E Quintile	▶			102	103	87	105	104	106	102	94	81
FG Quintile	▶			90	83	89	102	87	103	75	123	120
				Highest Index represented								
Geoffery Smith - Roy Morgan Research Pty. Ltd., Melbourne, Australia												

Finding:

- Athletics Track & Field participation in all age groups from 6 to 15 years is over-represented in the top 40% of households ("AB" and "C") Quintiles) whether there is regular participation at school or outside school in athletics compared with below-average participation level of athletes in each of the lower 3 quintiles of the Australian population ("D", "E" and "FG" Quintiles).

Correlation between State / Age Groups or members and Life Goals

The membership data from Victoria and NSW are centrally managed by IMG. Whilst there are some clubs where the data is incomplete, overall the quality and currency of data is very good.

An analysis of the NSW and VIC membership data is shown in Table 8 below.

TABLE 8. Little Athletics - Age Groups by VIC and NSW

STATE / AGE GROUPS	SAMPLE SIZE	% OF SAMPLE	MARKET FRAMES					
			EXCITING	FAMILY	IMPORTANT	PROSPEROUS	SECURE	
All VIC and NSW	37,026	100%	▶	110	89	77	109	99
State:VIC								
5-8 years	5,755	41%	▶	109	86	79	109	103
9-14 years	7,974	56%	▶	110	87	78	110	101
15+ years	448	3%	▶	111	92	78	108	97
State:NSW								
5-8 years	9,976	46%	▶	105	101	84	100	89
9-14 years	10,863	50%	▶	106	100	83	101	89
15+ years	785	4%	▶	105	106	81	99	86
				Over-representation - Index < 110				
				Under-representation - Index < 90				

To allow for easy comparison and interpretation, the Mindsat results are reported as an index with a base value of 100. I.e. 100 denotes average representation and accordingly, 110 indicates 10% over-representation.

Finding:

- Australian households associated with Little Athletics do not vary by the participant's age and there is little clear differentiation on the basis of their household Life Goals.



Correlation between State / Gender and Life Goals

TABLE 9. Little Athletics - Gender Groups by VIC and NSW

GENDER	SIZE	MARKET FRAMES					
		EXCITING	FAMILY	IMPORTANT	PROSPEROUS	SECURE	
All	37,026	110	89	77	109	99	
State=VIC							
	SAMPLE SIZE						
	% OF SAMPLE						
Boys	7,213	51%	107	96	79	102	102
Girls	6,983	49%	106	96	80	102	103
State=NSW							
Boys	11,545	51%	106	101	84	101	89
Girls	11,283	49%	106	101	83	100	88

Over-representation - Index < 110
Under-representation - Index < 90

To allow for easy comparison and interpretation, the Mindset results are reported as an index with a base value of 100. i.e. 100 denotes average representation and accordingly, 110 indicates 10 % over-representation.

Finding:

- While there are no significant differences between Boys and Girls pattern of Life Goal preferences, there is an overall bias towards seeking an Exciting Life.

Correlation between Social Economic Status and Activity Participation

Analysis of the following data sets

- Roy Morgan Research – Young Australian Survey – June 2007
- Roy Morgan Research – Single Source – June 2007

Table 10 - SPORTS & ACTIVITIES PARTICIPATION (6-13 years)

Youth Australian Survey	SIZE	Soccer	Swimming	Cricket	Athletics/ Track and field	Netball	Australian Rules football	Tennis	Rugby League football	Rugby Union football
No of Surveys	3571	1857	1648	1110	1021	788	741	629	423	181
AGE		PERCENTAGE PARTICIPATION								
6 year old		9%	14%	8%	12%	6%	9%	6%	5%	5%
7 year old		12%	15%	11%	15%	7%	12%	11%	7%	7%
8 year old		12%	14%	11%	11%	11%	12%	11%	11%	12%
9 year old		14%	15%	15%	12%	13%	13%	16%	13%	10%
10 year old		13%	12%	15%	13%	12%	13%	15%	13%	15%
11 year old		14%	12%	15%	14%	18%	13%	15%	16%	15%
12 year old		12%	9%	13%	11%	15%	13%	13%	18%	16%
13 year old		14%	10%	12%	12%	17%	14%	13%	18%	22%

Highest Percentage represented

Geoffery Smith - Roy Morgan Research Pty. Ltd., Melbourne, Australia

Findings

- Younger children (6 to 8 years) have a greater than average take-up of swimming and Athletics Track & Field, whereas 9 to 10 year olds are more engaged in Tennis, Cricket and Rugby Union.
- Older children aged between 11 to 13 years are more likely than their peers engaged in Netball or Rugby League or Union.

Table 11 - SPORTS & ACTIVITIES PARTICIPATED IN REGULARLY BY GENDER (14-15 years)

Single Source Survey		SIZE	Soccer	Swimming	Cricket	Athletics/ Track and field	Netball	Australian Rules football	Tennis	Rugby League football	Rugby Union football
No of Surveys	114028		540	1751	351	167	330	243	560	168	107
AGE		PERCENTAGE									
14-15 years old			27%	9%	23%	38%	21%	25%	15%	28%	29%
<i>Highest Percentage represented</i>											
Geoffery Smith - Roy Morgan Research Pty. Ltd., Melbourne, Australia											

Findings

14. For 14 to 15 Year olds, Athletics / Track & Field clearly out distances Rugby League and Union separately, however, Rugby, has a higher overall level of engagement across all age groups 14 plus.

Table 12 - YOUNG AUSTRALIANS SPORTS AND ACTIVITIES PARTICIPATION BY GENDER (6-13 years)

Youth Australian Survey		SIZE	Soccer	Swimming	Cricket	Athletics/ Track and field	Netball	Australian Rules football	Tennis	Rugby League football	Rugby Union football
No of Surveys	3571		1857	1648	1110	1021	788	741	629	423	161
GENDER		PERCENTAGE									
Boys			63%	47%	70%	50%	15%	80%	54%	83%	81%
Girls			37%	53%	30%	50%	85%	20%	46%	17%	19%
<i>Approximately equal Gender distribution</i>											
Geoffery Smith - Roy Morgan Research Pty. Ltd., Melbourne, Australia											

Findings

15. Not unexpectedly, the highest level of activity for Girls is Netball, whereas for Boys, there is a high level of engagement in well organised mass participation sports of Rugby League and Union, Australian Rules Football, Cricket and Soccer.

16. Boys and Girls aged between 6 to 13 years are nearly equally distributed in Athletics Track & Field and Swimming, unlike the other mass participation sports.

Table 13 - SPORTS & ACTIVITIES PARTICIPATED IN REGULARLY BY GENDER (14-15 years)

Single Source Survey		SIZE	Soccer	Swimming	Cricket	Athletics/ Track and field	Netball	Australian Rules football	Tennis	Rugby League football	Rugby Union football
No of Surveys	3632		250	286	144	109	141	105	155	83	48
GENDER		PERCENTAGE									
Boys			69%	46%	85%	58%	6%	88%	63%	83%	89%
Girls			31%	54%	15%	42%	94%	12%	37%	17%	11%
<i>Approximately equal Gender distribution</i>											
Geoffery Smith - Roy Morgan Research Pty. Ltd., Melbourne, Australia											

Findings

17. Not unexpectedly, the highest level of activity for Girls is Netball, whereas for Boys, there is a high level of engagement in Rugby Union, Australian Rules Football, Cricket and Rugby League.

18. Boys and Girls aged between 14 to 15 years are nearly equally distributed in Swimming and Athletics Track & Field, unlike the other mass participation sports.



APPENDIX – B – FUTURE DIRECTIONS FOR AUSTRALIAN LITTLE ATHLETICS

INTRODUCTION

The Australian Little Athletics survey was open to all involved and interested to Little Athletics. The primary purpose of the survey was to measure the level of support to the key findings and recommendations as set out in the ambitious strategic framework to achieve the long term objectives of Australian Little Athletics.

Given the mission to provide opportunities for participation across all Australian communities and families, its capacity to significantly boost levels of physical activity and the current epidemic of childhood obesity which continues to cost the Australian government and its people, this strategic framework represents a considerable opportunity for all stakeholders.

A total of 4,121 responses were processed between 4/03/2008 through to 17/04/2008 with an average survey completion time of 13:05 minutes.

The survey responses are group into two sections:-

- Quantitative – presented as Charts with commentary
- Qualitative – presented as Key Themes identified with verbatim comments

The survey was the last step in developing the strategic and policy framework.

The strategy and policy framework it is intended to serve the Australian Little Athletics board in shaping the future direction and immediate actions required to build a sustainable base of family and community involvement in physical activity programs conducted across Australia,.

The exploration to date has involved and required relevant and meaningful implications for business and marketing strategy development including:

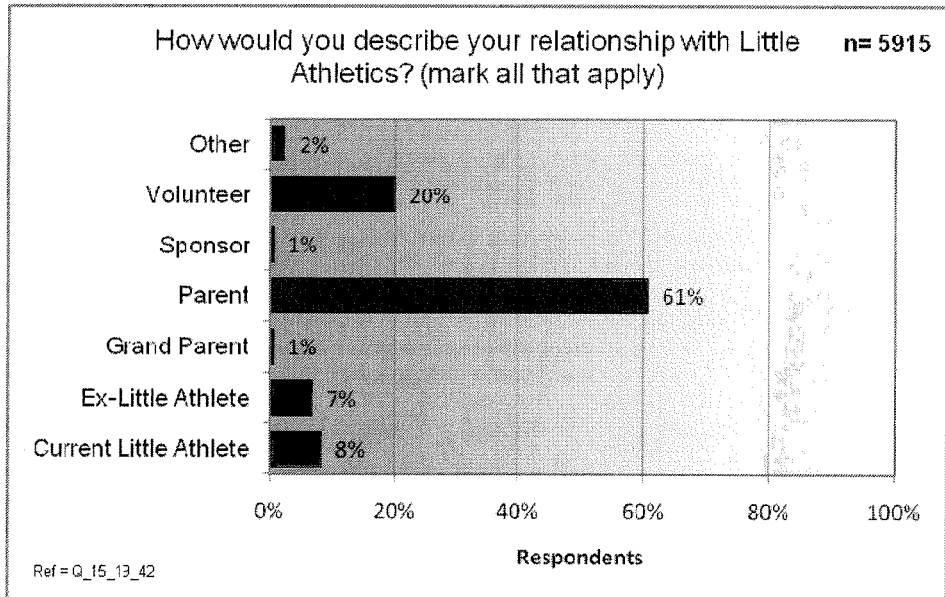
- Understanding the trends influencing choice through a Macro Environment Analysis, and
- Understanding what is important though Key Stakeholder Interviews and Market Research

In this process meetings and interviews have been conducted that provide a representative view of all key stakeholder groups that in some way impact Little Athletics and its ability to achieve its mission; such as children, parents, local, State/Territory and Federal governments administrations and key sporting industry business group leaders and retailers.

QUANTITATIVE SURVEY RESULTS

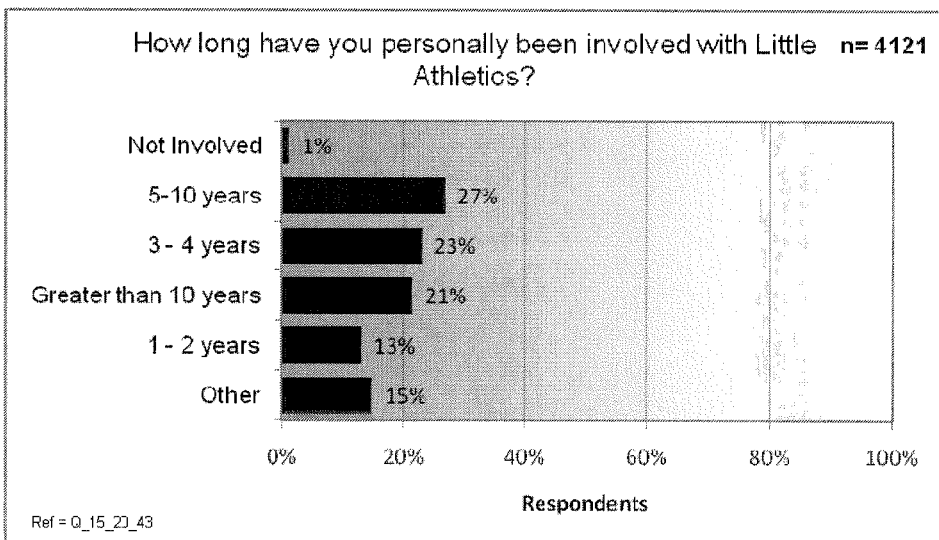
How would you describe your relationship with Little Athletics?

- The overwhelming number of respondents are represented by Parent (61%) followed by Volunteers (20%).
- The total number of responses is 5,195, showing that 1,797 responses (43%) are involved with Little Athletics in multiple roles.



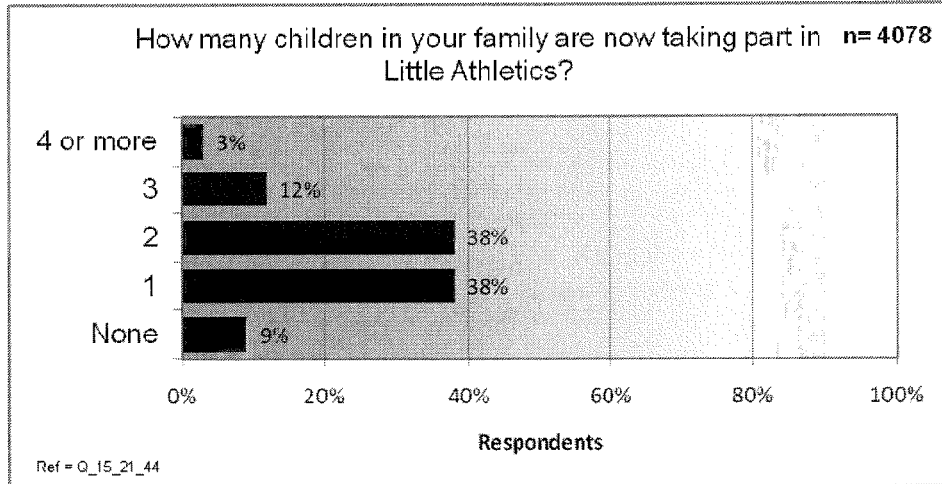
How long have you personally been involved with Little Athletics?

- 71% of respondents have been involved with Little Athletics for 3 years or more showing a longer term commitment to Little Athletics by respondents.



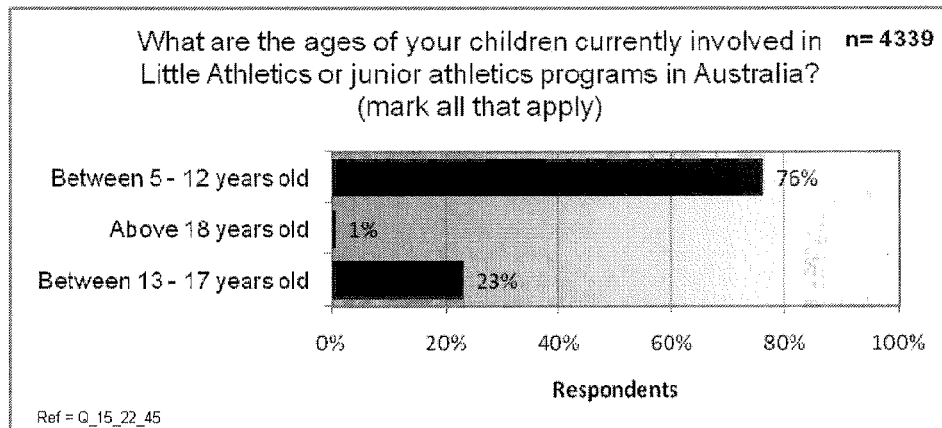
How many children in your family are now taking part in Little Athletics?

- 38% have one, 53% have 2 or more children which allows the whole family to come together and participate at Little Athletics.



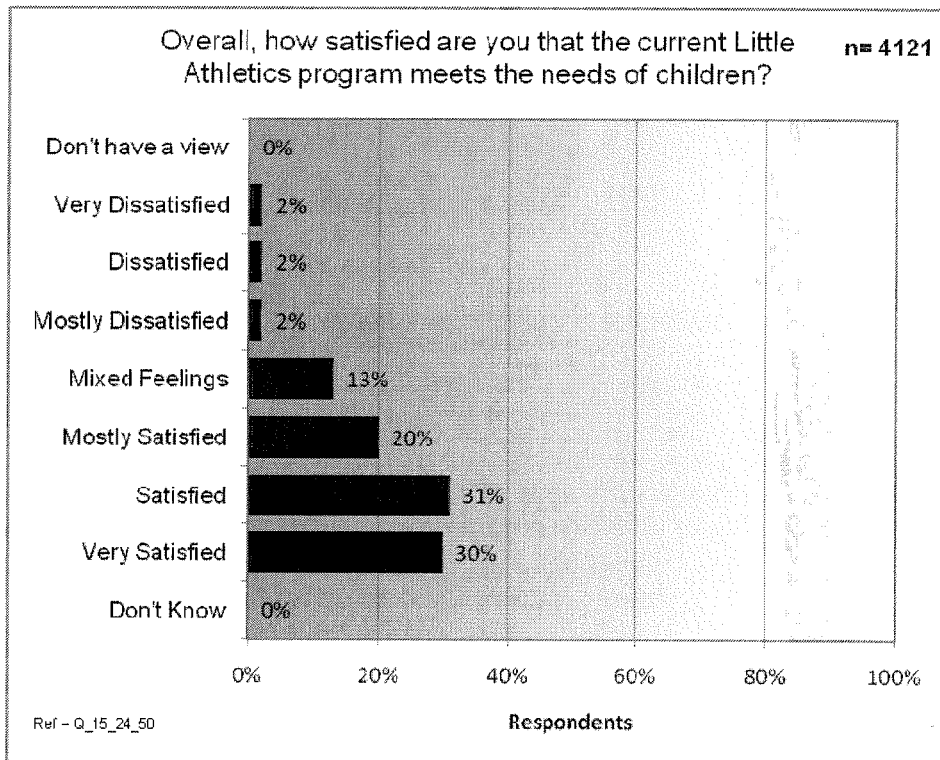
What are the ages of your children currently involved in Little Athletics or junior athletics programs in Australia? (mark all that apply)

- The majority of respondent's children (76%) participating in Little Athletics or Junior Athletics programs in Australia are aged between 5-12 year old.
- It is not surprising that the participation of children between 13-17 years old is at 23% confirming Clutch research indicating transitions to other sports beyond athletics in this age group.



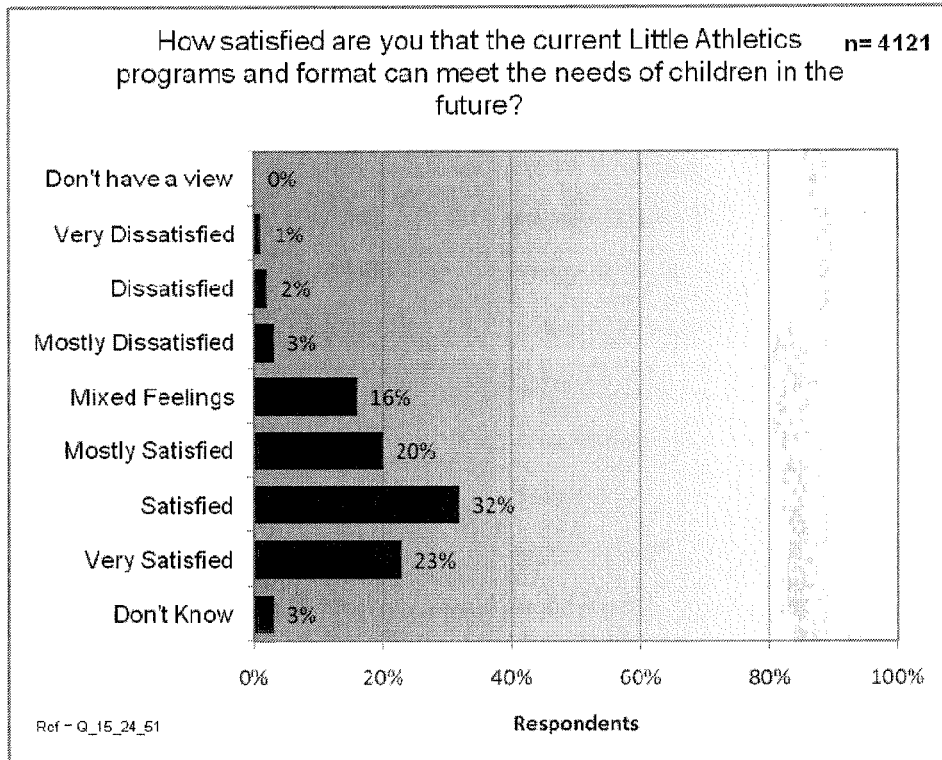
Overall, how satisfied are you that the current Little Athletics program meets the needs of children?

- 81% of respondents felt satisfied that the current Little Athletics program their children are attending meets their needs.
- It is an indication of the quality of the Little Athletics program delivered across the nation that there was a low level of dissatisfaction (6%) among those whom complete the survey.



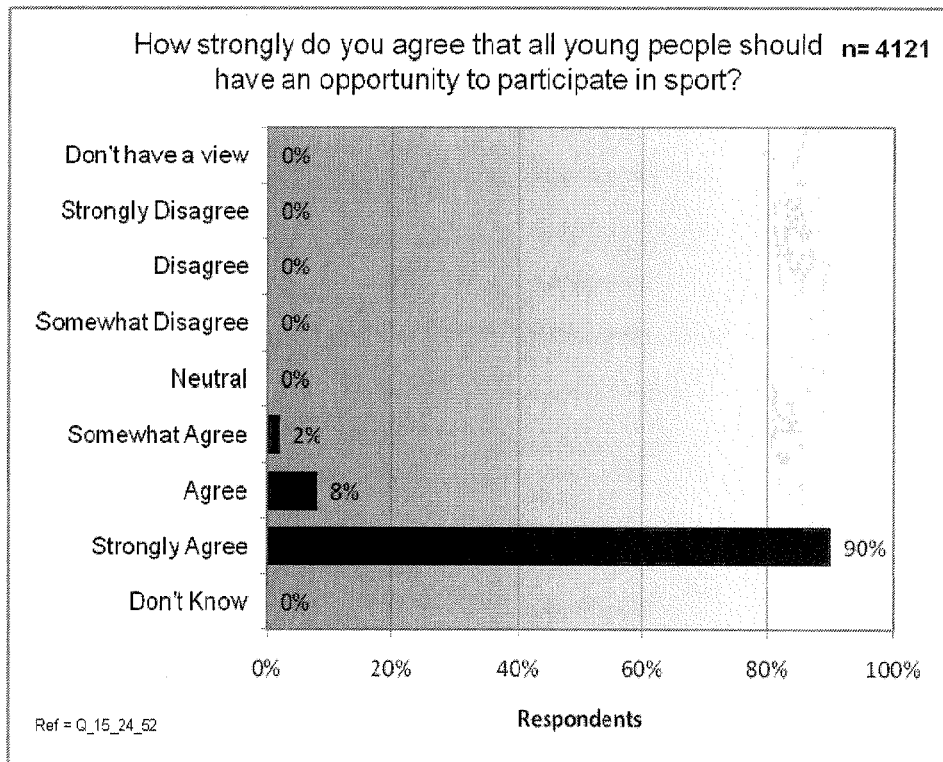
How satisfied are you that the current Little Athletics programs and format can meet the needs of children in the future?

- However, when respondents are asked about the future needs of children, 75% are satisfied that the current Little Athletics programs will meet their needs indicating support for the current program but also the need to refresh as the climate for children and families change over time.



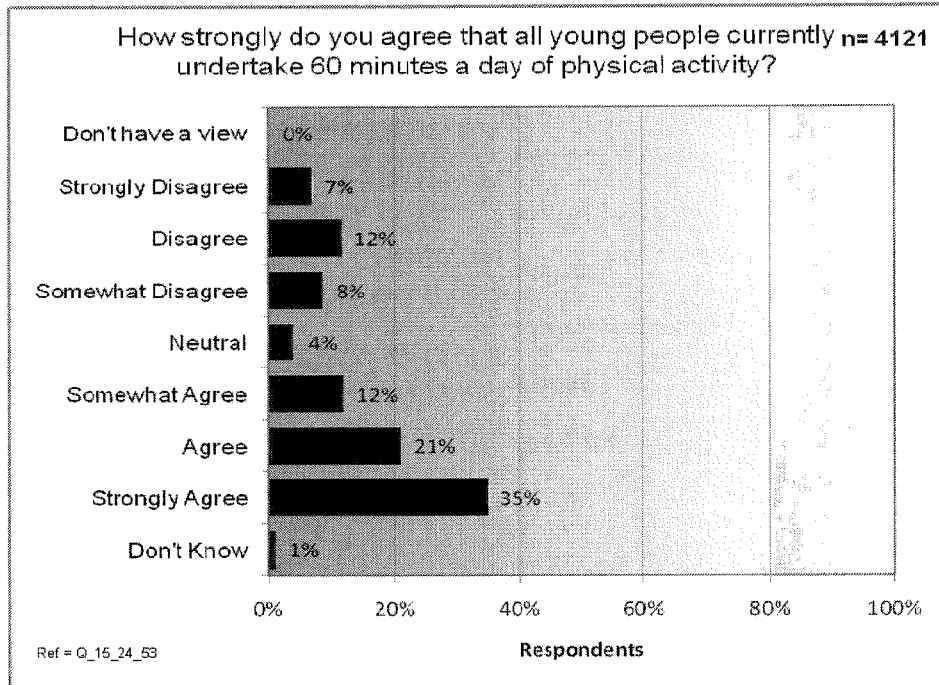
How strongly do you agree that all young people should have an opportunity to participate in sport?

- 100% of respondents agree that all young people should have the opportunity to participate in sport.
- This is aligned with the Little Athletics proposition of encouraging participation and being a foundation for all sports.



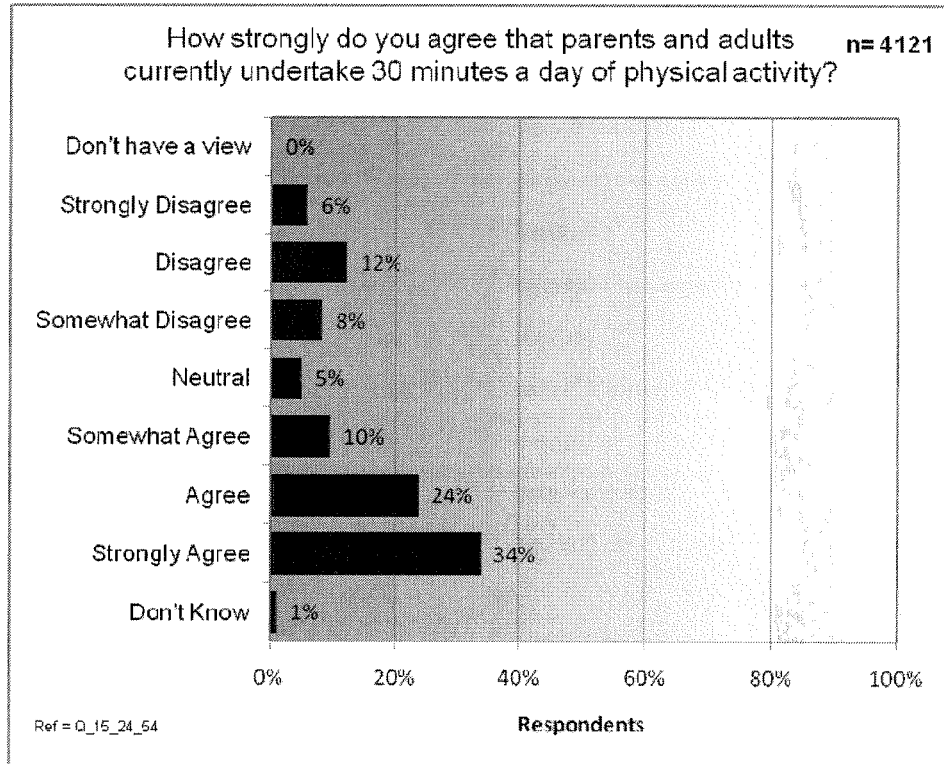
How strongly do you agree that all young people currently undertake 60 minutes a day of physical activity?

- One in three respondents do not believe that we undertake 60 minutes of physical activity a day.



How strongly do you agree that parents and adults currently undertake 30 minutes a day of physical activity?

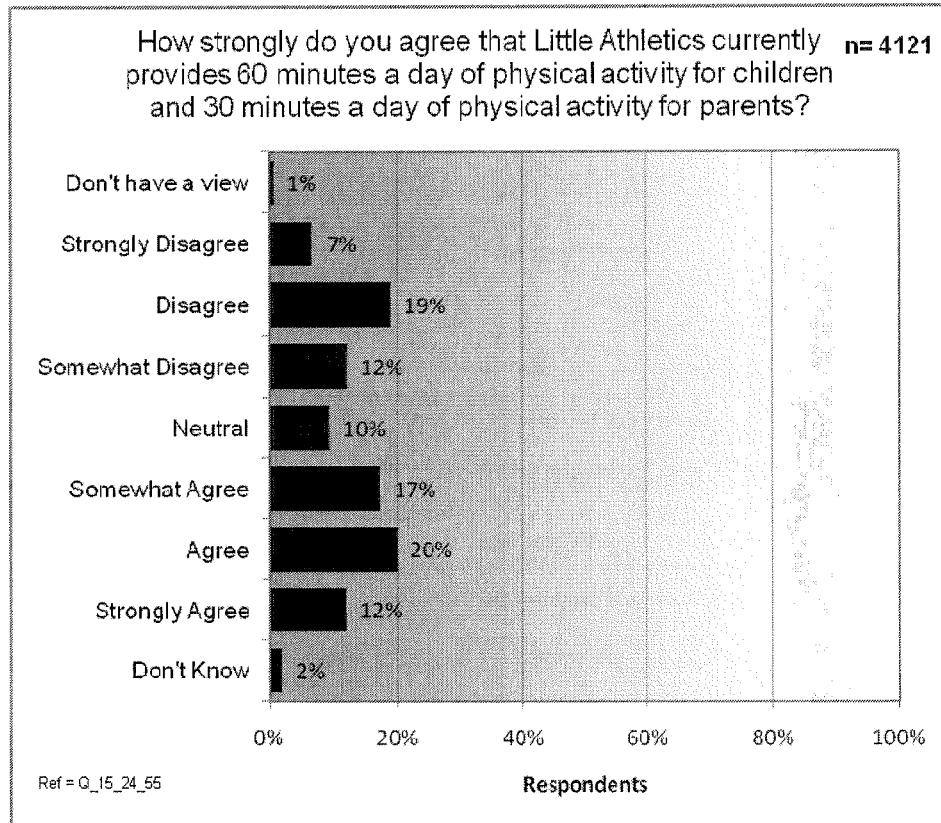
- One in three respondents do not believe that parents and adults undertake 30 minutes of physical activity a day.



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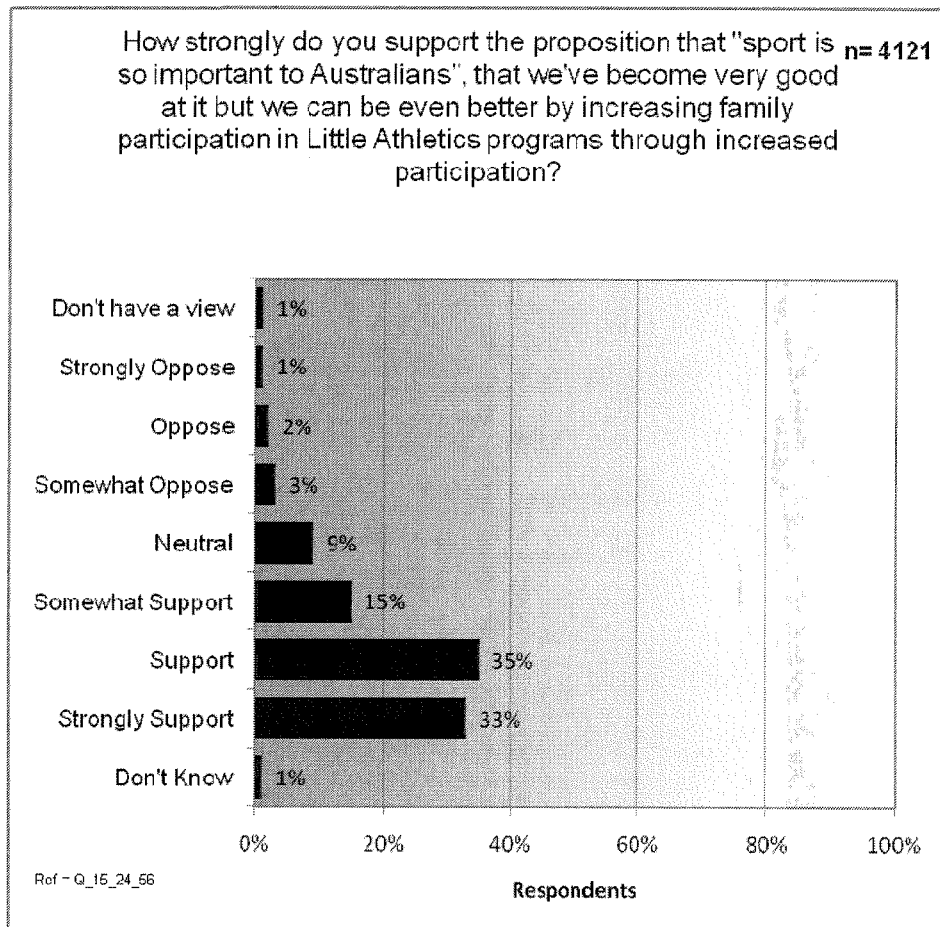
How strongly do you agree that Little Athletics currently provides 60 minutes a day of physical activity for children and 30 minutes a day of physical activity for parents?

- Just less than the majority of respondents (49%) agree Little Athletics does currently provide 60 minutes a day of physical activity for children and 30 minutes a day of physical activity for parents, whereas, 38% do not support this statement.



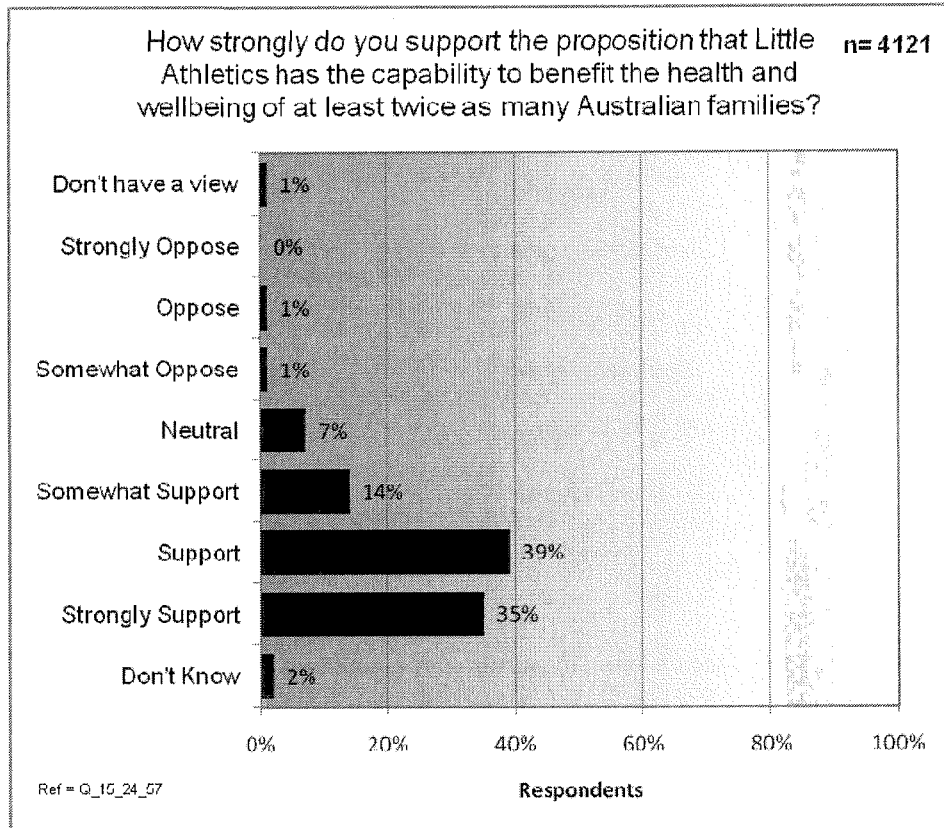
How strongly do you support the proposition that "sport is so important to Australians", that we've become very good at it but we can be even better by increasing family participation in Little Athletics programs through increased participation?

- ◆ 83% of respondents support the proposition that "sport is so important to Australians", that we've become very good at it but we can be even better by increasing family participation in Little Athletics programs through increased participation, indicating overwhelming support for the role of Little Athletics in providing a forum to increase participation and contribute to the fight against obesity through community involvement and social inclusion.



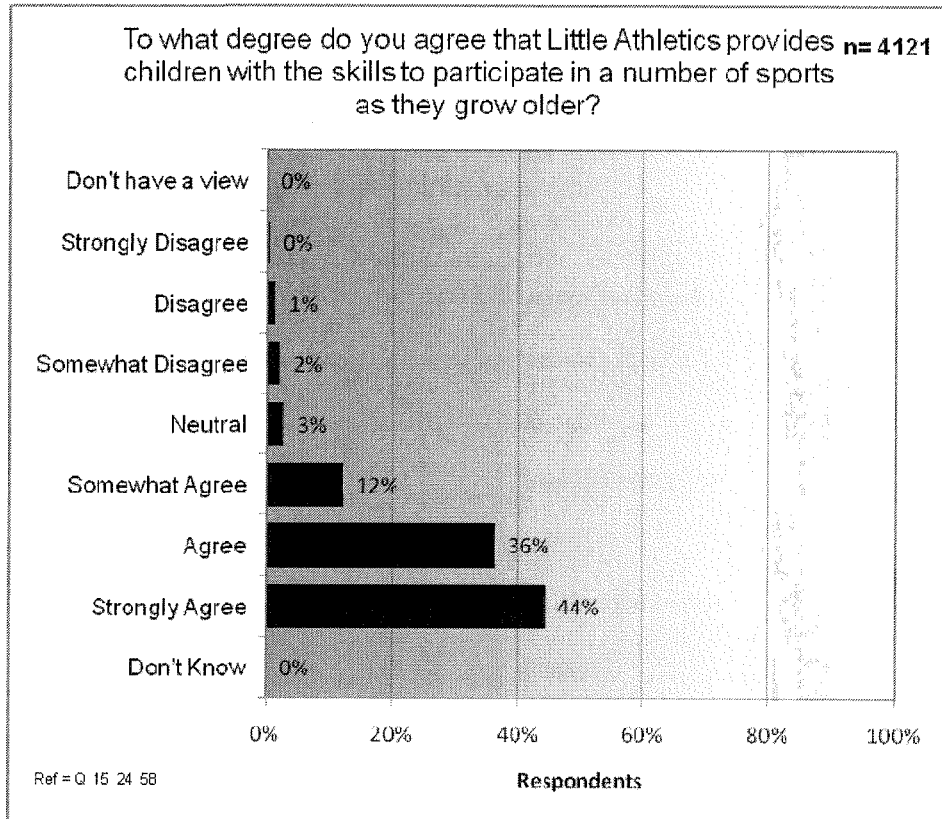
How strongly do you support the proposition that Little Athletics has the capability to benefit the health and wellbeing of at least twice as many Australian families?

- Even more respondents (88%) support the proposition that Little Athletics has the capability to benefit the health and wellbeing of at least twice as many Australian families.
- The current number of families supporting 90,000 children is approx. 60,000 families. This result indicates support for an increase to more than 120,000 families and therefore at least 180,000 children.



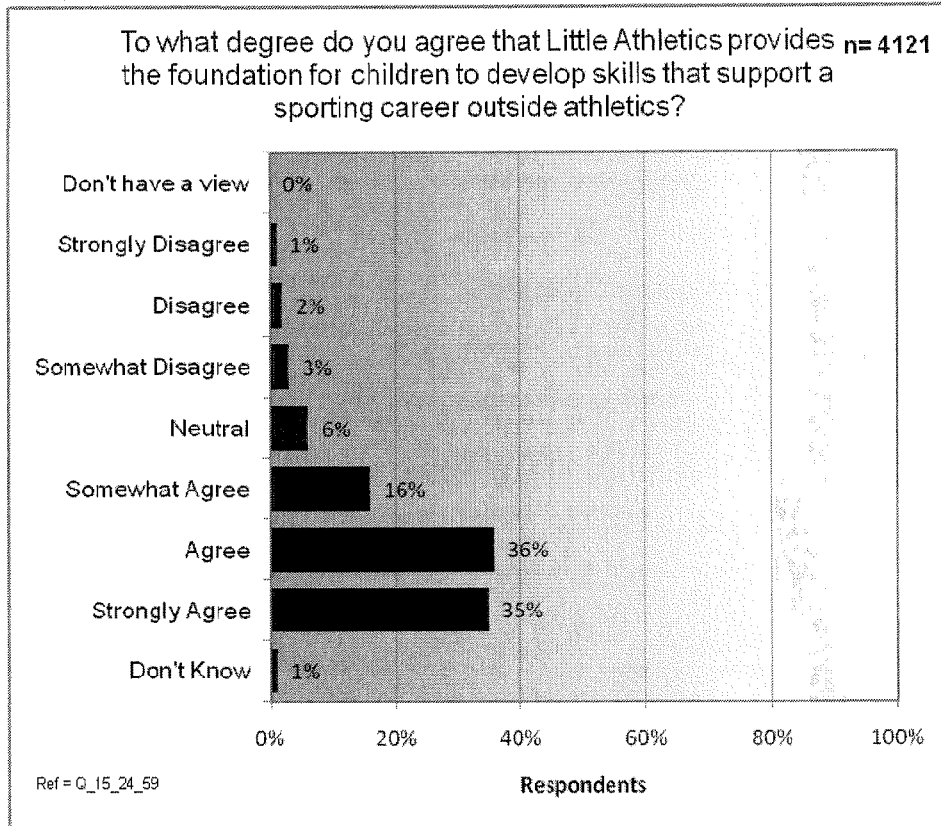
To what degree do you agree that Little Athletics provides children with the skills to participate in a number of sports as they grow older?

- 92% of respondents agree that Little Athletics provides children with the skills to participate in a number of sports as they grow older supporting the proposition of Little Athletics provides a foundation for all sports.



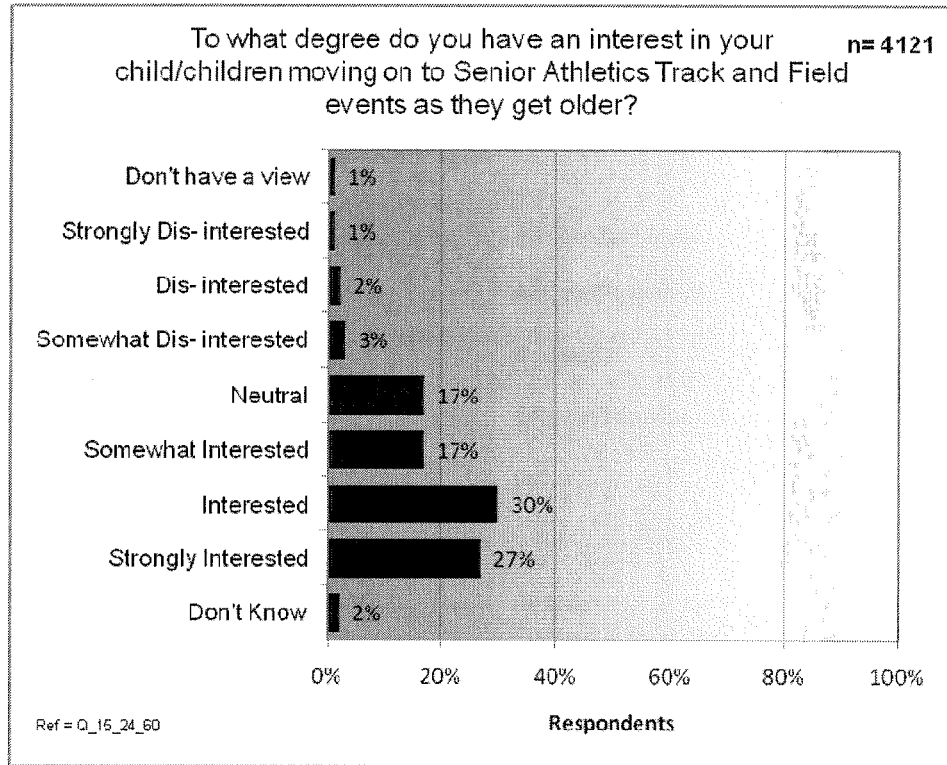
To what degree do you agree that Little Athletics provides the foundation for children to develop skills that support a sporting career outside athletics?

- 87% of respondents agree that Little Athletics provides the foundation for children to develop skills that support a sporting career outside athletics, again supporting the proposition Little Athletics provides as a foundation for all sports



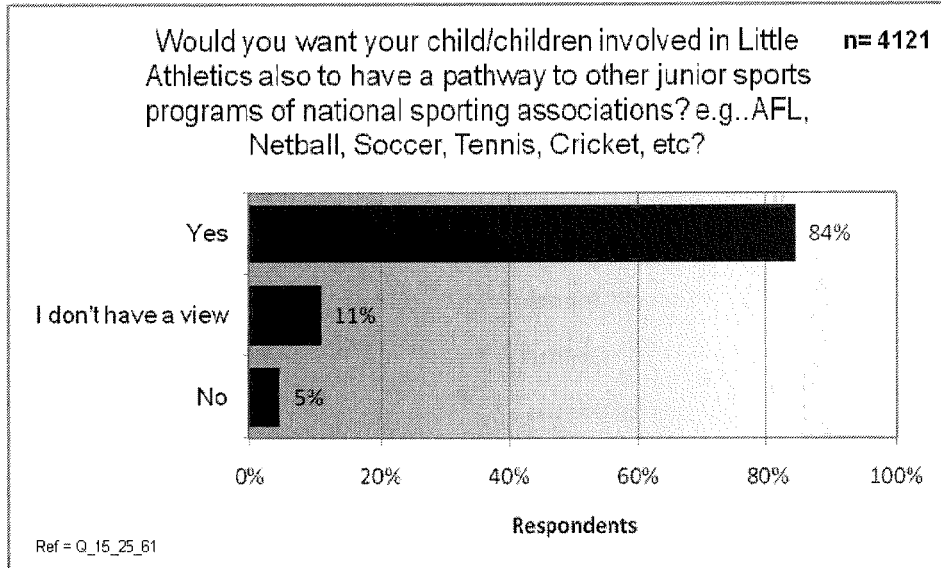
To what degree do you have an interest in your child/children moving on to Senior Athletics Track and Field events as they get older?

- Three quarters want their children to have the option of moving on to Track and Field events as they get older.



Would you want your child/children involved in Little Athletics also to have a pathway to other junior sports programs of national sporting associations? e.g..AFL, Netball, Soccer, Tennis, Cricket, etc?

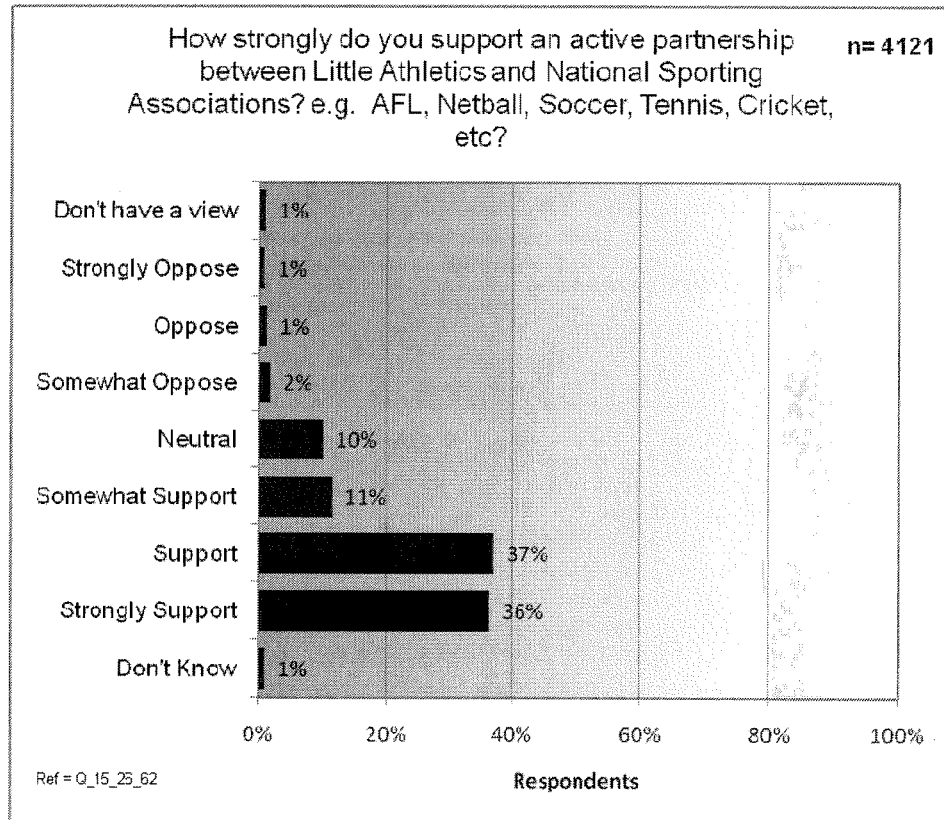
- 84% would like their child/children to have a pathway to other junior sports programs.



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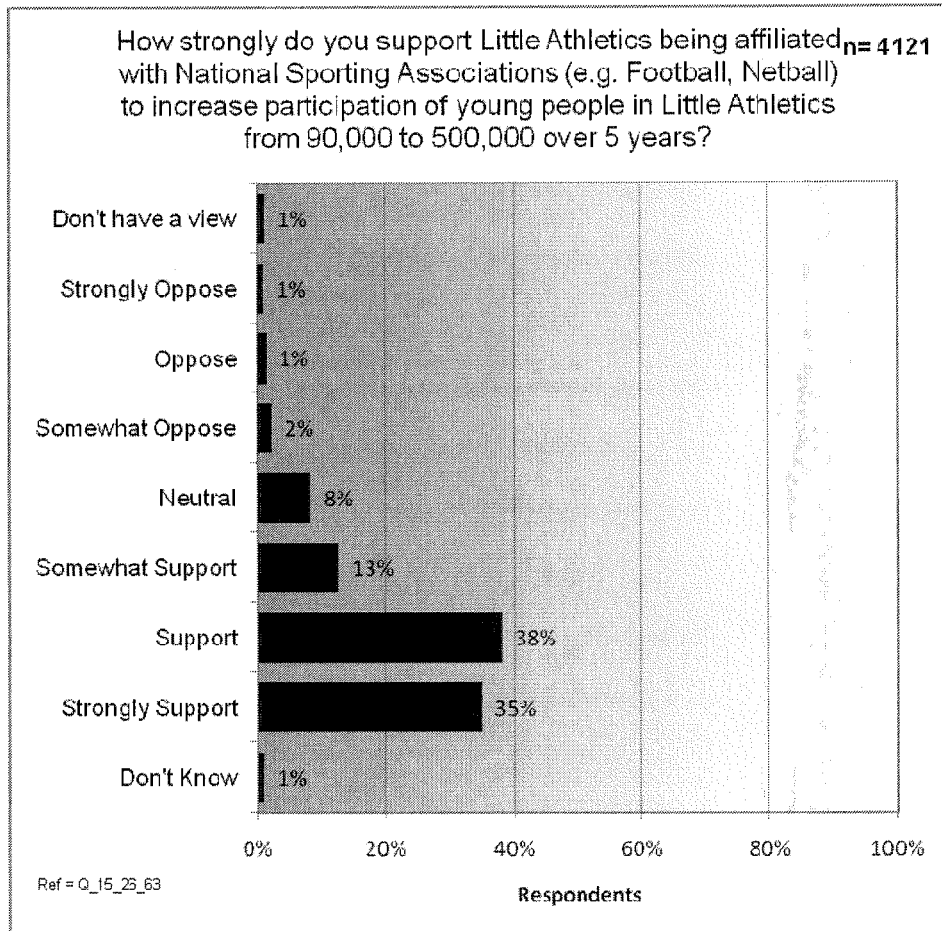
How strongly do you support an active partnership between Little Athletics and National Sporting Associations? e.g. AFL, Netball, Soccer, Tennis, Cricket, etc?

- 84% support an active partnership between Little Athletics and other National Sporting Associations like AFL, Netball, Soccer, Tennis, Cricket.



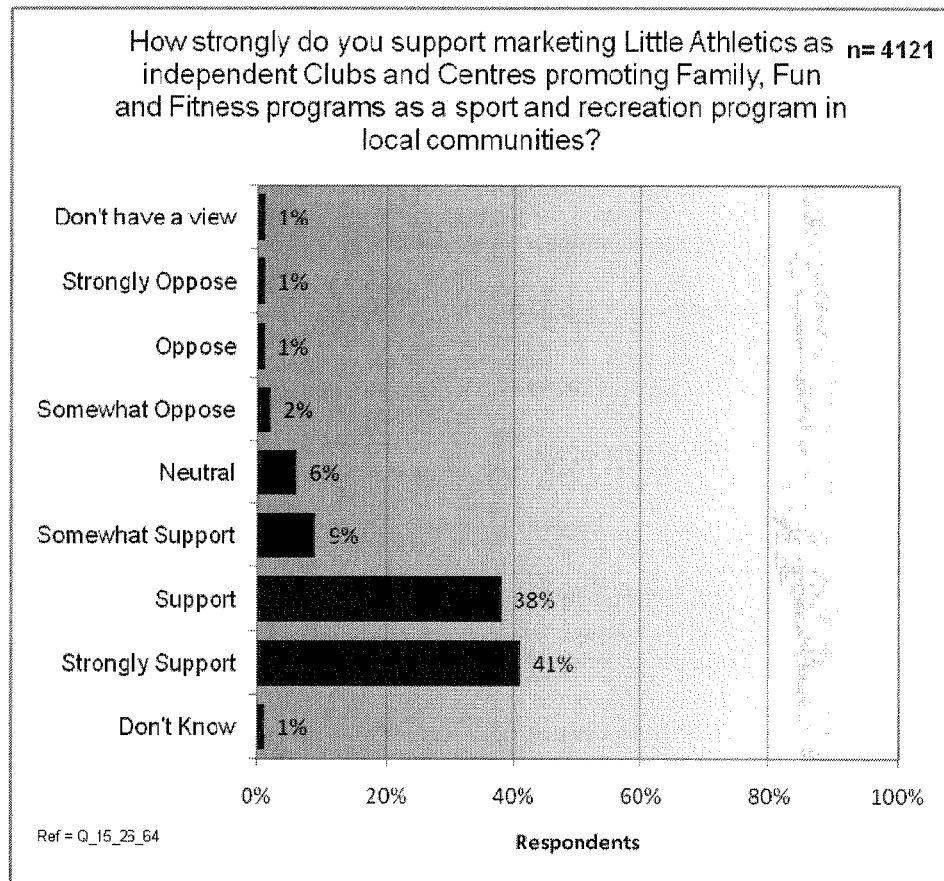
How strongly do you support Little Athletics being affiliated with National Sporting Associations (e.g. Football, Netball) to increase participation of young people in Little Athletics from 90,000 to 500,000 over 5 years?

- 86% support Little Athletics being affiliated with National Sporting Associations to increase participation of young people in Little Athletics from 90,000 to 500,000 over 5 years which could lead to innovative programs and cross-referral between National Sporting Associations and Little Athletics.



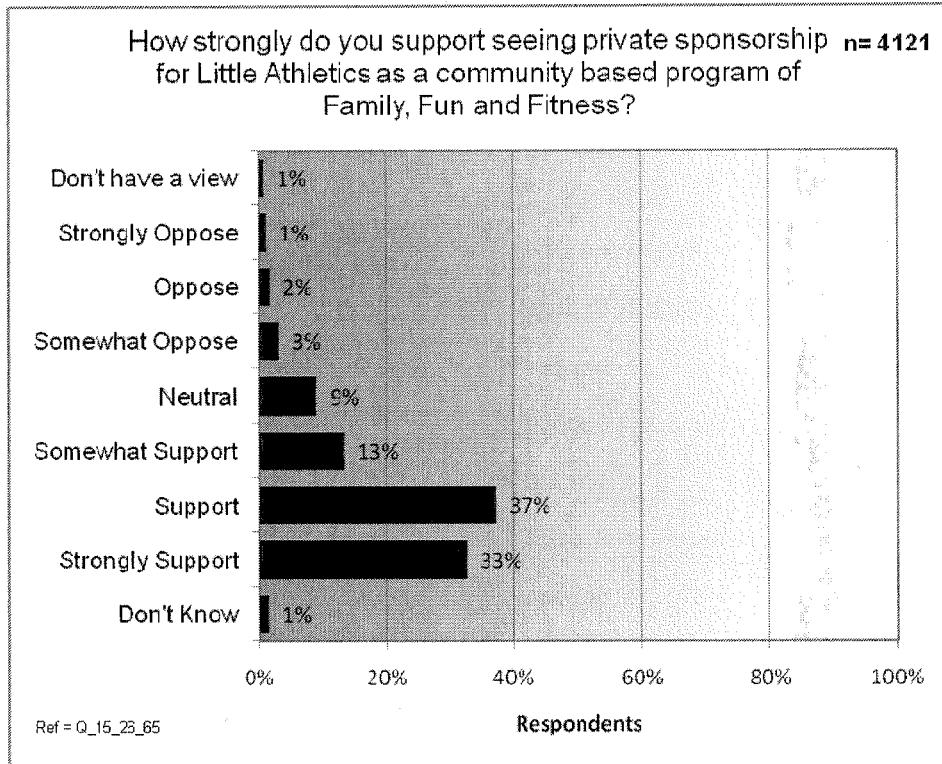
How strongly do you support marketing Little Athletics as independent Clubs and Centres promoting Family, Fun and Fitness programs as a sport and recreation program in local communities?

- 88% support marketing Little Athletics as independent Clubs and Centres promoting Family, Fun and Fitness programs as a sport and recreation program in local communities.



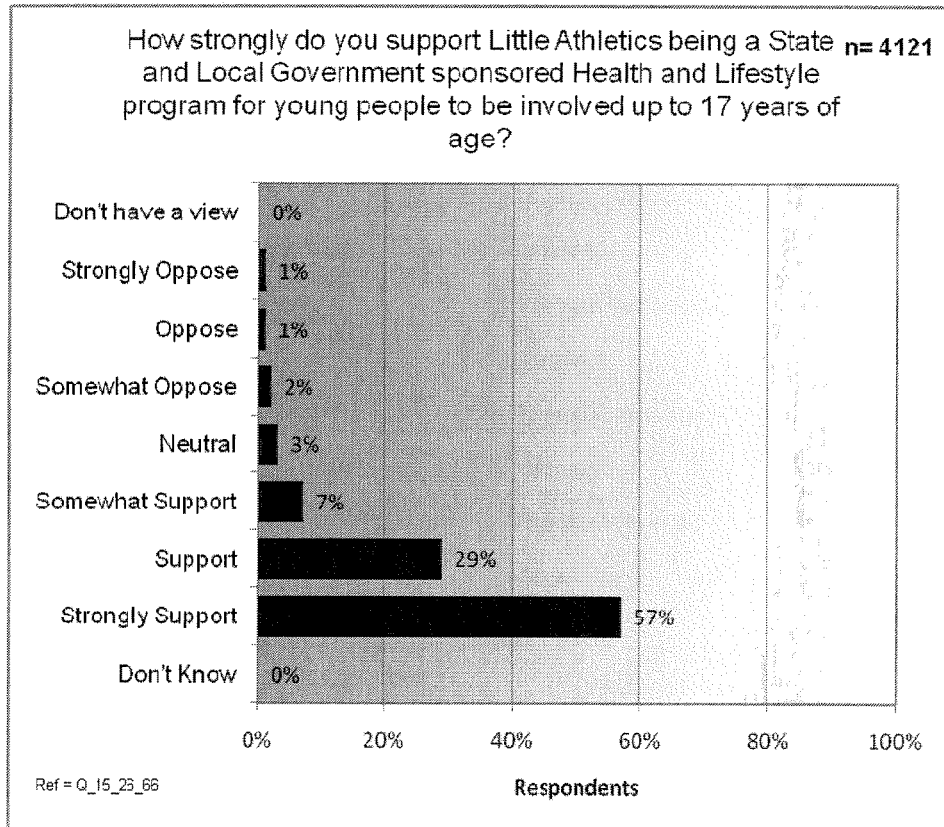
How strongly do you support seeing private sponsorship for Little Athletics as a community based program of Family, Fun and Fitness?

- 83% support private sponsorship for Little Athletics as a community based program of Family, Fun and Fitness encouraging corporate engagement like IGA, ASICS and other sponsorship arrangements to support growth initiatives and expansion.



How strongly do you support Little Athletics being a State and Local Government sponsored Health and Lifestyle program for young people to be involved up to 17 years of age?

- An overwhelming majority of 93% support Little Athletics being a State and Local Government sponsored Health and Lifestyle program for young people to be involved up to 17 years of age



QUALITATIVE RESULTS

10 KEY THEMES – VERBATIMS FROM STAKEHOLDERS

1. HEALTHY LIFESTYLES
2. ACTIVITY FOR CHILDREN
3. FAMILY, FUN AND FITNESS
4. SPORT PARTICIPATION
5. CLUBS AND CENTRES
6. COACHING
7. SKILLS AND TRAINING
8. PARENT AND VOLUNTEER INVOLVEMENT
9. MAINTENANCE AND OPERATION OF PROGRAMS
10. FOUNDATION FOR ALL SPORTS

“ I believe the major benefit is the obvious one ie., the exercise the children are getting and also a big factor is the social benefits, ie., meeting & making friends with kids from outside their usual circle of friends. It is a local programme which has the ability to involve a huge number of children who all have and aim to improve their personal skills and achieve fitness from an early age.”

KEY THEME 1 – Healthy Lifestyles

Healthy lifestyle and competition in a supportive, fun, environment that encourages children's sportsmanship and camaraderie and improves self esteem. Also provides an opportunity for parents with like interest to form networks and friendships in the local community.

- *Hopefully a decrease in the amount of obese children*
- *Healthy outdoor activity for kids. Tackling problem of obesity and over reliance on video games and tv*
- *Family participation and exercise for both children for children and families - building connections with other community members*
- *Providing children with an opportunity for a healthier lifestyle, and to mix with kids from outside their neighbourhood and local school.*
- *Involvement of parents and children in making it a success, improving fitness and health of children*
- *A healthier lifestyle for the children than not being involved*
- *Helps get the community together and promotes fitness and also fun for the kids as well as the adults.*

KEY THEME 2 - Activity for children

Getting children active in what has become a very inactive society with the introduction of too much technology aimed at young children. Also rewarding children regardless of their ability or lack of it.

- *The children have a great time make new friends and learn a new sport plus they keep fit. The whole family becomes involved in little A's as the parents run the events*
- *An excellent way to encourage children from a very young age to participate in a sporting program that encourages children to compete, but that winning isn't the only goal and personal achievement is the prime aim taking the pressure off the individual to*
- *Helping kids to have fun playing a sport and teaching them good sportsmanship*
- *The children befriend other children other than those at school which later opens their world, and fitness.*
- *It encourages children to get out in the fresh air at least one morning a week and participate in a healthy, fun environment where the emphasise is on having fun, keeping fit and making new friends along the way.*
- *Provides a regular, outdoor, form of exercise and skill development as a counter to modern forms of sedentary child entertainment.*

KEY THEME 3 - Family fun and fitness

Encourages the young to be an active participant. Teaches setting individual goals and team spirit. Allows the young to experience the joy of winning and how to deal positively with losing.

- *Little Athletics provides an activity for the local children at low cost very important in drought affected areas...and an activity which does not require too much travelling...also very important for rural communities.*
- *Fun, family time, fitness, friendships*
- *Fun Family and Fitness in local schools as well as at club level*
- *Families from different walks of life come together as equal*
- *Fun, health benefits in areas of health - social, physical, emotional and intellectual*
- *Fun, family involvement, health & fitness, individual and team spirit.*
- *The Major Benefit of Little Athletics is Getting Children out of the house (away from all the electronic gaming machines) and achieving the basic level of fitness*
- *Getting children involved in exercise with family involvement and fun*
- *Providing a forum for family fun and fitness as well as instilling self-esteem and social skills to children*

KEY THEME 4 - Sports participation

Providing a forum for children to participate in sport and to enjoy what they are doing. Teaching good sportsmanship, whilst at the same time setting goals to strive to the best of their ability whilst at the same time having fun.

- *Opportunity for children to participate in sports*
- *Providing a sporting structure that allows children to compete at a level that they feel comfortable with, ie. to treat LA as a sport that they only want to reach their personal bests, or for children wishing to compete and measure themselves against others.*
- *Providing a forum for children to participate in sport and to enjoy what they are doing. Teaching good sportsmanship, whilst at the same time setting goals to strive to the best of their ability whilst at the same time having fun*
- *Encouraging children to participate in physical activity, & develop basic motor skills (eg. run, jump, throw, skip) to enable them to participate & enjoy other forms of sport & physical activity. It also teaches children important life skills such - sports*
- *It offers a sport for all ages of children in a family regardless of age.*

KEY THEME 5 - Clubs and activities

Due to limited access to activities in public schools these days Little Athletics exposes children to a variety of different activities in track and field, without little athletics children would not have these opportunities

- *To provide a safe and fun environment, where each child is given the opportunity to learn new events and encouraged to "be their best". Family involvement.*
- *ie One venue for the family to attend instead of numerous venues and times.*
- *It helped to keep young children fit and healthy and helps parents meet new friends within the community*
- *Have 16 & 17 years able to compete at zone, regional and state just like they have done previous years. whilst they are under 18 they are still classed as a child*
- *Chief Officials at events should be qualified and not just someone filling the parent roster duty.*
- *Take the State-level competitions to U17 level. Whilst there is some overlap with Senior Athletics, until kids are 17 they don't have transport independence and many have younger siblings at Little Athletics - thus would continue with Little Athletics*

KEY THEME 6 - Coaching

At our centre we lack coaching, the coaches that make their time available are great but as with many community based programs it is the same few due to increased financial and work related commitments.

- *Not enough knowledgeable assistance - plenty of parents helping run the group but rarely a person turns up to educate children in technique.*
- *Brings the entire family together in the support of my children's sport, as well as participating in sport the children all benefit from the social interaction with other children and adults who give their time to coach.*
- *No coaches. Just showing up for the events is pointless- the kids like it but without development coaching it is a waste of time. You would never just show up to swim competitions - you would train. Where is the grass roots coaching at a quality level*
- *More coaching clinics. My kid showed promise to be an excellent high jumper but nobody could point me to a good trainer and a facility where she could just go and practice*
- *Access to affordable specialist coaching at a club level would increase children's knowledge, skills and therefore overall enjoyment of events*

KEY THEME 7 - Skills and training

It offers children the chance to develop new skills, make new friends, build self esteem and believe that they can do something other than sit inside and play computer games. Also it offers parents the chance to be involved without having a can of beer in their hand.

- *Kids awareness of sport and fitness with some parent involvement*
- *Provide exercise, skills and competition in a fun environment so that the kids are motivated to get out and enjoy challenging themselves with other kids*
- *Healthy activity that teaches children discipline, dedication, determination and mutual respect*
- *Provides a summer sporting options for kids, allows kids to develop athletics skills that are not able to be fully developed in a school context (due to time limitations in PE courses, the quantity of apparatus that need to be learned & mastered)*
- *Skills based training with running, jumping, throwing offers benefits to children much wider reaching than being able to complete or compete in an athletic event. It can become a catalyst to so many other community activities, whether they be sporting or leisure programs*

KEY THEME 8 - Parent and volunteer involvement

Mainly, not having enough parent volunteers to help with each age group and general conduct of the meets. Some parents want their children to participate in sports of all kinds but are not willing to take part themselves and help out where and when needed

- *Each new year must have new parents that have to learn as they go and so not very helpful. This places very heavy duty parent involvement, not many put their hands up and committees because they are parents do not always know what to do and how to do it.*
- *8Having enough supervision and hands on training for the children, parents having enough free time to spend 4 hours down the track every second Saturday morning. not all children in one family do athletics, some do dance, others team sport. it's hard to find the time to take people to all of their desired activities.*
- *Having enough facilities to support their current and future members. Both my children are reasonably young and we belong to a very big club with great facilities but still they spend most of their time waiting around for their go which generally makes*
- *Not enough help for the smaller clubs like coaches, clinics in our area, help to encourage more parents*

KEY THEME 9 - Maintenance and operation of programs

Unfortunately, the length of time a Little Aths morning takes. If my girls played netball for example, I would probably be out with them for a couple of hours instead of the 4 to 5 hours on a Saturday morning.

- *Slowness of the events on Saturdays is a barrier to growth of Little A*
- *The length of time they meet. It is difficult to fit in other family members activities if participating outside of Little Athletics.*
- *Kids need somewhere and something to keep them out of trouble, they also need sport to help them get out and have a healthy lifestyle rather than sitting in front of tvs and playing computer games*
- *Having enough supervision and hands on training for the children, parents having enough free time to spend 4 hours down the track every second Saturday morning. not all children in one family do athletics, some do dance, others team sport. it's hard to find the time to take people to all of their desired activities.*
- *Community-based exercise activity, non-contact, introduces children to a range of events, friendly, healthy competition, more emphasis on beating yourself (own times / distances etc) than beating others, whole +*

KEY THEME 10 - Foundation for all sports

Great foundation for future sporting endeavours to provide a healthy lifestyle to the whole family but also to provide those children who show talent a pathway to move on to once little A's is over for them.

- *Parent involvement in children's activities, where children participate in a sport where there is the opportunity for them to make friends with boys and girls from other schools. Keeping children involved in sport has other benefits as per published studies*
- *Exercise for later sporting achievements*
- *It allows children the opportunity to improve their fitness levels and general motor skills. It complements other sporting endeavours*
- *Health and co-ordination skills learned by children can be beneficial in later sporting activities.*
- *Developing fitness and friendships for young people and families in their local community. Linking local schools and L.A's by sharing facilities, equipment and expertise of LA volunteers and school personnel. Developing a sense of community through support for the LA program.*
- *Parents + Children = Community*

APPENDIX – C - OVERVIEW OF COLOURGRID FRAMEWORK

BACKGROUND

Understanding the unique needs, hopes, wants and expectations of the local community is paramount to good governance.

Mindset Marketing® provides insight into the mind of the local community – the drivers of change and choice. We can begin to understand the way that children, parents and family members who share a common dinner table shape and influence the household purchasing patterns and lifestyle choices.

The tool used is known as ColourGrid® and Clutch are the exclusive licensees of this framework in Australia.

ColourGrid is a framework of connection – the linking – of demographics, psychographics, sociographics, cultural drivers, international finding, social interaction and life perspectives to form a multifaceted framework. This framework has been further populated with Census data for every Australian household. ColourGrid provides a quantitative measure of the drivers of choice for each of the 7.7 million households or 98.76% of the Australian population.

Demographics

Historically, the quest to understand the choices that consumers make began with trying to understand the demographics of a population. Demographics is the statistical study of factual information about people. It includes characteristics such as age, gender, education, occupation, income, family size and geographic location. Whilst demographics are useful in analysing the objective characteristics of a market, alone they provide little understanding of the underlying reasons for decision or buying behaviour.

Psychographics

The shortcoming of demographics led to a second generation of marketing research tools that added the dimension of "values" to the demographic data, and the development of psychographics. By the term "values" we mean people's attitudes, beliefs, opinions, hopes, fears, prejudices, needs, desires and aspirations that, taken together, govern how markets behave.

Psychographics are measurable representations of a "population" that reflect individual attitudes, beliefs or preferences that identify consumers' intentions and attitudes on a range of topics. The direct inference was that through better understanding of the individual's needs, hopes, wants and expectations, marketers could more accurately predict choice. Whilst this improved our understanding of the individual, it did not translate into forecasted buying behaviour.

Sociographics

Both demographics and psychographics are based on individuals. By the mid 1980s however, a third force was being explored to explain preferences, not in terms of individuals, but in the context of groups.

Sociographic studies look at what cultural and social "groups" people are associated with. Understanding the pattern of behaviour of groups, the relationship within and between groups, and their choices as consumers, gave marketers another useful research tool.

Bring it together

In isolation, these methodologies cannot provide a clear view of drivers of preference and choice. To-date, all attempts to combine them have resulted in only limited improvement in sales forecasting.

Dr Colin Benjamin, through 30 years of painstaking research and empirical evolution, has developed a framework with supporting algorithms which is the catalyst for enabling a quantum step forward in sales forecasting accuracy and a revolution in market research and strategic planning.

ColourTiles®

The ColourGrid is a viewing area where these relationships are projected over a 4 x 4 matrix of ColourTiles. Each ColourTile represents a distinctly different combination of drivers of change and choice in the household setting. The underlying premise of ColourGrid is that the household is a primary influence of purchasing behaviour of Australian households. ColourGrid displays the household "cultures" and so establishes the context of their needs, hopes, wants and expectations that underpins choice.

The position of each ColourTile on the ColourGrid reflects the relationship between patterns of household relationships.

Mindset®

The choices we make reflect both who we are and our situation. Our Mindset is not fixed or rigid, but changes depending on circumstances and situation. While we can choose to act differently depending in the situation, our behaviour falls into a pattern of routine that is often influenced by the home, work and life style we find ourselves experiencing every day.

PrivacyPods® - Protecting our privacy

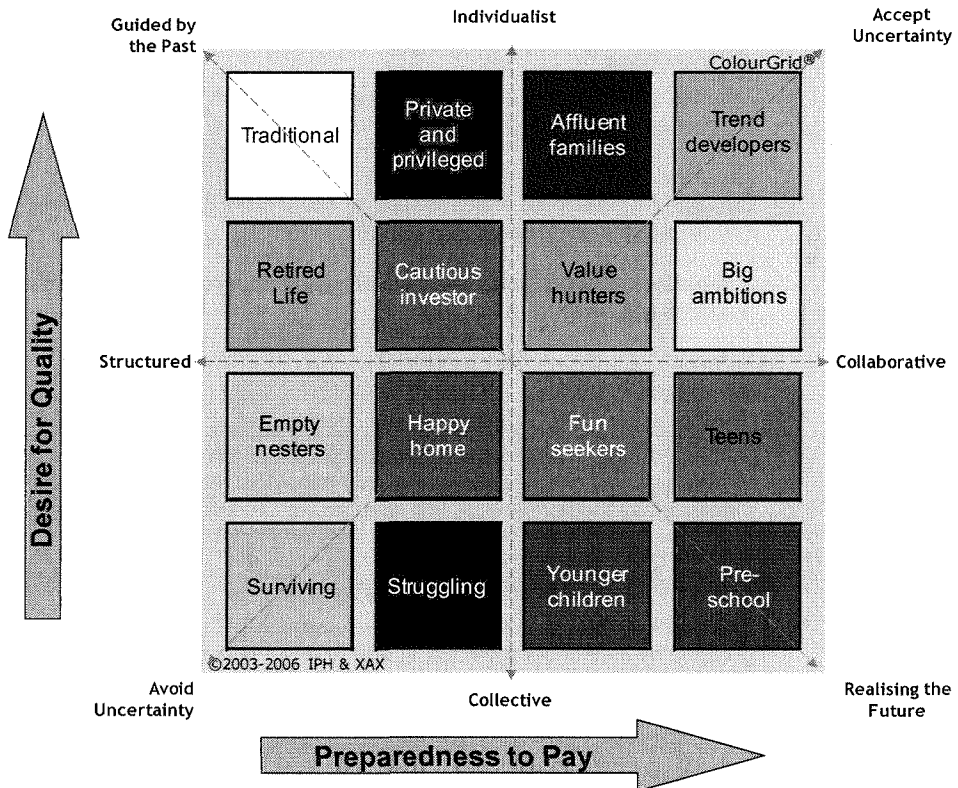
To protect the privacy of the 7.7 million households, ColourGrid profiles are aggregated and grouped by their geography into 37,200 PrivacyPods to allow the geographic based representation and interpretation of consumer choice.



UNDERSTANDING COLOURGRID

ColourGrid provides sixteen independent measures that reveal a pattern of higher and lower preferences - Mindsets - within the community, based on how people see the world. Any individual, community or membership list can be presented as a ColourGrid profile.

ColourGrid gives us insight into the mind of the local community – the drivers of change and choice. The 16 ColourTiles that make up the ColourGrid and their relationships to each other are shown below.



It is important to see the relationship between the sixteen ColourTiles as 'stepping-stones' in a journey of understanding.

Everyone has some measure of each and every ColourTile, but we all have different dominant ColourTile combinations at different stages of our life journey.

It is equally important to take off the grid and see the big picture without the categories or boxes. The critical differences between different ColourTiles enable effective communication and closeness to the local community.

Everyone is a combination of journeys to different life destinations and are uniquely able to choose a range of lifestyles and alternative preferred and desired futures.

No one pattern better fits our future or classifies our path, but taken together they generate a kaleidoscope of opportunity.

INTERPRETING THE COLOURGRID PROFILE

When viewing a ColourGrid profile, the absence of colour and symbol indicates average representation compared to the Australian Population.

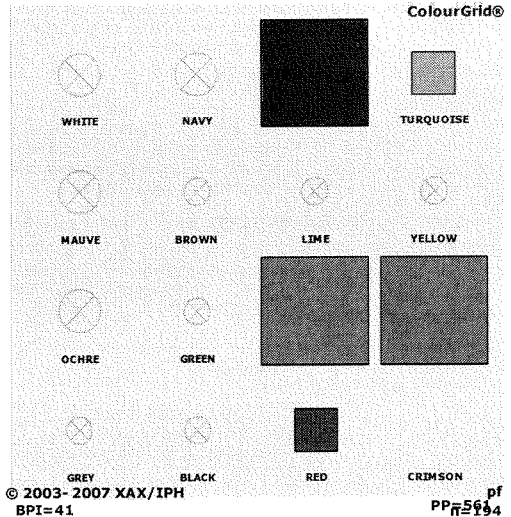
The presence of colour indicates over-representation relative to the average. The size of the coloured square is proportional to the degree of over-representation.

The presence and size of the ⊗ symbol indicates the level of under-representation of that Mindset.

Immediately below the ColourGrid are the BPI™ and n.

Grouping

Area of interest



BPI The BPI computation includes socio-economic factors such as income, education and occupation and is therefore more comprehensive and predicative than just income. It is ranked on a scale from 1 to 99, where a BPI of 1 indicates virtually unlimited buying capacity, through to a BPI of 99, which denotes a household struggling to purchase the bare essentials.

n is the number of respondents aggregated when generating that ColourGrid profile.

PP is the number of Privacy Pods (about 220 households, similar to the ABS's Census Collector Districts, CCD) aggregated when generating that ColourGrid profile.

COLOURGRID HOUSEHOLD DESCRIPTORS

GREY

"Surviving"

Associated with low levels of discretionary spending at various times during life's ups and downs, especially in the periods as sole parents and single income households facing the very difficult choices about home, work and leisure opportunities, or couples when only one person in the household is currently employed. Grey households are wise with funds, careful with personal commitments and very loyal and supportive friends.

BLACK

"Struggling"

Associated with households with people with inadequate incomes, job insecurity, trouble and conflicts between families, friends or relatives and the work pressures that eat into time with family and children. Black households experience a lot of frustration and anger about the way people express their prejudices, demand control over their lives and create social and economic barriers that can often be experienced as class distinctions.

OCHRE

"Empty Nesters"

Associated with people who live vicariously through an extended family network who visit, keep them informed and expect grandparents to be available as everything from childcare support to financial safety net. The Ochre household is one of the largest and most rapidly growing as the number of children per household continues to decline.

GREEN

"Happy Home"

The largest number of households enjoying the pleasure of seeing a healthy, happy growing family with all the pressures and pain that is associated with family life, providing 'wheels' for sport and entertainment, the internet and catering services. Green households are intensely family focused, involved in school, sport or local community conventions, struggling to balance needs and wants with tight budgets.

PINK

"Teens"

Associated with households with teenagers who do not have the parental or familial responsibilities of other people in their household but place major financial burdens on the household budget for education expenses, clothes, mobility and entertainment expenses. Pink households see a constant stream of new products and people visiting the home until the inevitable desire for vehicles and independence temporarily reduces numbers at the dinner table.

ORANGE

"Fun Seekers"

Associated with households with people who are seeking to make the break from family demands and develop an independent, fun seeking capacity for independent living. Orange households are now looking for more excitement, instant gratification, new experiences and tastes, learning what life has to offer and rejecting pressures for responsibility and accountability until life partnerships are made or re-established after a family bust-up.

LIME

"Value Hunters"

Associated with people who are usually younger parents with one or two children at home or primary school who have just moved into their better than average quality home, making new friends and building their business or trade operations with a better than average car, lifestyle and mortgage. Lime households are over-committed, time-stretched and very cautious and competitive, seeking something more and better and a genuine bargain.

BROWN

"Cautious Investor"

Associated with people who are often cautious, considered and often very asset rich but income poor people who have invested wisely over long periods of time and seen significant asset and/or capital gains on these investments. Brown households enjoy the success and careers of their children, maintain a strong religious and spiritual life and play a very important role as community elders and leaders.

YELLOW

"Big Ambitions"

Associated with people who are developing their career and struggling for success, recognition and new experiences and seeking to gain acceptance for their ideas and contribution. Yellow households tend to spend more time doing things with friends and colleagues than with their family origins, and enjoy a very mobile, often international lifestyle, quality foods and a diversity of cultural interests. Attracted to the web and new technology.

BLUE

"Affluent Families"

Associated with households with people who are highly successful with more disposable income to provide a superior lifestyle for their family, a stronger desire for personal achievement and recognition and very heavy investment in the quality of both their work and leisure time performance.

TURQUOISE

"Trend Developers"

Associated with people with higher than average levels of education including post-graduate qualifications, degrees or diplomas, a very high quality of life, highest socio-economic status and a very international or intellectually orientated profile. Turquoise households are interested in new and different experiences including travel, entertainment and cross-cultural experiences that take them away from the average patterns of expectations.

NAVY

"Private & Privileged"

Associated with households with people who have made a very personal commitment to their community of interest, as a part of a well-drilled, organised well-off elite group of older wealthy individualists. Navy households enjoy their well earned and respected quality of life , apartment living or a second home close to the marina, a golf course or their families. and are significant contributors to philanthropic causes and campaigns.

MAUVE

"Retired Life"

Associated with people that are often conservative, somewhat fussy and over-organised living away from other members of their immediate family having withdrawn from a more active lifestyle to live a more satisfying and considered retirement. Mauve households have very definite purchase patterns and like the security of regular and familiar choices, and although well informed, there is a preference for quiet, child-free environments.

WHITE

"Traditional"

Associated with people that are not included in the other tiles because they are being cared for by others, are too old to be interested in consumer choices or because there is not sufficient data available to classify them, WHITE is a combination tile that covers situations such as illness, post-trauma recovery, overseas visitors, and situations where people are making the purchase decisions for older or frailer family members in their homes.

RED

"Younger Children"

Associated with strong feelings and emotions in households with growing, school age children who have a constant stream of demands, create new and unexpected pressures, especially around health and education concerns. Red households are exciting, challenging, learning and living spaces that encourage strong emotional bonds and search for exciting experiences.

CRIMSON

"Pre-School"

Associated with babies, toddlers and pre-schoolers who are an emotional drain on the household's resources. Crimson households are inner-oriented, demand generators expecting constant expenditure of more than time or money, especially love, affection and considered choices about the next stage of their lifecycle



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APPENDIX C

THE CONSULTANTS

Clutch Pty Ltd

Clutch was founded in 2004, we have built a culture and capacity singularly committed to better business decisions and results. We are a highly spirited and focused team, with a vast breadth of industry experience, engaging markets with globally distinctive instruments that provide precision, speed and simplicity. Decisions are our business! We deliver the clarity and certainty that enables our clients to make better sales and marketing decisions; faster!

Scott McLaughlin, Chief Executive Officer

Scott works extensively with businesses in the areas of strategic development, market & segment modelling, insight utility as well as brand and channel management. This work is multifaceted within these organisations and includes an involvement with the business functions of Brand Management, Strategic Management, Category Management, Knowledge Management, Trade Marketing, Channel Management, Account Management, as well as areas in frontline sales execution.

Prior to starting Clutch, Scott has spent more than thirteen years working both directly and indirectly for FMCG companies and has been directly engaged by companies such as Kellogg Australia, Arnott's Biscuits Ltd and Kraft Ltd in a variety of capacities covering; National Account Management, National Channel Development, New Business Development, National Wholesale Management, Mergers & Acquisitions and Frontline Sales Management. Previous to a career in FMCG Scott has worked for various media companies including, Australian Provincial Newspapers, Prime Television and London Broadcasting Corporation in various consultative capacities.

Charles Xuereb – Managing Director

Charles specialises in corporate strategy and development, change leadership, value based management and Information Technology. His particular expertise lies in increasing business profitability and transforming business processes. Charles' career is characterised by his achievements in senior management and IT positions.

As a senior executive, Charles has Board level experience as a Managing Director for both private and public corporations. His key management competencies include proven experience and successful outcomes in strategic planning, company turnarounds and change management. As CEO of Lend Lease Employer Systems, Charles achieved the first year of profitability for one company, after 5 years of losses. Charles also led the expansion of Lend Lease Employer System into the Asian market and managed the sale and smooth transition of staff to the new owner of the company.

Vanessa Sheppard, Market Engineer

Prior to joining Clutch in November 2006, Vanessa spent more than six years within financial services, with her most recent role as Marketing Manager at islandstate (Island State Credit Union), Tasmania. As an identified Emerging Leader at islandstate and a Australian Institute of Credit Union Management Young Achiever, Vanessa has had exposure to business and strategic planning, project management, product and brand development, marketing planning and execution and customer relationship management. At Clutch, Vanessa specialises in assisting clients solve a variety of business and marketing decisions.

At Clutch, Vanessa specialises in assisting clients solve a variety of business and marketing decisions. Specifics include: brand and sponsorship alignment, strategic planning, organisational alignment, site selection, sales and marketing planning and execution including media selection, creative implementation, website and customer alignment.



'Life. Be in it.' International Pty Ltd

For more than 30 years 'Life. Be in it.' has been offering active, fun and creative experiences that encourage people to "live more of your life". Our vision is to "make life worthwhile" and our mission is to provide "Fun Raising Activities". 'Life. Be in it.' was established in 1975 by the Victorian Government and because of its popularity and rapid rate of public awareness - was adopted by the Federal Government in 1977 and subsequently launched in the other States and Territories from then on. It was privatised in 1982. 'Life. Be in it. currently provides Australians with opportunities to be more active and live more of their lives.' and currently operates in every State and Territory around Australia.

Dr Jane Shelton, Managing Director and CEO, 'Life. Be in it.' International Pty Ltd

Jane is Managing Director of Marshall Place Associates, Melbourne's independent think tank, and Chief Executive Officer (honorary) for 'Life. Be in it.' International - Australia's lifestyle social marketing communications non-government organisation that conducts community recreation programs in all states and develops community based initiatives for the long-term unemployed.

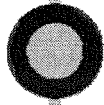
Jane applies strategic thinking to develop strategic directions for corporations and environmental organisations in Australia and throughout the Asia Pacific Region applying practical business experience and change management strategies to enable small and medium enterprises (SME's) and community organisations to apply futures and foresight techniques to achieve sustainable prosperity.

Dr Colin Benjamin, Director-General, 'Life. Be in it.' International Pty Ltd

Colin, FAICD, is Director General, Life Be In It and Chairman Marshall Place Associates and CEO of the Psychotherapy and Counselling Federation of Australia. He has extensive experience at senior executive levels in both the public and private sectors prior to forming his own consulting company and business networks with specialties that include; Executive and Professional Education; Corporate Performance Audits and IPO reviews; Strategic and Creative Thinking; Performance Enhancement; Client and Customer Service;; Strategic Focus Session; and Sun Tzu applications in the fields of operations management and strategic analysis.

Colin is also the author of Roy Morgan Values Segments® and ColourGrid® household demand diagnostic.

In addition to his Australian experience Colin has consulted widely in Asia and undertaken research in China, Indonesia and the United States. Colin's doctorate developed a globally integrated theory of entrepreneurship and establishes measures that enhance the rate of innovation, creativity and entrepreneurship at any scale of business enterprise.



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APPENDIX D

CITATIONS

AIHW'S BRIEF

This data includes:

- a 2000 survey of NSW primary school children aged 7–11, where the prevalence of overweight was reported at 26.2% of boys surveyed and 28.4% of girls, while the prevalence of obesity was reported at 9.9% of boys and 7.1% of girls (all increases from the levels reported in the NNS in 1995)
- the 2003 Sentinel Site for Obesity Prevention in Victoria study which reported that 26.7% of 7–11 year olds surveyed were classed as overweight, while 7.9% were classed as obese
- analysis of data collected in state surveys between 1967 and 1997 shows that from the mid-1980s to the mid-1990s the prevalence of obesity tripled and that of overweight doubled among 7–15 year olds, compared with a much smaller rate of increase over the preceding 16 years.

However, it is unclear if this accelerated trend is continuing. Recently released data from the *NSW Schools Physical Activity and Nutrition Survey* in 2004 found that of the 5–16 year olds surveyed, 25% of boys and 23.3% of girls were either overweight or obese (up from the 1995 data but similar to results reported in 2000 and 2003).

Other data indicates that obesity may be developing at a much younger age. According to recent research from South Australia cited in the *AIHW brief*, the percentage of obese preschoolers (children aged four years) in South Australia rose from 3.5% for girls and 3.2% for boys in 1995 to 5.8% for girls and 4.1% for boys in 2002.

As can be seen from the table below, international comparisons of obesity are especially problematic for children, because of the different age ranges that are measured and differences in the years in which surveys are conducted.

Table 1: International comparisons of obesity among children, 1992–2002

Country	Year	Age range (years)	Proportion obese (per cent)		
			Boys	Girls	Boys & girls
New Zealand	2002	5–14	9.0	10.7	n.a.
England	2002	2–15	5.5	7.2	n.a.
Australia	1995	2–17	4.2	5.1	4.8
USA	1994	6–18	n.a.	n.a.	7.8
Scotland	1994	4–11	2.1	3.2	n.a.
England	1994	4–11	1.7	2.6	n.a.
Russia	1992	6–18	n.a.	n.a.	4.2

n.a. Not available

Sources: AIHW analysis of the ABS 1995 NNS; Chinn & Rona (2001); Department of Health (2003); Ministry of Health (2003); Wang & Wang (2002).

Source: [AIHW](#)

" IOTF

As outlined by the International Obesity Taskforce (IOTF):

Any initiative on the prevention and management of obesity has four main goals:

1. *To increase the awareness among governments, health care professionals and the community that obesity is a serious medical condition and a major health problem with substantial economic costs.*
2. *To provide evidence and guidance for the development of better prevention and management strategies.*
3. *To secure the commitment of policy makers to action*
4. *To foster the development of national, regional and international structures that will enable and support the implementation of action on overweight and obesity.*



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