

Reconnecting with the fun of recreational sports and the club environment



Cathy Zesers
Executive Officer
Active Ageing Australia



OUR VISION



**More Australians physically active for a life
of better health and well being.**

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FOR CLUBS..... WHAT HAS AGE GOT TO DO WITH IT?

And what's in it for all involved?



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DEFINING 'ACTIVE'

- physical activity, social activity and mental activity
- strong evidence connecting each element to health and wellbeing particularly as we get older
- clubs can offer all of the above to individuals or families across the age continuum... and it's a '**win win**' for all
- promoting participation in recreational sport, clubs and community groups supports healthy active ageing
- increased participation = increasing memberships, increasing volunteer base



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IT'S NEVER TOO LATE TO START!

Participation may be
competitive or social



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HOW MUCH IS ENOUGH?

Australia's Physical Activity and Sedentary Behaviour Guidelines for Adults 18-64 years



- Doing any physical activity is better than doing nothing
- Be active on most preferably all days of the week
- Accumulate 150-300 minutes of moderate intensity PA each week or 75-150 minutes of vigorous intensity PA each week or a combination of both
- Do muscle strengthening activities on at least 2 days per week



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WHY EXERCISE AS WE AGE

Did you know that doing regular flexibility, strength & balance exercises can:

- Make you feel happier and more energetic
- Help you to remain mobile and independent
- Reduce the risk & severity of chronic disease
- Increase your bone density
- Alleviate some arthritic pain
- Reduce your risk of falls?



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WHAT DOES ACTIVE AGEING AUSTRALIA DO?

- AA Network
- 5 for 10 program
- Easy Moves for Active Ageing (EMAA®)
- Home Exercise and Lifestyle Program (HELP)
- Exercise DVDs and CDs for home use
- FallsSA website



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Reconnecting with the fun of recreational sports and the club environment- 5 for 10 Model

Vanessa Gaston-Gardner
Partnerships & Participation Officer



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ABOUT 5 FOR 10 PROGRAM

- Pilot Program funded by Office for Recreation and Sport
- Commenced in 2012
- Program is designed to provide adults with opportunities to participate in recreational physical activity
- ‘Fun and Fitness’ is the motto
- Supports the social aspect of participation rather than the competitive aspect
- In addition, the program aims to support clubs to promote programs and activities to adults



5 FOR 10 PROGRAM



5 weeks for \$10 with activities being modified if necessary

Participating club activities to date have included

- Tennis
- Rowing (indoor)
- Croquet
- Bowling
- Dragon Boating
- Golf
- Bocce



5 FOR 10 PROGRAM

Case Studies – Success stories

Flagstaff Hill Tennis Club 'Rusty Tennis'



Rowing SA - Indoor Rowing at West Lakes



Merryll and Richard Easling at Flagstaff Hill Tennis Club.

Picture: DYLAN COKER

On ball to gain new skills

Erin Jones

FLAGSTAFF Hill Tennis Club wants to entice over 50s to pick up a racquet.

The club has joined with Active Ageing Australia to offer its Rusty Tennis 5 for 10 program, which allows residents to play a sport over five weeks for \$10.

Active Ageing president Bob Barnard encouraged residents to give tennis a go

and enjoy the social aspect of the sport.

"What we're trying to do is normalise the idea that if you're older you can still try these activities," Mr Barnard said. "This initiative is such a simple way of getting people together socialising and to play sport at a low cost with equipment and coaching support."

The program started two years ago in the northern

suburbs and has spread across Adelaide.

Many clubs now offer the program in sports such as croquet, rowing, volleyball and fencing.

Rusty Tennis starts at Flagstaff Hill Tennis Club, Coromandel St, Flagstaff Hill, on April 20, at 2pm.

To register, call Tim Voit on [0402 262 934](tel:0402262934).

5 FOR 10 PROGRAM

What do these two clubs identify as elements to success

Flagstaff Hill Tennis Club

- Offers flexibility in duration of lesson
- Takes into account ability of participant
- Participants focussed on the fitness component
- Social interaction and group activity makes for a successful formula
- Good communication from club and dedicated coordination

Indoor Rowing

- All weather venue
- Participants focussed on fitness
- Participants able to work at their own pace
- Strong social element to the activity
- Commitment to coordinating program

5 FOR 10 PROGRAM



How do clubs get involved?

- Club committee completes an Expression of Interest
- Clubs will then be provided with their 5 for 10 Club Toolkit to help get you on your way
- Clubs will also be offered the opportunity to access Home Exercise and Lifestyle Program (HELP) training for volunteers or club members.

The HELP training will assist clubs in modifying activities where needed

5 FOR 10 PROGRAM



How do participants get involved

- Registered interest in specific 5 for 10 Club activities on AAA website
- AAA will provide club contact information along with a voucher
- Participants then contact the club directly to arrange participation
- Payment of \$10 goes directly to the club at the first session



5 FOR 10 PROGRAM



Clubs are asked to:

- Provide a recreational sport program with a focus on participation and enjoyment
- Provide venues, volunteers, equipment for the 5 week program
- Basic admin requirements including collection of attendance records of participants
- Have appropriate insurance which includes 5 for 10 participants
- Promotion of 5 for 10 using your local networks and events
- Have a dedicated person allocated to liaise with AA and oversee 5 for 10 in your club
- Consider a strategy to keep participant involved beyond the 5 weeks



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5 FOR 10 PROGRAM



Active Ageing will:

- Promote you club as a 5 for 10 club via the webpage, newsletters and social media
- Take participant registrations via the website and liaise with club contact regarding numbers
- Provide registered participants with club contact details and a voucher to identify them as a 5 for 10 participant
- Work with and support clubs in establishing a long term plan to sustain participants beyond 5 weeks



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Evaluation feedback

- Barriers to participation-distance, travel and lack of transport
- Club expectations in regard to ability and readiness to modify activity
- Participants were generally already active or had a history of involvement with clubs
- How to reconnect people to a sport or activity they may have been involved with when they were younger
- How to engage beyond 5 weeks
- Participants were more likely to continue if a club has a positive social, flexible, welcoming and respectful culture
- Cost to participate beyond 5 weeks (club fees) was a significant barrier

5 FOR 10 PROGRAM

Questions to consider

1. Is 5 for 10 a program that your club could be interested in? Are there benefits to the club of being involved and what might these be?
2. What is the age demographic of the community within which your club is located? Could this information be useful for promoting 5 for 10?
3. Does your club potentially have a dedicated person to manage the 5 for 10?
4. Does the club already have programs available to older adults? Might these programs benefit from participation in the 5 for 10?
5. What could your club do to sustain participants beyond 5 weeks?

CONTACT DETAILS...

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