



THE UNIVERSITY OF  
**SYDNEY**

# Sport Australia Move it AUS Participation Grant: A National Evaluation Report



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Sport Australia independently commissioned the, Sport and Active Recreation Intervention and Epidemiology Research (SPRINTER) Group, University of Sydney, to undertake this evaluation as an independent evaluation of the Move it AUS participation grant program.

## Acknowledgments

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## Report Aim

- The aim of this report is to present an independent, critical appraisal of the Sport Australia Move it AUS Participation grant program.
- The SPort Recreation INTervention and Epidemiology Research (SPRINTER) Group<sup>1</sup> at the University of Sydney were commissioned to undertake the independent national evaluation of the Move it AUS grant program.
- This report provides evidence summarised by SPRINTER from the national evaluation of the Move it AUS Participations grant program tackling physical inactivity through sport.
- The information herein will inform decisions made by government policymakers and strategic thinkers, sport and recreation sector organisations, practitioners, researchers, and evaluators to ensure progress towards the Global and National target to reduce population physical inactivity by 15% by 2030 (1).
- The report will provide the following:
  - Background to the Move it AUS grant program. This will consider the political and strategic context with which the grant was delivered.
  - An overview of the evaluation method used and theoretical underpinning of the evaluation.
  - Aligned with the grant program logic model, evaluation findings will be presented with the key headline findings complete with a qualitative summary of the in-depth experiences captured directly from funded programs.
  - Recommendations for policymakers, the sport and recreation sector, and researchers regarding the determinants of success for tackling physical inactivity throughout sport.
  - This report focuses on evaluating programs funded through the Move it AUS Participation grant program and those who participated in the national evaluation.

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<sup>1</sup> The Sport & Recreation INTervention & Epidemiology Research (SPRINTER) Group are a policy-focused research group based at the Charles Perkins Centre, Prevention Research Collaboration at the University of Sydney (<https://www.sport.nsw.gov.au/sectordevelopment/sprinter-group>)

- Who is the report for?
  - This detailed report is aimed at policy makers, sport and recreation organisations and stakeholders, researchers, and evaluators all interested in tackling physical inactivity through sport.
  - An executive summary document accompanies this report which presents a headline summary of the national evaluation.

#### Health context globally and in Australia

- The diverse benefits of physical activity on individual physical and mental health, societal, environmental and populations are clear. To achieve these benefits, all forms of physical activity from household chores, active travel, play and leisure time pursuits including sport and recreation, are recommended to help accrue 150-300 minutes of moderate to vigorous physical activity each week for adults, and 60 minutes every day for children and adolescent's (2).
- There are multiple health benefits of physical activity and societies that are more active, including additional returns on investment such as reduced use of fossil fuels, cleaner air, and less congested, safer roads. These outcomes are interconnected with achieving the shared goals, political priorities, and ambition of the Sustainable Development Agenda 2030 (SDG's) (1).
- People who achieve physical activity guidelines are more likely to be healthier and happier (3, 4).
- Worldwide, more than a quarter of adults (27.5%) and 80% of children and adolescents do not achieve these guidelines. Physical inactivity is responsible for in excess of 5 million death worldwide (5) and is estimated to cost \$67.5 billion of economic burden per year (6).
- Physical inactivity is also a major contributor to health inequalities as people from disadvantaged areas (low socio-economic status, LSES) are more likely to be physically inactive and are therefore at an elevated risk of developing chronic diseases (7).
- Mirroring global trends, just over 1 in 2 (55%) of Australian adults did not participate in sufficient physical activity in 2017-18. Specific population target groups were more likely to be inactive, namely; women (59% of women are inactive compared to 50% of

men), individuals from low socio-economic areas (63%); increasing with age (69% of men and 75% of women over 65 years old) (8).

### Strategic and policy context

- In 2018, the Australian Government committed more than \$150 million to drive national sports participation and physical activity initiatives to get more Australian's moving more often.
- The Move it AUS Participation grant program focuses on promoting physical activity opportunities for all life stages specifically targeting population groups most at risk of being inactive, including women and girls and individuals living in low socio-economic areas.
- Several key policy documents framed the release of the Move it AUS grant programs both globally and nationally in Australia. A summary is provided below:
  - In 2018 the World Health Assembly approved and launched the **Global Action Plan on Physical Activity 2018-2030 (GAPPA)** adopting a voluntary target of reducing physical inactivity by 15% by 2030 (9). All member states signed this commitment, including Australia. To help support populations to achieve the target, all countries were advised to develop and implement appropriate national and subnational policies and programs to enable people of all ages and abilities to achieve physical activity guidelines and improve population health and wellbeing (10).
  - The **Sport 2030 plan** released by Sport Australia articulated a clear and bold federal government vision for sport in Australia — to ensure that Australia would be the world's most active and healthy nation, known for our integrity and sporting success. Sport 2030 was Australia's first national sport plan and identified four key priority areas to create a platform for sporting success through to 2030 and beyond. The priorities were; Build a more active Australia — More Australians, more active, more often; Achieving sporting excellence — National pride, inspiration and motivation through international sporting success; Safeguarding the integrity of sport — A fair, safe and strong

sport sector free from corruption; and Strengthening Australia's sport industry — A thriving Australian sport and recreation industry.

- The **Australian Burden of Disease Study (2015)** provides updated estimates for over 200 diseases and injuries in Australia for 2015, 2011 and 2003 (11). Physical inactivity was responsible for 19% of the disease burden due to type 2 diabetes, 17% due to bowel cancer, 16% of the uterine cancer burden, 14% of dementia burden, 12% of coronary heart disease burden, 11% of breast cancer and 10% of stroke burden. Disease burden attributable to physical inactivity was 1.9 times greater in the lowest (most disadvantaged) socioeconomic group compared with the highest (least disadvantaged) group.
- In 2021, Sport Australia launched the **Participation Design Toolkit** (12) to enable sport organisations to deliver insight-driven and participant-centred plans, products, and experiences. The Participation Design Toolkit places strong emphasis on understanding community need, the drivers and barriers of participation whilst adopting a life course approach.
- The publication of this national evaluation report of the Move it AUS Participation grant program provides evidence-based insights, collected directly from the Australian Sport and Physical Activity sector, which contributes to the evidence base on how to enable more Australians to become physically active.

#### The evaluation strategy

- The purpose of the national evaluation was to critically appraise Sport Australia's Move it AUS Participation grant to better understand how organisations can utilise sport or targeted physical activity programs to tackle physical inactivity across Australia.
- The primary aim of the independent evaluation of the Participation grant program was to understand the extent to which the Move it AUS grant programs are influencing and supporting inactive individuals to engage in physical activity opportunities.

- The secondary aims were:
  - Determine levels of awareness of physical activity guidelines and the proportion of the population that meet their age-appropriate physical activity guidelines
  - An understanding of reach and engagement of inactive individuals to reduce population physical inactivity
  - Assessment of changes in attitudes towards physical activity and participation in sport
  - Measurement individual's self-efficacy to initiate and maintain a physically active lifestyle
  - Understand the sport and physical activity sector's capability and capacity to tackle population physical inactivity
- The evaluation team provided their expertise to all funded programs and their associated staff and projects as central evaluation advisors.
- Identify links between the Move it AUS participation program and existing evidence on tackling physical inactivity through sport.
- Identify the collective impact of the activity delivered on specific target populations.
- Complement national surveillance data sets with primary collected evaluation data captured directly from funded organisations and their program recipients.
- Provide recommendations on what works and what doesn't work when tackling physical inactivity through a grant program within the sport and physical activity sector.

#### Our evaluation approach

- Population behaviour change interventions which are delivered within community, real-world settings make traditional evaluation design and implementation difficult, especially as they are outside of experimental conditions.
- The national evaluation of the Move it AUS Participation grant program aimed to overcome these challenges by embedding a pragmatic evaluation framework (13), which adapted to the organic and diverse nature of all programs funded through the Participation grant program. In addition, the utilisation of valid measurement tools and analytical frameworks were adopted.

## Theoretical Underpinning

- The 'Theory of Change' (14) is a method for describing a set of assumptions that explain the steps that lead to the long goal(s) of interest as well as the connections between program activities and outcomes that occur at each step.
- Realistic evaluation (15) has often been used as an underlying framework for community-based evaluation. Rather than solely focusing on '*what works*', realistic evaluation attempts to understand the reasons for a certain outcome. Recognising the pragmatic approach adopted here, principles of Realistic Evaluation were considered in the evaluation design.
- Within the Move it AUS evaluation, the theory of change was primarily used to understand how the grant program could influence change amongst the sport and physical activity sector (funded organisations) and the individuals who participated in funded programs (participants). This also directly informed the evaluation measures used to capture the specified outcomes.
- To achieve this, a logic model was developed.

## Logic Models

- A logic model can help identify the primary and secondary outcome indicators. Logic models describe the relationship between each element in a project or intervention, and the likely direction of change. They can be useful in describing and explaining what is expected to happen in a project, providing a mechanism to check that the appropriate indicators have been selected and the project is likely to achieve its objectives.
- A logic model for the Move it AUS Participation grant program was developed by Sport Australia in a collaborative workshop facilitated by Dr Reece and the independent evaluation team (Figure 1).
- From an evaluation perspective, logic models are essential in prioritising and structuring data collection to ensure the data can ultimately be used to explain whether the programs achieved its outcomes, or why it did not achieve its outcomes.

Figure 1. The Move it AUS Participation grant program logic model

Inputs	Activities	Outputs	Outcomes		
			Short ( June 2019 – June 2021)	Medium (July 2021 – June 2023)	Long-term (July 2023 -)
<ul style="list-style-type: none"> <li>• \$28m Federal investment over 4 years.</li> <li>• Federal investment for marketing support.</li> <li>• 2 FTE Sport Australia staff members plus in-kind cross agency support.</li> <li>• Evaluation support (SPRINTER Sydney Uni).</li> <li>• Sport 2030</li> <li>• Sport AUS strategic plan.</li> <li>• Move it AUS</li> </ul>	<ul style="list-style-type: none"> <li>• 62 successful projects awarded from 487 total.</li> <li>• Marketing toolkit developed for project leads &amp; associated partners.</li> <li>• Monitoring &amp; performance toolkit developed for project leads.</li> <li>• Case study toolkit designed.</li> <li>• 3 sector workshops developed with funded projects.</li> <li>• Move it AUS program evaluation developed by SPRINTER (Sydney Uni).</li> </ul>	<b>Sport and Physical Activity Sector</b>			
		<ul style="list-style-type: none"> <li>• 62 projects funded across sport &amp; physical activity sector.</li> <li>• 8 marketing case studies developed.</li> <li>• Recognition of indirect beneficiaries engaged.</li> <li>• Move It AUS grants delivered in regional and remote areas.</li> <li>• Target populations engaged through Move it AUS grants.</li> <li>• Increased understanding of the sport and physical activity delivery partner network.</li> <li>• Increase capability of sport and physical activity partner partners.</li> <li>• Enhance the partnerships of sport and physical activity partners.</li> </ul>	<ul style="list-style-type: none"> <li>• Engage new populations (inactive and active).</li> <li>• Gain in-depth insights into participation behaviors across active, inactive &amp; target populations.</li> <li>• Understand reasons for drop-out &amp; barriers to physical activity.</li> <li>• Increased capacity &amp; understanding from sport &amp; pa sector to tackle physical inactivity through piloting of innovative projects.</li> <li>• Improved collaboration between gov't departments, Sport AUS and delivery partners.</li> <li>• Contribution to the evidence base on physical inactivity.</li> </ul>	<ul style="list-style-type: none"> <li>• Partners commit to reducing % inactive people by 2030.</li> <li>• Reduce the proportion of people who drop out/lost to follow up in physical activity opportunities.</li> <li>• On-going &amp; continual reflection by sport and PA sector to focus on understanding &amp; meeting needs of inactive populations (governance &amp; quality control).</li> <li>• Establish new, &amp; cement existing, cross agency partnerships</li> <li>• Increased variety and availability of physical activity opportunities for local communities</li> <li>• Continued contribution to building and listening to the evidence base across the sector for what works (and what doesn't work) in reducing physical inactivity in people.</li> </ul>	<ul style="list-style-type: none"> <li>• Partners commit to reducing % inactive people by 2030.</li> <li>• Increase number of partners who commit to narrowing the equity gap in population participation.</li> <li>• Increase sector capability to deliver inclusive, robust and sustainable physical activity opportunities.</li> <li>• Continued contribution to building and listening to the evidence base across the sector for what works (and what doesn't work) in reducing physical inactivity in people.</li> </ul>
		<b>Participants</b>			
		<ul style="list-style-type: none"> <li>• Inactive people engaged across 62 Move it AUS grant projects.</li> <li>• Increased awareness of physical activity guidelines among participants.</li> <li>• Increased awareness of the Move It AUS campaign among participants.</li> </ul>	<ul style="list-style-type: none"> <li>• Increased self-efficacy of individuals to increase and maintain physical activity behaviors.</li> <li>• Enhanced recognition &amp; awareness of funded projects by target population.</li> <li>• Positive attitudes towards physical activity and sporting opportunities.</li> </ul>	<ul style="list-style-type: none"> <li>• Increased self-efficacy of individuals to increase and maintain physical activity behaviors.</li> <li>• Initiation and maintenance of 'new' physical activity behaviours.</li> <li>• Initiation and maintenance of physical activity levels by active people.</li> </ul>	<ul style="list-style-type: none"> <li>• Increased proportion of people meeting PA guideline.</li> <li>• Contribute to population reduction of physical inactivity.</li> <li>• Equity gap in population participation reduced.</li> </ul>

## Principles of Evaluation

- Evaluation is about judging the value of an activity and assessing whether, or not, a project or program has achieved what it set out to do (13).
- To ensure an independent comprehensive evaluation, a combination of '*Process*' and '*Outcome*' indicators were implemented:
  - **Process evaluation:** this will aid insights and collect information about the actions taken by the organisation delivering each program, to understand if and how the steps taken by the organisation contributed to achieving the anticipated outcomes.
    - It will help understand what works and what does not work, for whom and why, to increase participation in physical activity and the funded program.
    - Put simply, was the grant delivered as intended?
  - **Outcome evaluation:** this component of the evaluation will measure whether the program achieved its outcomes.
    - Specifically, understanding if participants in the program met physical activity guidelines, and critically if, or how, the funded activity supported them to do so.
    - Put simply, what changes occurred following the grant program implementation? Did it make a difference?

## Evaluation Method

- The evaluation adopted a mixed method approach including quantitative surveys and case studies on program participants, and qualitative interviews with program and organisation leads. Collectively these methods ensure data collected aligned with the outcomes identified in the logic model.
- Sport Australia made it an essential requirement that all programs funded through the Move it AUS grant program participated in the national evaluation.

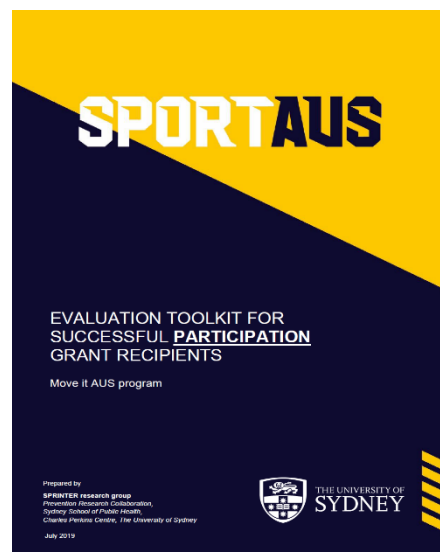
- All funded programs completed a Sport Australia monitoring template online throughout the duration of the funding agreement (this is called a Grant report). The Grant report documented key milestone progress updates, risks, and general progress reviews. This documentation provided critical contextual information for the SPRINTER national evaluation team.
- Prior to commencing delivery, all funded programs were invited to attend 3 evaluation workshops delivered in partnership between Sport Australia and the SPRINTER national evaluation team (SPRINTER) (1 in Melbourne, 1 in Sydney and 1 online).

*Standardised National Evaluation Toolkit and Question bank (Quantitative survey)*

- The SPRINTER national evaluation team developed a national evaluation toolkit which was circulated to all funded programs prior to their commencement of delivery.
- The evaluation toolkit was a bespoke evidence-based, mixed method question bank that was specifically designed for the Participation Grant program (see Appendix 1).
- This standardised question bank aligned with the outcomes articulated in the logic model and clearly outlined minimum and recommended data required from all engaged participants in any funded activity.
- The question bank was administered as a quantitative survey for completion amongst all program recipients, pre and post, their engagement with the funded intervention was distributed.
- The mode of delivery (online, on paper, or a hybrid) was decided on by the program lead, depending on the nature of the program.
- The purpose of this question bank, with flexible delivery methods for each funded program, was to reduce data collection burden, allow for transparent reporting against the specified grant program aims and ensure flexibility amongst the breadth and depth of funded activities.

### *Mandatory minimum data requirements*

- All participants engaged with a funded Move it AUS program were expected to complete a quantitative survey (method of delivery selected by funded program).
- This information was critical in not only understanding the reach of the funded activities, but also the potential behavioural changes from participants in the program.
- To understand the reach of the funded projects, specifically to inactive target populations, comprehensive measures on socio-demographics was required.
  - These included: age, sex, area level SES, employment, household structure, cultural background and language spoken at home.
- The primary outcome of the mandatory data was physical activity status, increasing the proportion of people who participated in the Move it AUS, meeting physical activity guidelines. This was assessed using the Prochaska (et al., 2001) screening measure for children 5-17 (16), and the single item measure for Adults 18+ years old (17).
- Secondary outcomes were assessed, aligned where possible with existing validated or accepted measures. Organised sport participation (18), self-rated levels of general self-efficacy (19, 20) and readiness for physical activity behaviour change (21) were additional mandatory measures to investigate secondary outcomes from participants.
- Cross-sectional data captured pre- and post-program participation for all engaged program participants will be analysed.



### *Case studies*

- To complement evidence provided by program participants through the quantitative surveys, the evaluation will also include case studies.

- Case studies are an excellent method for facilitating a deeper understanding of a program. In this context, the participant experience, perceived impact, and general feedback.
- Specific case studies, at a program level, were captured to enrich and ‘*tell the story*’ behind the quantitative data. See template in appendix 2.
- The national evaluation toolkit was not adopted by some programs due to specific implications in using the toolkit with their target group, or due to unforeseen circumstances. The details of which will be discussed later, but some instances in which this occurred included when the target group were too young and their parent/guardian didn’t have time, the impact of COVID-19 meant program delivery was changed or didn’t occur, participants were living with a disability or had mental ill health that impacted their ability or willingness to participate in the evaluation etc.
- In these situations, a case study template was given to the program or evaluation lead for completion.

#### *Qualitative Interviews*

- A nested qualitative study was designed to capture the experiences of delivering a grant program focused on tackling physical inactivity from the provider and organisational perspective.
- The secondary aims were to understand the impact of the grant program on the capability and capacity of the funded organisation, to explore at an operational level, what went well and what did not go well, key learnings and how this grant could inform future policy, programs and practice.
- A structured interview topic guide was used for all interviews. This guide was collaboratively developed by the national evaluation research team using existing evidence. A copy of this guide can be found in appendix 3.
- To ensure a representative sample of programs for inclusion, the research team selected a sample of interviews using the following criteria for all funded projects:
  - Geographic location: Metro, inner regional, outer regional/remote
  - Type: National sporting organisations (NSOs), state sporting organisations (SSOs), non-government organisations (NGOs), educational organisations, and local governments

- Target audience; Indigenous, women and girls, adolescents, Culturally and linguistically diverse (CALD).
- The Framework analysis (22) method will be adopted for qualitative analysis. Framework analysis is deemed an appropriate approach to analyse qualitative data due to the systematic nature of the approach.

#### *Ethics*

- The University of Sydney ethics committee granted ethics approval for this evaluation, ethics number 2019/533 – see appendix 4. Where required, written informed consent was attained prior to data collection.
- The qualitative study was also approved by The University of Sydney ethics committee 2020/250 – see appendix 5.

#### *Evaluation caveats*

- The evaluation methods implemented to assess the effectiveness of the Move it AUS participation grant using the outcomes identified in the logic model, reflect an academically sound and evidence-based approach. The process has been managed by a pragmatic and experienced evaluation team to ensure validity and reliability in the findings.
- The mixed method adopted will provide insights that will enable researchers, practitioners, and policymakers to better understand the role of sport and recreation in tackling physical inactivity in Australia. However, there are numerous challenges that must be acknowledged.
  - Select funded programs commissioned independent evaluations of their programs and therefore did not fully participate in the national evaluation. 22 of the 61 participation programs listed independent evaluators or had an independent evaluation separate to the national evaluation approach. Sport Australia facilitated communications between the national evaluation team and all funded programs.
  - Some participants engaged with funded activities but did not engage or complete an evaluation. Some might have engaged in evaluation pre and/or post, some not at all. This report focuses on the outcomes of participants who engaged

and/or completed an evaluation, at either time point. We therefore must recognise the potential self-selection bias.

- Participants who completed the evaluation survey might not have completed all survey questions, resulting in different samples for variables presented. The total sample of data included for each variable is presented in each figure title.
- Some programs only recruited small evaluation sample sizes which limit the generalisability of the results to the wider population. There are also therefore differences in the proportion of people represented in different age categories and demographic groups. When this may impact generalisations on data findings, it has been reported.
- Whilst it was intended that longitudinal data could be assessed to measure individual change pre and post funded programs, the variations in program duration and delivery (and the unforeseen impact of COVID-19 on altered program delivery) made it difficult to authentically assess pre and post. Cross sectional data is therefore presented at each timepoint.
- Much of the data is cross sectional, based on uncontrolled pre- and post-study designs. The absence of experiential design means firm conclusions about the casual reasons for change are limited.
- This was a national grant program funded over a 2-year period. Therefore, seasonal variations, environmental disasters and global pandemics could not be controlled.
- Evaluation data presented is accurate at the time of report. Any subsequent delivery and/or changes to any funded programs are not reflected here.
- The diversity of funded programs by geography, target population, size, scale, and target audience made data collection difficult. To ensure consistent data capture at scale, an adaptable online toolkit was designed. All data therefore was self-report and the limitations of this must be recognised. In future, objective measurements of physical activity and sport could be considered.
- The purpose of the evaluation was to critically appraise the Move it AUS funded projects.

## Adherence to the Evaluation

- Some programs had reported they were going to complete the evaluation using a certain method that changed over the implementation period.
- Only programs that collected data using the national evaluation toolkit and had completed program delivery are included in the analysis.
- Due to extensions provided for program delivery in 2020/21 in response to COVID-19, 28 of the 61 funded programs were granted an extension and had not completed their program delivery, nor the evaluation. These programs, and the subsequent evaluation, are ongoing at the time of writing this report. As a result, evaluation data from 1,004 participants in programs provided extensions are not included in this analysis as they have not yet completed program delivery.
- Data from 3,837 participants was collected through national evaluation surveys (Figure 2).
- Project leaders from 26 funded organisations in the Participation Move it AUS grant participated in qualitative interviews and 5 provided case studies that will be collectively distilled in the qualitative section of this report (Figure 2).
- Five programs were unable to complete the formal national evaluation process (Figure 2). To overcome this, details from their final grant reports submitted to Sport Australia will be used to share their insights.
- A complete breakdown of what data was collected from which projects and participants is detailed below in Table 1.

Figure 2. Mixed methods used in the national evaluation of the Move it AUS Participation Grants



Table 1. Details of evaluation adherence

<b>Applicant<sup>1</sup></b>	<b>Project Title<sup>2</sup></b>	<b>Included Participant surveys<sup>3</sup></b>	<b>Excluded Participant surveys<sup>4</sup></b>	<b>Other evaluation method<sup>5</sup></b>
Archery Australia	Veterans into Archery		3	Qualitative Interview
Athletics Australia	Kids' Athletics	18		
Australian Catholic University	iPLAY for Inclusion			Case studies & Qualitative interview
Australian National Football League (Victoria)	Junior FIDA Pathways Program		7	
Australian Sailing	OutThere Sailing	122		Qualitative interview
Basketball Australia	3x3 Community Hustle		3	
BMX Australia	Move It with BMX Australia!			
Bowls Australia	Move it AUS - Jack Attack			

<b>Applicant<sup>1</sup></b>	<b>Project Title<sup>2</sup></b>	<b>Included Participant surveys<sup>3</sup></b>	<b>Excluded Participant surveys<sup>4</sup></b>	<b>Other evaluation method<sup>5</sup></b>
Brimbank City Council	In2Active Brimbank	44		
Communicare Inc.	Find Your Fitness-Geraldton	9		Qualitative interview
Creating Chances	Creating Chances for South West Sydney	776		
Cycling Australia	AusRide			
Disability Sports Australia Ltd	Start Up Kidz - Multisport Programs for kids with disabilities			
Drummond Street Services	MOVE IT 4 KIDS			Qualitative interview
Edmund Rice Centre WA Inc.	Local Parks and Development Pathways Program	91		Qualitative interview
Edmund Rice Services - Mt Atkinson	Biking to Better Health			Case study
Football Federation Australia	Women and Girls - Football Your Way		7	Qualitative interview

<b>Applicant<sup>1</sup></b>	<b>Project Title<sup>2</sup></b>	<b>Included Participant surveys<sup>3</sup></b>	<b>Excluded Participant surveys<sup>4</sup></b>	<b>Other evaluation method<sup>5</sup></b>
Golf Australia Limited	My Golf, Get Into Golf	280		Qualitative interview
Gymnastics Australia	KinderGym - Start Here, Go Anywhere – Building a More Active Australia through Physical Literacy		3	
Hockey Australia Ltd	Recreational Hockey		56	
Hockey Australia Ltd	Towards physical literacy for every child: the South Australian 'proof of concept' for delivery of the PEPL Approach at scale		8	
Koya Aboriginal Corporation	Kaat Koort n Hopes			Grant report
Leisure Networks	MiniMovers			Grant report
Logan City Council	Move It Logan	1		Qualitative interview
Marathon Health LTD	Walang Yinhaa (Strong Women)		67	

<b>Applicant<sup>1</sup></b>	<b>Project Title<sup>2</sup></b>	<b>Included Participant surveys<sup>3</sup></b>	<b>Excluded Participant surveys<sup>4</sup></b>	<b>Other evaluation method<sup>5</sup></b>
Mother's Day Classic Foundation	Move it AUS Mums	11		
Mountain Bike Australia	MTB101 Program		31	
Moving A Head Inc	Fit to Move A Head	3		Qualitative interview, case study
National Rugby League	National Non-Contact Rugby League Program		316	
Netball Australia	NetSetGO 3.0 Program Expansion	1285		
New South Wales Rugby League	CALD to Try League	25		
North Esk Rowing Club	Have Fun and get Active	46		Qualitative interview
Northern NSW Football	Kick-On for Women		72	Qualitative interview
Paddle Australia Limited	Paddle Hub		241	Qualitative interview

<b>Applicant<sup>1</sup></b>	<b>Project Title<sup>2</sup></b>	<b>Included Participant surveys<sup>3</sup></b>	<b>Excluded Participant surveys<sup>4</sup></b>	<b>Other evaluation method<sup>5</sup></b>
Play Australia	The 1000 Play Streets Project (interim name)			Qualitative interview
Pony Club	Creating new horse riders		51	
Richmond Fellowship Tasmania	Up and About	443		Qualitative interview
Rowing Australia	GRow		155	Qualitative interview
Royal Life Saving Society - Australia	Swimming Skills for an Active Life		26	
Rugby Australia	Active Rugby Hubs		2	
Shooting Australia	Active Target Program			Qualitative interview
Ski & Snow Board Australia	Snow Active	1		Grant report
South Australian National Football League Inc (SANFL)	SANFL Inclusive League Expansion		2	Grant report

<b>Applicant<sup>1</sup></b>	<b>Project Title<sup>2</sup></b>	<b>Included Participant surveys<sup>3</sup></b>	<b>Excluded Participant surveys<sup>4</sup></b>	<b>Other evaluation method<sup>5</sup></b>
Sport Inclusion	Leave No One Behind			Qualitative interview
Squash Australia	Squash Girl Can	3		
Stephen Michael Foundation	Fit For 4			Grant report
Surfing Australia	Women & Waves (Shore Thing)	3		Case study
Swimming Australia Limited	Swimming for all - partnership program	90		Qualitative interview
Table Tennis	Move It TTA			Qualitative interview
Tangentyere Council Aboriginal Corporation	Apeyteme (A-par-te-bea = Move It) Town Camps Program	2		Qualitative interview
Tenpin Bowling Australia Limited	Bowl All Abilities	58		
The Indigenous Marathon Foundation Limited	Deadly Running - Move it		3	

<b>Applicant<sup>1</sup></b>	<b>Project Title<sup>2</sup></b>	<b>Included Participant surveys<sup>3</sup></b>	<b>Excluded Participant surveys<sup>4</sup></b>	<b>Other evaluation method<sup>5</sup></b>
The University of Western Australia	KIDDO: Building the capacity of early childhood educators to deliver physical literacy programs to children aged 3-8 years in rural and remote Australia	1		Qualitative interview
Touch Football Australia	All Abilities Touch Football		12	Qualitative interview
Triathlon Australia	TRlactive Indoor Series - Find Your Starting Line	72		Qualitative interview
UniSport Australia Pty Ltd	Healthy Campus	168		
UWA Sport Pty Ltd	Man v Fat Soccer	154		Qualitative interview
Volleyball	Discover Volleyball	1		Qualitative interview
We Ride Australia	Ride Score - Safe Routes To School	16		Qualitative interview
YMCA Victoria	PLAY Project	1		Case study

<b>Applicant<sup>1</sup></b>	<b>Project Title<sup>2</sup></b>	<b>Included Participant surveys<sup>3</sup></b>	<b>Excluded Participant surveys<sup>4</sup></b>	<b>Other evaluation method<sup>5</sup></b>
YMCA Victoria - Trading as Victorian YMCA Community	National Skate Park Activation Project		6	
<b>Total</b>	<b>61 funded groups</b>	<b>3,837</b>	<b>1,071</b>	<b>26 Qualitative interviews 5 Case studies 5 Grant reports</b>

1. Applicant refers to the organisation that was provided funding for the Move it AUS grant programs
2. Project Title refers to the name of the project funded by the Move it AUS grant program
3. Included Survey Data refers to data that has been collected using the Standardised National Evaluation Toolkit and Question bank, and included in the analysis provided in this report as the program has completed delivery at the time of publication
4. Excluded Survey Data refers to data that has been collected using the Standardised National Evaluation Toolkit and Question bank, but is excluded from the analysis provided in this report as the program has not completed delivery at the time of publication and has been provided an extension
5. Other Evaluation Method refers to supplementary data that has been collected using one of three other means described in the methods: Qualitative interviews, Case studies, and/or Grant reports. In instances where all other evaluation data was absent, the grant report was recorded as the only available evaluation mode for the funded project

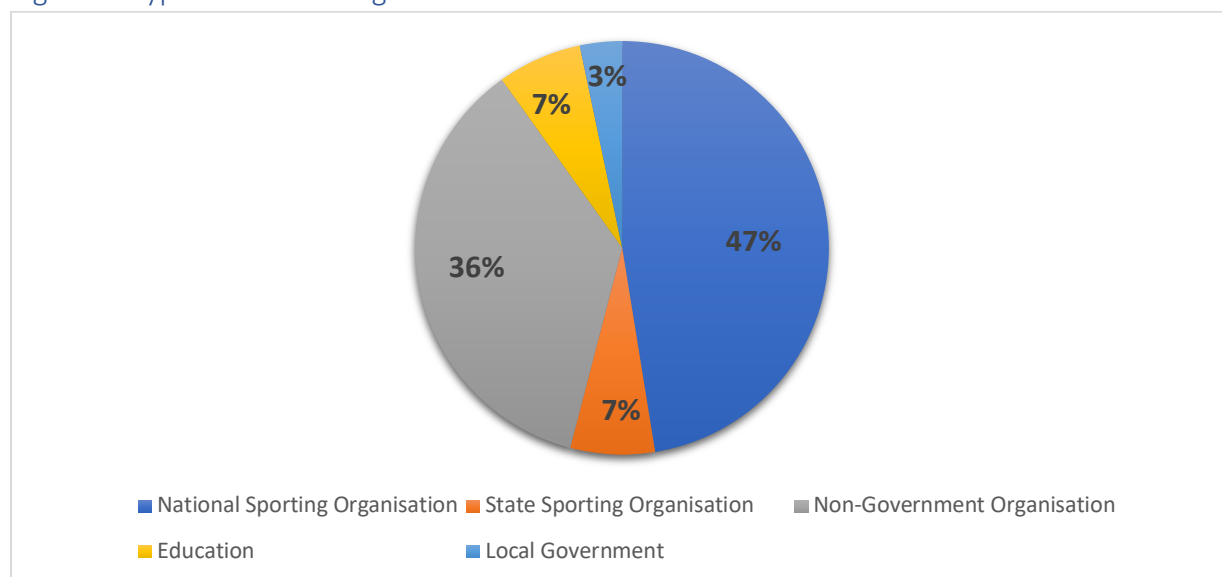
## Program Details

- A diverse range of organisations were funded through the Move it AUS Participation grant program. This section describes who was funded and the characteristics of their funded activities.

### Funded Organisations

- 61 funded organisations were successfully funded including 36 national sporting organisations (NSOs), 7 state sporting organisations (SSOs), 33 non-government organisations (NGOs), 4 educational organisations, and 8 local governments (Figure 3).
- The Move it AUS Participation grant program presented a unique opportunity for Sport Australia to establish new and broad partnerships with organisations across the Sport, Recreation and Physical Activity sectors.

Figure 3. Types of funded organisations



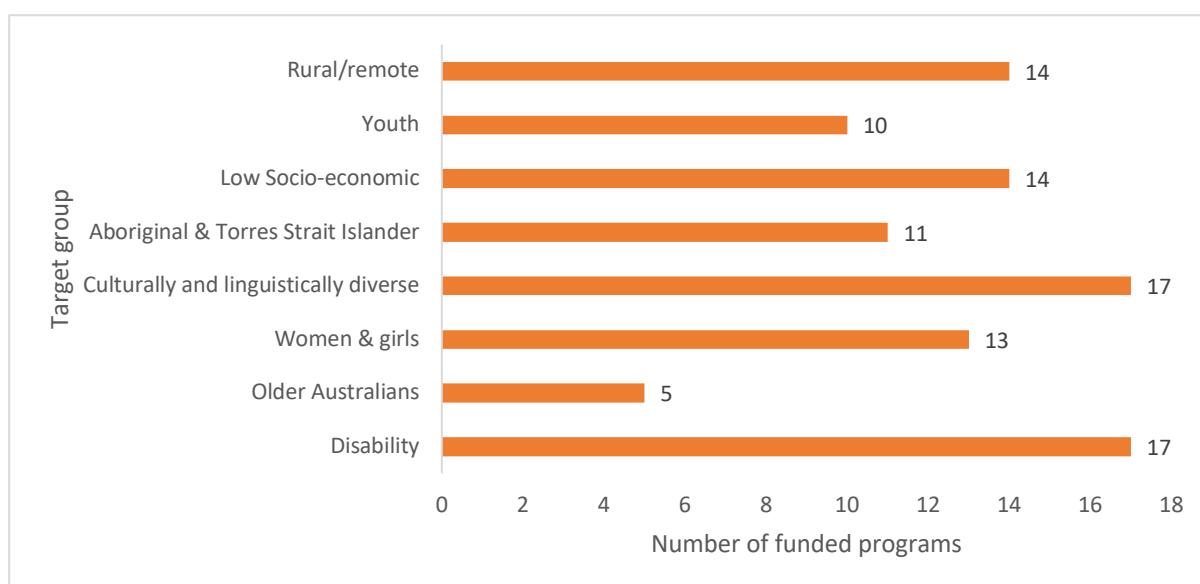
## Characteristics of funded programs

### Identified target audiences

- The primary aim of the Move it AUS Participation grant was to reach inactive people and enable them to initiate and sustain regular physical activity, to promote positive health and wellbeing.
- Children and young people, people who identify as Aboriginal & Torres Strait Islander, women and girls, communities living in low socio-economic areas, culturally and

linguistically diverse (CALD), rural & remote and people living with a disability were all identified as key target groups for this funding. Figure 4 shows the proportion of organisations targeting these specific groups, with most programs targeting more than one population target group.

Figure 4. Number of funded groups targeting specific audiences



\*Please note funded programs could target more than one population group.

#### *Nature of program delivery*

Organisations were funded to deliver diverse programs to reach inactive people with the intention of increasing their physical activity levels. Funded programs predominantly focused on:

- Traditional sport delivery or modification of traditional physical activity and sport delivery: There was a recognition that to attract specific target audiences, modifications could be made to traditional sporting products. Funding here was a catalyst for these modifications and understanding if they reached and were accepted by the identified target audience.
  - *Discover Volleyball/Light Volley – a modified version of volleyball using softer balls. Rolled out in various locations. This reduces barriers of access to volleyball areas, as well as reducing the difficulty of the sport for new players.*

- Provision of educational, resource, or capacity building activities: Some organisations saw a gap in the ability of educators or program deliverers to offer opportunities to a specific target audience. Instead of providing a direct offering to these groups, the funding was used to develop educational resources to enhance the capacity of these educators and/or program deliverers to deliver programs effectively to a new audience or around a new topic, such as sport and physical activity.
  - *KIDDO – this program, run by the University of Western Australia, identified a lack of physical activity educational resources for early childcare educators in rural and regional Western Australia. The online and face-to-face capacity-building program aimed to arm early childcare educators with the knowledge and tools to appropriately lead young children in rural locations through physical activity, motor learning and coordination skill development activities.*
- A multifaceted approach: Select organisations looked to provide a variety of supportive resources and a diverse portfolio of activities to participants. This method was designed not only to overcome the myriad barriers facing broad communities (e.g. a lack of transport, and culturally sensitive programs), but also to provide different opportunities that catered to different interest, skills, and demographic groups.
  - *Find Your Fitness: Geraldton – This program was a scaling up of a current initiative delivered in metropolitan Perth by Communicare, a non-government organisation supporting families and youth in need in all areas of life. This program aimed to reduce barriers to participation by creating transport options, inclusive events and workshops that feed into sporting or officiating/coaching pathways, as well as creating lasting networks and partnerships to promote the support of programs such as this for this cohort in the future.*

*Program locations with select ‘real-life’ examples:*

- Funded activities utilised all forms of space from public outdoor space, to private commercial space to online forums, all of which are highlighted below.
- Public indoor spaces: Indoor areas that the public have access to including local public swimming pools, public gyms and leisure centres, community centres, schools, and indoor sports courts/facilities

- *Swimming Australia created partnerships and upskilled community coaches at local community pools and leisure centres to distribute learn to swim programs for culturally and linguistically diverse people and people with a disability in their funded program 'Swimming for All – Partnership Program'*
- Public outdoor areas: Outdoor areas that the public have access to including golf facilities, bowling clubs, sporting fields and parks, local waterways, and beaches
  - *Sailing Australia ran a program called 'OutThere Sailing' that encouraged the use of public waterways to increase exposure to sailing amongst 13 to 17-year-old's in rural and remote locations near appropriate waterways.*
- Private areas: Locations where access is only provided privately to specific individuals including correctional facilities, sports clubs, school grounds, and early childcare learning centres
  - *Rowing Australia ran a program called 'GRow' that was designed for youth in correctional facilities to learn how to use an indoor rowing machine and develop new physical activity skills and healthier routines and habits.*
- Workplaces: Lunchrooms, universities, schools, and early childcare learning centres (for educators).
  - *Table Tennis Australia ran a program called 'Move It TTA' that was based on the premise that workplaces might obtain a table for their workplace and host workplace-based table tennis tournaments in lunchrooms.*
- Online: Many programs transitioned to some form of online delivery after the shutdown of all face to face operation in March 2020 due to the impact of COVID19. The lasting impact of COVID19 has resulted in much of the altered implementations to be continued, with online resource development/upskilling of deliverers virtually and the delivery of various physical activity programs virtually using platforms such as Zoom or Facebook Groups.
  - *The Richmond Fellowship Tasmania ran a program called 'Up and About' designed to support people suffering from severe mental ill health to participate in group, peer-led physical activity programs. During COVID19 lockdowns, the organisation created an online platform for training and fostered a community through Facebook where users felt supported and*

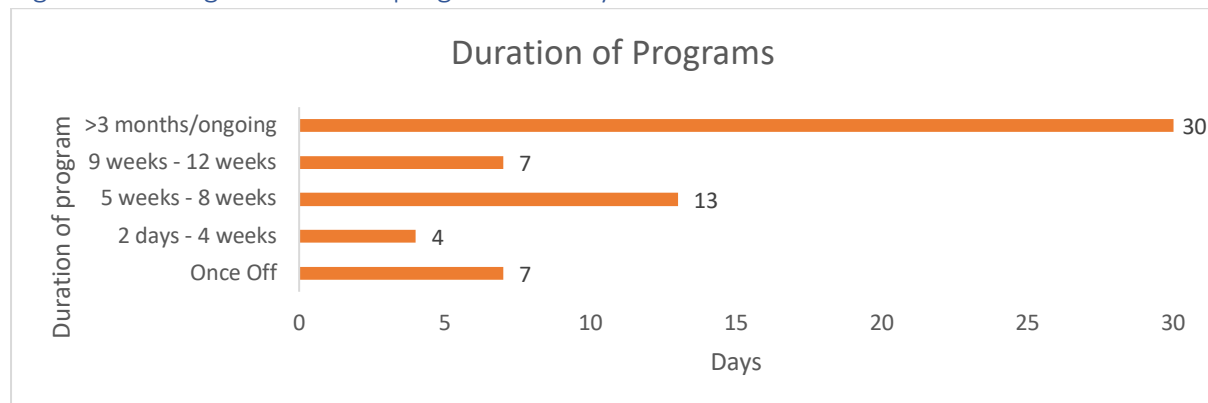
*connected to continue participating remotely. As a result of the overwhelming positives of the online transition including reaching a greater number of physically isolated participants, being able to offer more programs, and continued support outside of face-to-face sessions, 'Up and About' continued to provide the online delivery in conjunction with face-to-face sessions when lockdowns eased.*

- Combination: Some programs were mobile and employed a variety of different locations to suit the needs of their diverse target groups.
  - *Logan City council ran several physical activity programs under the 'Move It Logan' program, aimed at different target groups in different locations within Logan City. An example of some of the funded programs include Tai Chi classes run for older adults in local parks, and discounted adaptive swimming lessons for people with a disability provided in local public pools. Where possible, the Logan City Council moved some programs to online delivery during COVID19 and have continued with this mode for some aspects of the program. However, this was not possible for all activities such as the adaptive swimming lessons, which was not able to be delivered online and funds were diverted into other aspects of the program.*

#### *Duration of program delivery*

- Most programs were designed to encourage long term participation in the sport or activity, such as introductory offerings or modified social versions of physical activities. However, there were some (n=7) that involved one-off events designed to provide participants with a 'taster' of possibilities and opportunities on offer to be physically active in ways that suit them (Figure 5).

Figure 5. Average duration of program delivery



### Understanding the reach of the Move it AUS Participation grants

- Reach is the extent to which a program attracts its intended target audience. Understanding reach is a concise and objective way of assessing program progress and who was affected by the program.
- Understanding how this funding program was successful in reaching inactive target groups is essential to inform future programs aimed at reaching similar target groups. Through engagement of currently inactive populations, it is hoped that the burden of preventable disease and illness caused by physical inactivity may be significantly reduced.
- A critical component of the Move it AUS national evaluation was understanding the extent to which funded programs reached inactive populations. Reach and engagement of inactive populations is essential to overcome before behaviour change can be achieved. The complexity of engaging inactive target groups in programs can often be underestimated by sport, recreation, and physical activity sector organisations. Identification of the target groups specific needs and development of program design elements which overcome these are critical for reach.
- Through supporting organisations to deliver offerings of sport and physical activity programs to inactive populations, funding opportunities such as the Move it AUS grants have enabled organisations the opportunity to invest in reaching wider audiences and grow participation.
- Data presented in this section on program reach is limited to individuals who participated in the national evaluation (n=3,837). Sociodemographic information was

collected along with additional information on health and socio-economic status (Table 2). This information was provided by participants that registered to participate in the funded activity and completed the national evaluation survey that can be found as part of the Evaluation Toolkit (see appendix 1).

- As outlined in our evaluation approach (appendix 1), participants attending the program were asked to complete a survey upon entry and then on completion of the program. Due to the variety of programs and varying start and end times, capturing accurate pre and post data was difficult. The national evaluation used the filter question '*Have you participated in <<Funded Activity>> in the last 12 months?*' to try and understand participant engagement with the program but due to the complex yet pragmatic approach taken to evaluation, these data could be interpreted with caution.

#### Who engaged in the funded Move it AUS programs

- The demographic characteristics of individuals who took part in the Move it AUS Participation grant programs and participated in the evaluation surveys are provided in Table 2.
- Collectively, most people who engaged with the funded activities were between the ages of 40-49y (18%) or 30-39y (16%), however the third largest group were youth aged 12-14 years (13%). This exemplifies the success of the program in reaching young - middle-aged adults, whilst recognising a specific target was youth, between the ages of 12-18 years and 1 in 5 (21%) fell into this targeted age group.
- The program successfully engaged 62% of women and girls into funded programs. A third of these women and girls were involved in the Netball Australia program.
- 5% of all participants in the Move it AUS program identified as Aboriginal and/or Torres Strait Islander. According to Australian bureau of statistics (ABS), 2018, Indigenous communities represent 3% of the total Australian population (23). This is greater than the population rates. 11% of participants spoke a language other than English at home. This is lower than the population rates of people who speak a language other than English at home (21%). Program delivery staff observed that cultural and language barriers, impacted on their participation in the evaluation and these data may not reflect their actual engagement in the programs. Additional

barriers such as cost and transport has been shown to improve reach to Aboriginal and/or Torres Strait Islander groups and CALD target groups, in addition to strong family and cultural obligations (24-26).

- The programs reached people living in inner regional areas (24%) in who lived in outer regional or remote locations (8%), exemplifying the success of wide-reaching program deliveries. Those who live further from opportunities to participate in a variety of physical activities are less likely to be sufficiently physically active, however it has been shown that once initiated, physical activity behaviours are more likely to be maintained (27). Creating resources in local areas provides greater opportunities for people living in rural and remote locations to participate, reducing the health equity gap that arises from living in more remote locations.
- Socio-Economic Indexes for Areas (SEIFA) is a tool created by the Australian Bureau of Statistics to determine relative socio-economic advantage and disadvantage based on postcodes within Australia. Postcodes are ranked and aggregated into four categories from the most disadvantaged (1<sup>st</sup> quartile) to the least disadvantaged (4<sup>th</sup> quartile). Using SEIFA as a measure of socio-economic status, 21% of respondents were classified in the most disadvantaged quartile, and 17% in the 2<sup>nd</sup> SEIFA quartile, with a **clear linear equity gradient**. The Move it AUS Participation programs engaged more individuals from advantaged areas than individuals from disadvantaged communities.
- Understanding the barriers for accessing and participating in sport and physical activity is essential to tackling inequalities. Reducing barriers of cost for participation in physical activity programs has been shown to be successful in engagement and creating positive behavioural change in other studies.
- People living with a chronic health condition or disability made up 21% of participants. This is representative of the estimated 20% of Australians who are living with a chronic health condition or disability. Creating specific resources and programs catering to people with special health needs was a priority for 14 of the 61 funded programs. Through developing resources, training staff, and modifying products to cater to this audience, physical and mental health outcomes may be improved for this cohort as effectively as for healthy populations (28).

- Critically, only 25% of participants were meeting physical activity guidelines prior to participation in the Move it AUS Participation grant programs (Figure 5). This suggests that the majority (75%) of participants were not sufficiently physically active prior to participating in the grant programs, indicating that the funded programs were **reaching physically inactive members of the community.**

Table 2. Who did the programs reach?

		Data from individuals engaged in a funded activity		Data from individuals before participating in funded activity (Pre)		Data from individuals after completing participation in funded activity (Post)		All	
		N	%	N	%	N	%	N	%
All persons		1,102	100.0	1,411	100.0	1,330	100.0	3,843	100.0
Age category	4-8y	167	15.2	120	8.5	83	6.2	370	9.6
	9-11y	125	11.3	101	7.2	187	14.1	413	10.8
	12-14y	31	2.8	199	14.1	271	20.4	501	13.0
	15-18y	17	1.5	109	7.7	190	14.3	316	8.2
	19-29y	50	4.5	150	10.6	74	5.6	274	7.1
	30-39y	300	27.2	178	12.6	146	11.0	624	16.2
	40-49y	288	26.1	201	14.3	189	14.2	678	17.6
	50-59y	72	6.5	111	7.9	79	5.9	262	6.8
	60y+	15	1.4	45	3.2	25	1.9	85	2.2
	Missing <sup>2</sup>	37	3.4	197	14.0	86	6.5	320	8.3
Sex	Male	213	19.3	544	38.6	592	44.5	1,349	35.1
	Female	856	77.7	824	58.4	707	53.2	2,387	62.1

<sup>2</sup> Participants could have submitted surveys without completing every question.

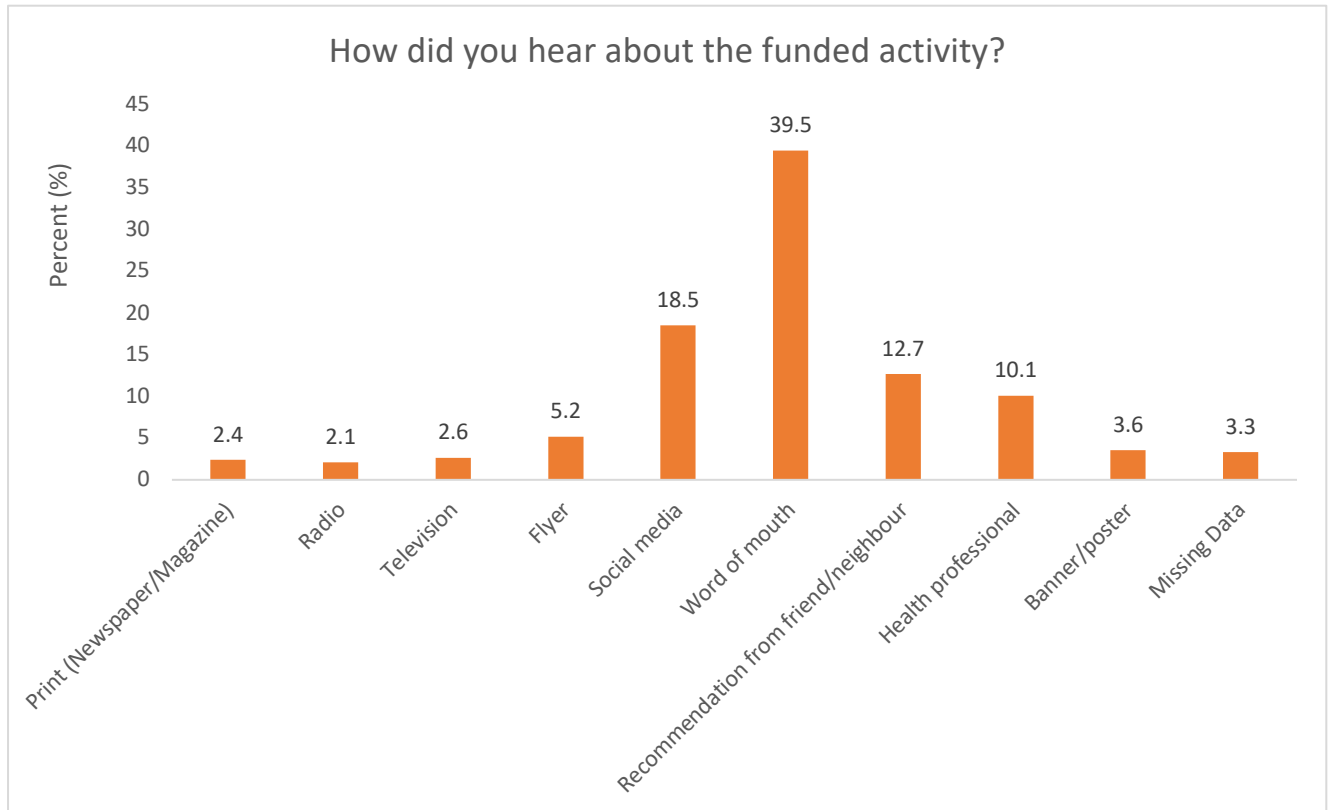
		Data from individuals engaged in a funded activity		Data from individuals before participating in funded activity (Pre)		Data from individuals after completing participation in funded activity (Post)		All	
	Prefer not to say	5	0.5	34	2.4	25	1.9	64	1.7
	Missing	28	2.5	9	0.6	6	0.5	43	1.1
Indigenous Aboriginal and/or Torres Strait Islander	No	992	90.0	1,274	90.3	1,231	92.6	3,497	91.0
	Yes	34	3.1	81	5.7	65	4.9	180	4.7
	Prefer not to say	14	1.3	26	1.8	26	2.0	66	1.7
	Missing	62	5.6	30	2.1	8	0.6	100	2.6
Primary language	English	989	89.8	1,230	87.2	1,123	84.4	3,342	87.0
	Other	51	4.6	173	12.3	194	14.6	418	10.9
	Missing	62	5.6	8	0.6	13	1.0	83	2.2
Employment	Employed	593	53.8	275	19.5	312	23.5	1,180	30.7
	Unemployed	22	2.0	88	6.2	62	4.7	172	4.5
	Student	55	5.0	359	25.4	529	39.8	943	24.5
	Pension/welfare	20	1.8	186	13.2	85	6.4	291	7.6
	Retired	8	0.7	24	1.7	4	0.3	36	0.9
	Other	63	5.7	26	1.8	24	1.8	113	2.9
	Missing	340	30.9	453	32.1	314	23.6	1,107	28.8

		Data from individuals engaged in a funded activity		Data from individuals before participating in funded activity (Pre)		Data from individuals after completing participation in funded activity (Post)		All	
Household structure	Family with >= one child < 15	570	51.9	494	35.0	534	40.2	1,598	41.7
	Family with all children >= 16	129	11.7	111	7.9	145	10.9	385	10.0
	Single/Couple – no child	37	3.4	197	14.0	130	9.8	364	9.5
	Adult shared house	18	1.6	84	6.0	58	4.4	160	4.2
	Prefer not to say	6	0.6	76	5.4	143	10.8	225	5.9
	Missing	339	30.9	448	31.8	318	24.0	1,105	28.8
Location	Major Cities	761	69.1	754	53.4	804	60.5	2,319	60.3
	Inner Regional	237	21.5	392	27.8	280	21.1	909	23.7
	Outer Regional and remote	68	6.2	149	10.6	73	5.5	290	7.6
	Major Cities	36	29.6	36	29.5	31	29.2	45	29.4
	Missing	237	21.5	392	27.8	280	21.1	909	23.7

		Data from individuals engaged in a funded activity		Data from individuals before participating in funded activity (Pre)		Data from individuals after completing participation in funded activity (Post)		All	
Socio-economic status (SEIFA Quartiles)	1st	104	9.4	338	24.0	372	28.0	814	21.2
	2nd	246	22.3	222	15.7	187	14.1	655	17.0
	3rd	304	27.6	395	28.0	276	20.8	975	25.4
	4th	409	37.1	338	24.0	318	23.9	1,065	27.7
	Missing	39	3.5	118	8.4	177	13.3	334	8.7
Health condition	Yes	2	0.2	488	34.6	320	24.1	810	21.1
	No	5	0.5	859	60.9	943	71.0	1,807	47.1
	Missing	1,092	99.4	63	4.5	65	4.9	1,220	31.8
Proportion Meeting PA Guidelines	Yes	156	14.2	301	21.4	293	22.1	750	19.6
	No	840	76.4	904	64.1	765	57.6	2,509	65.4
	Missing	103	9.4	205	14.5	270	20.3	578	15.1

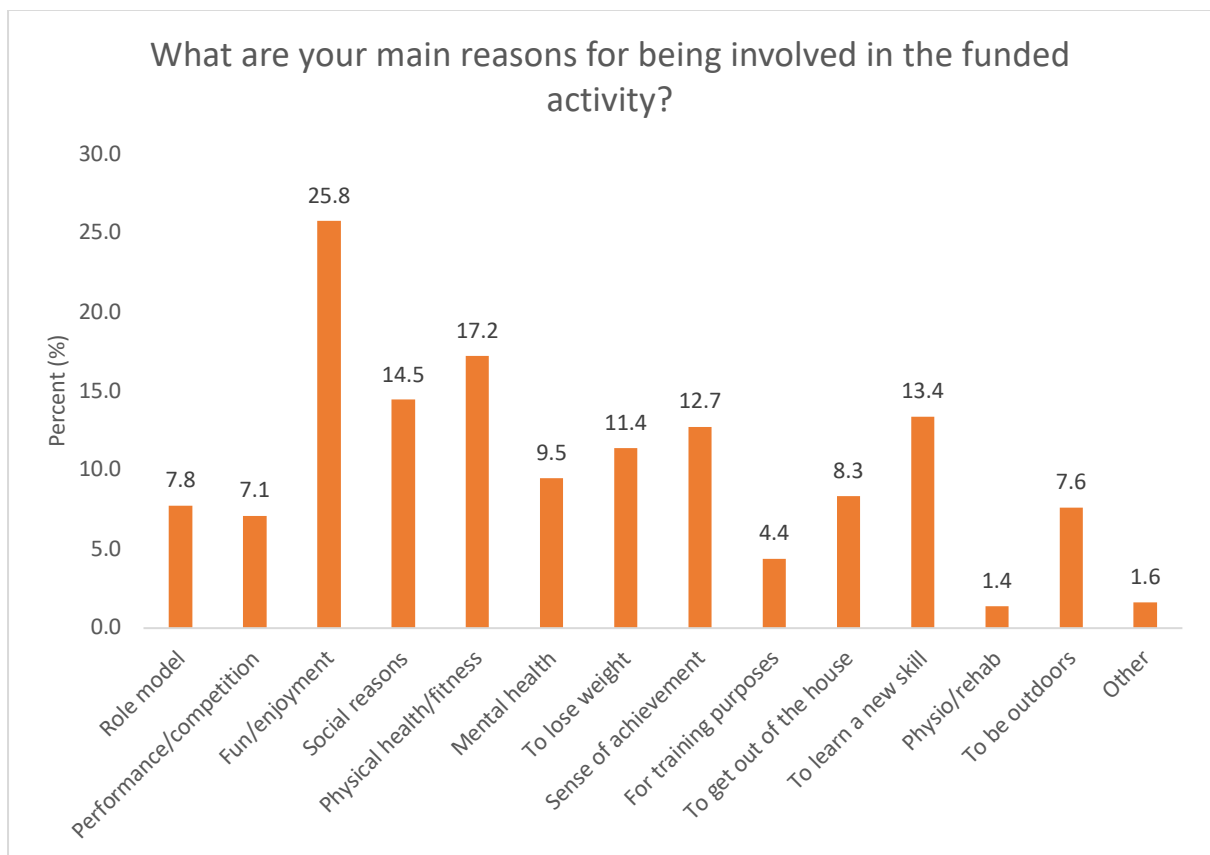
- Most (40%) people heard about the program through word of mouth. Followed by 19% finding programs through social media and 13% being referred to programs by a friend or neighbour (Figure 6). This supports existing evidence that word of mouth is a common and effective strategy for raising awareness of community programs.

Figure 6. How participants heard about the funded program (n= 1136)



- The top 5 reasons for participating in the funded activity included: Fun/enjoyment (26%); Physical health or fitness (17%); Social reasons (15%); To learn a new skill (13%) and for the sense of achievement (13%) (Figure 7). This is congruent with prior research that suggests that to successfully engage inactive participants, programs should focus on factors of social connection and enjoyment.

Figure 7. Top reasons for participating in the funded activity (n=3,466<sup>3</sup>)



<sup>3</sup> Individuals who completed an evaluation survey might not have answered all questions. As a result, total numbers will vary throughout. Please see evaluation caveats for more details.

## Headline Outcomes

### Physical Activity levels

- Regular participation in physical activity is imperative for good health and wellbeing and is a key driver for reducing the burden of chronic diseases including cardiovascular disease cancer and diabetes.
- Extensive research has culminated in the development of clear guidelines for health-related physical activity. Children (5 – 17 years) are recommended to accumulate 60 minutes of moderate to vigorous physical activity per day. Adults (18 – 64 years) are recommended to accumulate 150 to 300 minutes (2 ½ to 5 hours) of moderate intensity physical activity or 75 to 150 minutes (1 ¼ to 2 ½ hours) of vigorous intensity physical activity, or an equivalent combination of both moderate and vigorous activities, each week. Muscle strengthening activities on at least 2 days per week are also included (2, 29).
- Understanding the contribution of the investment through this grant program on the proportion of communities achieving physical activity guidelines is of political and strategic importance. Assessment of the extent to which populations achieve physical activity guidelines is an accepted and valid method of measurement, hence its inclusion here.
- Individuals and communities can choose to be physically active in different ways across the life course. These can include active transport, occupational activity, and leisure time activity – each associated with various health and wellbeing benefits. Australia recommends all forms of physical activity are beneficial on health and wellbeing.
- The Move it AUS Participation grants were funded by Sport Australia and ultimately were enablers for increasing overall physical activity. Recognition must also be given to the multiple domains of physical activity including active recreation and organised sport. This is reflected in the diversity of organisations funded within the grant program.
- It was for this reason, frequency and duration of organised sport and recreation was captured using a validated measure within the AusPlay population survey.

- Collectively this provides rich information on overall physical activity, participation in the funded grant program and organised sport and recreation participation.

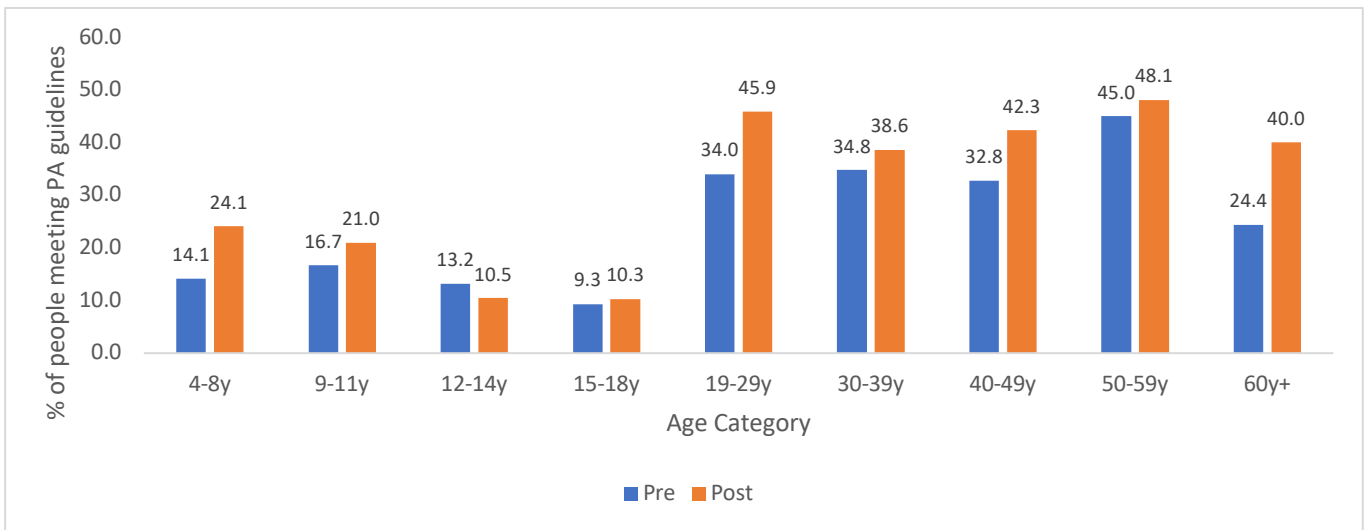
Table 3. Meeting Physical Activity Guidelines by demographics (n=2,063)

		Pre	Post	
		Proportion meeting guidelines (%)	Proportion meeting guidelines (%)	Proportion meeting guidelines change (%)
<b>All persons</b>		25.0	27.7	↑
<b>Age category</b>				
	0-4y	9.1	-	↓
	5-8y	14.3	24.1	↑
	9-11y	16.7	21.0	↑
	12-14y	13.2	10.5	↓
	15-17y	10.1	10.7	↑
	18-24y	34.0	49.1	↑
	25-34y	27.7	35.2	↑
	35-44y	40.9	40.0	↓
	45-54y	32.9	48.6	↑
	55-64y	35.5	34.8	↓
	65y+	17.7	66.7	↑
<b>Sex</b>				
	Male	21.8	23.4	↑
	Female	27.6	31.5	↑
	Prefer not to say	17.2	9.5	↓
<b>Indigenous</b>				
	No	26.7	27.5	↑
Aboriginal and/or Torres Strait Islander	Yes	14.1	36.5	↑

	Prefer not to say	8.7	18.8	↑
<b>Primary language</b>	English	25.8	29.9	↑
	Other	20.4	16.7	↓
<b>Employment</b>	Employed	41.4	39.9	↓
	Unemployed	26.4	16.9	↓
	Student	10.6	10.8	↑
	Pension/welfare	18.1	39.3	↑
	Retired	42.0	50.0	↑
	Other	46.2	52.2	↑
<b>Household structure</b>	Family with >= one child < 15	24.8	21.7	↓
	Family with all children >= 16	33.3	35.3	↑
	Single/Couple – no child	23.9	36.4	↑
	Adult shared house	23.2	25.5	↑
	Prefer not to say	6.6	12.4	↑
<b>Location</b>	Major Cities	28.3	28.0	↓
	Inner Regional	23.1	35.4	↑
	Outer Regional and remote	31.5	30.4	↓
<b>Socioeconomic status</b>	1st	21.5	21.8	↑
	2nd	24.5	38.7	↑
	3rd	26.4	32.4	↑
	4th	35.9	33.6	↓
<b>Health condition</b>	Yes	21.5	28.4	↑
	No	27.2	26.9	↓

- Overall, the impact of the Move it AUS funded programs have increased the proportion of people achieving physical activity guidelines in most demographic categories (Table 3).
- The Move it AUS grant program was successful in reaching and supporting physically inactive population to achieve the age-appropriate recommended physical activity guidelines.
- An increase of 12% in the proportion of people meeting physical activity guidelines in 19-29y age group from pre to post engagement in the funded program/s. Increases were also observed in the 4-8y (10%), 9-11y (4%), 15-18y (1%), 30-39y (3.8%), 40-49y (10%), 50-59y (3%), and 60y+ (16%) (Figure 8).

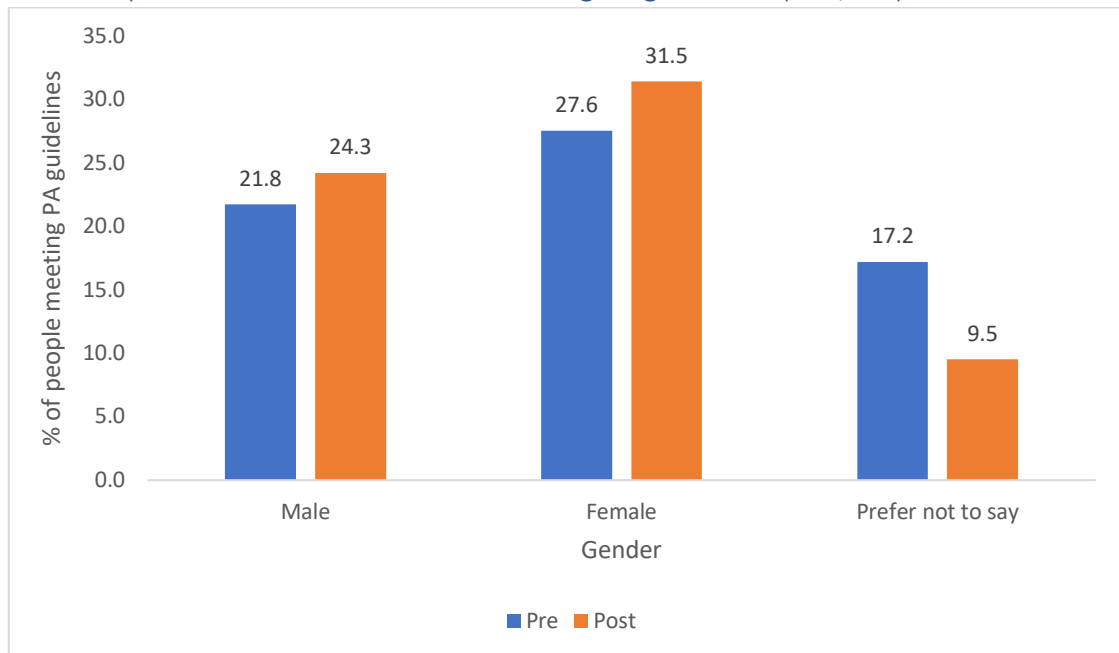
Figure 8. Proportion of people meeting PA guidelines by age category (n= 2,063)



Research shows that women and girls are less likely than males to achieve the minimum requirements of physical activity throughout life (5). Commonly cited barriers include the impact of family responsibilities, a lack of social support, and fewer female-friendly opportunities for participation (30).

- Organisations were enabled to evaluate the most effective strategies to overcome some of these challenges, resulting in a strong representation of women participating in the funded programs.
- By providing funding to support the development of programs catering to the needs of women and girls, increases in the proportion of women achieving PA guidelines between pre and post timepoints were greater than men (Figure 9).

Figure 9. Proportion of women and men meeting PA guidelines (n=2,250)

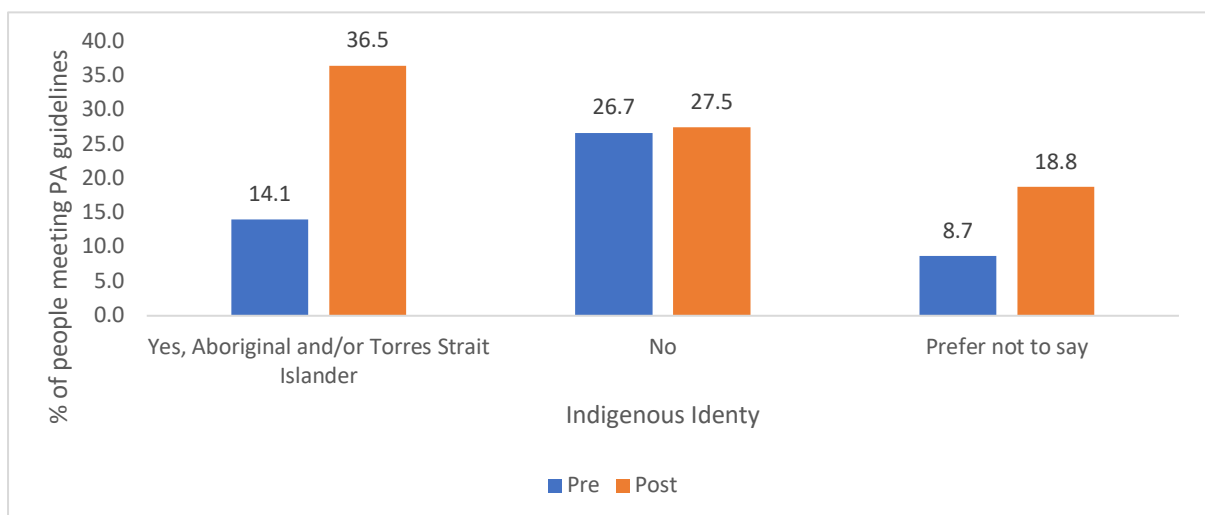


- Participation in sport and physical activity is critical to improve health and reduce equity concerns about the physical health of indigenous people in Australia. Reducing equity concerns through the development of self-efficacy in sport and physical activity has also been shown to translate to improved school attendance, self-esteem and aspects of cultural leadership (24). There are a range of socioecological factors that impact participation in sport and physical activity for indigenous Australian's. These

include family and community factors, as well as economic and social disadvantage (31).

- Consultation with Indigenous community groups, or leaders within the community, lead to programs being comprehensively designed and tailored to the needs of the Aboriginal and Torres Strait Islander people. By creating flexible programs, social support structures and resources such as transport and meals, enhanced engagement was achieved.
- Whilst this evaluation data is not representative of the population, the specific targeting of funded activities through tailored opportunities for Indigenous communities was a successful strategy in engaging them in physical activity and sport programs.
- Ultimately, the impacts of participation in the program saw an increase in the proportion of Aboriginal and/or Torres Strait Islanders who were achieving PA guidelines from 14.1% to 37.7% (Figure 10). Furthermore, this was a much greater increase than those who did not identify as Aboriginal and/or Torres Strait Islander, suggesting the design of the funded programs were successfully targeted to this specific group.

Figure 10. Proportion of Aboriginal and/or Torres Strait Islanders meeting Physical Activity guidelines (n=2,228)

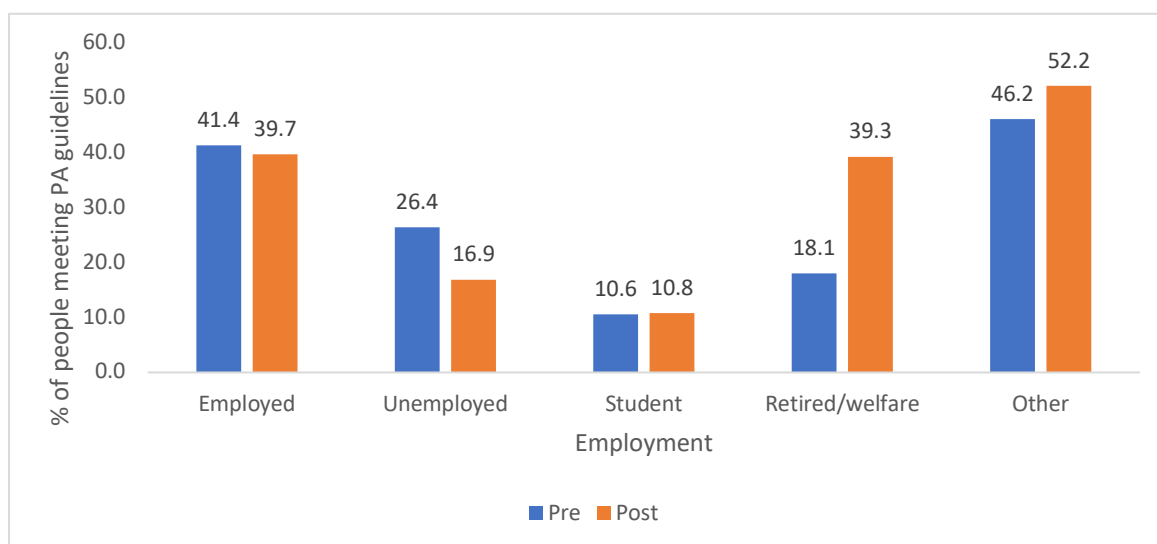


- Those who were retired or receive a Pension/welfare payment demonstrated the most improvement in achieving PA guidelines after the program compared to limited

impacts on those who were employed (+4%) or students (+2%), and a decline of 36% in those who were unemployed (Figure 11).

- This finding suggests that some barriers faced by individuals who are unemployed require further exploration. Cost is a common barrier to participation in sport and PA programs, which may explain this result (32). However, those who have retired or are on welfare have been benefited, with a large increase in the proportion of people meeting guidelines in this category. This may suggest that this demographic group experienced fewer barriers to participation than those who are unemployed, which may require further investigation for future participation strategies to overcome.

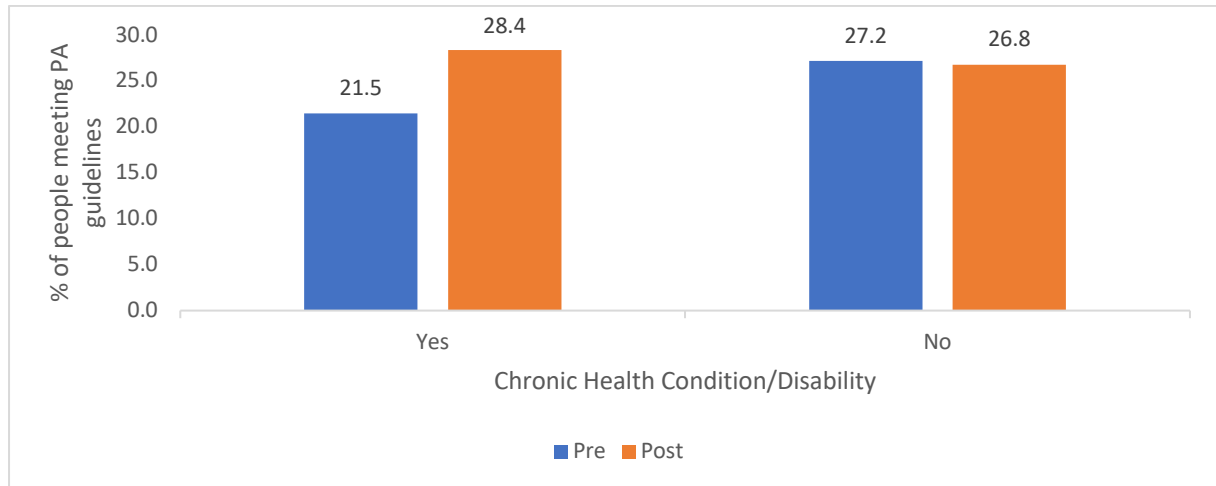
Figure 11. Proportion of people meeting PA guidelines by employment status (n=1,818)



- Respondents that identified having a chronic illness or disability were more likely to be achieving PA guidelines after being involved in the funded program (28%) than before (22%) (Figure 12).
- Participation in physical activity for people with health conditions or disability is highly beneficial not only for the mental and physical health and wellbeing of the individual (33), but to enhance inclusiveness and capacity of the sport and health sectors. However, specialised programs, specific resources, and trained staff are commonly required to cater safely to this population (28).
- Many the funded organisations (17%) listed people with a chronic illness or disability as one of their target groups with the funded program. A concerted effort has thus been made to design appropriate programs and engage with this target group and has

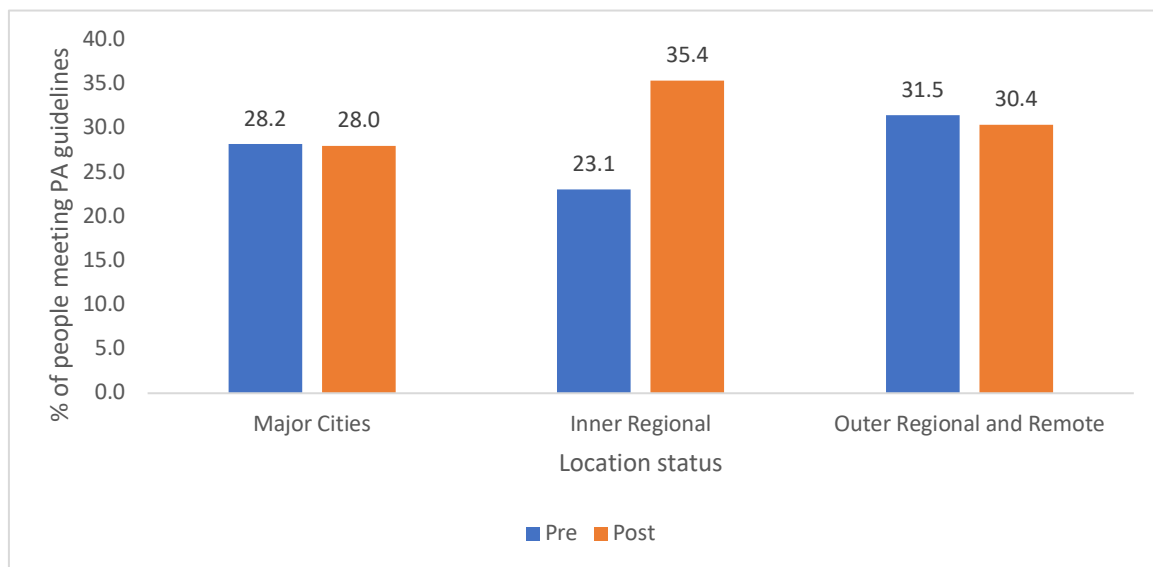
been successful as observed in the increase in the number of participants with a chronic illness/disability achieving the targeted PA levels for their age group.

Figure 12. Proportion of people meeting PA guidelines by chronic health condition/disability (n=2,144)



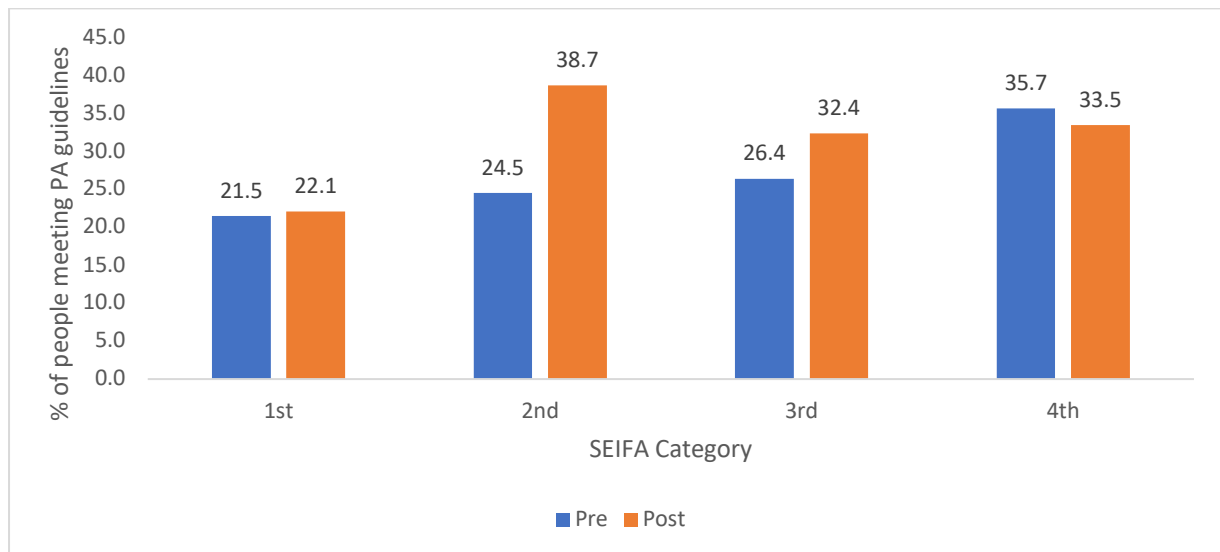
- Participants that lived in Inner Regional locations demonstrated an increase in PA behaviours, with 12% more people meeting PA guidelines after their involvement in the funded program. This was not reflected in Major Cities or Outer Regional and Remote locations (Figure 13).
- Proximity to physical activity programs and sporting grounds has been identified by some regional communities as a barrier to participation (27). Through increasing the number of programs located in rural and remote areas, and overcoming issues of transport, this funding aims to increase participation in these communities. Difficulties in reaching outer regional and more remote locations, however, may have impacted the ability of programs to effectively impact participation in these areas.

Figure 13. Proportion of people meeting PA guidelines by location status (n=2,030)



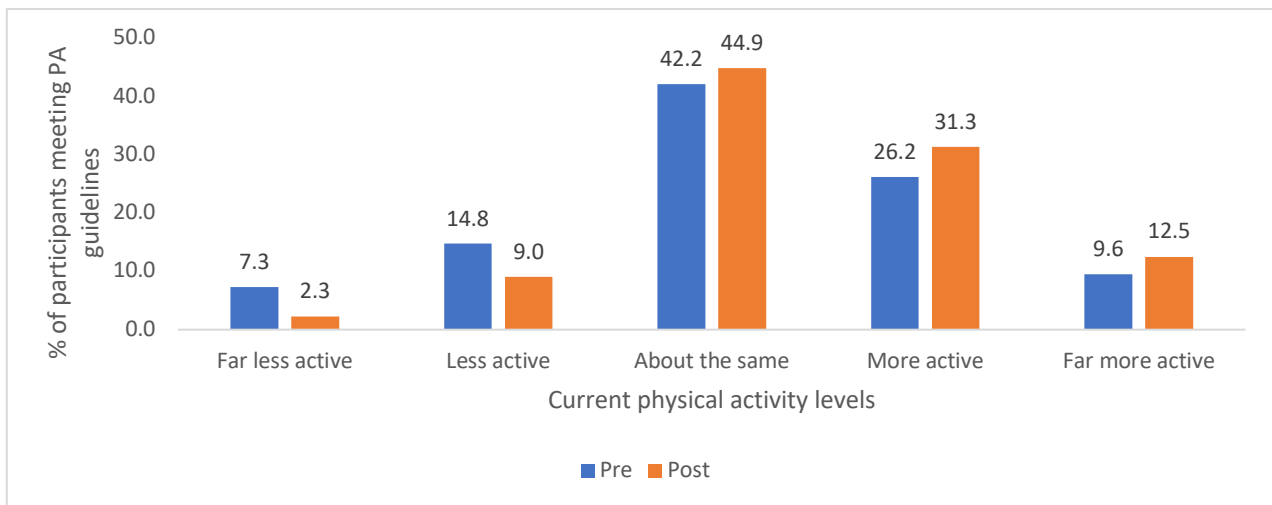
- **A clear linear equity gradient exists for physical activity.** Individuals living in the most disadvantaged communities were less active than the most advantaged areas at the pre time-point (Figure 14). Positively, all disadvantaged communities that engaged with the funded programs appear to sustain or increase their physical activity, whilst a modest decline is observed in the advantaged communities.
- The influence of socio-economic status of physical activity and health behaviours is complex and well documented (7, 34). 15 of the 61 programs that were funded specifically targeted disadvantaged communities, with other programs indirectly reaching this group through other specified approaches (i.e. rural/remote locations, CALD communities, etc). Data here suggests that investment are made, and programs can **engage disadvantaged communities then changes in physical activity behaviour can be** achieved. Further work to address the inequalities in sport and physical activity participation are required.

Figure 14. Proportion of people meeting PA guidelines by timepoint and quartiles (n=2,024)



- Over 43% of participants believe they are “*far more active*” after the program than when asked before (Figure 15). This is supported by a decrease of 8.3% of participants that reported that they are “*less active*” after their involvement in the program than before.
- Creating and evaluating interventions to influence long-term behaviour change is a complex process, requiring an understanding of systems-wide factors influencing behaviour (35). These results indicate that people who participated in the funded activities increase their physical activity levels.
- This could suggest that not only are participants more likely to be achieving minimum guidelines, but that participants are responding to available opportunities, which may be the catalyst in creating long term physical activity habits.

Figure 15. Participants' current physical activity levels (n=2,551)

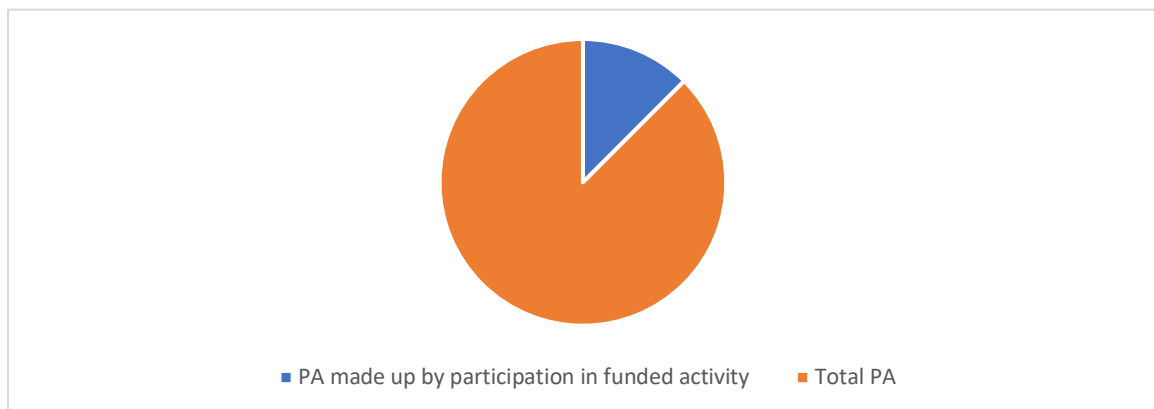


- This reinforces the powerful impact targeting physically inactive populations can have on promoting health and wellbeing through sport and physical activity.
- Maintaining physical activity across the life course is crucial to sustained positive health and wellbeing. **Long term planning is now required to individuals' positive short-term changes are sustained into longer term behaviour change.**

## Move it AUS funded program contribution to physical activity levels

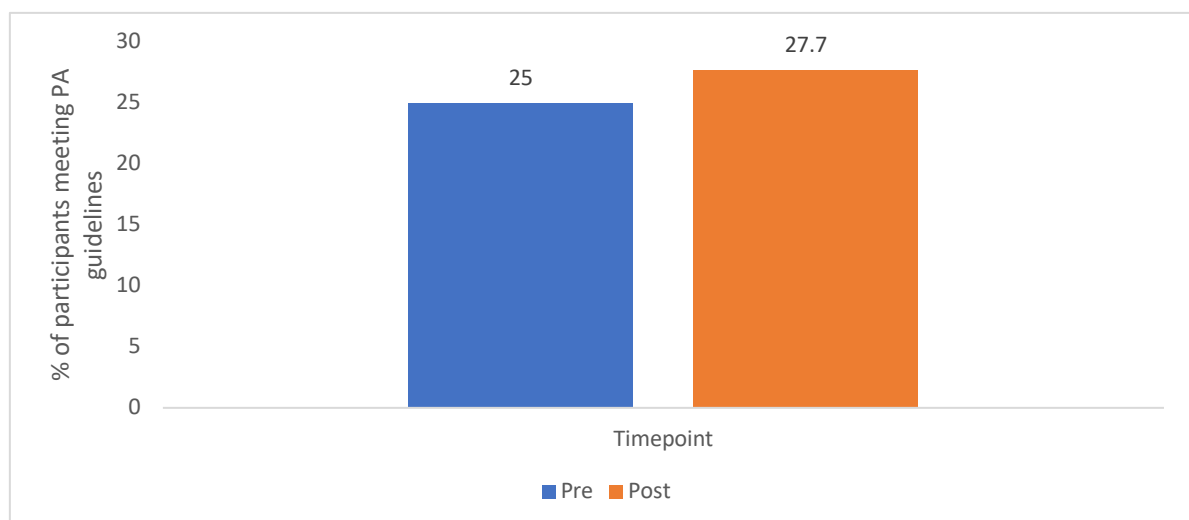
- A key component of this evaluation was to understand the contribution of the funded program on overall physical activity, which was assessed using weekly minutes of PA completed with the amount of time participating in the funded program (Figure 16).
- Most funded activities went for on **average 62mins per week, which across all participants contributed 13% of the total weekly PA minutes** (2).

Figure 16. Proportion of total weekly PA made up by participation in funded activity (2,063)



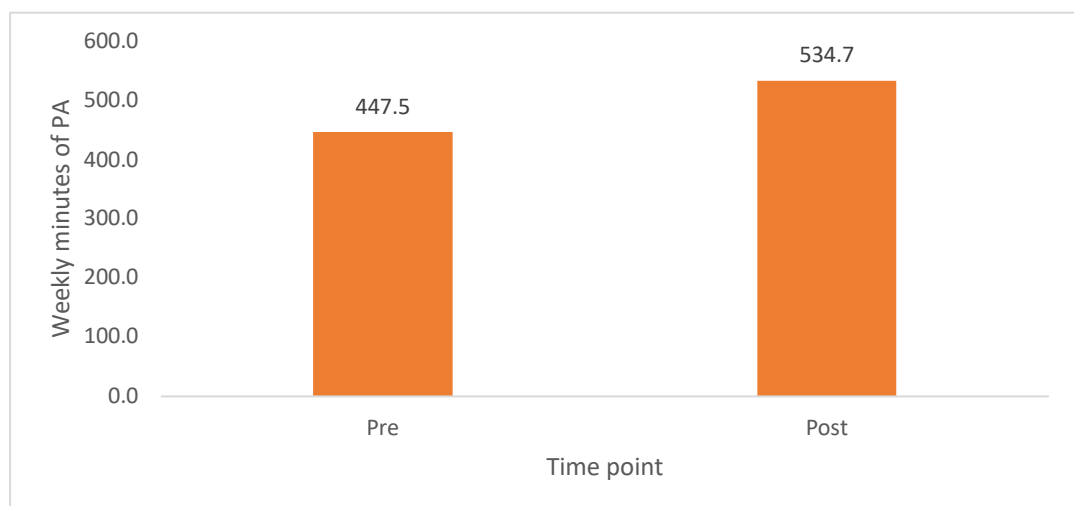
- Critically, the impact of involvement in the Move it AUS funded programs found that **the proportion of participants achieving the minimum physical activity guidelines for their age group increased from 25% at pre to 27% at the post time point** (Figure 17).

Figure 17. Proportion of participants meeting PA guidelines (n=2,263)



- Overall **weekly minutes of physical activity increased after program participation from an average of 448mins per week to 535mins per week** (Figure 18). This increase suggests the impact of the funded programs contributed at least an extra 90minutes of physical activity, either directly through participation in the program, or indirectly because of involvement in the program.
- On average, individual's participation made up 60mins of weekly physical activity in the funded Move it AUS activity, indicating that through participation in the program, participants accrued an extra 30mins of physical activity outside of their participation in the program. This finding could implicate that through participation in the funded activity, motivations to participate in activities outside of the organised program was enhanced. Behavioural changes like this provide evidence supporting the idea that long-term behaviour change may have occurred through participation within the organised program.

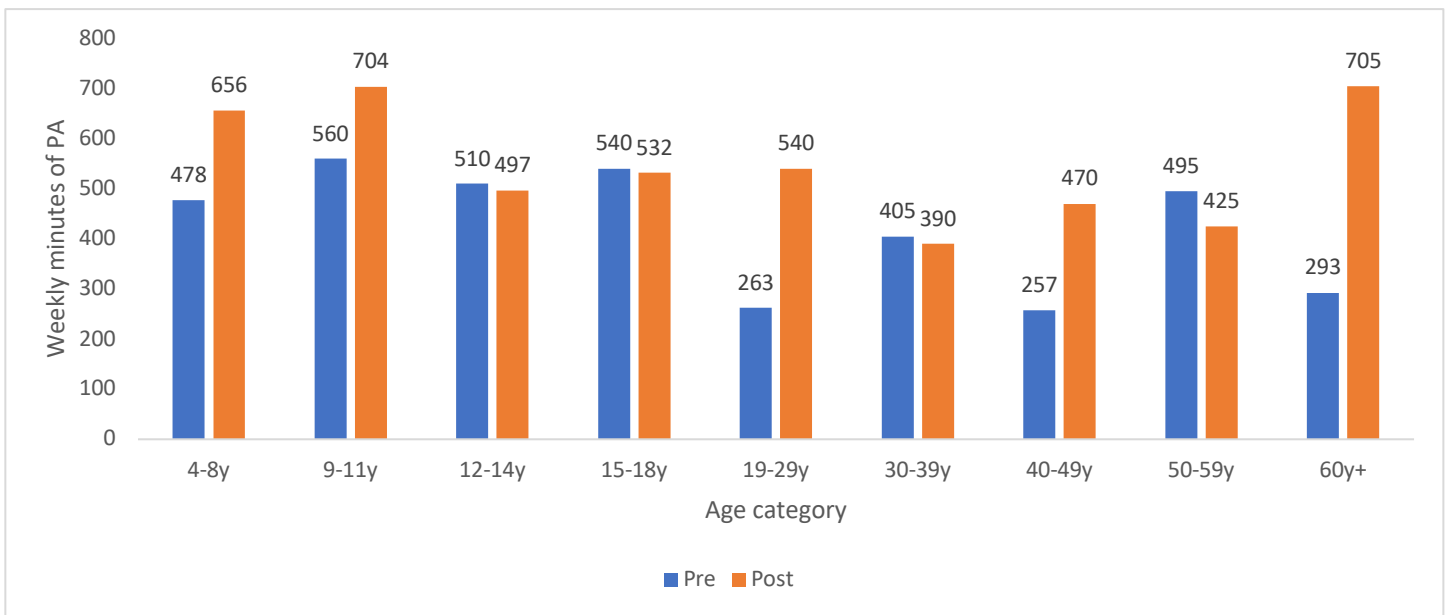
Figure 18. Weekly minutes of PA by time point (n = 2,263)



- Figure 19 shows the weekly minutes of PA reported per age group. Comparisons between age groups doesn't count for the different challenges faced by groups across the lifespan and requires careful consideration of these for accurate analysis.

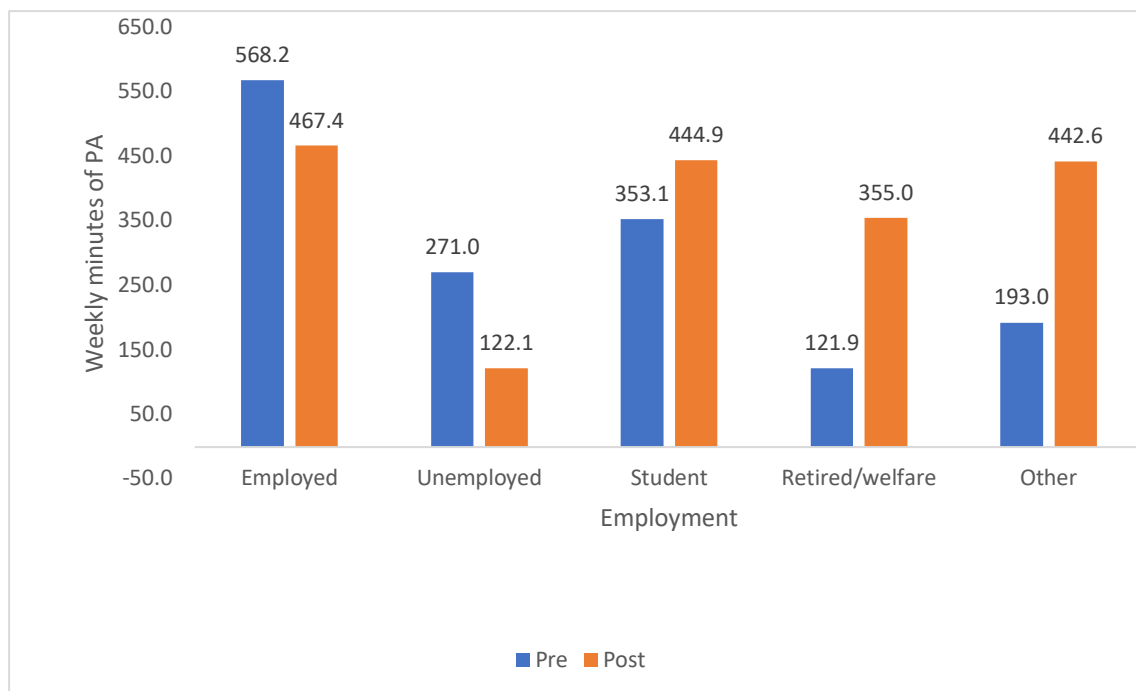
- Previous studies have found that participation in sport and physical activity early in life tends to increase the prevalence of maintaining physical activity participation later in life (36). Therefore, increasing opportunities for participation in youth, and young adult age ranges may contribute to sustained behaviour change in later life.
- It is important also to note that while there are large changes in the weekly minutes of PA in the 19-29y , and 60+y , these age groups were not evenly represented among the other age categories and therefore may lead to over-inflation of results.
- By investigating age categories independently, important learnings on the impact of funding over the life course can be obtained, but comparison between age groups would be remiss of the differences in barriers and opportunities for each category.

Figure 19. Weekly minutes of PA by age category



- The impact of participation in a grant funded program on total weekly PA minutes by employment status is depicted in Figure 20. Interestingly, those who identified as being retired, or receiving welfare, increased their minutes from 125mins per week (which does not meet the minimum guidelines of 150mins per week suggested by the Australian Health Department), to 440mins per week.
- Research has shown that **adults in employment are more active than those not currently in employment**, even when their employment was sedentary (37). By provide further support to concepts that the impact of reduced cost to participate for this group may impact their ability to meet physical activity guidelines to support health and wellbeing outcomes.

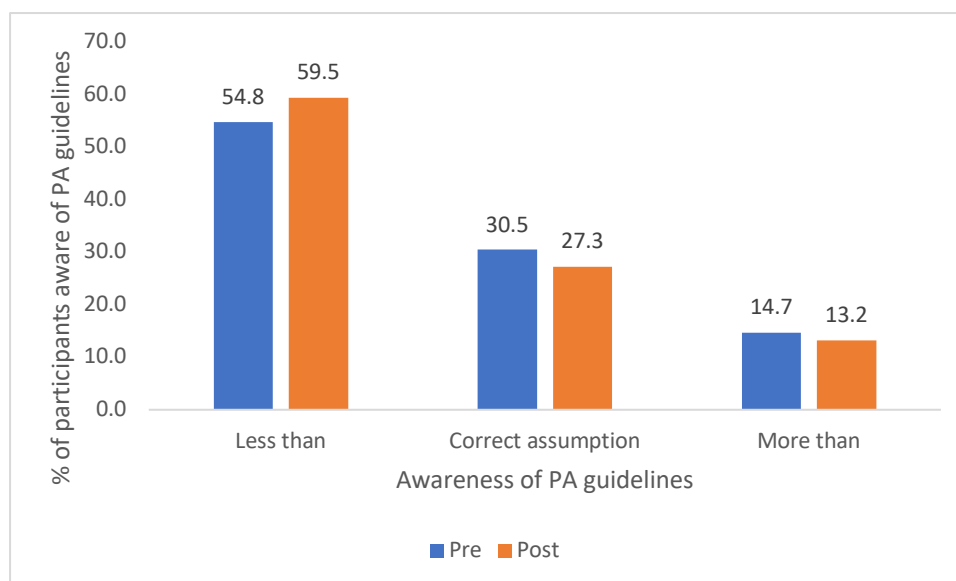
Figure 20. Weekly minutes of PA by employment status



### Awareness of PA Guidelines

- Understanding knowledge and awareness of physical activity guidelines is an important component when trying to increase population levels of physical activity. Previous research has identified knowledge and awareness is influenced by activity status, gender, socio-economic status (38).
- Sport Australia developed the campaign “Find your 30” to help raise population awareness of the benefits of leading a physically active lifestyle.
- 31% of participants correctly identified the PA guidelines prior to involvement in the funded program, with **over 50% participants underestimating the amount of physical activity required to achieve health and wellbeing benefits** (Figure 21). Given the population groups involved in this data, further work to promote the physical activity guidelines are needed.

Figure 21. Proportion of people aware of physical activity guidelines (n=2,201)



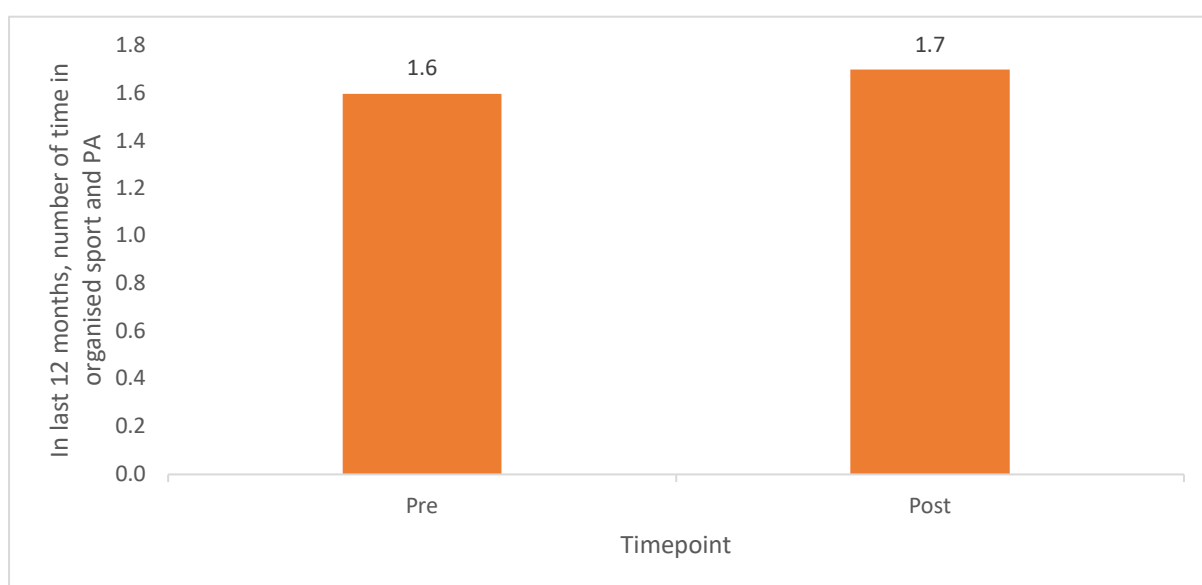
### Organised Sport participation

- In the last 12 months the median number of times respondents participated in organised sport or physical activity were 1.6 times per year at the pre time point and 1.7 times per year at the post time point (Figure 22). This is a low frequency when

compared to a comparative data set in the 2019 and demonstrated little difference from pre to post.

- AusPlay data reports that 84% of women, 81% of men, and 59% of children participate in some form of organised sport or physical activity at least once per week (18, 39).
- It should be highlighted here that confusion was reported by many participants when answering this question on the online survey. These results should therefore be interpreted with caution.
- The median is also reported here to correct for the skew in the data.

Figure 22. Organised sport and physical activity participation (n=1,539)



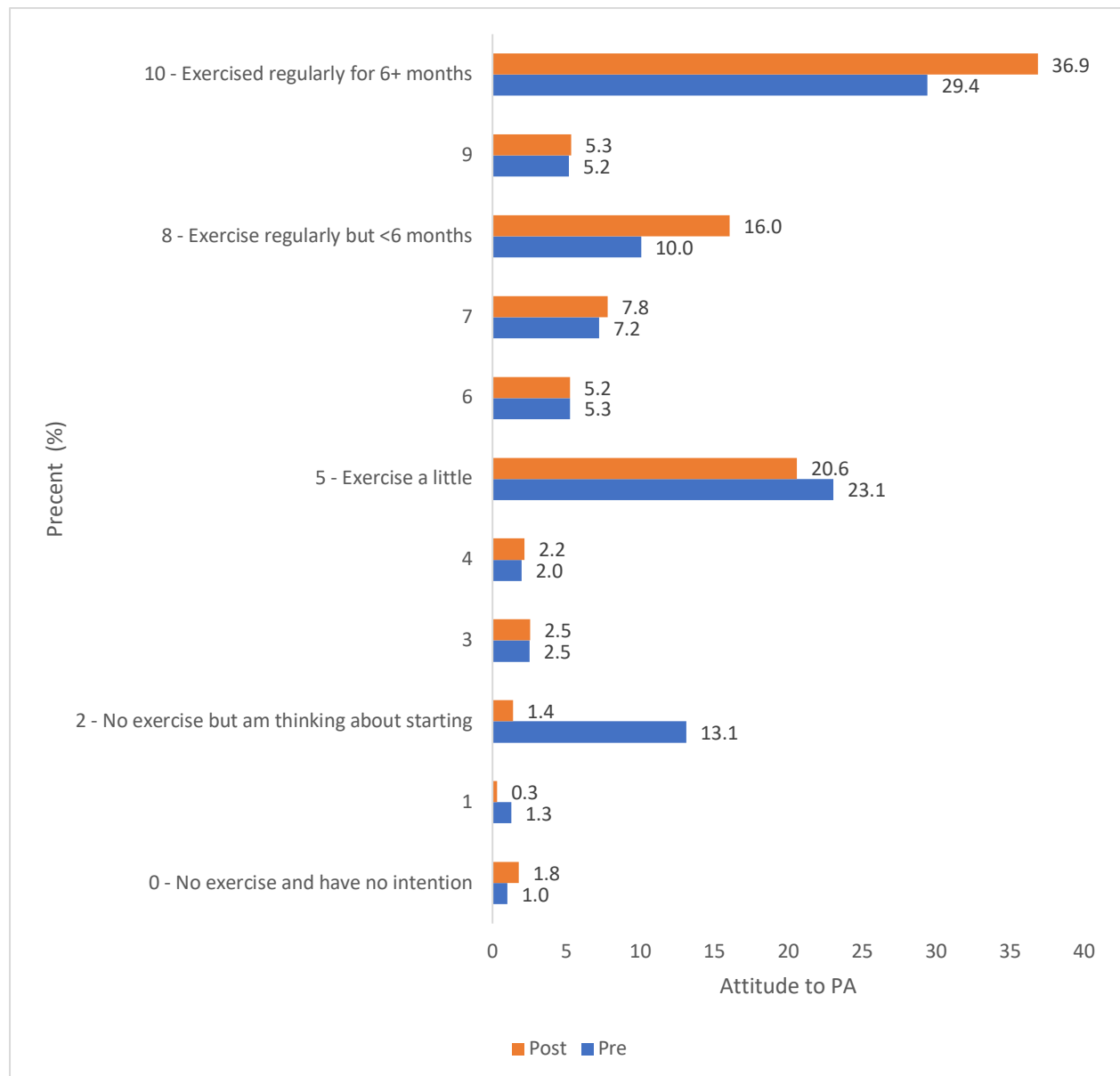
#### Attitudes to physical activity

- Research into the determinants of physical activity participation has frequently attempted to understand which individuals will become active or remain active at a given point in time.
- A common theory used in physical activity is the stages of change within the Transtheoretical model (21). The Transtheoretical model delineates five distinct stages of readiness: precontemplation, contemplation, preparation, action, and maintenance. There are many dynamic factors that motivate an individual to

participate in sport or physical activity, and research has outlined that people can be identified at different stages of readiness, yet still engage in regular physical activity.

- Moreover, the different stages people move through have implications for the type of intervention needed and its subsequent effectiveness, on successfully supporting behaviour change. Understanding the readiness of target participants can help ensure they are supported in the appropriate way.
- When asked to rate on a scale of 0 to 10 what best described their involvement in physical activity or sport, a large proportion of respondents reported they already *“exercised regularly for 6+ months”*, which increased from 29% at the pre timepoint to 37% at the post timepoint (Figure 23).
- This suggests that the Move it AUS Participation programs were reaching people ready to participate in a physical activity intervention or program.
- The integration of behaviour change theory within sport and physical activity delivery will help the sport and physical activity sector have an in-depth understanding of the attitudes, specific behaviours, and wider needs of the chosen target audience.

Figure 23. Readiness to change Physical Activity behaviours (n=2,570)

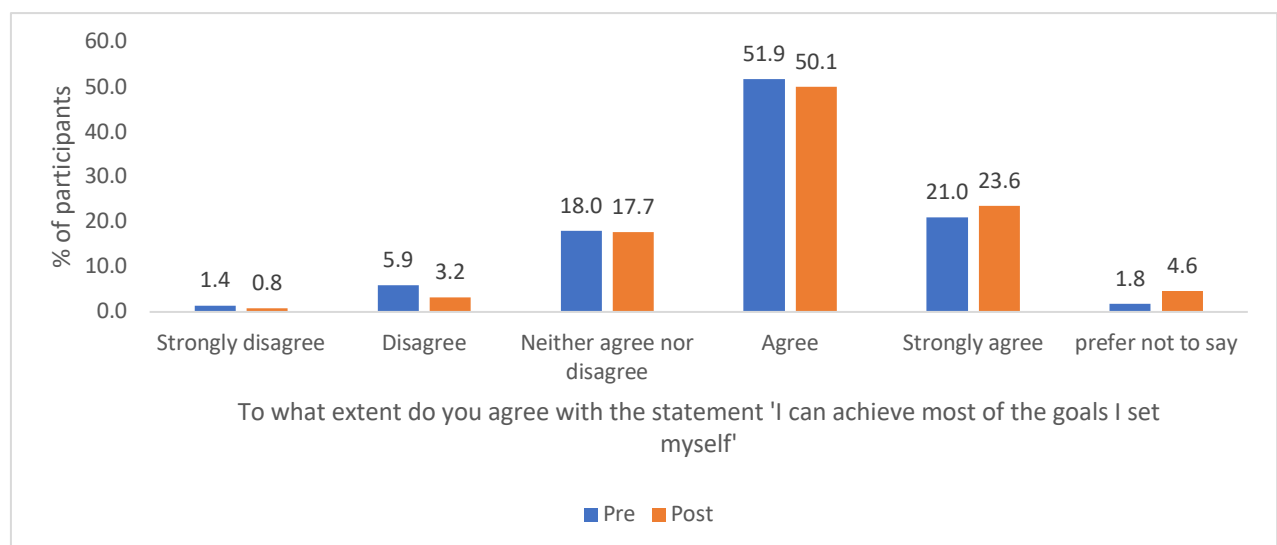


### Self-Efficacy

- The concept of self-efficacy as a significant motivator or limitation to physical activity or sport participation has been well researched. It is commonly understood that self-efficacy has an important reciprocal relationship with physical activity for humans of all ages wherein those who are more efficacious are more likely to participate in physical activity and thus through participation these individuals become more efficacious (40).

- However, the difficulty is in initiating this reciprocal habit loop in inactive populations. Through measurement of this variable, greater understanding on the impact of self-efficacy can be harness to design programs that can effectively reach inactive groups and improve markers of self-efficacy to promote sustained physical activity behavioural change.
- Measurement of self-efficacy was achieved with a self-reported question that can be found in the national question bank (Appendix 1) forms one of the validated questions in the New General Self-Efficacy Scale (20, 41), and has been used elsewhere in sport and physical activity program evaluations (42) .
- **An increase was seen in the number of respondents that selected “strongly agree” when asked to rate how they agree with the statement: “I can achieve most of the goals I set myself” from pre (21%) to post (24%) program delivery (Figure 24).**

Figure 24. Self-efficacy of participants (n=2,467)

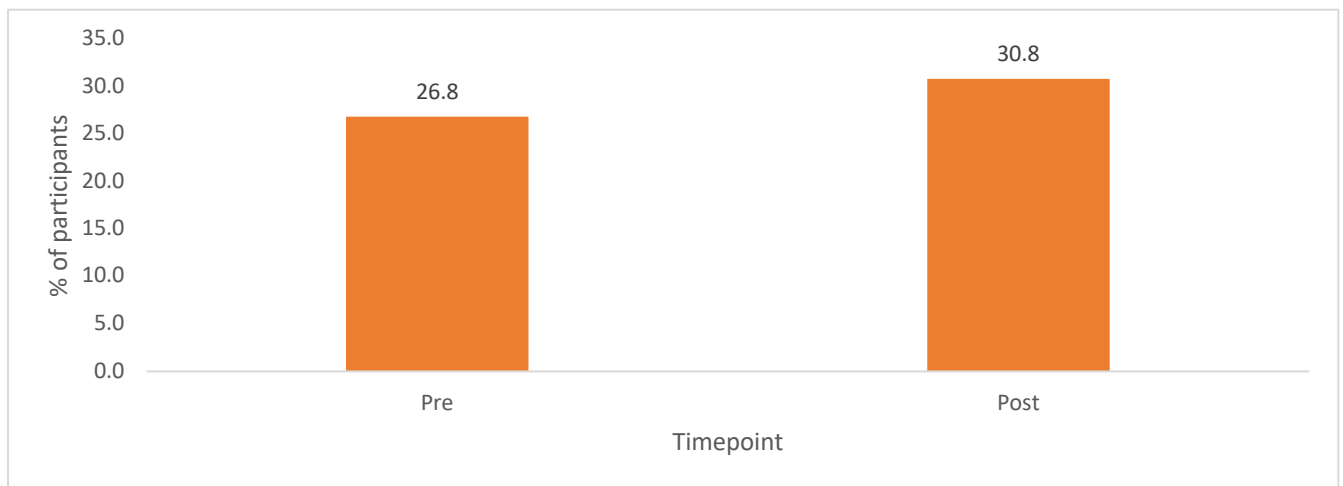


### Volunteering

- Volunteering, particularly in sport or organised physical activity, can have beneficial mental, social and physical wellbeing outcomes (43). Furthermore, there is evidence from studies, and findings from AusPlay data, to suggest that volunteering as a peer-leader in program delivery can be integral in improving health outcomes, particularly for older adults (43, 44).

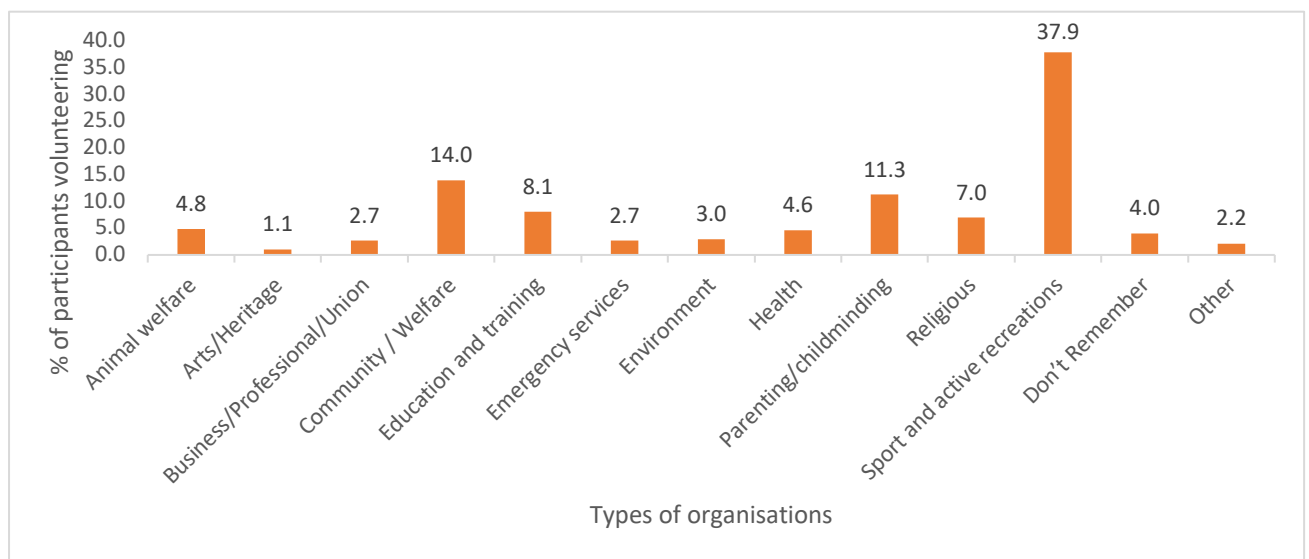
- In the findings from the April 2020 AusPlay report, around 16% of people older than 15 years contributed to sport in a non-player role as coaches, instructors, officials or administrators (43).
- **A small increase in the proportion of participants involved in volunteering from the pre time point to post** (Figure 25), which is beneficial for both individuals, and the sport sector which relies on volunteers' contributions to deliver programs and activities.

Figure 25. Proportion of respondents that volunteer (n=2,386)



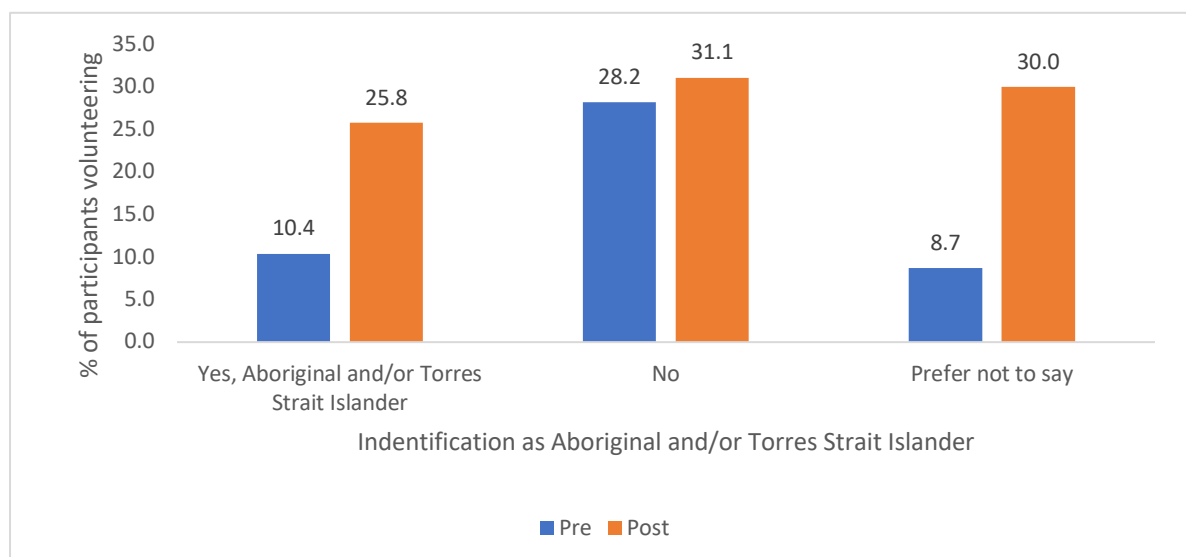
- Data has been collected within these surveys regarding volunteering behaviour both as a total, and specifically in sport or organised physical activity (See appendix 1). A total of 27% of participants in the Move it AUS program participated at the pre timepoint, with most volunteers (38%) supporting sports organisations, followed by community/welfare (14%) and parenting/childminding (11%) (Figure 26).

Figure 26. Types of volunteering organisations (n=383)



- The **proportion of indigenous people that began volunteering after involvement in the funded program greatly increased**, particularly when compared to non-indigenous participants (Figure 27). This could be due to the commitment within indigenous culture to supporting the community and the encouragement of peer-led programs, which have been shown to improve success in prior research (45).

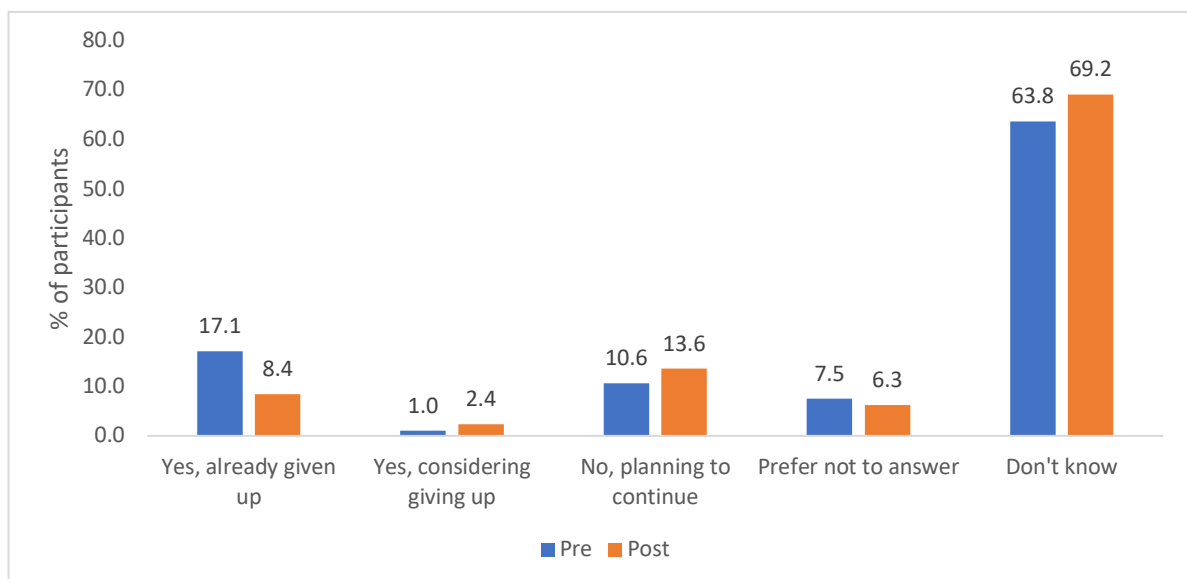
Figure 27. Proportion of participants volunteering by identification as Aboriginal and/or Torres Strait Islander (n=2,384)



## Sport Drop out

- Despite the benefits associated with participation in organised sport, drop-out rates across sport remain high particularly amongst adolescents (Figure 28).
- Participants **primarily reported “Don’t Know” when asked if they were considering dropping out of sport**. This increased only a small amount between pre and post surveys (from 64% to 69%), yet **the proportion of participants who selected they had already given up these activities or sports reduced by 8.7%**. This suggests there may be an impact of retention in programs after the direct involvement ends due to participating in the funded program.
- Many discrete factors associated with dropout were identified, five major areas emerged: lack of enjoyment, perceptions of competence, social pressures, competing priorities and physical factors (maturation and injuries).

Figure 28. Proportion of participants’ sports dropout rates (n=2,150)



## Qualitative Interviews with funded organisations

### Background

- Qualitative interviews with a representative sample of funded programs to capture rich experiences of being engaged with the Move it AUS participation grant process.
- The qualitative interviews were designed to capture the experience of organisations delivering Move it AUS funded projects. Complementing the quantitative findings from the program participants, collectively these evaluation data would inform recommendations on what works and what doesn't work when tackling physical inactivity through sport.
- This section will summarise the rigorous qualitative analysis and results, concluding with key themes that emerged from this component of the evaluation.

The specific aims of the qualitative interviews were to:

- Capture first-hand experiences of delivering a Move it AUS Participation grant in collaboration with Sport Australia.
- Understand how Sport Australia funding affected the capability and capacity of funded organisations to target physically inactive populations to increase their participation in sport and physical activity.
- Understand the organisational impact of the funded Move it AUS programs on funded organisations.
- Explore perceptions across the sport, recreation, and physical activity sectors on the role of sport at a political and global level in tackling physical inactivity more broadly.

### Qualitative Method

- All funded Move it AUS participation project teams were invited to participate in the semi-structured interviews. A total of 23 projects provided consent and were selected to be interviewed.
- Within the selected participants there was a wide range of programs representing different geographical locations, type of organisations and target audiences.
- All interviews were audio-recorded and transcribed verbatim. All interviews were conducted by a trained academic using Zoom, with extensive experience of interview-based research. Interviews averaged 60 minutes in duration.

- A semi-structured interview guide was developed (see Appendix 3). Within each interview, open ended questions, reflective listening, and summarising were used extensively to invite descriptive responses and obtain elaboration and clarification where appropriate.

#### Qualitative Data analysis

- Framework analysis (22) was selected to analyse the qualitative data due to the systematic nature of this approach. Details of the five distinct phases of the systematic framework approach are outlined by Ritchie & Spencer (1994) (22).
- Transcripts were examined for errors by listening to the audio-recording whilst simultaneously following the transcripts for each interview. Initially, two members of the research team analysed the same three transcripts independently, using key words to describe the content of each passage to understand common ideas emerging; this may have been a few words, sentences, or whole paragraphs. The research team then met to examine and discuss commonalities and discrepancies, comparing their interpretations and relevant importance with reference to key research questions.
- Through this discussion an analytical framework was developed 8 codes and 9 sub-codes, each with a brief definition. Two researchers used this framework to systematically code the same three transcripts in NVivo (46), finding high agreement (84% agreement). Codes were refined further and a framework for analysis was confirmed among all three researchers. The remaining transcripts were divided between the researchers to be coded using the agreed framework in NVivo. During this process, researchers made notes of where content did not fit into the framework, or where new codes may be required, and the description of each code further refined.
- Discussions between the coders and senior researcher were repeated until no additional changes to the framework were required. The final framework consisted of 9 codes and 32 sub-codes. This final analytical framework was then systematically applied to all transcripts, divided in the same way between the coders.
- Once all data had been coded using the analytical framework, each code was reviewed, and mapped, with connections between nodes identified. Inductive

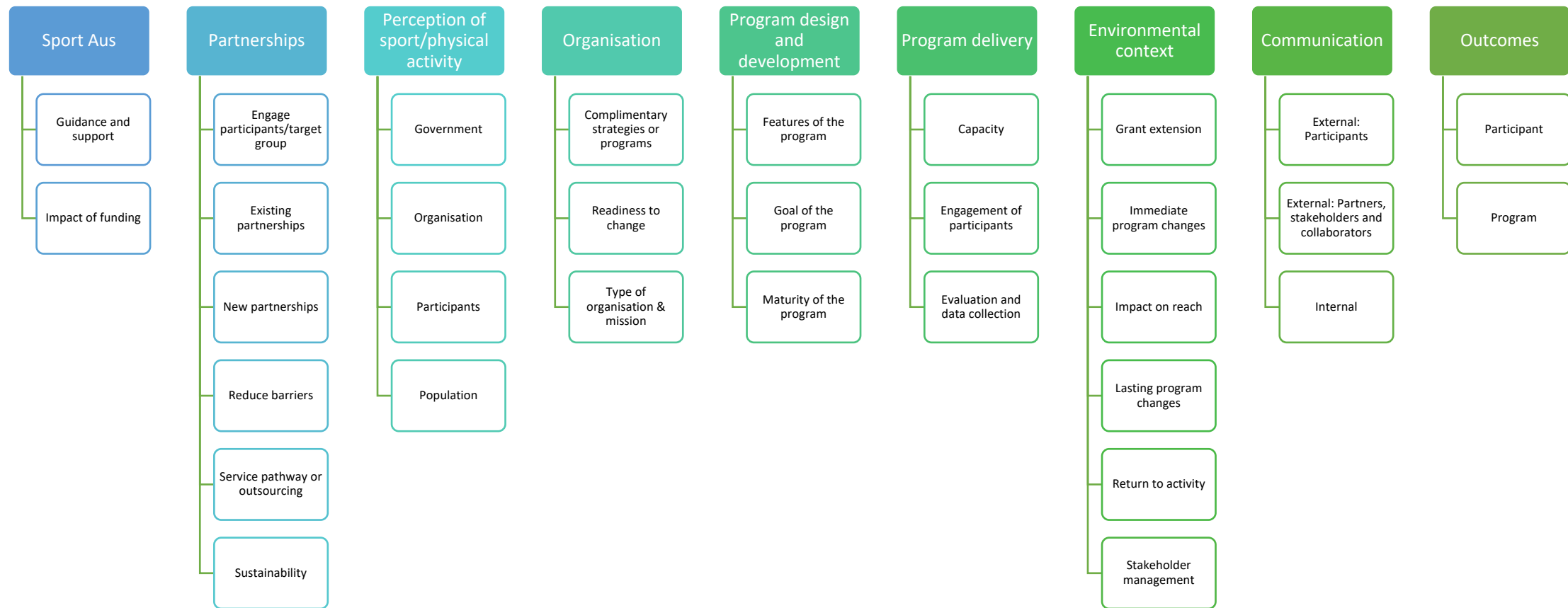
methods were used to identify meaning from the codes and interpret themes from the interview data in response to the studies research questions.

### Qualitative Results

- Nine areas in the coding framework were agreed to capture the firsthand experiences of funded organisations delivering the Move it AUS grants (Figure 29).
- Themes emerged which explain how Move it AUS funding affected the capability and capacity of funded organisations to target physically inactive populations to increase their participation in sport and physical activity.
- To summarise, details about the relationship with funding body were discussed in the **Sport Aus** theme, with information and recommendations regarding support and guidance, as well as information on the direct impact of the funding included. **Partnerships** were extensively discussed, as well as whether these were new or existing partnerships. This theme included how the funded organisation worked with their partners and the influence of the partnership in achieving the aim of the grant. Changes in the **Perceptions of sport and physical activity** and importance of tackling physical activity to the government and funded organisation emerged, including comments about the impacts of sport on health and wellbeing and challenging the stereotype who is a sport or physical activity participant. We collated details pertaining to the **organisation**, including how the funded program sat within regular operations and other programs being delivered, the type of organisation funded, their mission and experience reaching and engaging inactive populations. Key aspects of grant details were discussed, including **program design and development**, and information on the **delivery of the program**. Given the programs ran from 2019 through to the end of 2020, all were affected directly by the global COVID-19 pandemic, and some were influenced by the 2019/2020 season of bushfires in Australia, which were categorised into **environmental context**. Details on **communication** approaches adopted during the program delivery both within the organisation to achieve buy-in or externally with partners and participants.
- These themes were then coalesced into 6 key insights which synthesise the data to establish a view on the experiences of delivering the Move it AUS grant. These are presented in the following discussion section.

- Similar themes from the qualitative discussions emerged from the analysis of the case study evaluations of programs that couldn't complete the formal evaluation. Types of organisations that used case studies as their method for evaluation commonly had concerns in adhering to the evaluation because of language, or cultural barriers within Indigenous or CALD target groups.
- Organisations targeting children also found it difficult to find parents or guardians to complete the evaluation. A program tailored for people with mental health conditions used the case studies as a less confronting method of understanding the impact of the program for participants.

Figure 29. Nine coding areas used to categorise themes within the qualitative interviews with program leaders



## Key Insights

### 1. Clarity of 'who'

- All funded programs identified an underserved, inactive target audience they hoped to engage when applying for Move it AUS grant funding. These specific audiences included women and girls, indigenous, culturally, and linguistically diverse (CALD), rural and remote, and low-socioeconomic communities.
- Throughout the interviews, it became apparent that a unified clarity of 'who' the funded programs aimed to reach was critical in designing delivery actions that ensured success or identified a lack of clarity which added to challenges in engagement. The funding was a catalyst for providing organisational capacity to understand the unique needs of these target audiences and modifying usual delivery to meet those needs.
- It allowed for organisations to allocate internal resources to focus strategically on designing a program that would effectively engage and retain these target groups, or to actively pursue strategic partnerships that would help do so. This was particularly common when organisations were aiming to approach a target market, or offer a new product/program, outside of their ordinary scope.

*"For us it's about greater inclusion of young people and those vulnerable target groups in the sporting activities themselves.... Because there's a reason why those kids aren't going there in the first place and that's not about the needs of the children and young people [from low socioeconomic groups], that's about a lot of the structure and systematic work that can't be changed without those conversations."*

*"having that really targeted approach and consulting with the communities that we're trying to target is something that we do, but we just didn't really think about it in as much detail or had time to do what we did for the Move it AUS grant"*

- The importance of engaging inactive people in sport and active recreation using the Move it AUS Participation grant funding was clear however was often reported to be more difficult than first anticipated. Particularly with reaching the target group and initiating engagement.

*"the biggest challenge with this is actually getting people to sign up, so getting people there, getting them to participate in the program."*

*“I think we’ve got a much better idea of how to reach people than we did a year ago. But I still wouldn’t say I’ve got that right. We’re still learning.”*

- Some programs found that strategically locating programs where the target group could easily access the program lead to greater success and optimal use of their resources.

*“We went through geographical analysis of how many special education units are there, how many special education service providers are there, what other sports are around there that’s providing, um, services for these, these athletes and then went to the clubs. So we knew we could go to the club and say, okay within a 60 kilometre radius there is four special education schools too. So we made sure that there was proper links.”*

*“We launched in Ellenbrook, which was identified as an area of need, an area where there’s high incidences of domestic violence, social isolation, crime, and things that... There’s no structured activities for these kids to do that are affordable. So we strategically selected locations in Ellenbrook that were quite central, and we approached schools to see whether we could run out of their facilities free of charge.”*

- Organisations who had pilot tested their approaches with the target audience and developed a model for their program before applying for the funding demonstrated the greatest reach to inactive populations.

*“we’ve been doing that for about seven years. And we’ve just linked with Touch Football Australia, I guess to make it more formalised and expand across Australia, not just in my local area.”*

- Organisation with a strong clarity of who their target audience was often engaged with partners who had existing relationships and trust with the target ‘who’. These partnerships fast-tracked the delivery of the program with the target audience – See Partnerships (Page 74).
- Other funded organisations were allowed the ability to do their pilot testing through the Move it AUS Participation grant program, experiment and start to build an understanding of how to reach these inactive populations with the help of community leaders and potential partners.

*“I think I’d do a lot more work initially with trying to work harder with the medical people to actually engage. The engagement side’s really key, how you sell that message across to people... what you’re actually offering,*

*getting that message across to people to understand is a really important part.”*

*“the organisation’s aim for the project was to start the conversation. Start the conversation with local community members and with local government authorities in particular, around how do we make it easier? We’re doing that.”*

- In addition to initial engagement, organisations reported the importance of tailored approaches to maintain involvement of inactive participants. Examples of a successful tailored approaches to retain participants included recruiting or training staff that could connect with the target group (i.e. of a similar age, or cultural group), foster a social and enjoyable atmosphere, and tailor programs to suit the skills and abilities of the participants. The ability of program facilitators to understand the needs or barriers specific to the target participants aided in building a strong sense of support and social cohesion within the groups, positively impacting retention.

*“They’re really good at engaging the young people. They’re quite funny, they’re inclusive, they make it a really fun session... We’ve got young coaches that are running the sessions, too, so the kids can relate”*

*“There is that social opportunity there because that’s the most important part. I think people ... who have had that social interaction at the end, are much more likely to come back. So, working with our teams to facilitate that is really, really important.”*

- The Move it AUS grants provided a valuable resource in allowing these funded organisations the time and strategic focus to identify currently underrepresented target groups within their community. By better understanding the barriers and needs of these groups, organisations were able to learn how to better tailor physical activity programs and sports offerings, or recruit appropriate program facilitators, that might better reach and engage them.
- Tackling physical inactivity is complex, yet many funded organisations stated that the grant broadened the scope of programs the organisation provided and enabled strategic planning towards continuing to tap into the specific target group and reduce barriers to participation.

## 2. Partnerships; working together towards a unified goal

- The Move it AUS Participation funding provided a vehicle for fostering new, and cementing existing, partnerships and collaborations. To deliver the funded projects, links between sport and recreation, health, aged care, planning, technology, media, and other organisations, with shared interests in tackling physical inactivity became a reality.
- Most funded projects recognised the importance of partnership approaches in tackling the complex issue of physical inactivity.
- Links between the funded and partner organisations were often pre-existing, however partnerships were typically less formal before approval of the grant. The Move it AUS grant program provided permission and endorsement from Sport Australia which helped establish trust between the organisation and partners, as well as justify changes to usual program delivery within the organisation.

*“you actually need some kind of credibility and you need some kind of trust to go with the program to a provider and say okay, hey partisan, hey club, hey community centre, would you like to run our childcare or entry-level program?”*

- In creating formal partnerships, organisations that had once operated independently, were now working with other organisations or community groups towards a unified goal of providing sport and physical activity programs for traditionally inactive people.

*“I think’s really important is to try and identify local councils who have an interest in this... then you’ve got a conversation to have with local council X that says... ‘you want to open up this massive reservoir and get it used by community user groups, well here’s a program that you can do that, and this is what we require.’”*

*“I think that we all have great intentions of being able to build something on our own. But in terms of capacity and resourcing, to be able to couple with like-minded organisations... is critical.”*

- The funded organisation partnered with others to fill a gap in their capability. Partnerships enhanced the outcomes achieved, and were often used to facilitate one, or all, of the following; i) promotion of the program and recruitment of inactive participants; ii) design and implementation of appropriate program/sessions; iii) development of both soft and hard resources such as equipment, training courses and

educational material, as well as access to specially trained staff, to ensure an inclusive and welcoming environment for participants. Many funded groups stated that they learnt that partnerships were key to success in recruiting new target groups or delivering a new tailored product.

*“the partnership stuff was really important, because we could not have done it without them, they were the critical linchpin, as far as I’m concerned...if we did it without them, all we would have done is engage people who are already engaged.”*

*“I suggest [funded organisations] really look at how they can leverage relationships with stakeholders and people who have a respect and access to community members in a particular area...we can quite often piggyback off them”*

*“we don’t have particular expertise in working with children with intellectual disability... So it was really vital ...bringing together people with different expertise.”*

- The partnerships between funded organisations and the wide variety of stakeholders was important as there was a gap in the pathway to ensure that inactive people had the opportunity to benefit from physical activity, sport, and active recreation. Organisations may have been working with inactive people and not providing high quality sport and physical activity programs or they may have been providing the programs but not to inactive participants. Closing this service gap by connecting existing community groups and organisations was an efficient and effective way to reach and deliver tailored programs for inactive people within the funding period.

*“With our All Abilities offering... we partnered pretty heavily with X... We’re going to train all their coaches up to deliver golf, and it’s now going to be part of their pathway. So, we’re really strengthening that sport with that partnership.”*

- Sharing knowledge and capacity between funded and partner organisations and trusting that all involved parties were unified towards the goal of reducing physical inactivity, improved the opportunities for success. This process has enhanced the capacity of involved organisations to provide physical activity and sporting opportunities for underrepresented target groups now and into the future. However, partnerships were carefully set up to ensure partners involved in the project have

clear roles and tasks and deliverables shared between both organisations remain manageable.

*“We had all of our providers come together and we had a company called Let’s Talk Disability comes through and do an information talk... I think those kind of learnings are really valuable for providers and probably something that we would take forward as we take new people on board, just to make sure that they have that kind of understanding.”*

*“Collaboration, I’d have to start with, is absolutely paramount... I think it’s really interesting because as I said, there’s no particular right way in terms of a model. We just had a really strong level of collaboration across the sport, that’s what probably made our model so successful.”*

*“having so many partners it’s awesome, but having so many partners is also technologically a pain in the backside.”*

- Through identifying a shared vision and having something to offer to the partnership through the grant funding, some programs have become sustainable beyond the grant funding period. Organisations have developed trust, observed mutual benefits from the partnership and established a way of working into the future to continue to reach and engage inactive populations.

### 3. Communication; shifting the conversation

- Funded organisations commonly described challenges in understanding how they should best communicate internally to gain organisational buy-in and a consistent voice for the organisation regarding participation. When the organisation had their clarity of ‘who’ defined, there were further challenges of what key messages were necessary to be communicated to engage the appropriate target groups.
- Some organisations had previous experience trying to recruit and engage inactive people, while others had more recently identified the need for developing a specific communication approach. For organisations with less history engaging inactive people, such as State and National Sports Organisations, the shift in internal communications from solely investing in programs for competitive athlete development to participation was reported as important.

*“It’s okay to have a 50-year-old women, who doesn’t look like she’s ever exercised before, on the front of our poster”*

*“Participation in the sport... depending on who you talk to, may not be seen as the priority, whereas, you know, a lot of Olympic sports high performance is.”*

*“[This grant opportunity] really has opened up the eyes of many staff in terms of how important the outcomes are and how we actually bring genuine benefit and impact to their lives. Even our board have seen the outcomes and seen the work that’s been done”*

*“It’s a specific group and the messaging is specifically clear about that. That you’re going to come and there’s going to be other over 65s. It’s not going to be a 40-year-old mixed in who’s going to make you feel, a bit silly and whatever.”*

- From this internal change, a different message might then be promoted externally to partners and the public about the organisation’s products. This played an essential role in reframing perceptions of what sport might look like and how sport and physical activity sector organisations can position themselves within the global movement to reduce physical inactivity in the future.

*“we’ve produced a couple of videos, and I think it showed as part of our overall strategic goals of showing [our organisation] to be engaged in the community, the voice of legitimacy in this space.”*

*“It has opened conversation with other peak bodies as well. Different road user groups, cycling groups, sport as well. We’re chatting with national sport. It’s been a really positive thing for us... this has been an invaluable opportunity to learn about where we need to go, who we need to talk to, what we need to push for and really canvassing our advocates.”*

*“This grant...allows us to test the water... and at the end of the two years be in a situation where we have a national network of outreach ambassadors but also a blueprint for all of our existing and future event teams as to how to start to have those conversations and form those relationships with local stakeholders.”*

- Many funded organisations adapted their communication to ensure clarity over what was communicated to target groups, using advice from partners or community leaders to design content that was specific to the target group. Often, the primary message when inactive populations first heard about programs was aimed to be one of inclusivity, where individuals can picture themselves participating.

*“I think having that really good communication with the teaching staff at TAFE was really valuable because we learnt a lot even before the classes started and they actually advised us to speak to leaders of a number of the cultural communities and those leaders actually came and spoke to club members about what to expect and how we might make it work better.”*

- Messages that organisations adopted were framed positively, highlighting the benefits of participation “fun, enjoyment and social connection” and “It will make you feel good” as well as personal improvement rather than high performance. “Cos it [the program] looks like fun. Doesn’t look too preachy or goody-goody.”

*“We didn’t promote it as ‘come and learn about healthy lifestyles’, or any of those sorts of things, but that was obviously there. We were clever about how we sneaked those messages in. But more about just come and have a good time, come and spend some time learning to try something new”*

*“The messaging we had around it was, have a go, enjoy it with your friends, get fit, feel better, this is good medicine, this is good stuff for you. This is going to help you and help you feel much better. You can have fun with your mates”*

- This approach is supported by recent research into physical activity messaging for inactive populations (47). Depending on who the target for the physical activity message, there is evidence available to guide how these messages should be tailored.
- Recommendations for physical activity messaging suggests that the aim must be clear (including understanding who the message targets, how and why the message could impact behaviour change), content and style of the message should be tailored, and the format the message is delivered (poster/ email/ social media) and delivery impact the effectiveness of the message within target audiences (47).
- Many funded organisations developed a better understanding of the most effective format to promote participation to target audiences; Word of mouth was by far the strongest way to encourage participation in the programs, with many participants recruited through friends, family, neighbours. This was beneficial in the promotion of the social cohesiveness of participation and further emphasised the benefits of peer support in reducing barriers to participation for vulnerable groups. Some groups referred participants to programs by trusted professionals such as social workers, health professionals, or carers which may have added a certain legitimacy to the

“prescription” of physical activity, increasing the chance of engagement from inactive participants.

- Programs targeting older Australians found that creating a contact list of potential participants through public information and sending a letter was far more effective than social media. While another organisation, also targeting the older target group, reported that they found this cohort were more digitally literate than previously thought and that 70% had active email addresses and would engage with the program using online platforms such as YouTube and Zoom.
- In all instances, a deep understanding of the core target group informed how organisations aimed at communicating with them to improve engagement.

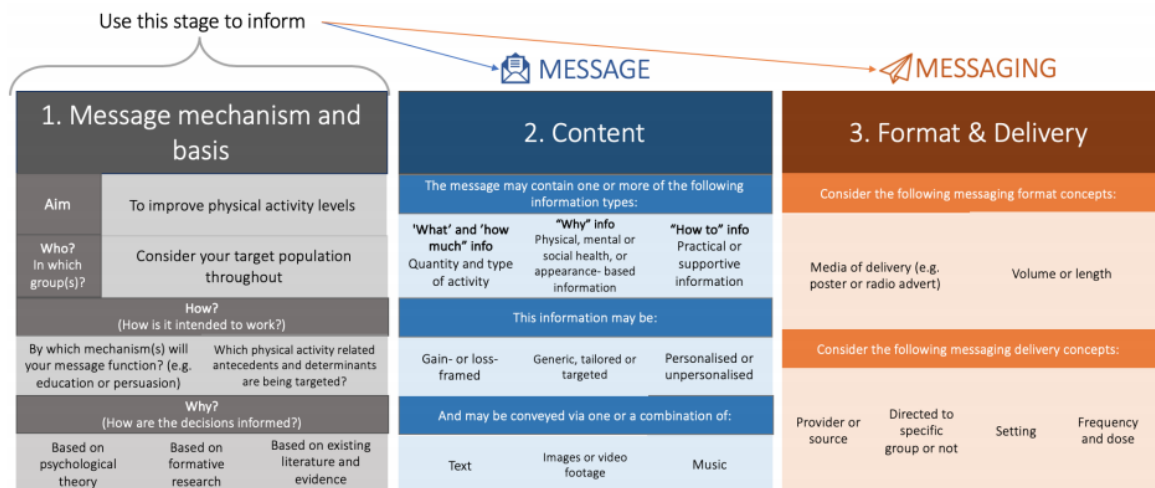
*“If a club wants to run a learn to row program then we have certain ways we do that. For this, trying to target specifically inactive people, we need to work through medical centres, through GPs, and that’s something that we’re still learning how to do well”*

*“Peer support was hugely successful... because that then empowered people to feel that they could engage and then empowered people to help other people... It was really important that we did the one-on-one work in the beginning, so we really developed that relationship and that trust before people joined the group. That took a lot of time, but it meant people came. It meant people felt safe, because so much of their lives they don’t feel safe.”*

- This shift in internal and external communications in funded organisations may contribute to changing the perception that sport or physical activity is only accessible to people that are already active. Modifying the story of sport participation to one of acceptance of newcomers and different target groups will impact how inactive people engage with programs in the future.

- Our findings also support the Williamson’s conceptual framework (Figure 30), in that understanding the target market and their motives can provide more effective means for delivering the right messages in the right way to affect the desired behavioural change (47).

Figure 30. Williamson et al., (2021) conceptual framework for effective PA messaging



Education and persuasion are intervention functions as described by Michie et al [5].

#### 4. Program Delivery; flexibility and resources

- Maintaining participant involvement during program delivery was a key objective of most programs (except brief events). Delivering multi-component, flexible programs with a variety of options for skill levels, abilities and interests appeared vital in promoting uptake and sustainability.
- Additional components to the core physical activity program included i) morning teas ii) social media discussion groups; iii) remote/virtual sessions and home training plans (due to COVID-19); iv) newsletters and podcasts v) professional development for staff. These key aspects, as well as the ability to modify delivery based on participant feedback during the funding programs allowed for greater flexibility and adaptability of program design based on real-time feedback, which resulted in enhanced retention and broader reach in some cases.
- The funding enhanced the capacity of program deliverers to adapt or create resources that more successfully engage the target audience. These resources were either

produced for the purpose of program delivery or may have been created as a product of a learning from the program delivery that may encourage future growth of the program. This was especially relevant for groups where developing modified equipment and or staff training materials improved program delivery and provided tangible resources for future use.

*“So, we’ve created a new what we call a community instructor module, which is basically a course for all our coaches to do to upskill and to up-educate in our national programs. So, we’ve built in a lot of the focus through that. It’s sort of the same in terms of the senior program as well. It’s really about educating our deliverers and making sure they understand the needs of these groups.”*

*“But what this [grant] did specifically was allow us to hire a consultant... who came in and worked with our coordinators and our youth workers... on how do you keep yourself fit [within this target community] ... So we were able to get right down specific, and then from that they generated for us a workbook [for the community’s use]... We could have got to that stage eventually, but the convenience and the speed at which this program allowed us to do that, was really good.”*

- The skillset and personal attributes and characteristics of the program deliverer was an overwhelming success factor in reaching and ensuring a positive experience for participants. If recruited from within the target community, this provided another source of knowledge for the organisation and an avenue of recruitment for the program.
- Skilled providers were also highlighted as a key asset in ensuring the delivery of the programs resulted in participants developing physical activity behaviours and enjoying learning new skills.

*“We paid special attention to the instructors. So, really only wanted the best instructors who were engaging, and qualified and experienced.”*

*“We understood the feedback which has been positive, and it’s been more so around the professionalism in what’s been delivered in terms of how knowledgeable our coaching staff, our administrators, volunteers are.”*

*“There is no way they’re walking up to their local soccer club, even though their kids would be dying to play soccer. But the parents come to us, they trust us, we have multi-lingual staff, we have people that can assist them and read the registration forms all of those sorts of things.”*

## 5. Environmental impacts; in response to COVID-19

- At the end of 2019 into early 2020, bushfires spread across Australia, causing implications for many outdoor and physical activities. When the risk of COVID-19 transmissions were at their height in 2020, face-to-face activities were no longer possible and the sport sector stopped. Many learnings have been taken from these incidents, however, that may impact how future delivery is provided, and exemplifies the resilience in the industry.
- One example of this is how many organisations were able to pivot quickly to online and digital resources, in part due to the flexibility built into the Move it AUS grants. This benefited the reach in some programs by reducing barriers of cost, transport, and self-confidence in ability in a group setting. However, this move into digital delivery was not possible for the delivery of some programs and created further barriers to reaching certain populations that were technologically challenged, lacked access to appropriate technology or require specialist care to participate.
- A key feature of flexibility as a part of the Move it AUS grants, however, allowed organisations to modify or postpone programs where required and has challenged the sector to remain dynamic in the face of uncertainty.

*“If COVID’s shown you one thing, you need to diversity your income streams. So not just having a traditional class, you should look at other options that you can implement.”*

*“It’s been a bit of a quantum leap in that headspace of how we can do that in a virtual space, so we’re just looking at, what does that look like now?”*

*“So, I guess when there are barriers, we always try to find a solution, it’s not always possible and there are some wins and some losses in those scenarios.”*

- Some programs also found that the time taken away from face to face delivery has been especially beneficial in providing the funded organisation the time to strategically plan how to better deliver programs and think outside the box. These new resources may offer a different reach or application than what was initially intended, which has been either more, or less, difficult in achieving the goal of reducing physical inactivity during this time.

*“We have actually been able to do a full review and come out with a bunch of recommendations to make the program better next year.”*

*“We’ve probably been able to go back and have a look at some of the content that we’ve developed, and we were having to work as quickly as we could, so we’ve been able to go back and do a second or a third draft of some things that we’d done originally. So hopefully the content is a little better than it would have been originally as a result.”*

*“It actually allowed us then to concentrate on exactly how we’re going to develop those resources without too much other distractions from our other work roles.”*

*“What we started to do then is go back with the clubs, um, and go through the process of what they had completed and really try to make alterations to the program in those ways that, that could be better.”*

*“It’s given us the opportunity to do is actually double down on what has worked, and what hasn’t worked, and what we need to get ready for the next year.”*

- A key finding has been that during this time of social distancing, the importance of social connectedness through mediums and groups formed through the funded programs has been essential. This was important to maintain stakeholder connections to ensure a fast return to operations when lockdowns ended. Furthermore, through virtual connectedness, programs could maintain engagement with participants and continue contributing to the mental and physical wellbeing outcomes of participating in the program remotely. A few organisations began doing podcasts with interesting people in their sport to increase awareness diversity in the sport and strengthen the community. Facebook groups and zoom sessions were established for discussion and support during the pandemic.
- Creating opportunities for social connection while physically distanced was a priority for organisations during lockdown, with many organisations citing this was critical to success on return to face-to-face programs.

*“[It’s important that we] stay connected with our stakeholders so obviously definitely still in contact and well and truly connected to each of the State Governing Bodies in terms of just ensuring that when we are able to resume in terms of activity we’re all ready to hit the ground running.”*

*“We’ve also had a lot of virtual activities for those who are connected, such as global quizzes and podcasts with allied health professionals and celebrities who do [the funded activity]. All kinds of other activities that people can engage with to remain part of the parkrun community and I guess stay... socially connected in times of physical distancing.”*

*“So, I guess our Facebook walking page has been, we recently changed it... so it can be more interactive. And it’s a fabulous area to pick on feedback participants, it’s definitely very positive. Particularly in the time of COVID when the walking groups couldn’t walk together, how much those groups of people meant to each other”*

- The implementation of the Move it AUS grants over 2019 to 2020 has been illuminating in the way funded organisations quickly adapted to new realities of isolation and physical distancing. By providing some time and space, innovations into new resources were created and a push to use technologies and virtual platforms were developed to engage participants and encourage continued social connections during this time in an attempt to retain engagement until such a time as face to face delivery was resumed.

#### 6. Governance; Sport Australia support

- Most programs were effusive in claims that the funded program would not have been possible had it not been for the external funding. The funding enabled action in organisations to experiment and reach a different audience or provide a different service than they typically delivered.

*“it’s been an amazing opportunity that’s enabled us to expand and find new contacts and really build on this idea that sport and physical activity is important for young people.”*

*“we would almost be back at square one, or not far down the track, if we hadn’t had the opportunity through the grant.”*

- The clearly articulated aims of the grant program and priority groups were acknowledged by participants as encouraging them to try something different through this funding opportunity.
- Future support may include education on behalf of the grant providers to organisations where internal values do not perceive addressing physical inactivity as a priority (particularly for NSOs and SSOs).

- Encouraging collaboration or creating platforms to share knowledge between funded groups to continue development of programs with similarities were recommended. Where continued funding or future-proofing community-lead programs might work together to contribute to the sustainability of programs. More time and notice to apply for, design, and implement the funded programs and the subsequent evaluation were also highlighted in interviews with program leads.

*“I think a twelve month grant probably needs to be considered in terms of... You probably need more of a long-term sort of commitment to that funding so that we can actually develop the relationships, roll out programs.”*

*“The second [aspect we would do differently next time] would be a way of sharing good practice. Because we’re professionally and geographically isolated here, we did what we did, but there would be better ways of doing everything, and we don’t know what we don’t know until someone exposed us to that. And exposing us to that, I think, is something that the policy people should think a little bit about.”*

*“It gives us more impetus and more clout now to be able to talk about getting different demographics into parkrun because we’ve got this government funding.”*

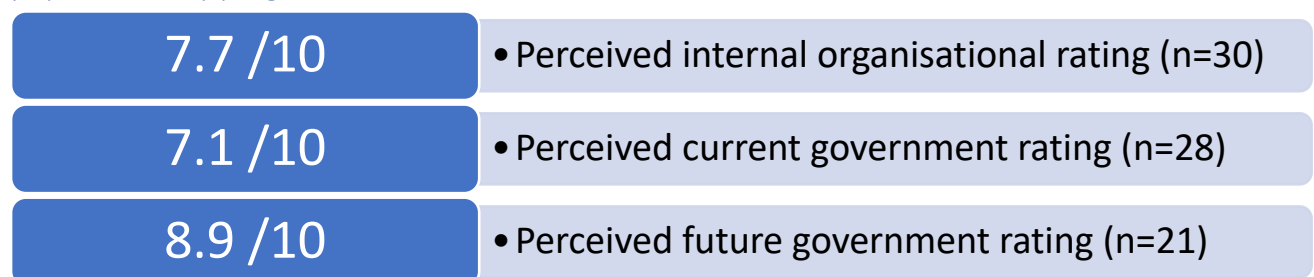
*“the objective was always to try and find ways to make that sustainable through local government, through schools, and also through the interaction with Sporting Schools because this product is very closely aligned in terms of Sporting Schools product.”*

## 7. Physical inactivity is a priority across the Sport ecosystem

- Reducing the burden of preventable disease can be achieved in part by reducing physical inactivity amongst the population. All parts of the system are involved in improving health outcomes for all members society, which requires system-wide commitment and congruent strategies that link to several sustainable development goals (48).
- Tackling physical inactivity therefore requires a broad approach, but it has been identified in the 2020 GAPPA action plan that a unified level of commitment from both governments and organisations in the sport and health sectors is required to promote more active societies (9).

- When asked, most organisations identified that it is a current priority within the organisation to tackle physical inactivity with sport and physical activity programs, with an average internal rating of 7.68/10 importance (Figure 31). This score suggests that on average, individual organisations believed their organisation placed more importance on reducing physical inactivity than what they believed the government was currently prioritising it (7.11/10 as rated by program leaders). Most organisations believed the government should be prioritising sport and physical activity programs more than their organisation at an 8.98/10 priority.

Figure 31. Rated priority scales of importance in tackling physical inactivity through sport and physical activity programs



- Many funded programs also commented on the need for a systems-wide approach to tackling physical inactivity due to the complexity of the issue, including the need for active travel, leisure time physical activity and infrastructure to support physical activity.

*“realistically there isn’t one silver bullet that’s going to solve the inactivity problem. I think it has to be a number of things together.”*

- Some groups identified that the government are dealing with competing priorities and meeting vulnerable community’s primary needs such as housing and education may take precedence over physical activity programs.
- Others recognised the impact of competing interests but highlighted the additional benefits of participating in the PA or sport programs such as beneficial mental and social well-being and used this to exemplify the importance of these programs.

*“I don’t want to be critical of governments because they have many competing policy agendas, but the health of the population in terms of*

*what it does for the wellbeing of the population, but what it saves in healthcare, for example, and how that can then be switched to other important priorities in the economy.”*

- In general, most organisations recognised the need for government-lead support for physical activity programs was crucial, but that they also share a role in leading sustained change for the future.

*“Absolutely central to policy development. We need a strong national physical activity strategy that is cross-government, that engages everyone. That involves organised sport, that involves active outdoor recreation. That involves fitness, that involves active transport and that involves play. We need something broader and it needs to be integrated so we’re not all scrambling to get dollars but we’re all actually working together because that’s the only way we’ll achieve success.”*

*“The other thing is, right now, physical inactivity, preventative health is a long-term investment... Okay, why should it be [a priority]? It’s because we do know that the health crisis is a local, state, national and global crisis. It needs leadership to actually change that. There’s no point doing a patchwork approach. It is something that we know, purely from an economic point of view, we know that it needs leadership to direct it and deliver significant outcomes, otherwise we are long term going to be, to use a technical term, screwed.”*

## Case study evaluations

### What worked well

- Using programs to develop leadership qualities within participants and provide peer-support opportunities for indigenous communities as exemplified through the ‘*Kaat Koort n Hopes*’ program. This approach provides the opportunity for these participants to direct the nature of programs and better tailor offerings to new groups of youth participating in the funded program.
- Creating welcoming and non-threatening environments for new CALD participants, and indigenous programs. By developing trust and rapport with program leaders, and from program leaders providing a fun, safe, engaging space, participants were more often retained in the programs
- Identifying opportunities for inactive target groups to become engaged in physical activity programs and using the funding to provide programs to cater to these needs

at a local community level. This was demonstrated in several programs by the following examples:

- *Targeting programs for women and girls who drop out of sport during adolescence*
- *Providing community-based sporting opportunities for women who particularly identified enjoying the social aspect of physical activities*
- *Providing opportunities for CALD individuals to engage with their new communities through sport. Not only does this enhance the social and physical health and wellbeing of individuals involved, it enhances the capacity of communities to thrive cohesively*
- *Increasing the self-efficacy of children and adults that have either never learnt a skill (e.g. bike riding), or have disconnected for a sport or activity after a period*
- Variety and choice in program offerings for target groups to select what fits best for their needs. This also enhances autonomy of choice and allows participants to develop measures of self-efficacy that are beneficial for sustained commitment.
- Youth programs aimed to improve children's confidence and self-efficacy in physical activities and designed to enhance physical literacy skills. Especially when these programs provided opportunities to children that otherwise would not have the opportunity to participate in this type of physical education.
- Input of stakeholders to improve the capacity of resources catering to new target groups

#### Areas for improvement

- Gathering information on the impact of the programs was difficult for all groups that used case study analysis. Although case studies provide a flavour for the impact of the funded program, sensitive and impactful findings may not be captured within these specific target groups due to the generalised approach
- Competing with other funded programs in the local area targeting the same target group. Collaborating across local areas with other organisations providing similar programs would enrich opportunities and reduce to risk of competing for participants engagement

- When partnering with schools, this provided access to the required target group, however it also meant that organisations had to balance competing interest within the school and various school-based activities to run their programs.

## What worked, what didn't work, why and what next

- Table 3 and Table 4 provide a high-level summary of principals that appear to 'work' and 'not work' in terms of reaching physically inactive people through a national government sport grant program.
- Key learning identified throughout the mixed method evaluation can be used to judge the value of this grant in tackling physically inactive through sport, but also can inform future programs and organisations aiming to reach and engage inactive communities.

Table 4. What worked, why and what next in the delivery of Move it AUS Participation Grants

What worked	Why	What next
<b>High quality, meaningful engagement with a clear target audience</b>	Sport Australia's recognition that physical inactivity needed to be addressed and the clear identification of target groups was valuable and provided a clear direction for funded organisation to strive towards.	An active society isn't created overnight, and it is important to recognise this within the evaluation of a grant program. Continued focus on addressing population physical inactivity through targeted funding will accelerate progress.
	There is no question that the Move It AUS Participation grant program successfully reached physically inactive communities and engaged them with diverse opportunities.	The implementation of this Move It AUS Participation grant certainly demonstrated the role sport has in reaching and positively engaging physically inactive communities.
	Funded organisations who engaged the target audience identified a new market of participants who previously faced barriers to being active. The importance of engaging inactive people in sport and physical activity programs was considered a bit harder but very worthwhile.	Prioritising the targeting of all physically inactive Australians is encouraged. Taking time to understand the drivers and barriers for all target groups of the population remains important.  Efforts to measure the impacts of addressing physical inactivity through sport and recreation programs should be

What worked	Why	What next
<p><b>Increasing proportion of participants achieving physical activity guidelines</b></p>	<p>Being physically inactive has a big impact on an individual's life. Most participants who participated in a Move it AUS grant program and completed an evaluation survey pre and post engagement, showed positive increases in their total physical activity levels.</p> <p>This demonstrated the powerful role the Move it AUS grant funding had in enabling organisations to support inactive people to become physically active.</p> <p>Inactive people who become active and achieve the recommended physical activity guidelines reap the most public health and wellbeing benefit.</p>	<p>strengthened, especially among culturally and linguistically diverse communities.</p> <p>Long term planning is required to ensure the positive outcomes associated with these Move it AUS programs is maintained. So not just short-term benefits, but lasting changes in behaviour.</p>
<p><b>Consistent definitions</b></p>	<p>The consistent and integrated measurement of sport, physical activity and most importantly, physical inactivity, was essential in understanding the reach and impact of the Move It AUS grant program.</p> <p>It provided a transparent indicator for reporting across the diversity of funded programs and arguably helped organisations be accountable for their participation outcomes.</p>	<p>There is a need to provide and utilise consistent definitions for accurate understanding, proper evaluation and communication of physical activity and sport.</p> <p>A single, consistent definition for physical inactivity is encouraged throughout the sport ecosystem. Subsequently, we can continue to contribute to the growing evidence base on the value of sport and physical activity to Australia.</p>

What worked	Why	What next
<p><b>Sporting organisations willing to try something new</b></p>	<p>The Move It AUS participation funding was a catalyst for funded organisations to try something new or cement an existing initiative. There was an overwhelming impression across the funded organisations that they were willing, excited, and eager to try new things to engage new people.</p> <p>Funded organisations explored creative opportunities to reach inactive communities and acknowledged that the grant provided a unique opportunity to trial and error program design and strategies freely.</p> <p>Learning here infers the willingness for the sport, recreation, and physical activity sectors to try new ways to engage physically inactive communities. This signifies a shift in the traditional mindset of the sporting elite.</p>	<p>The insights gained through this evaluation and experiences of those involved in delivering these programs provides a wealth of knowledge which can inform how these organisations and others engaged in the sport and recreation sector encourage more people to be active.</p> <p>Forums for sharing lessons learned from trying something new to tackle inactivity, from a community and organisational perspective should be established.</p> <p>Further opportunities for allocating resource to the sector to enable them to increase capacity to tackle physical inactivity would be recommended.</p>
<p><b>Developing quality partnerships for a shared vision</b></p>	<p>A strength of the Move It AUS programme has been the development of external partnerships.</p> <p>Importantly, these partnerships would not have been formed between individuals, communities and organisations without the resource and capacity enabled through the Move It AUS funding.</p>	<p>Community needs are complex, and partnerships are one effective tool in helping address these needs.</p> <p>Consideration must be given to how best to leverage and build upon these partnerships to continue to focus on physical inactivity but also reap broader benefits such as investment, expansion, sustainability, and evaluation/research.</p>

What worked	Why	What next
	<p>A key insight from the creation of these partnerships was the effectiveness of a shared vision for the community, in this example tackling physical inactivity, in fostering effective mutually beneficial relationships.</p>	
<p><b>Enhancing capacity for high quality program delivery</b></p>	<p>All funded programs identified that tackling physical inactivity requires specific skills which at times required investment and attention from organisations.</p> <p>The funding enabled the up-skilling and professional development of sport and physical activity deliverers.</p>	<p>Identifying the skills and characteristics required to deliver positive and effective experiences for physically inactive communities including culturally linguistically and diverse communities is important for future organisational development and program delivery.</p> <p>Consideration of the training and support needs of the organisational workforce from paid staff to non-player volunteer roles is essential.</p>
<p><b>Igniting the passion and power of the active workforce</b></p>	<p>The Move It AUS Participation grant funding provided a catalyst for disrupting the ‘status-quo’ within select sporting organisations. Many funded organisations spoke of having creative conversations about the organisation’s goals and key outcomes.</p> <p>The clear focus on physically inactive communities harnessed passionate champions across the workforce and identified who were keen to drive change within the organisations.</p>	<p>The breadth and depth of the skills and attributes across the funded organisations workforce was clear.</p> <p>Consideration must be given on how to harness this passion and optimise existing assets within the sporting workforce for driving future positive change.</p> <p>Further opportunities for allocating resource to the sector to enable them to increase capacity to tackle physical inactivity would be recommended.</p>

What worked	Why	What next
<p><b>Tailoring marketing</b></p> <p><b>Challenging the perceptions of ‘Sport’</b></p>	<p><b>the</b> For many physically inactive communities, initiating physical activity can be daunting. Focusing on the social benefits, the opportunity to connect and meet people, was a key driver for optimising engagement.</p> <p>–</p> <p><b>the</b></p> <p>This also helped challenge the traditional meaning and stereotypes of sport.</p> <p>Word of mouth was the common and effective recruitment marketing tool. Therefore, fostering positive enjoyable experiences was fundamental for uptake and retention.</p>	<p>Get the message? Continue to invest in understanding how to create and deliver effective physical activity and sport messaging for and to various population target groups as it is an effective strategy in re-branding sport to reach new audiences.</p> <p>Continue to recognise and share ‘good examples’.</p>
<p><b>Embrace adaptability to thrive</b></p>	<p>There is no doubt that the extreme environmental context this grant program was administered made delivery challenging.</p> <p>That said, the ability of funded organisations to be creative, certainly contributed to the successes reported here.</p>	<p>The ability and wiliness to adapt to change is essential in leading change.</p> <p>The challenge is to continue to do this in these post COVID19 times.</p>

Table 5. What didn't work, why and what next in the delivery of Move it AUS Participation Grants

What didn't work	Why	What next
<p>Engagement &amp; overcoming barriers for target groups</p>	<p>Due to the novel nature of reaching typically inactive participants, some organisations recognised that more effort needs to be placed in strategically recruiting new participants.</p> <p>Some organisations misunderstood the barriers facing certain target groups and therefore miscalculated how funded programs might support participation by overcoming these.</p> <p>Furthermore, targeting rural and remote communities was particularly challenging due to geographical distances between programs.</p>	<p>Identification and prioritisation of target groups is essential. Target groups include people living with a disability, women and girls, disadvantaged communities, individuals with or at risk of long-term conditions, culturally and linguistically diverse and older people.</p> <p>Changing pre-conceived ideas of participation in traditionally "sporty" activities might encourage new participants to sports programs.</p> <p>Further research and collaboration with community groups can better identify specific opportunities and barriers experienced by target groups, to better understand how to design programs catered to them.</p> <p>Learning from this funding program and using this and other evidence to design future programs will be necessary in creating best design practices for future program delivery.</p>

What didn't work	Why	What next
<p>Evaluation adherence and short time scales</p>	<p>Although the national evaluation toolkit utilised accepted and validated tools, the surveys were considered complicated and not easily understood by some participants. All surveys were in English and required arithmetic to calculate physical activity and sport participation.</p> <p>Whilst attempting to be pragmatic, the various options for distribution of the national surveys caused confusion amongst some funded projects.</p> <p>Collectively these issues hindered data collection. However, the use of validated, consistent evaluation measurement tools must remain a priority.</p>	<p>Engaging physically inactive communities in the evaluation design process is key.</p> <p>Further research is needed to ensure inclusive and diverse approaches to evaluation occur throughout the Sport ecosystem.</p> <p>Training for the sport and physical activity sector in complex pragmatic evaluation to increase capability and capacity for research and evaluation throughout the sport ecosystem.</p>
<p>Accurately identifying participant evaluation data pre and post participation in funded programs</p>	<p>The complexity and diversity of programs funded resulted in the need for a pragmatic evaluation method. Funded programs commenced at different times, some were new, some existing, some ran one off events, others ran programs of varying durations. Consequently, the ability to accurately identify participants before and after participation in funded activities was challenging. This was reflected in most funded programs being delivered for longer than 3 months. This resulted in over 1000 respondents unable to be identified at pre and post time points, affecting the ability to assess program impact.</p>	<p>A rigorous process for understanding participants engagement with programs is beneficial if program impact is important.</p> <p>Historical information on engagement with the activity or organisation, date of entry and date of exit are all key questions that could be integrated into future evaluations.</p>

What didn't work	Why	What next
Challenges in navigating different values and alignments with new strategic partnerships	When creating new partnerships to cater to a new audience, or provide a new product, organisations occasionally had to manage differing strategic objectives. At times, this diverted resources from the key target group to other strategic priorities of the partner organisation which impacted the effectiveness of the funded program.	<p>Creating partnerships was a key aspect of success for programs. By formalising partnerships within a future funding opportunity, both organisations may be held accountable to achieving a shared objective.</p> <p>Alternatively, creating a clear strategic plan that achieves the key objectives of the funding first, whilst then fulfilling further goals, all parties may be placated.</p>
Competing with other funded groups for participants from a specific target group/location	Some organisations created opportunities in areas that had been targeted by other funded organisations. It was reported that this resulted in “competing” for participants, pitching one funded program against another.	This is a positive approach to dealing with location-based deficiencies for these target groups. However, by collaborating efforts and providing a unified approach, programs might be designed to offer complimentary, rather than competing physical activity programs. The result, shared resources across organisations, may also better cater to the varied needs for different demographic groups in the same location.
Increasing population awareness of physical activity	Consistently more than 50% of people engaged with the Move it AUS programs and the national evaluation incorrectly recalled the Australian physical activity guidelines.	Attempts to promote population awareness of physical activity recommendations, through public education including mass media, are required.

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# SPORTAUS

## EVALUATION TOOLKIT FOR SUCCESSFUL PARTICIPATION GRANT RECIPIENTS

Move it AUS program

Prepared by

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THE UNIVERSITY OF  
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## Move it AUS grant program

The independent evaluation of the Move it AUS Grant program is pragmatic and mindful of the real-world context. A mixed method quasi experimental design incorporating quantitative and qualitative research method will be used. This design will allow us to explore the implementation and impact of the Move it AUS grant program funding on an individual's physical activity and organised sport participation behaviours, quality of life and broader health and wellbeing outcomes. Critically though, the evaluation will begin to build the national evidence base narrative in Australia for how to get more people moving in a way that benefits their health and enhance the capability and capacity of the sport and physical activity sector.

The objectives of the Move it AUS grant programs namely Better Ageing and Participation, is to understand the extent to which the funding supports increased participation and physical activity amongst inactive Australians.

The Participation grant program focuses on promoting physical activity opportunities for all life stages specifically targeting population groups most at risk of being inactive, including women and girls and individuals living in low socio-economic areas. For more information about the evaluation of the Better Ageing grant programs, [click here](#). These complimentary grant programs should be evaluated using consistent measurement tools and approaches to demonstrate the impact of the investment by the Australian Government in reducing population physical inactivity by 15% by 2030, as outlined in the Global Action Plan for Physical Activity<sup>4</sup> and the Australian National Sport Plan - Sport 2030<sup>5</sup>.

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<sup>4</sup> The World Health Organisation, Global Action Plan for Physical Activity 2018-2030: <https://www.who.int/ncds/prevention/physical-activity/gappa>

<sup>5</sup> Sport Australia's Sport 2030 – National Sport Plan: <https://www.sportaus.gov.au/nationalsportplan/home>



## **Evaluation approach: Participation grant program**

The primary aim of the independent evaluation of the Participation grant program is to understand the extent to which the Move it AUS grant programs are influencing and supporting inactive individuals to engage in physical activity opportunities.

Secondary evaluation questions include the impact of the Participation grant program on;

- Awareness of physical activity guidelines and the proportion of the population that meet their age appropriate physical activity guidelines
- Reach and engagement with inactivity population to reduce population physical inactivity.
- Attitudes towards physical activity participation
- Individual's self-efficacy to initiate and maintain a physically active lifestyle
- The physical activity sectors capability and capacity to tackle population physical inactivity.

This complex program evaluation is embedded into a pragmatic framework which adapts to the organic and diverse nature of all programs funded through the Participation grant program.

It is an essential requirement that all projects identify whether an individual is inactive at the point they commence their engagement with a project. Inactivity is defined by a lack of achievement of the age appropriate physical activity guidelines <sup>6</sup>.

To achieve the primary outcome of the national evaluation, we require the total number of minutes spent in moderate and vigorous physical activity during a typical week by a program participant. We also require a measurement in minutes of the time spent participating in a projects funded activity. This way, we can assess the contribution of the funded activity on

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<sup>6</sup> The Australian Physical Activity and Sedentary behaviour guidelines can be accessed here: <https://www.health.gov.au/internet/main/publishing.nsf/Content/health-pubhlth-strateg-phys-act-guidelines>



overall physical activity, but also measure the frequency and duration of physical activity within the funded activity.

To explore the reach of the funded projects, with a specific emphasis on the priority populations we know from evidence are less likely to be physically active, comprehensive measures on cultural background, language, socio-economic status, to name a few, are required.

Aligned with these aims and objectives, the following evaluation methods will be implemented, to ensure an independent comprehensive evaluation; Process and Outcome evaluation.

The following evaluation methods will be implemented to develop an independent comprehensive evaluation approach.

**Process evaluation;** this will aid insights and collect information about the actions taken by the organisation delivering each program, to understand if and how the steps taken by the organisation contributed to achieving the anticipated outcomes. Put simply, it will help understand what works and what doesn't work, for whom and why to increase participation in physical activity and the funded program. To do this, online questionnaires, performance monitoring templates from project leads, and qualitative interviews with project staff will all be triangulated.

**Outcome evaluation;** this component of the evaluation will measure whether the program achieve its outcomes. Specifically, the physical activity status of individuals who attended the funded activities and critically if, or how the funded activity supported them to do so. Findings from participant questionnaires before and after the funded activities will be analysed, along with specific case studies captured to enrich and 'tell the story' of the quantitative data.

### **Logic Model**

The purpose of a logic model is to help identify the primary and secondary outcome indicators. Logic models describe the relationship between each element in a project or intervention, and the likely direction of change. They can be useful in describing and explaining what is expected to happen in a project, providing a mechanism to check that the appropriate indicators have been selected and the project is likely to achieve its objectives. Figure 1.0 outlines the logic model designed for the Participation grant program.



Logic model developed in partnership with SPRINTER (University of Sydney) and Sport Australia for the Participation grant program.

Inputs	Activities	Outputs	Outcomes		
			Short ( June 2019 – June 2021)	Medium (July 2021 – June 2023)	Long-term (July 2023 -)
<ul style="list-style-type: none"> <li>• \$28m Federal investment over 4 years.</li> <li>• Federal investment for marketing support.</li> <li>• 2 FTE Sport Australia staff members plus in-kind cross agency support.</li> <li>• Evaluation support (SPRINTER Sydney Uni).</li> <li>• Sport 2030</li> <li>• Sport AUS strategic plan.</li> <li>• Move it AUS</li> </ul>	<ul style="list-style-type: none"> <li>• 62 successful projects awarded from 487 total.</li> <li>• Marketing toolkit developed for project leads &amp; associated partners.</li> <li>• Monitoring &amp; performance toolkit developed for project leads.</li> <li>• Case study toolkit designed.</li> <li>• 3 sector workshops developed with funded projects.</li> <li>• Move it AUS program evaluation developed by SPRINTER (Sydney Uni).</li> </ul>	<b>Sport and Physical Activity Sector</b>			
		<ul style="list-style-type: none"> <li>• 62 projects funded across sport &amp; physical activity sector.</li> <li>• 8 marketing case studies developed.</li> <li>• Recognition of indirect beneficiaries engaged.</li> <li>• Move It AUS grants delivered in regional and remote areas.</li> <li>• Target populations engaged through Move it AUS grants.</li> <li>• Increased understanding of the sport and physical activity delivery partner network.</li> <li>• Increase capability of sport and physical activity partner partners.</li> <li>• Enhance the partnerships of sport and physical activity partners.</li> </ul>	<ul style="list-style-type: none"> <li>• Engage new populations (inactive and active).</li> <li>• Gain in-depth insights into participation behaviors across active, inactive &amp; target populations.</li> <li>• Understand reasons for drop-out &amp; barriers to physical activity.</li> <li>• Increased capacity &amp; understanding from sport &amp; pa sector to tackle physical inactivity through piloting of innovative projects.</li> <li>• Improved collaboration between gov't departments, Sport AUS and delivery partners.</li> <li>• Contribution to the evidence base on physical inactivity.</li> </ul>	<ul style="list-style-type: none"> <li>• Partners commit to reducing % inactive people by 2030.</li> <li>• Reduce the proportion of people who drop out/lost to follow up in physical activity opportunities.</li> <li>• On-going &amp; continual reflection by sport and PA sector to focus on understanding &amp; meeting needs of inactive populations (governance &amp; quality control).</li> <li>• Establish new, &amp; cement existing, cross agency partnerships</li> <li>• Increased variety and availability of physical activity opportunities for local communities</li> <li>• Continued contribution to building and listening to the evidence base across the sector for what works (and what doesn't work) in reducing physical inactivity in people.</li> </ul>	<ul style="list-style-type: none"> <li>• Partners commit to reducing % inactive people by 2030.</li> <li>• Increase number of partners who commit to narrowing the equity gap in population participation.</li> <li>• Increase sector capability to deliver inclusive, robust and sustainable physical activity opportunities.</li> <li>• Continued contribution to building and listening to the evidence base across the sector for what works (and what doesn't work) in reducing physical inactivity in people.</li> </ul>
		<b>Participants</b>			
<ul style="list-style-type: none"> <li>• Inactive people engaged across 62 Move it AUS grant projects.</li> <li>• Increased awareness of physical activity guidelines among participants.</li> <li>• Increased awareness of the Move It AUS campaign among participants.</li> </ul>	<ul style="list-style-type: none"> <li>• Increased self-efficacy of individuals to increase and maintain physical activity behaviors.</li> <li>• Enhanced recognition &amp; awareness of funded projects by target population.</li> <li>• Positive attitudes towards physical activity and sporting opportunities.</li> </ul>	<ul style="list-style-type: none"> <li>• Increased self-efficacy of individuals to increase and maintain physical activity behaviors.</li> <li>• Initiation and maintenance of 'new' physical activity behaviours.</li> <li>• Initiation and maintenance of physical activity levels by active people.</li> </ul>	<ul style="list-style-type: none"> <li>• Increased proportion of people meeting PA guideline.</li> <li>• Contribute to population reduction of physical inactivity.</li> <li>• Equity gap in population participation reduced.</li> </ul>		



## Method; what do you need to do?

### 1. Process evaluation

- You will be required to complete the Sport Australia monitoring template online through the Smarty Grants portal, by the deadlines set in your funding agreement.
- You may be invited to participate in a short survey and/or a telephone interview throughout the duration of your program implementation using the grant funding from Sport Australia. Your involvement is highly valued. We would appreciate your support completing this and look forward to sharing the stories at the national level.

### 2. Outcome evaluation

- You must decide on one of the following three options to distribute the essential measurement tools to your program participants for the national evaluation.
  1. Hyperlink to online survey platform (Qualtrics). The online version of the survey can be completed by participants either at program registration or email invitation. A Qualtrics application can also be used without internet access if the app has been downloaded.
  2. Copy and paste national evaluation questions into your own form and complete the excel spreadsheet provided. This spreadsheet would then be sent at the same time as your monitoring tools to Dr Lindsey Reece [SPRINTER.group@sydney.edu.au](mailto:SPRINTER.group@sydney.edu.au).
  3. Paper copies of questionnaire distributed to participants and data inputted into excel spreadsheet provided.
- You must give all participants that engage with your program, a questionnaire before they start the activity and when they complete (using the criteria you specified at the start of the program).
- Participant responses will be linked to the process evaluation data provided from the program using the funded program/activity name provided at the start of the survey (online), participant date of birth and gender. This data must be provided for all survey responses.



## Resources

An online questionnaire has been created and is ready for you to use with your participants.

You can access these below:

- Participant information sheet with all information for potential participants – [available here](#).

- Online survey link for distribution to all participants attending your funded activity.

<https://tinyurl.com/ParticipationGrants>

- Measurement tools detailing the questions should you wish to copy and paste into your own evaluation. Please note; the wording for all the questions must remain as it is found in this document. This is for validity reasons. Please therefore, do not change any wording.

If you choose this option, please send a copy to SPTINTER to review before use.

- Text to include in correspondence if participants are invited to research using email – [available here](#).

- Data reporting excel ([available here](#)) for you to complete and return to us at the same time as your monitoring template provided by Sport Australia.

- Please note this should be sent to [SPRINTER.group@sydney.edu.au](mailto:SPRINTER.group@sydney.edu.au) email address and should only be returned if you are copying and pasting the national evaluation questions into your own evaluation tool.
- All evaluation queries should be emailed to Dr Lindsey Reece [SPRINTER.group@sydney.edu.au](mailto:SPRINTER.group@sydney.edu.au) in the first instance.



## Measurement Tools

SPRINTER has developed a question bank for all funded recipients. The following tables include both **essential (indicated by an \*)** and **desirable** questions to be used in the Move it AUS evaluation which will provide evidence related to the program objectives.

Indicator	Question (Pre and Post surveys)	Response options
Survey logic	This question is used to filter questions in the survey to suit the participant. If you are under the age of 16, please complete the survey with the support of a carer/adult.  How are you completing the survey?	Independently (Age 18+ years old); Independently (Age 16-17 years old); Supported by a carer/adult (Age 5-17 years old); Supported by a carer/adult (Age 18+ years old); Supported by program staff (Age 18+ years old)
Age*	What is your date of birth?	dd/mm/yyyy
Sex*	Sex  i.e. the legal sex listed on your original birth certificate	Female; Male; I'd prefer not to say
Area-level SES*	Postcode of residence	Valid AU postcode
Employment* <i>(16+ year old only)</i>	Which of the following best describes your current employment status?	Employed, working full time, more than 35 hours a week; Employed, working part time, less than 35 hours a week; Self-employed; Unemployed, looking for full time work, more than 35 hours a week; Unemployed, looking for part time work, less than 35 hours a week;



		Not employed, and not looking for work; Student; Pension, beneficiary or welfare recipient; Retired; Domestic duties; Other – please specify
Household structure* <i>(16+ year old only)</i>	Which of the following best represents your household structure?	Family with at least one child under 15 years old; Family with all children 16 years or older; Single/Couple – no child; Adult shared house; I’d prefer not to say.
Cultural background*	Are you of Aboriginal or Torres Strait Islander origin?	No; Yes, Aboriginal; Yes, Torres Strait Islander; Yes, Aboriginal and Torres Strait Islander; I’d prefer not to say
	In which country were your parents born?	Australia; Greece; UK/Channel islands/Isle of Man/Ireland; Germany; New Zealand; Sri Lanka; China; America; Canada; India; Lebanon; Italy; Hong Kong; Vietnam; Korea; Philippines; Indonesia; South Africa; Malaysia; Don’t know; Other - specify
Language*	What language do you mainly speak at home? <i>If more than one language, indicate the one that is spoken most often.</i>	English; Other - please specify
Health*	Do you have any health or other conditions that have lasted, or are likely to last, for six months or more?	Yes; No; I’d prefer not to say



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If yes – which one/s?

Shortness of breath; Blackouts, fits or loss of consciousness; Chronic or recurring pain; Difficulty learning or understanding things; A nervous or emotional condition; Limited use of arms or fingers; Long term effects as a result of a head injury, stroke or other brain damage; Difficulty gripping things; Any other long term condition that requires treatment or medication; Limited use of legs or feet; Any other long term condition such as arthritis, asthma, heart disease, Alzheimer's disease, dementia etc.; Any condition that restricts physical activity or physical work (e.g. back problems, migraines); Sight problems, not corrected by glasses or contact lenses; Any disfigurement or deformity; Hearing problems; Any mental illness for which help or supervision is required; Speech problems; Other

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Physical activity guidelines\* (Adults 18+ only)

In the past week, on how many days have you done a total of 30 mins or more of physical activity, which was enough to raise your breathing rate? *This may include sport, exercise and brisk walking or cycling for recreation or to get to and from places but should not include housework or physical activity that is part of your job.*

0 days; 1 day; 2 days; 3 days; 4 days; 5 days; 6 days; 7 days



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Physical activity guidelines\*  
(Children 5-17 years old only)

In the past week, how many days was the child physically active for at least 60 minutes? This could be made up of different activities including walking, cycling to school, and sport at lunchtime or an exercise class.

0 days; 1 day; 2 days; 3 days; 4 days; 5 days; 6 days; 7 days

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Sport participation\*

In the last 12 months, approximately how many times in total have you participated in organised sport and physical activity (including any practice or training)?

Times per week; Times per month; Times per year;  
Text entry – numeric.

You only need to respond to one of the options. If zero times in 12 months, please enter the number 0.

---

Self-efficacy\*

To what extent do you agree with the statement ‘I can achieve most of the goals I set myself ‘?

Strongly agree; Agree; Neither agree nor disagree; Disagree  
Strongly disagree; Prefer not to say

---

Behaviour change\*

On the scale, which statement best describes you now? Considering:

0 = Currently do not exercise and do not intend to in the next 6 months  
2 = I currently do not exercise but I am thinking about starting in the next 6 months  
5 = I currently exercise a little but not regularly

0	1	2	3	4	5	6	7	8	9	10

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8 = I currently exercise regularly but have begun doing so in the last 6 months

10 = I currently exercise regularly and have been doing so for more than 6 months

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Compared to this time 12 months ago, how would you rate your current physical activity levels? Far more active; More active; About the same; Less active; Far less active

Indicator	Questions ( <u>Pre and Post surveys</u> )	Response option
Physical activity guideline awareness* <i>(Adults 18+ only)</i>	<p>There are national recommendation for how active adults aged 18 years and over should be in a typical day.</p> <p>How many minutes of physical activity do you think is recommended each day?</p>	Number field
Physical activity guideline awareness*	<p>There are national recommendation for how active children aged up to 18 years old should be in a typical day.</p> <p>How many minutes of physical activity do you think is recommended each day?</p>	Number field

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*(Children 5-17  
years old only)*

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Physical activity, sedentary behaviour and sport participation

We are interested in finding out about the kinds of physical activities that people do as part of their everyday lives. The questions will ask you about the time you spent being physically active in the last 7 days. Please answer each question even if you do not consider yourself to be an active person. Please think about the activities you do at work, as part of your house and yard work, to get from place to place and in your spare time for recreation, exercise or sport.

IPAQ

Think about all the **vigorous** activities that you did in the **last 7 days**. Vigorous physical activities refer to activities that take hard physical effort and make you breathe much harder than normal. Think only about those physical activities that you did for at least 10 minutes at a time.

0 days; 1 day; 2 days; 3 days; 4 days; 5 days; 6 days; 7

During the **last 7 days**, on how many days did you do **vigorous** physical activities like heavy lifting, digging, aerobics, or fast bicycling?

days

How much time did you usually spend doing vigorous physical activities on one of those days?

Minutes \_\_\_\_\_

Hours \_\_\_\_\_



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Don't know/not sure \_\_\_\_\_

---

Physical activity, sedentary behaviour and sport participation

Think about all the **moderate** activities that you did in the last 7 days. Moderate activities refer to the activities that take moderate physical effort and make you breathe somewhat harder than normal. Think only about those physical activities that you did for at least 10 minutes at a time.

IPAQ

During the **last 7 days**, on how many days did you do **moderate** physical activities like carrying light loads, bicycling at a regular pace, or doubles tennis? Don't include walking.

0 days; 1 day; 2 days; 3 days; 4 days; 5 days; 6 days; 7 days

Minutes \_\_\_\_\_

Hours \_\_\_\_\_

How much time did you usually spend doing **moderate** physical activities on one of those days?

Don't know/not sure \_\_\_\_\_

---

Physical activity, sedentary behaviour and sport participation

Think about the time you spent **walking** in the **last 7 days**. This includes at work and at home, walking to travel from place to place and any other walking that you have done solely for recreation, sport, exercise, or leisure.

0 days; 1 day; 2 days; 3 days; 4 days; 5 days; 6 days; 7 days

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<p>IPAQ</p>	<p>During the <b>last 7 days</b>, on how many days did you <b>walk</b> for at least 10 minutes at a time?</p> <p>How much time did you usually spend <b>walking</b> on one of those days?</p>	<p>Minutes _____</p> <p>Hours _____</p> <p>Don't know/not sure _____</p>
<p>Physical activity, sedentary behaviour and sport participation</p> <p>IPAQ</p>	<p>This question is about the time you spent <b>sitting</b> on weekdays during the last 7 days. Include time spent at work, at home, while doing course work and during leisure time. This may include time spent sitting at a desk, visiting friends, reading, or sitting or lying down to watch television.</p> <p>During the <b>last 7 days</b>, how much time did you spend <b>sitting</b> on a <b>weekday</b>?</p>	<p>Minutes _____</p> <p>Hours _____</p> <p>Don't know/not sure _____</p>
<p>Resistance training</p>	<p>Some activities are designed to increase <b>muscle strength or tone</b>, such as lifting weights, resistance training, pull-ups, push-ups, or sit-ups.</p> <p>Including any activities already mentioned, on how many days <b>last 7 days</b> did you do any <b>strength or toning</b> activities?</p>	<p>0 days; 1 day; 2 days; 3 days; 4 days; 5 days; 6 days; 7 days</p>



Travel	<p>This question asks about types of transport you have used during the last 7 days to get from place to place, to work, to sport sessions or to visit friends.</p> <p>What was your main mode of transport?</p>	<p>Personal car; Public Transport; Motorbike; Car pool; walking; Riding a bike; other</p>
Volunteering	<p>Volunteering is defined as willingly giving unpaid help in the form of time, service or skills, through an organisation or group but may involve payment of costs like out-of-pocket expenses. This does not include any volunteering required for work, e.g. work for the dole, or required as part of study commitments.</p> <p>In the last 12 months, have you undertaken any volunteering?</p> <p>If yes:</p> <p>How much time did you spend volunteering with...</p> <p>Sport and active recreation organisations (number of hours)</p> <p>All other organisations (number of hours)</p>	<p>Yes; No</p> <p>If Yes:</p> <p>Animal welfare; Health; Arts/Heritage; Parenting, children and youth; Business/Professional/Union; Religious; Community / Welfare; Sport and active recreations; Education and training; Emergency services; Environment; Other - please specify; Don't Remember.</p> <p>Number field</p> <p>Number field</p>
Sport drop-out	<p>Thinking about all of the sports and physical activities that you have done during the last 12 months, are there any that you are considering giving up during the next 12 months, or any you have already given up?</p>	<p>Yes, already given up; Yes, considering giving up; No, planning to continue; Prefer not to answer; Don't know</p>



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If either yes:

What are the reasons you have given up/are considering giving up sports and activities during the past 12 months?

Not a priority anymore; No opportunities/facilities/clubs in my area; Fear of discrimination; Too lazy; No transport/can't get there; Not culturally appropriate; Don't like it/not enjoying it/boring/not interested anymore; Pregnancy; Not familiar with activity/rules; Not good enough; Looking after child/infant; Don't like sport/physical activity; Disability; Too busy doing child's activities to do activity myself; Not in season; Poor health or injury; The weather; Re-located/moved; Fear of injury; Can't afford it/can't afford transport; Too competitive; Not value for money/not worth it; Increasing age/too old; Not enough time/too many other commitments; No reason in particular; Nobody to do it with; Don't know; Other (record answer)

<u>Indicator</u>	Program Participant's <u>Post</u> Survey only	Response option
Program awareness*	How did you hear about <<Funded activity>> ?	Print (Newspaper/Magazine); Radio; Television; Flyer; Social media (Facebook/Instagram); Word of mouth; Recommendation from friend/neighbour; Health professional; Banner/poster

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<p>Motivations*</p>	<p>Tell us your main reasons for engaging with &lt;&lt;Funded activity&gt;&gt; ?</p>	<p>To be a good role model/to encourage others to participate; To lose weight/keep weight off/tone; Physio/rehab/physical therapy/post op; Performance or competition; Sense of achievement; To be outdoors/to enjoy nature; Fun/enjoyment; For training purposes; No reason in particular; Social reasons; To get out of the house ; Don't know; To learn a new skill; Physical health or fitness (strengthening/conditioning/flexibility); Psychological/mental health/therapy; Other (record answer)</p>
<p>Program participation*</p>	<p>Have you participated in &lt;&lt;Funded Activity&gt;&gt; in the last 12 months?</p> <p><i>If</i> Yes, continuing usual/regular participation OR Yes, started participating less than 3 months ago:</p>	<p>Yes, continuing usual/regular participation; Yes, started participating less than 3 months ago; Yes, but haven't participated in more than 3 months; No, returning after a break; No, I am trying a new activity</p>
	<p>During a typical week you were involved with &lt;&lt;Funded activity&gt;&gt;, on which days did you attend? <i>Select all that apply</i></p>	<p>Monday; Tuesday; Wednesday; Thursday; Friday; Saturday; Sunday</p>
	<p>In a typical week how many sessions did you attend &lt;&lt;Funded Activity&gt;&gt;?</p>	<p>0 sessions; 1 session; 2 sessions; 3 sessions; 4 sessions; 5 sessions; 6 sessions; 7 sessions; 8 or more sessions</p>



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In a typical session, how much time did you spend doing <<Funded Activity>>? Hours\_\_\_\_\_ Minutes\_\_\_\_\_

*Note:  
All*

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*If Yes, but haven't participated in more than 3 months OR No, returning after a break:*

What were your main reasons for not participating in <<Funded Activity>>?

Parenting/Grandparenting commitments; Activity was too challenging physically; Too expensive; Caring commitments (not parenting commitments); Activity was too challenging mentally; Activity wasn't enjoyable; Work commitments; Lack of connection with other participants; Activity location was more difficult to get to than expected; Disability or Injury; Not interested in attending regularly; Location/facility was not very safe; No car or poor public transport; Bad experience at activity previously; Participated in different sport/activity; Lack of time; Fear of being judged by others; Previous commitments (doctors appointment/birthday); Other (specify)

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*indicators with an asterisk (\*) are considered essential in the evaluation of the Move it AUS grant programs for Sport Australia. Insert activity name in place of <<Funded Activity>>*



## Appendix 2. Case study questions

Hi [program leader],

I hope this email finds you well.

Due to challenges in obtaining participant data to understand the impact of the Move it AUS program, Sport Australia and SPRINTER research team from the University of Sydney have designed a series of short questions in a case study format for you to complete for your program. Please complete in as much or as little detail as you wish. This descriptive information will be integrated into the evaluation report and will help us tell a comprehensive story of the experiences of the sport and recreation sector in tackling physical inactivity. Your feedback and input on the program and how the program impacted participant's health behaviours would be greatly appreciated.

*A final reminder - If you have any completed participant surveys or data please add it to the attached evaluation template to avoid this not being captured in the evaluation report – thank you.*

**Q1: What changes (if any) have you seen in people involved in this program?**

**Q2: How effective, in your opinion, has your program been in engaging inactive communities to build a more active Australia, and why?**

**Q3: How has your project and your organisation been affected by COVID19?**

**Q4: On reflection, throughout your program what has worked well?**

**Q5: On reflection, throughout your program, what hasn't worked well?**

**Q6: Key learnings. As a result of this program will you be doing anything differently in your organisation or the products you offer in the future?**

Thank you for your time in evaluating the Move it AUS grant programs. If you have any further questions, please let me know.

Regards,

[SPRINTER Research Team]



### **Interview Greeting, Participant Information, Consent**

#### **\* ADDITIONAL NOTES**

- Make the interviewee a co-host in the call and explain that you will both be required to record the interview at the same time
- Ensure you both record from the following point #1
- Ensure that the interviewee understands that they are not able to use the video or audio recordings of the interview for any external purposes
- Let the interviewee know if there will be someone else sitting in on the interview
- Save the file in the SPRINTER>Sport Aus>Qualitative interviews>Zoom Interview recordings folder in the following manner: Initials of Interviewer. Initials of interviewee. Date. i.e. CR.LR.11.06.2020

1. General greeting and introductions.
2. Thank you for making the time to speak with us regarding your Move it AUS Grant funded program titled [insert name of program]. In order to proceed further with the interview, I will need to gain your consent to participate in this conversation.
3. To reiterate the participation information sheet, I will reinform you of what this study is about and explain your involvement in the study, as well as highlight the ways in which the data collected will be used and stored, and then will gain your consent verbally before we continue to the questions.

You are invited to take part in this evaluation because you have been identified as the nominated project lead of a project funded through Sport Australia's Move it AUS grant program. Together, Sport Australia and the SPRINTER research group at The University of Sydney are interested in finding out more about your experience in receipt of the grant funding, your experiences in implementing the funded activities and associated evaluation process, along you're your comments on the role of these funded programs have in reducing physical inactivity in Australia.

This interview will last for up to 60 minutes and will be recorded and then transcribed using an accredited, secure, transcription service. Questions will be designed to go into more detail surrounding the funded project and the impact of the project in tackling physical inactivity both within the organisation, as well more globally across Australia.



Your personal information will not be collected or reported on within either the interview. All your responses will be de-identified from the interview response as the researchers will not receive any personal information about you, however there will be details required with regards to the funded project, which may will be published and may enable re-identification. All measures will be taken in order to prevent this from occurring, however due to the public nature within which these programs run, it is possible the project lead details might be identifiable.

The SPRINTER group will share de-identified data and summary reports of the information collected in this evaluation with Sport Australia, Commonwealth Government. Evaluation findings may be used in Ministerial briefings, conference presentations, journal publications and other reports. No individuals will be identified in the results.

4. Participating in the telephone interview is an indication of your consent to participate in the evaluation. If you decide to take part in the evaluation and then change your mind later, you can withdraw your responses, up to the point that we have analysed and published the results. You can do this by contacting [SPRINTER.group@sydney.edu.au](mailto:SPRINTER.group@sydney.edu.au) .
5. By providing your consent, you are agreeing to us collecting information about you for the purposes of this research study. Your information will only be used for the purposes outlined in this Participant Information Statement, unless you consent otherwise.
6. Do you have any questions about the process of this interview, or how the recordings of your answers in this interview will be used for research and/or publication purposes?
7. Are you happy for us to tape record your voice?
8. Are you happy to provide your verbal consent now to take part in this interview?

### Interview Questions

QUESTIONS	INTERVIEWER PROMPTS
<b>Project description &amp; background</b>	
1. Tell us a bit about your funded program, who, what, when,	<i>Which sport activity, target audience, capacity of the program, when is/has it been delivered,</i>



where, and how has it been delivered?	<i>for how long, frequency, where is it being delivered, number of staff or volunteers</i>
2. Tell us about you and your role please within the organisation and the funded project?	<i>Lead, Admin, coach, referee etc</i>
3. What was your organisation's primary aim of this funded project?	<i>Increase participation in general/of a target group, introduce a new product, collaborate with new partner?</i>
4. Where did you receive information about the MoveItAus grant program from?	<i>Website, media, people, Sport Australia, SSO, word of mouth etc</i>
5. What inspired you to register in the MoveItAus grant program?	<i>Financial, recognition of your organization, increase in business, collaboration etc</i>
<b>Impact of recent events</b>	
6. How your program has been impacted by recent events in our communities. Has the delivery of your program been impacted in any way by unforeseen circumstances?	<i>Has your program been impacted by the 2019/20 bushfires/ COVID19 – Coronavirus, other factors? Or not affected at all?</i>
7. If your program has been affected, can you please detail how it has been affected?	<i>Program delivery is unchanged or near completion and will meet milestones, program delivery unchanged but may be affected in the future, program delivery affected and delivery will be delayed, program affected and format or activities delivered will have to be altered, it is too early to know how our program will be affected?</i>
8. What key activities will be undertaken over the coming weeks to manage risk or mitigate the impacts of COVID-19?	<i>Delay program delivery, alter program format or activities delivered?</i>
9. Based on the information provided, do you believe you will be able to complete the project in the allocated time frame?	<i>Will you finish the project by the project end date? Will you be able to spend and acquit funds by the due date?</i>
<b>A bit about your experience delivering the Move it AUS program...</b>	
10. How has the program been received by the participants?	<i>Positive/negative How did you form this opinion? What is this based on?</i>



11. Has the program influenced your membership or participation Figures in any way?	<i>Issues related to travel, expense, security, competitiveness, engagement Yes- how and why do you think so? No- how and why do you think so?</i>
12. What is the target audience for your program and what is the reason for this?	<i>One of the target audiences highlighted in Move it AUS grant applications, or simply inactive population of a specific age group? Explain why that choice was made?</i>
13. Were you successful in delivering the program to the target group?	<i>Funds, engagement of effective deliverers who engage with target market, staff, attitudes of participants</i>
14. What were three things that worked well and why?	<i>Participation rate, conversion to memberships, positive feedback</i>
15. What challenges or barriers (at least 3) did you come across while delivering the program? Did you overcome them? How will you overcome them in the future?	<i>Participation rate, Dropouts, barriers, implementation, staff, parental support, data collection, funds</i>
16. To continually promote your program, what measures have you or will you try to promote the participation of people in your program?	<i>Attitudes, behaviours, secure environment, attractive spaces, less competitive atmosphere, engagement, awareness, knowledge, targeted approach</i>
17. Did your organization carry out this program before the MoveItAus grant? Yes- what changes did you make in the original program? No- what motivated you to conduct this program?	<i>Capacity building of the organization, staff recruitment, enhancement of the sporting area, targeted participation, how does the program fit within the organisational structure etc</i>
<b>How does the funded program fit within your organisation?</b>	
18. How does your funded program fit within your organisation?	<i>Is it a new program or scaling/alteration of existing program?</i>
19. Has this project influenced your wider organisation in any way? If yes, how?	<i>Recognition, collaborations, motivation to improve, employment etc</i>
20. Tell me about the priorities of your organisation? What are your key performance outcomes	<i>Increased membership, improved public perception of organisation, increased participation of target group etc.</i>



and how was this program designed to impact these KPIs?	
21. How does your organisation tackle physical inactivity outside of this grant program?	<i>Targeted approaches to increasing participation amongst inactive or disengaged members of public? Or not at all? Why not? Is this the first time this approach has been taken and why?</i>
22. What are your key learnings for you and your organisation from this program?	<i>Implementation issues, target audience difficulties, staff management of the program, how did you keep the participants engaged, how has it impacted your key KPIs and organisational outcomes</i>
23. Does your organization intend to increase the reach of this program? How?	<i>Capacity building – staff, volunteers, type of sports, frequency of program, means to increase participation rate, engagement, study the attitudes of target audience, technological support, collaboration etc</i>

**Your funded program and organisation’s role within the global approach to reducing physical inactivity**

24. On a scale of 1-10, how important is tackling physical inactivity to your organisation?	<i>Self-driven research, funding programs for the inactive, evaluation of programs on improving PA outside of this current evaluation?</i>
25. Do you believe your program is tackling inactivity? If so, how?	<i>Which sport, geographical area, target group, effects of this sport on health</i>
26. How has this program helped your organization to tackle inactivity?	<i>Funds helped in capacity building, better provision of resources, technological support</i>
27. On a scale of 1-10, how important is tackling physical inactivity through sport to state and national governments?	<i>Your opinion</i>
28. On a scale of 1-10, how important SHOULD tackling physical inactivity through sport to state and national governments?	<i>Your opinion</i>
29. How confident are you that your organisation can reach the following target groups identified as more inactive?	<i>Culturally &amp; linguistically diverse people, Aboriginal &amp; Torres Strait Islander people, people with disability, people living in rural/remote locations, and women &amp; girls</i>



30. Do you believe that increase in the number of programs like your program can change the present scenario related to disease burden due to physical inactivity?	<i>Yes/no - why?</i>
<b>Recommendations and next steps</b>	
31. How do you think this program might be improved for the future?	<i>Resources required, effective reach to target groups,</i>
32. How might you alter your program delivery in the future to increase effectiveness or address the challenges/barriers you previously mentioned?	<i>Refer to earlier challenges</i>
33. What would be your advice to other organisations looking to deliver a program like this?	<i>Ensure effective program planning &amp; staff recruitment to effectively roll out program, plan of previous attempts</i>
34. Any final comments?	

**Thank you for your time.**



## Appendix 4. Move it AUS Grant Program Evaluation Ethics Approval: 2019/599



### Research Integrity & Ethics Administration HUMAN RESEARCH ETHICS COMMITTEE

Friday, 16 August 2019

Dr Lindsey Reece  
School of Public Health: Public Health; Faculty of Medicine and Health  
Email: lindsey.reece@sydney.edu.au

Dear Lindsey,

I am pleased to inform you that after consideration of your response, your project has been approved.

Details of the approval are as follows:

**Project No.:** 2019/599

**Project Title:** Move it AUS Grant Program Evaluation

**Authorised Personnel:** Reece Lindsey; Foley Bridget; Owen Katherine; Bellew William; Warr Matthew; Nugara Lisa;

**Approval Period:** 16 August 2019 to 16 August 2023

**First Annual Report Due:** 16 August 2020

#### Documents Approved:

Date Uploaded	Version Number	Document Name
05/07/2019	Version 1	Performance monitoring - Better ageing
05/07/2019	Version 1	Performance monitoring - Participation
12/08/2019	Version 1	Participation evaluation toolkit
12/08/2019	Version 1	Better ageing toolkit
12/08/2019	Version 1	Participation Grant guidelines
12/08/2019	Version 1	Better ageing grant guidelines
05/07/2019	Version 1	Summary of programs being evaluated
16/08/2019	Version 2.1	PIS v2.1
16/07/2019	Version 1	Participation survey
04/07/2019	Version 1	Better ageing survey
04/07/2019	Version 1	Recruitment information

#### Condition/s of Approval

- Research must be conducted according to the approved proposal.
- An annual progress report must be submitted to the Ethics Office on or before the anniversary of approval and on completion of the project.
- You must report as soon as practicable anything that might warrant review of ethical approval of the project including:
  - Serious or unexpected adverse events (which should be reported within 72 hours).
  - Unforeseen events that might affect continued ethical acceptability of the project.
- Any changes to the proposal must be approved prior to their implementation (except where an amendment is undertaken to eliminate *immediate* risk to participants).
- Personnel working on this project must be sufficiently qualified by education, training and experience for their role, or adequately supervised. Changes to personnel must be reported and approved.

Research Integrity & Ethics Administration  
Research Portfolio  
Level 3, F23 Administration Building  
The University of Sydney  
NSW 2006 Australia

T +61 2 9036 9161  
E [human.ethics@sydney.edu.au](mailto:human.ethics@sydney.edu.au)  
W [sydney.edu.au/ethics](http://sydney.edu.au/ethics)

ABN 15211 513 464  
CRICOS 00025A





- Personnel must disclose any actual or potential conflicts of interest, including any financial or other interest or affiliation, as relevant to this project.
- Data and primary materials must be retained and stored in accordance with the relevant legislation and University guidelines.
- Ethics approval is dependent upon ongoing compliance of the research with the *National Statement on Ethical Conduct in Human Research*, the *Australian Code for the Responsible Conduct of Research*, applicable legal requirements, and with University policies, procedures and governance requirements.
- The Ethics Office may conduct audits on approved projects.
- The Chief Investigator has ultimate responsibility for the conduct of the research and is responsible for ensuring all others involved will conduct the research in accordance with the above.

This letter constitutes ethical approval only.

Please contact the Ethics Office should you require further information or clarification.

Sincerely,

Associate Professor Rita Shackel  
Chair  
Human Research Ethics Committee (HREC 3)

The University of Sydney of Sydney HRECs are constituted and operate in accordance with the National Health and Medical Research Council's (NHMRC) [National Statement on Ethical Conduct in Human Research \(2007\)](#) and the NHMRC's [Australian Code for the Responsible Conduct of Research \(2007\)](#)





Research Integrity & Ethics Administration  
HUMAN RESEARCH ETHICS COMMITTEE

Monday, 25 May 2020

Dr Lindsey Reece  
School of Public Health: Public Health; Faculty of Medicine and Health  
Email: lindsey.reece@sydney.edu.au

Dear Lindsey,

The University of Sydney Human Research Ethics Committee (HREC) has considered your application. I am pleased to inform you that after consideration of your response, your project has been approved.

Details of the approval are as follows:

**Project No.:** 2020/250

**Project Title:** Sport Australia Move it Aus Grants Provider evaluation

**Authorised Personnel:** Reece Lindsey; Bellew William; Foley Bridget; Owen Katherine; Rose Catriona; Lokhande Prajakta Anil; Nugara Lisa; Warr Matthew;

**Approval Period:** 25 May 2020 to 25 May 2024

**First Annual Report Due:** 25 May 2021

**Documents Approved:**

Date Uploaded	Version Number	Document Name
01/05/2020	Version 2	Interview script
01/05/2020	Version 2	Consent Form
01/05/2020	Version 2	Participant information sheet
01/05/2020	Version 1	Interview Script Consent
23/03/2020	Version 1	Protocol
23/03/2020	Version 1	Invitation to participate email text

**Condition/s of Approval**

- Research must be conducted according to the approved proposal.
- An annual progress report must be submitted to the Ethics Office on or before the anniversary of approval and on completion of the project.
- You must report as soon as practicable anything that might warrant review of ethical approval of the project including:
  - Serious or unexpected adverse events (which should be reported within 72 hours).
  - Unforeseen events that might affect continued ethical acceptability of the project.
- Any changes to the proposal must be approved prior to their implementation (except where an amendment is undertaken to eliminate *immediate* risk to participants).
- Personnel working on this project must be sufficiently qualified by education, training and experience for their role, or adequately supervised. Changes to personnel must be reported and approved.





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- Personnel must disclose any actual or potential conflicts of interest, including any financial or other interest or affiliation, as relevant to this project.
- Data and primary materials must be retained and stored in accordance with the relevant legislation and University guidelines.
- Ethics approval is dependent upon ongoing compliance of the research with the *National Statement on Ethical Conduct in Human Research*, the *Australian Code for the Responsible Conduct of Research*, applicable legal requirements, and with University policies, procedures and governance requirements.
- The Ethics Office may conduct audits on approved projects.
- The Chief Investigator has ultimate responsibility for the conduct of the research and is responsible for ensuring all others involved will conduct the research in accordance with the above.

This letter constitutes ethical approval only.

Please contact the Ethics Office should you require further information or clarification.

Sincerely,

Associate Professor Michael Skilton  
Chair, Health Review Committee (Low Risk)

The University of Sydney of Sydney HRECs are constituted and operate in accordance with the National Health and Medical Research Council's (NHMRC) [National Statement on Ethical Conduct in Human Research \(2007\)](#) and the NHMRC's [Australian Code for the Responsible Conduct of Research \(2007\)](#)

