

Senate Community Affairs Committee

ANSWERS TO ESTIMATES QUESTIONS ON NOTICE

HEALTH PORTFOLIO

Additional Estimates 2015 - 16, 3 March 2016

Ref No: SQ16-000266

OUTCOME: 10 – Sport and Recreation

Topic: AusPlay Survey

Type of Question: Written Question on Notice

Senator: Peris, Nova

1. Can the Department provide an update on the AusPlay survey which will inform the participation component of the Investment Categorisation Framework?
2. What data will the survey collect?
3. How will the survey be administered?
4. When will the survey first be administered and how frequently?
5. Will all the data collected by the survey be released publicly?
6. Why has the Department determined to use this survey rather than ABS Data to inform participation allocations in the NSO Investment Categorisation Framework?

Answer:

1. The Australian Sports Commission (ASC)'s contractor for the AusPlay Survey, ORC International (ORC), has been conducting around 400 telephone interviews every week since October 2015 to achieve a national representative sample size of n=20,000 for adults (aged 15 years and above) and n=3,800 for children (aged 14 years and under) every 12 months.

The survey fieldwork is well on track, with approximately 8,363 interviews completed for adults and 1,594 interviews completed for children between October 2015 and February 2016.

The ASC is currently working with ORC to develop the reporting templates. An AusPlay Workshop will be held with the sport sector partners in late May in Melbourne to inform them of the progress of the AusPlay Survey and how partners may benefit from the AusPlay Survey.

The first AusPlay annual report will likely be published around November 2016.

2. The AusPlay Survey is the first national survey in Australia to collect adult and children's sport and physical recreation participation data on the same annual survey vehicle.

The AusPlay Survey has a flexible model which includes a set of core question

modules collected continuously as well as allowing ad-hoc question modules to be added as needed.

The annual AusPlay Survey core question modules collect:

- all information previously collected through the Australian Bureau of Statistics (ABS) Multipurpose Household Survey Biannual Participation in Sport and Physical Recreation module, which includes:
 - type of participation in physical activity for exercise, recreation and sport,
 - frequency of participation, and
 - duration of participation;
- information previously collected by ABS only once in every three years:
 - non-playing role involvement in sport, and
 - children's participation in organised sport and physical activity outside of school hours;
- new information to help the sector understand and grow participation, which includes:
 - payment for organised participation;
 - use of technology related to participation;
 - motivations;
 - barriers;
 - a measure of loyalty;
 - future intentions related to participation; and
 - non-participants behaviours.
- demographic information, including age, sex, location, family structure, employment, education, income, cultural and linguistic background, Indigenous background, disability status, and phone ownership.

3. The AusPlay Survey is fully funded and led by the ASC. Following an open-tendering process, ORC International (ORC) was commissioned by the ASC to deliver the AusPlay Survey from 2015 to 2018.

The AusPlay Survey is conducted by Computer Assisted Telephone Interviewing (CATI) from ORC's Melbourne CATI facility.

The respondents interviewed in the AusPlay Survey are randomly sampled to be representative of the Australian population, based on place of residence, age and sex.

The AusPlay Survey has an overlapping dual frame design using two sample sources: a random sample of landline phone numbers; and a random sample of mobile phone numbers. The use of a mobile sample, in conjunction with a landline sample, ensures broad coverage of the in-scope population including, in particular, the mobile-only population (people with a mobile phone but no landline).

There are two questionnaires for the AusPlay Survey: an adult questionnaire for persons aged 15 years and over; and a child questionnaire applying to children aged 0-14. Child questionnaires are completed by the adult respondent if that person is a parent/carer of a child aged 0-14 in the same household.

4. The fieldwork for the AusPlay Survey data collection commenced on 22 October 2015. It is a continuous data collection across three years (from October 2015 to June 2018) with approximately 400 telephone interviews being completed every week.

5. A number of reporting activities available to the public have been planned. These include but are not limited to the following:
- An annual report will be published on the ASC's website for public access. The first AusPlay Survey annual report will likely be published around November 2016.
 - Factsheets on the AusPlay Survey findings will be released quarterly for public access.

A dedicated webpage for the AusPlay Survey data release has been set up for public access:

www.clearinghouseforsport.gov.au/research/national_sport_research/ausplay_survey

6. The ABS data was used by the ASC to inform participation allocations in the National Sporting Organisations (NSO) Investment Categorisation Framework previously. However, on 5 June 2014, the ABS announced their decision to discontinue all sport and recreation data collection (reference media release:

[www.abs.gov.au/AUSSTATS/abs@.nsf/mediareleasesbyReleaseDate/745695D9AEBE
FE64CA257CEE0004715C?OpenDocument](http://www.abs.gov.au/AUSSTATS/abs@.nsf/mediareleasesbyReleaseDate/745695D9AEBEFE64CA257CEE0004715C?OpenDocument)).

Because there was no longer ABS data available, the ASC started to develop the AusPlay Survey to fill a major gap in national sport and physical recreation data and provide the necessary population estimates to inform the NSO Investment Categorisation Framework.