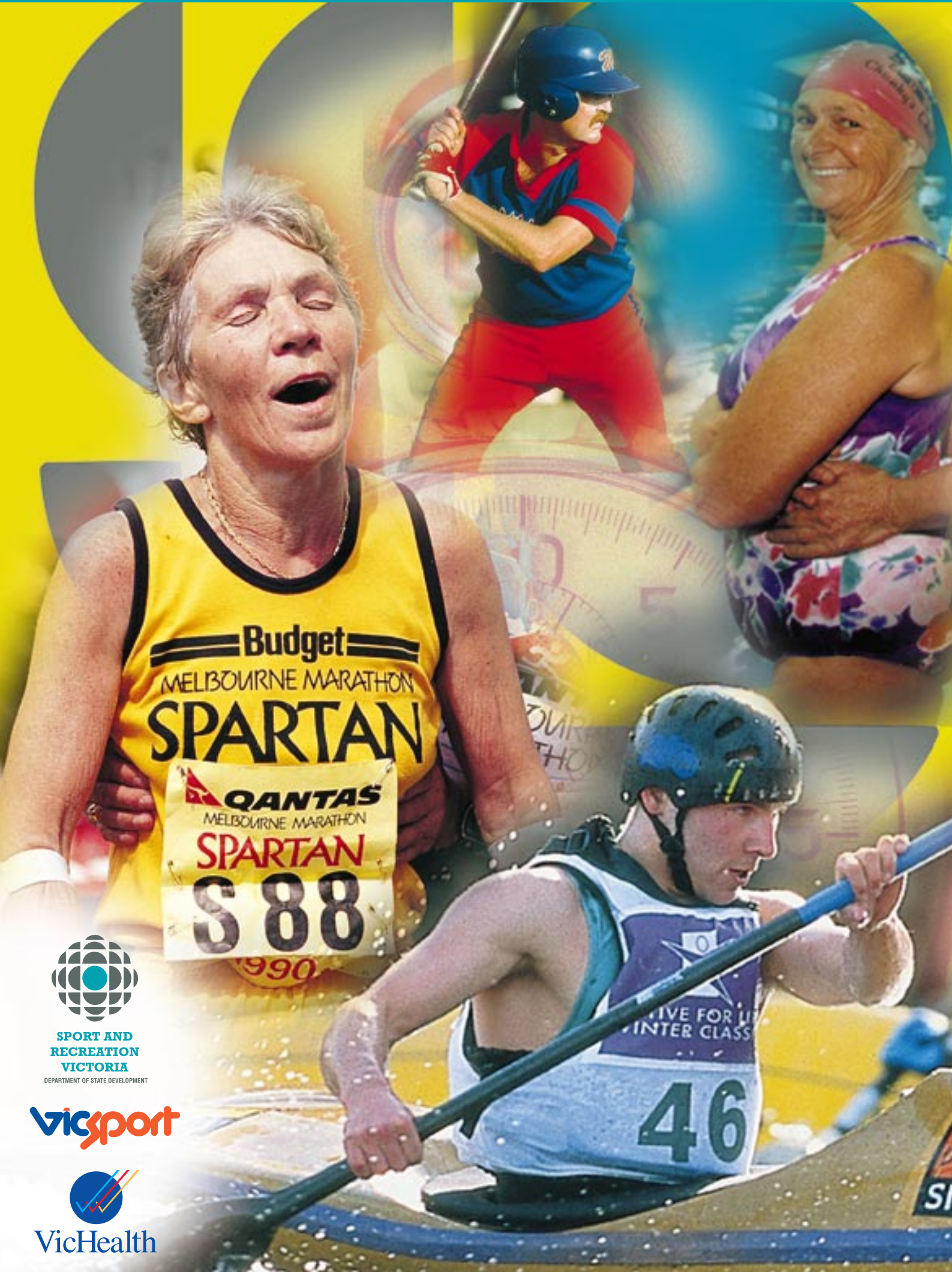


Victorian Masters Sport Resource Kit



SPORT AND
RECREATION
VICTORIA
DEPARTMENT OF STATE DEVELOPMENT

vicsport



VicHealth

Victorian Masters Sport *Resource Kit*



Victorian Masters Sport Resource Kit is a joint initiative of Sport and Recreation Victoria (SRV) the Sports Federation of Victoria (Vicsport) and the Victorian Health Promotion Foundation (VicHealth).

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Swimmer: *The Age*

Kayaker: *Mark Dadswell/Sporting Pix*



Foreword

The fastest growing area of sport participation in Australia is Masters Sport – a term that encompasses sport provided for people generally over 30 years of age. Terms such as mature age sport, veterans, golden oldies, and myths and legends have also been used to describe this area of the sport market.

Masters Sport is vitally important to Victoria's sport industry. More than 57 per cent of Victoria's population is aged 30 years or older, increasing to more than 62 per cent by 2011, and over 68 per cent by 2051. The fact that activity levels and membership of sporting clubs currently decline in relation to age should therefore be of concern to sport organisations.

There are significant and well documented benefits that can be achieved through the continued membership of sporting clubs and participation in regular moderate physical activity. These include health benefits and the maintenance of friendships and social networks.

The International Year of Older Persons in 1999, which aims to increase awareness of the rights of older people and encourage them to participate in quality activities, will assist in promoting the opportunities for masters aged Victorians to be involved in sport.

With Melbourne hosting the World Masters Games in 2002, there is a further opportunity for the profile of Masters Sport in Victoria to be enhanced leading to greater participation.

Sport and Recreation Victoria, Vicsport and VicHealth present the Masters Sport Resource Kit as a tool to improve the way that sport organisations service the needs of the growing masters population and contribute to the health of Victorians. This resource kit explains how best to provide for the needs of these people and how other resources and funding schemes can be used to enhance Masters Sport opportunities.

The development of Masters Sport will be a challenge to many sport organisations but it clearly should be addressed if sport in Victoria is to grow strongly.

We commend this Resource Kit to you.



The Hon Tom Reynolds MP
Minister for Sport



Ms Anne Marie Harrison
Chief Executive Officer
Sports Federation of Victoria



Mr Rob Moodie
Chief Executive Officer
Victorian Health Promotion
Foundation

Victorian Masters Sport Strategy

Sport and Recreation Victoria (SRV), the Victorian Health Promotion Foundation (VicHealth) and the Sports Federation of Victoria (Vicsport) have developed a Masters Sports Strategy to maximise the quality and quantity of Masters Sports opportunities in Victoria.

The impetus to further develop Masters Sport in Victoria follows the success of the VicHealth 5th Australian Masters Games in Melbourne in 1995, which attracted 10,000 participants in more than 60 sports.

The surplus funds from these Games were held in trust by the Minister for Sport and have provided the resources to develop the Strategy. A principal outcome of the Strategy has been the development of this Resource Kit for sport organisations in Victoria.

The Strategy represents a shared vision for the future and articulates the priorities for the industry over the next three years, providing clear objectives and strategies to develop opportunities for masters aged Victorians to participate in sport.

It is designed to improve Masters Sport services, address structural barriers and assist the sports industry to maximise the economic and social opportunities associated with the development of Masters Sport in Victoria.



Acknowledgments

The Resource Kit has been prepared by Russell Hoye, Project Manager for the Victorian Masters Sport Strategy.

Steering Committee

The development of this resource kit was part of the Victorian Masters Sport Strategy, a joint initiative between Sport and Recreation Victoria, Vicsport and VicHealth and was managed by a Steering Committee comprised of representatives of these agencies:

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- ▶ Lee Choon Siau (VicHealth)
- ▶ David Hobbs (SRV)

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The Steering Committee would like to thank the following members of the Strategy Reference Group from whom it received constructive advice and support:

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- ▶ Joe Hough (Victorian Hockey Association)
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Neither individual members of the Strategy Reference Group, nor the organisations they represent, have endorsed or rejected the contents of this report.

Additional Material

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- ▶ Miles Davine (Victorian Touch Association)
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- ▶ Lyndsay Hill (South West Sports Assembly)
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- ▶ Allan Mathews (Victorian Metropolitan Superules Football League Inc.)
- ▶ Marcus Pitt (Melbourne Sports Network)
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- ▶ Ralph White (Sport and Recreation Victoria)
- ▶ Fran Whitty (Williamstown Women's Lacrosse Club)
- ▶ Staff at the Riverine Herald

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1. What is Masters Sport?

Masters Sport is the fastest growing area of sport participation in Australia.

“Within a few years over 50 per cent of the Australian population will be aged 35 years or more ... this means that the potential market for mature age sport is the majority of Australians for the majority of their lives.”

Source: *Mature Age Sport – The New Niche Market For Sport*, Ron Burns, 1992, ASC.

“Masters Sport” is a generic term that encompasses veterans, golden oldies, myths and legends, older adult sport, seniors and mature aged sport.

It is recognised that sports have adopted their own individual terminology but Masters Sport is the most widely used term for this segment of sports participation.

Masters Sport is conducted with a minimum age qualification, with people participating in age groups, and some modifications to the sport may occur.

For many sports the commencing age is 30 years, although there are some sports that have younger starting ages, while others have older.

It is typically organised for those beyond the age usually associated with regular or mainstream sports participation.

1.1 Participation in Masters Sport

The growing interest and participation in Masters Sports is due to the increasing proportion of aged people in the population and greater opportunities for older people to continue in their chosen sport or take on a new sport.

These changes, combined with a greater acceptance by the older community of the benefits of Masters Sport, provide the sports sector with new opportunities.

Consequently, it is timely for stakeholders within the Victorian industry to support the development of further opportunities for people to participate in Masters Sport as athletes, coaches, administrators or officials and for the industry to develop this market.

State Sporting Associations, Sport Service Organisations, Local Government Authorities, Sport and Recreation Victoria, Vicsport and VicHealth will be involved in the consolidation and further development of Masters Sport in Victoria.

The impetus to further develop Masters Sport in Victoria follows the success of the VicHealth 5th Australian Masters Games in Melbourne in 1995, which attracted 10,000 participants in more than 60 sports.

The International Year of Older Persons in 1999, which aims to increase awareness of the rights of older people and the opportunities for them to participate in quality activities, will assist in promoting the opportunities for masters aged Victorians to be involved in sport.

With Melbourne hosting the World Masters Games in 2002, there is a further opportunity for the profile of Masters Sport in Victoria to be enhanced leading to greater participation.



Photo: National Sport Information Centre of the Australian Sports Commission

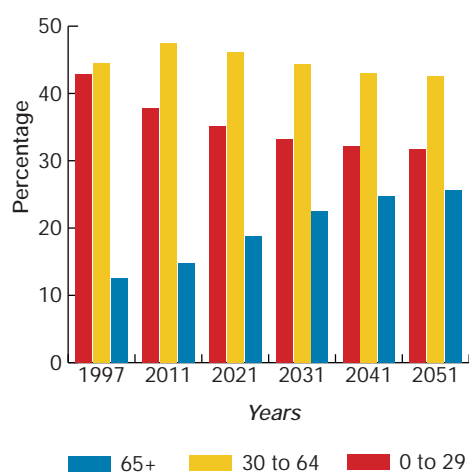
The period preceding the Games will require sporting organisations and other relevant stakeholders to organise more diverse and innovative competition events and training opportunities.

1.2 Victoria's Ageing Population

The proportion of Victorians in the Masters age group continues to increase. Listed are some significant facts and projections about Victoria's ageing population:

- ▶ The proportion of young people aged 5 to 14 years will decrease from currently 14 per cent of the population to between 10 per cent and 11 per cent in 2051.
- ▶ The estimated life expectancy for men today is 75.2 years, and 81.1 years for women. This is projected to increase to approximately 81 years and 87 years for men and women respectively by the year 2051.
- ▶ The median age of Victoria's population is currently 34.6 years, and is projected to steadily increase to 38.8 in 2011, 40.8 in 2021 and reach 45.3 years by 2051.

Projected Victorian Population – Age Groups



- ▶ More than 57 per cent of Victoria's current population is aged 30 years or older. This will increase to more than 62 per cent by 2011, and over 68 per cent by 2051.



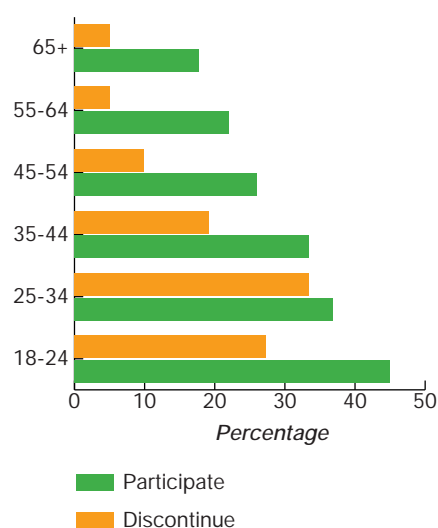
Photo: National Sport Information Centre of the Australian Sports Commission

- ▶ By 2051 the proportion of Victorian's aged over 65 years will be 25.8 per cent, nearly double the existing figure of 12.6 per cent.

While the Victorian population continues to age, studies have recently shown that for persons aged 40 years or more, activity levels and membership of sporting clubs decline in relation to age.

The following graph illustrates the ages of those people who had discontinued an organised sport or physical activity during the two years prior to 1995-96. (Source: ABS, Sport and Recreation: A Statistical Overview, 1997, 4156.0)

Participating and Discontinuing a Sport – Age Groups



This shows that the most likely age (over 33 per cent) for discontinuing a sport is in the 25-34 age group, just prior to the masters age category in most sports.

The most common reasons given for discontinuing a sport include:

Main reason	per cent of persons
No time or too busy	25.7
Injury or health problems	19.7
Lost interest	14.6
Moved away from club	9.6
Too expensive	6.5
Change in employment	3.1
Child care problems	1.9
Others or don't know	18.9
Total	100.0

Source: ABS, *Sport and Recreation: A Statistical Overview, 1997, 4156.0.*

Some of these reasons are outside the control of sporting organisations but many of them can be addressed at the club level.

This trend is disappointing when there are significant and well documented benefits that can be achieved through the continued membership of sporting clubs and participation in regular moderate physical activity.

1.3 The Market for Masters Sport

The market for Masters Sport is the largest segment of the population and will continue to grow. However, many sporting organisations are yet to grasp the requirements of this sector and are not adequately servicing the needs of older participants.

Traditional older person's sports, such as lawn bowls or golf, are not always preferred. Young and older Victorians expect diversity of choice in their sport programs.

With this growing mature age population, there is a significant market for those looking for enjoyable new activities that allow them to remain fit, healthy and involved.

In some sports the development of the mature age section has become the fastest growing section (eg. tennis, table tennis) or is providing the bulk of athletes other than the elite (eg. rowing, cycling).

Participation in Masters Sport provides significant fitness, health and social benefits. It is therefore very marketable.

Sport organisations need to examine ways of marketing, modifying and delivering their sport to the masters age group.

Sport and Recreation Victoria, Vicsport and VicHealth have developed this resource kit to support and encourage organisations to:

- address the issues of Masters Sport within their organisation,
- develop opportunities for masters aged people to participate in sporting activity,
- conduct sport events that cater for masters aged participants, and
- create links with other organisations involved in the sports industry to enhance and develop Masters Sport.



Photo: Riverine Herald

2. What's in the Kit?

This Kit explains:

- ▶ The issues surrounding individuals' participation in Masters Sport,
- ▶ The benefits that sport organisations can receive by developing Masters Sport opportunities,
- ▶ The roles that various agencies can fulfil in developing these opportunities,
- ▶ How these opportunities may be developed,
- ▶ Guidelines for conducting competitions and events, as well as less structured participation opportunities,
- ▶ Hints for marketing Masters Sport opportunities,
- ▶ Case studies of successful Masters Sport initiatives that have been developed,
- ▶ A list of important contacts with key agencies,
- ▶ Useful information resources, and
- ▶ A list of potential funding sources.

Organisations involved in providing sport can use this resource kit to help them:

- ▶ understand how Masters Sport is delivered,
- ▶ identify and source information about Masters Sport,
- ▶ design and deliver Masters Sport opportunities,
- ▶ apply for funding, and
- ▶ identify those partners who may help them provide Masters Sport programs.

The kit identifies the key stakeholders who may be involved in creating or facilitating Masters Sport opportunities in Victoria.

These opportunities often involve more than one organisation so it is important that the potential roles and responsibilities of the various agencies involved in Masters Sport are clear to all involved.



Photo: National Sport Information Centre of the Australian Sports Commission

The following agencies may wish to promote, extend or develop opportunities for people to participate in Masters Sport activities:

- ▶ National Sport Organisations
- ▶ State And Regional Sport Associations
- ▶ Sport Clubs
- ▶ Facility Owners And Managers
- ▶ Regional Sport Assemblies
- ▶ Active Australia Providers
- ▶ Local Government Authorities
- ▶ State And Commonwealth Government Agencies
- ▶ Older Adult Recreation Networks
- ▶ Neighbourhood Houses
- ▶ Retirement Villages
- ▶ Community Health Centres
- ▶ Senior Citizens Groups
- ▶ Community Organisations
- ▶ General Practitioners And Medical Clinics
- ▶ Access For All Abilities Providers
- ▶ Koorie Cooperatives
- ▶ Ethnic Community Councils
- ▶ Migrant Resource Centres
- ▶ Facility Management Groups
- ▶ Commercial Providers Of Sport Opportunities

Other organisations which may contribute to the provision of Masters Sport indirectly include:

- ▶ Australian Society Of Sport Administrators
- ▶ Arts And Recreation Training Board
- ▶ TAFE And University Courses

3. Benefits of Masters Sport

3.1 Social

A major component of Masters Sport is providing social contact for people of a similar age group with similar interests.

Many participants contend that making friendships is more important than competition and recognition.

Sport provides a structure within which people can exercise regularly through training, practising and competing.

It provides participants with varying levels of challenge and opportunities to develop skills.

In many cases, Masters Sport is run by people of a similar age who can empathise with



Photo: Cathryn Tremain/The Age Photo Sales



Photo: Melbourne Sports Network

For older people, Masters Sport can reconnect people who are isolated due to changes in lifestyle such as retirement or widowhood.

In addition, with the growing number of events in Masters Games, there are opportunities to travel widely to participate in competitions.

3.2 Health and Well Being

Masters Sport increases the opportunities for older people to be physically active, improving their general health and well being.

participants, and structure activities to suit their abilities.

Furthermore, it provides players with an opportunity to meet new people and develop friendships.

Some of the health benefits that can be generated by participating in Masters Sport include:

Physiological Health

The US Surgeon General's report: Physical Activity and Health (1996) highlights that improved health is possible through regular



Photo: National Sport Information Centre of the Australian Sports Commission

involvement in physical activity. Specific physiological health benefits include:

- ▶ decreased risk of coronary heart disease, diabetes, colon cancer, incidence of strokes and osteoporosis,
- ▶ control of body weight,
- ▶ increased cardio-vascular health, and
- ▶ reduced hypertension.

Physical Benefits

Increasing physical fitness is often cited by participants as the most effective factor as to

why people participate in sport, as the effects are “felt” and readily identified.

Physical benefits include:

- ▶ strengthening of bones,
- ▶ improved muscle movement and strength,
- ▶ reduced likelihood of falls in older age,
- ▶ improved flexibility, balance and co-ordination, and
- ▶ posture and weight maintenance.

Mental Health

Sport also improves people’s mental health and is an effective way to overcome stress.

Mental health benefits include:

- ▶ improved cognition,
- ▶ increased motivation,
- ▶ decreased mood shifts, depression and anxiety, and
- ▶ improvements in self concept and self-esteem.



Photo: Vince Caligiuri/The Age Photo Sales



Photo: Darebin City Council



3.3 Economic Benefits

Increasing the number of people participating in Masters Sport can lead to the following economic benefits:

- ▶ Direct and indirect employment in the area of sport service provision, sales and manufacture of sporting goods,
- ▶ Improved productivity from healthier, happier employees,
- ▶ Reduced absenteeism,
- ▶ Economic returns from holding sporting events in an area,
- ▶ Tourism increases through promotion of sport opportunities in an area, and
- ▶ Attracting new residents to a community due to its sport opportunities.



*Photo: National Sport Information Centre
of the Australian Sports Commission*



CASE STUDY 1: 1998 State Autumn Masters Games, Ballarat, Victoria

- ▶ These Games are a good example of how a Masters Sport event can generate significant economic returns to a region, municipality or local community.
- ▶ The 1998 State Autumn Masters Games held in Ballarat attracted over 1500 competitors in 22 sports, most of which (79 per cent) came from outside the region.
- ▶ Total visitors were estimated to be close to 2500 with support crews, friends and relatives attending the games.
- ▶ It was estimated that each of these people spent an average of \$177 on items such as accommodation, food, shopping, tourism attractions, etc, with a total economic impact on the region estimated to be between \$650,000 and \$750,000.
- ▶ Approximately 69 per cent of these visitors stayed one night or more in Ballarat.
- ▶ This figure does not include economic activity generated locally on the Games and sponsorships obtained from outside the Ballarat community.
- ▶ Approximately 43 per cent of visitors undertook other activities or visited local tourist attractions during their visit to Ballarat.
- ▶ Significant fundraising benefits were generated for clubs and venues who hosted both competition and social events throughout the event.
- ▶ All this activity was generated by a voluntary committee of management comprising members of Ballarat City Council, Central Highlands Sports Assembly, sport representatives and local community members.
- ▶ In 1999 the Games will become the Victorian Masters Games and hold the licence from the State Government for the next three years.

Source: 1998 State Autumn Masters Games, Ballarat, Final Report.

3.4 Benefits to Sport Organisations

There are numerous potential benefits for sports which develop Masters Sport opportunities, including;

- ▶ increased membership,
- ▶ the potential to increase sponsorship with a new target market,
- ▶ attracting new or former players to the sport has the potential of increasing the number of administrators, coaches or officials, and accessing business and other skills they may have,
- ▶ a diversification of the number and type of opportunities available for people to participate in sport,
- ▶ increased funds from affiliation/registration fees,
- ▶ greater utilisation of resources and facilities,
- ▶ increased emphasis on the social nature of sports club membership,
- ▶ creation of life long participation in sport to avoid the high drop out rate at early adulthood that most sports experience,
- ▶ increased number of older role models which may promote a “sport for life” philosophy to young participants, and
- ▶ improved networking opportunities through improving links with agencies and forming alliances with other groups.



CASE STUDY 2: Victorian Baseball Association: Masters League

What was the initial problem?

- ▶ The Victorian Baseball Association recognised that a large proportion of players retired from active participation after their 40th birthday. In fact more than half the VBA's registered members were over 40 but only 6 per cent of those were active players!
- ▶ The reasons for this drop out rate varied but essentially the VBA did not offer a competition structure that suited the needs of this age category.

How was the league created?

- ▶ The aim of the VBA was to establish a regular league competition for people in this age category. The VBA recognised that individual clubs were often not in a position to form a new team at will and needed to address the creation of the league in several stages.
- ▶ The first stage was to identify those former and current members of clubs within the VBA who were over 40 and conduct a direct mail campaign, advertise in local newspapers and conduct community and commercial radio advertisements. Word of mouth invitations to parents of junior players also was an effective recruitment mechanism.
- ▶ A series of come and try clinics were conducted on Sunday mornings at the State Baseball Centre, Altona to refresh people's skills and awareness of appropriate exercise regimes for competing.
- ▶ The first season was comprised of club teams formed from the come and try clinics held at Altona with the two month season leading to participation at the VicHealth 1995 Australian Masters Games.
- ▶ The second and third years of competition saw 5 and then 10 teams formed respectively, all attached to existing clubs, which was seen to be the key to creating a

sustainable competition. The 1999 season should hopefully see 15 teams competing in the league.

What were the benefits to the state association and clubs?

- ▶ Use of facilities in normal downtime.
- ▶ Increased membership of clubs and therefore greater opportunities for fundraising, coaching and running of normal club activities.
- ▶ Creation of a lifelong opportunity to participate in sport.
- ▶ Creation of another avenue to become involved in officiating before moving to elite level.
- ▶ Consequently the VBA has established Masters Sport as an important component of the association and within individual clubs.

What were the keys to making it work?

- ▶ Overcoming the initial apathy of club members to address the masters category as a worthwhile or "serious" issue.
- ▶ Using the association's database to contact present and former members in the appropriate age category.
- ▶ Providing a social environment for initial participation, and the opportunity to refresh or learn skills in a friendly, non-threatening environment.
- ▶ Timetabling the competition at times that do not clash with mainstream training or game times so facilities are available and coaching and officiating numbers are not affected.
- ▶ Receiving a grant from VicHealth to assist with equipment, uniforms, venue hire and marketing costs.

Source: Victorian Baseball Association – Les Flower and Grant Weir.



4. Participation Issues

4.1 Barriers to Participation

For many Victorians sport is an important part of life, however, as people age, barriers to participation in sport become more apparent.

These barriers include limited access and appropriateness of facilities, the traditional image of sport being for younger people only, the lack of training and social support for new competitors, the lack of knowledge of local opportunities, lack of confidence, lack of role models and lack of opportunity. These specific barriers to increased participation need to be addressed.

The following reasons for non-participation in the older age bracket (ie: 60+) in Masters Sport were identified at a seminar held in the Australian Capital Territory during Seniors Week (adapted from Burns 1992).

1. Their belief that sport is not appropriate at their age.
2. The perception of family and friends that sport is inappropriate at their age.
3. A fear of injury or even worse, exercise-induced death.
4. A lack of a sporting background or experience. This is particularly noticeable among women.
5. Lack of time due to other commitments – e.g. duties such as child minding on behalf of working parents.
6. A lack of confidence in their own body to perform physically.
7. A lack of role models – limited or patronising media coverage in general.
8. Transportation issues faced by those who have lost confidence in their driving ability or have ceased driving altogether.
9. The social expectation that as a certain age is reached the person should slow down and enjoy a “well earned rest”

10. Cost as a major constraint due to the high percentage of older people receiving Government benefits

11. Physical accessibility such as steep steps, poor lighting, lack of access to aboveground levels and inappropriate surfaces are issues of concern to some older people.

4.2 Overcoming These Barriers

The degree to which these barriers prevent participation in Masters Sport is partly dependant on the motivation of the person to overcome them.

However, an equally important challenge is to encourage the community and particularly sport organisations to enact change so that these barriers can be overcome.



Photo: National Sport Information Centre of the Australian Sports Commission

Sport and Recreation Victoria has produced a resource which addresses issues of discrimination in sport “Playing Fair: Guidelines for Tackling Discrimination in Sport”. This resource outlines the wider discrimination issues which sport organisations should be aware of and is a useful reference for examining ways to overcome the barriers which may be preventing masters aged people participating in a particular sport.



Actions that individuals, clubs and associations may take to overcome potential barriers include:

Action	Impact on Overcoming Barriers
Modifying sports general principles	<ul style="list-style-type: none"> Reducing game times, limiting the amount of physical contact or allowing more substitutions than normal will allow people of lower fitness levels or physical ability to participate. By altering the rules and general principles of the sport to fit the abilities of the market, the sport becomes accessible.
Legitimising use and access of facilities	<ul style="list-style-type: none"> Organisations that control the use and access of facilities could offer Masters Sport groups reduced rates for hire to help them establish programs, actively promote their facilities to the Masters market, and adopt policies that recognise the rights of Masters participants to access facilities at peak times.
Diversifying the product	<ul style="list-style-type: none"> The Masters Sport market should not be treated as a homogenous group of people. The "product" that sport has to offer should be tailored to suit the demands of any identifiable group. Reducing a golf game to 5 holes for an informal group of 70-year-olds to cater for their relative lack of stamina, or timetabling competitions mid week for over 35 year olds to suit their availability are examples of diversifying the "product" of a sport.
Promote a variety of pathways to participate in Masters Sport	<ul style="list-style-type: none"> People may wish to get involved in Masters Sport in roles other than as a participant or competitor. Promoting and accepting people in the Masters age group, particularly in the older age category, to take up roles as coaches, administrators and officials will overcome barriers that some people may experience that prevent them participating in a more physical way.
Creating role models	<ul style="list-style-type: none"> Creating role models of Masters Sport participants of all levels of ability will help break down barriers people may have such as lack of confidence in their ability, the idea that sport is "not for me" or that sport is only for elite athletes.
Pricing issues	<ul style="list-style-type: none"> One of the greatest myths about Masters Sport is the generalisation that Masters Sport participants have a great deal of money. This is simply not true and in fact one of the barriers people face as they become older may relate to fixed incomes so pricing programs accordingly will assist in this area.
Guidelines for returning to competition and training, and avoiding injury	<ul style="list-style-type: none"> Providing information on injury prevention and guidelines for gradually increasing activity levels when returning to sport participation may alleviate people's concerns about injury or their level of physical ability.
Focus on social aspects	<ul style="list-style-type: none"> Providing a friendly inviting atmosphere where the emphasis is on participation and social interaction rather than high level competition will overcome barriers that people may have about not being able to "keep up" or be accepted into a sporting environment.
Conduct inclusive activities rather than segregate masters aged participants	<ul style="list-style-type: none"> Some sports may not benefit by segregating Masters aged participants from other age groups. It may be easier to include them with other competitors for skill development, maintaining numbers in teams, etc. Getting people involved in Masters Sport does not necessarily involve them participating in a separate age category – as long as the needs of the group are met, the system in which they participate is not that important.

*Photo: National Sport Information Centre
of the Australian Sports Commission*



CASE STUDY 3: Victorian Gymnastic Association Inc: Gentle Gym

What was the initial problem?

- ▶ The Victorian Gymnastic Association recognised that the majority of their participants were aged under 20 and that few clubs offered gymnastics for adults.
- ▶ The reasons for this were varied but essentially the public's perception was that gymnastics was a sport only for children, consequently there was not sufficient public interest in adult gymnastics, and the association did not offer a participation structure that catered for this age category.

How was the program created?

- ▶ An application was made to VicHealth for funding to support the development of a coach education resource for use at clubs in delivering gymnastics programs to masters aged participants.
- ▶ The resource was developed and distributed to coaches directly via workshops and information session.
- ▶ Education of club managers was carried out by VGA staff.

What were the barriers that had to be overcome?

- ▶ The clubs expressed concern about such things as how to entertain adults with gymnastics, what adults can physically do in gymnastics, and who can coach appropriately?
- ▶ Other barriers included the low public awareness that gymnastics was suitable for adults, the need to educate coaches on the specific issues of adult gymnastics, and an uncertainty about the benefits that clubs could receive by conducting such programs.

What were the benefits to the state association and clubs?

- ▶ Use of facilities in normal downtime.
- ▶ Increased membership of clubs and therefore greater opportunities for fundraising, coaching and running of normal club activities.
- ▶ Creation of a lifelong opportunity to participate in sport and another avenue to become involved in the sport.
- ▶ The VGA has established Masters Sport as a viable area for participation – more people are participating in the over 20s age group and enough interest was generated to establish a Masters Sport event at the State level.

What were the keys to making it work?

- ▶ Using the association's database to contact present and former members in the appropriate age category.
- ▶ Developing a resource kit for coaches and club members that explained the participation issues for masters aged participants that emphasised the social aspects and the opportunity to refresh or learn skills in a friendly, non threatening environment.
- ▶ Receiving a grant from VicHealth to assist with resource development and workshop presentation costs.

Source: *Victorian Gymnastic Association – VicHealth Active for Life Project Evaluation Report.*



4.3 Creating a Healthy Sport Environment

Creating a healthy sporting environment is an important part of attracting and retaining participants within a sport.

VicHealth advocates that the development of a healthy sporting environment entails:

- Creating smoke-free environments,
- Promoting and actively providing sun protection,
- Following safe drinking practices, and
- Promoting and actively providing healthy catering practices.

Information on how to do this is available from the VicHealth website (www.vichealth.vic.gov.au) or from VicHealth directly – a contact is provided in the back of this booklet.



Photo: National Sport Information Centre of the Australian Sports Commission

4.4 Injury Prevention Issues

Participation in sport is encouraged for a number of reasons including the enhancement of physical and mental health. However, participation in sport activities also increases exposure to the potential hazards and risks associated with such activities. As more people participate in Masters Sport it is important to ensure the potential for injury and accidents is minimised.

Participants should be made aware of general guidelines for preventing injuries incurred through sporting activity such as:

Pre-Participation Screening

People wishing to resume sporting activity or take up a sport that may be new to them should undergo a comprehensive medical screening assessment from a medical practitioner, particularly if they are over 40 years of age.

Gradual Reintroduction to Sporting Activity

People of any age should take care when resuming sporting activity in order to prevent injuries. Gradually increasing activity levels and frequency of participation should help to avoid injuries such as muscle strains and joint soreness.

Physical Preparation

Participants should develop and practice correct warm up, cool down and stretching techniques relevant to their sport. Correct hydration and nutritional requirements should also be followed, particularly in warmer weather.

Using Appropriate Equipment

Participants should have access to the appropriate equipment and facilities to reduce the risk of incurring injuries. The correct fitting of equipment such as golf clubs and specialised footwear should also be encouraged.

Access To Appropriate Coaching

All coaches involved in Masters Sport should undergo some form of formal training and accreditation, and be made aware of the issues involved in Masters Sport that appear in this booklet. Ensuring Masters Sport participants have access to appropriate coaching is an important means for overcoming the barriers of participation in masters sport.

Injury Management

Injuries in sport do occur and participants in Masters Sport should be made aware of current practice in the management of injuries and the use of first aid techniques. Information on rehabilitation and recovering from injuries should be available to people participating in Masters Sport.

SunSmart

Clubs and sport organisations should ensure that all people involved in outdoor sports – officials, coaches, players – follow sensible sun protection guidelines by wearing hats, long sleeve shirts and sun screen.

Further Information

Contacts for specific information on injury prevention and correct preparation for participation in sporting activities include:

Sports Medicine Australia – Victorian Branch
Level 1, 120 Jolimont Road
Jolimont 3002
Phone: (03) 9654 7733
Fax: (03) 9654 8556

Australian Physiotherapy Association –
Victorian Branch
6/651 Victoria Street
Abbotsford 3067
Phone: (03) 9429 1799
Fax: (03) 9429 1844

The relevant state or national governing organisation for particular sports may also have information – contacts for these organisations can be found in the SRV Industry Directory listed in section 10 of this booklet.

4.5 Injury Prevention Fact Sheets

Sport and Recreation Victoria (SRV) have developed a series of facts sheets on preventing injury in particular sports. These fact sheets are based on a series of sports injury prevention countermeasure reviews undertaken by Monash University Accident Research Centre and Deakin University School of Human Movement and were supported by grants from Sport and Recreation Victoria. The fact sheets, which have been distributed to the relevant Victorian sports associations, deliver information in a useful format to participants.

Each fact sheet identifies strategies which will minimise the risk of injury for that particular sporting activity. Strategies include use of protective equipment, modification of rules



Photo: Darebin City Council



Photo: National Sport Information Centre of the Australian Sports Commission



and playing environments and good pre-activity preparation such as conditioning programs and warm up exercises.

SRV Injury Prevention Fact Sheets have been prepared for the following sports as at December 1998:

- ▶ Alpine Skiing
- ▶ Australian Rules Football
- ▶ Baseball
- ▶ Basketball
- ▶ Cricket
- ▶ Cross-Country Skiing
- ▶ Golf
- ▶ Gymnastics
- ▶ Horse Related Injuries
- ▶ Lawn Bowls
- ▶ Running Related Injuries
- ▶ Snowboarding
- ▶ Soccer
- ▶ Softball
- ▶ Squash
- ▶ In Line Skating

The fact sheets are available from SRV – (03) 9666 4200 or from the SRV website – www.vicnet.net.au/~sportrec/srvhome.htm.

4.6 Modifications to Sports

Deteriorating physical health and disability reduces a persons' ability to access sport. Modifying aspects of the game has proved to be an effective method of increasing participation of older people in some sports. Common modifications include eliminating body contact, reducing the weight of

equipment and the heights of nets, and reducing the length of games. Experience from Masters Games have shown that sports can be modified without altering the basic philosophy or skill level required.

Not all sports need to be modified for older people; indeed, experienced players may object to the rules changing, and wish to play the sport as they have always played it. Sports not presently catering for the mature aged could examine modifications made for junior sport and assess their applicability for Masters. For sports to accommodate the needs of a variety of participants, it may be necessary to develop two or three versions of the sport.

The following table lists modifications made to a number of sports for Masters Games, extracted from Play On – The Report of the Masters Sport Project on Mature Aged Sport in Australia (1992) and a 1998 survey of Victorian State Sporting Associations.

- ▶ Sport – lists the sport and the terms used to describe the Masters category
- ▶ Age category – lists the age at which people become eligible for Masters participation and the age categories used (if any)
- ▶ Modifications – lists the modifications possible for the sport and any other important information

Photo: Tony Feder/Sporting Pix



Sport	Age Category	Modifications that may be made
Athletics	30 plus	<ul style="list-style-type: none"> Reduced weight of throwing implements
"Veterans"	5 year groups from 30-34, etc.	<ul style="list-style-type: none"> Reduced heights of hurdles in track races and steeple chases Closer spacing between hurdles in track races and steeple chases Lower starting heights for high jump and pole vault Take off boards for long jump and triple jump positioned closer to the landing pit Age grading divisions
Australian Rules Football	35 plus	<ul style="list-style-type: none"> Limitations to the amount and nature of body contact such as only 2 up at each ruck contest, no knees in the back for high marks
"Superules"	35-40, 40-45, 45-50, 50+	<ul style="list-style-type: none"> Barging is not permitted and unduly rough play can be penalised by being sent from the field (and not replaced) for up to 2 quarters Play is 4 x 15 minute quarters for carnivals, 4 x 20 minutes for local competitions Drop kick goals 10m out for 9 points 35-40 is Superrules, 40-45 Masters, 45-50 Seniors.
Baseball	38 plus	<ul style="list-style-type: none"> Must be over 40 to pitch
"Masters"		<ul style="list-style-type: none"> Courtesy runners can be provided where needed between bases Pitchers are restricted to 4 innings Substitutes in and out of games permitted Game time is limited to 105 minutes.
Basketball	Not standard	<ul style="list-style-type: none"> Modifications will vary between tournaments and competitions, some of these may include: <ul style="list-style-type: none"> Rolling substitutes, i.e. no need to call a special time, rather run on and run off as play proceeds Play runs for 25 minutes per half with no clock stoppages.
"Masters"	35 plus 35+, 40+, 45+, 50+, 55+, 60+	<ul style="list-style-type: none"> Slow break basketball is being suggested where there is no running in the back court ie: you must walk the ball to the half line when your team gains possession
Callisthenics	35 plus	<ul style="list-style-type: none"> Costuming to ensure participants feel comfortable with their body image Changes to flexibility and actual disciplines taught
Canoeing	30 plus	<ul style="list-style-type: none"> Shorter distances in marathon canoeing
"Veterans"	35+, 40+, 45+,	<ul style="list-style-type: none"> Modified boats are allowed for greater stability in sprint events.
"Masters"	50+, 55+, 60+, 65+	
Cycling	35 plus	<ul style="list-style-type: none"> Road and track distances reduced
"Veterans"	35-39, 40-44, 45-49, 50-54, 55-59, 60-64, 65+	
Diving	29 plus	<ul style="list-style-type: none"> Number of dives is reduced progressively for older age groups
"Masters"	29-34, 35-39, 40-44, 45-49, 50-54, 55-59, 60-64, 65-69, 70+	<ul style="list-style-type: none"> The height of the platform used is restricted for older age groups
Fencing	30 plus	<ul style="list-style-type: none"> Less stringent equipment requirements for competition due to the relatively high costs
"Masters"	30-39, 40-49,	<ul style="list-style-type: none"> 30+ age entry for masters events
"Veterans"	50-59, 60+	<ul style="list-style-type: none"> 50+ age entry for veterans world championships



Sport	Age Category	Modifications that may be made
Golf – Men	40 plus	<ul style="list-style-type: none"> ▶ Golf handicap system enables people of all ages and abilities to compete on an equitable basis. ▶ A specific tournament exists for the seniors 55+ market ▶ Modifications are made for the upper end of the older adult market with shorter activities, ie 70+ complete 5 holes
“Masters”	40-49, 50-59, 50+	
“Veterans”		
Golf – Women	50 plus	<ul style="list-style-type: none"> ▶ Golf handicap system enables people of all ages and abilities to compete on an equitable basis ▶ Clubs may specify their own age categories separate to state and national organisations ▶ Modifications are made for the upper end of the older adult market with shorter activities, ie 70+ complete 5 holes
“Veterans”	50-59 seniors	
“Seniors”	60-65 veterans	
	65+ super veterans	
Gymnastics	20 plus	<ul style="list-style-type: none"> ▶ Uniform not necessarily leotard – anything goes! ▶ Heights on equipment may be adjusted ▶ Difficulty requirements reduced ▶ Team scores must have at least 50 per cent based on performance of veterans if in a mixed team ▶ Ages 16-19 classed as pre veterans
“Veterans”	20-25, 26-35, 36-45,	
	46-55, 56+	
Handball	40 plus	<ul style="list-style-type: none"> ▶ Singles games shortened to first to 21 instead of best of three games to 15 ▶ Doubles games shortened to first to 31 instead of best of three games to 21
“Masters”	40-50, 50+	
Hockey	40 plus – men	<ul style="list-style-type: none"> ▶ Rolling interchanges, no limit to how often during a game ▶ Team consist of 15 players, 11 on at any time ▶ Game time reduced from 70 to 56 minutes, in two 28 minute halves ▶ National titles (men) teams in 40+, 45+, 50+, 55+, and 60+ categories ▶ National titles (women) teams in 35+, 40+, 45+, and 50+ categories
“Veterans”	35 plus – women	
In Line Hockey	35 plus	<ul style="list-style-type: none"> ▶ No slapshots permitted
“D Grade”		
Judo	35 plus	<ul style="list-style-type: none"> ▶ No modifications made for free fighting (shiai) ▶ Shorter bout times are used ▶ Major events add divisions for pre arranged demonstration sections ▶ For competitions age divisions are established in 5 to 10 year categories depending on number of competitors
“Veterans”	30+ for masters games	
Karate	40 plus	<ul style="list-style-type: none"> ▶ Match times shortened
“Veterans”	5 year groups from 40-44, etc.	
Lacrosse	30 plus – women	<ul style="list-style-type: none"> ▶ Played under mod-crosse rules (a game designed for players under 13) which eliminates the contact aspect of the sport – no stick or body contact, four second ball carry limit, and loose ball contest restricted to 2 players ▶ Players wear specifically coloured caps to denote age (Red 35-45, Blue 45-55, Gold 55+) and players wearing those coloured caps can hold the ball for longer periods: 4, 6 and 8 seconds respectively
“Masters”		

Sport	Age Category	Modifications that may be made
Netball	35 plus	<ul style="list-style-type: none"> ▶ Allowing an extra step in social masters competition
	"Masters" 35+, 45+	<ul style="list-style-type: none"> ▶ Number of substitutions increased and allowed during quarters rather than just at quarter time ▶ Reduced match time (minutes per quarter)
Orienteering	35 plus	<ul style="list-style-type: none"> ▶ Shorter courses available for age groups
	"Veterans" 35-39, 40-44, 45-49, 50-54, 55-59, 60-64, 65-69, 70+	
Rowing	27 plus	<ul style="list-style-type: none"> ▶ Reduced racing distance from 2000m to 1000m
	"Masters" 27-36, 36-43, 43-50, 50-55, 55-60, 60-65, 65-70, 70-75, 75-80, 80-85	<ul style="list-style-type: none"> ▶ Some handicap rules apply to cater for various age groups competing in the one race
Rugby Union	35 plus	<ul style="list-style-type: none"> ▶ Rules altered to depower the scrum
	"Masters" 35-45, 45+	<ul style="list-style-type: none"> ▶ Reduction in the length of time a ruck or maul may continue ▶ Substitutions are allowed at any time ▶ Game times reduced to four 15 minute quarters rather than two 40 minute halves ▶ Players wear specially coloured shorts to denote age, and players over 60 (gold shorts 60-70, purple 70-80+) can only be tagged not tackled
Skiing	30 plus	<ul style="list-style-type: none"> ▶ Downhill no changes
	"Masters"	<ul style="list-style-type: none"> ▶ Cross country courses have a 30 per cent reduction on normal international standard, and no dangerous sections allowed
Soccer	35 plus	<ul style="list-style-type: none"> ▶ Teams allowed 16 players with rolling substitutions
	"Veterans"	<ul style="list-style-type: none"> ▶ Match starting time no earlier than 11am and no later than 2pm
Softball	35 plus	<ul style="list-style-type: none"> ▶ Slow pitch – pitch ball must be delivered in an arc with highest point at least 6 feet from the ground and land on a metre square home base
	"Masters" 35-45, 45+	<ul style="list-style-type: none"> ▶ There is no tagging, sliding or run down play.
Squash	35 plus – men	<ul style="list-style-type: none"> ▶ For tournaments, players strictly graded by age in 5 year increments from 35 up to 75+
	"Masters" 30 plus – women for interclub 35 plus – women for tournaments	<ul style="list-style-type: none"> ▶ For formal competition no modifications ▶ For social competitions the following modifications may be made: <ul style="list-style-type: none"> ▷ Every rally scores a point rather than points only awarded when serving ▷ Games are won by the first to 13 ▷ Teams consist of four players ▷ Each match ends after 30 minutes play ▷ Total points from each match are recorded for each team and at the end of the season the team with the most points is the winner
Swimming	19+	<ul style="list-style-type: none"> ▶ Events are conducted so that swimmers with the same times for an event swim together in the pool regardless of gender or age
	"Masters" 20-24, 25-29, etc. as high as necessary	<ul style="list-style-type: none"> ▶ Placings are determined in age groups based on times recorded in these mixed heats ▶ Relay divisions are decided by total team age



Sport	Age Category	Modifications that may be made
Table Tennis	40 plus	<ul style="list-style-type: none"> Two people per side rather than the usual three
"Veterans"	40-50, 50-60, 60-70, 70-75, 75-80, 80+	<ul style="list-style-type: none"> Each player plays 2 singles and 1 doubles, this reduces the overall match time
Tennis	35 plus	<ul style="list-style-type: none"> Matches are best of three sets
"Veterans"	only split from mid 60s	<ul style="list-style-type: none"> Ten minute break is allowed between the second and third sets All sets are tie break sets Doubles are by combined age with a lower age restrictions, e.g. 130 years doubles where neither player can be less than 50 years old
Volleyball	30 plus	<ul style="list-style-type: none"> For 40+ men the net is lowered from 2.45m to 2.35m
"Masters"	30-34, 35-39, 40-44, 45+	<ul style="list-style-type: none"> Reduced set, 12 points instead of 15
Waterpolo	35 plus	<ul style="list-style-type: none"> Shortened game time
"Masters"		
"Veterans"		



*Photo: National Sport Information Centre
of the Australian Sports Commission*

Sports that have not found it necessary to modify their rules but still offer opportunities for people to compete in the masters age categories include:

Sport	Terminology	Age Categories Used
Badminton	"Veterans"	40 plus, 40-49, 50-54, 55-60, 60+
Baton Twirling	"Masters"	25 plus
Bocce	35 and over	35 plus
Bodybuilding	"Masters"	35 plus, 35+, 40+, 50+
Cricket	"Masters" "Veterans"	35 plus
Croquet	"Seniors" "Masters"	60 plus
Eight Ball	"Masters"	50 plus
Futsal	"Masters"	30 plus
Indoor Cricket	"Masters"	33 plus, 33+, 35+, 40+
Karting	"Over 40s"	40 plus
Korfball	"Masters"	30 plus, 30-35, 35+
Lawn Bowls	"Masters"	40 plus
Marching	"Masters"	30 plus, with a specific march plan
Parachuting	"Pops"	40 plus
Polocrosse	"Masters"	40 plus
Powersports	"Masters"	40 plus, 40-50, 50-60, 60-70, 70-80, 80+
Racquetball	"Masters"	35 plus, 5 year groups from 35-39, 40-44 etc.
Rogaining	"Veterans"	40 plus. 40-54 veteran, 55+ super veteran
Synchronised Swimming	"Masters"	25 plus Solo and Duet 25-29, 30-39, 40-49, 50-59, 60-69, 70-79, 80+ Trio and Team 25-34, 35-49, 50-64, 65+ average age of competitors
Taekwondo	"Veterans"	35 plus
Touch	"Seniors"	30 plus, Men – 30+, 35+, 40+, and Women – 30+, 35+
Triathlon	None	Competition is in 5 year age groups, 20-24, 25-29, etc up to 75+
Weightlifting	"Masters"	35 plus, 35-39, 40-44, etc. up to 80+
Yachting	"Masters"	Masters used in only two classes in Victoria – Laser and Sabre



5. Role of Organisations

This section explains the role of various organisations in general and the specific responsibilities that each could undertake in the area of Masters Sport.

5.1 State and Regional Sport Associations

State and Regional Sport Associations are generally responsible for administering competitions, promoting their individual sport, establishing a framework of guidelines and rules under which people may participate within a sport and facilitating elite development.

In the area of Masters Sport, State and Regional Sport Associations could assist in increasing the number of people in the

Masters Sport age category participating in their sport by undertaking all or some of the following tasks:

- ▶ Ensuring Masters Sport is included in association strategic plans,
- ▶ Encouraging Masters Sport to be addressed in club development plans,
- ▶ Promoting Masters Sport directly to clubs,
- ▶ Creating local / regional / state competition or games with masters components,
- ▶ Providing training and information on Masters Sport issues, and
- ▶ Promoting Masters Sport role models.



Photo: Melbourne Sports Network

CASE STUDY 4: Victorian Touch Association: Touch for All

What was the initial problem?

- ▶ The Victorian Touch Association recognised that a large proportion of their registered players (32 per cent) were over 30 years of age, and that the masters age category was a fast growing area of participation.
- ▶ There also existed the opportunity to promote Touch to people in that age category who had played similar sports such as rugby union and rugby league and bring them into the sport once they had retired from playing these contact sports.

How was the league created?

- ▶ The aim of the VTA was to establish a regular league competition for people in this age category. The VTA recognised that individual clubs could not take existing players out of regular teams and form a new masters team without having a detrimental effect on existing regular competition structures. Timetabling games outside of these times and seasons overcame this issue.
- ▶ The State Association promoted the concept to one club initially and to the association in general. A small informal competition was formed initially and then formal teams developed by different metropolitan clubs.

What were the benefits to the state association and clubs?

- ▶ Increased membership of clubs and therefore greater opportunities for fundraising, coaching and running of normal club activities.

- ▶ Use of facilities in normal downtime.
- ▶ The sport has made itself more attractive to sponsors by increasing membership.
- ▶ Creation of a lifelong opportunity to participate in sport and another avenue to become involved in officiating before moving to elite level.
- ▶ Consequently the VTA has established Masters Sport as an important component of the association and within individual clubs.

What were the keys to making it work?

- ▶ Providing a social environment for initial participation, and the opportunity to refresh or learn skills in a friendly, non threatening environment.
- ▶ Convincing well known higher profile players to act as role models and take up playing in the Masters category rather than mainstream competition.
- ▶ Timetabling the competition at times that do not clash with mainstream training or game times so coaching and officiating numbers are not affected.
- ▶ Starting the competition in stages to generate a self sustaining interest within the sport and its current members first and then expanding to bringing in new players to the sport in the Masters age category.

Source: *Victorian Touch Association – Paul Butler and Miles Davine.*



5.2 Sport Clubs

Sport clubs are generally responsible for administering teams and individuals participating in competitions, establishing a framework of guidelines and rules under which people may participate within their club, and facilitating participation and development of all club members.

In the area of Masters Sport, sport clubs could assist in increasing the number of people in the Masters Sport age category participating

in their sport by undertaking all or some of the following tasks:

- ▶ Ensuring Masters Sport is addressed in club development plans,
- ▶ Promoting Masters Sport within and outside the club,
- ▶ Providing facilities for Masters groups, and
- ▶ Creating opportunities for participants in Masters Sport.



Photo: National Sport Information Centre of the Australian Sports Commission

CASE STUDY 5: Doncaster Dolphins Masters Swimming Club Inc.

Why was the club developed?

- ▶ In 1984 a group of swimmers in the Masters age bracket decided to form a club to cater specifically for their needs.
- ▶ They did not want to compete in the open age category with established swimming clubs and had experienced Masters swimming through Aussie Masters Swimming Events.

How does the club operate?

- ▶ The emphasis is on improving the cardio vascular fitness of members and swimming stroke improvement.
- ▶ In competition participants swim against the clock. They may not even be in the pool at the same time as others in their age group. Participants are split into age categories from 20 onwards in 5 year brackets.
- ▶ The normal club structure is used with President, Secretary, Treasurer, etc. to administer the club which now has around 100 members and is considered one of the top 3 clubs in Victoria.
- ▶ The club is affiliated with Aussie Masters Swimming.

What are the keys to its success?

- ▶ The Masters club provides a social, non threatening and supportive environment. Potential barriers such as people having poor body image or people wishing to take up swimming in later age are overcome by not having to compete with people far younger or with elite swimmers.
- ▶ The club publicises its activities at the local swimming pool, by generating free publicity in local papers, by promoting club success at swim meets and maintaining a strong social calendar.
- ▶ Establishing a select group of committed members on the committee
- ▶ Appointing a qualified coach who understands the motivations and interests of the Masters swimmer.
- ▶ Establishing participation as the goal rather than competition
- ▶ Developing a business plan to guide the operation of the club.

Source: *Bob Jones, Foundation President, Doncaster Dolphins Masters Swimming Club Inc. Sports Liaison Officer, Manningham City Council.*



5.3 Regional Sport Assemblies

Regional Sport Assemblies exist to facilitate and promote participation in sport. They work with local governments, sport clubs, and state and regional sport associations to develop regional links that support clubs and other bodies in delivering sport opportunities, conduct sport events and provide organisational development opportunities for member organisations and individuals.

In the area of Masters Sport, Regional Sport Assemblies could assist in increasing the number of people in the Masters Sport age

category participating in sport by undertaking all or some of the following tasks:

- ▶ Encouraging Masters Sport to be addressed in club and regional association development plans,
- ▶ Promoting Masters Sport directly to clubs,
- ▶ Creating regional level games with Masters components,
- ▶ Providing training and information on Masters Sport issues, and
- ▶ Promoting Masters Sport role models.

Photo: Riverine Herald



CASE STUDY 6: South West Sports Assembly: 1997 Portland Aluminium Glenelg Games

- ▶ These Games are an excellent example of how a Regional Sport Assembly can facilitate participation in Masters Sport through the staging of a multi sport event which caters for all age groups.
- ▶ The 1997 Portland Aluminium Glenelg Games attracted over 6000 participants in 66 sports, about a third of who were of Masters age.
- ▶ Some regular sport participants may wonder what the benefits are of playing under the umbrella of a Games if the individual sport event would run regardless of the Games occurring. The Glenelg Games manage this issue by ensuring that each sport conducts a unique event for the Games by altering rules, gender mixes, formats, etc. to ensure the games are seen as a unique event.
- ▶ Apart from the economic benefit to the community, the clubs and sport providers receive significant financial benefits with 94 per cent registering a profit or breaking even in staging the event.
- ▶ The Games were managed by a voluntary committee of management comprising members of the Glenelg Shire, South West Regional Sports Assembly, sport representatives and local community members.
- ▶ The Assembly played a key role in securing sponsorship, providing entry forms on behalf of the clubs / sport providers, and educating club / sport representatives in areas such as event management, planning and general sports administration.
- ▶ A spin off from the Games is the ability to stimulate the interest of non competitors, many of whom inquire about membership of local sport clubs. In 1997, 41 per cent of sports involved in the games attracted new enquiries.
- ▶ An important role for the assembly is to liaise with the state and regional associations to gather support for people to participate in the particular sport rather than rely on the clubs to perform this role.

Source: 1997 Portland Aluminium Glenelg Games, Final Report.



5.4 Local Government Authorities

Local governments work at the local level with clubs and associations to develop sport opportunities, develop regional links that support clubs and other bodies deliver sport opportunities, conduct sport events, provide organisational development opportunities for member organisations and individuals, and are the major providers of sport facilities.

In the area of Masters Sport, Local Governments could assist in increasing the number of people participating in the Masters age category of sports by undertaking all or some of the following tasks:

- ▶ Ensuring Masters Sport is included in local government leisure plans,
- ▶ Promoting Masters Sport directly to clubs,
- ▶ Creating local / regional level games with Masters components,
- ▶ Providing training and information on Masters Sport issues,
- ▶ Identifying and promoting Masters Sport role models,
- ▶ Encouraging Masters Sport to be addressed in club development plans, and
- ▶ Providing facilities and transport for Masters groups.



Photo: National Sport Information Centre of the Australian Sports Commission

CASE STUDY 7

Mildura Rural Council: Good Sports are Ageless

What was the aim of the program?

- ▶ To offer the older adult community a variety of recreational activities, including sport, in which they might not have participated in previously.
- ▶ To develop relationships between the local sport clubs and associations and older adults which make up a substantial proportion of the community.

How was the opportunity created?

- ▶ A network forum was organised by the Council to bring together venue operators, sport clubs and associations, community groups and other government service providers associated with managing the client group.

What were the benefits of the program?

- ▶ Significant benefits for individuals were created including improved physiological and psychological well being and

improved social networks within the older adult community.

- ▶ Sporting venues and clubs had the opportunity to market their services to a new group with the possibility of improving membership or use of facilities.

What were the keys to making it work?

- ▶ Receiving a grant from VicHealth to assist with administration, venue and promotional costs.
- ▶ Conducting research on the needs of potential clients.
- ▶ Involving a range of groups and individuals from all parts of the community – venue providers, club administrators, community group leaders and government agencies.

Source: Mildura Rural Council – Active for Life Good Sports Are Ageless Report.

5.5 Sport and Recreation Victoria, Department of State Development

Sport and Recreation Victoria (SRV) exists in part to stimulate the growth of all facets of the sport industry and to encourage participation in physical activity, including Masters Sport. SRV works with sport organisations to develop sport opportunities, and funds participation programs in the sports industry.

In the area of Masters Sport, SRV performs the following tasks:

- ▶ Securing Masters events for the State of Victoria,
- ▶ Initiating projects that assist in the development of Masters Sport participation opportunities,

- ▶ Assisting to develop and implement the Victorian Masters Sport Strategy,
- ▶ Promoting Masters Sport directly to sport organisations,
- ▶ Promoting Masters Sport role models,
- ▶ Funding sport organisations to conduct programs targeting masters aged people,
- ▶ Identifying current opportunities and providers of Masters Sport, and
- ▶ Distributing resource kits and informing sport organisations about Masters Sport in Victoria.

5.6 Victorian Health Promotion Foundation (VicHealth)

VicHealth exists to promote health in the Victoria community. VicHealth works with sport organisations to promote this health



message, and funds participation programs in the sports industry.

In the area of Masters Sport, VicHealth performs the following tasks:

- ▶ Assisting to develop and implement the Victorian Masters Sport Strategy,
- ▶ Evaluating the effectiveness of Masters Sport as part of the health promotion strategy to older persons,
- ▶ Promoting Masters Sport directly to sport organisations,
- ▶ Promoting Masters Sport role models, and
- ▶ Funding sport organisations to conduct programs targeting Masters aged people.

5.7 Sports Federation of Victoria (Vicsport)

Vicsport exists to advance sport in Victoria. Vicsport liases with government to ensure key issues are addressed, encourages the development of the sport industry, and provides leadership in the development of sports policies.

In the area of Masters Sport, Vicsport performs the following tasks:

- ▶ Assisting to develop and implement the Victorian Masters Sport Strategy,
- ▶ Advocating to industry regarding the benefits of establishing Masters Sport opportunities,
- ▶ Promoting Masters Sport directly to its member organisations,
- ▶ Promoting Masters Sport role models, and
- ▶ Collaborating with other agencies to promote and develop Masters Sport opportunities.

5.8 Other Agencies

The agencies listed above are the key stakeholders who may be involved in creating or facilitating Masters Sport opportunities in Victoria. However, these opportunities often involve more than one organisation so it is important that the potential roles and responsibilities of the various agencies involved in Masters Sport are clear to all.

The following agencies may also wish to promote, extend or develop opportunities for

people to participate in Masters Sport opportunities. Organisations or individuals wishing to develop Masters Sport activities should utilise agencies such as these to either promote their opportunity to specific client groups, provide advice, or to provide facilities and services.

- ▶ Facility Owners And Managers
- ▶ Active Australia Providers
- ▶ State and Commonwealth Government Agencies
- ▶ Older Adult Recreation Networks
- ▶ Neighbourhood Houses
- ▶ Retirement Villages
- ▶ Community Health Centres
- ▶ Senior Citizens Groups
- ▶ Community Organisations
- ▶ General Practitioners And Medical Clinics
- ▶ Municipal Libraries
- ▶ Access For All Abilities Providers
- ▶ Koorie Cooperatives
- ▶ Ethnic Community Councils
- ▶ Migrant Resource Centres
- ▶ Facility Management Groups
- ▶ Commercial Providers Of Sport Opportunities

Photo: Darebin City Council



6. Masters Sport Participation Opportunities

6.1 Impacts On Existing Participation Structures

Masters Sport does not necessarily mean creating a separate competition or participation framework. The emphasis of Masters Sport should be to get more people involved in ways that suit them – if existing structures, competitions, or activities will meet these needs – great!

Some sports may not find it appropriate to create a separate Masters element. The creation of opportunities for Masters Sport should not adversely affect the overall participation structures within a sport.

Triathlon is one sport which already provides for aged based competition and is equally accessible by people of all ages, so some sports may find it better just to promote actively to the Masters age group to get them involved rather than create separate masters participation frameworks.

Some sports, however, will have to develop separate participation opportunities due to the physical elements of the sport – such as Superrules Australian Rules Football.

6.2 Marketing Masters Sport Participation Opportunities

Organisations marketing an opportunity for Masters age people to participate should market their individual sport in the usual way with a few modifications.

Promotion

The potential market for participants in Masters Sport can be divided into four categories:

- ▶ Current participants who are about to become eligible,
- ▶ Current participants who are eligible but still choose to participate in open age activities,



Photo: National Sport Information Centre of the Australian Sports Commission

- ▶ Retired participants who have ceased involvement for a variety of reasons, and
 - ▶ People who are entirely new to the sport.
- Each of these groups will require a different message to get them either continuing their involvement in the sport, to return to the sport or to take up a new sport at a later age.

Examining membership records to identify retired players, promoting directly within the particular sport's network, and using higher profile participants as role models to appeal to the Masters age category are promotional strategies that have been successful in the past. If clubs do not have accurate records of current or past members, often the regional or state association will be able to assist in this area.

Product

The Masters Sport market should not be treated as a homogenous group of people. The "product" that various sports have to offer should be tailored to suit the demands of the different elements of the Masters age group.



Reducing a golf game to 5 holes for an informal group of 70 year olds to cater for their relative lack of stamina, or timetabling competitions mid week for over 35 year olds to suit their availability are examples of diversifying the “product” of a sport.

Sport organisations may have to modify the rules of the sport to allow for less physical contact, or offer a different team structure like mixed gender teams to appeal to some people.

Sport organisations need to think creatively to develop a product that suits the Masters Sport market – perhaps the best source of information on what Masters Age participants want are current participants or people in the Masters age group. Reflecting on successful Masters games where modifications were made for Masters participants would be a good starting point for developing a creative Masters Sport participation opportunity.



Photo: National Sport Information Centre of the Australian Sports Commission

CASE STUDY 8: Lake Colac Rowing Club

- ▶ The club is one of the oldest clubs in Victoria having formed in 1877, and has over 50 members, 90 per cent of which happen to be veterans (over 27 years of age), but most compete in open age competition.
- ▶ The club hosts regattas most weekends during the season October to March and some of them are specifically for Masters participants.

What are the keys to its success?

- ▶ The club provides a social, non threatening and supportive environment. Potential barriers such as participants having poor self esteem about their rowing ability or people wishing to take up rowing in later age are overcome by not having to compete with people considerably younger, or compete at all.
- ▶ The club publicises its activities in the local community, places advertisements in local papers, makes sure it gets on radio regularly, and conducts free clinics and try out days on Sunday mornings.
- ▶ The emphasis is on participation – people still have the chance to compete at the high level but no one is expected to. Many members use the club as a fitness facility rather than training for regular competition.
- ▶ Average cost per member is \$95 per annum plus \$5 to race in a regatta. To encourage participation, the club created a social membership for those people wishing to row but not compete of \$35 per year. All equipment costs are covered through separate fundraising events which involve every club member.

Source: Dale Goodacre, Member, Lake Colac Rowing Club.

6.3 Participants, Officials, Administrators, Coaches

Masters Sport does not just cater for participants, it also provides ideal opportunities for people to get involved as officials, administrators or coaches. These people may enjoy the opportunity to assist in developing participation opportunities within clubs and associations.

Some people may feel that creating new opportunities could place further strain on already struggling clubs and volunteers. This may be true if the creation of Masters Sport opportunities does not include some

consideration for the infrastructure needed to support the participants. Some of the case studies in this kit illustrate that planning for the whole picture of Masters Sport and not just “getting more players on the field” can address this problem.

Resources that can assist organisations to recruit, train and manage volunteers to fulfil roles as officials, administrators or coaches (see Section 8.2) include the:

- ▶ Volunteer Involvement Program, and
- ▶ Active Australia Provider Model.



Photo: Darebin City Council



CASE STUDY 9: Victorian Metropolitan Superules Football League Inc.

- ▶ Superules Football is Australian Rules Football with a minimum player's age of 35 years and modified rules.
- ▶ The Victorian Metropolitan Superules Football League Inc. was formed in 1982 with games being played on a social basis. Match points and percentages were not awarded until 1984.
- ▶ The competition has grown quickly and in 1998, a two division premiership competition was conducted over 11 rounds of matches, with a total of 22 competing clubs. A Masters (over 40 years old) competition has also been created, with 8 teams competing over 9 rounds in 1998.

What are the keys to its success?

- ▶ The league motto is "Football for Fun", with an emphasis on enjoyment and social harmony. Potential barriers such as participants fearing unduly rough play or the more physical elements of Australian Rules Football, are overcome by rule modifications aimed to protect players and emphasise the skills of the game.
- ▶ The teams that make up the league are all connected to existing clubs playing in mainstream competitions, making it easier to find venues and support from the football community.
- ▶ The emphasis is on participation – people still have the chance to compete and excel on the field, but no one is expected to, and people can participate as field, goal or boundary umpires or in a number of ways as officials.
- ▶ The league has an extensive network of sponsors and supports them with exposure in an extensive information and fixture book.
- ▶ The league also works closely with its member clubs to encourage them to recruit existing players approaching the age for Superules.

Source: *Allan Mathews, Administrator, Victorian Metropolitan Superules Football League Inc.*

7. Masters Sport Events

7.1 Context of Masters Sport Events

Masters Sport participants can participate in events in a variety of formats:

- ▶ Single Sport Masters Event – a specific event run for age based participants in a single sport such as the Victorian Veterans Tennis Championships.
- ▶ Single Sport Event – a single sport event run for age based participants which incorporates a Masters Sport category in conjunction with open age categories such as the Victorian Softball Championships.
- ▶ Multi Sport Masters Games – an event run for Masters Sport age participants in a variety of sports such as the Victorian Masters Games.
- ▶ Multi Sport Games – an event run for age based participants which incorporates a Masters Sport category in conjunction with open age categories in a variety of sports such as the Greater Western Region Games.

All these formats offer benefits and the opportunity to provide different experiences for participants.

7.2 Event Management Issues

Sport Clubs should consider the following issues when planning an event:

1. The Organising Committee
2. Timing
3. The Event Manager
4. The Officials
5. Finances
6. Publicity
7. Promotion And Advertising
8. Sponsorship
9. Approvals
10. Evaluation

The following case study is a great example of using the principles of event management to produce a successful event at the club level by involving the local community. A feature of the event was staging a Masters exhibition game to promote the concept of Masters participation within the lacrosse community and to generate some support to create a regular Masters participation opportunity.



Photo: Tony Feder/Sporting Pix

CASE STUDY 10: Australian Women's Lacrosse Championship 1998

- ▶ In April 1998, the Williamstown Women's and Newport Ladies Lacrosse Clubs jointly hosted the Australian Women's Lacrosse Championship, the first time the event was hosted by a club(s).
- ▶ The event involved not only hosting the preliminary games and finals, but conducting ceremonies for opening and closing the event, a masters exhibition game, a celebrity game, lead up publicity events, school clinics, social functions, liaising with local school holiday programs and organising activities during the event for spectators and their families.
- ▶ The tasks undertaken by the Championship Organising Committee to plan and manage the event were:

The Organising Committee

- ▶ A joint organising committee of 16 people was created with representatives from the two local clubs, including some people who played for the Victorian team. A coordinator was appointed, and portfolios identified for an Event Manager, Ground Management, Interstate Liaisons, Media/Promotions, Competition Manager, Resources/Council Liaisons, Canteen, Merchandise, Umpires, Social Activities, Treasurer, and Minute Secretary.

Timing

- ▶ Each task that was required to make the event a success was carefully planned and timetabled in the 3 months leading up to the Championship. Tasks such as generating sponsorship, negotiating venues, organising celebrities, planning and conducting opening and closing ceremonies, publicity, team registrations, etc. all were identified and timetabled accordingly.

The Event Manager

- ▶ The Event Manager ensured that all people assigned a portfolio were able to perform their tasks. This position was the link between all the tasks, coordinating all the other people in the event to ensure that the timeline that was planned was followed as closely as possible by holding weekly meetings for 3 months.

The Officials

- ▶ Officials played a variety of roles including officiating the actual games, managing areas of the event such as entrance gates, coordinating volunteers and conducting the awards ceremony. It was important for this event to involve people from the clubs to ensure all the tasks were covered -rostering people on for short periods and providing them with clear instructions was crucial to the success of this event. Volunteers were recognised at the championship dinner.

Finances

- ▶ A budget was prepared covering all potential costs and income areas. A joint cheque account was established for the event with three committee members as signatories. Each day the takings were kept separate, entered in a journal and a float returned to each area the following morning – canteen, bar, gate, merchandise. These provided good fundraising opportunities during the event.

Publicity

- ▶ Publicity was sought via media releases to all major newspapers, radio and television networks six weeks prior to the event. A highlights video tape was prepared and sent to all free to air and pay television stations. Daily results sheets were sent to all media contacts



with follow up phone calls. Interviews were organised on a range of radio stations. Local newspapers were provided with lead stories for six weeks prior to the event.

Promotion And Advertising

- ▶ The organisers conducted a six week lacrosse program at local primary schools to promote the event which also provided local clubs the opportunity to promote their activities. Activities and clinics were conducted as part of the local council school holiday programs. The event was promoted directly to other sport clubs and community groups to gather support for the event. Local artists were used for the opening and closing ceremonies.

Sponsorship

- ▶ The Major sponsors included the local council – Hobsons Bay City Council, and the Williamstown Football Club, and many others responded with cash or in kind support. This was generated through a sponsorship proposal to all local businesses in the lead up to the event, with personal follow ups to secure sponsor support.

Approvals

- ▶ Gaining exclusive access to the Williamstown Football Club ground for the week involved negotiating with several other sport clubs to move fixtures and training times. The event organisers were also required to liaise with interstate teams, the national body and a range of equipment and catering suppliers to host the event.

Evaluation

- ▶ Evaluation was undertaken by surveying event participants, informal discussions with all stakeholders and debriefing discussions among the event organisers. Continuous and informal feedback was sought from participants and spectators. All of the information was collated into a report for the Victorian peak body, the two clubs, major sponsors and an application for a community development award. Victoria won the 1998 Australian Women's Lacrosse Championship ... (what more could you ask for!)

Source: Fran Whitty, Championship Coordinator, 1998 Australian Women's Lacrosse Championship.

Two excellent resources available from the Australian Sports Commission (contact in the back of this kit) which explain the principles of event management are:

- ▶ The Volunteer Involvement Program workshop titled Event Management which covers the process and planning required to conduct an event, and
- ▶ The Australian Sports Commission publication Guidelines For The Conduct Of Masters Games, which covers the major issues involved in managing a Masters Games.

7.3 Marketing Masters Sports Events

Organisations marketing a Masters Sport event should follow the same principles for marketing any sports event with a few modifications.

Pricing

Appropriate pricing is important for a Masters Sport event . As mentioned previously in this kit, one of the greatest myths about Masters Sport is the generalisation that Masters Sport participants have a great deal of money. This is simply not true and in fact one of the barriers people face as they become older may relate to fixed incomes, so pricing programs accordingly will assist in this area.

Promotion

Participants in Masters games and multi sport games are typically already involved in their particular sport. Hosting games of this nature therefore depends on marketing directly to existing competitors to attract them to participate.

The support of state and regional associations to provide mailing lists and databases of



current registered members and players is important for games organisers to maximise the numbers competing in games of this nature.

Any event organiser must liaise with the venue provider, the host organisation (whether club or association), state sport associations and the potential participants to generate a worthwhile and successful event.

Examining membership records, promoting directly within the particular sport's network, and using higher profile participants as role models to appeal to the Masters age category are ways of promoting that have worked for successful Masters Sport Events.

Product

The Masters Sport market should not be treated as a homogenous group of people. The "product" that various sports have to offer should be tailored to suit the demands of the Masters age group. Convincing people to spend money to enter an event involves appealing to their motivations for attending.

A key motivation for many people to enter an event will be how the sport activity is provided. If the event offers something unique such as a mixed teams event, handicapping to create a more even level of competition, a unique setting or venue for the competition, or a great social program for partners who do not participate in the sport then the event is more likely to attract participants.

Venue and Atmosphere

Providing a friendly inviting atmosphere where the emphasis is on participation and social interaction rather than high level competition is the key to running a successful Masters Event. The competitive element is still there in the event but the end result for many participants is secondary to the fun experienced off the playing field.

7.4 Participants, Officials, Administrators, Coaches

Masters Sport events are not just for sport participants, they also provide ideal opportunities to train people as officials, administrators or coaches. These people may enjoy the opportunity to train or assist in running an event with a limited timeframe and may choose to move into longer term voluntary roles within clubs and associations.

Resources that can assist organisations to recruit, train and manage volunteers to fulfil roles as officials, administrators or coaches are available through the Volunteer Involvement Program which is explained in section 8.2.



Photo: National Sport Information Centre of the Australian Institute of Sport

8. Where to Go for Assistance

8.1 Advice

Key agencies and their roles and capabilities in the area of Masters Sport are described in Section 5 – Roles of Organisations.

The contacts for these agencies are:

Sport and Recreation Victoria (SRV)

GPO Box 2392V

Melbourne 3001

Phone: (03) 9666 4200

Fax: (03) 9666 4394

Email: sportrec@dsd.vic.gov.au

Web: www.vicnet.net.au/~sportrec/srvhome.htm

Sports Federation of Victoria (Vicsport)

Level 1, 120 Jolimont Road

Jolimont 3002

Phone: (03) 9654 3755

Fax: (03) 9654 6414

Email: info@vicsport.asn.au

Web: www.vicsport.asn.au

Victorian Health Promotion Foundation (VicHealth)

PO Box 154

Carlton South 3053

Phone: (03) 9345 3200

Fax: (03) 9345 3222

Email: webmaster@vichealth.vic.gov.au

Web: www.vichealth.vic.gov.au

Australian Sports Commission

Participation Division

PO Box 176 Belconnen

ACT 2616

Phone: (02) 6214 1915

Fax: (02) 6214 1995

Email: nsic@ausport.gov.au

Web: www.ausport.gov.au

Sport and Recreation Victoria Sport and Recreation Industry Directory

The following contacts are readily available in the Sport and Recreation Industry Directory published by SRV which is available around February of each year.

- ▶ Local Government Authorities
- ▶ State Sporting Associations
- ▶ Regional Sport Assemblies
- ▶ Organisations assisting people with disabilities



Photo: National Sport Information Centre of the Australian Sports Commission



Photo: Melbourne Sports Network

8.2 Training and Information Programs

Training and information programs which may assist your organisation in developing a Masters Sport opportunity include:

Volunteer Involvement Program (VIP)
– contact State VIP Coordinator,
(03) 9666 4244

The VIP promotes the value of the volunteer in the planning and operation of sport and recreation organisations. The key elements which make up the VIP are: education, recognition, planning, volunteer management and promotion. The education program aims to improve the skill levels of volunteer administrators at the club and regional association levels.

The education program of the VIP offers six short introductory workshops, each running for approximately 2 hours. The workshop topics are: Event Management, Club Marketing, Financial Management, Committee Management, Sponsorship and Fundraising, and Recruiting Retaining and Managing Volunteers. Workshops are organised by local government, regional

sports assemblies, state sporting associations and other organisations.

Victorian Coaching Centre (VCC) –
contact State Coaching Centre,
(03) 9666 4333

The VCC offers coaching advice, generic seminars and coaching courses for core modules on behalf of the Australian Coaching Council. Individual sports also offer sport specific modules which lead to accreditation under the National Coaching Accreditation Scheme.

Active Australia Provider Model –
contact SRV, (03) 9666 4256

Active Australia is a framework aimed at improving the participation level of people in physical activity. One aspect of the program is an organisational development tool which sport organisations can use to improve their management and administration by a series of checklists and information tools.

9. Funding Schemes

Identifying appropriate funding schemes that clubs and associations can access can be a difficult task.

Vicsport have produced an excellent resource “A Guide To Grants And Funding Programs For Victorian Sporting And Service Organisations”, available from Vicsport – (03) 9654 3755 at a cost of \$10.00.

The Vicsport Guide covers the major funding schemes of the key state agencies and these have not been reproduced in this resource kit – please see the guide for more details.

Other funding schemes that do not appear in the Vicsport Guide that may be relevant for Masters Sport initiatives include:

9.1 Local Government Authorities – Local Area Initiatives

Local Government Authorities often conduct community grant schemes for which sport organisations may be eligible. These grant schemes will vary between local government areas, and at various times will focus on facility development, projects, club development, training and other issues.

It is important for clubs and associations to maintain close links with their relevant local government as the eligibility criteria for these schemes will vary year to year and the focus of the funding may also change.

9.2 State Government Departments and Agencies

State Government Departments or Agencies that make funding available for sport organisations and which may fund Masters Sport opportunities include:

- ▶ Sport and Recreation Victoria – has a variety of programs aiming to increase levels of sport participation in the community and these are detailed in the Vicsport Funding Guide.

- ▶ Tourism Victoria – has a variety of programs aiming to increase the number of events in Victoria and these are detailed in the Vicsport Funding Guide.
- ▶ Victorian Health Promotion Foundation – has a variety of programs aiming to facilitate and encourage participation in physical activity to promote health messages through sport organisations – these are also detailed in the Vicsport Funding Guide.
- ▶ Department of Human Services – at times will fund programs which promote a community based participation message to improve health and community well being. Details on relevant schemes are available from the Department.

9.3 Federal Government Departments

Similarly, Federal Government Departments outside of sport may at certain times also make funding available for sport organisations. These schemes will vary but in 1998/99 the Commonwealth Department of Veterans Affairs (DVA) and the Australian Sports Commission (ASC) jointly funded a community grants scheme “Never Too Late” targeting programs that increased participation in sport by Australia’s veterans population. This will continue in 1999/00 – contact DVA (02) 6289 6348 or the ASC (02) 6214 1466.



10. Useful References and Resources

Masters Sport Publications	Available from
<ul style="list-style-type: none"> ▶ <i>Play On! The Report of the Masters Sport Project on Mature Aged Sport in Australia</i>, Ron Burns, 1992. ▶ <i>Masters Sport – Facts and Fiction, A National Forum on Masters Sport in Australia</i>, ASC, 1995. 	<p>Australian Sports Commission PO Box 176 Belconnen ACT 2616 Phone: (02) 6214 1915 Fax: (02) 6214 1995 Email: nsic@ausport.gov.au</p>
<ul style="list-style-type: none"> ▶ Masters Sport Event Calendar 	<p>Confederation of Australian Sport PO Box 342 Curtin ACT 2605 Phone: (02) 6285 1887 Fax: (02) 6282 3440 Email: cas@sportforall.com.au</p>
Event Management	Available from
<ul style="list-style-type: none"> ▶ <i>Volunteer Involvement Program Module – Planning And Managing an Event</i>, ASC, 1994. ▶ <i>Guidelines for the Conduct of Masters Games</i>, ASC, 1995. 	<p>Australian Sports Commission PO Box 176 Belconnen ACT 2616 Phone: (02) 6214 1915 Fax: (02) 6214 1995 Email: nsic@ausport.gov.au</p>
Club and Association Development	Available from
<ul style="list-style-type: none"> ▶ <i>Club Planning – An Easy Guide for Sport and Recreation Clubs</i>, ASC, 1993. ▶ <i>Active Australia Provider Model: An Organisational Development Tool for Sport Organisations</i>, ASC. Provider model information available from Freecall 1800 151 000 	<p>Australian Sports Commission PO Box 176 Belconnen ACT 2616 Phone: (02) 6214 1915 Fax: (02) 6214 1995 Email: nsic@ausport.gov.au</p>
<ul style="list-style-type: none"> ▶ <i>Leisure Industry Information Bulletins</i> ▶ <i>Strategic Planning Workbook for Sport and Recreation Organisations</i> ▶ <i>Playing Fair: Guidelines for Tackling Discrimination in Sport</i> 	<p>Sport and Recreation Victoria GPO Box 2392V Melbourne 3001 Phone: (03) 9666 4200 Fax: (03) 9666 4394 Email: sportrec@vicnet.net.au</p>
Volunteer Management	Available from
<ul style="list-style-type: none"> ▶ <i>Volunteer Involvement Program Club Administration Modules</i>, ASC, 1994. ▶ <i>Volunteer Coordinator's Kit</i>, ASC, 1994. ▶ <i>Club Administration Manual: For Sport and Recreational Groups</i>, ASC, 1994. ▶ <i>Volunteer Involvement Program CD-ROM</i>, ASC, 1997. 	<p>Australian Sports Commission PO Box 176 Belconnen ACT 2616 Phone: (02) 6214 1915 Fax: (02) 6214 1995 Email: nsic@ausport.gov.au</p>



Health Information	Available from
<p>▶ <i>Creating Healthy Sporting Environments Guidelines</i></p> <p>Can also be downloaded from VicHealth's website: www.vichealth.vic.gov.au</p>	<p>Victorian Health Promotion Foundation PO Box 154 Carlton South 3053 Phone: 9345 3200 Fax: 9345 3222 Email: webmaster@vichealth.vic.gov.au</p>
<p>▶ Sport Injury Prevention Factsheets covering a variety of sports</p> <p>Can also be downloaded from SRV's website: www.vicnet.net.au/~sportrec/srvhome.htm</p>	<p>Sport and Recreation Victoria GPO Box 2392V Melbourne 3001 Phone: (03) 9666 4200 Fax: (03) 9666 4394 Email: sportrec@vicnet.net.au</p>
<p>▶ General advice on preventing sport injuries</p>	<p>Australian Physiotherapy Association – Victorian Branch 6/651 Victoria Street Abbotsford 3067 Phone: (03) 9429 1799 Fax: (03) 9429 1844</p>
<p>▶ General advice on preventing sport injuries</p>	<p>Sports Medicine Australia – Victorian Branch Level 1, 120 Jolimont Road Jolimont 3002 Phone: (03) 9654 7733 Fax: (03) 9654 8556</p>

Funding Information	Available from
<p>▶ <i>A Guide to Grants and Funding Programs for Victorian Sporting and Service Organisations</i>, Vicsport, 1998.</p>	<p>Sports Federation of Victoria (Vicsport) Level 1, 120 Jolimont Road Jolimont 3002 Phone: (03) 9654 3755 Fax: (03) 9654 6414 Email: info@vicsport.asn.au</p>

Industry Directories	Available from
<p>▶ <i>Sport and Recreation Industry Directory</i></p>	<p>Sport and Recreation Victoria GPO Box 2392V Melbourne 3001 Phone: (03) 9666 4200 Fax: (03) 9666 4394 Email: sportrec@vicnet.net.au</p>
<p>▶ <i>Australian Sport Industry Directory</i></p>	<p>Immedia 20 Hordern Street Newtown NSW 2042 Phone: (02) 9557 7766 Fax: (02) 9557 7788 Email: www@immedia.com.au</p>



11. Case Studies

Case studies appear throughout this resource kit, each highlighting a specific aspect of Masters Sport. The following is a list of those case studies and the issue which each attempts to explain.

No	Case study	Page
1	1998 State Autumn Masters Games, Ballarat, Victoria <ul style="list-style-type: none"> ▶ a good example of how a Masters Sport event can generate significant economic returns to a region, municipality or local community. 	13
2	Victorian Baseball Association Masters League <ul style="list-style-type: none"> ▶ creating a league to cater for masters aged participants. 	14
3	Victorian Gymnastic Association Inc. Gentle Gym <ul style="list-style-type: none"> ▶ creating participation opportunities for masters aged participants in a sport traditionally for younger people. 	17
4	Victorian Touch Association Touch for All <ul style="list-style-type: none"> ▶ marketing a sport to create a regular masters competition. 	27
5	Doncaster Dolphins Masters Swimming Club Inc. <ul style="list-style-type: none"> ▶ creating and running a club exclusively for masters aged participants. 	29
6	SW Sports Assembly 1997 Portland Aluminium Glenelg Games <ul style="list-style-type: none"> ▶ how a regional assembly can facilitate other agencies to get involved in a masters event. 	31
7	Mildura Rural Council Good Sports are Ageless <ul style="list-style-type: none"> ▶ how local government can get involved in a Masters Sport participation program. 	33
8	Lake Colac Rowing Club <ul style="list-style-type: none"> ▶ a club traditionally offering competition opportunities focussing on participation as a way of increasing membership. 	36
9	Superules – Australian Rules Football <ul style="list-style-type: none"> ▶ creating a Masters Sport competition league across Metropolitan Melbourne. 	38
10	Australian Women's Lacrosse Championship 1998 <ul style="list-style-type: none"> ▶ using the principles of event management to produce a successful event at the club level by involving the local community. 	40

12. Developing Masters Sport Opportunities

This section has been developed to support sport organisations who wish to create new or enhance existing Masters Sport opportunities.

Sport associations and clubs can use the following pages to assess how they currently deal with Masters Sport issues, and to start creating opportunities for people to participate in Masters Sport activities.

Local government authorities and regional sport assemblies can also use these pages to determine their possible role in the development or facilitation of Masters Sport opportunities.

- ▶ The column on the left highlights a question or issue that should be considered as part of the process of providing Masters Sport opportunities.
- ▶ The second and third columns are for organisations to use in assessing whether they adequately address each of the questions or issues.

- ▶ The fourth column explains what action an organisation can take to improve how they currently deal with the question or issue and what section of the Masters Sport Resource Kit provides more information.

By working through the questions as a group, a volunteer executive or board of a club or association can clearly identify the tasks they need to do to improve their provision of Masters Sport opportunities.

During the first half of 1999, a series of information sessions will be conducted throughout Victoria that will address all the information in this Resource Kit.

This section will allow participants at these information sessions to assess their organisations' performance in the area of Masters Sport, and generate ideas for how to cater for Masters Sport participants.



Photo: Riverine Herald



Organisational Assessment Process

Assessment Steps	Yes	No	If you answered No – What Action to Take
Profile of Club or Association Members/Users			
<ul style="list-style-type: none"> ▶ Do you know the age profiles of the members/participants in your organisation? ▶ Do you know if you have an ageing organisation population, i.e. is the average participant older or younger than five years ago? ▶ Do you know if your organisation loses a lot of participants once they reach a certain age? ▶ Do you know why people leave your organisation? ▶ Can your organisation predict the age profile of its members in 5 or 10 years time? 			<ul style="list-style-type: none"> ▶ Analyse membership records. ▶ Conduct a survey of past and current members. ▶ Read section 1 of the Resource Kit.
Current Opportunities for Masters Sport Participation			
<ul style="list-style-type: none"> ▶ Do you know what opportunities exist to participate in Masters Sport activities within your organisation? ▶ Do you know what opportunities exist to participate in Masters Sport activities within your sport in Victoria? ▶ Do you know which events in your sport cater for Masters aged participants? ▶ Do you know if there is much interest or demand for Masters Sport within your organisation? 			<ul style="list-style-type: none"> ▶ Promote these opportunities and events within your organisation. ▶ Build relationships with event organisers. ▶ Conduct some research to analyse your members needs in relation to masters sport. ▶ Find out what events cater for Masters sport participants in Victoria.
Benefits to Offer Participants			
<ul style="list-style-type: none"> ▶ Can you identify the benefits that your organisation currently can promote to potential Masters Sport participants? ▶ Do you know if there are other benefits that your organisation could develop to offer these people? 			<ul style="list-style-type: none"> ▶ Analyse these benefits – are you marketing them to your members? ▶ Read sections 3.1 to 3.3 of this Resource Kit.
Benefits for Your Organisation			
<ul style="list-style-type: none"> ▶ Do you know what benefits your organisation currently generates through offering Masters Sport opportunities? ▶ Do you know what additional benefits your organisation could gain by offering further Masters Sport opportunities? ▶ Do you know what would happen if your organisation did not offer any Masters Sport opportunities? 			<ul style="list-style-type: none"> ▶ Analyse these benefits – can your organisation improve by offering masters sport opportunities? ▶ Read section 3.4 of this Resource Kit.
What Potential Barriers Exist?			
<ul style="list-style-type: none"> ▶ Is your organisation aware of the potential barriers people may face in relation to Masters Sport? 			<ul style="list-style-type: none"> ▶ Read section 4.1 of this Resource Kit.

Assessment Steps	Yes	No	If you answered No – What Action to Take
What Actions Are Needed to Overcome These Barriers?			
<ul style="list-style-type: none"> ▶ Do you know if any action has been taken by your sport or organisation to overcome potential barriers? ▶ Do you know if any additional action needs to be taken to further reduce these barriers? ▶ Have injury prevention issues been addressed by your sport or organisation? 			<ul style="list-style-type: none"> ▶ Read section 4.2 to 4.5 of this Resource Kit.
What Modifications Are Possible for Your Sport?			
<ul style="list-style-type: none"> ▶ Do you know what modifications have been made to your sporting activity to accommodate Masters participants? ▶ Do you know if there are additional modifications that could be made to enhance Masters participation? 			<ul style="list-style-type: none"> ▶ Read section 4.6 of this Resource Kit.
What Role Should Your Organisation Play in Providing Masters Sport Opportunities?			
<ul style="list-style-type: none"> ▶ Do you know if your organisation clearly identifies its role in relation to Masters Sport? ▶ Do you know if this role is able to be expanded? ▶ Do you know if your organisation works with other organisations or agencies to offer Masters Sport opportunities? ▶ Identify who are the key agencies and organisations you should work with to develop these opportunities. 			<ul style="list-style-type: none"> ▶ Read section 5 of this Resource Kit.
How Should You Market Your Organisation to the Masters Age Group?			
<ul style="list-style-type: none"> ▶ Does your sport or organisation market Masters Sport effectively? ▶ Has the market for Masters Sport been divided into separate groups or market segments? ▶ Does your sport or organisation market to encourage people to be involved in ways other than just participation? 			<ul style="list-style-type: none"> ▶ Analyse how your marketing is organised. ▶ Read section 6 of this Resource Kit.
Managing Masters Sport Events			
<ul style="list-style-type: none"> ▶ Is your sport or organisation successful at managing events for Masters participants? ▶ Does your sport or organisation offer training opportunities for people involved in managing events? 			<ul style="list-style-type: none"> ▶ Read section 7 of this Resource Kit.
Are there any Funding Schemes Which Would Assist Your Organisation in this Area?			
<ul style="list-style-type: none"> ▶ Has your organisation been successful in securing funds to support Masters Sport activities in the past? 			<ul style="list-style-type: none"> ▶ Read section 9 of this Resource Kit.



Assessment Steps	Yes	No	If you answered No – What Action to Take
What Information or Contacts Do You Need to Offer Masters Sport Opportunities?			
<ul style="list-style-type: none"> Is your organisation aware of all the resources and agencies available to help you offer masters sport opportunities? 			<ul style="list-style-type: none"> Read sections 8 and 10 of this Resource Kit.
What Are Your Next Steps – Plan, Promote, Implement ...			
<ul style="list-style-type: none"> Does your organisation know where it is going in relation to Masters sport in the next few years? 			<ul style="list-style-type: none"> Conduct a planning session with relevant stakeholders.

After completing the Organisational Assessment Process, you should now have a clear idea of how your organisation deals with Masters Sport and how it can benefit from being involved in Masters Sport.

Your challenge now is to formulate a plan of how to deal with Masters Sport to maximise those benefits.

Two information tools that may help you do this are:

- Club Planning – An Easy Guide For Sport And Recreation Clubs

Australian Sports Commission
 PO Box 176 Belconnen
 ACT 2616
 Phone: (02) 6214 1915
 Fax: (02) 6214 1995
 Email: nsic@ausport.gov.au

- Strategic Planning Workbook for Sport and Recreation Organisations

Sport and Recreation Victoria
 GPO Box 2392V
 Melbourne 3001
 Phone: (03) 9666 4200
 Fax: (03) 9666 4394
 Email: sportrec@vicnet.net.au

Good luck!



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