## Getting to know inactive Victorians

Presented by Sport and Recreation Victoria











## The opportunity



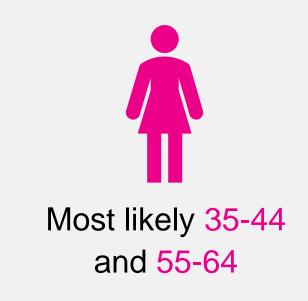


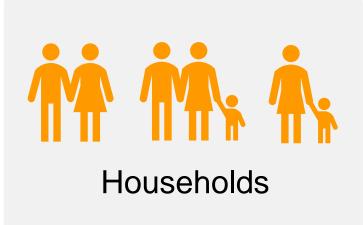


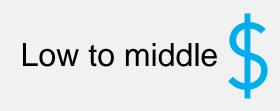
### **AUDIENCE PROFILE**













#### **Barriers**





- 1. Lack of motivation\*
- 2. Lack of time/other priorities
- 3. Poor physical health\*
- 4. Cost
- 5. Lack of confidence\*

- 6. Injury/disability
- 7. Nobody to participate with
- 8. Lack of skill/ability
- 9. Lack of opportunities that meet my needs
- 10. Lack of facilities/distance required to travel

<sup>\*</sup>barriers the target audience over index



Family Shopping Drop-off Bills Ired Work
Homework
Finances
Partner
Cooking
O-CO IST Walk Kids Gardening Exercise TaxiStress
Cleaning Meals **Aging parents** 

#### **Motivators**





- 1. Physical health (general health benefits, reduced risk of disease, etc)\*
- 2. Improved fitness
- 3. Mental health (reduced stress/anxiety, etc)\*
- 4. Physical appearance (weight maintenance, weight loss, muscle tone/gain, etc)\*
- 5. Enjoyment

- 6. General relaxation
- 7. To get outdoors
- 8. Socialising
- 9. Improved skills
- 10. Competition

<sup>\*</sup>barriers the target audience over index



**Empowered** Healthy Everyday
Outside Independent Easy **Active** Energy **Future** Confident

#### Interests

- Walking
- Television and movies
- Health and wellbeing

  Sport
- Safety







# Thank you







