



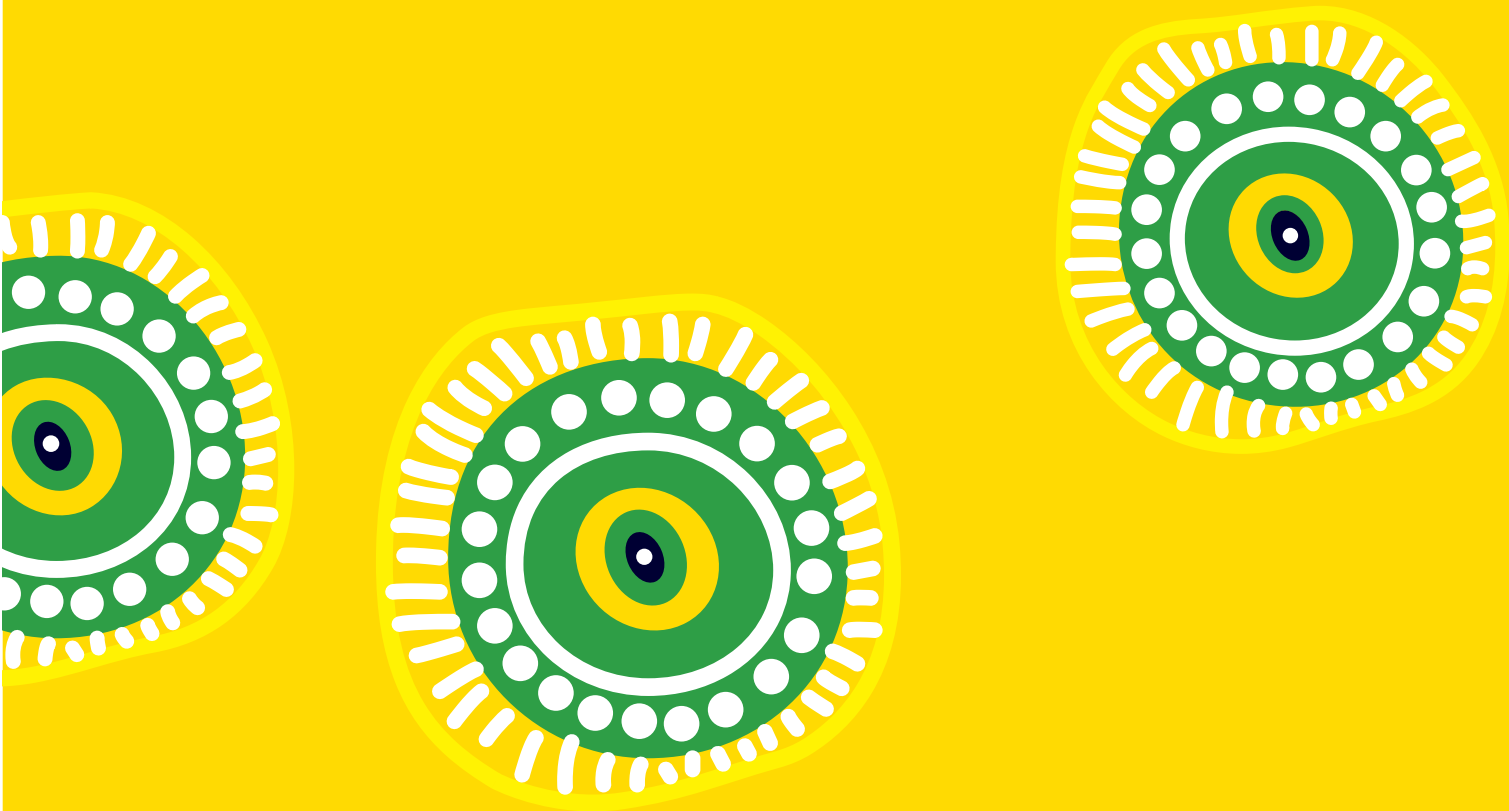
Australian Government
Australian Sports Commission



AUSPLAY™

LOCAL GOVERNMENT AREA PILOT

City of Onkaparinga Report



Australian Sports Commission Acknowledgement of Country

The Australian Sports Commission (ASC) acknowledges the Traditional Custodians of the lands, seas, skies and waters where we work and live, the Ngunnawal people, Wurundjeri Woi-wurrung people of the Kulin Nation, the Gadigal people of the Eora Nation. The ASC extends this acknowledgment to all Traditional Custodians and First Nations Peoples throughout Australia and would like to pay respects to their Elders, past and present.

The ASC recognises the outstanding contribution that Aboriginal and Torres Strait Islander peoples make to society and sport in Australia and celebrates the power of sport to promote reconciliation and reduce inequality.



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Introduction

Background

The AusPlay survey (AusPlay) is designed to generate reliable sport and physical activity participation estimates and rates at the national and state/territory level. Although it's not designed as local government area (LGA) tool, since 2015 the ASC has received regular requests from councils for AusPlay data specific to their local government. Despite this known interest, it has historically been impractical to obtain. In July 2023 AusPlay shifted to an online methodology, which presented an opportunity to experiment with LGA data collection.

Why conduct a pilot and why now?

LGAs already use AusPlay but lack strong local data to inform:

- Grant applications.
- Decisions on asset provision.
- Development of planning documents.
- Community programs/interventions.

Whilst AusPlay shifted to an online methodology in July 2023, the ASC purposefully waited at least two years before conducting an LGA pilot. During this time AusPlay (n=40,000 national sample per annum) has accumulated not insignificant samples in many LGAs across Australia. This was essential, as without it, the ASC would not have had any data at LGA level to benchmark the pilot data against.

The pilot commenced in August 2025 and concluded in April 2026.

Objective

The objective of the pilot was to:

Test an online approach to data collection that could extend AusPlay to provide compatible data at LGA level.

Participating LGAs

The ASC sought to recruit 6-12 LGAs for participation in the pilot, ideally of different types and from varying locations. LGAs were recruited at the 2025 Parks & Leisure Australia NSW/ACT & Qld Regional Conference in Newcastle, via follow up with councils who had made direct enquiries with the ASC for AusPlay data, and from LGAs engaged with Local Government Connect activities led by the ASC as part of the Play Well Strategy.

Seven LGAs across four states participated in the pilot (participating LGAs):

- New South Wales: City of Parramatta, MidCoast Council
- Queensland: Brisbane City Council, City of Gold Coast
- South Australia: City of Onkaparinga
- Victoria: City of Greater Dandenong, Maribyrnong City Council



This report presents results for the City of Onkaparinga (CoO) only. The ASC would like to thank Jeremy Bell from CoO who supported the pilot within their LGA:

Funding and roles

The pilot was funded by the ASC given the experimental nature of the project. Participating LGAs incurred costs associated with distribution methods chosen by them (e.g. if using a mailbox drop or other physical promotion of the survey), or costs associated with additional or alternate sampling (if applicable).

The roles of organisations involved in the pilot were as follows:

- LGAs were responsible for community engagement activities to elicit survey responses.
- ORIMA Research facilitated questionnaire design, data collection and weighting, and also provided content for the Technical details section of this report. They have been responsible for all AusPlay data collection since July 2023.
- The ASC, through its Insights team, handled project management, analysis and reporting.



Technical details

This section of the report provides technical details of the pilot, including sample details, quality controls, information about the source of respondents, the drop out rate, questionnaire and weighting approach.

Sample

Target respondents for AusPlay are people aged 15+ who have been living in Australia for at least the last 12 months. For the pilot, and at the request of participating LGAs, this criterion was expanded to cover all people aged 15+, including those who had not been living in Australia for the last 12 months.

Consistent with AusPlay, pilot respondents who are parents or guardians of children aged 0-14 were also invited to provide data on the organised outside of school hours participation for one child (using the last birthday selection method if necessary).

Unlike AusPlay, no quotas were enforced in the pilot.

A total sample of 229 adults aged 15+ and 39 children aged 0-14 was collected in the pilot by CoO from 11 November to 8 December 2025.

From July 2023 – December 2025, AusPlay accumulated a sample of 698 adults aged 15+ and 151 children aged 0-14 in CoO. This sample is presented for benchmarking purposes to give context to the pilot data.

These two samples are presented side-by-side, with pilot results for CoO under the “LGA pilot” column heading and AusPlay results labelled as “AusPlay”.

Adults 15+

		LGA pilot (CoO)		AusPlay (CoO)	
Demographic	Split	Sample count	Proportion	Sample count	Proportion
Gender	Man or male	74	32.3%	327	46.8%
	Woman or female	152	66.4%	369	52.9%
	Non-binary	1	0.4%	2	0.3%
	Other	2	0.9%	0	0.0%
Age	15 – 17	0	0.0%	14	2.0%
	18 – 24	2	0.9%	62	8.9%
	25 – 34	10	4.4%	138	19.8%
	35 – 44	38	16.6%	101	14.5%
	45 – 54	39	17.0%	98	14.0%
	55 – 64	48	21.0%	90	12.9%
	65+	92	40.2%	195	27.9%
Total 15+		229	100.0%	698	100.0%
	Indigenous	1	0.2%	12	1.7%



Aboriginal or Torres Strait Islander 18+	Non-Indigenous	228	99.8%	670	98.3%
Culturally and Linguistically Diverse (CALD) 18+	CALD	63	21.7%	140	21.1%
	Non-CALD	166	78.3%	542	78.9%
Language Other Than English (LOTE) 18+	LOTE	12	6.6%	46	6.7%
	Non-LOTE	217	93.4%	636	93.3%
Disability 18+	Disability	62	21.2%	145	21.5%
	Non-Disability	167	78.8%	537	78.5%
Total 18+		229	100.0%	682	100.0%

CoO's community engagement strategies for the pilot were effective in engaging several underrepresented population groups.

Children 0-14

The children's pilot sample was very limited. A sample profile has been provided for transparency and to demonstrate why no participation results for CoO from the pilot were able to be included in this report. Subsequently, the LGA pilot columns in children's tables within the Results section of this report have been marked as "n/a".

		LGA pilot (CoO)		AusPlay (CoO)	
Demographic	Split	Sample count	Proportion	Sample count	Proportion
Gender	Male	24	61.5%	79	52.3%
	Female	15	38.5%	72	47.7%
	Non-binary	0	0.0%	0	0.0%
Age	0 – 4	9	23.1%	37	24.5%
	5 – 8	6	15.4%	36	23.8%
	9 – 12	9	23.1%	29	19.2%
	13 – 14	15	38.5%	49	32.5%
Total		39	100.0%	151	100.0%

Quality controls

A range of quality control checks were conducted at the end of data collection. Any questionable or low-quality responses identified in the final data were removed from the sample, with checking including:

- Screening of responses to identify and remove suspected duplicate responses.
- Respondents completing the survey too quickly to be actually reading the questions thoroughly.
- Response patterns that suggest the respondent is not reading the questions or providing a considered response (e.g. low quality or gibberish responses to open-ended questions, selecting the same response option for multiple questions in a row).

- Internally inconsistent, incongruent or implausible response patterns that could suggest a response could be fraudulent (e.g. respondent lying to qualify for the survey or a response generated by bots or with the assistance of AI).
- Screening of open-ended responses for entries that may be AI generated.

Across all participating LGAs, n=13 cases were removed based on the above checks.

Source of participants

Respondents for the pilot were sourced via CoO's distribution of survey URLs and accompanying QR codes within their jurisdiction. At a broad level, the distribution methods used by all participating LGAs (and the extent to which the results can be extrapolated to the broader community to provide estimates) can be classified as:

- **Potentially extrapolatable – broad:** Those which are distributed to large sections of the community (e.g. social media), and may be extrapolatable,
- **Potentially extrapolatable – targeted:** Those which are distributed to a smaller portion of the community (e.g. an electronic direct mail (EDM) to a small database of residents), and may be extrapolatable, and
- **Not extrapolatable:** Those which are distributed to specific sections of the community with a specific interest in sport (e.g. emails to sporting clubs) and are therefore not extrapolatable.

The table below provides an overview of the surveys achieved for CoO across these classifications.

LGA	Not extrapolatable	Potentially extrapolatable – broad	Potentially extrapolatable – targeted	Unknown URL and distribution method	Total
CoO	229	0	0	0	229

While participating LGAs were instructed that it was ideal to use each URL and accompanying QR code for a single distribution method, this wasn't always possible.

The table immediately below shows a more detailed breakdown of the distribution methods for CoO, after quality control processes.

LGA	URL #	Distribution classification	Distribution methods	# of completes	% of completes
CoO	1	Not extrapolatable	Targeted email, organic social media, internal council communication, council website and call centre on-hold message	229	100%

As certain distribution methods are not extrapolatable, the original intention was to analyse the data collected via each URL separately. However, due to consistent biases (e.g. toward active people) witnessed across data from all URLs, all data collected by CoO was analysed collectively.



Drop out rate

The drop out rate indicates the proportion of respondents eligible to complete a survey who start but do not finish it. CoO's drop out rate was 55%, which is much lower than other participating LGAs. The overall drop out rate for the pilot was 94%, which is much higher than the drop out rate seen for AusPlay (which was 13% in the October – December 2025 quarter). AusPlay sources its sample from six different online research panels and its drop out rate at least partly reflects that people in online panels have already self-selected as willing survey participants and often receive incentives for completing surveys. In contrast, those accessing the survey links provided by CoO hadn't necessarily opted into survey-taking, had no prior commitment to taking surveys, and did not receive incentives for doing so. This potentially makes them much more likely to abandon the survey.

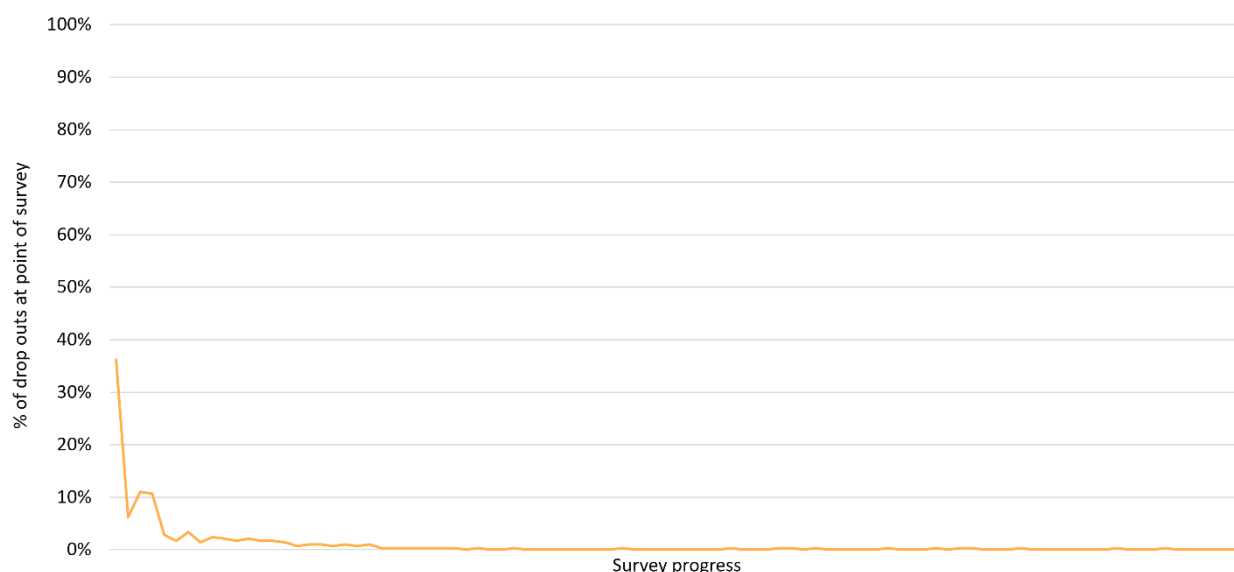
The chart below shows where in the survey people dropped out, with the base being all people who dropped out of the survey. Across all participating LGAs, 90% of people who dropped out of the survey did so at the introduction page. This suggests that self-selection bias may have been an issue, with people less interested in sport potentially being much less likely to progress beyond the introduction page, once they had learnt more about the survey topic.

Other than a sharper than usual drop off after the introduction, what's shown in the chart below is typical of other surveys, with a natural decay as people get further into the survey. Based on this, there isn't evidence that the pilot survey duration was a widespread issue, as there are no significant peaks after the initial drop.

DROP OUTS

City of Onkaparinga

(55% drop out rate)



As with the overall drop out rate, CoO stood out as unique, with a far lower proportion of people dropping out at the introduction page. Determining the cause of this is difficult, as CoO used multiple distribution methods for a single URL, meaning responses could not be disaggregated by different types of delivery to determine if this had an impact.

Questionnaire

The pilot questionnaire was based on the July – September 2025 quarter AusPlay survey plus some additional questions likely to be of interest to local government, which were drawn from the ASC's national Community Perceptions Monitor (CPM) survey, and from an ACT Government sport survey. The CPM is a



monthly online survey of the general community about sport and physical activity in Australia. It surveys 500 Australian residents aged 18+ each month across metropolitan and regional Australia. Like AusPlay, the CPM sample is sourced from an online research panel. It has been running since 2019.

Only questions from existing surveys were included because of the availability of comparable benchmarks and results against which to assess the pilot data. During the project planning phase, participating LGAs were presented with a range of questions from these existing surveys as potential additions to the pilot. Not all of these questions could be added due to survey length, so participating LGAs were asked to identify a select number of questions for inclusion in the pilot. The most common non-AusPlay content identified by participating LGAs included questions related to:

- Personal enjoyment and engagement with sport.
- Participation in sport.
- Opportunities to access sport locally.
- Adequacy of local sporting infrastructure.
- Affordability of local opportunities.
- The community and social value of sport to the community.
- Confidence in accessing information about sport.

These questions were added to the pilot questionnaire directly following the AusPlay questions.

The survey was designed to be completed online and distributed via URLs and associated QR codes through means and channels at the discretion of each participating LGA. The pilot used the same online platform as AusPlay to ensure an identical survey experience. The pilot was branded with the logo provided by CoO as shown below in the test example of the survey's introduction page (NB. red text was removed for the live survey).

CITY OF ONKAPARINGA

This is a testlink only – no responses will be saved using this version of the survey.

Thank you for your interest in participating in this survey.

This is a version of a national survey run by the Australian Government, which is specifically for residents of the City of Onkaparinga.

In this survey, we are going to talk about sport and physical activity. It is just as important for us to hear from people who are not interested in sport as it is to hear from those who are, so please take this opportunity to tell us about your experiences.

The information you provide will help the City of Onkaparinga to plan for the needs of the community. The survey will take approximately 10-15 minutes to complete, depending on your answers.

Participation in the survey is voluntary and the information and feedback you provide will be treated as private and confidential. No individual will be able to be identified from the research results.

Please read each question and follow the instructions to record your reply. Some questions ask you to type in a comment.

Please **DO NOT USE** the 'Back' and 'Forward' buttons in the browser.

Please use the button(s) at the bottom of each screen.

Weighting

AusPlay

A local government weighting approach was designed specifically for the pilot, and it has been applied to any AusPlay results at LGA level included in this report.

Weighting is an important statistical technique used to finetune raw survey data so that it better represents the total population, ideally allowing results from the data to be reliably projected to the full population. In



essence, weighting adjusts the contributions of types of respondents to their correct proportions – so those which may be over- or under-represented in the raw data are less likely to skew the final projections. A simple example is that to get a representative national-level result from a survey, we must first weight the raw sample to the correct proportions for each state and territory.

In practice, multiple variables are often used to weight large-scale survey data, to ensure it is as proportionally representative as possible. There are several ways of calculating weights. Random Iterative Method (RIM) Weighting, used here, is a method which runs successive models simultaneously incorporating multiple characteristics of the sample until it achieves an overall model that best adjusts the raw sample to the combined characteristics of the target population, while requiring the minimum total magnitude of weighting.

Two distinct weights are calculated – one for the primary 15+ ‘adult’ sample, and one for the 0-14 year old ‘child’ sample. Both are non-probability samples where the sampling unit is the individual person.

This approach has been developed in consultation with the ASC, with the intention of creating a weighting approach that as closely as possible mirrors the process applied in the national AusPlay survey, taking into account practical constraints:

- **Limited number of responses collected per LGA** – which mean the target categories need to be quite broad, and thus limiting the extent to which weighting can correct for age and gender; and
- **Limited availability of population benchmarks at LGA level outside of Australian Bureau of Statistics (ABS) Census data** – which mean the Estimated Resident Population (ERP) targets at LGA level need to be derived by combining ABS Census and national ERP data, potentially reducing the accuracy of these estimates compared to the main AusPlay estimates.

The sample is weighted using the following steps to allow projection of the survey results to the Australian population:

1. Sample size allowing, separate weighting targets are calculated for adult (15+ years) and child (0-14 years) records within the data, using the same fundamental process.

NOTE: It is anticipated that given the incidence of child responses in the main AusPlay survey is about 20%, most AusPlay LGA surveys will likely yield too few child responses to support reporting of results (in this case, weighting of child responses would not be undertaken).

2. For the purposes of weighting, all respondents are categorised as either male or female, using the process used by the ABS. Using this approach, respondents who did not provide a binary response at GENDER are randomly assigned to either binary category in a new variable WGENDER.
3. Proportional weighting targets are calculated using the most up-to-date Census data for age and gender for each LGA (using the latest definitions of LGA boundaries available at the time of weighting) and ERP figures at the national level.
4. One interlocking set of weight targets is created using the following categories using the ABS Census data at LGA level:
 - a. AGE x WGENDER (4x child proportions, and 6x adult proportions)
 - i. Child age categories (2x): 0-8 / 9-14
 - ii. Adult age categories (3x): 15-40 / 41-60 / 61+
 - iii. Gender categories (2x): male / female
5. Initial (proportional) weights are created by weighting the data to population proportions using an iterative RIM weighting process (applied using the Anesrake function in R).
6. An ERP multiplication factor is created using the following steps:
 - a. An LGA ERP overall estimated population total is derived using the form:
 - i. $[\text{total \# LGA ERP}] = [\text{total \# ERP overall}] \times [\text{LGA population as a \% of overall Australian population based on ABS Census data}]$

** sum of all persons in age x gender x state ERP data used to create initial RIM weighting targets. The overall Australia figures should not be used for this purpose*



as these include some people for whom state data is not available (this also applies to the age and gender-level subtotals).

NOTE: *For these calculations, national totals are used for overall figures in both the ERP and Census data (rather than relevant state totals) to appropriately account for the fact that some LGAs cross state lines.*

- b. An ERP multiplication factor is then created using the form:
 - i. $\text{LGA ERP multiplication factor} = [\text{total \# LGA ERP}] / [\text{total \# responses in wave for each relevant LGA}]$
7. A final LGA population weight is created by applying an ERP multiplication factor to the initial weights created at the overall LGA level, to enable the results to be reported as population counts rather than population proportions.
 - a. $\text{WEIGHT_ERP_LGA} = \text{WEIGHT} \times [\text{LGA ERP multiplication factor}]$

CPM

CPM data is stratified and then weighted to reflect both the geographic population distribution and age and gender characteristics of the Australian community.

To provide percentages in the Results section of this report, the ASC used the postcode of CPM respondents to approximate LGAs.



Results – AusPlay questions

This section presents results generated from the samples outlined in the previous section. Once again, results from data collected in AusPlay from July 2023 – December 2025 has been used for benchmarking purposes within this section of the report to give context to the pilot data.

Result tables also use colour coded column headers, where:

- **LGA pilot** = Data collected by CoO in the pilot (n=229).
- **AusPlay** = Data collected by the ASC for CoO via its national AusPlay survey from July 2023 – December 2025 (n=698).
- **AusPlay** = Data collected by the ASC via its national AusPlay survey for South Australia from July 2023 – December 2025 (n=6,729).
- **CPM** = Data collected by the ASC for CoO via its national CPM survey from July 2019 – December 2025 (n=420).

These tables include AusPlay results not previously released prior to this report.

Consistent with AusPlay, the pilot collected all participation for adults aged 15+, whereas for children aged 0-14 only organised participation outside of school hours was collected. The narrower scope for children is for methodological reasons as testing has shown that parents/guardians are unable to accurately recall a child's physical activity during school or in active play outside of school.

Unless otherwise stated, participation estimates and rates refer to overall participation i.e. at least once per year. They are estimates based on a sample and therefore have associated error. Sample counts have been provided to assist users of this report with data interpretation. **Results based on small sample counts should be used with caution.**

Results should also be read in conjunction with the Conclusions and observations section of this report.

NB. The total sample count in participation result tables may differ from the sample profile due to gender weighting (see Weighting section of this report). This approach is currently used as reliable population benchmarks are not yet available to accurately weight gender outside of the binary male/female categories and ensures that all respondents' data can be used in the analysis. For reporting purposes, respondents who do not identify as male or female are still reported in the category they choose.

Type of participation

Adults 15+

Type	Category	LGA pilot (CoO)			AusPlay (CoO)		
		Estimate	Sample count	Rate	Estimate	Sample count	Rate
All activities	Yes	152,666	217	96.3%	132,505	574	82.6%
	No	5,839	12	3.7%	27,928	122	17.4%
Sport/non-sport	Sport only	11,731	15	7.4%	19,745	82	12.3%
	Both sport and non-sport	90,929	116	57.4%	51,028	224	31.8%
	Physical activity only	50,005	86	31.5%	61,731	268	38.5%
	Neither	5,839	12	3.7%	27,928	122	17.4%



Organised	Yes	102,099	144	64.4%	56,704	246	35.3%
	No	50,567	73	31.9%	75,801	328	47.2%
	Non-participants	5,839	12	3.7%	27,928	122	17.4%
Organised sport	Yes	64,416	84	40.6%	37,229	160	23.2%
	No	88,249	133	55.7%	95,276	414	59.4%
	Non-participants	5,839	12	3.7%	27,928	122	17.4%
Organised non-sport	Yes	65,842	99	41.5%	30,775	133	19.2%
	No	86,824	118	54.8%	101,730	441	63.4%
	Non-participants	5,839	12	3.7%	27,928	122	17.4%
Non-organised	Yes	143,722	199	90.7%	122,353	531	76.3%
	No	8,943	18	5.6%	10,152	43	6.3%
	Non-participants	5,839	12	3.7%	27,928	122	17.4%
Non-organised sport	Yes	90,608	106	57.2%	57,518	249	35.9%
	No	62,057	111	39.2%	74,987	325	46.7%
	Non-participants	5,839	12	3.7%	27,928	122	17.4%
Non-organised non-sport	Yes	129,323	186	81.6%	104,237	456	65.0%
	No	23,343	31	14.7%	28,268	118	17.6%
	Non-participants	5,839	12	3.7%	27,928	122	17.4%
Sports club or association	Yes	30,785	40	19.4%	20,387	89	12.7%
	No	121,880	177	76.9%	112,118	485	69.9%
	Non-participants	5,839	12	3.7%	27,928	122	17.4%
Total		158,505	229	100.0%	160,433	696	100.0%

Children 0-14

		LGA pilot (CoO)			AusPlay (CoO)		
Type	Category	Estimate	Sample count	Rate	Estimate	Sample count	Rate
All activities	Yes	n/a			23,267	106	69.6%
	No				10,173	45	30.4%
Sport/non-sport	Sport only				18,616	86	55.7%
	Both sport and non-sport				1,967	8	5.9%



	Physical activity only		2,685	12	8.0%
	Neither		10,173	45	30.4%
Sports club or association	Yes		8,302	41	24.8%
	No		14,965	65	44.8%
	Non-participants		10,173	45	30.4%
Total			33,440	151	100.0%

Frequency

Adults 15+

Type	Frequency	LGA pilot (CoO)			AusPlay (CoO)		
		Estimate	Sample count	Rate	Estimate	Sample count	Rate
All activities	1+/year	152,666	217	96.3%	132,505	574	82.6%
	1+/fortnight	148,724	210	93.8%	115,123	502	71.8%
	1+/week	139,462	196	88.0%	102,912	448	64.1%
	3+/week	117,898	157	74.4%	67,724	293	42.2%
	Non-participants	5,839	12	3.7%	27,928	122	17.4%
Sport	1+/year	102,661	131	64.8%	70,774	306	44.1%
	1+/fortnight	77,596	102	49.0%	50,233	220	31.3%
	1+/week	61,594	82	38.9%	38,724	170	24.1%
	3+/week	33,049	39	20.9%	17,012	76	10.6%
	Non-participants	5,839	12	3.7%	27,928	122	17.4%
	Other participants	50,005	86	31.5%	61,731	268	38.5%
Non-sport	1+/year	140,934	202	88.9%	112,760	492	70.3%
	1+/fortnight	126,736	187	80.0%	97,873	429	61.0%
	1+/week	116,818	173	73.7%	85,563	372	53.3%
	3+/week	87,579	128	55.3%	55,124	239	34.4%
	Non-participants	5,839	12	3.7%	27,928	122	17.4%
	Other participants	11,731	15	7.4%	19,745	82	12.3%
Organised	1+/year	102,099	144	64.4%	56,704	246	35.3%
	1+/fortnight	80,232	114	50.6%	41,493	184	25.9%



	1+/week	63,399	92	40.0%	30,413	135	19.0%
	3+/week	28,196	33	17.8%	10,195	45	6.4%
	Non-participants	5,839	12	3.7%	27,928	122	17.4%
	Other participants	50,567	73	31.9%	75,801	328	47.2%
Non-organised	1+/year	143,722	199	90.7%	122,353	531	76.3%
	1+/fortnight	127,372	182	80.4%	103,919	451	64.8%
	1+/week	118,288	166	74.6%	90,635	395	56.5%
	3+/week	91,508	124	57.7%	56,006	242	34.9%
	Non-participants	5,839	12	3.7%	27,928	122	17.4%
	Other participants	8,943	18	5.6%	10,152	43	6.3%
Total		158,505	229	100.0%	160,433	696	100.0%

Children 0-14

		LGA pilot (CoO)			AusPlay (CoO)		
Type	Frequency	Estimate	Sample count	Rate	Estimate	Sample count	Rate
All activities	1+/year	n/a			23,267	106	69.6%
	1+/fortnight				16,962	79	50.7%
	1+/week				14,012	65	41.9%
	3+/week				4,217	21	12.6%
	Non-participants				10,173	45	30.4%
Sport	1+/year				20,582	94	61.5%
	1+/fortnight				14,721	69	44.0%
	1+/week				12,567	58	37.6%
	3+/week				3,137	16	9.4%
	Non-participants				10,173	45	30.4%
	Other participants				2,685	12	8.0%
Non-sport	1+/year				4,651	20	13.9%
	1+/fortnight				3,677	16	11.0%
	1+/week				2,698	12	8.1%
	3+/week				1,532	7	4.6%
	Non-participants				10,173	45	30.4%

	Other participants		18,616	86	55.7%
Sports club or association	1+ /year		8,302	41	24.8%
	1+ /fortnight		5,639	29	16.9%
	1+ /week		3,664	19	11.0%
	3+ /week		1,340	7	4.0%
	Non-participants		10,173	45	30.4%
	Other participants		14,965	65	44.8%
Total			33,440	151	100.0%

Activity rankings

Adults 15+

LGA pilot (CoO)				AusPlay (CoO)			
Activity	Estimate	Sample count	Rate	Activity	Estimate	Sample count	Rate
Walking (recreational)	113,866	166	71.8%	Walking (recreational)	83,800	369	52.2%
Fitness/gym	71,491	103	45.1%	Fitness/gym	45,160	197	28.1%
Bush walking	41,748	60	26.3%	Running/jogging	25,609	112	16.0%
Cycling	39,312	51	24.8%	Bush walking	25,178	112	15.7%
Running/jogging	29,290	28	18.5%	Swimming	20,010	88	12.5%
Swimming	23,786	36	15.0%	Cycling	10,840	49	6.8%
Yoga	19,224	24	12.1%	Pilates	8,395	38	5.2%
Pilates	15,246	25	9.6%	Basketball	7,061	30	4.4%
Tennis	13,465	16	8.5%	Golf	6,561	28	4.1%
Football/soccer	11,493	7	7.3%	Tennis	6,477	29	4.0%
Basketball	9,402	8	5.9%	Australian football	5,565	25	3.5%
Netball	8,622	11	5.4%	Yoga	5,563	25	3.5%
Golf	8,061	9	5.1%	Netball	5,102	24	3.2%
Rowing	7,187	4	4.5%	Cricket	4,232	20	2.6%
Flying disc	5,539	3	3.5%	Football/soccer	4,043	17	2.5%
Dancing (recreational)	5,236	8	3.3%	Surfing	2,806	10	1.7%
Virtual based physical activity	4,369	3	2.8%	Bowls	2,401	11	1.5%



Motor cycling	4,005	5	2.5%	Dancing (recreational)	2,252	9	1.4%
Surfing	3,958	5	2.5%	Mountain biking	2,143	7	1.3%
Table tennis	3,792	3	2.4%	DanceSport	2,002	7	1.2%

Children 0-14

LGA pilot (CoO)				AusPlay (CoO)			
Activity	Estimate	Sample count	Rate	Activity	Estimate	Sample count	Rate
	n/a			Swimming	6,940	29	20.8%
				Australian football	3,986	19	11.9%
				Football/soccer	3,804	18	11.4%
				Cricket	1,941	9	5.8%
				Gymnastics	1,810	8	5.4%
				Walking (recreational)^	1,705	7	5.1%
				Cycling	1,601	8	4.8%
				Basketball	1,514	8	4.5%
				Dancing (recreational)	1,453	7	4.3%
				Netball	1,366	7	4.1%

^The introduction to the child module in AusPlay's questionnaire was updated in Q4 2024 to clarify its scope (i.e. organised activities outside of school hours only) due to a higher than expected incidence of non-organised activities being reported.



Where activity takes place

Adults 15+

Place	LGA pilot (CoO)			AusPlay (CoO)		
	Estimate	Sample count	Rate	Estimate	Sample count	Rate
Sports club or association	39,481	50	25.9%	26,088	116	20.0%
Gym/fitness club/sports or leisure/aquatic centre	65,688	92	43.0%	41,279	185	31.6%
Private or commercial premises	37,878	52	24.8%	16,541	72	12.7%
Recreation club or association	9,203	18	6.0%	13,046	61	10.0%
Workplace	13,178	14	8.6%	8,818	36	6.8%
Education institution facilities	11,676	8	7.6%	7,560	30	5.8%
Public space	138,018	189	90.4%	95,943	423	73.5%
At home/friend or family or someone else's home	52,990	69	34.7%	40,215	179	30.8%
Free community facilities	42,268	49	27.7%	26,804	121	20.5%
Other	8,751	13	5.7%	1,896	8	1.5%
Don't know	1,264	1	0.8%	1,570	7	1.2%



Results – AusPlay questions LGA v. state

The next four tables compare the ASC's AusPlay data for CoO against the relevant state benchmark.

Please note that weighting is applied differently to calculate LGA and state results. National and state results use AusPlay's standard weighting. For details on AusPlay's standard weighting, please consult the publicly available [methodology reports](#) on the Clearinghouse for Sport.

Type of participation

Adults 15+

Type	Category	AusPlay (CoO)			AusPlay (South Australia)		
		Estimate	Sample count	Rate	Estimate	Sample count	Rate
All activities	Yes	132,505	574	82.6%	1,300,957	5,698	83.3%
	No	27,928	122	17.4%	260,529	1,031	16.7%
Sport/non-sport	Sport only	19,745	82	12.3%	197,365	818	12.6%
	Both sport and non-sport	51,028	224	31.8%	519,142	2,268	33.2%
	Physical activity only	61,731	268	38.5%	584,450	2,612	37.4%
	Neither	27,928	122	17.4%	260,529	1,031	16.7%
Organised	Yes	56,704	246	35.3%	610,020	2,588	39.1%
	No	75,801	328	47.2%	690,937	3,110	44.2%
	Non-participants	27,928	122	17.4%	260,529	1,031	16.7%
Organised sport	Yes	37,229	160	23.2%	386,110	1,621	24.7%
	No	95,276	414	59.4%	914,846	4,077	58.6%
	Non-participants	27,928	122	17.4%	260,529	1,031	16.7%
Organised non-sport	Yes	30,775	133	19.2%	344,042	1,492	22.0%
	No	101,730	441	63.4%	956,915	4,206	61.3%
	Non-participants	27,928	122	17.4%	260,529	1,031	16.7%
Non-organised	Yes	122,353	531	76.3%	1,189,416	5,247	76.2%
	No	10,152	43	6.3%	111,541	451	7.1%
	Non-participants	27,928	122	17.4%	260,529	1,031	16.7%
	Yes	57,518	249	35.9%	595,023	2,574	38.1%



Non-organised sport	No	74,987	325	46.7%	705,934	3,124	45.2%
	Non-participants	27,928	122	17.4%	260,529	1,031	16.7%
Non-organised non-sport	Yes	104,237	456	65.0%	1,017,729	4,533	65.2%
	No	28,268	118	17.6%	283,228	1,165	18.1%
	Non-participants	27,928	122	17.4%	260,529	1,031	16.7%
Sports club or association	Yes	20,387	89	12.7%	200,617	851	12.8%
	No	112,118	485	69.9%	1,100,340	4,847	70.5%
	Non-participants	27,928	122	17.4%	260,529	1,031	16.7%
Total		160,433	696	100.0%	1,561,486	6,729	100.0%

Children 0-14

		AusPlay (CoO)			AusPlay (South Australia)		
Type	Category	Estimate	Sample count	Rate	Estimate	Sample count	Rate
All activities	Yes	23,267	106	69.6%	216,281	932	69.0%
	No	10,173	45	30.4%	97,218	393	31.0%
Sport/non-sport	Sport only	18,616	86	55.7%	174,106	761	55.5%
	Both sport and non-sport	1,967	8	5.9%	23,018	94	7.3%
	Physical activity only	2,685	12	8.0%	19,157	77	6.1%
	Neither	10,173	45	30.4%	97,218	393	31.0%
Sports club or association	Yes	8,302	41	24.8%	86,275	396	27.5%
	No	14,965	65	44.8%	130,006	536	41.5%
	Non-participants	10,173	45	30.4%	97,218	393	31.0%
Total		33,440	151	100.0%	313,499	1,325	100.0%

Frequency

Adults 15+

		AusPlay (CoO)			AusPlay (South Australia)		
Type	Frequency	Estimate	Sample count	Rate	Estimate	Sample count	Rate

All activities	1+/year	132,505	574	82.6%	1,300,957	5,698	83.3%
	1+/fortnight	115,123	502	71.8%	1,152,674	5,055	73.8%
	1+/week	102,912	448	64.1%	1,023,649	4,501	65.6%
	3+/week	67,724	293	42.2%	729,069	3,232	46.7%
	Non-participants	27,928	122	17.4%	260,529	1,031	16.7%
Sport	1+/year	70,774	306	44.1%	716,507	3,086	45.9%
	1+/fortnight	50,233	220	31.3%	505,298	2,146	32.4%
	1+/week	38,724	170	24.1%	393,619	1,666	25.2%
	3+/week	17,012	76	10.6%	175,371	745	11.2%
	Non-participants	27,928	122	17.4%	260,529	1,031	16.7%
	Other participants	61,731	268	38.5%	584,450	2,612	37.4%
Non-sport	1+/year	112,760	492	70.3%	1,103,592	4,880	70.7%
	1+/fortnight	97,873	429	61.0%	956,463	4,251	61.3%
	1+/week	85,563	372	53.3%	844,565	3,762	54.1%
	3+/week	55,124	239	34.4%	595,187	2,665	38.1%
	Non-participants	27,928	122	17.4%	260,529	1,031	16.7%
	Other participants	19,745	82	12.3%	197,365	818	12.6%
Organised	1+/year	56,704	246	35.3%	610,020	2,588	39.1%
	1+/fortnight	41,493	184	25.9%	442,214	1,859	28.3%
	1+/week	30,413	135	19.0%	324,345	1,374	20.8%
	3+/week	10,195	45	6.4%	118,058	517	7.6%
	Non-participants	27,928	122	17.4%	260,529	1,031	16.7%
	Other participants	75,801	328	47.2%	690,937	3,110	44.2%
Non-organised	1+/year	122,353	531	76.3%	1,189,416	5,247	76.2%
	1+/fortnight	103,919	451	64.8%	1,014,556	4,490	65.0%
	1+/week	90,635	395	56.5%	888,514	3,932	56.9%
	3+/week	56,006	242	34.9%	612,045	2,707	39.2%
	Non-participants	27,928	122	17.4%	260,529	1,031	16.7%
	Other participants	10,152	43	6.3%	111,541	451	7.1%
Total		160,433	696	100.0%	1,561,486	6,729	100.0%



Children 0-14

		AusPlay (CoO)			AusPlay (South Australia)		
Type	Frequency	Estimate	Sample count	Rate	Estimate	Sample count	Rate
All activities	1+/year	23,267	106	69.6%	216,281	932	69.0%
	1+/fortnight	16,962	79	50.7%	156,033	679	49.8%
	1+/week	14,012	65	41.9%	124,074	544	39.6%
	3+/week	4,217	21	12.6%	38,145	179	12.2%
	Non-participants	10,173	45	30.4%	97,218	393	31.0%
Sport	1+/year	20,582	94	61.5%	197,124	855	62.9%
	1+/fortnight	14,721	69	44.0%	141,519	618	45.1%
	1+/week	12,567	58	37.6%	112,970	496	36.0%
	3+/week	3,137	16	9.4%	30,271	145	9.7%
	Non-participants	10,173	45	30.4%	97,218	393	31.0%
	Other participants	2,685	12	8.0%	19,157	77	6.1%
Non-sport	1+/year	4,651	20	13.9%	42,175	171	13.5%
	1+/fortnight	3,677	16	11.0%	26,737	112	8.5%
	1+/week	2,698	12	8.1%	20,313	86	6.5%
	3+/week	1,532	7	4.6%	7,520	34	2.4%
	Non-participants	10,173	45	30.4%	97,218	393	31.0%
	Other participants	18,616	86	55.7%	174,106	761	55.5%
Sports club or association	1+/year	8,302	41	24.8%	86,275	396	27.5%
	1+/fortnight	5,639	29	16.9%	60,106	281	19.2%
	1+/week	3,664	19	11.0%	44,095	210	14.1%
	3+/week	1,340	7	4.0%	10,697	56	3.4%
	Non-participants	10,173	45	30.4%	97,218	393	31.0%
	Other participants	14,965	65	44.8%	130,006	536	41.5%
Total		33,440	151	100.0%	313,499	1,325	100.0%



Results – CPM questions

The CPM collects data from adults aged 18+ only. To allow for comparison with data for CoO that the ASC already holds from its national CPM survey, all results from CPM questions in the pilot have been limited to adults 18+. Please also note that:

- The CPM is not designed to generate population estimates, hence there are no estimates in the tables that follow.
- Percentages are therefore the best point of comparison in these tables.

Attitudes toward sport and physical activity

Adults 18+

When it comes to sport and physical activity, how much do you enjoy...

Question	Scale	LGA pilot (CoO)		CPM (CoO)	
		Sample count	Percentage	Sample count	Percentage
Exercising and being physically active generally?	I love it	90	43.8%	95	22.3%
	I like it a lot	72	26.5%	93	22.2%
	It's OK	54	23.9%	154	37.1%
	I don't like it very much	10	4.3%	48	11.5%
	I don't like it at all	3	1.4%	30	6.9%
Participating in competitive sport?	I love it	22	13.8%	42	9.6%
	I like it a lot	47	24.7%	64	14.9%
	It's OK	60	24.7%	111	27.6%
	I don't like it very much	42	13.6%	86	21.2%
	I don't like it at all	58	23.2%	117	26.6%
Watching or reading about competitive sports?	I love it	25	16.0%	55	12.5%
	I like it a lot	48	21.8%	100	24.0%
	It's OK	69	23.0%	122	30.1%
	I don't like it very much	39	15.3%	74	17.7%
	I don't like it at all	48	23.8%	69	15.6%
Total		229	100.0%	420	100.0%



Activity levels (single-item physical activity measure)

The single-item physical activity measure is different to AusPlay's participation questions and provides an alternative, simple and validated means of estimating activity levels through a single question.

Adults 18+

In the past week, on how many days have you done a total of 30 minutes or more of physical activity, which was enough to raise your breathing rate?

		LGA pilot (CoO)		CPM (CoO)	
Question	# Days	Sample count	Percentage	Sample count	Percentage
Days with 30 minutes or more of physical activity in the past week	0 days	26	12.9%	78	18.2%
	1 day	21	10.4%	60	14.3%
	2 days	27	8.8%	68	16.7%
	3 days	35	16.4%	61	14.3%
	4 days	36	18.2%	38	8.7%
	5 days	32	15.2%	40	9.9%
	6 days	21	6.5%	14	3.4%
	7 days	31	11.6%	61	14.6%
Total		229	100.0%	420	100.0%

Access to sport and physical activity

Adults 18+

How true or false do you personally think each of the following statements are?

		LGA pilot (CoO)		CPM (CoO)	
Question	Scale	Sample count	Percentage	Sample count	Percentage
There is sufficient choice and opportunity for people in my area to fully explore their potential in sport	Definitely true	49	24.7%	65	14.7%
	Probably true	118	47.6%	261	62.9%
	Probably false	42	20.4%	68	16.1%
	Definitely false	20	7.3%	26	6.3%
My local community has enough quality facilities	Definitely true	50	23.8%	81	18.7%
	Probably true	115	47.1%	232	55.4%
	Probably false	34	15.2%	79	19.1%

available to enable me to participate in a wide range of sports and physical activities should I choose to do so	Definitely false	30	13.9%	28	6.8%
Access to sport and physical activities is free, or priced low enough for me and my family to participate as often as we want to	Definitely true	37	16.4%	47	10.5%
	Probably true	101	41.1%	182	44.1%
	Probably false	57	29.5%	129	31.1%
	Definitely false	34	13.1%	62	14.3%
Total		229	100.0%	420	100.0%

Value of sport to the community

Adults 18+

When you think about the role and impact of sport on your community, how much do you believe each of the following statements is TRUE?

		LGA pilot (CoO)		CPM (CoO)	
Question	Scale	Sample count	Percentage	Sample count	Percentage
Sport is important for bringing people together in your local community	Totally true	98	39.3%	47	24.1%
	Mostly true	93	38.8%	79	39.7%
	Moderately true	26	14.4%	62	31.4%
	Not really true	7	2.9%	6	3.0%
	Not at all true	5	4.5%	4	1.8%
Sport is important to having an inclusive society	Totally true	93	36.8%	49	24.8%
	Mostly true	81	36.2%	70	35.6%
	Moderately true	40	18.0%	58	28.8%
	Not really true	7	2.4%	17	8.8%
	Not at all true	8	6.6%	4	2.0%
Total		229	100.0%	198	100.0%



Results – Additional questions

The additional questions about sport and physical activity opportunities were drawn from an ACT Government sport survey developed by ORIMA Research, and as such no AusPlay or CPM benchmark exists.

Sport and physical activity opportunities

Adults 15+

How confident are you that...

		LGA pilot (CoO)	
Question	Scale	Sample count	Percentage
There are enough options for sport and physical activity available in your local area to meet your personal needs	Not at all confident	34	12.1%
	A little confident	45	21.4%
	Quite confident	59	22.3%
	Very confident	42	17.6%
	Totally confident	33	20.4%
	Can't say/unsure	16	6.2%
You know what sport and physical activity opportunities are available in your local area	Not at all confident	21	10.9%
	A little confident	57	25.2%
	Quite confident	84	31.4%
	Very confident	36	15.6%
	Totally confident	16	10.0%
	Can't say/unsure	15	7.0%
If you wanted information about a particular sport or physical activity in your local area that you would know where to find it	Not at all confident	19	8.6%
	A little confident	43	18.1%
	Quite confident	77	28.8%
	Very confident	43	16.6%
	Totally confident	39	24.3%
	Can't say/unsure	8	3.6%
Total		229	100.0%



Conclusions and observations

While the mechanics of the pilot worked, in practice the sample generated by CoO has limitations that prevents it from being used to project to their population.

From a purely demographic perspective, the sample showed the classic opt-in survey demographic skews that are consistently seen in Australia, with women and older people much more likely to participate.

The bigger issue for the pilot in terms of being able to project to the population is the very high level of participation and interest in sport and physical activity, which was much higher than is seen in the AusPlay or CPM surveys. Again, this tendency for people who opt into surveys to be interested in the topic is not unusual. This is problematic for CoO's pilot data, because it means that even by scaling up the sample size and weighting the data demographically, it still would not be representative of the wider community.

For these reasons:

- Pilot results must be interpreted as a survey of sport and physical activity enthusiasts (i.e. active people, or 'sport and recreation users') rather than a population survey. This is the case for adult and child results. As child data stems from adults, any child results from the pilot (had they been included) would largely represent children from households with at least one active parent/guardian.
- The pilot data collected by CoO could not be combined with the ASC's existing AusPlay or CPM data for any analysis. Pilot results could only be compared alongside the ASC's existing AusPlay and CPM data i.e. treated as discrete data sets.

These outcomes were not unique to CoO. All participating LGAs had a similar experience, albeit to varying degrees.



Important notes about data usage

Whilst the pilot was unable to collect data from a community representative sample, it was a useful method for CoO to gather data on their participant cohorts, and the pilot results have some utility when viewed in this light.

The pilot also demonstrated that for AusPlay, the ASC is collecting usable aggregated samples at the LGA level via its national survey. In the pilot, the average data collection window was approximately seven weeks. However, no LGA was able to collect more sample in this window than AusPlay would naturally collect in the same LGA over the course of 12 months. This demonstrates the value in LGAs leveraging the aggregated sample collected by the ASC in AusPlay, particularly for adults. This aggregated AusPlay sample (from July 2023 onwards) is larger and more representative than the pilot. It will not match CoO's community profile exactly but may be a useful proxy for estimating participation when combined with the LGA weighting approach developed for the pilot as included in this report.

LGAs can request results from their AusPlay aggregated sample at any stage by contacting the [Insights team](#) at the ASC. These results can be compared against national and state benchmarks using the AusPlay [data portal](#).



Resources

Prior to the delivery of this report the ASC and ORIMA Research provided participating LGAs with resources to help shape their approach to the pilot, including:

- Project scoping and planning materials.
- A fact sheet that summarised the project to aid internal engagement.
- Information on survey distribution methods and their relative quality.
- A copy of the pilot questionnaire.

These resources should be considered appendices to this report.

For further information about the ASC surveys referenced in this report please visit the Clearinghouse for Sport:

- AusPlay:
 - [Results](#), including the [data portal](#).
 - [Methodology and supporting information](#), such as a copy of the questionnaire applied in the July – September 2025 quarter when the first pilot LGA commenced data collection.
- [Community Perceptions Monitor \(CPM\)](#), including its core questionnaire.

Quality and compliance statement from ORIMA Research

ORIMA Research was responsible for pilot data collection, and they provided technical content included in this report.

The pilot was conducted in accordance with the international quality standard ISO 20252, the international information security standard ISO 27001, as well as the Australian Privacy Principles contained in the Privacy Act 1988 (Cth). ORIMA Research also adheres to the Privacy (Market and Social Research) Code 2021 administered by the Australian Data and Insights Association (ADIA).



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