

Activate! Queensland action plan 2

Accelerate 2022–2025



Queensland
Government

Cover image: Body boarding school holiday fun at the Gold Coast Recreation Centre © Queensland Government

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FOREWORD

ACTIVATE! Queensland, *Accelerate 2022–2025*



Activate! Queensland 2019–2029 is a 10-year strategy to encourage and support more Queenslanders to become more active, especially on the Green and Gold runway to the Brisbane 2032 Olympic and Paralympic Games.

To enjoy community sport and recreation and to develop clear performance pathways to the elite level as we plan for great success at the Games, in harmony with other programs like the Go For Gold school sports infrastructure fund.

Brisbane 2032 is a once-in-a-lifetime opportunity for a legacy in community sport, health and wellbeing, volunteering and facilities that encourage more Queenslanders to get active.

The next three years will lay a foundation for how Queensland benefits from Brisbane 2032. We will work with industry and communities for a generational legacy for all Queenslanders.

We will also work with schools for more opportunities to play sport, better pathways to the elite level, more targeted support for talented athletes and venues that are hubs for physical activity and sporting excellence.

Action plans across the lifespan of *Activate! Queensland* will lay out what needs to be done for the overall strategy.

The first plan released in 2019 – *Our Active8 (2019–2022)* was the first step to realising our vision – at the community level to ensure children from disadvantaged backgrounds don't miss out on sport, and at the state level to increase our investment in infrastructure.

Despite the pandemic, the sports community with the support of the Queensland Government used innovative methods to ensure activities could continue.

Learning from that, our second action plan – *Accelerate (2022–25)* has a strong theme of collaboration so that everyone can respond to any future crises and that initiatives and funding programs will encourage more people to come out and play.

Our precincts, venues, stadiums and clubs will have the opportunity to attract interstate and international sporting teams for training and championship events in the years ahead.

Those visitors will be spoiled for choice across the state as we invest in quality sporting facilities that are inclusive and planned with local communities.

Finding future champions for Brisbane 2032 begins at the grassroots level which is where Sport and Recreation can have the greatest impact by working with clubs, councils, sporting organisations and the Federal Government to get the right model for programs, infrastructure and service delivery.

Brisbane 2032 will bring opportunities to cement Queensland's reputation as a sporting hub, furthering the development of a major sport industry in the state while producing new waves of elite athletes and creating an enduring legacy that will benefit generations to come.

Hon Annastacia Palaszczuk

Premier and Minister for the Olympics

Hon Stirling Hinchliffe

Minister for Tourism, Innovation and Sport and Minister Assisting the Premier on Olympics and Paralympics Sport and Engagement

ACKNOWLEDGEMENT OF COUNTRY

We pay our respects to the Aboriginal and Torres Strait Islander ancestors of this land, their spirits and their legacy. The foundations laid by these ancestors – our First Nations peoples – give strength, inspiration and courage to current and future generations, both Indigenous and non-Indigenous, towards creating a better Queensland.

We recognise it is our collective efforts and responsibility as individuals, communities and governments to ensure equality, recognition and advancement of Aboriginal and Torres Strait Islander Queenslanders across all aspects of society and everyday life.

INTRODUCTION

Activate! Queensland 2019–2029 is the Queensland Government's 10-year strategy, with the launch in mid-2019 signifying an historic moment for Queenslanders and the future of sport and active recreation in the state.

The outcomes of the strategy are being delivered through a series of multi-year action plans, with the first action plan, *Our Active8 2019–2022*, setting the tone for the first three years.

The goals in the first action plan were clear, with a coordinated whole-of-government approach identified to get more Queenslanders moving more often.

The onset of the COVID-19 pandemic in the first year of *Our Active8* presented extraordinary obstacles for the industry, with significant impacts experienced by the entire industry – from community sport participants and outdoor recreation providers, through to elite athletes in training and competition.

At its most vulnerable, the industry rallied with the support of the Queensland Government to write one of its own greatest comeback stories. Our focus on a return to play was swift, with collaboration the key to success.

Recent health data reveals there are still many Queenslanders who are not sufficiently active and certain groups within the community that have seen a decline in physical activity levels.¹

Acknowledging there is work to be done is the first step on the road to forming a more resilient industry, capable of responding to the changing needs of the community and future crises.

Led by the Department of Tourism, Innovation and Sport, the Queensland Government will provide targeted and deliberate action and investment to enrich the Queensland way of life through physical activity, driving increased participation and pathway opportunities while positioning the state for success in the lead up to the Brisbane 2032 Olympic and Paralympic Games.

This action plan will continue to address varied and complex barriers that prevent Queenslanders from being more physically active, as well as driving the creation of innovative and exciting opportunities that encourage individuals to participate.

We are primed to embrace a change in direction through this next phase of *Activate! Queensland 2019–2029*, across the three years to 2025.

We want to see the state and the active industry continue to thrive, leverage opportunities and target investment to amplify the social and economic returns for all Queenslanders, as recovery from the global health crisis marches on.

1. Queensland Health (2020) *The health of Queenslanders 2020. Report of the Chief Health Officer Queensland*, p.101. Available at www.health.qld.gov.au/__data/assets/pdf_file/0019/1011286/cho-report-2020-full.pdf



The Balonne Volcanoes women's cricket team take part in the Western Rivers Cup, Toowoomba
© Credit South West Indigenous Network Inc

OUR VISION

Physical activity enriches the Queensland way of life

A snapshot of achievements from *Our Active8*

There is no doubt that the pandemic imposed great challenges on the intended outcomes of the strategy, but in a show of defiance and agility there were also many pivotal achievements in the last three years through *Our Active8*.



Culturally appropriate participation opportunities for Aboriginal and Torres Strait Islander peoples

supported through the Indigenous Community Sport and Recreation Program and Torres Strait Community Sport and Recreation Program.

141,157 FairPlay vouchers delivered to help young Queenslanders participate in sport or active recreation.

7,891 projects supported with **equipment and training** through Active Clubs Rounds 1 and 2, and Active Clubs Kickstart Rounds 1 and 2.

63 infrastructure projects supported under Active Community Infrastructure (Kickstart and Round 1) to enable fit-for-purpose, universally designed infrastructure in communities.

8,006 Emerging Athlete Pathways applications approved to support talented young athletes and officials to participate in state, national or international sporting events.

\$9.7 million to fund 104 projects to improve lighting and playing surfaces under Active Gameday Projects.

\$40 million to transition the Gold Coast and Sunshine Coast Recreation precincts, and Townsville Sports precinct into **flexible, community-focused facilities**.

\$10 million to renovate QSAC (Queensland Sports and Athletics Centre) as a world-class facility for high-performance athletes.

\$22 million+ for two peak bodies and 75 state level organisations under the Active Industry Fund to grow and strengthen the active industry.

\$4.1 million+ for 39 projects under ActiveKIT to support the implementation of new and innovative products or services to get more Queenslanders active.

Accelerate at a glance

Aligned with the four priority areas of *Activate! Queensland 2019–2029* and the *Queensland's Covid-19 Economic Recovery Plan*², *Accelerate* centres on five key commitments aimed to build and strengthen industry capabilities.

Most importantly, the strategy remains a whole-of-government priority, to be integrated and delivered as part of a coordinated investment that drives increased participation in physical activity and attracts a pipeline of national and international events and teams to Queensland, while maximising the legacy outcomes of major sporting events.



2. *Queensland's Covid-19 Economic Recovery Plan*, available at www.covid19.qld.gov.au/government-actions/our-economic-recovery-strategy.



COMMITMENT 1

Collaborate with the active industry to get more Queenslanders moving

SUCCESS LOOKS LIKE

- Queenslanders are participating more often
- Physical activity opportunities better meet community preferences and emerging needs
- Sport and recreation opportunities are more inclusive and accessible
- Improved capability of the industry

The sport and active recreation industry, or 'active industry', is diverse and plays an important role in helping to encourage participation and create connected Queensland communities.

With leadership from local providers through to state level organisations and peak bodies, the industry works to provide quality, safe, inclusive, and affordable options to get active.

An active industry that works effectively together is one that will provide Queenslanders with the participation experiences they are looking for through innovative, flexible delivery of activities.

Investment through *Accelerate* will address barriers to participation and encourage industry to develop and implement innovative solutions to challenges for both participants and its workforce.

INITIATIVES THAT WILL DRIVE THIS COMMITMENT

- **FairPlay vouchers** will continue to assist children and young people that need it most to overcome cost as a barrier to participation.
- The **First Nations Sport and Recreation Program** and the **Deadly Active Sport and Recreation Program** will support community identified physical activity opportunities that empower Aboriginal and Torres Strait Islander peoples in Queensland.
- **Active Clubs** will provide responsive assistance to grassroots clubs and organisations.
- A reinvigorated **Active Industry Fund** will support a thriving and resilient active industry, contributing to safe, inclusive and quality physical activity experiences.
- **ActiveKIT (Knowledge, Innovation, Technology)** will support innovation to build the ingenuity and sustainability of the active industry.
- **Active Industry Project Fund** will support collaboration to encourage innovative, co-developed solutions to industry challenges.

Young beginners about to take to the waves on the Gold Coast through learn to surf programs
© Surfing Queensland

Industry drives a number of significant events like the Mooloolaba Triathlon
© Triathlon Queensland



COMMITMENT 2

Enhance pathways for Queensland's athletes, coaches and officials

SUCCESS LOOKS LIKE

- Improved access to pathways
- Athletes, coaches and officials supported to achieve their best and act with integrity
- An improved system with an overt focus by sport administrators on safety, integrity and inclusion at all levels

Queensland is a proud sporting state, and this is shown every day through our dedicated athletes, coaches, officials and enthusiastic supporters.

All of the talent that we see coming through the ranks – have to start somewhere.

It's the neighbourhood fields, courts, pools, tracks, rock faces and trails that lead to the big stage with the help of strong performance pathways and a coordinated support system.

Our emerging and elite athletes hail from every corner of Queensland – and it is important that opportunities exist to ensure every Queenslanders is able to reach their potential.

We're drawing on connections and skills within the active industry, club sport, inter-school and representative competitions to build a blueprint to ensure our pathways are coordinated, connected and provide a quality experience.

Queensland has a unique opportunity ahead of Brisbane 2032 to become a world leader in the development of athletes, coaches and officials through clearer, enhanced pathways.

We have so much to look forward to and a reputation of success to uphold, and it will take a collaborative and participant-focused approach to keep our winning edge.

INITIATIVES THAT WILL DRIVE THIS COMMITMENT

- A Pathways Blueprint will be developed in 2022–2023, setting the direction and tone to enhance the pathway environment in Queensland and identifying areas of improvement to ensure best practice opportunities are delivered.
- **Emerging Athlete Pathways program** continues to support young athletes, coaches and officials selected to attend representative events.
- A suite of products will be developed to make meaningful impact on the pathway system and further support Queenslanders to achieve their goals, building on findings from the Pathway Blueprint.

Sporting officials are key to staging events, like the Basketball Queensland U18 State Championships
© Basketball Queensland

Proud runners at the Queensland State Relays event, Nathan
© Little Athletics Queensland



COMMITMENT 3

Operate precincts and venues that serve community and industry from grassroots to elite

SUCCESS LOOKS LIKE

- More effective utilisation of precincts and venues
- Precincts are more fit-for-purpose and better address emerging needs
- Increased participation through precincts and venues
- Active Industry Hubs support the industry and promote collaboration

From the far north in Townsville, south to the Sunshine Coast and Gold Coast, Brisbane and west to Toowoomba, Queensland's state-owned sport and recreation precincts and venues bring people together, providing premier services to the active industry and visitors alike.

Investment and expansion through *Accelerate* will help meet growing public demand for activities in accessible locations, and capitalise on the broader community appeal and ability to attract interstate and international sporting teams to Queensland.

Equally, with a home Olympic and Paralympic Games on the horizon, there are significant commercial, social and economic returns associated with venues transforming into high-performance training hubs that support quality pathways.

Investing in state-owned infrastructure ensures that these precincts and venues are well-positioned to promote greater cross-industry collaboration while maximising participation opportunities for all Queenslanders.

INITIATIVES THAT WILL DRIVE THIS COMMITMENT

- Capital investment to upgrade facilities and accommodation across several Active precincts to attract more local audiences and support performance pathways.
- Upgrade the Brisbane and Townsville **Active Industry Hubs** to offer attractive accommodation and industry collaboration spaces.
- Attract greater visitation and participation through the development of bespoke strategies, driving brand recognition and enhancing the customer journey.

New multi-purpose indoor courts were part of a major redevelopment of Gold Coast Recreation precinct, Tallebudgera © Queensland Government

All smiles before taking on the Giant Swing at Sunshine Coast Recreation precinct © Queensland Government



COMMITMENT 4

Champion an industry leading network of infrastructure across Queensland

SUCCESS LOOKS LIKE

- Tailored grants support improved accessibility, inclusion and utilisation
- Contributing to fit-for-purpose community sport and recreation facilities
- Providing leadership and industry intelligence

In collaboration with the active industry, local governments and other stakeholders, we will champion greater use of existing sport and recreation facilities to increase local participation, including community use of schools.

Contributing to a network of quality sport and recreation venues and facilities across Queensland that encourages community activity, we will continue to support state-wide job creation and regional economic growth.

Queenslanders want places and spaces that are well-planned, well-managed and designed to meet their evolving needs.

Accelerate will support forward planning, collaboration between landowners and community, and co-investment opportunities.

With fit-for-purpose facilities in accessible locations, Queenslanders will get out and enjoy their surroundings through sport and active recreation.

INITIATIVES THAT WILL DRIVE THIS COMMITMENT

- An infrastructure program will invest in community infrastructure that enhances participation opportunities.
- Support the re-establishment of facilities and activities after extreme natural events through the **Sport and Recreation Disaster Recovery Program**.
- Lead the industry and work across government, to ensure a connected infrastructure system that supports participation at all levels and meets all needs and abilities.

The Stafford community will benefit from their now solar-powered clubhouse at Gibson Park
© Gibson Park Committee

A new build provides exciting futures for local clubs in Browns Plains
© Browns Plains Mets Rugby Union



Queenslander Logan Martin flying high at the UCI Urban Cycling World Championships © AusCycling



A winners celebration like no other at Queensland Country Bank Stadium, Townsville © Getty Images

COMMITMENT 5

Leverage events and opportunities

SUCCESS LOOKS LIKE

- Increased activities connected to major events
- Increased utilisation of assets
- Queenslanders experience the excitement of live events

With the 2022 ICC Men's T20 World Cup, FIFA Women's World Cup 2023, Surf Lifesaving World Championships 2024, Gold Coast Marathon and many more events on the horizon, we have an opportunity to attract and better leverage major events that are drawn to Queensland.

Accelerate will work to harness opportunities in the lead up to, and after Brisbane 2032 to accelerate participation and strengthen the industry through leveraging opportunities and events. We will partner with industry stakeholders, local governments and others to ensure major events are about more than just being a spectator, and that local community events have opportunities that can inspire Queenslanders to get active.

INITIATIVES THAT WILL DRIVE THIS COMMITMENT

- Develop a framework to maximise social benefit from investment in major sporting events including a focus on healthy, active Queenslanders.
- Develop a toolkit for organisations and local government to leverage significant events, link local clubs and activities, and leverage opportunities.
- Focused investment in activities and events through **sponsorship**.

WORKING TOGETHER AS A TEAM

Activate! Queensland is a whole-of-government priority that sees us playing as a team.

To achieve the strategy objectives and targets, this collaborative approach will continue with *Accelerate*.

Through coordinated effort, *Accelerate* will work to ensure every Queenslanders is empowered to enjoy physical activity that promotes health, wellbeing and a sense of belonging in communities across our state.

It supports government, industry and community, continue on a path to success that benefits all Queenslanders.



Queensland Thunder Women claim the 2022 Australian Water Polo League title in Sydney
© Water Polo Australia

Activate! Queensland

through government
investment for
physical activity.

Health and wellbeing

Behaviour change and preventative health programs

Sport and active recreation

Participation programs, sport and active recreation facilities, outdoor recreation centres, elite performance, innovation and knowledge

Infrastructure and environment

Urban planning, design and development, walking paths and trails, bike paths, community spaces, national parks, state forests, marine parks and recreation areas

Education

Facilities, school design, physical literacy and school sports

Tourism and events

Tourism events, stadiums and sport facilities, mass participation events and community engagement

Community connection

Support inclusive, diverse physical activity opportunities for all Queenslanders that enhance community connection and cohesion

ACCELERATE 2022–2025

Calendar of funding programs

	2022/2023												2023/2024												2024/2025												
	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	
FairPlay	○				○		○						○				○								○				○				○				
SwimStart																	○							○													
Active Clubs*								○		○											○		○									○		○			
Infrastructure*							○		○							○		○												○		○					
ActiveKIT*	○		○																					○		○											
Active Industry Project Fund*					○		○														○		○														
Active Industry Base Fund 2023–2026									○		○																						○		○		
First Nations Sport and Recreation Program*										○		○											○		○								○		○		
Active Women and Girls Program																	○																				

* Rounds will differ by funding themes (e.g. inclusive and accessible facilities)

NB: Calendar only includes grant programs with specific open and close rounds.

Calendar updated November 2023. Dates may be subject to further change.