



Sport and Physical Activity Research

At the Ipsos-Eureka Social Research Institute our work is focused on promoting creativity and positive change in the community. While the social and health benefits of participation in sport and physical activity are well documented, recent studies indicate that as many as one third of Australians engage in little or no physical activity. Enriching our understanding of the drivers and barriers to participation in sport and physical activity is crucial in motivating these individuals.

Within our sport and physical activity portfolio we specialise in providing consultancy and research services for the commercial, community services, and health sectors. We have extensive experience consulting with a wide cross-section of the community, including hard-to-reach subjects such as young people, those from culturally and linguistically diverse communities and residents of regional and remote Australia.

What we provide

Behavioural change: We use various methods to identify conscious and unconscious motivations and beliefs to tailor strategies to encourage participation, including:

- in-depth interviews
- discussion groups
- use of projective techniques
- expert workshops
- surveys (in person, online, phone)
- experimental methodologies

We also are proficient in:

- literature reviews
- program/policy evaluation
- policy/strategy development
- mixed method research

Areas of research experience related to sports and physical activity:

- behavioural change
- participation in physical activities
- campaign/materials pilot testing
- campaign awareness
- attendance at sporting events
- participant and spectator satisfaction

Clients

Our clients include local, state and commonwealth government departments and agencies, public and private services, consumer groups and peak bodies. Some of our clients include: *Department of Health and*

Ageing, CSIRO, Sydney Superdome, NSW Rugby, Cancer Institute, Heart Foundation and the Collingwood Football Club.

Working relationships

We form close working relationships with our clients. Ipsos-Eureka's relationship with our clients does not end at the completion of a project. We build our knowledge and understanding of partner organisations to inform quality future research.

Case study – Department of Health and Ageing, CSIRO, University of South Australia

We completed a national study of children's nutrition and physical activity, called 'Kids Eat, Kids Play' in collaboration with the Department of Health and Ageing, CSIRO and the University of South Australia. The survey gathered data from parents, objective measurements of children's physical attributes (such as height and weight), and information from pedometers worn by children for seven days. Children also provided detailed information on their diet and use of time. Data was used to design communication and education strategies for governments and other organisations promoting nutrition and healthy lifestyles.

Our portfolio leaders

Andrew Griffiths

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Andrew has a wealth of experience across both qualitative and quantitative methodologies. He has been involved with projects in the areas of health, social and commercial research and has conducted research for The Department of Health and Ageing, NSW Health, Centrelink, NSW Department of Environment and Climate Change, and the Cancer Institute NSW.

Emma Rowland

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Emma is a dedicated social researcher, spending the majority of her career working with Government and not-for-profit organisations. She is proficient in a range of qualitative and quantitative techniques, specialising in advanced statistical methods to find the 'story' in the data.

She is an active member of the Australian Market and Social Research Society and a Qualified Practising Market Researcher.

Offices in Canberra, Sydney, Melbourne and Brisbane

Up close we see certain details. But when we step back we discover something else.

