



UNIVERSITIES  
AUSTRALIA

---

# Universities, Sport and Health

## Australian University Sports Conference

17.05.2017

# What is UA's immediate view on the recent budget?

- Unis return to the economy:
  - International education - third highest export (\$22b p.a.)
  - Lead innovation, transition
- Budget: less than proposed 20% cut BUT
- Counter to government vision (growth, opportunity)
- \$2.8b cuts to higher ed: Govt. vision hard to achieve
- Welcome some proposals:
  - disadvantaged students, work placements, ass. qualifications
  - MRFF prevention stream: possible research opportunities for Sports Departments



Australian Government

Higher Education  
Reform Package



# What is UA's view of the potential longer term budget impacts?

- Measures still to get through Senate
- Localised assessments, individual to each university
  - Revenue-increasing options: limited
  - Cost reductions: various options
- Performance measures also in the mix
- All considered in making difficult decisions
- Other:
  - Student fees: tipping point?; Greater student non-uni workload?
  - More industry/employment partnerships?; Equity target achievements?

# What broader issues does UA see higher education facing moving forward?

- Continued emphasis: Higher Education – ROI
- New modes of delivery
- Global market:
  - Brexit, USA
- Sports opportunities:
  - Recent India delegation – Australia-India sports agreements
  - Other international partnership opportunities?



# How can sports departments capture health promotion messages on campus?

- Fit ≠ healthy! (but it can)
- Sports culture also critical
- Sports Departments: great opportunity to promote movement, physical activity and broader health messages:
  - Inclusivity
  - Healthy culture
- Examples:
  - Deadly choices
  - Whole Life Challenge





## Deadly Choices: preventative health

- Culturally appropriate, evidence-based health promotion program: IUIH (Inst. Of Urban Indigenous Health)
- Strong focus on sport: partnerships with Broncos, Titans
- Multi-faceted brand power approach:
  - Seven week education program (schools/community)
  - Smoke and alcohol free Community Days
  - TV commercials/social media
  - High profile Indigenous ambassadors
- Evaluation results: improved health literacy, health behaviours
- Contact: [deadlychoices@iuih.org.au](mailto:deadlychoices@iuih.org.au)

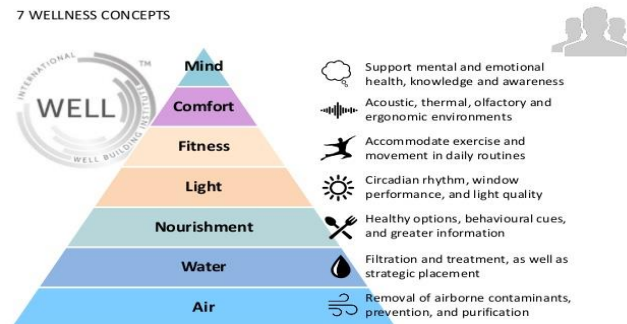
# Whole Life Challenge

- Web-based 8 week program
- Team based, supportive
- Seven daily habits –
  - Exercise/sport; Diet/nutrition; Mobility (stretching/movement); Hydration; Reflection; Sleep; Lifestyle habits
- Small fee to participate
- <https://www.wholelifechallenge.com/>



# What will a future healthy campus look like?

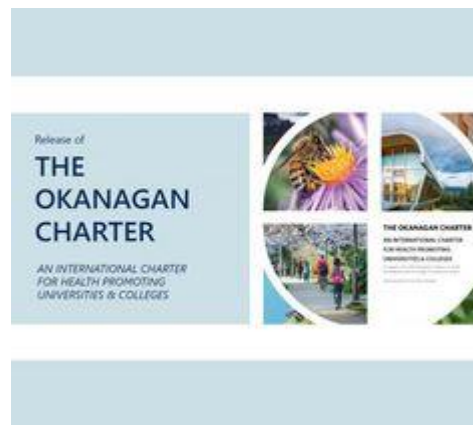
- 80% current disease burden is chronic disease
- Much preventable through healthy lifestyle choices
- Evidence based approaches – 5 key risk factors:
  - Smoking, Nutrition, Alcohol, Physical Activity, Weight (SNAP-W Framework)
- Bio-psycho-social approach: social connection, mental health
- Campus design - integral (food options, open/community spaces, timetabling, support services)
- Sports departments: leadership role but in partnership: whole-of-institution approach





# What services/trends should universities look at from a health perspective?

- Harness existing resources
- Whole-of-campus approach
- Foster “virtuous” rather than vicious cycles
- Useful frameworks:
  - International Okanagan charter:
  - National/jurisdictional: Australian Health Promoting Universities Network



## Possible workshop questions

- How is your university sports department already promoting health/supporting a healthy culture around sport?
- How could you build on this to integrate broader health messages?
- What partnerships could be developed to promote health on campus?

