

ACTIVE MORELAND FACT SHEET: LOW INCOME



This Fact Sheet provides some background information and suggestions to support clubs and activity providers to successfully reach individuals and families on low or limiting incomes and how to promote physical activity and a healthy lifestyle.

How to reach Low Income earners:

- People on low incomes are likely to be attracted to messages that are simple, clear, factual and fun
- Low income households focus on free low cost value for money activities that they can participate in close to home
- Contact via a range of avenues including social media, printed material, word of mouth and community support agencies
- Neighbourhood centres, local welfare, and health agencies and other community groups in socially disadvantaged areas could provide information about the benefits of physical activities and the availability of programs/facilities

Key motivating factors for participation:

- Affordable, low cost and free activities i.e. discounted or free passes to facilities
- Highlight health and wellbeing benefits that sport and physical activity can bring i.e. 'make you feel better, improve social networks, build confidence and leadership skills'
- Activities where there are social and educational benefits in participating
- Provision of low cost transport
- Links between schools and sport that encourage participation and offer skill development at school and participation opportunities
- Neighbourhood based activities

People on Low Income

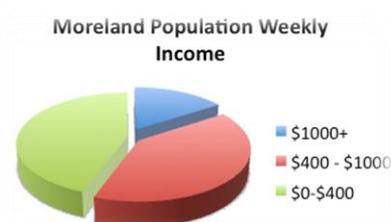
People on low incomes are generally defined as people who may be unemployed or who are only employed on a part time / casual basis. They may also be relying on some type of government assistance as their main source of income i.e. Carer Payment, Newstart Allowance, Youth Allowance etc. people on a low income may be socially disadvantaged and have lower levels of education.

Moreland has a lower average income. Low income earners often experience other disadvantages such as:

- low education attainment
- high unemployment
- unskilled occupations

Moreland Facts

- More than 30% of Moreland residents are renting which is significantly higher than the Greater Melbourne area average of 26.5%¹
- 41.3% of households only have one car, 27.7% have two cars and 14% not having a car at all
- 50% of Moreland's population is in the lower half of income groups, with 26.4% being in the lowest quartile (\$0 - \$32,448) and 23.6% being in the medium lowest quartile (\$32,500 to \$62,076)
- Moreland has a 94% rate of employment, indicating that while majority of the population is employed it is in lower paying jobs



¹ City of Moreland Community Profile

“The involvement of friends and family helps facilitate participation in sport”

Participation in regular physical activity has a wide range of health and well being benefits for all people, including physical, functional, psychological and social benefits and contributes to disease prevention. The messages need to portray sport and physical activity as inexpensive and non-exclusive. The social connections and health benefits of physical activity need to be reinforced.

Likely barriers faced by low income groups

There are a number of likely participation barriers faced by low income earners. Whilst barriers vary for different people, some common barriers reported are:

- Lack of discretionary income and funds for leisure
- Reduced options for physical activity due to prohibitive costs
- Low self esteem
- Reliance on public transport
- Concerns about personal safety as socially disadvantaged areas often experience relatively high levels of crime¹
- Cost of organised activities is prohibitive i.e. participation and equipment
- Lower awareness of the benefits of physical activity
- Fear of exclusion based on uniform, equipment etc.
- Time constraints due to additional workload or inability to utilise childcare due to costs
- General lack of information on opportunities
- Prior negative experience within sport and physical activity based on income levels

While low income groups may experience barriers, it is important to understand that when different demographic influences collide that severe disadvantage is likely to be experienced. For instance, a non-English speaking family, with low to no income, and with limited education etc. then they are likely to experience greater barriers to participation

What you can do...

- Offer club discount opportunities, family friendly pricing, concessions for people living on a pension or fixed income, introductory offers, subsidise or waiver membership fees in certain circumstances or offer and instalment payment plan for fees²
- Offer the use of second-hand equipment and uniforms
- Link to schools and school hours to run activities
- Place a greater emphasis on physical activity by communicating through community support agencies, word of mouth, in print material (free local papers) and community support networks
- Provide introductory workshops and education information sessions to highlight the benefits of physical activity: ‘stress release and relaxation, being outdoors is fun for all the family, get out of the house and enjoy the fresh air
- Include community fundraising opportunities that may allow low income earners to thrive in their chosen sport
- Opportunities within walking/cycling distance and provision of safe, accessible and appealing environments including walkways/footpaths etc.

Active Moreland

Active Moreland is an initiative aimed at ‘making it easy for more people to be more active more often’.

Active Moreland is a multi-pronged approach to increasing levels by targeting people, opportunities, places and partnerships to provide welcoming and inclusive services and programs that will contribute to making Moreland a more active community.

¹ NSW Department of Local Government, Creating Active Communities. Physical activity guidelines for local councils

² Everybody Wins, Action Guide: the actions you can take so everyone wins Tool 20 – reducing cost of participation. 2011