



GATORADE®

FUELLING A BETTER TOMORROW FOR YOUNG AUSTRALIANS

How the pressure of performing in sport
is eroding teen confidence and driving
declining teen participation



AT GATORADE, WE BELIEVE IN THE LIFE-CHANGING POWER THAT SPORT HAS ON TEEN'S LIVES

Improved resilience



Improved mental health



Increased confidence



Greater social connectedness



TEENS WHO ARE MEMBERS OF A LOCAL SPORTING CLUB ARE MORE LIKELY TO:

Demonstrate greater trust in other people



Possess a stronger sense of belonging to their community



Form more close friendships

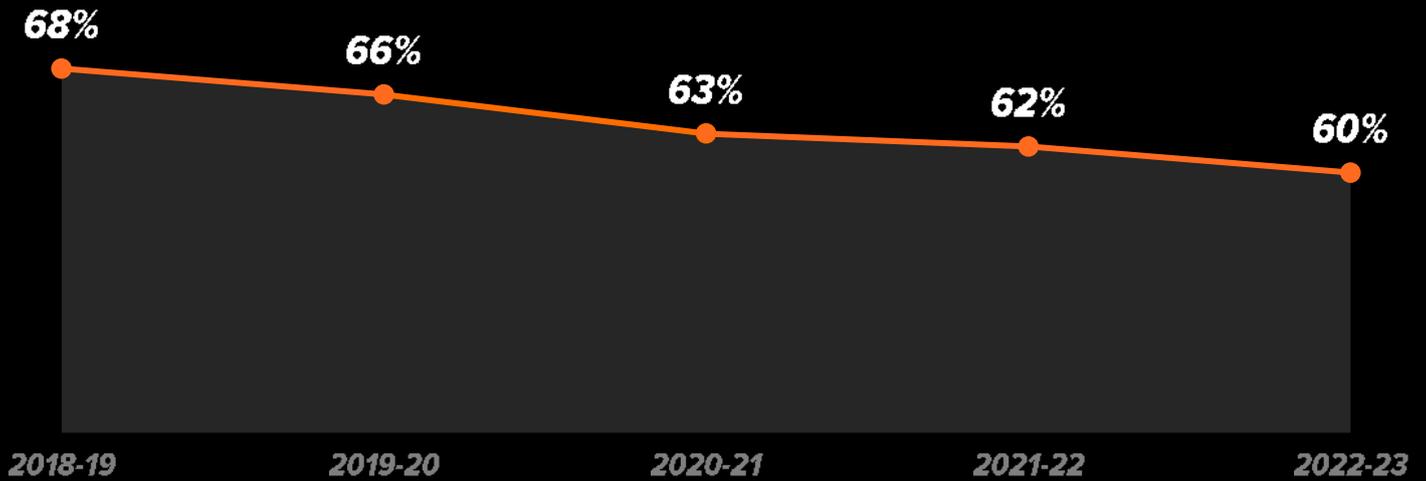


Achieve greater levels of life satisfaction, happiness and health



SOURCE:
The value and benefits of sport | Clearinghouse for Sport

BUT TEEN'S PARTICIPATION IN SPORT IS DECLINING



128,133

fewer teens are playing sport now, than they were 4 years ago*

If it continues on this trajectory...



...by 2030 only **43%** of teens will be participating in sport



...by 2035 less than **1 in 3** teens will be participating in sport



...in **10** years time sport participation by teens will have halved



And only **5.6%** of 15-17 year old's are meeting the Department of Health and Aged Care's physical activity guidelines (2022)^

*AusPlay National Sport and Physical Activity Participation Report October 2023, page 26 chart 2- Young Adults aged 15-19 participate in sport-related activity 1+ times per week. Future predictions based on extrapolation of this data

^Australian Bureau of Statistics. Physical activity, 2022 <https://www.abs.gov.au/statistics/health/health-conditions-and-risks/physical-activity/latest-release>
Unless referenced otherwise all statistics & quotes contained in this report are from the survey and studies conducted in partnership with Gatorade, La Trobe University CSSI and Fiftyfive5. Details of the methodology are contained on p18



GATORADE IS ON A MISSION TO KEEP TEENS PLAYING TEAM SPORT

To identify ways in which we can empower teens to stay in sport we need to talk to them, understand how they feel and actively involve them in generating solutions to this problem.

Gatorade commissioned the The Centre of Sport and Social Impact (CSSI) from La Trobe University (Australia) to conduct research to give teens a voice on this issue.



THIS IS WHAT THEY TOLD US



To play sport is to experience the joy of movement, to love the sweat and hard work, to value the relationships you form and to build confidence in yourself.



The social aspect of AFL, being such a large team sport is absolutely fantastic. I love meeting new people on and off the field, training together and improving together and forming dynamics/plays, it's so fun and gives us a separate social circle of friends

FEMALE



95%

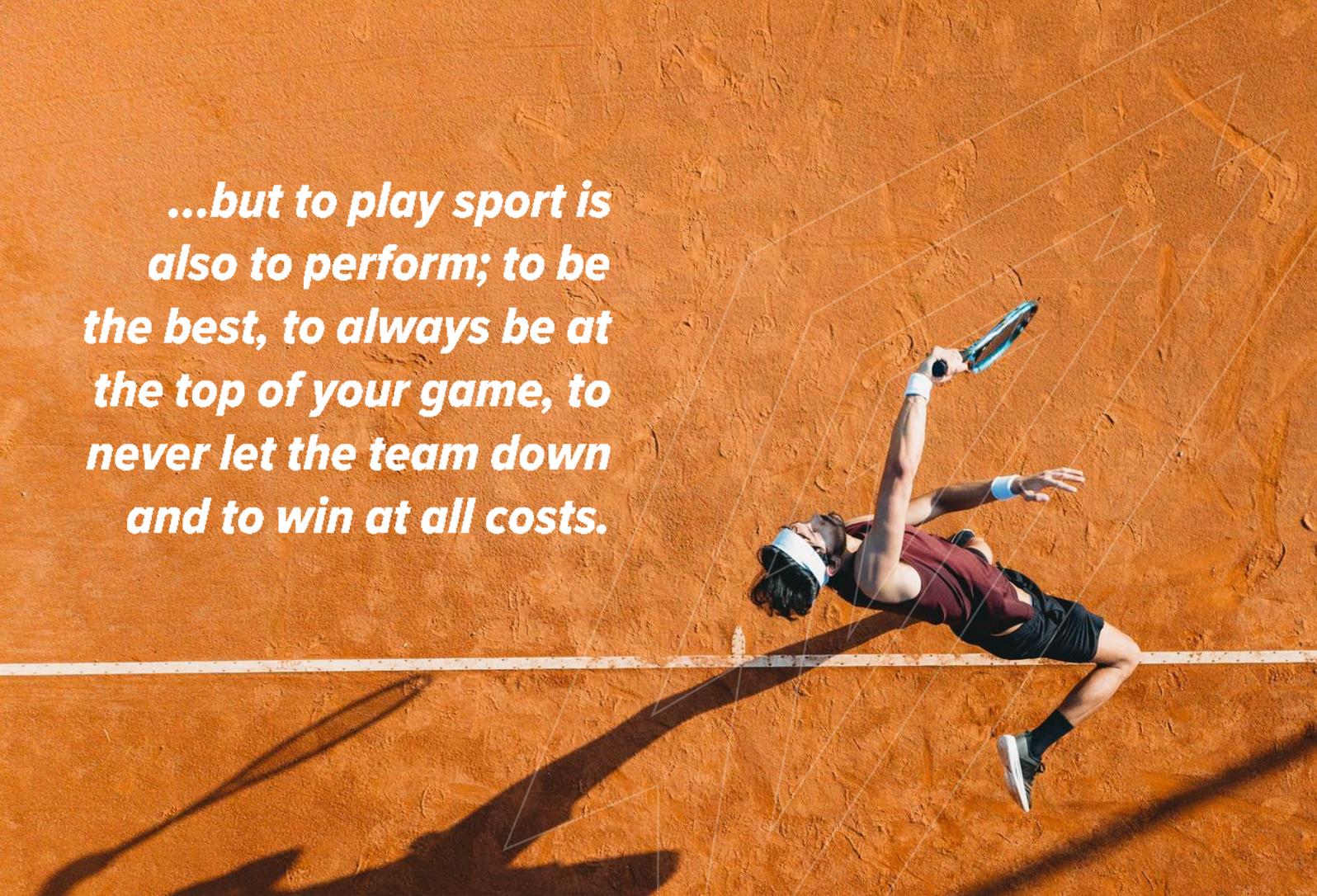
enjoy participating in team sport



91%

feel connected to others when participating in team sport

...but to play sport is also to perform; to be the best, to always be at the top of your game, to never let the team down and to win at all costs.



The intense mindset of not being a good enough player if you aren't always intensely training or at your best 100% of the time. I think this mindset can be motivating, it is also super damaging and can reinforce the stereotype for men that you aren't a "real" man if you aren't strong

MALE



Winning is very important to most people that play/watch sport. If I were good at playing sport, I think this would motivate me a lot and I would strive to win. However, because I am not good at sport, it demotivates me because I know I won't help to win

FEMALE

As a society are we too focussed on winning, putting pressure on our teens?

Sport is a key part of our national identity. We take pride in outperforming larger nations, often viewing sport as a way to showcase our innate resilience and tenacity on the world stage.

When they're winning, our athletes and sporting teams are celebrated as national heroes, the media spotlights their achievements, brands glorify them, young people look up to them and sponsorships and funding follow.

But what happens when they're not at their best and they don't meet our high expectations? Media coverage can shift dramatically, from being celebrated to being criticised and questioned, with social media further intensifying the pressure.



Winning is a huge culture in Australian sport which is a good thing for the Olympics, but not so great in children's team sports as the parents push the kids harder to win. This can lead to the kids being driven too hard and fast when they are younger, and they burn out

FEMALE



I believe that winning is a massive part of Australian culture, and it really drives athletes to be competitive. This also has a negative effect where kids may become over pressured to succeed rather than have fun

MALE



For most teens, the joy of playing far outweighs the desire to win

64%

of teens started playing sport to have fun

vs.

17%

started playing sport to win

Are we so focussed on winning, that we've forgotten why we play?



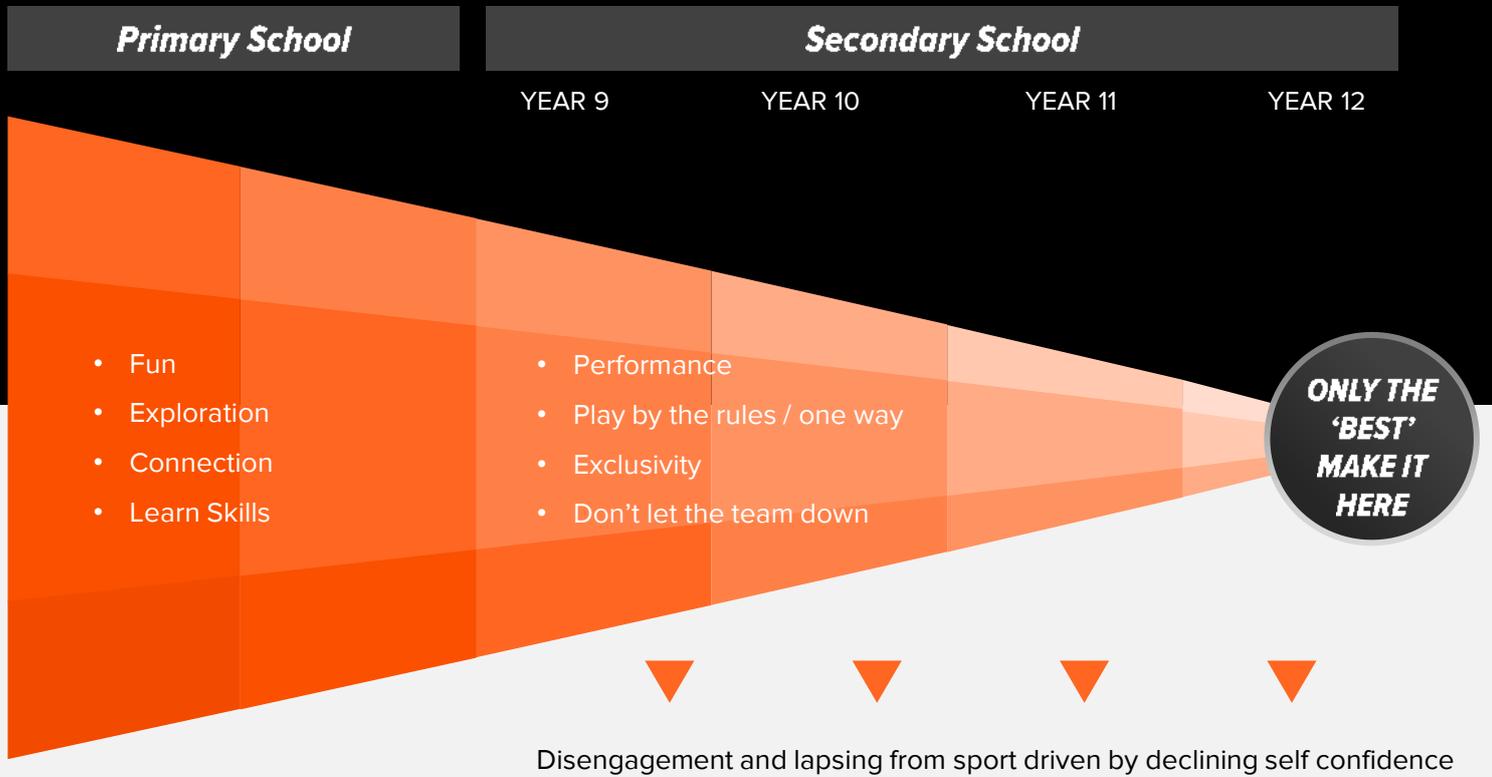
Those who have dropped out of team sport in the last 2 years are

25%

more likely to have started playing for fun vs. those who haven't dropped out

But as teens transition to secondary school, they see sport becoming more focussed on performance, which can lead them to feel like they're 'not good enough' and disconnected from their team if they don't perform...

...ultimately driving declining self-confidence, engagement and participation



Fiftyfive5 online community with teens in year 9-12



When you're younger it's more about having fun but as you get older its very clear that it's all about winning



FEMALE

Sports isn't very important to me anymore because I don't like the culture around sports teams and how they treat people, obviously not all sports teams but the ones I know quite a lot of bullying occurs within them, ultimately causing people to quit and give up. Sometimes I wished I still played sports because I enjoy exercising

MALE

As you get older, I believe that the system of picking teams gets much less inclusive and becomes biased

MALE

Team sport is stressful for me because of the pressure from your team to do well, as well as the competitive nature of it

FEMALE

Self-confidence is one of the biggest barriers to playing sport, and the greatest enabler for change in reducing teen drop out

The more confident a teen is to participate in team sport, the more likely they are to start and, if that confidence remains high there is a greater likelihood they will continue participating.



34%

of players report lack of confidence as a barrier or challenge to participating in sport

- Australian Sports Commission report (2023)



I just find it easier to be myself solo in comparison to others or a part of a team. Because there is a pressure of letting others down, while playing solo you're just letting yourself down

FEMALE



I feel like if I do sports in a group, it opens me up to be judged for the way I look or do things in that sport

FEMALE

But it's up to us -
 their coaches,
 family, friends,
 teammates,
 supporters to
 make this
 change happen



Most
 positive
 impact on teen
 sporting confidence

75%

of teens who play team sport
 say their self-confidence is
 impacted by those around
 them

1st
 Coach

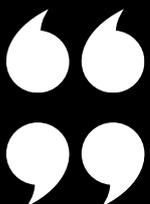
4th
 Friends

2nd
 Parents/family

5th
 Role models

3rd
 Teammates

6th
 People on sideline



After transferring from
 another club, I was more
 included, supported,
 encouraged, and overall
 enjoyed my experience.
 From the coaches to the
 players and support staff,
 there was always
 someone there for help

FEMALE

My friends...encouraging
 me when I mess up
 something, or hyping me
 up before the game and
 reassuring me that I'm
 good enough

MALE

Almost every game I feel
 confident because I know
 at the end of the day the
 scores don't matter; all
 that matters is I had fun
 and felt I tried my best

FEMALE

WHEN WE FAIL, THEY FAIL



44%

of teens who play sport have experienced or observed bullying by a coach or teammate

When teens don't feel encouraged and supported they feel like they are letting the team down and lack belonging, reducing their confidence in sport



I was on the pitch and my coach at the time, who I didn't really like was not happy with the way I was playing. I did what the coach asked at first but when the other team quickly got around me I stopped, and the coach was constantly then yelling at me and threatening to take me off the field it got so bad. I was crying on the pitch whilst playing as this coach was yelling at me from the side lines. The referee interrupted and gave the coach a yellow card for speaking to one of his own players like that and I was checked up on by the referee. This game was one of the worst experiences I have had playing a sport I love

FEMALE



Coaches have the greatest role to play in confidence in sport - they can make or break teen confidence

Whilst issues with self-confidence don't all stem from the coach, they have the ability to influence those around them

To teens, boosting confidence through great coaching comes from;

- encouraging me to play to my strengths
- making me feel good about myself
- giving positive feedback
- giving clear instructions
- making competition fun
- listening to my ideas and concerns



I felt confident playing ...when I knew that I had my coaches full support in my decisions on the field and was playing in a team where everyone trusted each other and their abilities. When I was able to play without thinking and worrying about my performance

FEMALE

My coach...encourages me, supportive, helps when I am struggling with a skill, understanding of all players, kind, makes the environment welcoming

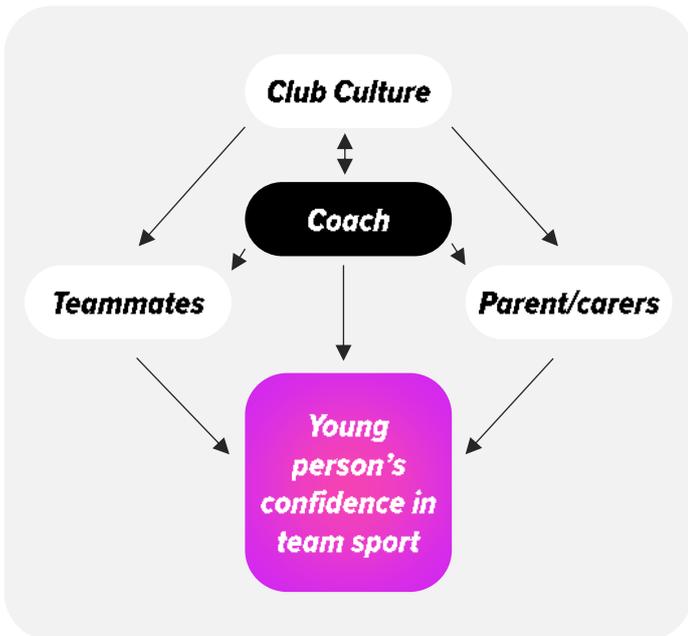
FEMALE

Preparing for a grand final, our coach told us how hard we had worked and everything we had done to get into this position to win the grand final. He told us how much we deserved it

MALE

My coach is very knowledgeable, and she is always pushing us to be our best and it has definitely made us a stronger team over the years. She always lifts us up when we're down and never puts pressure on us to perform like the Australian team

FEMALE



Parents and family play an important role positively impacting confidence to participate in team sport through their support and encouragement

71%

of teens who play sport say having a parent who supports them positively impacts their confidence

61%

of teens who play sport say having a parent who gives positive feedback after a game positively impacts their confidence

To teens, parents and family boost confidence through;

- unconditional emotional support
- tangible support such as financial support and help getting to games
- offering and/or providing positive encouragement generally
- giving positive feedback during and after games



They have always been very supportive and provided everything I need for basketball without question including getting up at 4am to drive me to special training and driving long distances for regional games. Mum has always expressed belief in my ability and potential

MALE

They encourage me to participate and just play the best that I can

FEMALE

They always reassure me when I am not going so well. They tell me how I could improve during games

FEMALE



Teammates are key to fostering a feeling of belonging and connection to the club and team

80%

of teens who play sport say feeling part of the team positively impacts their confidence

76%

of teens who play sport say being a part of a club where they feel like they belong positively impacts their confidence

70%

of teens who play sport say having a teammate who gives positive comments positively impacts their confidence



Others in my team/s that I've played in, have shown me so much support on and off the field, before and after games also. I feel more support through them than I do anyone else

FEMALE

In my team they don't make comments like some other people in my other team that make me feel sad, so I have a lowered confidence when I play for that other team. But my local comp team is very supportive and we are all nice to each other

FEMALE

My teammates...played alongside me and backed me no matter what which made me feel safe and confident

MALE

The research identified ten principles for building teen's confidence to participate in team sport, based on the key finding that creating a safe environment and sense of belonging is central to a positive sport experience.

Combined, these principles provide the building blocks for confidence in team sport for teens.



What a sport experience should set out to achieve

01

Build a participant-centred and socially inclusive environment

02

The coach is central to a player's confidence in team sport

03

The sport and parents should support the coach

Who should be involved in initiatives to build teen's confidence in team sport



How to build a teen's confidence in team sport



04

Making small tweaks to the sport experience can have a great impact

05

Promote autonomy and co-creation — listen and give youth a voice

06

Meet players where they are at

07

Foster a sense of belonging

08

Role model and promote confidence-building behaviours

09

Balance enjoyment/fun and skill development/performance

10

Provide players with safe opportunities to improve



OUR **MISSION**

Gatorade continues to fuel young adults to keep active in sport. Through its global program, Fuel Tomorrow, Gatorade has committed to help 2.5 million teens access the life-changing power of sport by 2030

RESEARCH APPROACH

Gatorade commissioned The Centre of Sport and Social Impact (CSSI) from La Trobe University (Australia) to conduct this project;

STAGE ONE

Online survey made available to Australian teenagers, conducted June - August 2024 with responses from 1,120 13–18-year-olds who were currently participating or had recently participated in seven of the most popular team sports in Australia Soccer; Netball; Basketball; AFL; Cricket; Rugby League; and Rugby Union.

STAGE TWO

Three World Cafés (two in Melbourne and one in Sydney) in August/September 2024 with 90 young people aged 14–18 (30 per café) who were either currently participating in team sports outside of school or had stopped participating in the last 24 months*.

We would like to acknowledge support from the teams from Gatorade, Revolt, Year 13, and Fiftyfive5 for their collaboration on this project.



LA TROBE
UNIVERSITY

Centre for Sport
and Social Impact



*Stage one of the research was based on a survey reviewed and approved by La Trobe University's Human Research Ethics Committee (HREC). Stage two of the research, which involved moderated workshops (World Café) with teens, was undertaken through a commercial consultancy agreement rather than a La Trobe HREC approved project, in line with national ethical guidelines.