

**Submission
No 26**

**INQUIRY INTO INQUIRY INTO CHILDHOOD
OVERWEIGHT AND OBESITY**

Organisation: Mudita Games
Date received: 25 August 2016



STANDING COMMITTEE ON SOCIAL ISSUES

INQUIRY INTO CHILDHOOD OVERWEIGHT AND OBESITY

ORGANISATION: MUDITA GAMES

DATE SUBMITTED: 18.08.2016



18 AUGUST 2016

THE HON. BRONNIE TAYLOR MLC
STANDING COMMITTEE ON SOCIAL ISSUES – CHAIR
PARLIAMENT HOUSE
MACQUARIE ST
SYDNEY NSW 2000

Dear Mrs Taylor,

Submission to the Inquiry into Childhood Overweight and Obesity

Mudita Games is responding to the inquiry into the prevalence and growth of overweight and obese youths in Australia, and NSW in particular.

We believe that we can help the government in gaining traction with youths via digital products on portable devices that will encourage them to have a greater knowledge of themselves and therefore the actions required to lead healthier and more active lifestyles.

Although for many the idea of discovering exercise and healthy eating via phones and tablets sounds counterintuitive, the fact that so much of youths time is spent on these devices opens up a huge opportunity. At June 2011, smartphones were used by less than a quarter of teens. Four years later, at June 2015, 80 per cent of all Australian teens used a smartphone.¹

Eighty-three per cent of teens are going online three or more times daily, seven percentage points behind the next age cohort (18–24 year-olds), but equal to or higher than all older age groups.¹

However, the single biggest factor in teens spending increased hours online is likely to be the growing use of mobile phones. This has also been highlighted in research showing that Australians now spend a greater proportion of their online time on their mobile phone (42 per cent) than any other device, despite smartphone internet sessions typically being far shorter (average 9.9 minutes) than those on desktop (36.9 minutes) or tablet (9.1 minutes).²

Therefore, if you want to speak to these people, then you have to go where they are – and that is online, and most probably on their mobile phone.

The case study that we have used is our digital enhancement to the NRL Cronulla Sharks community focused Anti Bullying program. The Sharks have made this their sole focus in the community and have the stated aim of delivering the anti bullying message in all 84 schools in the Sutherland Shire. Via our app (as seen in our attachment or downloaded from the Google Play or iTunes store – search Cronulla Sharks, My Hero) we targeted five to ten year old children with an animated story including star player Valentine Holmes that was in line with the Department of Education Curriculum on this subject. Our number of downloads was exceptional following a limited marketing campaign across the digital platforms that the Sharks had to offer.

We see that combining with a big distribution partner, be it individual clubs or entire sporting organisations, and making a strong engagement piece so that the user is drawn back to the message, we can have a significant impact on those users.

Further to this, given the nature of the product that we have, we are able to deliver full reporting of the type of analytics that allow understanding of the effectiveness of each program. There is also the opportunity within digital products such as these to insert mini surveys to better understand the existing habits or the change to these habits of users of the programs.

Not only is education a part of the program. The very fact that the message is delivered by a local “Hero” from the sporting world means the increase in the inclination for that user to try or continue to play that sport.

Mrs Taylor we look forward to answering any further questions you may have about our product and how we might assist you in your desire to counter this problem.

Yours Sincerely,

Jimmy Smith

CEO/Founder Mudita Games

¹Base: Australians Aged 14-17. Source: Roy Morgan Single Source

² IAB Australia and Nielsen; The Mobile Story. Nielsen Mobile Ratings, July preview data 2015