

Doing sport differently

Designing and delivering sport to engage people who are less active

2019 VAAP Research and Practice Forum
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Today...

- 1. Our work in social sport – targeting less active Victorians**
- 2. What we have learnt: 6 key principles**
- 3. Where you can find more information**

VicHealth

The world's first health promotion foundation

Our five strategic imperatives



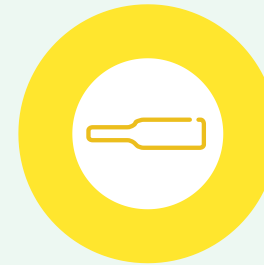
Promote
healthy eating



Encourage regular
physical activity



Prevent
tobacco use



Prevent harm
from alcohol



Promote
mental wellbeing



Established
30 years ago, funded
by a tax on tobacco



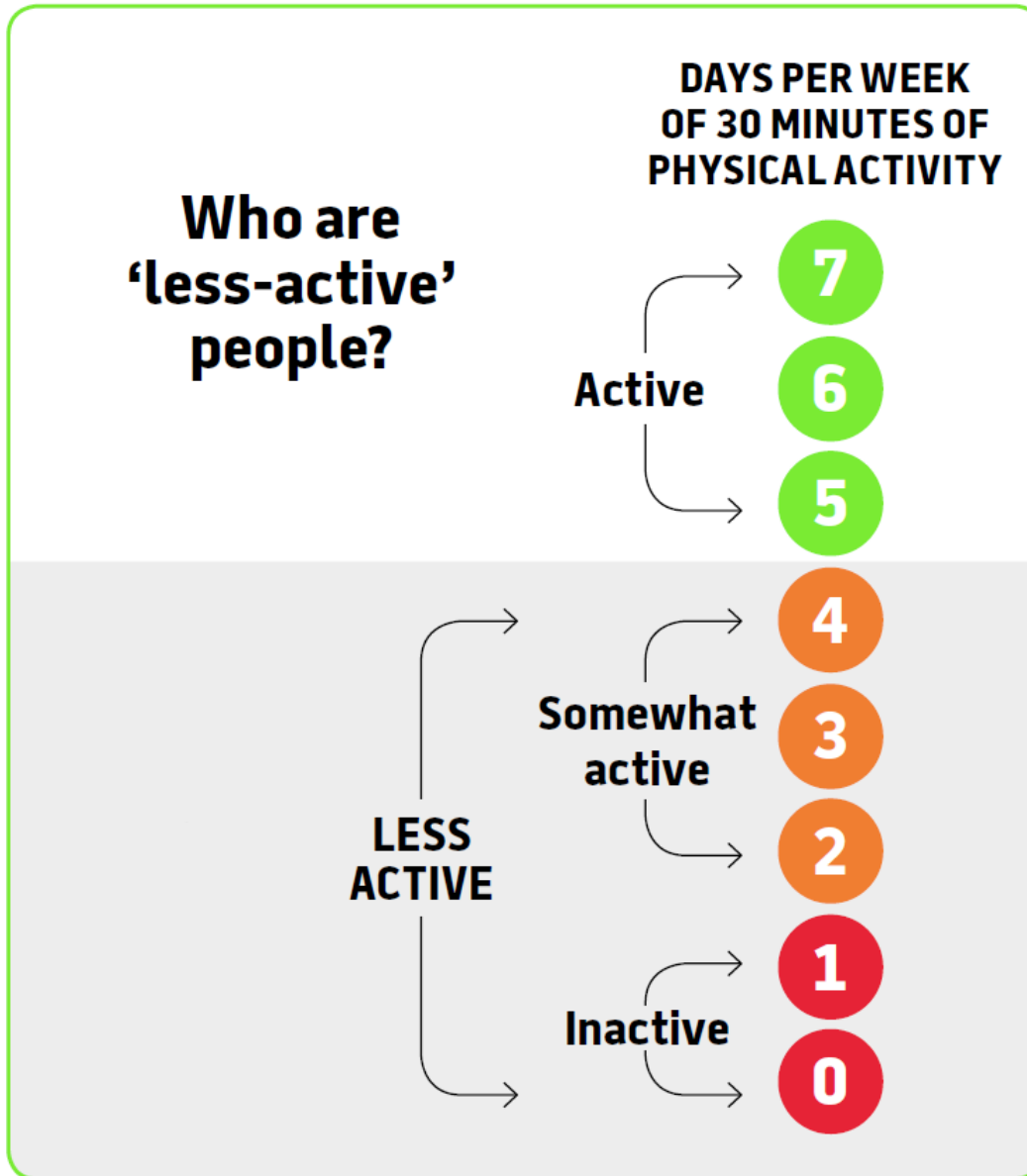
Vision: one million more
Victorians to have better
health and wellbeing by 2023



Trends in physical activity and sport participation are shifting.

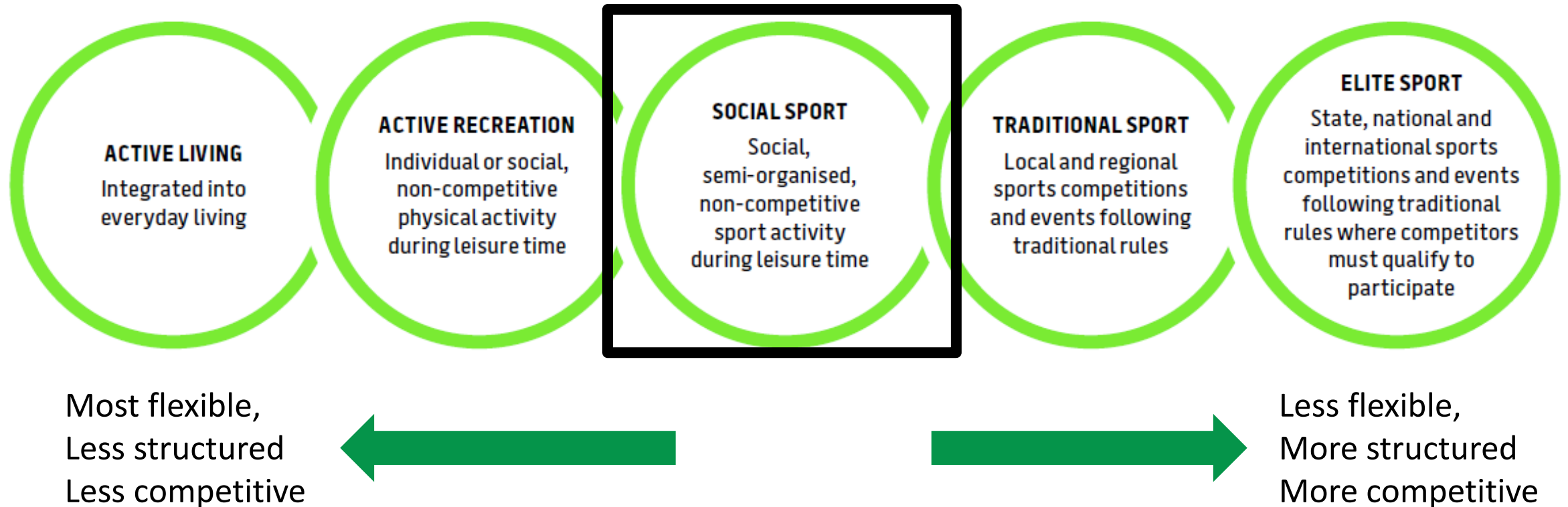
Nearly half of Australians do not do enough physical activity to benefit their health

Who we targeted



Social Sport

The spectrum of opportunities for physical activity as part of everyday life





an initiative of
VicHealth™

Our sport investments 2015-18

Female specific



Female Sport Program

Active Women and Girls

National and state



State Sport Program

Regional Victoria



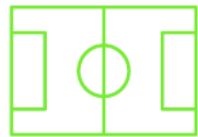
Regional Sport Program

Local



Active Club Grants

Innovation Challenge: Sport



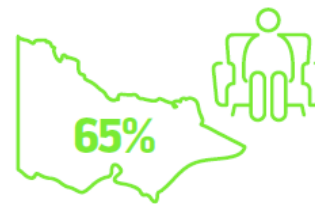
funded 60+ sporting organisations...



to support 270+ projects...



that have engaged 100,000+ participants...



including about 65% who were 'less-active' Victorians...



and 16,000+ females



48,000+ people also participated in an initiative of Active Club Grants

Six principles

that can help sport organisations attract larger and more diverse audiences



1 Engage with the target market throughout the design process to reduce barriers and fulfil motivations.



4 The deliverer is the most vital person to participants' experience and retention.



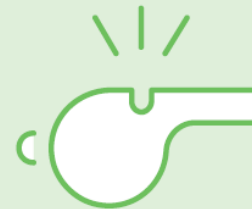
2 Think about participants as customers and consider their total experience.



5 Participants need a clear pathway for retention or transition as their skill, fitness or interest changes.

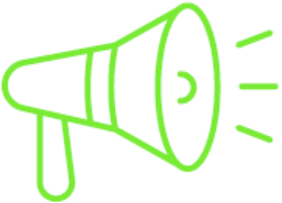


3 Participation should cater to different levels of skill, ability and fitness.



6 Best-practice project management and delivery will enable scale and sustainability.

PRINCIPLE 1: ENGAGE WITH THE TARGET MARKET THROUGHOUT THE DESIGN PROCESS TO REDUCE BARRIERS AND FULFIL MOTIVATIONS



Barriers



Motivations



Participant feedback



“My body isn't up to playing outdoor soccer any more.”



Mixed sevens was a great format ... that was still at an intensity I could handle.”



Participant feedback



“I liked that it was at the same place every week so we didn't have to drive all over town to get to games”

PRINCIPLE 2: THINK ABOUT PARTICIPANTS AS CUSTOMERS AND CONSIDER THEIR TOTAL EXPERIENCE



Five key customer experience touchpoints



PRINCIPLE 3: PARTICIPATION SHOULD CATER TO DIFFERENT LEVELS OF SKILL, ABILITY AND FITNESS



Top 5 motivations for participating

- having fun
- spending time with friends
- improving fitness levels
- learning new skills
- meeting new people



Walking Football Come and Try Day!

Welcome!



PRINCIPLE 4: THE DELIVERER IS THE MOST VITAL PERSON TO PARTICIPANTS' EXPERIENCE AND RETENTION



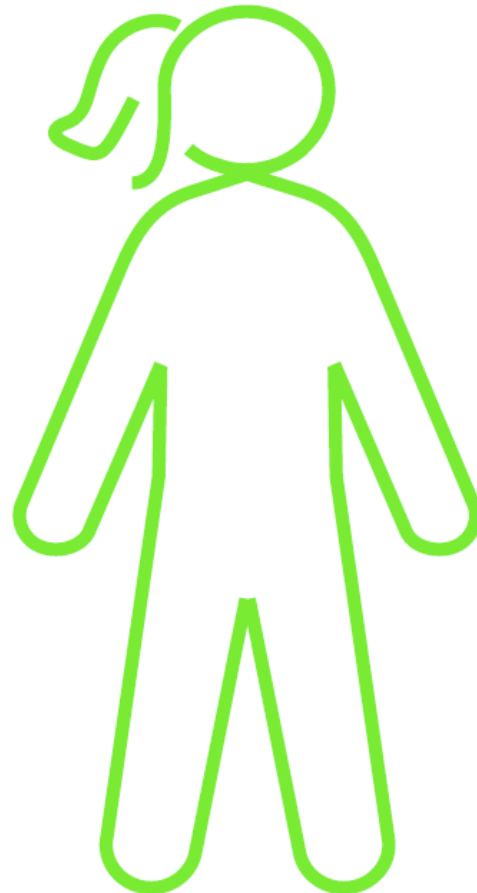
Deliverer

NEEDS TO BE

empathetic

encouraging

adaptable



ABLE TO

control group atmosphere
and social cohesion

provide clear instructions

modify activities

Participant feedback



“It was not an intimidating experience.”



It was lots of fun and the deliverers were very helpful and encouraging”



Participant feedback



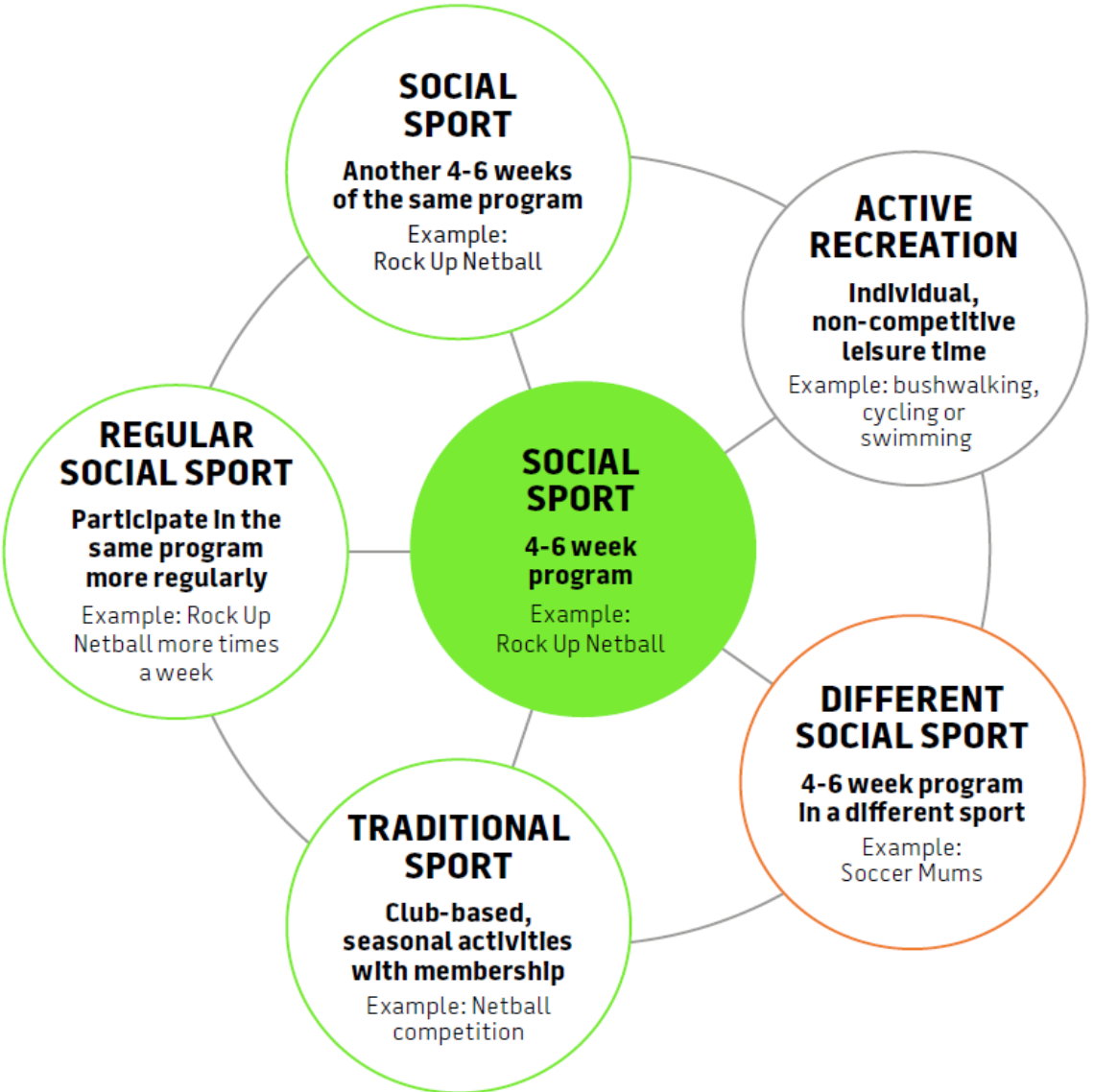
“The wonderful sense of humour and calm wisdom of the instructor inspired confidence.



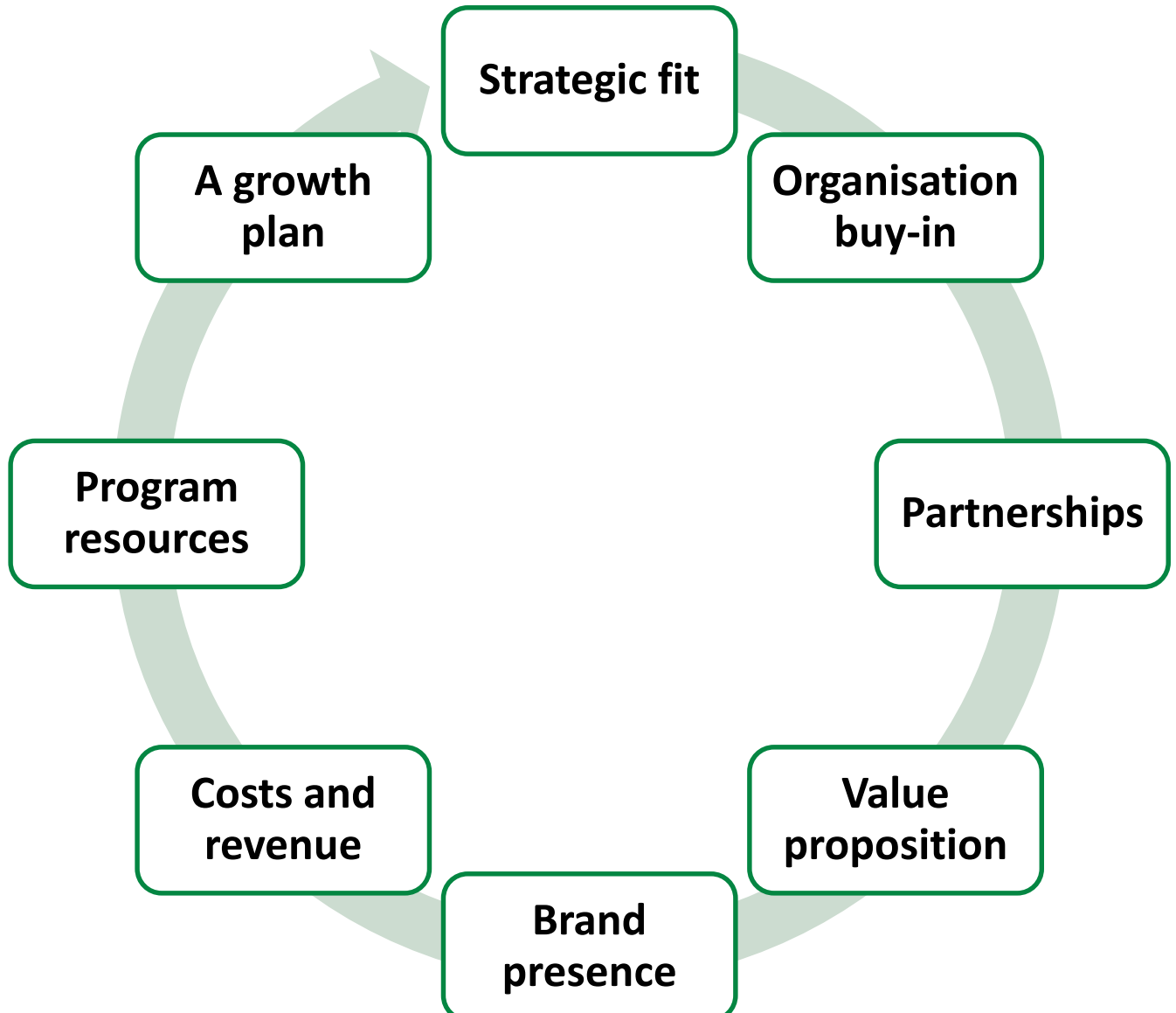
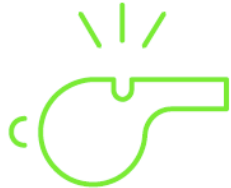
My partner and I thoroughly enjoyed the experience.”



PRINCIPLE 5: PARTICIPANTS NEED A CLEAR PATHWAY FOR RETENTION OR TRANSITION AS THEIR SKILL, FITNESS OR INTEREST CHANGES



PRINCIPLE 6: BEST-PRACTICE PROJECT MANAGEMENT AND DELIVERY WILL ENABLE SCALE AND SUSTAINABILITY



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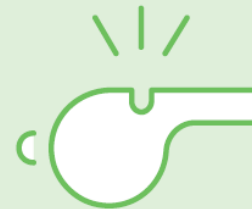
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Want to know more?



Website now live!

www.doingsportdifferently.com.au



Insights Forum

September 18th

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