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Impact



LA TROBE
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CENTRE FOR
SPORT AND
SOCIAL IMPACT



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.



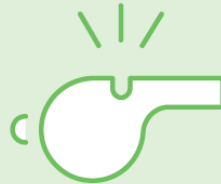
2 Think about participants as customers and consider their total experience.



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.



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

- Less active people are not homogenous – don't treat them like they are
- There is no silver bullet program for less active people – engage with them to find out what they need
- Co-design with the barriers and motivations of less active people at the forefront



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

Five key customer experience touchpoints





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

- Confidence and how to develop it
- A balance between not too hard and challenging enough
- Conscious thought about what, to whom, under what conditions
- Deploying the program that active people and sport zealots love is a sure fire fail



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

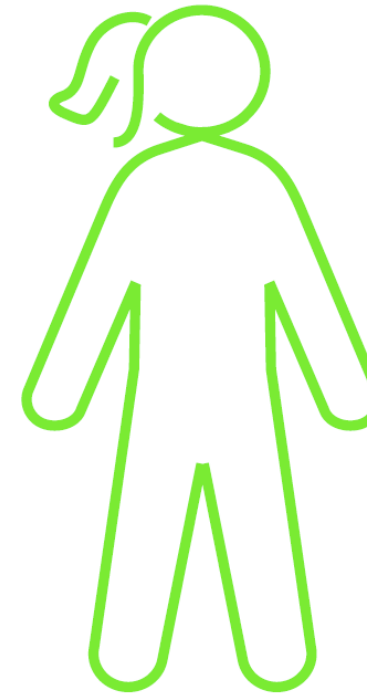
Deliverer

NEEDS TO BE

empathetic

encouraging

adaptable



ABLE TO

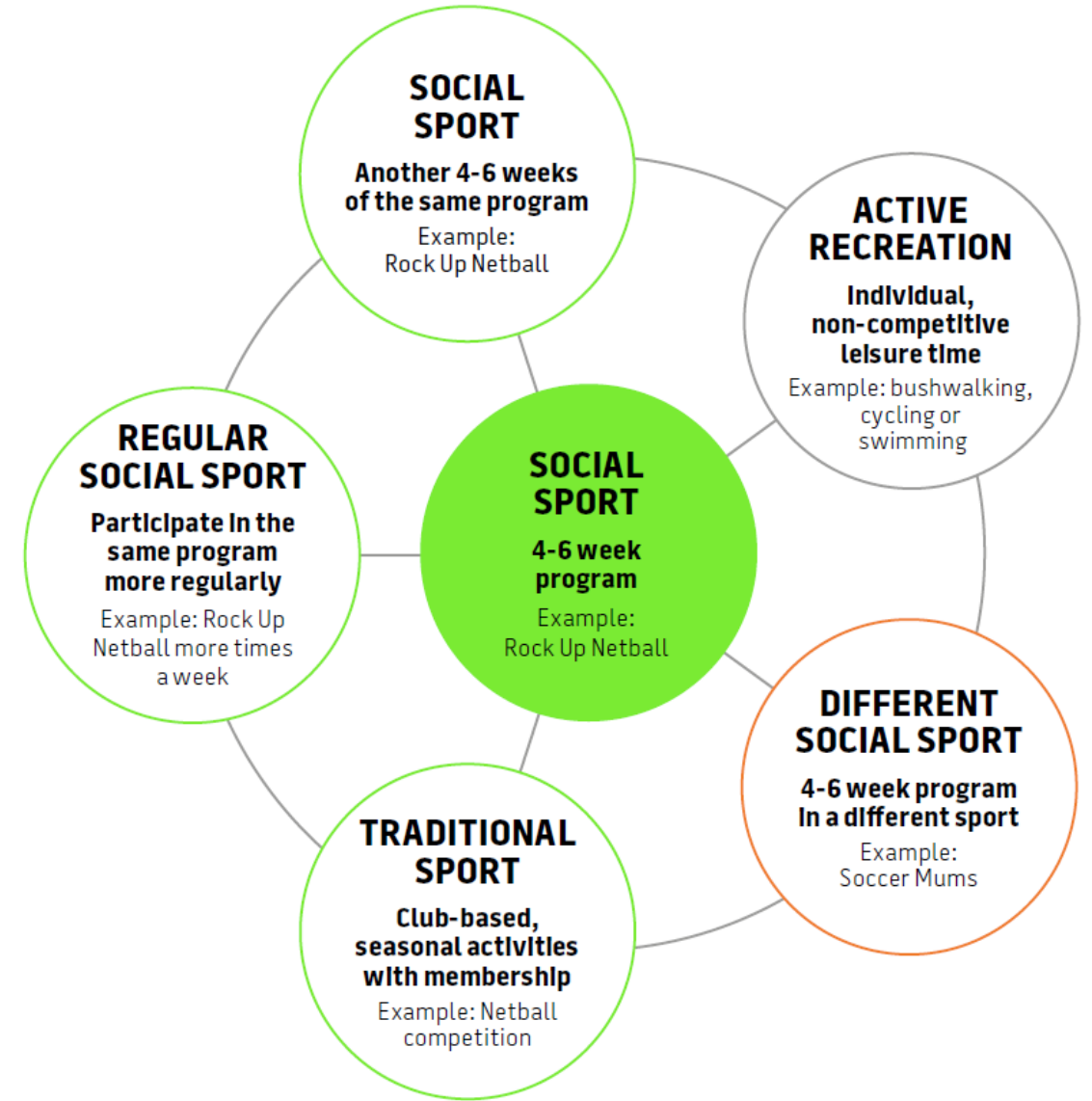
control group atmosphere
and social cohesion

provide clear instructions

modify activities



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





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

Key Sustainability Criteria

Considerations for the program

Strategic fit

- Address a recognised gap in the market
- Solve a problem for the organisation
- Align to the strategic plan.

Program identity

- Identify the philosophy or identity of the program
- Clearly convey brand and communications
- Have a short, but succinct and clear pitch
- Ensure brand connects with participants and stakeholders.