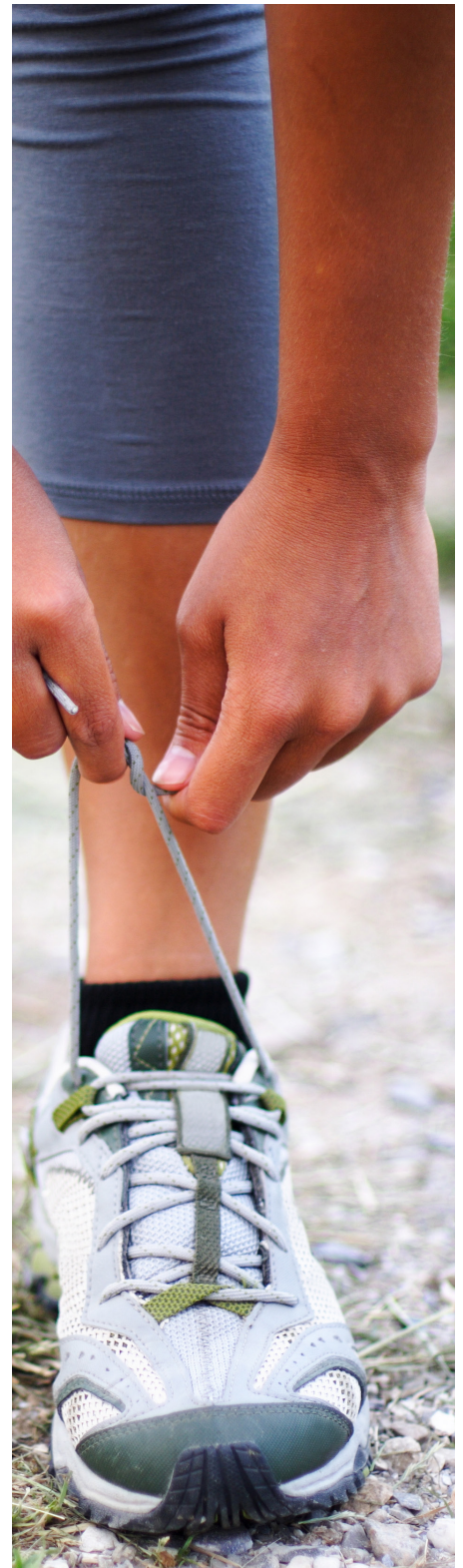


Evaluation Findings Workshop – December 6, 2017

Staff from the Centre for Sport and Social Impact will present findings from the first two years of the evaluation of the State Sport Program and Regional Sport Program, in addition to insights from other evaluation and research projects with VicHealth and the Australian Sports Commission.



SESSION 1 9:30am – 11:00am

The inactive / somewhat active sport participant

Content:

- Description of the inactive / somewhat active sport participants
- How do inactive / somewhat active individuals perceive and interact with sport?

Funded sport outcomes:

- Understanding what your target market wants from sport
- Understanding the barriers to sport participation

SESSION 2 11:15am – 12:30pm

Program design and development for the inactive / somewhat active sport participant

Content:

- Partners
- School based programs
- Program business models (for both RSA / SSA, and including club involvement)
- Facilities and resources

Funded sport outcomes:

- What is your program's business model(s)?
- What facilities / resource challenges do you have?
- Who to partner with?

SESSION 3 1:00pm – 2:15pm

Program delivery for the inactive / somewhat active sport participant

Content:

- Deliverers (qualities, training and ongoing communication)
- Program activities and content
- Social cohesion and group dynamics
- Marketing, recruitment and retention

Funded sport outcomes:

- What is your training strategy for deliverers?
- What is your communication strategy for deliverers?
- What are your program 'touch points'?
- How can you best deliver?
- How to market your program?

SESSION 4 2:30pm – 3:45pm

Sustainability

Content and funded sport outcomes:

- Where are you now?
- Where do you need to get to?
- How do you get there?
- What will be the repercussions if you don't get there?