

# THE THREE APPROACHES

## A GUIDE TO CREATING BETTER QUALITY EXPERIENCES FOR PARTICIPANTS



### PURPOSE OF THIS GUIDE

Sport and active recreation creates happier, healthier people and better connected communities. We know from our Value of Sport research<sup>1</sup> that, to reap the full benefits of physical activity, people need quality experiences<sup>2</sup> that increase their confidence, competence and motivation to participate in sport and physical activity for life.

Increasing participation in physical activity is a complex challenge, especially among those who are participating at lower-than-average levels. Sport NZ's Community Sport Strategy seeks to meet this challenge by focusing on young people (ages 5 to 18) and using a participant focus to enrich New Zealanders' lives through sport, active recreation and play.

Sport NZ's three main approaches for working with people and communities to create better quality experiences that grow individuals' physical literacy and encourage ongoing participation in physical activity are:

- Insights Approach
- Locally Led Approach
- Physical Literacy Approach.

This document explains these approaches and how they can be used to drive meaningful and positive change.



### PROVIDING QUALITY EXPERIENCES IN A COMPLEX WORLD

Sport NZ wants to enable quality physical activity experiences for young people by understanding and working with the environments and systems that shape and influence their behaviour.

Many components make up the systems that surround an individual, and these are dynamic and varied. To positively impact young people's lives through physical activity, we need to understand how these components interact, because no one component operates in isolation. Gathering and sharing knowledge, acting locally and responding holistically (thinking of the 'whole person') are three ways to meet participants' needs.

1. See <https://sportnz.org.nz/assets/Uploads/The-Value-of-Sport-Main-Report.pdf>

2. For more information on exploring what quality support, opportunities and experiences mean for your organisation, see Sport NZ's quality indicators at <https://sportnz.org.nz/assets/Uploads/Young-People-Quality-Indicators-FINAL.pdf>.





### INSIGHTS APPROACH

- Uses multiple sources of information (big picture data, local knowledge and the voice of the participant) in your context, to better understand the needs of participants and to guide decision-making.
- Encourages ongoing evaluation and continuous feedback to enable improvement and ensure initiatives continue to meet participants' needs.



### LOCALLY LED APPROACH

- Believes communities are best placed to lead sport and active recreation in their community.
- Empowers communities and organisations to focus on their existing strengths and to build on what is already working well locally.
- Encourages partnerships and collaboration across schools, clubs and organisations within communities.
- Works with targeted communities towards mutually agreed outcomes.

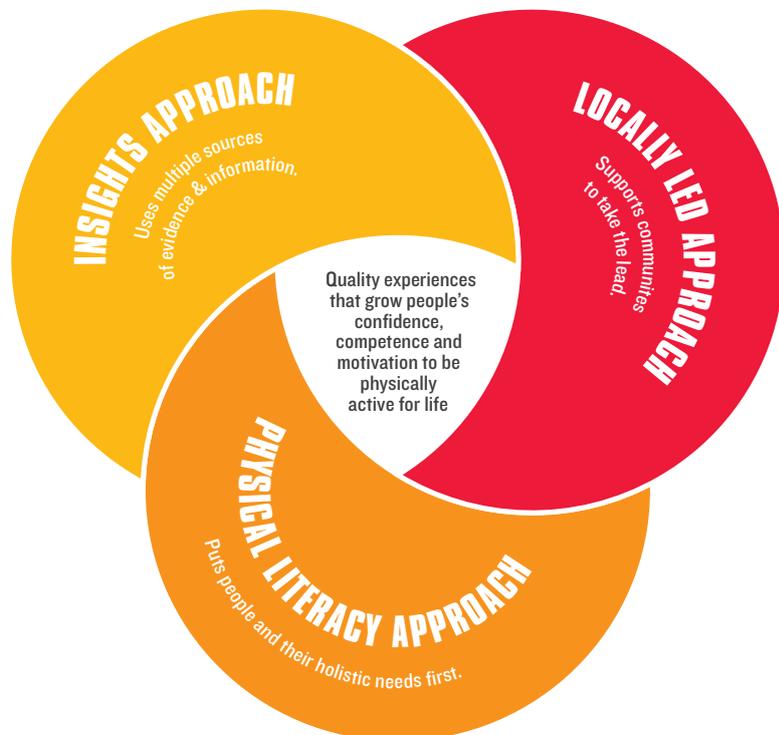


### PHYSICAL LITERACY APPROACH

- Supports physical activity experiences that respond to the holistic nature of people.
- Recognises the effect sport and physical activity have across all elements of wellbeing.
- Encourages participants to value and take responsibility for being physically active for life.
- Considers the different needs and reasons people choose to participate in physical activity at different life stages.
- Recognises the importance of play and quality physical education in ongoing sport and physical activity participation.

When the Three Approaches are used, they provide guidance on what it means to be participant-focused, particularly when working with targeted communities.

Many organisations within the sector have already demonstrated the benefit of using the Three Approaches together. Case studies illustrating how to develop quality experiences for participants can be found at: [sportnz.org.nz/three-approaches](http://sportnz.org.nz/three-approaches)



The Three Approaches: Insights, Locally Led and Physical Literacy are guides to creating better quality experiences for participants.

## QUESTIONS TO CONSIDER WHEN USING THE THREE APPROACHES.

We have developed the following questions to consider when thinking about how to use the Three Approaches. The terminology, language used, and how it 'looks on the ground', should reflect the people and communities you're working with.

<p><b>WHERE SHOULD YOU START?</b></p> <p>How will you identify and prioritise your audience?</p>	<p><b>CRITICAL QUESTIONS TO CONSIDER</b></p> <ul style="list-style-type: none"> <li>Who are the people and the community we want to work with (consider age, gender, location, participation)?</li> <li>Where can we see a readiness for change in this community?</li> <li>What is our baseline (who's participating now), and do we have a clearly defined objective or idea of what success looks like?</li> <li>What parameters will we use to determine where you should work (eg participation numbers, demographic groups)?</li> </ul>	<p><b>IDEAS TO GET YOU STARTED</b></p> <ul style="list-style-type: none"> <li>What are the most valuable resources, strengths and assets you have available? Map the answers to generate the foundations of a plan.</li> <li>Check out existing data sources for information specific to your context including:               <ul style="list-style-type: none"> <li>Active NZ <a href="https://sportnz.org.nz/assets/Uploads/Main-Report.pdf">https://sportnz.org.nz/assets/Uploads/Main-Report.pdf</a></li> <li>Sport NZ Insights Tool <a href="https://sportnz.org.nz/managing-sport/insights/">https://sportnz.org.nz/managing-sport/insights/</a></li> <li>Sport NZ Club Experience Survey <a href="https://sportnz.org.nz/managing-sport/voice-of-participant/club-member-experience-survey/">https://sportnz.org.nz/managing-sport/voice-of-participant/club-member-experience-survey/</a></li> <li>Statistics NZ Data Hub <a href="http://nzdotstat.stats.govt.nz/wbos/Index.aspx">http://nzdotstat.stats.govt.nz/wbos/Index.aspx</a></li> </ul> </li> </ul>
<p><b>WHAT DO YOU UNDERSTAND ABOUT THE LOCAL ENVIRONMENT?</b></p> <p>Taking the time to understand the community you're operating in will influence how you shape your activity.</p>	<p><b>CRITICAL QUESTIONS TO CONSIDER</b></p> <ul style="list-style-type: none"> <li>What information, local knowledge and voice of the participant can we access to understand this community better and to know if what we can offer will be useful to them?</li> <li>What are the community's strengths, resources and assets? What is already working well and how can we build on this?</li> <li>What other activities exist in our local areas that cater for this community?</li> <li>What existing or new networks can we connect with to contribute to our understanding?</li> </ul>	<p><b>IDEAS TO GET YOU STARTED</b></p> <ul style="list-style-type: none"> <li>Identify other community organisations that are engaging your target market and speak with them (this doesn't have to be other sport and recreation organisations).</li> <li>Identify what is working well in the community you want to work with and talk to the people involved. Ask targeted questions to understand what, why and how this has been successful.</li> <li>Conduct a web search of similar activities in the area.</li> <li>Speak with local schools and seek their input.</li> </ul>
<p><b>HOW CAN YOU UNDERSTAND THE STRENGTHS AND NEEDS OF THE PEOPLE YOU WORK WITH?</b></p> <p>Taking the time to understand the needs of your target audience will support the development of a quality participant experience.</p>	<p><b>CRITICAL QUESTIONS TO CONSIDER</b></p> <ul style="list-style-type: none"> <li>How does the holistic nature of the people you will be working with affect their participation choices? Consider:               <ul style="list-style-type: none"> <li>Physical</li> <li>Emotional</li> <li>Spiritual</li> <li>Social</li> <li>Cognitive</li> </ul> </li> <li>What will you do to engage people to co-design experiences and implement alongside them?</li> <li>What developmental life-stage information may be relevant to consider?</li> <li>How will you ensure the experience allows the people involved to make decisions and acquire a sense of self-empowerment?</li> <li>Constantly reflect: is the experience going to positively affect how the participant values physical activity and their ongoing choices to be active?</li> </ul>	<p><b>IDEAS TO GET YOU STARTED</b></p> <ul style="list-style-type: none"> <li>Check out the holistic approaches here: <a href="http://www.sportnz.org.nz/physical-literacy">http://www.sportnz.org.nz/physical-literacy</a></li> <li>Learn from other agencies that work with the people you will be working with; can you share existing data?</li> </ul> <p>Create opportunities to talk directly with the people you will be working with, for example:</p> <ul style="list-style-type: none"> <li>Focus groups in targeted settings (eg schools, youth groups or churches, community interest groups, local shopping area)</li> <li>Keen youth willing to 'survey' their peers about their needs, wants, motivators</li> <li>Post questions on the Facebook page of a local community group. Find out what matters to the people you wish to work with.</li> </ul>
<p><b>HAS THE ACTIVITY BEEN IMPLEMENTED AS INTENDED?</b></p> <p>Constant reflection, learning and adaptation are necessary to ensure a participant focus is maintained and opportunities remain relevant.</p>	<p><b>CRITICAL QUESTIONS TO CONSIDER</b></p> <ul style="list-style-type: none"> <li>Is the activity being delivered as originally planned? Did we develop a logic model and do what was planned? Was it done well?</li> <li>What feedback and discussion loops can we build into the initiative to help us understand and change our practice?</li> <li>Are we on track to achieve the objectives we set out to achieve, based on our intervention logic?</li> <li>What's working well, what's not and why?</li> </ul>	<p><b>IDEAS TO GET YOU STARTED</b></p> <ul style="list-style-type: none"> <li>Check out: 'Making sense of evaluation: A handbook for everyone' <a href="http://www.superu.govt.nz/resources/handbook">http://www.superu.govt.nz/resources/handbook</a></li> <li>Develop a logic model to explain how your programme will work.</li> <li>Get the best possible insight through combining multiple sources of information (both qualitative and quantitative).</li> </ul> <p>Examples of how you might do this are:</p> <ul style="list-style-type: none"> <li>Using registration forms to track attendance and other useful baseline details relating to your objectives</li> <li>Seeking formal and informal feedback from participants and activity leaders at various stages, for example, paper-based or online feedback forms or informal conversations</li> <li>Tracking progress financially against budgets or targets.</li> </ul>
<p><b>HOW DO YOU KNOW IF YOU'RE MAKING A DIFFERENCE?</b></p> <p>Outcome evaluation enables you to assess if the activity achieved the changes you wanted to see.</p>	<p><b>CRITICAL QUESTIONS TO CONSIDER</b></p> <ul style="list-style-type: none"> <li>Do we have a clearly defined objective or idea of what success looks like?</li> <li>Is what we are doing meeting the holistic nature of people (physical, social, emotional, cognitive and spiritual)?</li> <li>Are the changes we are seeing attributable to the initiative?</li> </ul>	<p><b>IDEAS TO GET YOU STARTED</b></p> <ul style="list-style-type: none"> <li>Check out: 'Making sense of evaluation: A handbook for everyone' <a href="http://www.superu.govt.nz/resources/handbook">http://www.superu.govt.nz/resources/handbook</a></li> </ul> <p>Be practical – identify a small number of questions that are most useful for determining the effectiveness of your initiative and that are feasible to answer.</p>