

INSIGHTS

— APPROACH



WHAT ARE INSIGHTS?

The Insights Approach uses multiple sources of information within the context you're working in, to help you understand the needs of participants and to improve decision-making.

BIG PICTURE DATA

Large data sets and tools that help develop a big picture of different population groups.

FOR EXAMPLE:

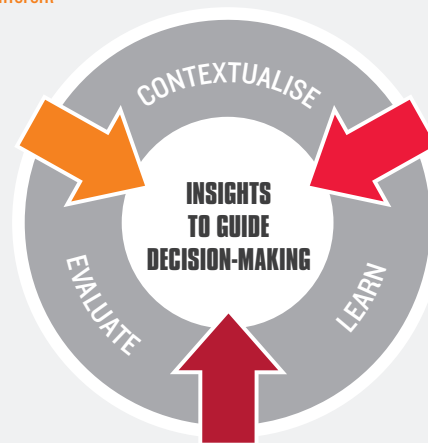
- Sport NZ insights Tool
- Active NZ Survey
- Statistics New Zealand

LOCAL KNOWLEDGE

Contextualising data and the participant voice using local information.

FOR EXAMPLE:

- Local people and groups
- Local facilities



VOICE OF THE PARTICIPANT

Surveys and approaches to understand participants and their needs.

FOR EXAMPLE:

- Sport NZ Club Experience
- RST Stakeholder Survey



PRINCIPLES OF THE INSIGHTS APPROACH

- Using multiple sources of information alongside each other is essential to ensure you have the full picture and can be truly participant-centred in your approach.
- Becoming participant-focused is a journey – the Participant Insight Maturity Model (see next page) shows the stages organisations need to go through to become more participant-centred.
- Evaluation should be an integral part of the development and implementation of any initiative to ensure you continue to be effective in meeting the needs of participants.



Insights is one of the Three Approaches promoted by Sport NZ: Insights, Locally Led and Physical Literacy are guides to creating better quality experiences for participants.



PARTICIPANT INSIGHT MATURITY MODEL

The Participant Insight Maturity Model shows the stages organisations go through as they become more participant-centred.

The model is designed to enable the sector to self-assess its progress and provide guidance on next steps for organisations in their evolution to becoming participant-focused.

| | DEMOGRAPHIC-LED THINKING | TREND-LED THINKING | BEHAVIOUR-LED THINKING | ATTITUDE-LED THINKING | NEED-LED THINKING |
|-----------------------|---|--|---|--|--|
| | What's happening today within specific communities? | What has changed and what is likely to change in the future? | When and how are participants choosing to engage in sport and recreation? | What do participants want and why do they want it? | What are the needs of participants and how are we meeting these needs? |
| INFORMATION | Major demographic and social changes in New Zealand. How many people (in what groups)? | How many participants have been engaging over time? How many participants will engage tomorrow? | What's popular? What choices are participants making? What's affecting the choices they make? | What they like and why they like it? What will they like tomorrow? | What are their reasons and priorities for participating? |
| | SNAPSHOT | TRENDS | BEHAVIOURS | ATTITUDES | NEEDS |
| DEMONSTRATION | <ul style="list-style-type: none"> What's happening in your communities, and what are the relevant demographic and social changes? Information shared within communities. | <ul style="list-style-type: none"> Understanding the relevant and significant trends and what's being done to address them. Future developments and how they are adapting is discussed with communities. | <ul style="list-style-type: none"> Understand the behaviours of customers today and tomorrow. Regularly assessing (surveying) the performance of products and services. | <ul style="list-style-type: none"> Knowledge of what a successful product to a specific audience must include. Asking customers (surveying) their opinion. | <ul style="list-style-type: none"> What customer need is being met by each product or service for each customer segment? Ongoing voice of the customer (surveying) guides overall product and organisational design. |
| DATA SETS & RESOURCES | <ul style="list-style-type: none"> Ministry of Health/Ministry of Education data. Active NZ. Statistics New Zealand. Insights tool. Regional councils. | <ul style="list-style-type: none"> Ministry of Health/Ministry of Education data. Statistics New Zealand. Insights tool. Regional councils. | <ul style="list-style-type: none"> Active NZ. Club experience. Insights tool. Organisations develop own participant data. | <ul style="list-style-type: none"> Active NZ. Club experience. Insights tool. Organisations develop participant profiles. | <ul style="list-style-type: none"> Active NZ. Club experience survey. Organisations develop needs-based participant profiles. |
| OUTCOMES | <ul style="list-style-type: none"> Products are adapted and delivered to specific communities. | <ul style="list-style-type: none"> Prioritised interventions and product development to what's happening in specific communities. | <ul style="list-style-type: none"> Products are delivered and developed for target customer segments. | <ul style="list-style-type: none"> Products are focused on specific audiences and created with insight on what will resonate with target segments. | <ul style="list-style-type: none"> Product development is initiated based on customer need segmentation. |