

ROWBOAT

The Human-Centred Design (HCD) process.

HCD is a structured methodology that is being used to supercharge problem-solving around the world. It is characterised by the 'double diamond' you see below.

It starts with building a deep empathy with the people you're designing for, generating tons of ideas, building a bunch of prototypes; sharing what you've made with the people you're designing for, and eventually putting your innovative new solution out in the world.

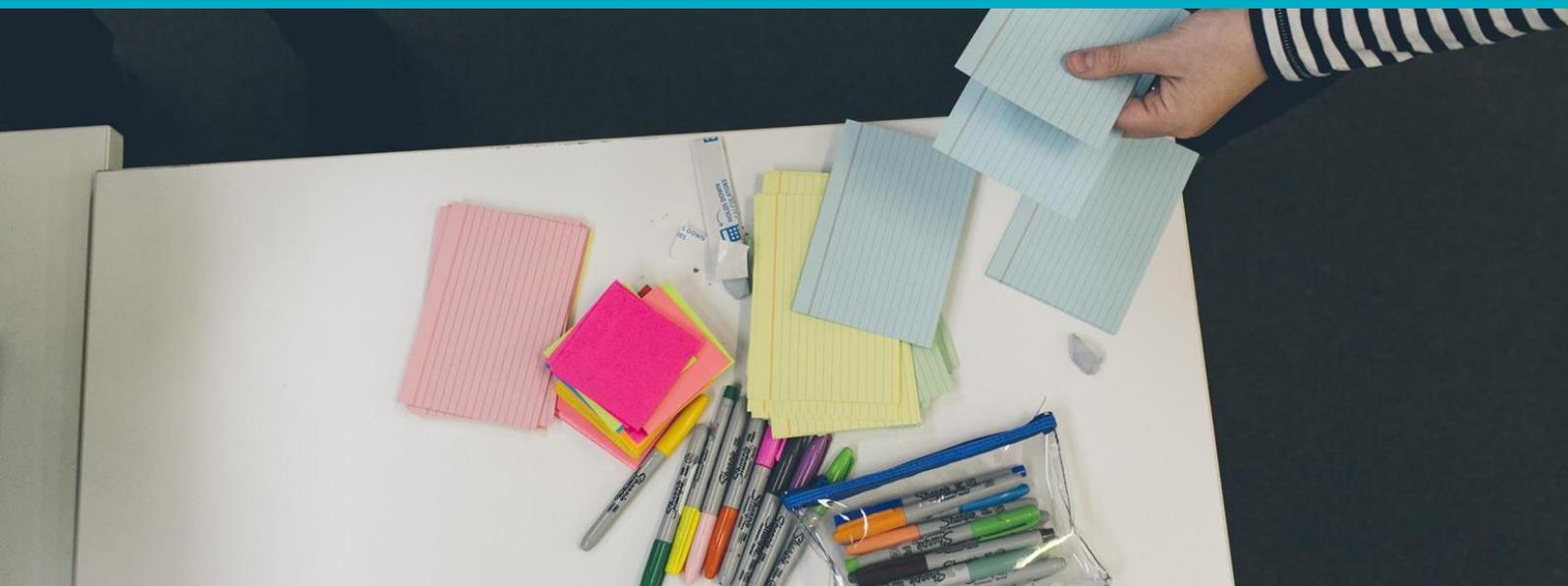
IMMERSION

DISCOVERY SYNTHESIS

IDEATION PROTOTYPE

Build the right thing.

Build the thing right.



For the Sport Jam *Discovery* we have posed one overarching question:

How might local sport clubs and facilities become hubs of social sport and active recreation... so that we increase participation by less active people?

Local clubs and facilities: Incorporated sport and physical activity clubs and community facilities owned by state or local government (i.e. community centres or leisure centres managed by a local government or a third party like YMCA).

Less active people: people who average four or less days a week of 30 minutes heart raising physical activity; this is up to 70% of the population.

Social Sport: Social, semi-organised, non-competitive sport activity during leisure time (Examples: Entry level programs [e.g. Aussie Hoops, Cricket Blast], social programs [e.g. Rock Up Netball, AFL 9s], mass participation [e.g. fun runs], fitness programs [e.g. Cardio Tennis]).

Active Recreation: Individual or social, non-competitive physical activity during leisure time (Examples: Bushwalking, cycling, swimming, gym, yoga, dance, soccer in the park with friends).

Exclusions:

- Traditional sport (local and regional sports competitions and events following traditional rules)
- Elite sport (State, national and international sports competitions and events following traditional rules where competitors must qualify to participate)
- Active living (e.g. gardening, dog walking, active travel or standing workstations)

Some definitions are borrowed from *Doing Sport Differently: Designing and delivering sport to engage people who are less active*, VicHealth and La Trobe University Centre for Sport and Social Impact, 2019.



The 4 missions

Should you choose to accept...

How might local sport clubs and facilities become hubs of social sport and active recreation... so that we increase participation by less active people?

We've broken this design challenge down into 4 missions...



Mission #1 - The People Delivering Sport

How might we find, attract and retain the right people to deliver physical activity at local clubs and facilities so that people feel safe, supported and encouraged?



Mission #2 - Individual Confidence

How might we ensure sporting activities and environments build confidence, so that people feel proud of themselves and their achievements?



Mission #3 - A Perfect Fit

How might we deliver an engaging physical activity experience that fits seamlessly into people's lives (budget and schedule) so that they keep coming back for more?



Mission #4 - Variety

How might we enhance the surprise, spontaneity and 'wow' factor of community sport so that it's constantly different, always unique and wildly addictive?

Agenda - day 1

Wednesday 18 March, 9.30am to 4pm, CityPower Centre at Junction Oval

9.30am - Arrival	
10am	Welcome messages <ul style="list-style-type: none">• Lisa Hasker: CEO, Vicsport• Tom Dixon: Participation Strategy Manager, Vicsport
	Industry expert Q&A <ul style="list-style-type: none">• Chris Lacey, Manager Sport and Physical Activity, VicHealth• Emma Staples, Head of Participation, Community Development & Diversity, Cricket Victoria
10.45am - Morning tea	
11am	Education part 1 - Discovery 101 <ul style="list-style-type: none">• Bec Lloyd: Captain, Rowboat• Suzie Cathro: Research Lead, Rowboat
12.15pm - Lunch + discovery activity	
1pm	Immersion in the Sport Jam <i>Discovery</i> missions
	Education part 2 - Discovery in context
2pm - Physical activity session with Andy Hair of MRHAIRPHYSED	
2.30pm	Group forming and discovery challenge homework
	Wrap up and next steps
4pm - Finish	

Agenda - day 2

Wednesday 1 April, 9.30am to 4.30pm, CityPower Centre at Junction Oval

9.30am - Arrival	
10.00am	Welcome back + agenda setting for day 2
	Education part 3: Synthesis 101
	Group activities: Synthesis using discovery insights
11.20am - Morning tea	
11.35am	Education part 4 - Ideation 101
	Group activities: Ideation
1.00pm - Lunch	
1.45pm	Group activities: Pitch battle preparation
	Pitch battle warm up - rock paper scissors cheer squad
	The pitch battle!
	Individual or group reflections and future planning
4.15pm - Group photo!	