How to gather

INSIGHTS

Sport Bay of Plenty
more people, more active, more often

Why do I need to incorporate insights?

No matter how well you think you know or understand the problem or need, it is important to validate your knowledge and opinions by using insights/evidence. In doing so you will be able to better understand the need and design a project that creates more value for the group you are trying to target.

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What is the problem you are trying to address?

The clearer you are on the problem or need that you are trying to address, the easier it will be to plan, evaluate and measure. Asking yourself these questions may help with your thinking:

- Why is there a need for this project?
- How do I know that this is a problem?
- Who am I targeting by trying to address this problem?
- What evidence do I have to show this need?

Why do you think your project will help to solve this problem?

Once you are clear on the problem you are addressing, and who you are targeting, you need to consider why your project will help to solve this problem.

Evidence for this could be in the form of feedback from your target audience supporting your idea, similar projects that have been successful in the past, or using ideas from your target audience to inform your project.

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Who is your target audience?

Understanding your target audience goes beyond identifying who they are, you must also have evidence to support you are targeting the right people.

Once you have identified them, think about things like where they live, where they spend time, what motivates them and what their barriers to taking part in your project might be.

You can use existing research to help you understand different groups of people. On top of that, the best way to understand your target audience is to take the time to engage with them.

It is important that you engage with your target audience in the right way, and be clear on what you want to find out from them. Going to them, (e.g. their school) will usually be a lot more effective than asking them to come to you at a separate time.

Your target audience may also have ideas or feedback that help to inform your project and make it more meaningful to them.

Examples of Evidence

✳ **Feedback** or **survey** previous participants

✳ **Feedback** from key enablers/influencers (e.g. whānau, teachers, coaches)

✳ **Survey** of potential participants

✳ **Discussion/focus group** with potential participants

✳ **Observations** of behaviour

✳ High level **research** or **data** e.g.:

- Sport NZ Girls and Young Women Insights

- Sport NZ Active NZ Summary Insights

- Sport NZ Insights Tool Active NZ Data

- Statistics NZ BOP Census Data

INSIGHTS CHECKLIST

✓ Clarified your problem

✓ Identified your target audience

✓ Looked into relevant research/data

✓ Engaged with your target audience to inform your project

✓ Used ideas from your target audience to inform your project

✓ Gathered evidence to show why your project will help address the problem