

Insights

APPROACH



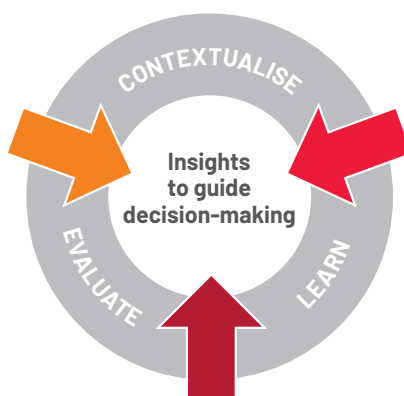
What are insights?

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.
- 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.