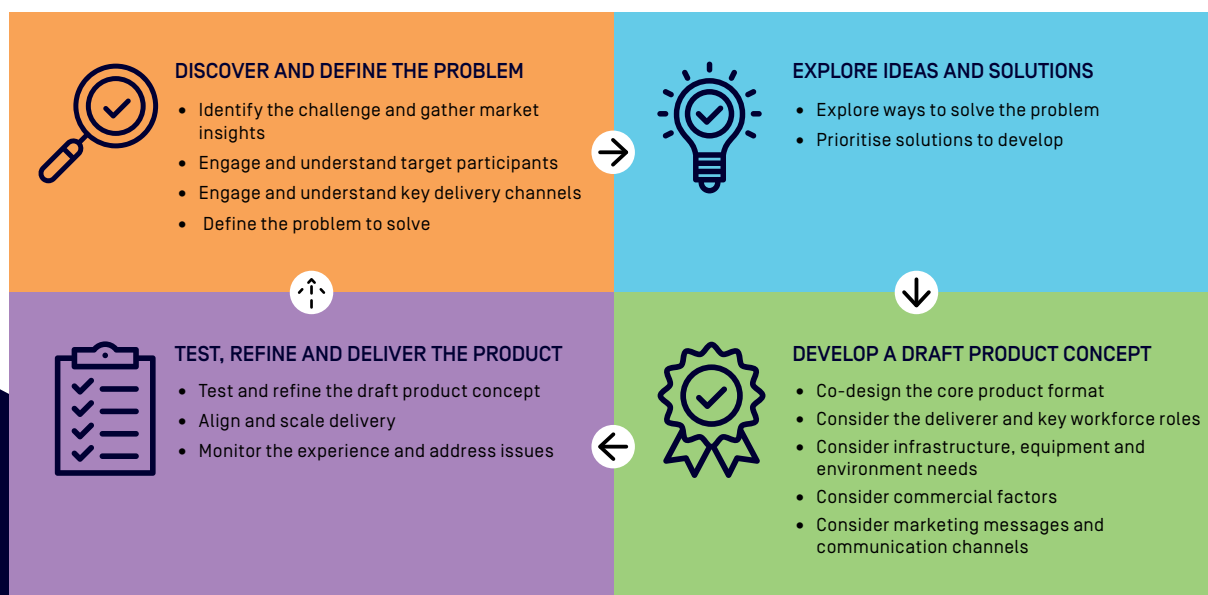


PRODUCT DESIGN APPROACH

Sport Australia, in collaboration with VicHealth, has developed the design approach to support sport organisations on their product design journey. The approach helps sports explore opportunities for retention and growth and outlines key actions to take when designing new participation products or redesigning existing products to better meet the needs of target participants.

The diagram below includes recommended actions at each stage of the design approach. This approach can be used as a complete process or sports may choose to focus in on key stages or actions based on their needs. Further advice, insights and resources for each action are available on the [Sport Australia website](#). An editable [design canvas](#) has also been developed to capture outputs from each action.



“The design approach has provided Baseball with a good framework to explore new markets and opportunities for products. Stating the challenge and gathering market and participant insights means we are putting participants wants and needs at the core of our thinking from the start. This is helping us address what participants want and puts us in the best place to take baseball to more people than before.”

Scott Hillier, General Manager – Baseball Projects, Baseball Australia

The [Participation Design Toolkit](#) on the Sport Australia website includes more support for sport organisations working to deliver insight-driven, participant centred plans, products and experiences.