

|  |  |                |   |
|--|--|----------------|---|
| <p>Project</p>        | <p>Developing a modified, social version of hockey</p>   | <p>Partner</p> |  |
| <p>Purpose</p>        | <p>The Centre for Sport and Social Impact (CSSI) at La Trobe University was contracted by Hockey Victoria to provide evidence on which to build and design a new modified social version of hockey. Hockey Victoria were provided the funding for this project through VicHealth’s State Sport Program. The State Sport Program aims to engage inactive and somewhat active Victorians into playing sport. This project offered the CSSI and Hockey Victoria the opportunity to work together to address the current shifting participation trends which are moving toward greater participation in non-organised sport as compared to traditional club-based sport.</p>   |                |   |
| <p>Method</p>       | <p>The CSSI developed a research design based on the strengths and existing Hockey Victoria capabilities to connect with the target market for a social version of hockey. This was deemed a cost effective approach to gather meaningful data.</p> <p>The four stage research design included: Stage One: Surveying the existing Senior Hockey Victoria player membership (1217 respondents); Stage Two: Surveying the parents of Junior Hockey Victoria players (980 respondents); Stage Three: Interviewing a sample of Junior Player parents (30) who were inactive or somewhat active and; Stage Four: Carrying out a ‘test game’ of the modified social version of hockey with focus groups held at the end of each game to gather feedback.</p>   |                |   |
| <p>Application</p>  | <p>The results yielded clear market segments including:</p> <ol style="list-style-type: none"> <li>1. Hockey player segment one <b><i>Instead of</i></b>;</li> <li>2. Hockey player segment two <b><i>After retirement</i></b>;</li> <li>3. Hockey player segment three <b><i>In addition</i></b>;</li> <li>4. Parents segment one <b><i>Social competitors</i></b> (never played hockey, modified game);</li> <li>5. Parents segment two <b><i>Hockey ‘transitioners’</i></b> (never played hockey, less modified game);</li> <li>6. Parents segment three <b><i>Re-engage with hockey</i></b>;</li> <li>7. Parents segment four <b><i>Cardio time-savers</i></b>.</li> </ol> <p>The systematic finding assisted Hockey Victoria in: determining market size; and targeting potential demographic groups; designing the game; and identified strategies to embed in the design of the social version elements which would reduce common barriers and harness common motivators for physical activity. The test game allowed Hockey Victoria to pilot several elements of the game, receive feedback and determine which combinations were most engaging. The research outcomes provided Hockey Victoria with a solid foundation to design their modified game and plan for practical and successful implementation.</p> |                |   |

