



**LA TROBE**  
UNIVERSITY

CENTRE FOR  
SPORT AND  
SOCIAL IMPACT

The CSSI aims to increase human knowledge and strives for a better society through outstanding and impactful research.

We are changing the future of sport and physical activity by conducting real world research and engaging with industry and government.

## What we do

- Conduct applied industry focussed research
- Conduct research to solve real-life problems
- Support industry and partners to discover and tell their story
- Deliver tailored research and program evaluation services
- Provide bespoke training for sport industry professionals in sport management
- Serve as advisors on industry groups and assessment panels for social impact related services
- Educate PhD students in an industry focussed environment
- Partner with government agencies and sport organisations to host seminars and events for the sport industry

# Welcome to the Centre for Sport and Social Impact (CSSI)

Increasingly, sport and physical activity is being asked to help tackle significant social issues such as physical inactivity, social exclusion, physical literacy and to deliver health messages targeting better nutrition, obesity, impact of alcohol in the community and other social issues.

Our Centre is focussed on assisting organisations to be better educated and better prepared to tackle some of the most significant issues of our time.

The CSSI values and principles have evolved from ten years conducting research and evaluation in the sport, active recreation, and physical activity space. Our guiding principle is exploring what works, for whom, under what conditions. We are dedicated to supporting our partners to discover the evidence required to best develop and deliver initiatives that contribute to solving the physical inactivity crisis.

## Who we work with

We work with sport governing bodies, government departments and agencies, professional sport organisations, community sport and not-for-profit organisations.

Here is a **snapshot** of some of the organisations we have worked with recently:

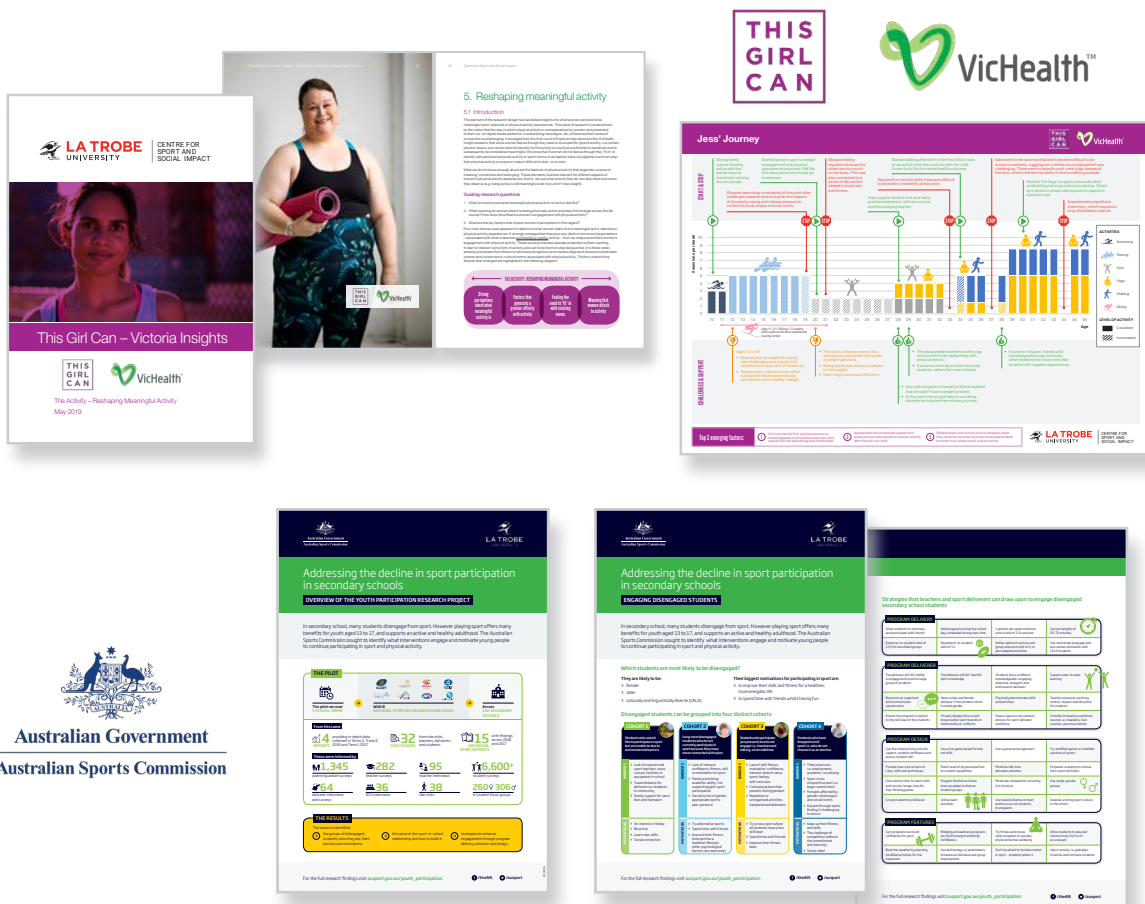


The CSSI website provides a list of the many projects we have undertaken, or currently have underway, that outline our experience and capability in conducting real-world research and program evaluation to inform government policy and the work of our research partners.

Visit [www.latrobe.edu.au/cssi](http://www.latrobe.edu.au/cssi) for more information.

## Our team expertise

Areas of expertise:	Topic areas:
<ul style="list-style-type: none"> <li>• Customer insights</li> <li>• Social impact for sport and physical activity</li> <li>• Evaluating projects</li> <li>• Implementation of evidence-based sport and physical programs</li> <li>• Social Return on Investment (SROI)</li> <li>• Data visualisation</li> <li>• Big data analysis</li> <li>• Market segmentation</li> <li>• Qualitative and quantitative analysis</li> </ul>	<ul style="list-style-type: none"> <li>• Physical literacy</li> <li>• Membership retention</li> <li>• Gender equity in sport</li> <li>• Sport and physical activity for the less active, women and girls, and young people</li> <li>• Behaviour changes</li> <li>• Inclusive sporting clubs and environments</li> <li>• Working with disadvantaged and marginalised groups</li> </ul>







Contact us



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[www.linkedin.com/company/centre-for-sport-and-social-impact](http://www.linkedin.com/company/centre-for-sport-and-social-impact)

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