






Project 	Pedal Power – understanding the market	Partner	 Leisure Networks
		Year	2019



Purpose 	<p>The CSSI were contracted by Leisure Networks to aid in the development of a sport program for children with an autism spectrum disorder (ASD). Leisure Networks has a partnership with Geelong Cycling Club and Cycling Victoria with a target of developing inclusive, community-level cycling opportunities for children with ASD and their families.</p>
Method 	<p>The aims of the research were to:</p> <ol style="list-style-type: none"> 1. Understand the needs of the target market and their barriers to participation; 2. Understand whether a cycling program would be desirable; 3. Understand what specific barriers there might be to a cycling program; and 4. Understand what principles need to be considered when developing and delivering the program. <p>The research design has two main elements; 1) a parent survey and 2) the observation of a pilot session and interviews with deliverers.</p> <p>Although only a small group (32) participated in the research, the information obtained and subsequently analyzed was significant. Participants completed a number of surveys, were involved in concept testing and observations and took part in telephone interviews.</p>
Application 	<p>Key considerations for the program in relation to the specific needs of the target cohort and their families were provided to Leisure Networks. Whilst some of these could apply to any program targeted at children with ASD, they are important to review and demonstrate that factors outside of just the program content are imperative to consider for a successful program.</p>