

S4SC Case Study

Abstract:

Den Lim used the Mindhive platform to conduct an online focus group brainstorming session that would be used in her Masters research. She explored how the **Sports for Social Change (S4SC)** community sport organisations can become more sustainable in their offering of sport and physical activity opportunities in communities. Her Discussion was open for around a week, which generated **124 insightful comments by 19 participants**. Overall, the discussion drew 32 people with extensive experience and insights in the S4SC sector and generated a multitude of insightful comments.



Introduction

There has been an increase in the provision of sport and physical activity opportunities by S4SC organisations which conduct grass roots sport and physical activities to encourage communities to become more physically active, as well as achieve broader non-sport outcomes such as 'to address the social determinants of health, including increasing social inclusion, building community capacity, and fostering social change.

Case Study Review

There has been an increase in the provision of sport and physical activity opportunities by S4SC organisations which conduct grass roots sport and physical activities to encourage communities to become more physically active, as well as achieve broader non-sport outcomes such as 'to address the social determinants of health, including increasing social inclusion, building community capacity, and fostering social change'. Many of these organisations belong to the broader movement of sport for social change (S4SC), and this movement has grown considerably in the past ten to fifteen years. S4SC organisations refer to organisations that 'use sport to yield positive influence on [the] public health' and are generally considered those outside of traditional sport systems. Most research has tended to focus on impact assessment of S4SC, and there's been much less focus on the financial sustainability of S4SC models. Although S4SC research has been occurring for over 10 years, research in this area is limited and underdeveloped compared to other areas within the sports industry.

Results

Overall, the discussion drew over 32 participants with extensive experience and insights in the S4SC sector and generated a multitude of insightful comments. The discussion targeted Mindhive members with extensive management-level/decision-making experience in the Australian 'Sports for Social Change' sector. Participants were also provided with the option to post 'incognito'. Overall the discussion produced 10 'Ideations' which highlighted action-based recommendations.

Conclusion

At the end of the discussion, Den had managed to gain valuable insights as to what the community thinks is needed for Sports for Social Change (S4SC) community sport organisations to become more sustainable in their offering of sport and physical activity opportunities in communities.



About Den Lim

Den Lim is a solutions focused individual with experience in the education, government and sports sectors. Drawing on project management experience garnered from overseeing and developing several projects, she possesses the ability to identify and recommend key improvements, adhere to organisational systems and processes and respond to the quickly changing demands of business.

About Mindhive

Mindhive is a Brisbane innovation and the world's first collective ideation platform enabling users to engage and understand their audience at scale in real-time. Recently recognised as the World's Boldest Crowdsourced Online Platform by Global Crowdsourcing Awards in Venice, Italy, Mindhive facilitates discussion by connecting users to an online community to gain rapid insight and innovation from a diverse audience.

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