

Vicsport Innovation Lab

Ice Sports Victoria People With Disability
Framework

VICSPORT



Supported by



The mission

How might we create a 'tribe' led, amazing experience across all forms of ice sports, so that participation by people with disability (PWD) increases?

This project has brought together Vicsport and representatives across Ice Sports Victoria (including including Ice Hockey, Ice Racing/Speed Skating, Figure Skating and Curling) to explore ideas to address the question above.

The project output is to develop a framework for each ice sport organisation to use when planning and delivery programs for people with disability.

The project group met twice in May to workshop customer experience concepts and develop a draft customer journey map. Following that, Vicsport and ISV conducted customer interviews and a survey for people with disability (with support from Scope, Special Olympics Australia and Reclink).

Vicsport and ISV have co-designed a framework to guide future program design and delivery.

Framework



End to end customer experience

Goal

Deliver a high-quality end to end customer experience for all participants.







Strategies

- **Feelings** – planning for how we want people to feel. We identified a goal to encourage participants to feel **confident, encouraged, connected, respected and joy**. We also identified we do not want people to feel **overwhelmed, disconnected, anxious, powerless or remorse**.
- **Journey mapping** – end to end customer experience is about more than the on-ice experience or 1-hour rink time. The feelings above can be experienced by participants, their teachers, parents or carers, from the moment of considering an ice sports program to reflections post visit to an ice rink. Strategies should be put in place to promote positive experiences at all stages of the customer journey.
- **Retention** – by implementing end to end customer experience strategies, the goal is for more participants with disability to be retained, and ideally promote the sport to friends or family, building the notion of a ‘tribe’.




Resources

[ISV Customer Journey Map for People with Disability](#)

ISV Customer Journey Map for People with Disability

Stage	Pre program		At the rink			Post program	
Key moments	Awareness, or decision to do ice sports	Travel to the ice rink	The welcome	Pre-ice prep	On ice experiences	The goodbye	Invitation back
Promote participants feeling	Excitement and connectedness 		Excitement, safety, trust, confidence, joy 			Connected, inspired, joy, pride 	
Avoid participants feeling	Anxiety 		Anxiety, distrust, disconnection, remorse 			Powerlessness, remorse 	
Feeling triggers	Negative perception of ice sports	Getting on the bus or in the car	Time, equipment and briefing	Stepping on the ice first time	Interactions with coach and other participants	Session pack down and farewell	Follow up communication

ISV Customer Journey Map for People with Disability

Stage	Pre program	At the rink	Post program
Promote participants feeling	Excitement and connectedness 	Excitement, safety, trust, confidence, joy 	Connected, inspired, joy, pride 
Actions	<ul style="list-style-type: none"> • Social stories – graphics or pictures which communicate the experience and what to expect (example: Bowling Patrol) • Videos of ice sports rink, programs or people so that new participants can see what to expect (example: AFL Wheelchair) • Pre-program information (i.e. what to wear) • Pictures promoting a safe, fun, inclusive environment 	<ul style="list-style-type: none"> • Work with venues to reduce physical barriers to entry and provide clear welcome • Provide clear instructions • Don't do it along - all hands on deck! • Provide appropriate equipment • Practice positive coaching • Offer personalised feedback • Celebrate and acknowledge individual and group success <p>Resources: Play by the Rules Inclusive Coaching Course specialolympics.com.au/soa-learn</p>	<ul style="list-style-type: none"> • Space and time allocated for pack down • Session debrief • Feedback • Follow up call, email to return <p>Resource: Doing Sport Differently Customer Experience video</p>

Leadership

Goal

High quality leadership from all ice sports administrators, coaches, volunteers and venue staff.

Strategies

- **Training** – connect to and promote training and upskilling opportunities relating to people with disability.
- **Venues** – collaborate with ice rink managers and staff to co-deliver end to end customer experience.
- **Partnerships** – partner with organisations to gain access to leadership training and support.

Resources

Special Olympics Victoria:

- [Soa-learn online platform](#) (online courses for coaching people with intellectual disability and autism webinar series).

Scope:

- [disability awareness training](#)

Play by the Rules online courses:

- [Inclusive coaching](#)
- [Child protection](#)

Marketing

Goal

Effectively reach new audiences of people with disability with basic marketing strategies.

Strategies

- **Partnerships** - partner with organisations to gain access to new audiences.
- **Promotion** - target word of mouth promotion through positive customer experience; target new participants through partner organisations, social media campaigns, schools and ice rink venues.
- **Price** - offer low cost participation opportunities; consider how the NDIS may support individual participation in ice sports (NB - this area could be a whole project on its own).
- **Product** - deliver a quality product through leadership and end to end customer experience. Explore opportunities to deliver new programs or competitions.
- **Place** - collaborate with ice rink managers and staff to deliver end to end customer experience.

Resources

[ISV Customer Journey Map for People with Disability](#)

[List of potential partners](#)

Quotes from people with disability survey

What is your perception of ice sports?

“Hard but fun and something different”

“Thrilling and fun”

How can we provide a positive experience?

“Be Welcoming and inclusive, equality for all. See the person”

“Make it fun but still challenging. Inclusive, and a goal at the end. Feeling of achievement”

“to accept everyone as important to the sport and never allow bullying”

What kind of things build your confidence, promote safety and make you feel included?

“Games where everyone has a go. Game sense Not too much technical to begin with”

“A fun and relaxed environment, encouragement from others”

“Clear instruction on what to do from coaches to improve”

What kind of things make it easier for you to attend?

“Having a carer for my daughter, cost and how far away it is”

“Having contact with the organisation and follow up emails to encourage and guide me. Knowing that someone will greet me at the door.

“Pre-event schedule and a “what to pack” list”

What makes you return to an activity again and again?

“to be with like minded people enjoying being in a team”

“Enjoyment competition, chance to prove myself”

“Easy to use and access facilities and friendly staff”

Disability Organisations

Disability

[Vision Australia](#) provide low vision and blindness services.

[Deaf Australia](#) advocate for people who are deaf.

[VALID](#) supports people with intellectual disability and their families.

[Amaze](#) is the peak body for Autism in Victoria.

[Down Syndrome Victoria](#) empowers people with Down syndrome.

[Yooralla](#) supports people with physical, intellectual and multiple disabilities.

Sport

[Special Olympics Australia](#) have free online training courses.

[Access All Abilities \(AAA\) Play](#) promote sport opportunities for people with disability.

[Scope](#) support people with physical, intellectual and multiple disabilities achieve their goals in life.

[Disability Sport & Recreation](#) advocate for a support participation.

[Sport Inclusion Australia](#) assist the inclusion of people with an intellectual disability into the mainstream community.

[Deaf Sports Australia](#) promote sport for people who are deaf or hard of hearing.

[Blind Sports & Recreation Victoria](#) support opportunities for blind and vision impaired people throughout Victoria.

Case Studies – forming a tribe

The **Victorian Wheelchair Football League** is a great example of a sport program for people with disability using the power of ‘finding a tribe’. By connecting to AFL teams – and simply creating the league – Disability Sport & Recreation attracted large range of people looking for an inclusive opportunity. *Click on the image to watch the video.*

dsr.org.au/afl-wheelchair/



The **Balloon Football League** – for people with multiple and complex disabilities – also has a great ‘tribe’ vibe. It was started by 3 players in the 1990s and now has multiple teams competing across seven venues. The games often represent the highlight of participant’s weeks as many live along or in residential care. *Click on the image to watch the video.*

abc.net.au/news/2019-09-25/competition-fierce-for-disabled-players-of-balloon-football/11539358



Next steps

This framework has been designed for Ice Sports Victoria to use as a guide for the future delivery of ice sport programs for people with disability – including current and new participants. The ideas and processes in this framework should be developed and evolved over time. Vicsport would like to make the following suggestions:

- **Consider targeting specific disability types:** developed a deeper understanding of the needs and motivations of one group, partner with relevant organisations and build momentum behind a quality program.
- **Evolve the customer journey map:** continue to review and add to the customer journey map. Engage current and new participants in the process – consider a people with disability sub-committee to provide guidance and input into the design of a great customer experience.
- **Co-design the customer journey with venues:** work with the managers of ice rink venues to co-design a customer journey so they buy into what ISV wants to achieve.
- **Use partnerships to access resources and new people:** focus on building long term partnerships with disability organisations, with the goal to access useful resources and promotion opportunities to new participants.