

# Active Kids

**Background**

The Active Kids initiative, launched in early 2018, allows parents, guardians and carers of school children to apply for a \$100 voucher to use for sport and fitness costs.

The program's overall objective is to increase children's participation in sport and active recreation, and to contribute to the Premier's priority of reducing childhood obesity

The DAC was engaged to conduct data analysis to better understand voucher uptake and redemption against population and facilities data to improve voucher redemption rates and identify service gaps

**Implementation**

Successful completion of 'proof of concept' in March 2019, using Active Kids program data collected in 2018

**The Solution**

- Standardised school names in voucher applications to allow analysis of voucher claim performance at school level
- Developed new indicators modelling student travel time and provider presence in local areas, to better understand the supply and demand for sport activities
- Developed a visualisation package which provides a geo-spatial view of claim and redemption metrics, voucher take-up over time, performance of schools, etc.
- Developed a workflow process that helps to build actionable insights for further improvement of voucher take-up in local areas

**Impact**

Better understanding of service gaps in local areas will help prioritisation of agency activities and discussion with key stakeholders to improve voucher utilisation

Increase operational efficiency by streamlining analytics through visualisation and workflow process

***"The insights will be invaluable in responding to vulnerable communities and identifying service delivery gaps across the sector"***

NSW Office of Sport

***"Office of Sport has been extremely impressed with the level of service provided by the DAC. The professionalism and knowledge of the team ensured that our expectations were able to be realised during the project journey"*** NSW Office of Sport

**Next Steps**

Testing visualisation and workflow with a number of local areas

Building workflow process on visualisation will allow further streamlining of the analytics operation

