 Good News Stories

At GippSport, we want to build a more resilient, connected, and sustainable sport and recreation sector across Gippsland.

Sharing your good news stories with us to help inspire, motivate, and encourage individuals, clubs, associations, or groups. Sharing your good news story can help encourage other clubs to follow your lead, promote your sports and create a positive impact on their members and the community.

Please fill out this template below and return it to our program coordinator to share your Good News Story with GippSport:

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| **Tips** |

* How you tell your story is up to you, but we suggest you try to cover the why, what, when, where, who and how of your project/ news story.
* Please provide both written information and photos or videos to help tell the story of your work. Sometimes a picture or video can tell a thousand words!
* Provide context to this case study – What is the ‘big picture’? Why are you doing what you are doing in your community? Why was this needed?
* Develop 1-2 core messages. What are the main points about your project that you want to communicate?
* You don’t always have to include every single detail of your project. So don’t worry if you don’t have everything. There’s still power in showing how your work is progressing and capturing its energy and evolution.
* What do you want your audience to know and remember after reading/viewing/listening to your story?
* Who can help tell the story? Is there a participant or project partner who can share their experience or perspective of your project? Were you able to follow any participants and their progress throughout the project?
* Photos should be realistic, natural, and not staged.
* When sending in video, photography and audio, beware of file size. Large files can be hard to send, share and work with.

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| **CASE STUDY DETAILS** | |
| **Individual/ Club/Association/Organisation Name:** |  |
| **Completed by:** |  |
| **Date:** |  |
| **Before: The Problem**  *Your case study will always open by presenting a problem suffered by one of your clubs, associations, or Organisation. This part of the study establishes what’s at stake and introduces the characters – your company, the client company, and whichever individual decision-makers speak for each side.* | |
| **Background Information:** *Provide a brief overview of the Club, Association, Organisation, or individual involved in the case study. This might include information about the sport, market, or competition, as well as any relevant history or context that helps to frame the problem or situation.* |  |
| **What is your project/club/individual/ story?** |  |
| **What issue/challenge is your project addressing?** *Problem Statement:*  *Identify the problem or situation that the case study will address. This might include a specific challenge faced by the club/Association/Organisation, a gap in the market, or a particular issue that needs to be resolved.* |  |
| **During: The Process**  *Once you define the problem, the next step presents your offering, which serves as the answer to the dilemma. Your product or service is, in a very real sense, the hero of the story. It catalyses the change, which you describe in terms of your features, advantages, and other differentiators.* | |
| **Tell us a bit about how the project works.**  *What is it, how does it work, when does it run, who is it for, where is it held, how long does it run for, how many people participate, and what is the key point of difference to other options?*  *Describe the solution that was implemented to address the problem or situation. This might include a new strategy, product, or process, or a change in management or leadership. Provide specific details about how the solution was developed and implemented, and any challenges that were encountered along the way*. |  |
| **What changes did you see over time?** *This might be changes in your community, your organisation, or your partners.* |  |
| **After: The Result** *In the final step, you discuss the “happy ending” brought about by your solution. Returning to the “stakes” you established at the very start, you expand on how much better things are thanks to your intervention. You want prospects to imagine themselves enjoying that level of success.* | |
| **Results:** *Share the outcomes and results of the solution that was implemented. This might include quantitative data such as revenue growth or cost savings, as well as qualitative data such as customer feedback or employee morale. Use specific examples and data to demonstrate the impact of the solution.* |  |
| **Conclusion:**  *Summarize the main points of the case study and highlight the key takeaways. This might include lessons learned, best practices, or recommendations for future action*. |  |
| **Quotes from participants and/or partners that GippSport can use.**   * *First name:* * *Role (e.g., Participant, organisation role):* * *Quote:* |  |

**Media**

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| **Links, photos & videos**  Share with us any links (website/social media), photos and/or videos to help share your story with us! |  |