# Gap analysis by drivers of participation

Compare your current state to your desired future state. Identify the gap and required actions to achieve the desired state. Consider each participation driver to ensure all factors have been considered.

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| **Drivers of participation** | **Current state**Where are we now? | **Desired state**Where do we want to be? | **Actions (the gap)** How do we get there? |
| **[Market insights](https://www.sportaus.gov.au/participation_drivers%22%20%5Cl%20%22market_insights%22%20%5Co%20%22Ensuring%20that%20all%20decisions%20are%20based%20on%20data%20and%20evidence%20about%20the%20market%20%28consumers%20and%20environment%29)** |  |  |  |
| **[Product design](https://www.sportaus.gov.au/participation_drivers%22%20%5Cl%20%22product_design%22%20%5Co%20%22Developing%20products%20with%20benefits%20and%20features%20to%20meet%20consumer%20needs%20and%20wants)** |  |  |  |
| **[Workforce](https://www.sportaus.gov.au/participation_drivers%22%20%5Cl%20%22workforce%22%20%5Co%20%22How%20products%20are%20delivered%20to%20the%20market%20through%20key%20people%20eg%20coaches%2C%20deliverers%2C%20administrators%2C%20officials)** |  |  |  |
| **[Marketing and communications](https://www.sportaus.gov.au/participation_drivers%22%20%5Cl%20%22marketing_amp_communications%22%20%5Co%20%22Messaging%20and%20methods%20used%20to%20communicate%20internally%20and%20to%20consumers)** |  |  |  |
| **[Infrastructure and equipment](https://www.sportaus.gov.au/participation_drivers%22%20%5Cl%20%22infrastructure_amp_equipment%22%20%5Co%20%22Providing%20appropriate%2C%20accessible%20and%20affordable%20infrastructure%20and%20equipment)** |  |  |  |
| **[Commercial](https://www.sportaus.gov.au/participation_drivers%22%20%5Cl%20%22commercial%22%20%5Co%20%22Developing%20sustainable%20participation%20products%20and%20commercialising%20related%20assets)** |  |  |  |
| **[Unified behaviours](https://www.sportaus.gov.au/participation_drivers%22%20%5Cl%20%22unified_behaviours%22%20%5Co%20%22A%20whole-of-sport%20approach%20to%20participation)** |  |  |  |
| **[Management](https://www.sportaus.gov.au/participation_drivers%22%20%5Cl%20%22management%22%20%5Co%20%22The%20experience%2C%20expertise%20and%20performance%20of%20the%20management%20team)** |  |  |  |
| **[Governance](https://www.sportaus.gov.au/participation_drivers%22%20%5Cl%20%22governance%22%20%5Co%20%22A%20strong%20governance%20structure%2C%20committed%20to%20achieving%20participation%20outcomes)** |  |  |  |

Learn more about the [drivers of participation](https://sportaus.gov.au/participation/participation_drivers) and [participation design](https://sportaus.gov.au/participation).