# 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" \l "market_insights" \o "Ensuring that all decisions are based on data and evidence about the market (consumers and environment))** |  |  |  |
| **[Product design](https://www.sportaus.gov.au/participation_drivers" \l "product_design" \o "Developing products with benefits and features to meet consumer needs and wants)** |  |  |  |
| **[Workforce](https://www.sportaus.gov.au/participation_drivers" \l "workforce" \o "How products are delivered to the market through key people eg coaches, deliverers, administrators, officials)** |  |  |  |
| **[Marketing and communications](https://www.sportaus.gov.au/participation_drivers" \l "marketing_amp_communications" \o "Messaging and methods used to communicate internally and to consumers)** |  |  |  |
| **[Infrastructure and equipment](https://www.sportaus.gov.au/participation_drivers" \l "infrastructure_amp_equipment" \o "Providing appropriate, accessible and affordable infrastructure and equipment)** |  |  |  |
| **[Commercial](https://www.sportaus.gov.au/participation_drivers" \l "commercial" \o "Developing sustainable participation products and commercialising related assets)** |  |  |  |
| **[Unified behaviours](https://www.sportaus.gov.au/participation_drivers" \l "unified_behaviours" \o "A whole-of-sport approach to participation)** |  |  |  |
| **[Management](https://www.sportaus.gov.au/participation_drivers" \l "management" \o "The experience, expertise and performance of the management team)** |  |  |  |
| **[Governance](https://www.sportaus.gov.au/participation_drivers" \l "governance" \o "A strong governance structure, committed to achieving participation outcomes)** |  |  |  |

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