

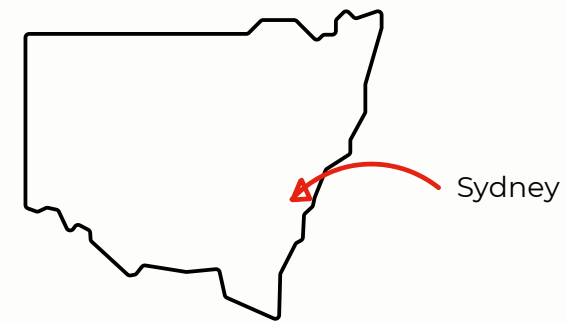
HYPE

Designing Sport for *Social Impact*

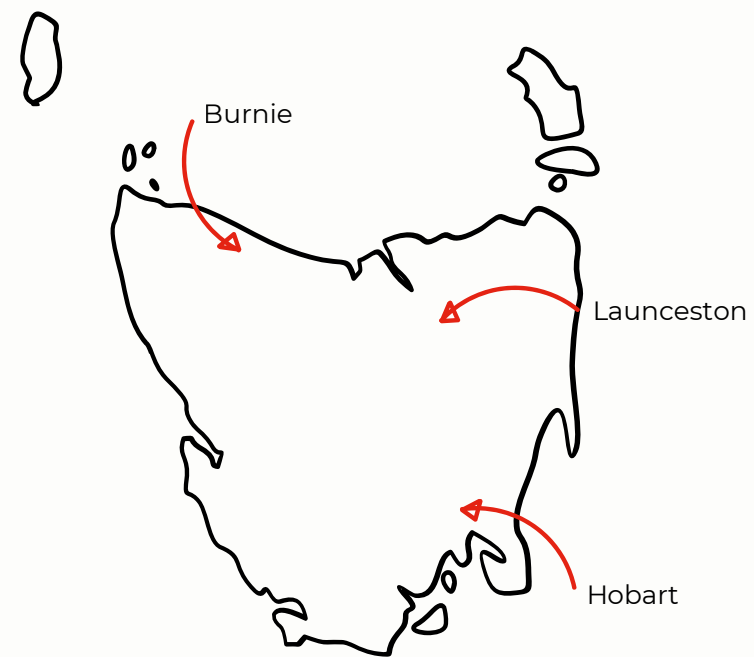
presented by
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At the University of Tasmania, we operate across multiple campuses in a regional and island context. This shapes not only access to sport, but how students **connect, participate** and **belong** within university life.





THE SHIFT IN PARTICIPATION

Student engagement in traditional sport is changing. Many students are not disengaged from activity itself, but from the structure, expectations and identity often attached to sport.



There is a growing group of students who sit out traditional sport participation. Barriers such as **cost, confidence, time** and **identity** prevent engagement, even when interest exists.



How can sport be redesigned to meet students where they are ?



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INTRODUCING...

HYPE

HYPE is a low-cost, experience-based participation program designed to engage students who don't traditionally take part in sport. Rather than focusing on competition or performance, the program prioritises **accessibility, social connection** and **confidence-building** through movement and shared experiences.





ACTIVITIES INCLUDE BUT ARE NOT LIMITED TO:

- Rock Climbing / Bouldering / Absailing
- Paintball & Lazer Tag
- Incline Hockey
- Surfing
- Bowling & Barefoot Bowls
- Self Defence
- Skiing & Snow
- Golf Range & Mini Golf
- Line Dancing

“Tassie is really beautiful, I love it here.

“I have made many friends through activities organised by the University. Most of them are free and they give me opportunities to step out of comfort zone, meet more people, go to more spots I’ve never experienced.”

Yuxin Wang came from China to study her PhD in Marine Science



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HYPE is designed to create outcomes beyond participation alone. Through accessible, experience-based activity, the program supports **social cohesion, mental wellbeing,** student **engagement** and stronger **connections to community and place.**



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Surfing, Clifton Beach (Southern Tasmania)



Tasmania's Natural environment is central to how HYPE is delivered.
The program leverages coastal and outdoor setting to create authentic, place-based experiences.



“With Tasmania as our playing field, we foster healthy, active campus communities where students find belonging, pride and purpose.”

(The vision of UTAS Sport)



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Exploring Southern Cliffs (Southern Tasmania)

HYPE acts as an entry point into broader participation, including social sport, clubs and ongoing physical activity.

Once students have a positive first experience, many continue their **engagement in other parts of the sport ecosystem.**



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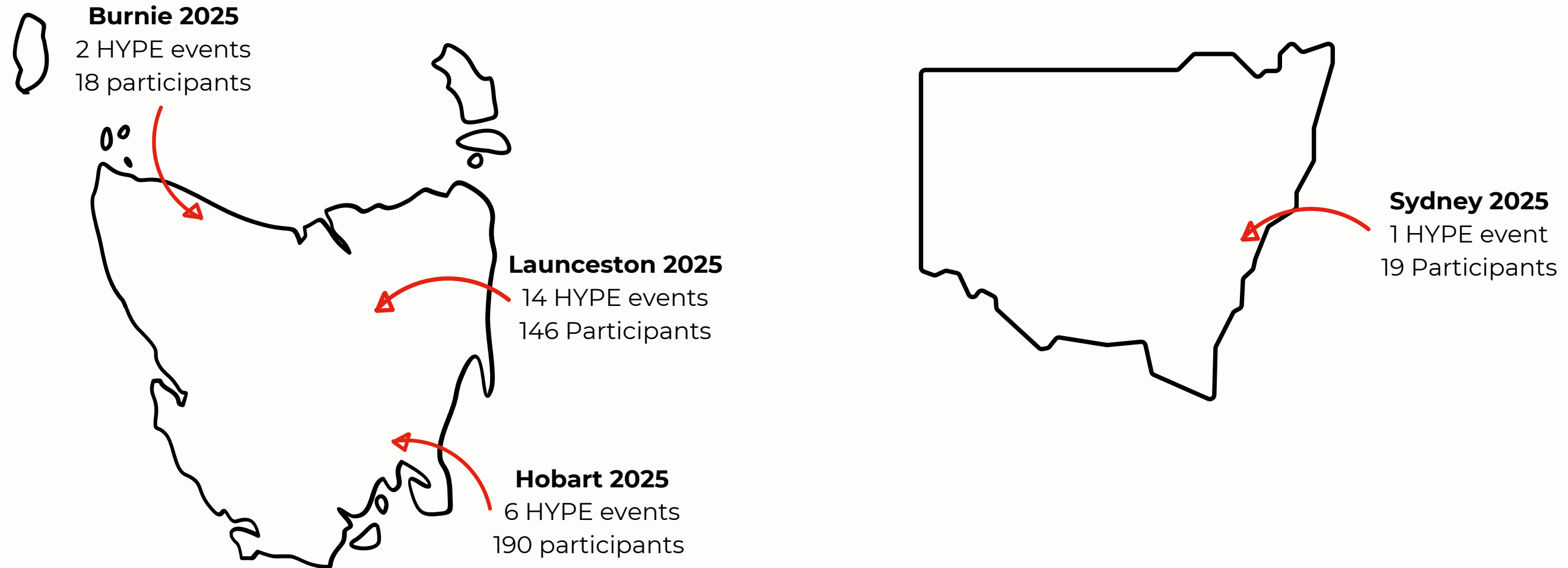


Ten Pin Bowling, Mini Golf & Laser Tag (Sydney)

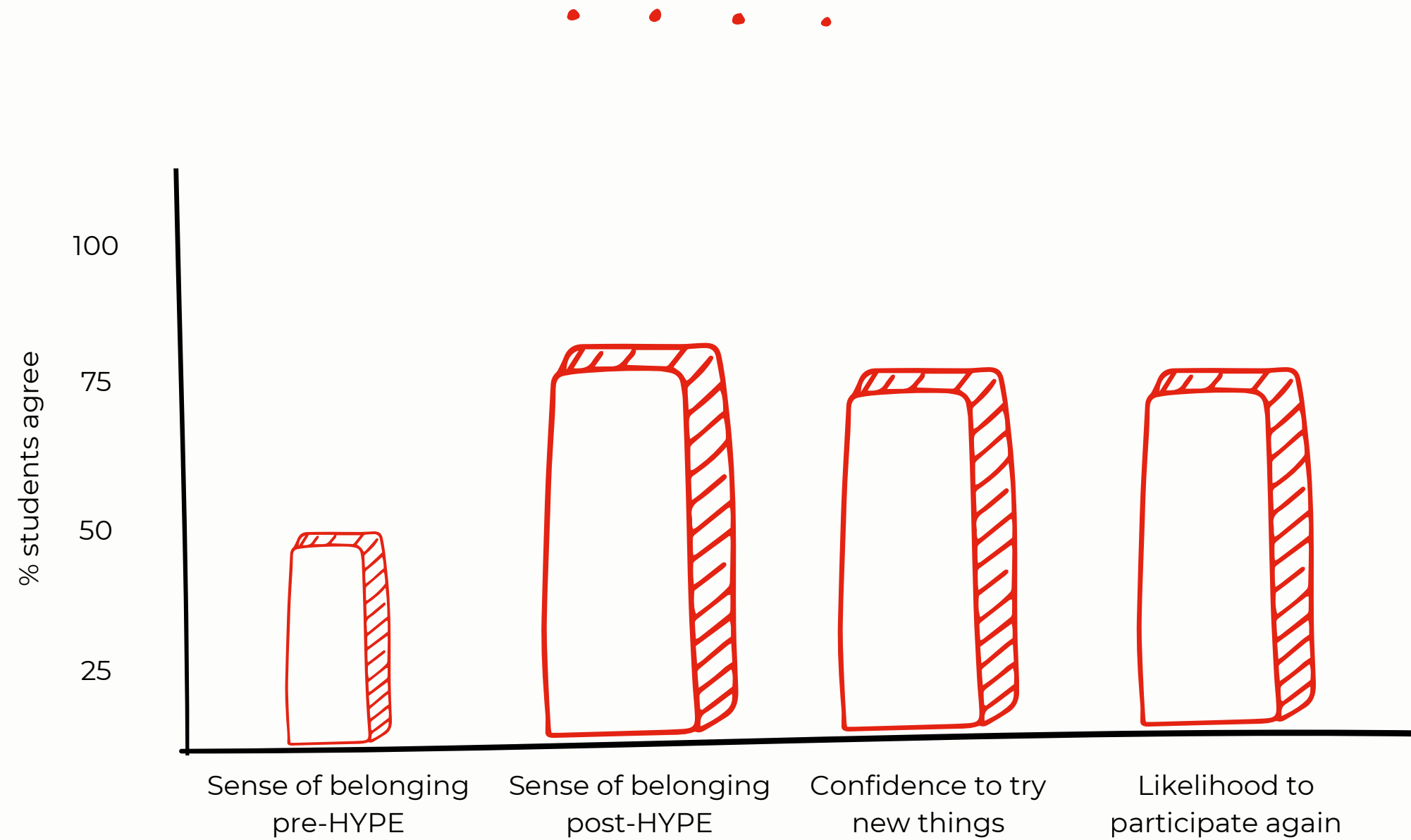
PROGRAM STATISTICS 'ON A PAGE'



In 2025, HYPE delivered **23 events** across four locations, engaging close to **400 student participants**. While the scale of delivery varied across campuses, the results demonstrate that there is strong demand for flexible, experience-based participation opportunities across a diverse student cohort.



SURVEY RESULTS 'ON A PAGE'



Student feedback consistently highlights three themes: **trying something new, meeting new people and feeling more connected to university life.**

KEY LEARNINGS

The success of HYPE has reinforced that participation is no longer simply about providing sport opportunities.

STUDENTS WANT EXPERIENCE, NOT JUST SPORT

Students seek flexible, social, low-pressure activities tied to their wellbeing and identity.



PLACE AMPLIFIES IMPACT

Tasmania's natural environment is not just a backdrop, it creates authentic, memorable experiences that strengthen connection to place and campus.



BELONGING DRIVES ENGAGEMENT

Programs that prioritise inclusion, accessibility and belonging are better positioned to reach students who sit outside organised sport.



HYPE IS A GATEWAY, NOT AN ENDPOINT

A positive first experience opens the door to social sport, clubs and ongoing physical activity across the UTAS sport ecosystem.



The future of HYPE is focused on deepening impact rather than simply increasing participation numbers. Opportunities exist to strengthen partnerships, expand targeted engagement and further embed experience-based participation into the broader student experience ecosystem.





**Sport can deliver meaningful social impact
when it is intentionally designed to prioritise
access, connection and belonging**

Thank you



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