

QUT BlueShift Business Case Competition



2023 Business Case

Major Sponsor



Prize Sponsors





ACKNOWLEDGEMENT OF COUNTRY

QUT acknowledges the First Nations owners of the lands where we gather today. We pay respect to the Elders, lores, customs and creation spirits of this country. We recognise that these lands have always been places of teaching, research and learning.

QUT acknowledges the important role Aboriginal and Torres Strait Islander people play within the QUT community.



Blueshift Case 2023



About Sporting Wheelies

Sporting Wheelies is Queensland's leading inclusive sports, recreation and rehabilitation therapy provider and the State's peak body for Paralympic sports. They are a not-for-profit organisation that implements various health and fitness programs for all ages, including industry-leading rehabilitation and science-based therapies.

They are committed to building communities for people with disabilities, regardless of disability and mobility level, to lead active and healthy lifestyles through sport.

About Inclusive Sports

Sporting Wheelies launched the Inclusive School Sports Program in 2021 to bring Paralympic sports to schools. The program provides an opportunity for students to experience sports like wheelchair basketball and rugby, boccia and goalball, which helps them understand the daily needs of people with disabilities.

Sporting Wheelies employ 'Game Changers' to deliver the sessions. Game Changers are disabled people who use their real-world experiences to engage students during the session and assist them in understanding what life is like for those with a disability.

The ultimate goal is to provide a meaningful and enjoyable experience to all students (including those who don't have opportunities to play sports due to disabilities) and raise awareness and understanding of those who experience life with disabilities.

Sporting Wheelies delivered the Inclusive School Sports Program to 47 schools throughout Queensland in 2022. Currently, the program relies primarily on referrals, word of mouth, and personal connections to attract bookings. For more information about Sporting Wheelies Inclusive School Sports program, visit the website and go to page 30 of the 2021 Annual Report.

Contact

blueshift@qut.edu.au

07 3138 7873

A challenge for BlueShift consulting teams

Sporting Wheelies asks BlueShift Consulting teams to share insights and recommendations in response to this challenge:

How can Sporting Wheelies grow the Inclusive School Sports program in 2023/2024 to reach more schools and students?



What to submit

Your team should prepare and submit a deck of four (4) PowerPoint slides in response to the Sporting Wheelies' challenge.

The response must include:

- Team details: team name and slogan/tagline, names and roles of all team members;
- Research and insights to inform your team's recommendations;
- Recommended strategy and tactics, including suggestions for branding the Inclusive School Sports program; and
- How your team's recommended strategy and tactics can be tracked and evaluated to demonstrate impact.

Teams should submit the deck of four (4) PowerPoint slides in two formats: PowerPoint (pptx) and Portable Document Format (PDF). The PowerPoint version can include animation. The PDF version should consist of all content, and it is recommended that teams do not use transitions to build and layer single slides.

The submission does not need to include a budget; however, teams are encouraged to be mindful that Sporting Wheelies has a limited budget but has staff and volunteer resources to implement the recommendations. Teams should consider this when developing their recommendations.

Good luck! We look forward to your submissions.

How to submit

Submit your response via our [online portal](#) by 5:00pm on Friday 31 March.

Good luck! We look forward to your submissions.

Contact

blueshift@qut.edu.au

07 3138 7873

Blueshift Case 2023

Judging process

A panel of judges including QUT academic staff, QUT Business School case competition team members, and representative from Sporting Wheelies will review and mark submissions to select finalist teams. The judging panel will review using the following elements of the submission, and assigned points for each element to a total of 100 points.

- Team details – 10 points
- Research and insights – 30 points
- Recommendations – 30 points
- Tracking and evaluation – 15 points
- Presentation – 15 points

Each judge will allocate points individually, and then the judging panel will meet for discussion, and selection of the finalist teams.

Additional resources

- [Sporting Wheelies website](#)
- [Sporting Wheelies 2021 annual report](#)
- [Building more inclusive communities](#)
- [Inclusive School Sports](#)
- [Inclusive School Sports - St Peters](#)
- [Inclusive School Sports - Wheelchair Basketball](#)

Contact

blueshift@qut.edu.au

07 3138 7873