

CASE STUDY

Education opportunities for the waka ama community



Waka Ama Aotearoa NZ (WAANZ) is the National Sport Organisation (NSO) for waka ama in Aotearoa, New Zealand. Their focus is to grow and develop waka ama throughout Aotearoa to achieve their purpose of more whānau experience well-being, connection, achievement and belonging through the culture of waka ama and support the vision of Waka Ama - mā te katoa, mō āke tonu! Waka Ama - for all, for life!

With six regions and over 100 clubs throughout Aotearoa, a key focus for Waka Ama Aotearoa NZ is to grow and develop waka ama knowledge throughout their community and support coaches to provide quality waka ama experiences.

Before partnering with Epic Learning, Waka Ama Aotearoa NZ had identified that online learning was a suitable solution to address some of the challenges they faced with delivering coach education to their community. Some of the challenges included:



- **Geographic constraints:** Hosting centralised in-person coaching courses was not catering to the whole community.



- **Resource constraints:** Delivery costs and availability of quality facilitators limited the ability to deliver in-person coaching courses.



- **Quality control:** Ensuring consistent and quality delivery through the in-person courses was difficult to monitor.

Despite earlier efforts to digitise education opportunities, Waka Ama Aotearoa NZ needed a partner that understood their needs, their community, and their aspirations for online learning. Epic Learning provided a custom-build online learning platform designed for sustainability.

The proposed solution included:



- **Custom learning platform:** A tailored online learning platform to meet the needs of the organisation and the potential users.



- **Content creation tools:** Recommendation of a user-friendly content creation software to enable Waka Ama Aotearoa NZ autonomy over their content.



- **Collaborative Co-Design:** An interactive and collaborative development process where the client was involved in all relevant aspects of the project.

The development process allowed for a collaborative build that ensured a co-design of the platform with Epic Learning ensuring technical jargon was communicated in a more understandable way.

Key Project Features:



- **Low-barrier entry:** A system designed to be intuitive for users with varying levels of technical literacy.



- **Technical sustainability:** Ensuring the "back-end" was manageable for a small team post-launch.



- **Flexibility:** The project pace was aligned with internal timelines to provide momentum exactly when needed.

Within just two weeks of going live, the new online learning platform received a great response from the waka ama community with approximately 100 user registrations and 90 enrolments over the four available courses. The digital shift in learning opportunities has already proven to be relevant for the waka ama community and has addressed some of the previous barriers to learning.

The partnership and collaborative approach has empowered Waka Ama Aotearoa NZ to take full ownership of their online learning platform.



"Epic Learning excels in collaborative co-design to meet the client's needs. They showcase the ability to keep up with technological developments ensuring the online learning platform has a sustainable future."

Waka Ama Aotearoa NZ