# Purposeful activity design

Using a [Program Logic Model](https://www.publications.qld.gov.au/dataset/1fff06e2-0b11-4dfa-afaa-f23d55fc8f8a/resource/9ee7d8d3-00b0-4d90-a673-7ca5ebbbcca6/download/01.-program-design-101.pdf) to determine the issue that you want to tackle in your community, and your program’s aim, goals, and outcomes? Now it is time to plan what activities you will deliver to reach those outcomes.

Purposeful activity design goes beyond simply organising activities; it requires a thoughtful approach to aligning each activity with the program's overarching goals and objectives.

**Young people do not just absorb positive behaviours through osmosis; meaningful outcomes are the result of intentional planning and purposeful engagement.**

**Intentional design for impact**

Simply running an activity does not guarantee change or specific outcomes. To make a real impact, you need to plan and execute your program with clear objectives in mind. This intentional approach guides participants towards the desired changes and growth, making sure every activity has a clear purpose.

These are the key layers to consider in your program design process, ensuring a solid foundation for success. By addressing each of these areas thoughtfully, you can create a program that not only achieves its goals but also resonates with your audience and has a lasting impact.

**Foundation of purposeful activity design**

**Engagement and motivation**

***Extrinsic vs intrinsic motivators***

In a program focused on community service, a group of young people might be incentivised to participate by offering certificates of achievement or small prizes for completing a certain number of service hours. While these external rewards can motivate participants initially, their engagement may wane once the incentives are removed.

A program that allows young people to choose a community service project, based on their personal interests and values, fosters intrinsic motivation. For instance, a participant who is passionate about environmental issues may choose to organise a community clean-up event. Their personal interest in the cause drives their engagement and commitment to the activity. This deeper connection often leads to sustained involvement, even in the absence of external rewards.

Extrinsic motivators can be useful, but intrinsic motivation often results in deeper engagement and longer-lasting behavioural changes.

***Active engagement***

**Cultural and accessibility considerations**

**Resource management**

**Risk management and continuous improvement**

By prioritising purposeful activity design, programs can maximise their effectiveness in supporting the growth, development, and well-being of young people.