



Rātā Foundation Sport and Recreation Sector Scan

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Authors:

Deb Hurdle, Richard Lindsay and Anna Lindsay

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Project Team

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With thanks to

All those people referred to in Section 1.3

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Executive Summary

Through its funding the Rātā Foundation (Rātā) wants to support more people participating in their local communities. Rātā recognises that taking part in sport, recreation and cultural activities can help people to lead fulfilling lives, and that people participating in their communities can have benefits for health and wider community wellbeing.

While not new, this report reaffirmed the view that participation in sport and active recreation can have positive impacts on a number of physical and mental health conditions for both adults and children, including reducing the rates of Type 2 diabetes, high blood pressure, cardio-vascular disease, obesity related disorders, some cancers such as breast and colon cancer and for at least managing, if not preventing some mental health disorders such as depression, anxiety and dementia. Some 88% of health loss is now caused by non-communicable diseases¹ - Type 2 diabetes, heart conditions, and cancers – many of which can be alleviated or managed by being active.

There has been a steady decline in activity levels, with a 7% decrease in activity levels from 1998 to 2014 particularly in traditional sports. Participation is moving away from traditional competitive sport to active recreation as participants choose to select when and how they want to be active to suit their lifestyles. However, the primary motivators to be active remain the same.

While New Zealand has an impressive record of winning on the world stage, winning is not a key motivator for people to be active. The primary motivation for adults to be active is for physical and emotional wellbeing, while for Tamariki and Rangatahi it is fun. This has been a consistent theme/response since the first Sport and Physical Activity Survey undertaken by the Hillary Commission in 1996.

Lack of time caused by other commitments to work, school and family continue to be barriers to participation for many, along with a lack of motivation or simply being too tired. For those in higher deprivation areas, cost of participating and access to and cost of transport are also major barriers.

The concern is, that unless serious attention is given to those who face the most barriers now, such as tamariki/ children and rangatahi/young people (who are dependent on their parents and care givers to provide them with opportunities to be active), girls, people with disabilities, and those in higher deprivation those barriers will continue and increase, making participation in play, sport and active recreation an unachievable goal.

During teenage years, there is a significant drop-off in participation – particularly the number of hours spent on sport and active recreation. This steady decline is compounded by the inevitable decline in participation that is associated with changes in life cycles stages.

Sport New Zealand is pursuing a targeted approach with a clear focus on improving activity levels among:

- Tamariki (5-11 year olds) and rangatahi (12-17 year olds).
- Māori.
- Women and girls.
- People living with disabilities.
- Disadvantaged and vulnerable children.

However, this targeted approach has met with some caution, as care needs to be taken to ensure that funding agencies do not collectively target at the expense of other communities of interest or need. As an example, the Tasman / Canterbury population trends show a significantly ageing population. Targeting investment only in young people may be at the expense of quality facilities and experiences of older people.

Sector sustainability continues to be an issue and has been heightened by the immediate and potential long-term impacts of COVID-19. COVID-19 has provided an opportunity to fuel change in the system that delivers

¹ www.health.govt.nz

play, sport and active recreation in New Zealand. Sport NZ has received substantial funds from Government to provide immediate support to the sector and to influence change going forward. It is expected that the 'strengthen and adapt' and 'different and better' funds will lead to the changes that the Minister for Sport and Recreation and Sport NZ are seeking. Although the view reported by Sport NZ is 'this will take time and we are unlikely to see any major change inside of the next two years.'²

Many trends affecting the sector remain unchanged but others, such as climate change and an increased focus on the Māori worldview have the potential for significant impact.

It is clear Rātā Foundation's relationships with Sport New Zealand, Sport Tasman and Sport Canterbury are valued.

Recommendations

Rātā Foundation's priorities should reflect the communities of need within its funding boundaries.

It is recommended that the Rātā Foundation:

- Continues to invest in communities' wellbeing through funding sports and, more particularly, active recreation.
- Ensures it continues to fund to grow lifelong participation in active recreation and sport, and look to how it communicates this approach.
- Overtly communicates where it means active recreation.
- As part of its assessment of Good Practice consider whether organisations' activities are taking the 'Balance is Better' or Locally-Led approaches promoted by Sport NZ.
- Considers whether fully aligning to Sport NZ target groups is appropriate for Rātā, and who will miss out on funding if that strategy is adopted.
- Considers whether it continues to support its generalised approach or makes particular commitments to reducing barriers to participation.
- Continues to work closely with key agencies across the Rātā Foundation funding regions to:
 - identify those trends that are of greater significance in each region
 - identify strategic / systems changing opportunities worthy of funding
- Seeks regular update briefings from the regional sports trusts in the Rātā Foundation funding regions.
- At the next review, keep an eye on the future trends identified in this report.

² Sport NZ

Contents Page

Executive Summary	1
1. Introduction.....	5
2. Defining Sport and Recreation	7
3. Why Focus on Active Recreation	8
4. Participation across the Rātā region.....	9
4.1. Participation rates.....	9
4.2. Activities people are doing and want to do	10
4.3. Motivators to be active.....	11
4.4. Barriers that get in the way of people being active/more active	12
5. Sport NZ's Strategic Priorities.....	13
5.1. Sport NZ's strategic approach.....	13
5.2. Key Sport NZ approaches.....	14
5.3. Expectations of the Minister for Sport and Recreation	15
5.4. Sport NZ's response	15
6. Alignment of Rātā and Sport NZ's Policies and Priorities.....	18
7. Rātā's connections with the sector	19
8. The Future of Sport and Active Recreation in New Zealand	20
8.1 Sector sustainability	20
8.2 COVID-19	20
8.3 Other trends that impact on the sector	22
Appendix 1: Defining Sport and Recreation	25
1.0 Changing terminology	25
Appendix 2: Demographic Trends	27
Appendix 3: Activity Tables.....	32
Appendix 4: Literature and Resource Summary.....	35
Sport New Zealand – Developing Alternative Futures – November 2020.....	35
Sport New Zealand – Māori in the Future - November 2020	35
Sport New Zealand Strategic Direction 2020-2032	35
Sport NZ Strategic Plan 'Every Body Active' 2020-2024	36
Halberg Youth Voices Report 2020.....	36
Sport NZ Insights Tool (current).....	37
Game Plan – Increasing Inclusion in Sport and Physical Activity in Canterbury 2019	37
Te Tiriti o Waitangi - Sport NZ 2019.....	38
Women and Girls in Sport and Active Recreation – Government Strategy 2018.....	39
Value of Sport 2017	39
Appendix 5: Reference List	41

1. Introduction

Background

Rātā Foundation's purpose is to invest in its communities to support the wellbeing of the people and environments of its regions. It has five funding areas of Connect, Learn, Participate, Support and Sustain. These areas articulate the outcomes Rātā supports communities to achieve, and identifies key outcomes or priorities for its funding.

Rātā reviews these priorities every three years to ensure alignment with community needs given its limited resources.

This report focuses on the Participate funding area in which Rātā seeks, through its funding, to support more people participating in their local communities. Rātā recognises that taking part in sport, recreation and cultural activities can help people to lead fulfilling lives, and that people participating in their communities can have benefits for our health and wider community wellbeing.

The priorities in this funding area are:

- Improving health and wellbeing by increasing participation in recreation activities and sports.
- Creating opportunities for lifelong participation and learning in creative activities or heritage, culture and traditions.
- Enabling participation that reflects and recognises diversity.
- Enabling deeper understanding of tikanga Māori in arts or heritage.

A further activity related priority is under the Support Funding Area, in which Rātā specifically identifies the importance of staying active as we age.

In 2014, Rātā commissioned a sport and recreation sector scan, which highlighted key trends. The report signaled the importance of sustaining and increasing participation as funding this may have the widest community benefits. It also identified engaging young people in sport and recreational participation as a priority.

The benefits of physical activity were linked to a range of health benefits including preventing and managing heart disease, cancer, osteoporosis, diabetes, obesity, high blood pressure and depression. Participating in sport and recreation also aids social cohesion providing opportunities to strengthen social ties and networks. "Membership of community organisations such as sports groups or informal groups can foster co-operation, shared responsibility and social trust".³

It noted the trend towards physical activity becoming more varied and moving away from traditional sports, and with working hours changed and working life different - people are more attracted to unstructured sport and recreation.

Purpose

Rātā funds a range of non-sporting activities under its Participate funding area, such as hobbies. This report is focused on the sport and active recreation ecosystem.

- It presents issues and trends affecting the sector and the system that delivers play, sport and active recreation opportunities.
- An overview of participation in sport and active recreation across the regions they operate in, to residents across Rātā's funding regions.
- It summarises the Sport New Zealand (Sport NZ) research highlighting the challenges and opportunities for populations experiencing barriers to participation.
- Understanding of the trends that are currently and could potentially impact on participation and sustainability of organisations delivering sport and active recreation.

³ SPARC 2012

- Understanding of the approach being taken by Sport NZ and what level of alignment Rātā should have with that.

Methodology and Scope

The agreed methodology for this review involved the following components:

- Literature scan of a number of documents relevant to sport and recreation in New Zealand. A summary of these documents can be found in Appendix 4. The majority of the documents were sourced from Sport New Zealand (Sport NZ) and many are referred to in the body of this report.
- Semi-structured interviews with the following:
 - Brent Thawley – Regional Partnerships Manager, Sport NZ
 - Paul Heron – Partnerships Manager, Sport NZ
 - Julyan Falloon - CEO, Sport Canterbury
 - Nigel Muir – CEO, Sport Tasman
 - Elaine More – Senior Evaluation Advisor, Sport NZ
 - Janette Brocklesby – Manager Research, Sport NZ
 - Nigel Cox – Head of Recreation and Sport, Christchurch city Council
 - Mark Rykers – Asset Manager, Open Space and Property, Selwyn District Council
 - Richard Hollier – Head of Parks and Reserves, Tasman District Council
 - Grant MacLeod, Green Space Manager, Waimakariri District Council
 - Ben Hodges – National Grants Manager, New Zealand Community Trust (NZCT)

The scope of this report focussed on the changing landscape of the sport and recreation sector across Rātā regions, particularly looking at the change of emphasis from Sport NZ, and what that may mean for Rātā as current funding policies are reviewed. This included Sport NZ's:

- Use of the terms play, active recreation and sport and their emphasis on play and active recreation as equally important components of the sector.
- More targeted programmes encouraging women and girls in sport.
- Implementing the 'balance is better' and 'locally led' approaches.
- Further emphasis and investment in rangatahi (12-18 year olds) and tamariki (5-11 year olds).

As well as a consideration of a number of trends and their impact on sport and recreation, special consideration was given to the impacts of the COVID-19 global pandemic on the sector.

2. Defining Sport and Recreation

2.1. Since its inception, Sport NZ has used a number of different terms to define the scope of the sector and the components of it. More detail of these is set out in Appendix 1. These include:

- Fundamental movement skills, physical literacy and now play, for children and young people.
- Recreation, physical recreation (to differentiate it from inactive leisure activities like reading), physical activity (when there was a broader health and wellbeing focus) and now **active recreation**.

2.2. In Sport NZ's *Future Proofing the Active Recreation Sector – A Planning Framework 2016*⁴, 'Active Recreation can be considered a sub-set of typically flexible activities, (activities participants can do when, with whom, how and where they want), within a more broadly defined set of 'physical activities undertaken for the purpose of sport, exercise and recreation'.

2.3. Sport NZ's most recent draft definition for Active Recreation is:

'Non-competitive physical activity for the purpose of wellbeing and enjoyment'.

It includes activities that:

- Occur in built, landscaped and natural environments (including outdoor recreation, fitness/exercise, community recreation, aquatics).
- Are undertaken by individuals and by groups.
- Occur with and without the involvement of a 'provider' group or organisation (that is can be undertaken independently).

⁴ Angus & Associates September 2016

3. Why Focus on Active Recreation

- 3.1. As a crown entity, established by legislation, Sport NZ must apply and implement the priorities of the Government of the day. Established under a Labour Government its purpose was to promote, encourage, and support physical recreation and sport in New Zealand⁵. As the Government agenda has changed so have Sport NZ's priorities, from a strong development through sport for health and education with a Labour Government, to a narrow focus on sport for sport and elite success with a National Government, on to the current emphasis of contributing to the wellbeing of all New Zealanders.
- 3.2. This wellbeing approach being driven by the current Government is one factor that has driven a broadened approach to focus on active recreation. The other is the steady decline in activity levels, particularly in traditional sports. A clearer picture of this is set out in Section 4, which looks at what people are currently doing, and what they would like to do more of if there were no barriers to their participation. This shows a desire by both adults and young people to participate in less formal, less competitive activities.⁶ Sport NZ acknowledges that despite all efforts made to date, there was a 7% decrease in activity levels from 1998 to 2014.
- 3.3. This steady decline is compounded by the inevitable decline in participation that is associated with changes in life cycles stages, when study, work, and family become a barrier to maintain steady activity levels, as shown in Figure 1.

Figure 1 Activity levels through the age stages⁷



⁵ Sport and Recreation Act 2002

⁶ Active NZ Survey 2017

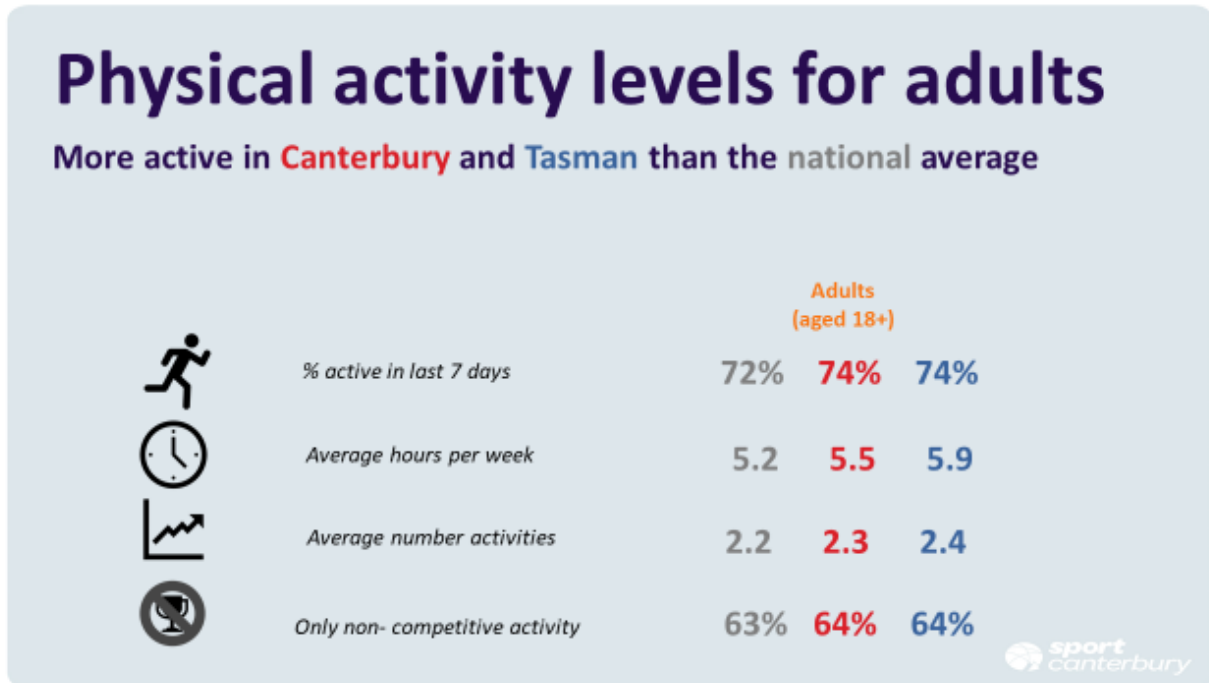
⁷ Active NZ Survey 2018

4. Participation across the Rātā region

4.1. Participation rates

Figure 2 shows adults in both the Canterbury and Tasman Regions are more active than the national average.

Figure 2 Participation Data for Adults (18 years +)⁸

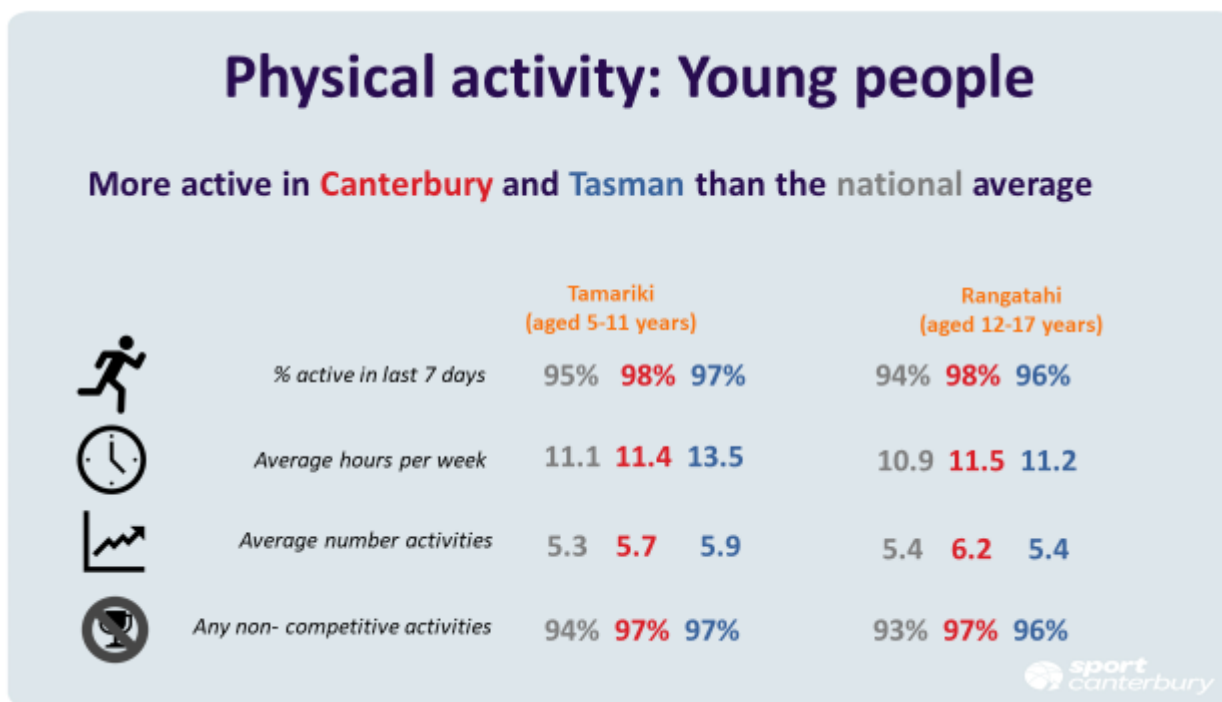


- 4.1.1. In the 2018 Sport NZ Active NZ Survey, three quarters of respondents active in the last seven days said they were wanting to do more sport, exercise or recreation (:76% in the Tasman Region, 74% in the Canterbury Region)
- 4.1.2. Of those that had not done any physical activity specifically for the purpose of sport, exercise and recreation in the last seven days, 76% in the Tasman Region indicated a desire to do more, with 69% in the Canterbury Region giving the same response.
- 4.1.3. Figure 3 shows that young people (5-17 years old) in both the Canterbury and Tasman Regions were more active than the national average, particularly in the rangatahi demographic (12 – 17 years old).⁹

⁸ Sport NZ Active NZ Survey 2018. Graphics supplied by Sport Canterbury

⁹ Sport NZ Active NZ Survey 2018

Figure 3 Participation Data for Young People (5-11 and 12-17 years old)¹⁰



4.1.4. When young participants (those that had been active within the last seven days) were asked if they wanted to do more sport, exercise or recreation, 50% of tamariki in the Tasman Region indicated they would like to do more, with 52% of tamariki in the Canterbury Region giving the same response.

4.1.5. Of the tamariki that had not done any physical activity specifically for the purpose of sport, exercise and recreation in the last seven days, 23% in the Tasman Region indicated a desire to do more, with 41% in the Canterbury giving the same response.

4.1.6. Of the active rangatahi asked the same question, 62% in the Tasman Region wanted to be more active, with 72% of those active rangatahi in the Canterbury Region wanting to do more. Of those rangatahi that had not been active in the last seven days, 100% from the Tasman Region indicated they wanted to be active, with 72% of inactive rangatahi in the Canterbury Region giving the same response.¹¹

4.2. Activities people are doing and want to do

Graphs of the level of participation in the top 10 activities in Tasman and Canterbury Regions for adults, tamariki and rangatahi can be found in Appendix 3.

4.2.1. Adults

- Of the top 10 activities reported by adults in both the Canterbury and Tasman Regions to have been undertaken by them in the last 12 months,¹² none of them were traditional competitive sports.
- Walking was the most popular activity with 84% participation in Tasman and 85% in Canterbury.
- Outside of the 10 most popular activities, football was the most popular sport with 6% participation in each region.

¹⁰ Sport NZ Active NZ Survey 2018

¹¹ Note that there were only 8 respondents sample size of non-active tamariki and rangatahi in the Tasman Region were very low – 8 in total

¹² Sport NZ Active NZ Survey 2018

- When adults were asked what activities they would like to try in the next 12 months, they again focused on active recreation activities, with football, netball and cricket only securing 2% interest in each of the Tasman and Canterbury Regions.

4.2.2. Tamariki and rangatahi

- When young people were asked what activities had been undertaken by them over the last seven days,¹³ football was reported to be in the top 10 across both the tamariki and rangatahi age groups in both Canterbury (19% in both age groups) and Tasman (17% for tamariki and 21% for rangatahi) Regions. Basketball/miniball was reported to be in the top 10 by rangatahi in Canterbury (20%), but not Tasman. The two play activities of games (like four square, bulrush and dodgeball) and playing (like running around, climbing trees and make believe) were reported in the top 10 across both age groups and regions, with the balance of activities being active recreation (like swimming, cycling (including mountain biking and BMX), dance, and scootering). There were some regional differences in the rangatahi age group with tramping being considerably more popular in the Tasman Region (21%) than in the Canterbury Region (7%) and basketball/miniball being considerably more popular in the Canterbury Region (20%) than in the Tasman Region (7%).
- Cycling was the most popular activity tamariki wanted to do more of in the next 12 months if there were no barriers in the way (Canterbury 9%, Tasman 13%). Dance, swimming and scootering were also mentioned. In terms of sports, activities football, with 9% in Canterbury and 8% in Tasman was the most mentioned. Gymnastics (7% in Canterbury, 4% in Tasman), basketball/miniball (Canterbury 4%,/ Tasman 1%), rugby/rippa rugby (Canterbury 4%, Tasman 8%) and netball (Canterbury 4% ,Tasman2%) also featured in the top 10 activities that tamariki wanted to do in the next 12 months.
- For rangatahi, basketball/miniball (5% in both Canterbury and Tasman) and football (5% in Canterbury and 3% in Tasman) were the only sports activities in the top 10 activities that they wanted to do more of in the next 12 months in the absence of any barriers. Cycling was the most popular in Tasman with 14% and individual workouts the most popular in Canterbury at 10%. Running stood at 12% in both regions.

4.3. Motivators to be active

- 4.3.1. What motivates people to be active gives some insight into why numbers participating in traditional sport are declining and numbers participating in active recreation are increasing and becoming more popular. One of the attractions of active recreation is, it often has more flexibility to be undertaken at a time and place of choice of the participant, than traditional, often team and competition based, sport allows.
- 4.3.2. New Zealand has an impressive record of winning on the world stage, but winning is not a key motivator for people to be active. This has been a consistent theme/response since the first Sport and Physical Activity Survey undertaken by the Hillary Commission in 1996.
- 4.3.3. The table below shows the primary motivation for adults to be active is for physical and emotional wellbeing, while for tamariki and rangatahi it is fun.

Table 1 Reasons to be active – **Canterbury Region** / **Tasman Region**¹⁴

Motivator	% Adults		% Tamariki		% Rangatahi	
Physical and emotional wellbeing	81	82	14	8	15	43
Spend time with family and friends	33	33	46	48	45	53
Challenge self or to win	11	9	23	21	42	34
Fun	27	30	84	89	75	77
To learn a new skill	4	5	38	33	27	25

¹³ Young people were not asked to recall what activities they had done over the last 12 months as their recall is not always reliable

¹⁴ Sport NZ Active NZ Survey 2018

4.4. Barriers that get in the way of people being active/more active

4.4.1. There are a number of barriers that get in the way of people being active or more active, many of them relate to how people feel about themselves, whether they are tired or lack motivation or they do not think they have the skills to do a particular activity. Some barriers common to both adults and young people alike are set out in Table 2.

Table 2 Barriers to being active – Canterbury Region / Tasman Region¹⁵

Barriers	% Adults		% Tamariki		% Rangatahi	
Too busy (work/school, family)	67	68	50	39	56	46
Too tired	27	28	2	10	28	27
Activity too expensive/family can't afford	10	14	29	11	7	9
No place nearby to do what want			10	7	14	12

¹⁵ Sport NZ Active NZ Survey 2018

5. Sport NZ's Strategic Priorities

5.1. Sport NZ's strategic approach

- 5.1.1. Sport NZ's 2020-24, vision of 'Everybody Active', is set against a backdrop of declining activity levels and increased Government expectation to deliver in certain targeted areas. These expectations and Sport NZ's response to them is set out in 5.3 and 5.4 below. This has driven Sport NZ to take a more targeted approach in the work they do and the investments they make. Their Strategic Plan 2020-2024 identifies tamariki and rangatahi as their key target areas. The rationale for the focus on tamariki and rangatahi is based on Sport NZ's understanding that by improving experiences for these cohorts, there is a greater chance that they will establish a life-long involvement in play, active recreation and sport.
- 5.1.2. The quality of the experience of participating in the play, active recreation and sports system is important for improving the likelihood of: people continuing to engage in and support physical activity (i.e. engaging in physical activity throughout people's lifespan in ways that are culturally meaningful for them); and realising outcomes tangential to physical activity levels (i.e. self-confidence, social connections, affirmation of cultural identity, mental health, etc)¹⁶.
- 5.1.3. Sport NZ intends to reach tamariki through play and physical education, and with declining interest in traditional sport, reach rangatahi through active recreation. This was a controversial decision for Sport NZ as many national sports organisations have had limited focus and impact in these areas in the past.

Figure 4 Sport NZ's activity emphasis for 2020 - 2024



- 5.1.4. Since the initial launch of the 2020-2024 Strategy, Sport NZ has done a strategy refresh to address the impacts of COVID-19.¹⁷ It has confirmed that tamariki and rangatahi will remain a primary focus, but will not be the exclusive focus.
- 5.1.5. The focus will broaden to include other vulnerable populations as more evidence and insights become available. The concern expressed by Sport NZ is that people who already face

¹⁶ Sport NZ 2019 Outcomes Framework

¹⁷ Strategic Plan 2020-2021 - Sport NZ's Response to COVID-19

disadvantage and inequitable access to opportunities for play, active recreation and sport, such as women and girls, people living with disabilities, and disadvantaged and vulnerable children, will be negatively affected disproportionately by the economic and social impacts of COVID-19.

5.2. Key Sport NZ approaches

5.2.1. Balance is Better – Sport NZ approach to talent development 2017

5.2.1.1. According to Sport NZ, there are three great myths of developing and identifying high performers¹⁸:

- **Early specialisation is good**

Evidence shows early specialisation practices struggle to appropriately develop future elite athletes and can be detrimental to the long-term health and well-being of our young people, resulting in an increased rate of burnout and drop-out. Deliberate play, unstructured play and game-based practice in short timeframes are more appropriate approaches with young athletes.

- **Childhood success leads to adult success**

A large amount of evidence has shown there is a distinct lack of transition from youth performance to elite adult performance

- **Successful adults focus on winning**

The most successful athletes, teams, coaches and administrators don't focus on winning. They focus on their development: how well they perform, and regard winning as an inevitable outcome of being the best they can be.

5.2.1.2. As young people are losing interest because they have done too much too soon and others miss out because they are late developers, Sport NZ is now promoting an approach that balance is better. To achieve balance for young people they intend that everything they do will align with five core beliefs:

- Athlete's needs come first.
- Working together for collective impact.
- Effective pathways.
- Continuous learning.
- Quality coaching.

5.2.1.3. The significance of this approach for Rātā, is that this approach more closely aligns with Rātā's emphasis on participation, with a view to engage young people in life long participation in sport and active recreation leading to wellbeing benefits. Where it diverges is that it may over time lead to high performance.

5.2.1.4. Sport NZ launched this approach in 2017 and signed a memorandum of understanding with five key sports in 2019 (rugby, rugby league, cricket, football, netball, hockey) since then a further 10 sports have signed up to the approach.

5.2.2. Sport NZ Locally Led Approach 2017

5.2.2.1. Another approach that Sport NZ has been promoting over the last three years is for initiatives to be locally led. This approach involves the application of five principles:

- Understand your community.
- Work with others in partnership.
- Focus on strengths and assets.
- Learn as you go.
- Enable leadership.

¹⁸ Sport NZ 2018 Participate / athlete development. Show me the evidence!

5.2.2.2. A 2019 evaluation of the locally led approach highlighted the value of the approach for Sport NZ, regional sports trusts (RSTs) and communities with low participation in play, active recreation and sport after the first year of the initiative.

5.2.2.3. It has meant a significant change in mind set for RSTs who have used the approach to work with low participant communities and targeted population groups, where they have often been quite directive with a 'we know best approach' to their communities. The new approach has seen them:

- Invest time to understand their communities – so they are now working with a whole different sector that they previously hadn't engaged with.
- Build stronger community partnerships – although they acknowledge there is still a way to go with whanau, hapū and iwi.
- Be strengths-based in their approach – so they acknowledge the benefits of identifying and building on community strengths and exploring new ways to share resources with their partners.
- Have a strong learn-as-you-go culture – which sees them adapting their approach based on the lessons learned.

5.3. Expectations of the Minister for Sport and Recreation

5.3.1. The Minister for Sport and Recreation has identified the following expectations:

- Equity for women and girls.
- Equity for those with disabilities.
- Emphasis on vulnerable children
- Importance of sport integrity.
- Overall system sustainability.
- Cross government collaboration.
- Regular measurement and evidence of impact.

5.4. Sport NZ's response

5.4.1. Equity for women and girls:

The Government launched a Women and Girls in Sport Strategy in 2018, with a vision for the Strategy to enable women and girls to realise their potential in and through sport and active recreation. This Strategy was developed in response to not only declining activity levels in women and girls, but also levels that were consistently lower than the levels of boys and men across most ethnic and age cohorts.¹⁹

It was also intended to address the many and increasing barriers that women and girls face to become active and redress the imbalance in leadership opportunities within the sport and active recreation sector.

In response, Sport NZ has used its 'participant centred approach to work with organisations like Wellington based *Shift*, to develop case studies that can be adapted by other groups to help them understand how to communicate with women and girls and provide co-design opportunities for them to identify and organise sport and active recreation opportunities of their choice. The recent appointment of Fran McEwen (founder of *Shift*) as Active Recreation Lead, ensures this approach will be freely and widely shared with their stakeholders.

Sport NZ has run leadership forums focusing on women and girls in sport and recreation and has introduced a requirement for all organisations they invest in to have 40% female representation on their Boards.

¹⁹ Active NZ Survey 2017 and 2018

5.4.2. Equity for those with disabilities:

24% of the New Zealand population identifies as disabled (1.1 million), with 11% of New Zealand children under the age of 15 disabled²⁰. Until the launch of the Sport NZ Disability Plan in 2019, Sport NZ had supported people with disabilities through investment in Halberg Foundation and Paralympics New Zealand. With the launch of the 2019 Plan Sport NZ has committed to:

- Work in partnership with others to create a more inclusive play, sport and active recreation system.
- Invest to create better quality experiences for disabled tamariki and rangatahi with a range of impairments.
- Build system wide capability to deliver better outcomes for disabled people.
- Be an advocate for policies and programmes that support disabled tamariki and rangatahi to be actively engaged in play, sport and active recreation
- Invest in partnerships, funds and programmes that support disabled tamariki and rangatahi.
- Advocate for well designed, inclusive and fit for purpose facilities, accessible parks, playgrounds and open spaces.

5.4.3. Emphasis on vulnerable children:

Increasingly poor mental and physical health, homelessness and poor living conditions, educational achievement, deaths and domestic violence, and children under the care of Oranga Tamariki has raised the profile of vulnerable children.. With the Government's wellbeing agenda vulnerable children are increasingly becoming a priority for a number of government agencies. With increasing insights data now available to Sport NZ, the intention is to identify areas of deprivation and disadvantage for vulnerable children and increase the support to allow vulnerable children to be active through play, sport and active recreation.

5.4.4. Importance of sport integrity:

This has taken on a much higher profile in recent years with allegations of bullying and sexual harassment in high performance sports like women's hockey and canoe racing and also with increasing national and international sports betting, which makes players vulnerable to corruption and match fixing. To address this, Sport NZ through High Performance Sport NZ works closely with the National Sports bodies to monitor, develop and enforce appropriate policies and sanctions that will address these issues.

5.4.5. Overall system sustainability:

This has always been an issue but has taken on more significance since the arrival and impacts of COVID-19. In response to the Government's \$264m recovery package over 4 years Sport NZ has become more targeted with the outcomes they are seeking and working more intensely with a small number of organisations at a time to see if they can drive change in how the system operates. This work is most likely to lead to structural change at national and regional level in organisations that deliver sport and active recreation.

5.4.6. Cross government collaboration:

This has been a platform that both the current and previous Labour Governments have focussed on and is opening opportunities, particularly through regional sports trusts, to access a much broader stakeholder base to elicit changes in activity behaviour. Sport NZ's Government Relationship Manager has worked closely with other government agencies in the development of the 'think pieces' that have been integral to the Futures project.

²⁰ Statistics NZ Disability Survey 2013. Disability statistics from the 2018 Census data is unlikely to be available until 2023

5.4.7. Regular measurement and evidence of impact:

The Minister has been critical of Sport NZ in the past in this area and with increased investment through Sport NZ into the sport and active recreation sector will be seeking greater accountability to ensure money is being well spent and making a difference. To this end, Sport NZ has ramped up their expertise in evaluation and insights. Sport NZ is passing these expectations on to the organisations it invests in, and with the exception of the first tranche of the COVID-19 recovery package, is already seeking greater accountability and evidence of impact from regional sports trusts and national sport and recreation organisations on the participation levels of the identified target areas, particularly tamariki and rangatahi.

6. Alignment of Rātā and Sport NZ's Policies and Priorities

6.1. Sport NZ's purpose to 'contribute to the wellbeing of everybody in Aotearoa by leading an inspired and enriched play, active recreation and sport system' aligns well with Rātā's view that taking part in sport, recreation and cultural activities can help people to lead fulfilling lives and that people participating in their communities can have benefits for the health and wider community wellbeing.

6.2. Sport NZ has identified a number of target groups to will work with and through investment is influencing others to work with, they are:

- Women and girls.
- Tamariki and rangatahi.
- Other disadvantaged demographic groups, such as people living with disabilities
- Māori.

Rātā does not specifically identify these target groups for funding, but funding does flow to these groups through the broader Rātā priorities.

6.3. Unlike Sport NZ, Rātā does not target specific ages or groups through its priorities under its Participate Funding Area. The current priorities promote wellbeing outcomes from participation and the fostering of social inclusion, reduction of barriers and cultural connection. Most sports and recreation (including non-sporting clubs and activities) organisations are funded under the first priority:

- Improving health and wellbeing by increasing participation in recreation activities and sports.

Rātā recognises the importance of inclusion in all its priorities, and has a specific priority for this:

- Enabling participation that reflects and recognises diversity.

6.4. Rātā also supports activity of older New Zealanders under the Support Funding Area priority:

- Supporting older people/Kaumātua to live full and active lives.

6.5. One of Sport NZ's key drivers is for all New Zealanders to have lifelong participation in sport and active recreation, which is part of the rationale to invest time and money into tamariki and rangatahi. Through Sport NZ's broadened cultural approach to uphold the mana of Te Tiriti o Waitangi through the principles of partnership, protection and participation, it is anticipated that sport and active recreation can also be vehicles to enable a deeper understanding of tikanga Māori.

6.6. Rātā Foundation could look to extend the Participate priority – 'supporting deeper understanding of tikanga Maori in arts and heritage' to include sport and active recreation. This would clearly signal this support to Maori organisations working with traditional Maori sports and recreation.

- Enabling deeper understanding of tikanga Māori in arts, heritage sport and active recreation.

6.7. While endorsing the Sport NZ targeted priorities and the rationale behind them, neither Sport Tasman nor Sport Canterbury want this to be at the exclusion of other groups. There is a fear that if all the support and resources go to tamariki and rangatahi exclusively, the rest of the system could suffer, which could in turn have an adverse effect on tamariki and rangatahi participation.²¹ Both Sport Tasman and Sport Canterbury value the opportunities Rātā's broader priorities offer.²²

²¹ Sport Tasman

²² Sport Tasman and Sport Canterbury

- 6.8. Rātā's priorities should reflect the communities of need within its funding boundaries. Care needs to be taken to ensure that funding agencies do not collectively target at the expense of other communities of interest or need. As an example, the Tasman / Canterbury population trends show a significantly ageing population.²³ Targeting investment only in young people may be at the expense of quality facilities and experiences of older people. 2018 Demographic Data and 2033 Demographic Projections for the Tasman and Canterbury Regions are set out in Appendix 2.

7. Rātā's connections with the sector

- 7.1. Rātā has good working, collaborative relationships across the sector with a number of regional sports trusts, regional sports organisations, territorial authorities (Councils) across Rātā funded areas and other funders, and has a number of partnership agreements in place.
- 7.2. Sport NZ, Sport Canterbury and Sport Tasman all acknowledged their relationships with Rātā. It was acknowledged that Rātā was approachable and willing to consider and often act upon any recommendations.²⁴ Such connections were seen to be invaluable to ensure Rātā is:
- Well informed of any funding priorities of other agencies such as Sport NZ or the Tū Manawa fund that the regional sports trusts are administering.
 - Well informed of the insights and data that all the agencies are basing their decisions on, particularly around the increase in participation in active recreation and the decline in traditional sport.
 - Well aware of the direction the regional organisations are taking to address regional concerns, like the Game Plan for inclusivity that was primarily developed in response to the mosque shootings but that has also raised a number of issues with the system that are relevant to participants and non-participants alike.

²³ Appendix 2, Figures 5-8

²⁴ Sport Tasman

8. The Future of Sport and Active Recreation in New Zealand

8.1 Sector sustainability

8.1.1 Sector sustainability is not a new issue. Since its inception in 2002, Sport NZ has worked closely with the sector through regional sports trusts, national sport and recreation organisations and even community and gaming funders to identify areas of concern and address them. They have done this through investment, provision of specialised personnel, and training and resources. Some areas of focus have included:

- Developing and retaining coaches and volunteers.
- Child protection.
- Good governance models.
- Membership retention.
- Digital transformation (membership databases / online presence).

8.2 COVID-19

8.2.1 The impact

8.2.1.1 COVID-19 effectively shut down sport, play and many active recreation activities in New Zealand. All play, sport and active recreation facilities, such as gyms, swimming pools, playgrounds, indoor courts and outdoor recreation centres were closed. All group activities were banned. Distancing requirements meant individuals could only be active with those in their immediate bubble and that was limited to risk free activities close to home. For some this meant they were more active as they were keen to get out of the house, for others it meant their usual forms of activity were unavailable. It should be noted that while the impact of COVID-19 was immediate and resulted in the cessation of all competition and team training during Levels 4 and 3, most winter sports were able to complete their season with some scheduling changes. The concern now is what long-term impact it will have on the future of play, sport and active recreation in New Zealand.

8.2.1.2 With declining interest in sport and increasing interest and participation in active recreation, there is concern that the Government funding package will not actually make it to active recreation providers who have not traditionally been on Sport NZ's funding radar, to ensure their survival and development, but it will simply prop up the existing system that has already been exposed.²⁵

8.2.1.3 Gaming funding was put on hold. Gaming machines were inaccessible during lockdown, effectively closing the income source for the Class 4 Gaming Funders. Online gaming/Lotto increased in the absence of other alternatives. Sport NZ reports that gaming revenue is now looking stable, with gaming machine profits consistently higher in June and July post COVID-19 lockdown than similar periods in 2018 and 2019. It is anticipated there would be a return to normal gaming machine profit levels from July 2020 onwards.²⁶ Unless there are further lockdowns that restrict access to gaming machines or lack of patronage, either through lockdown or job losses leads to gaming machine site closures, Class 4 funders do not anticipate any further impacts from COVID-19.²⁷

8.2.1.4 Many sport and recreation organisations realised they did not have systems and processes in place to deal with the impact of the pandemic and still meet the needs of their members.

8.2.2 The response

8.2.2.1 Sport Canterbury was quick to respond to the crisis and secured commitment from Rātā and Christchurch City Council, to add to a sum of money they had committed themselves. This fund has yet to be distributed, with Sport Canterbury awaiting the outcome of Sport NZ's negotiations with selected national organisations to see what insights this may give to the rest of the sector for change.

²⁵Sport Tasman

²⁶ Sport NZ

²⁷ NZCT

8.2.2.2 The Government responded with a multi-year recovery package (\$264.6m over 4 years) to be administered by Sport NZ. This is designed to support and reshape the sport and recreation system to reset and rebuild (\$83m); strengthen and adapt (\$104m) and to things differently and better (\$78m). The reset and rebuild fund is easier to access and has lower levels of accountability than would usually be expected of organisations to provide immediate relief.

8.2.3 The future

8.2.3.1 COVID-19 has seen a heightened interest and concern around the sustainability of the sector.

According to Sport NZ, the vulnerability of the system has been exposed and has provided 'a burning platform for change' in the way sport and active recreation is delivered in New Zealand.²⁸

8.2.3.2 In response to that 'burning platform for change', organisations like badminton, squash and tennis began talking about whether there should be one racket organisation rather than three; others like Mainland Football and Canterbury Cricket about how they could work together and share an inclusivity officer; national organisations considered whether they need as many regional bodies as they had, could they move their hands-on coaching staff into the communities. For a short time, there was a strong appetite for change. This appetite seems to have reduced with the availability of the Government's recovery package, particularly with the ease the first tranche of funds has been able to be accessed.

8.2.3.3 While this immediate and easily accessible funding may initially remove the burning platform for change on how the system is delivered, there is still a feeling of optimism from within the sector,²⁹ that the follow up funds 'strengthen and adapt' and 'different and better' funds will lead to the change that the Minister for Sport and Recreation and Sport NZ are seeking. The view reported by Sport NZ is 'this will take time and we are unlikely to see any major change inside of the next two years.' This is not the timeframe for change the Minister would like to see, but history would tell us that major change at both national and regional level could take much longer than the two or so years Sport NZ has predicted. For example, it took nearly five years to bring a number of different cycling organisations together to form what is now Cycling NZ.

8.2.3.4 What that change may look like is as yet unknown, a reduction in the number of regional sports organisations (RSOs) has been raised in the past, but it likely that even with that level of change, there would still be some form of regional presence of the key national sports. The scale of the RSOs and how much of their current role sits in the regional presence or in local clubs is very much unknown³⁰. The Minister has also expressed an expectation for stronger collaboration not just across government but also across the sector.³¹ The agreement between Mainland Football and Canterbury Cricket to share a position focusing on inclusivity, is a good example of cross sector collaboration.³² As is the partnership Sport Tasman has recently entered with the Department of Conservation and the long standing and on-going contract Sport Canterbury has with the DHB to deliver healthy families initiatives. Healthy Families New Zealand is a large-scale systems change initiative that brings together community leadership in a united effort for better health. Through their recent Insights data collection, Sport Canterbury is also looking to work with ACC.

8.2.3.5 Sport NZ identified 11 organisations³³ to work closely with to drive change in their delivery systems. The outcome of this work is not yet known and is eagerly awaited by other organisations to see how much appetite for change there really is and how far Sport NZ will go to support it. While it included a number of traditional sports organisations like NZ Football, NZ Rugby, NZ Cricket and Netball NZ, it

²⁸ Sport NZ

²⁹ Sport Canterbury

³⁰ Sport NZ

³¹ Sport NZ

³² Made in response to the Game Plan – Increasing Inclusion in Sport and Physical Activity in Canterbury 2019 that was commissioned following the mosque shootings earlier that year

³³ Basketball NZ, Girl Guides NZ, Netball NZ, NZ Cricket, NZ Football, NZ Rugby, NZ Rugby League, Paralympics NZ, Touch NZ, Volleyball NZ, YMCA

also included Girl Guides NZ and the YMCA, which have a much stronger focus on active recreation than sport.

8.2.3.6 Territorial authorities (Councils) are the largest providers of spaces and places essential for participation. Councils' revenue streams were significantly impacted as venues were forced to close during COVID-19 lockdown. While they are bouncing back, some Councils across Rātā funded regions are taking a cautious approach to how they invest money into sport and recreation over the next 10 years, possibly looking to defer investment rather than remove it.³⁴

Christchurch City Council has made a significant investment as part of the recovery from the Christchurch earthquakes. There are only a handful of projects yet to be completed. However, these projects are already contract and have funds committed for completion³⁵. Others are not anticipating substantial investment in sport and recreation in the next 10 years.

8.3 Other trends that impact on the sector

8.3.1 COVID-19 while immediate and significant has simply added another dimension to a piece of work that Sport NZ commenced in 2019 to look at the future of play, sport and active recreation in New Zealand. The full report *Ensuring the Play, Active Recreation and Sport Sector is Fit for the Future* was published in June 2020.

8.3.2 As part of that work Sport NZ revisited trends that had been identified in the past to influence the direction and sustainability of sport and active recreation in NZ. These are just as applicable to the regions covered by Rātā's mandate as other parts of New Zealand:

- Government agenda –with changes in government comes changes in focus – winning at sport/participation, Auckland/ Christchurch post-earthquakes, women and girls/Māori.
- Demographic transmission – aging population, move from rural to urban, increasing numbers in different ethnic groups, movement around the country to find affordable housing.
- Entertainment –the plethora of opportunities available to distract people from being active including e-sports, on demand and online viewing platforms.
- Technology – a mixed bag, things like gaming being a distraction from being active, yet some technological developments supporting activity like heart rate monitors, fit bits, on line exercise programmes, semi-motorised equipment like e-bikes, e-scooters and e-skateboards, social media, online bookings.
- Housing density – greater urban development reducing green space otherwise available for active recreation.
- Accessible transport - while 92.1% of New Zealand households own at least one vehicle³⁶ affordable and accessible transport continues to be an issue, particularly in regions like the West Coast that covers a large area that is not well catered for by public transport, and also for single parent families when they have more than one child active in different places at the same time.

8.3.3 In addition to this Sport NZ developed a series of 'think pieces' that looked at each of the potential influences in more depth, considering the issues and possible implications and asking a series of questions for consideration and potential ways to address them. Many of these relate to those influences referred to in 8.3.2 above, but some of them addressed more recent issues, such as:

- Climate change
 - Changing and major weather events affecting availability and quality of outdoor playing surfaces (too dry and hard at the beginning of the season, but too wet during the season) and driving demand for the use and development of indoor facilities.
 - A desire to reduce global carbon emissions by restricting travel placing inter region and international travel (to and from New Zealand) for sports tournaments and events in question.

³⁴ Waimakariri and Selwyn District Councils

³⁵ Christchurch City Council

³⁶ Statistics New Zealand 2018 Census Data

- The drive for more artificial playing surfaces having to be balanced against the energy use to develop and maintain them.
- Health trends
 - Advancements in medical science mean some people are living longer, could potentially be active for longer or a bigger burden on society through increased health spend.
 - Increase in mental health issues and non-communicable diseases – 88% of health loss is now caused by non-communicable diseases³⁷ - Type 2 diabetes, heart conditions, and cancers – many of which can be alleviated or managed by being active. While New Zealand’s youth suicide rate is falling, it is still high with 16.8 suicides per 100,000 in New Zealand aged 15-24³⁸.
 - Lifestyle risks from too much sitting and /or screen time leading to increased non-communicable diseases.
- Future of human enhancement
 - Technology and medical developments are moving at such a pace that injuries can/will be repaired quicker, organs/joints will last longer.
 - 3D printing can produce bones/organs.
- Changes to the structure and function of society
 - Greater acceptance of sexual difference and preferences – transgender athletes being allowed to compete in the categories of their choice.
 - More athletes taking a global social/political stand.
 - Immigration pressures likely to increase – rising numbers of the Muslim community in New Zealand and how that impacts on the delivery options.
- Māori world view
 - In the past in relation to physical activity, it was integral in everyday life whether it be work or play. Activities centred on whanau and whanaungatanga as a way to stay connected, particularly when they moved away from the turangawaewae to the cities.
 - The Māori population is growing and youthful.
 - There is a growing demand for building cultural capability and capacity for Māori and non-Māori.
 - Māori are increasingly choosing culturally distinctive pathways in education, health, social and justice and reclaiming their language, cultural identity and practises. They are seeking by Māori, for Māori opportunities to identify the needs of Māori and find solutions for them. Sport is not exempt from this.
 - There is a renewed energy on Te Ao Māori to reconnect and restore te taiao, the natural world for future generations
 - A generation of Māori are growing up strong in both Te Ao Māori and Te Ao Pakeha.
- Funding
 - Rising levels of personal debt may affect discretionary spending that is currently allocated to being active.
 - Increasing membership fees to support use of new facilities/artificial sports turf may make push participation beyond the reach of some families.
 - Perceptions around gambling harm and insufficient consideration of the many benefits of the Class 4 funding model may result in some councils adopting more restrictive Class 4 policies. This is the biggest threat to the future availability of Class 4 funding. The Christchurch City Council (CCC) area generates the most Class 4 funds across Rātā funded regions, like Tasman District Council, CCC has a sinking lid and no relocation policy. Across other parts of the Rātā funded region there is a mix of sinking lid with relocation/no relocation allowed, or a cap with

³⁷ www.health.govt.nz

³⁸ Ministry of Health Suicide data 2016

relocation allowed. Kaikoura District Council appears to be the only Council allowing new gaming sites/machines.

- More online international sports betting may reduce funds available for distribution to play, sport and active recreation in New Zealand

8.3.4 These think pieces were workshopped by Sport NZ with a variety of different people across the sector, including sport and recreation participants, consultants, academics, and representatives from regional sports trusts, local government, national sport and recreation organisations, other government agencies and funders. This has been overseen and considered by a working group and most significantly and as a first, considered by a Māori working group to ensure a bi-cultural lens was applied to the issues. Reports have been prepared by both working groups considering the issues raised and the feedback received from the workshops.

8.3.5 While not fixing on any given solutions, it has brought the sustainability of the sector to the front of many people's minds and will form the basis for more work by Sport NZ and discussions they have with selected national sport and active recreation organisations accessing the Government's COVID-19 recovery package.

8.3.6 A number of other trends are likely to continue:

- Even with the complication of COVID-19, new activities and often technology to support them are appearing all the time.
- Sport NZ's 'balance is better' approach could potentially see more young people try new things and not drop out of sport and active recreation because they have variety in what they can do and less pressure on them to perform and win.
- Sport NZ's 'locally led' approach provides communities with greater opportunities to shape what they want in their communities rather than adopting a nationwide approach or programme. This could be particularly relevant for Canterbury residents and some Tasman residents that are still suffering the after effects of the earthquakes, particularly on their mental health.
- The recognised mental and physical health benefits of being active are making being active more attractive to previous non-participants.
- Patterns of use are changing to recognise the demands of an aging population, changing work patterns for example; maximising the use of artificial turf, with more midweek competitions and programmes.
- There is a move away from structured traditional activities and clubs as more participants want to be able to choose what to do and when to do it without the commitment of trainings and competitions, often opting for 'play for pay' options.
- Increasing responsibilities and burdens on volunteers to meet user expectations, health and safety and other compliance requirements, which is impacting on volunteer numbers.
- Participants have greater quality expectations of facility provision, delivery of activity and activity options.
- The decline/loss of traditional income streams such as bar and gaming profits.
- Greater monitoring and accountability as funders are becoming more evidence based.

8.3.7 Changes in Sport NZ approaches and priorities to meet government expectations will continue to impact on the delivery of play, sport and active recreation. These are referred to in detail in Section 5.

Appendix 1: Defining Sport and Recreation

1.0 Changing terminology

- 1.1 The Sport, Fitness and Leisure Act 1997, establishing the Hillary Commission, referred to the sector as the sport, fitness and leisure sector. Sport was defined as ‘sport played, formally and informally in New Zealand; and includes the participation by New Zealanders in sport overseas.’ Fitness was defined as ‘physical wellbeing resulting from participation in sport and leisure activities’ and leisure as ‘physical activities or physical pastimes engaged in New Zealand for the purpose of relaxation or enjoyment; and includes such physical activities or physical pastimes engaged in overseas by New Zealanders.’
- 1.2 The Sport, Fitness and Leisure Act 1997 was repealed in 2003, following the implementation of the Sport and Recreation Act 2002. This Act dissolved the Hillary Commission and established Sport and Recreation New Zealand, operating at the time as SPARC and now as Sport NZ. The Sport and Recreation Act 2002 did not define sport and recreation.
- 1.3 Since its inception, Sport NZ has used a number of different terms to define the scope of the sector and the components of it. These include:
 - Fundamental movement skills, physical literacy and now play, for children and young people.
 - Recreation, physical recreation (to differentiate it from inactive leisure activities like reading), physical activity (when there was a broader health and wellbeing focus) and now active recreation.
- 1.4 While not defining play, Sport NZ acknowledges that play allows children to experience fun, joy and laughter in a way that is important to them. It is also where they develop and learn practical skills.
- 1.5 Sport NZ lists the benefits of play as:
 - Being physically active in a fun way that develops fundamental movement skills.
 - Encouraging self-directed creativity and innovation.
 - Improving social and emotional connection.
 - Improving a young person’s understanding of their relationship with the physical environment.
 - Improving resilience, independence and leadership by determining their own outcomes.
 - Aiding better decision-making based around elements of challenge and risk.
- 1.7 In Sport NZ’s *Future Proofing the Active Recreation Sector – A Planning Framework 2016*³⁹, Active Recreation is referred to as ‘a term used by Sport NZ and other groups and organisations across the sector. However, it is not a term that is widely used, and may not be well understood by participants or the public. Research undertaken for this project indicates that it is more meaningful to think of activities on a spectrum of structured to less formal activities than to apply a rigid distinction between ‘active recreation’ and ‘sport’. “Active Recreation can be considered a sub-set of typically flexible activities, (activities participants can do when, with whom, how and where they want), within a more broadly defined set of ‘physical activities undertaken for the purpose of sport, exercise and recreation’.
- 1.8 This aligns with the definition of ‘sport and active recreation’ used in Sport NZ’s Active NZ Survey⁴⁰ where play, active recreation and sport are referred to in the glossary. Play and active recreation are defined as ‘terms used by Sport NZ to capture participation in activities not considered to be sport, for example playing with friends or alone, dance and tramping. Sport can be undertaken in an organised structure, for example, in a

The Encyclopaedia of Children’s Health defines play as the work of children. It consists of those activities performed for self-amusement that have behavioural, social, and psychomotor rewards. It is child-directed and the rewards come within the individual child; it is enjoyable and spontaneous.

³⁹ Angus & Associates September 2016

⁴⁰ Active NZ Main Report – The New Zealand Participation Survey 2018

competition or tournament, or informally outside an organised structure. Sport is associated with being competitive, but individuals differ in their degree of competitiveness, irrespective of how they participate.’

- 1.9 Sport NZ is now working with a new draft definition for Active Recreation that they have shared with the Regional Sports Trust in an effort to resolve the confusion that many practitioners have around the difference between sport and active recreation.⁴¹

‘Non-competitive physical activity for the purpose of wellbeing and enjoyment’.

It includes activities that:

- occur in built, landscaped and natural environments (including outdoor recreation, fitness/exercise, community recreation, aquatics)
- are undertaken by individuals and by groups
- occur with and without the involvement of a ‘provider’ group or organisation (that is can be undertaken independently)

- 1.10 Consideration of the context of an activity will also help clarify what type of activity it is, for example, if you:

- Ride a mountain bike to work - active transport.
- Take the kids go to a park so they can go over a few bumps/humps – play.
- Enter a downhill race – sport.
- Go for a ride with mates or enter a family event - active recreation.

⁴¹ Fran McEwen, Sport NZ, Active Recreation Lead

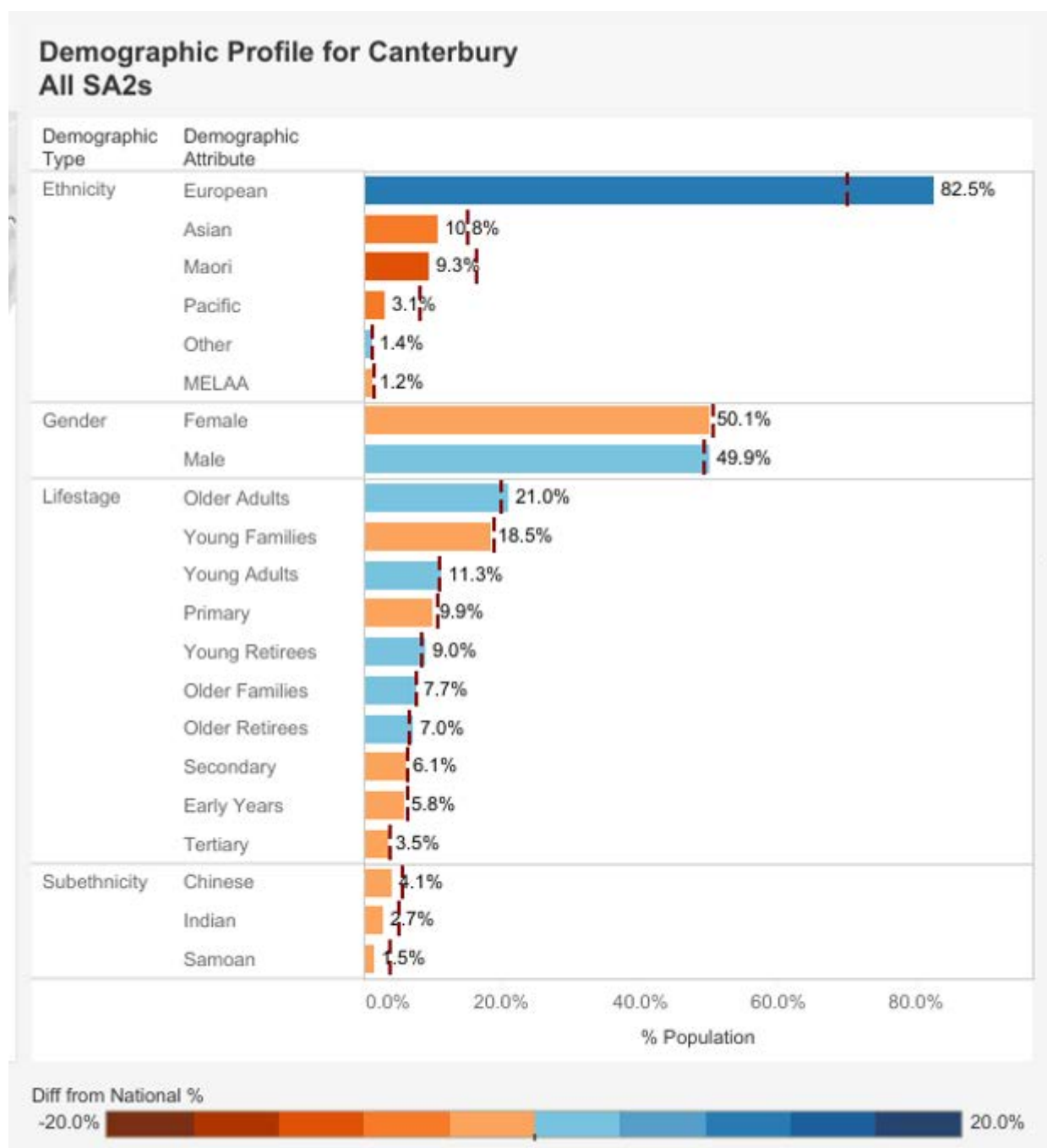
Appendix 2: Demographic Trends

- 2.1 The 2018 Statistics New Zealand Census recorded 150,589 people usually resident across Tasman, Nelson and Marlborough, the regions covered by Sport Tasman and 631,269 people usually resident across Canterbury and the West Coast, the regions covered by Sport Canterbury. While projections based on 2018 figures aren't yet available, based on 2013 Census data, the population of the Sport Tasman region is projected to rise by only 5.85% (8811) to 159,450 by 2033 and in the Sport Canterbury region by 19.3% (121,971) to 753,600 by 2033. It is likely that the Canterbury projections will decrease when the 2018 projection data is available as the actual population for Canterbury (excluding West Coast) is 23,506 less than the 2013 projection for 2018.
- 2.2 The Sport NZ Insights Tool provides demographic profiles for both Canterbury (including the West Coast) and the Tasman regions. The Insights Tool sources data from Statistics New Zealand's 2018 Census. The red line shows the national average for each demographic attribute. The colour of each bar represents the percentage difference between the national average and the identified region.
- 2.3 Figures 5 and 7 below show the current demographic profiles for Canterbury (Figure 5) and Tasman (Figure 7). In both cases the population has a greater proportion of older adults than the national average (blue bars), though this is more pronounced in the Tasman region. Projections to 2033 show an increasing proportion of older adults in both regions.

While both have a significantly larger percentage of European residents than the national average for that demographic attribute, Tasman has 6.5% more European residents than Canterbury. With 9.3% Māori residents, Canterbury has more than twice as many as Tasman (4.5%).

- 2.4 Figures 6 and 8 show the demographic forecast from 2018 to 2033 for Canterbury (Figure 6), which shows a decrease in the percentage of European residents and an increase in most other ethnic groups, particularly Māori up from 9.3% in 2018 to 11.4% in 2033. Tasman (Figure 8) also shows a decrease in European residents (down 6.2%), but with smaller increases in the other ethnic groups. In Tasman, the percentage of young retirees goes from 11.7% to 17.1%.

Figure 5: Current Demographic Profile for Canterbury Region⁴²



⁴² Sport NZ Insights Tool using Statistics NZ 2018 Census data

Figure 6 Demographic Forecast for Canterbury Region 2018 - 2033⁴³

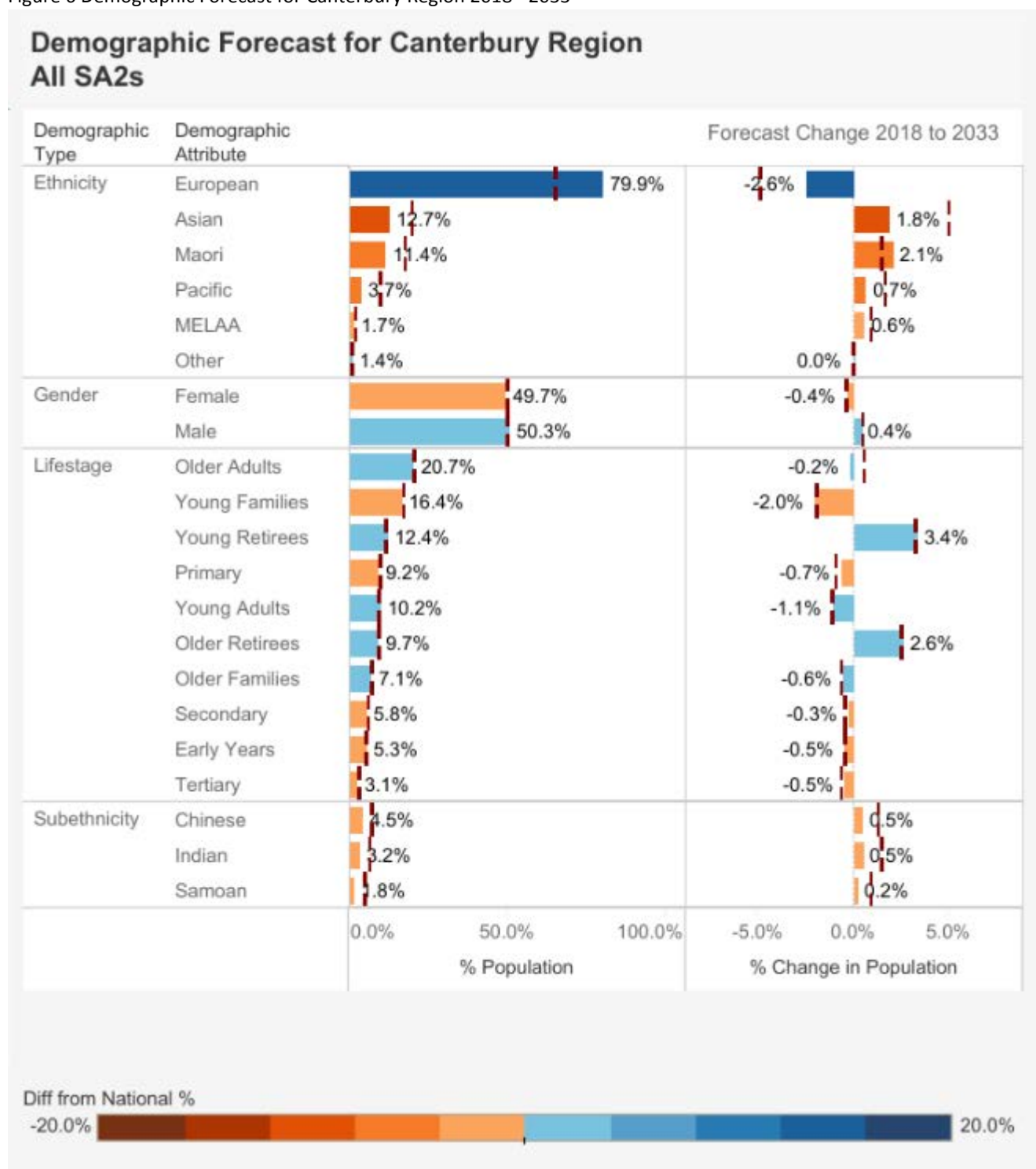


Figure 7 Current Demographic Profile for Tasman Region⁴⁴

⁴³ Sport NZ Insights Tool using Statistics NZ 2018 Census data

⁴⁴ Sport NZ Insights Tool using Statistics NZ 2013 and 2018 Census data

Demographic Profile for Tasman All SA2s

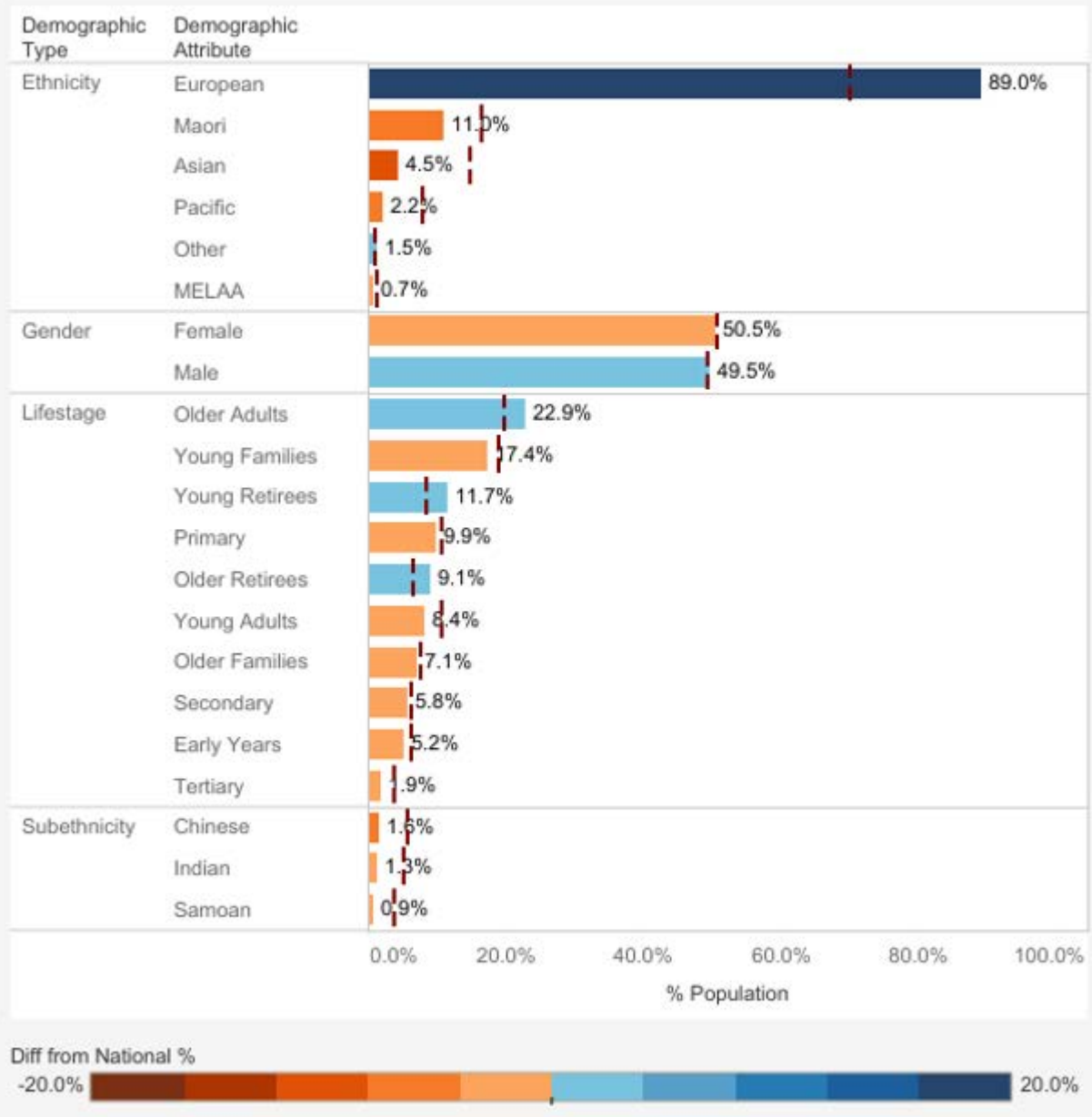
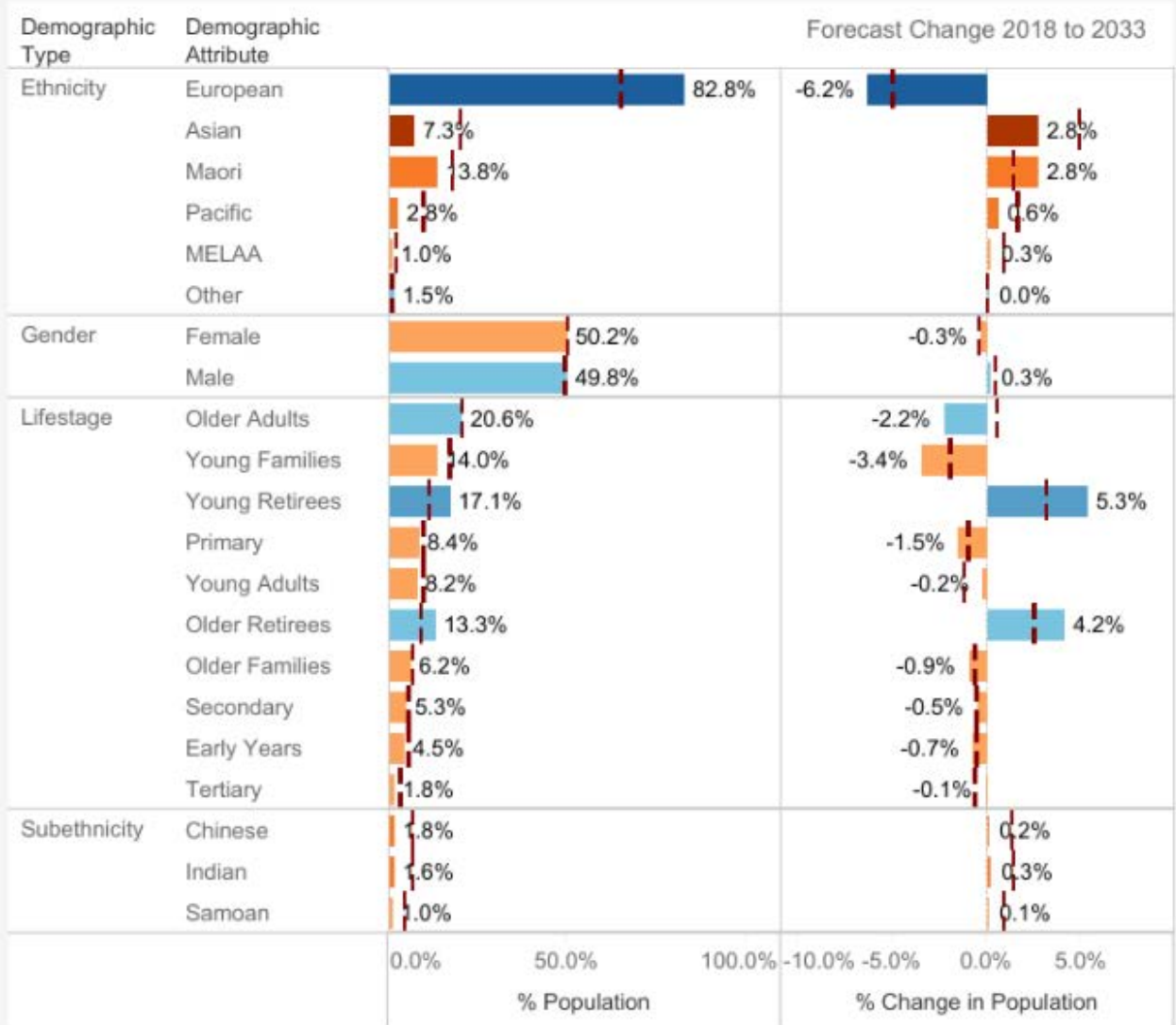


Figure 8 Demographic Forecast for Tasman Region 2018 - 2033

Demographic Forecast for Tasman Region All SA2s

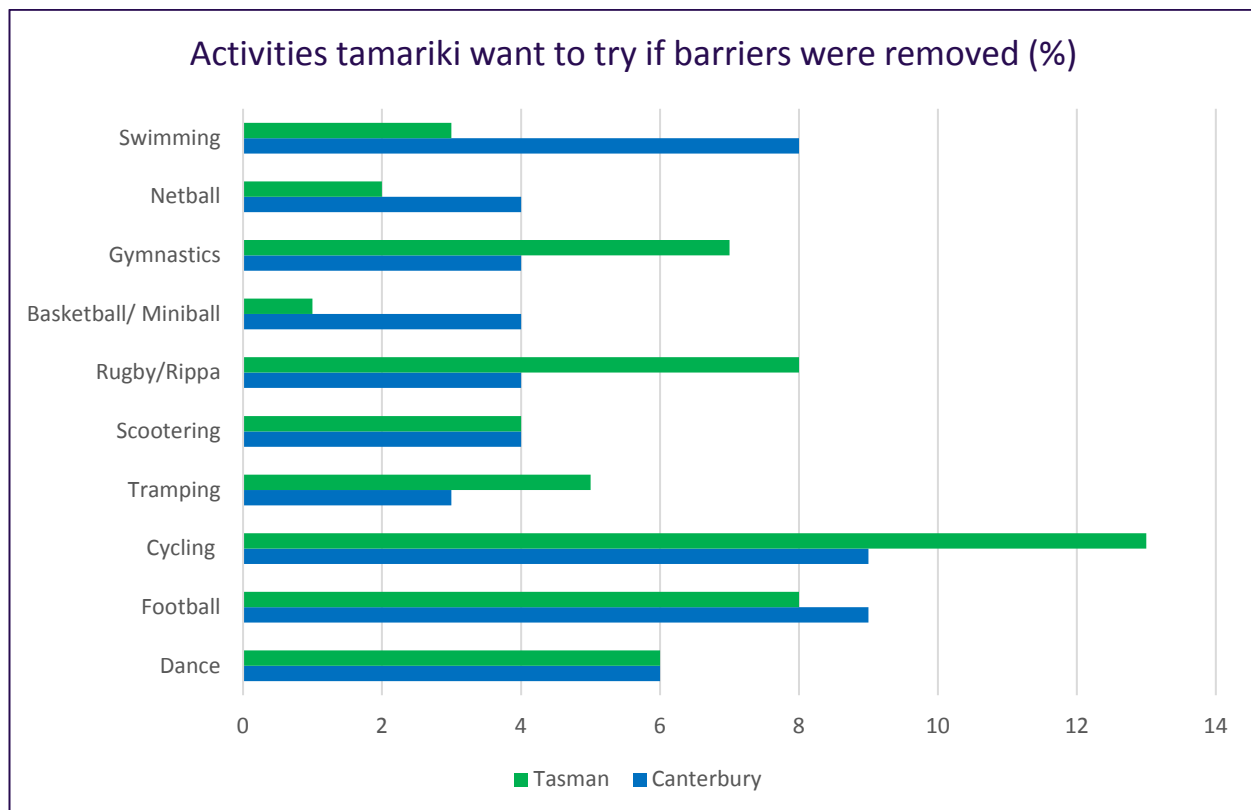
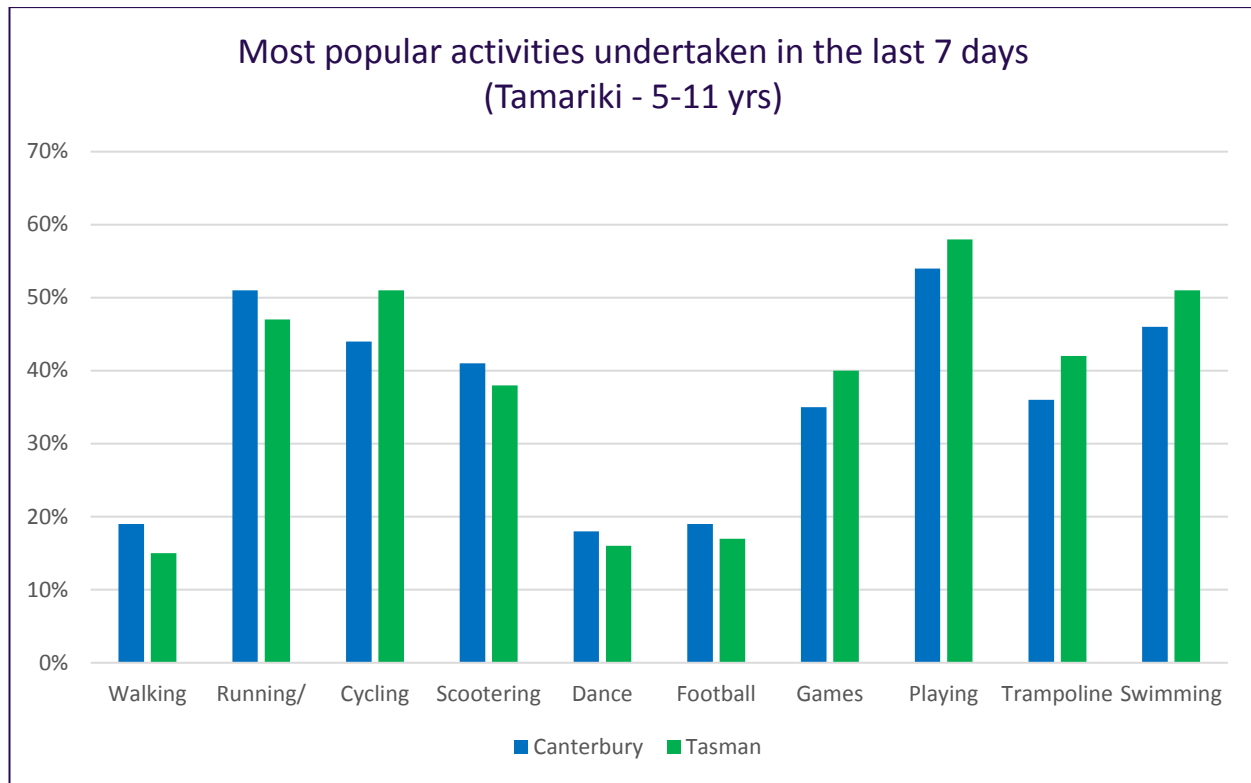


Diff from National %

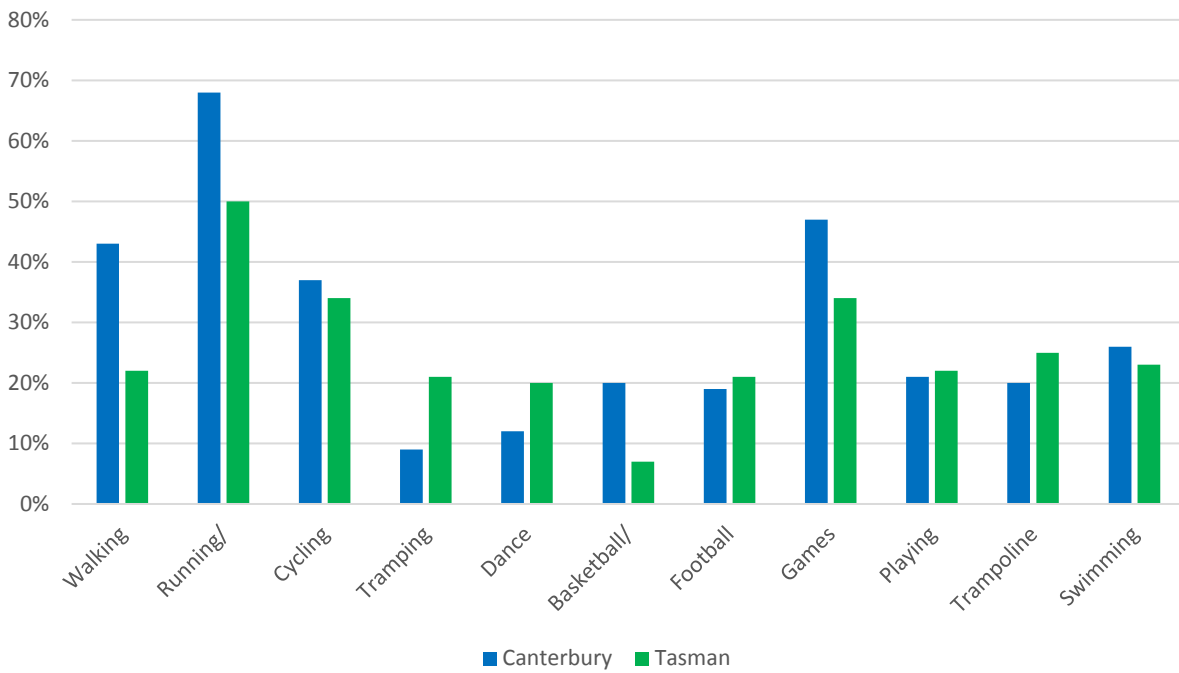


Appendix 3: Activity Tables

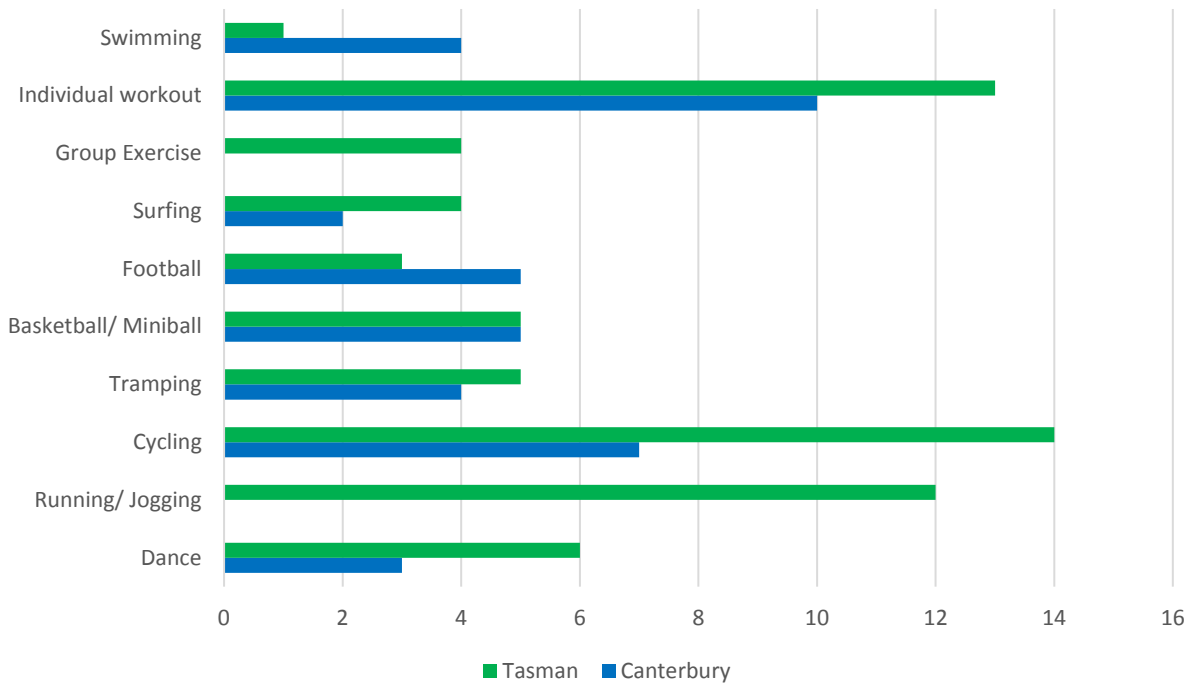
(Sourced from Sport NZ Active NZ Survey 2018)



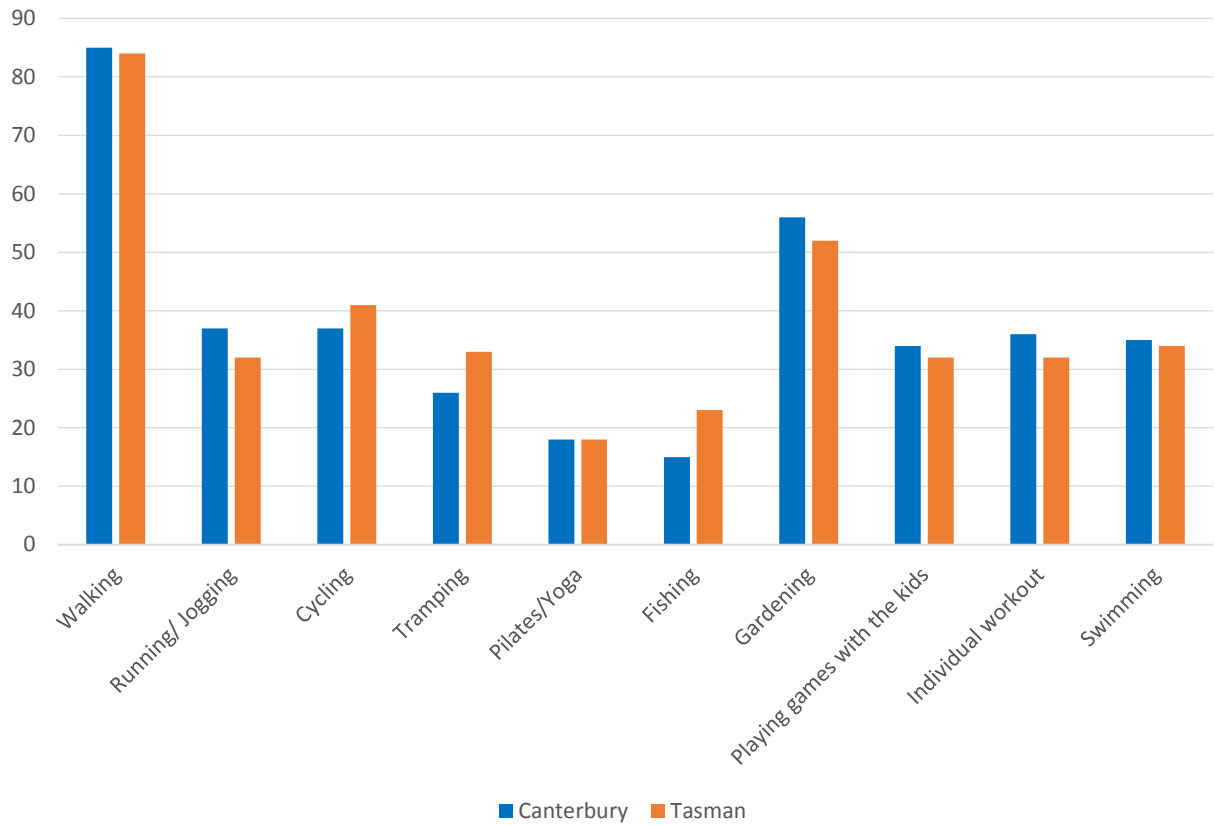
Most popular activities undertaken in the last 7 days
(Rangatahi - 12-17 yrs)



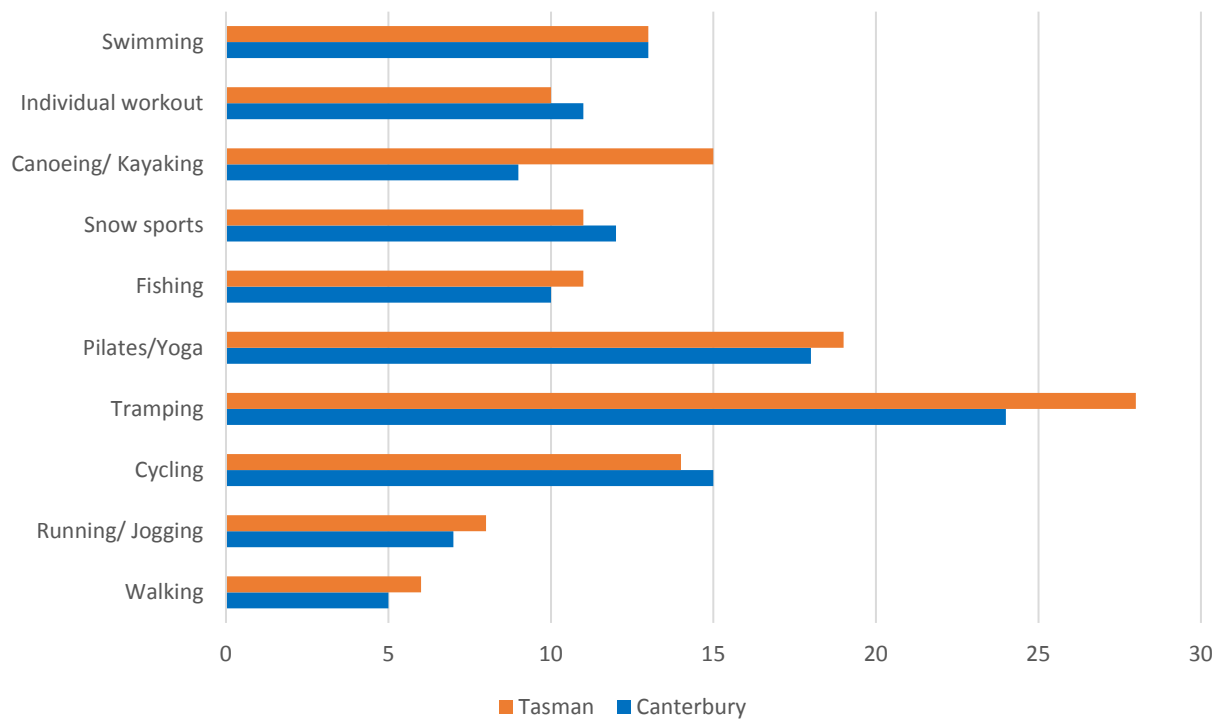
Activities rangatahi want to try if barriers were removed (%)



Most popular activities undertaken in the last year (adults)



Activities adults want to try if barriers were removed



Appendix 4: Literature and Resource Summary

Sport New Zealand – Developing Alternative Futures – November 2020

A further report in the Spot NZ Futures series focuses on further understanding the causes, barriers and implications of change, and developing a preferred future for physical activity in New Zealand.

It records the result of a survey around the reasons why respondents feel the current system is under strain (cost of participation 27%, too much focus on skills and competition rather than participation 14%, not fully embedded into school curriculum/culture 13%) and what an ideal system would look like in 15 years' time (more accessible facilities and everyone has equal opportunities 24%, cost of participation is low 18%, focus more on the fun nature rather than winning/wellness – fitness focus/sports for kids-young people run for all levels/ all at 15%) .

Like the earlier reports, this is a think piece and does not offer firm solutions.

Sport New Zealand – Māori in the Future - November 2020

This report builds on the first Māori focused report and considers what a future for sport and recreation for Māori could look like. It revisits the trends and looks at a desirable future in 2040:

- Wai and whenua are 'well' and the people are living in tune with te taiao, the environment.
- Whanau, hapū and iwi Māori are thriving.
- Māori are healthy, strong, fit and active (making up 30% of the population).
- Māori are living, working and playing as Māori. Kaupapa Māori approaches are 'mainstream'. They work for everybody.
- Māori and the Crown are working together in genuine partnership to steer a fleet of waka hourua to an agreed destination.
- Equity between tāngata whenua and tāngata Tiriti has been achieved and Kaupapa Māori and culturally distinctive pathways are prioritised, valued and appropriately resourced.
- There is a critical mass of Māori leadership and decision making roles across the sector, reflective of the high performance rates of Māori in sport.
- The sector has built a strong culturally capable workforce that reflects the communities they serve.

Sport New Zealand Strategic Direction 2020-2032

Sport NZ's Strategic Direction, 'Towards 2032' sets out the direction and outcomes for 12 years and demonstrates how Sport NZ, as the kaitiaki (guardian) of the Play, Active Recreation and Sport system, hopes to achieve this together with their partners.

Sport NZ's vision is, 'Every Body Active.'

This document outlines leadership priority areas through to 2032, which include:

- Direction setting.
- Insights.
- Advocacy.
- Collaboration.
- Investment.

Sport NZ sets out their purpose to contribute to the wellbeing of everybody in Aotearoa New Zealand, by leading an enriching and inspiring Play, Active Recreation and Sport system. They also highlight their commitment to upholding the mana of Te Tiriti o Waitangi and the principles of Partnership, Protection and Participation.

The long-term outcomes outlined in this document include:

- Frequency – Improved frequency, intensity, time and type of participation in Play, Active Recreation and Sport.
- Experience – Enhanced experience of participants, supporters, volunteers and workforce.
- Variety – Increased variety of culturally distinct pathways for tangata whenua and all New Zealanders.
- System – Improved system that is capable, inclusive, trusted and reflects Te Tiriti O Waitangi and the principles of Partnership, Protection and Participation.

Sport NZ Strategic Plan ‘Every Body Active’ 2020-2024

Sport New Zealand’s Strategic Plan 2020-2024 is the first of three four-year strategic plans, which demonstrates how Sport NZ will work towards achieving their long-term outcomes outlined in the Strategic Direction 2020-2032 document.

The 2020-2024 strategic plan is focused on tamariki (5-11- year olds) through Play and Physical Education and rangatahi (12-18-year olds) through Active Recreation and Sport, with the goal of reducing the drop off in activity levels of rangatahi from age 12-18 and increase the levels of activity for those tamariki and rangatahi who are less active.

Sport NZ seeks to achieve three Key Result Areas within 2020-2024, these are:

- Improve activity levels for tamariki (children aged 5-11) and rangatahi (young people aged 12-18) in 2020-2024.
 - Balance targeted initiatives with longer-term system change.
- Improve the activity levels of tamariki and rangatahi who are less active.
 - Prioritise communities that are facing greater levels of deprivation.
- Ensure that Sport NZ and the sector are effective in influencing the system.
 - Include system related work reaching tamariki and rangatahi.

This plan also highlights Sport NZ’s commitment to the Government’s Women and Girls in Sport and Active Recreation Strategy 2018 and the Sport NZ Disability Plan 2019.

Sport NZ also recognised the need to support High Performance Sport NZ to achieve their strategic outcomes.

Within the 2020-2024 Plan, Sport NZ outlines current key features in New Zealand’s Participation Landscape for children ages 5-11 years and young people 12-18 years.

Halberg Youth Voices Report 2020

This report summarises the results of a survey driven by three senior Halberg Foundation Youth Council members. The survey considered the impact Halberg Foundation had on the four Halberg outcome themes:

- Belonging.
- Wellbeing.
- Confidence.
- Leadership.

Two age group surveys were developed:

- Tamariki (5 – 10).
- Rangatahi (11-21).

There were 291 responses across the age groups:

- 125 from tamariki.
- 166 from rangatahi.

11% (32) of respondents came from Rātā Foundation regions (excluding the Chatham Islands)

While many of the findings relate specifically to the work of Halberg Foundation, there are some broader findings of interest:

- Females reported higher benefits of engagement with Halberg than males.
Especially in:
 - Improved self-confidence.
 - Empowerment to take up opportunities in mainstream sport connection with peers.
 - Confidence to establish more connections.
- Females report higher levels of facing barriers to participating in physical activity.
- Through being engaged in Halberg, both groups indicated improved outcomes in:
 - Sense of belonging.
 - Wellbeing.
 - Confidence.
- 48% of tamariki and 62% of rangatahi indicated they had faced barriers to participation.
- The qualitative data revealed in both groups, that people who start sport in a safe, encouraging, participatory environment are more likely to have a positive experience.
- The majority of respondents in both age groups preferred to participate in both disability specific and mainstream opportunities.

Sport NZ Insights Tool (current)

An interactive online resource to help guide decision making, you can use it to understand key population groups, activity trends and view data specific to a region.

Data used in the tool is sourced from:

- Statistics NZ (2018 Census data).
- Sport NZ Active NZ Survey (2017/2018 results).
- School Sport New Zealand (sports participation data).
- Ministry of Education.
- Ministry of Health.
- Nielsen Research.

Game Plan – Increasing Inclusion in Sport and Physical Activity in Canterbury 2019

Following the Christchurch mosque shootings in 2019 Sport Canterbury partnered with Sport NZ, Christchurch City Council, Canterbury Cricket and Mainland Football to find a way to help the Muslim community through the benefits of sport and physical activity. To do this they undertook a piece of research that involved both qualitative and qualitative and desktop research. They worked closely with the Muslim community and with academics, principals, teachers and professionals working with Muslims.

The objectives of the project:

- Understand how inclusive integrated sport and physical activity was for Muslims.
- What barriers there were to inclusion
 - Which of those barriers can and can't be influenced.
- What factors positively influence inclusion.
- Create a set of recommendations to enable greater inclusion.
- Suggest a small number of pilot initiatives.

Interestingly both the barriers and the solutions most are not relevant to Muslim in isolation. They very much align with the same themes that have been identified and discussed for many years and are all interconnected. The themes that emerged:

- Communication
 - Lack of information about opportunities or if there is don't know where to find it.

- Information available is too complex.
- Information not translated or translatable.
- Cultural
 - Don't know the rules or social norms.
 - Lack of non-contact options.
 - Only mixed-gender options.
 - Doesn't suit religious or family timetable.
 - Lack of private changing and showering areas.
- Socio-economic
 - Lack of transport
 - Cost of opportunities
- Physical and psychological safety
 - Don't feel safe after 15 March.
 - Lack of cultural competence.
 - Lack of family or community support.
 - Lack of trusted/known people.

The Response

A framework for change, inspired by Australia's Peter Downs, founding Director of the Inclusion Club, was developed. The components:

- Partnerships
 - Work with others.
- Communication
 - Appropriate, inclusive language/behaviours both internally and externally.
- Access
 - Make it easy and enjoyable to take part.
- Attitude
 - Actively focus on increasing inclusion.
- Choice
 - Provide ways for everyone to participate.
- Policy
 - Provide clear direction and guidelines for everyone.

The report then goes on to detail a three-phase implementation approach, with additional tactics, with a view to some pilot initiatives being in place by July 2020.

There is also a comprehensive list of the barriers under the different themes.

Te Tiriti o Waitangi - Sport NZ 2019

In 2019, Sport NZ committed to building a play, active recreation and sport system that reflects its commitment to Te Tiriti o Waitangi and the Treaty principles of:

- Partnership
 - Through joint action will agree on a partnership approach and Kaupapa that mutually benefits the partnership to improve the wellbeing of tangata whenua in NZ.
- Protection
 - Through partnerships and relationships with tangata whenua will support the realisation of tangata whenua tino rangatiratanga.
- Participation
 - Value the need for culturally distinctive pathways that enable tangata whenua to participate and succeed.

Since announcing this approach Sport NZ has appointed a Māori advisory board, embraced te reo and worked closely with Māori to develop a current state assessment of Te Ao Māori and Māori participation in play, active recreation and sport and sought the views of a Māori reference group, alongside their working group on their futures project.

2020 Māori Environment Scan - a current state assessment of Te Ao Māori and Māori participation in play, active recreation and sport (authors Dain Guttenbeil and Benjamin Hanara).

The report applies a bi-cultural lens to the issue of Māori participation in play, active recreation and sport and considers past and future drivers and trends relating to Māori participation.

Women and Girls in Sport and Active Recreation – Government Strategy 2018

In October 2018, the Government released a strategy for Women and Girls in Sport and Active Recreation. The Government's vision for the strategy is to enable Women and Girls to realise their potential in and through sport and active recreation.

The strategy aims to create an equitable and inclusive sport and recreation culture for Aotearoa

New Zealand, and a system that empowers and supports all women and girls – as active participants, athletes and leaders. As well as seeking to understand and address the multiple barriers women and girls can face. Three priority areas in the strategy are leadership, participation, and value and visibility.

The strategy outlines that to be successful we need to:

- Create a more inclusive sport and active recreation system, which listens to the voices of all women and girls and supports them to reach their potential.
- Acknowledge and further support the significant leadership role Maori and Pasifika women and girls play in sport and active recreation.
- Understand and address the challenges or opportunities women and girls can face due to race, ethnicity, sexual orientation, religion, age or ability.
- Focus our efforts on deeply understanding the needs of women and girls from diverse backgrounds and co-designing solutions to build on their strengths and ensure their needs are met.
- Increase the availability, relevance and quality of participation opportunities available to women and girls and ensure those opportunities are safe, appropriate and empowering for everyone involved.
- Better value the voice of women and girls by providing equitable access for women and girls in leadership within sport and active recreation – be it through volunteering, administration, coaching, management, governance or other leadership opportunities.
- Ensure that all women and girls, in all roles, are visible, feel positive about the contribution they make, and value being involved and participating in all levels of sport and active recreation. The opportunity is forever.

Value of Sport 2017

This report presents the findings of a piece of research commissioned by Sport NZ and undertaken by Angus and Associates and Associates in three stages:

- Literature review.
- In-depth qualitative research of 42 New Zealanders and more than 60 other sport and recreation sector stakeholders.
- Quantitative research involving the public, people working in the sport and recreation sector, representatives of organisations in the sector and a selection of non-sector organisations (some of New Zealand's largest corporates plus a mix of small and medium enterprises).

The results are a mix of both evidence (New Zealand and international) and perceptions that individuals, communities and the nation benefit from participation in sport and active recreation – from health and wellbeing, community connectedness and economic perspectives.

The study identified empirical evidence to substantiate claims that physical activity for sport, exercise and recreation delivers physical health benefits, provides a platform for achievement and the

development of confidence, teaches important life skills to those who participate and activity can have a positive impact on social cohesion and educational outcomes.

Additionally evidence exists to substantiate economic benefits resulting from improvements in health outcomes and related effects (such as increased life expectancy and productivity), consumer expenditure on sporting goods and events, and employment opportunities.

While not new, the report reaffirmed the strong (Gold-standard) evidence that participation in sport and physical activity can have positive impacts on a number of physical and mental health conditions for both adults and children, including reducing the rates of Type 2 diabetes, high blood pressure, cardiovascular disease, obesity related disorders, some cancers such as breast and colon cancer and for at least managing, if not preventing some mental health disorders such as depression, anxiety and dementia.

Some of the key results:

- 92% agree being active keeps people physically fit and healthy.
- 85% agree that being active keeps their children physically fit and healthy.
- 84% agree that many essential life skills are learned playing sport.
- 89% agree that being active helps relieve stress and is good for mental health.
- 89% agree that being active helps relieve stress and is good for mental health.
- 73% agree that sport and other physical activities help build vibrant and stimulating communities.
- 68% agree sport and other physical activities generate economic benefits for communities.
- 72% agree sport and other physical activities generate economic benefits for New Zealand.

Appendix 5: Reference List

Angus & Associates 2018, Future Proofing the Active Recreation, commissioned by Sport NZ

Angus & Associates 2017, Value of Sport

Halberg Foundation 2020, Youth Voices Report

Ministry of Health, Health Statistics, www.health.govt.nz

Sport and Recreation Act 2002

Ministry of Health 2016, Suicide Data

NZ Government 2018, Women and Girls in Sport and Active Recreation Strategy

Sport Canterbury 2019 Game Plan – Increasing Inclusion in Sport and Physical Activity

Sport NZ Insights Tool (current)

Sport NZ Futures Reports 2020:

- Report 1: Identifying the Drivers and Implications of Change
- Report 2: Māori Perspective on Drivers and Implications of Change
- Report 3: Developing Alternative Futures
- Report 4: Māori in the Future

Sport NZ Strategic Plan 2020 – 2021 – Response to COVID-19

Sport NZ Strategic Plan ‘Every Body Active’ 2020 – 2024

Sport NZ Strategic Direction 2020 -2032

Sport NZ 2019. Outcomes framework creating a Sport NZ outcomes framework — for wellbeing, behaviour change and with a Treaty of Waitangi perspective

Sport NZ Futures Think Pieces 2019:

- Climate Change
- COVID- 19
- Demographic Change
- Economic focus
- e-sports
- Funding
- Health Trends
- High performance sport
- Human Enhancement
- Leisure Influences
- Society

Sport NZ 2019 Disability Plan – Play, Active Recreation and Sport

Sport NZ 2019, Te Tiriti o Waitangi

Sport NZ 2018, Participant/athlete development. Show me the evidence!

Sport NZ 2018, Locally Led Evaluation

Active NZ Survey 2017 and 2018

Sport NZ 2017, Balance is Better Approach

Sport NZ 2017, Locally Led Approach

Sport NZ, Play Overview

Statistics NZ Disability Survey 2013

Statistics NZ 2018 Census Data