



# TĀMAKI TOUCHED

## CASE STUDY

—  
WORKING ALONGSIDE LOCAL COMMUNITIES  
TO ACHIEVE POSITIVE OUTCOMES  
THROUGH SPORT AND RECREATION.

## TĀMAKI TOUCHED



We saw Tāmaki Touched as an ideal project to help achieve positive community outcomes as a whole, as it is family friendly and also community-led. The two coordinators are both local and have strong community connections which help connect with this targeted group.”

– INSPECTOR JOE TIPENE, NEW ZEALAND POLICE

Tāmaki Touched is a collaboration between Touch New Zealand (Touch NZ), the New Zealand Police and Ruapotaka Marae in Auckland’s Glen Innes.

Together, these organisations saw an opportunity to achieve community engagement and positive community outcomes through the medium of sport and active recreation.

Since its inception in April 2016, Tāmaki Touched has made significant progress towards this overarching goal by creating a programme that focuses on:

- establishing community buy-in through engaging local champions
- walking alongside and empowering the community to build on its strengths
- having a whānau focus so there is something for everyone.

Six Tāmaki Touched sporting modules have now been delivered, alongside a range of family friendly opportunities, reaching more than 2100 participants. But Tāmaki Touched is not just about participation – it has also led to increased community engagement, positive community interactions with police and a decrease in antisocial behaviour.

## GETTING STARTED



It’s an opportunity for us to be involved in more of the prevention side, and for us to do our job effectively we really need the support of the community.”

– INSPECTOR JOE TIPENE, NEW ZEALAND POLICE

The Tāmaki Touched concept was developed in October 2015 following a meeting between Touch NZ and the New Zealand Police, which discussed ways to use sport as an engagement tool to help achieve positive community outcomes in at-risk communities.

The plan was to use the skills and existing networks of Neighbourhood Policing Teams (NPTs), which are small teams of police officers working in neighbourhoods where people are more likely to be victims of crime. NPTs aim to have a highly visible and accessible presence in these communities and to develop local knowledge and form partnerships to help with identifying and preventing potential issues.

Having an NPT operating in the area was an important criterion for choosing a community for the pilot project. With this in mind, the Auckland suburb of Glen Innes was identified for the pilot.

The Glen Innes community has high Māori and Pacifica populations. Research has shown that, within these communities, importance is placed on playing sport as a family as well as on opportunities that support social and cultural connections. Research by Innovate Change highlighted that gender roles and family responsibilities could be barriers to participation for Samoan women (a group focused on for Sport Auckland’s targeted population fund).



## THE INITIATIVE



It's about giving the opportunity to the community to help whānau and youth in need."

– GEORGIE THOMPSON, RUAPOTAKA MARAE MANAGER

The teams are made up of all sorts from Touch reps through to complete newbies... they also involve getting some of those young ones who miss out on playing in the mainstream competition teams. They love the opportunity to play with their whole whānau."

– SANDI HACKETT, TOUCH NZ PARTNERSHIPS MANAGER

There's no pressure to win or to be the best. Everyone helps each other and creates a feeling of whanaungatanga and community togetherness."<sup>1</sup>

– SANDI HACKETT, TOUCH NZ PARTNERSHIPS MANAGER

## Steering group establishment

Thanks to connections from the NPT, a local steering group was established with representatives from Ruapotaka Marae and other Tāmaki community groups, the Maungakiekie Tāmaki Local Board, Auckland Council, Glen Innes Business Association and Auckland District Health Board. Sport Auckland played an advisory role and added value through its expertise in sport, physical activity and health, as well as connections to local schools, clubs and facilities. Auckland University Rugby and Auckland Basketball have also joined the steering group as the programme has evolved.

By using sport as the delivery mechanism, the steering group's overarching goals were to increase community engagement, achieve better health outcomes for the population groups, reduce crime and create positive community outcomes.

The steering group initially met fortnightly to plan the competition. The original parameters were that:

- the module would be held on a Friday night because this is when crime rates are traditionally high
- the opportunity must be whānau centric – where the whole family can participate
- the module would run outside the traditional touch seasons so as not to compete with and affect participation of established competitions.

A free six-week touch module running on Friday nights was agreed on, and the Tāmaki Touched pilot was launched in April 2016.

After the launch, the steering group played an integral role in the implementation of Tāmaki Touched. The focus was on sourcing funding and planning for future development, diversification and growth of the programme to meet the community's needs.

## A whānau focused format – creating an environment in which the whole community can participate

Tāmaki Touched aims to bring together whānau and friends of all different ages, genders and fitness levels to get active and have fun, regardless of skill levels.

Sport Auckland initially partnered with Touch NZ in 2016 to pilot a Family Fun Club approach identified through research conducted by Innovate Change on behalf of Active – Auckland Sport and Recreation. The model's aim was to engage Pacifica families by structuring opportunities around four elements: have a go sport, dance and fitness, children's cultural activity, and goal setting.

Tāmaki Touched offers two competitions a night, a children's competition (up to 12 years) and a family competition, which must be mixed gender and have at least one under 12-year-old and an adult aged 35-plus on the field at all times.

As well as touch, other activities are offered to cater for the whole family, including a boot camp delivered by local provider "Move Tāmaki" and a programme for tamariki involving cultural dance and songs, games and other activities.

A DJ helps create a fun atmosphere, and free food and prizes from sponsors are used as incentives to encourage attendance.

The programme's structure aims to shift the emphasis from "winning" to fair play and positive role modelling. Five Good Sports positive sporting experiences workshops have been delivered as part of the module, to help reinforce this message.

1. E Tū Whānau. (2017). Touch supports healthy whānau. E Tū Whānau, June 29, 2017. Retrieved from <https://etuwhanau.org.nz/touch-supports-healthy-whanau/> (29 January 2018)

## THE INITIATIVE



It's great having those two [coordinators] in there, they already have the connections with their peer group, they are a big part of the local church ... they are reaching people that we are not able to reach."

- MONI COLLINS, TOUCH NZ COMMUNITY PROJECT MANAGER

### Working alongside the community to build capability

An important focus for Tāmaki Touched organisers is to build on the passion and strengths of identified local champions and work alongside them to deliver the programme in a mentor capacity.

With support from Sport Auckland's targeted population fund, the steering group appointed two young local Pacifica women to be programme coordinators. The pair provide support with programme logistics, such as registrations, draws and programme promotion. Touch NZ representatives work alongside these coordinators as mentors.

### "Free" costs money

The pilot survey showed that, to engage the local community, all Tāmaki Touched activities needed to be free. When asked if anything could be improved, 48 per cent of participants said free food and 13 per cent said free water.

However, being free costs money, and this is an ongoing challenge for the Tāmaki Touched Steering Group. The steering group applies for grants, and leverages off local business connections to help with sponsorship. For example, Kennards Hire (an equipment hire company) provides power generators for running the DJ boxes, and St Johns Butchery donates sausages for the barbeque.



## IMPORTANT SUCCESS FACTORS



The steering group has to have the right people who share an enthusiasm and passion for their community. They have to have a stake in it, and the only people that will have that is people who are actually in there who live and breathe it.”

– MONI COLLINS, TOUCH NZ COMMUNITY PROJECT MANAGER

Although the sport might be the focus, the other activities offered on the night such as the fitness, dance and cultural activities help engage the whole family and get more of the inactive participants down there.”

– CHRIS SMITH, SPORT AUCKLAND COMMUNITY SPORT ENGAGEMENT MANAGER

It gets myself and my family out and about instead of being at home.”

– GLORIA PALETI, TĀMAKI TOUCHED PARTICIPANT

It brings everyone together in the community, helps the community to get fit.”

– JODANNA HARDER, TĀMAKI TOUCHED PARTICIPANT

It’s making a great impact, we need more activities like this throughout Auckland.”

– ARAPETA, TĀMAKI TOUCHED PARTICIPANT

## Community buy-in and local champions are essential

Community buy-in has been fundamental to the success of Tāmaki Touched, both in its development and implementation phases.

Inviting key members of the community onto the steering group, as well as appointing local coordinators, has ensured that Tāmaki Touched can better understand the needs of its community. Along with this, the establishment of a clear governance structure and forward-looking plan have been particularly important to demonstrate to funders the group has a clear purpose and outcomes.

Establishing a steering group and building relationships and trust can be difficult for an outside organisation. For Tāmaki Touched, creating links with the NPT and groups with existing networks in the community was a crucial step.

## Whānau focus

Being whānau centric is important to the Tāmaki community, so an important success factor for the project has been making it about more than just sport. The provision of a variety of physical activity opportunities, programmes for tamariki and free food and music means something is available that appeals to the whole whānau.

## Empowering the community and stepping back

One of the main outcomes of the programme is to support and upskill groups within the community to deliver the programmes on their own.

Touch NZ has taken the lead within Tāmaki Touched and is a driving force for both the programmes and coordinators. An important learning for the organisation has been recognising that there is a fine line between building capability and not placing too much reliance on outside providers. Touch NZ is currently navigating this path to readdress roles within the steering group and the wider project, to support the community in taking a leading role.



## WHAT ARE THE OUTCOMES?

Since April 2016, six Tāmaki Touched sporting modules have been delivered to the Glen Innes community, engaging over 2100 participants.

However, the sporting outcomes are secondary to the social outcomes of the programme. These include bringing families together to play sport, leading healthier lifestyles, and positive engagement with the local police and other community organisations.

Feedback from participants includes the following.

- 79 per cent agreed it was a positive outcome for the community.
- 17 per cent acknowledged a relationship with the police and staying out of trouble on these nights.
- Around 70 per cent enjoyed the positive side to playing sport, meeting new people, socialising with family and friends with significant focus on watching and engaging with youth and children.
- 27 per cent indicated they would normally have been drinking if the event was not on.

Tāmaki Touched continues to go from strength to strength, and the steering group has widened the sports on offer to include rippa rugby and basketball. Furthermore, Touch NZ is continuing its work with the New Zealand Police to take their “touched” model to other communities throughout New Zealand.

A presentation of the Tāmaki Touched project is also available on YouTube:

[www.youtube.com/watch?v=rSV\\_Dz0-66c](http://www.youtube.com/watch?v=rSV_Dz0-66c)



## ACKNOWLEDGEMENTS

Sport NZ would like to express special thanks to the organisations that developed these initiatives, for their willingness to share their stories, and for supporting more communities to benefit from sport and active recreation in Aotearoa.

