



MORE  
**PEOPLE**  
MORE  
**ACTIVE**  
MORE  
**OFTEN**

[www.sportcanterbury.org.nz](http://www.sportcanterbury.org.nz)



# Presentation Overview

- Jonny
  - Scene setting – The impact of the earthquakes on sport
  - The challenges
  - Sport Canterbury's response
- Lucy
  - The Secondary School Mud Run
- Questions/discussion

# The Impact of the EQs

- Split secondary schools
- Weekly primary and secondary school sport cancelled
- Transport issues
- Parents not wanting children to travel far from home
- Centralised sports model impacted
- Confidence levels low, anxiety levels high
- City to Surf cancelled
- Christchurch Marathon cancelled
- Changing geographic spread of people
- Facilities and grounds damaged



# The Challenge

- Keep people active – benefits of physical activity
- Create sense of normality
- Bring families together
- Support recovery of sport and recreation



# Sport Canterbury's Response

- Low cost participation opportunities
- Out of town participation opportunities
- Family participation opportunities
- Accessible opportunities
- Participation focused opportunities
- Innovative events and opportunities

*(NB. need to note significant financial support from Sport NZ as well as the Christchurch Earthquake Appeal Trust, in particular, that enabled us to get these events up and running)*

# Top Team



# Pegasus Fun Run



# Tough Kid™ Challenge



# Run to Remember



**And...**

# **The Secondary School Mud Run**





# Opportunity

## Presented after the Earthquakes:

- Opportunity to make a difference in Secondary School space
- Event unique to Secondary School Students
- Turning the Mud Run idea into a reality



# Bringing it all together

## What we needed to make it happen:

- School Buy in
- Contractor to deliver the event
  - Mud Sweat & Tears
- Sponsorship
  - UC Education



# Success Factors

## Key factors that made it a success:

- Piggy packing on a successful Mud Sweat & Tears event
- School event vs Youth event (Out of school)
- Participation vs Performance
  - Fancy Dress
- Facebook page
- Sponsors support



# Issues

## Frustrations that came out of the event:

- Gatekeepers at Secondary School
- Confusion around Mud Sweat & Tears event for Adults
- Managing the nature of the event
- Cancelling the event in 2013
- High running costs
  - High cost to participants
- Sustainability going forward



# Learnings

## Key Learnings taken from the event:

- Time of the year is critical
- School planning
- Finding the 'Right teacher at school'
- Mud and Fun are key ingredients
- Weather can be costly and critical



# Results

## Key Results:

- Trust Profile received
  - Media coverage
- Participation Growth
- Facebook following
- Relationships with Sponsors
- Relationships with Schools
- Feel good factor



# 2014 Mud Run Video



[www.sportcanterbury.org.nz](http://www.sportcanterbury.org.nz)