



SPORT TASMAN

More People...More Active...More Often

Events

Fireworks or Foundation Stone?

Events Presentation

Christchurch 2014





Change **D**ivers

TRENDS

Research showed us 82% of our community participate in sport outside of a club.

ECONOMIC STIMULTION

Since losing WOW to Wellington we had an era of stagnation

OPPORTUNITY

We noticed the trend of Mega/Major Events with no clear process: RWC2011, Cricket World Cup, FIFA U-20 etc

FACILITIES

We had a \$50m investment called Saxton Field on our door step

RE-INVIGORATE

Our organisation was tired

DE-FRAG

Our events were muddled, scattered and mainly fell in peak visitor season



Get Events into your **P**lan

Our Purpose

More People, More Active, More Often



Lead, Advocate

Kids Sport

Capability

Community Sport

Facilities

EVENTS



Our **APPROACH**

Lead, Support, Deliver

Our **CULTURE**

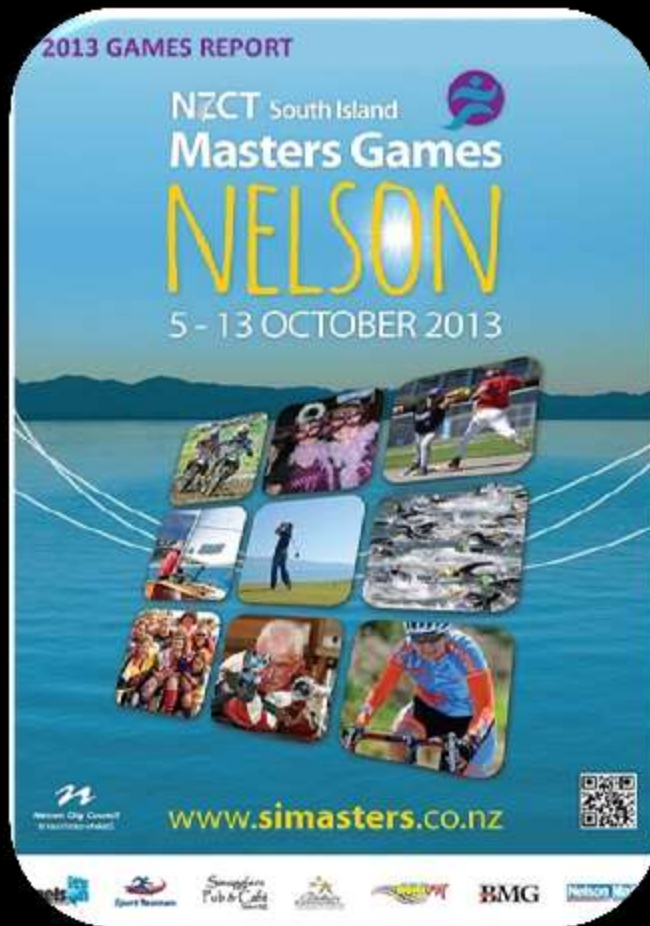
Community Driven, Can Do, Supportive, Innovative,



Get **S**tarted



More than Fun and Games!



- A \$450,000 gig
 - 2500 participants
 - 150 volunteers
 - 50 Events/45 sports
 - Social functions
 - 10 Days
- Had a group of 4 who wanted it to happen



SIMG Demanded **E**vent Fitness



- Risk Management
- Operational Planning
- Volunteer Programme
- Sponsorship & Supplier Partnerships
- Financial & Budget Control
- Advertising Campaigns
- A live link with 50 sports organisations
- Venue bookings
- Trade Exhibits
- Internal pressures



We delighted **O**urselves

- Organisational capability....and pride

- Influence



- Volunteer success story

- From choir boy to conductor

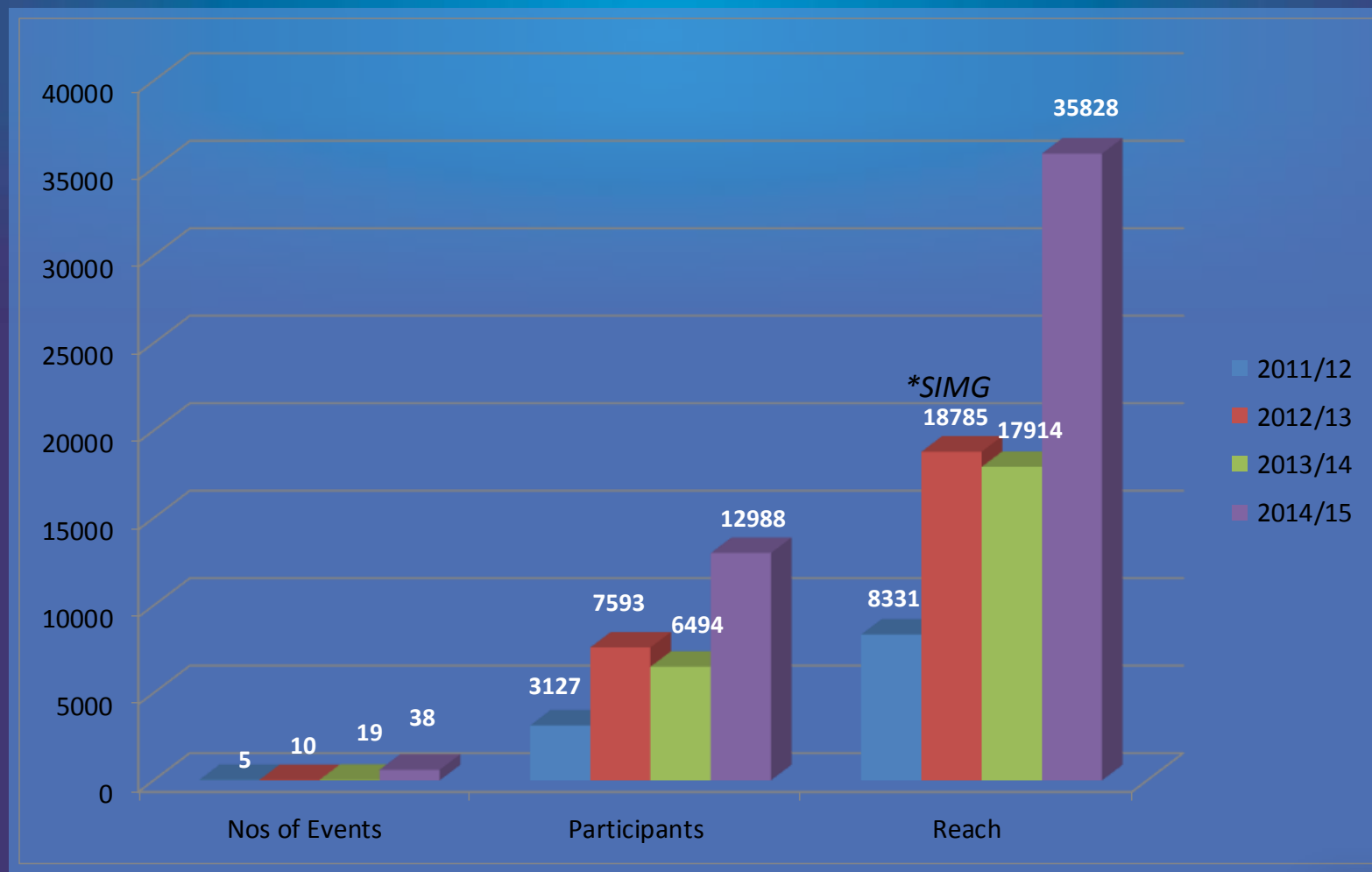
- 89% say they will be back

- Delivered \$1.6m economic benefit



Events past 4 years..

A 7 fold increase



A Mixed bag

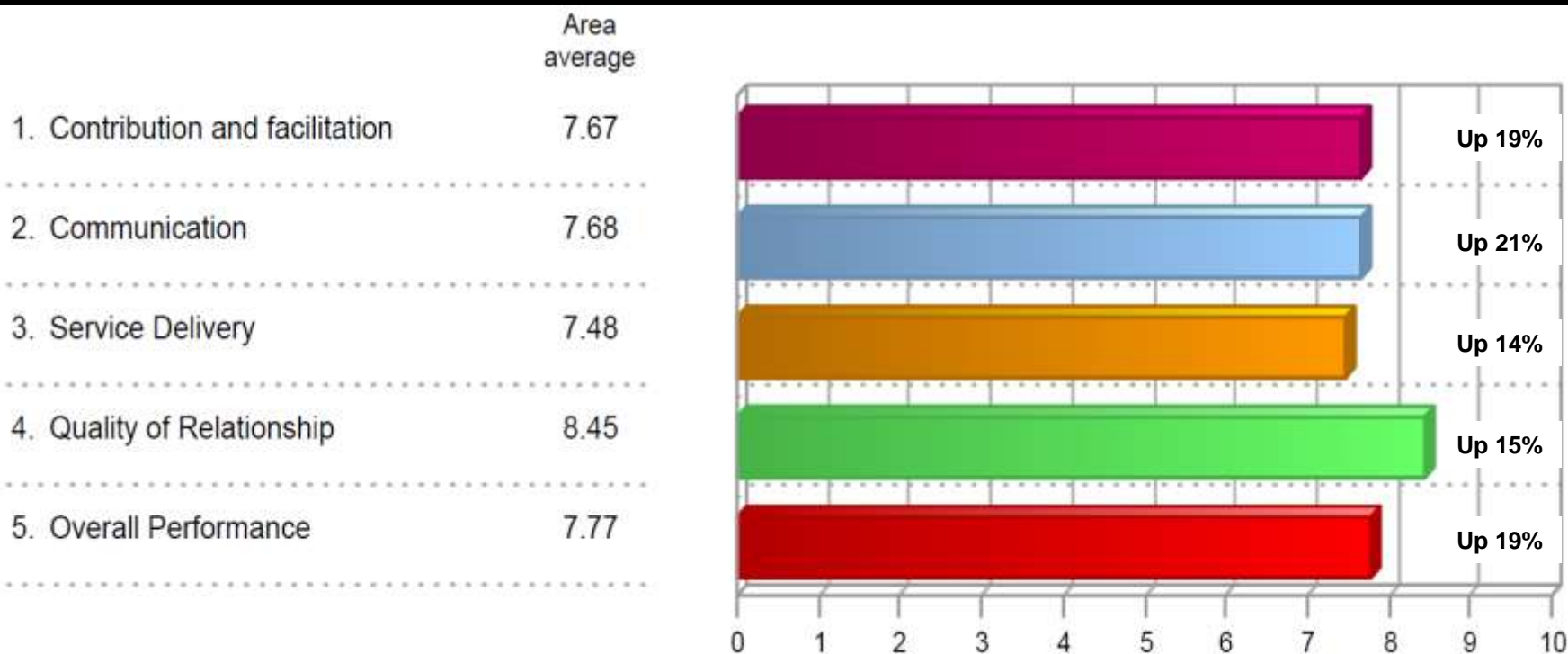


Weetbix Tryathlon
Sport Tasman Muddy Buddy - Tasman
Sport Tasman Muddy Buddy - Marlborough
Sport Tasman Top Team - Marlborough
Sport Tasman Top Team - Nelson
Buller Mini Marathon
Coast Kids Triathlon
SIMG
Kaikoura Warrior
London Olympic Days x 3
Summit Challenge
Volunteer Awards
Fathers Day Trolley Derby
Nelson Sports Awards
City2Saxton
Winter Explorer
Sport Tasman Haulashore Swim
Amazing Eco Race
Sport Tasman NZ Aquathlon
Sport Tasman X Tri
Tasman Secondary School Awards
Wheelie Fun Day
Santa Dash





2014 – 17% lift



Source: Sport NZ Stakeholder survey

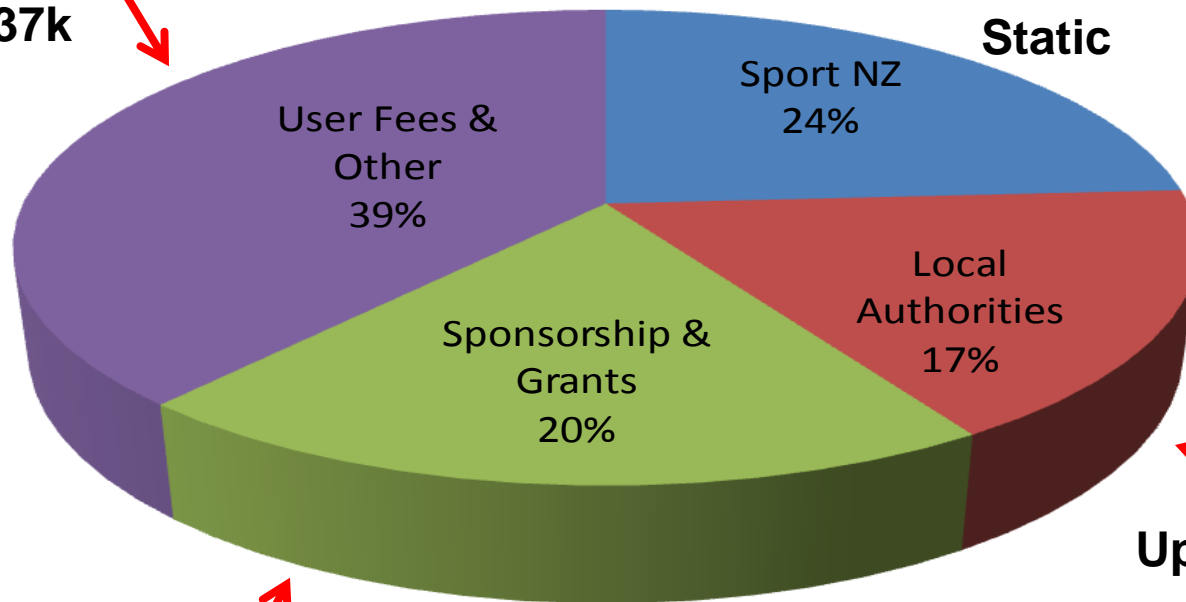




2014 \$3 million

up 25%

Up \$337k



Up \$216k

Up \$225k





The Nelson Sports Awards recognised some of the region's top young athletes last week, while double Olympic champion Valerie Adams shared her advice for young athletes and their parents with Jonathan McKeown.

29 December 2012

Adams tosses



Our total annual media coverage of 2008... we now get each fortnight!

don't, but you have to take responsibility for your own doing. I did and I believe a lot of athletes in New Zealand need to do that more, parents need to let them take responsibility of doing everything for them."

Valerie Adams

They already know which pursuit," Adams said. "The field was my calling. As a young athlete you learn everything. Then you learn to do it on your own."

Adams said she did that and I believe a lot of athletes in New Zealand need to do that more, parents need to let them take responsibility of doing everything for them."



By NICKY DUNNAPPAH

Plastic, translucent tape and adhesive were among the materials for the inaugural Nelson Marlborough Sports Awards, held in Rotorua.

The event was the brain child of the Nelson Marlborough Sports Awards Committee, which was formed in 2008 to promote and support local sportspeople and their families.

The committee had no formal budget, but they managed to raise the funds for the event through a combination of fundraising and sponsorship.

The event was a success, with many local athletes and their families attending. The committee hopes to make it an annual event.



Warriors, warriors, warriors! The Warriors are in a great mood to get off to a flying start in the 2011 Sunshines on City2Saxton triathlon. The Warriors are in a great mood to get off to a flying start in the 2011 Sunshines on City2Saxton triathlon. The Warriors are in a great mood to get off to a flying start in the 2011 Sunshines on City2Saxton triathlon.

Sun shines on City2Saxton



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On your marks: Sunshines Masters Games manager Rita Murrells and Tony Bowler get set for the start of the triathlon.

Promotion boosts Games

Sarah Young

A full-on weekend has been planned for the Sunshines on City2Saxton triathlon, which is the first of its kind in the region. The event is being promoted by the Sunshines on City2Saxton triathlon, which is the first of its kind in the region. The event is being promoted by the Sunshines on City2Saxton triathlon, which is the first of its kind in the region.

PHOTOGRAPHY: SARAH YOUNG

Nelson ready for cycle-fest



The Nelson region is ready for the Sunshines on City2Saxton triathlon, which is the first of its kind in the region. The event is being promoted by the Sunshines on City2Saxton triathlon, which is the first of its kind in the region. The event is being promoted by the Sunshines on City2Saxton triathlon, which is the first of its kind in the region.



Like this: Four-year-old Brooke Dinnington of Stoke, showing excellent technique in the Woodhouse State course during the Outdoor Recreation Expo at the Taharua playing fields yesterday. Photo: KAREN YOUNG

Below: Six-year-old Annie Barrow of Belgrave gets a ride on Buttons, a Gipping Pony (right).



Veterans take on challenge



The Sunshines on City2Saxton triathlon is a challenge for veterans, who are taking part in the event. The event is being promoted by the Sunshines on City2Saxton triathlon, which is the first of its kind in the region. The event is being promoted by the Sunshines on City2Saxton triathlon, which is the first of its kind in the region.

Promotes active lifestyle

The Sunshines on City2Saxton triathlon promotes an active lifestyle for participants. The event is being promoted by the Sunshines on City2Saxton triathlon, which is the first of its kind in the region. The event is being promoted by the Sunshines on City2Saxton triathlon, which is the first of its kind in the region.



Dragged into 21st century



.....4073 likes



13 events

E-NEWS

6000 monthly audience



126000 annual visitors



250.....6000 since 2010

41% (16-64) don't participate because they are not sure where to go.

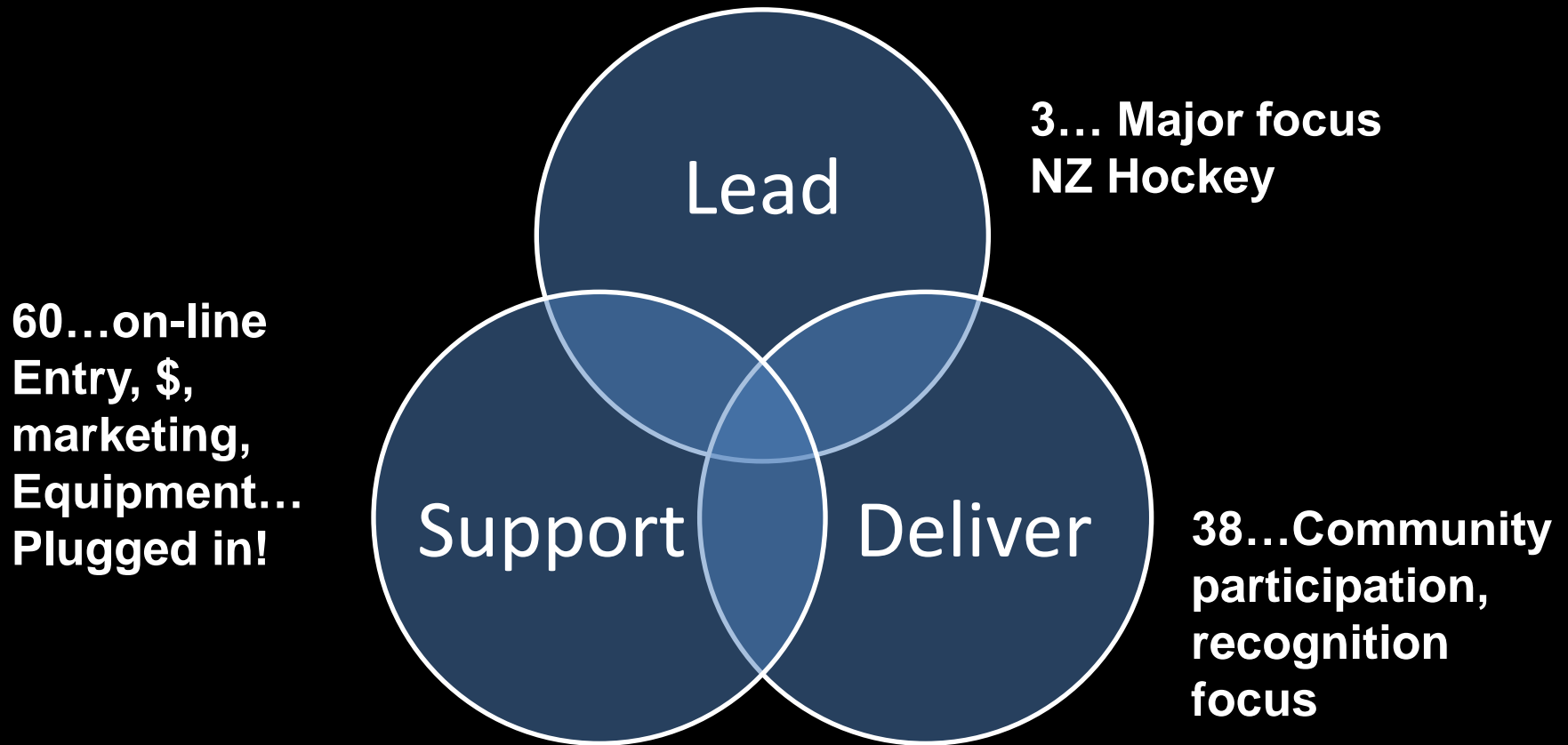
Sharpening our **F**ocus



- Top of the South Event strategy
- Capturing all events
- Better Research captured from participants
- Linking more with TAs and regional growth
- Establishing a \$100k seed fund for Events
- Working with other SI RSTs



Staying **F**resh



Key Learnings



- Make Events a Foundation Stone vs Fireworks
- Use Events as a catalyst for change
- Bring in expertise
- Keep learning and look for partners
- Have the courage to bite off more than you can chew.... then work out how to do it



Stay **A**dventurous & **C**urious!



New Zealand's first rugby match 14 May 1870 between Nelson College and Nelson Suburbs.

