

Our work in Active Recreation

MARCH 2018

Overview

In November 2016 Sport NZ published *Future Proofing the Active Recreation Sector*, which included recommendations, set out at a Planning Framework, developed via a series of workshops held around New Zealand.

This Planning Framework was created to provide guidance for organisations working in the active recreation space at the national, regional and local level as well as local and national government agencies, with the aim of forging a more collaborative approach and greater alignment.

In response to the recommendations of the Planning Framework Sport NZ developed its own action plan focusing on better intelligence, greater ownership, and proactive communication.

KIA ORA

Welcome to our latest Active Rec update. We're well into 2018 and many of the projects Sport NZ initiated last year are gaining momentum. A major review, the Value of Sport, has taken the temperature of physical activity in New Zealand and was released recently by Minister Grant Robertson. Not simply covering "sport", but the whole gamut of physical activities New Zealanders undertake: walking, cycling, swimming, gardening etc. The Value of Sport bridges qualitative and quantitative evidence, and forms a basis for ongoing analysis of the sector in the future. This important research will help shape the sector's health and direction in coming years. You can find the full report [here](#).

Physical literacy and being active are the drivers of our work, and we know many New Zealanders enjoy being physical through active recreation.

Recently we've spent a lot of time on our social media channels, considering how we use them, the messages and content we share, and how that connects with our audiences' varied needs. The website will also be having an update in 2018, and both of these projects are intended to support our partners better and share the work we do with New Zealanders in a useful way. Physical literacy and being active are the drivers of our work, and we know active recreation is how many New Zealanders enjoy being physical. We encourage you to share your projects and work with us, so that we can promote them and share them through not only this update, but via our social channels that are receiving increasing attention and interest.

Please get in touch directly with any comments, ideas or events to promote: colin.stone@sportnz.org.nz

KAIKOURA GOES OUTDOORS TO SUPPORT LOCAL RECOVERY

Outdoor recreation is playing a crucial role in supporting young people in the region to get active again following the 2017 Kaikoura earthquake. As part of the Community Sport investment into Sport Tasman, a new Outdoor Recreation programme has been developed and is placing emphasis on enjoying the natural surrounds, learning about the land and building personal resilience. Read the full story [here](#).

THE LEADERSHIP FRAMEWORK WORKSHOPS

Working with Sport Wellington we'll be rolling out a series of workshops in the coming weeks to launch the Leadership Framework which has been developed by Sport NZ and Sport Wellington with support from Skills Active and New Zealand Recreation Association. There will also be resources available on our on-line Learning Management System, Sport Tutor, for use by anyone for their own professional development. We'll keep you posted about news from these workshops, the tools, discussion and outcomes that result in our next update.



Community sport

YOUNG PEOPLE

Play engagement plan

A play engagement plan has been created and will be shared with the Sport NZ Play Champions (Territorial Authorities) in April 2018. These Play Champions will be working alongside Sport NZ to ensure that local environments provide sustainable, quality play opportunities for kids across NZ while in their local communities.

Play Principles

Consultation during the Active Recreation Project, Future Proofing the Active Recreation Sector, reinforced the importance of play to physical activity. Play is recreation for kids. On the 20th of November seven Play Principles were launched in conjunction with the International Play Association to provide a framework for partners and sector organisations to help guide their work in this important area. The seven principles are:

1. Play is important to the wellbeing of young New Zealanders
2. Play is a cornerstone of our Physical Literacy Approach
3. Play is the shared responsibility of everyone
4. Young people must have access to enriched and varied playful experiences within their local communities
5. Adults must understand what their role is in enabling play
6. Young people need the opportunity to experience risk and challenge through play
7. Wherever possible, play should include the opportunity to be active

More details about Sport New Zealand's Play Principles are available [here](#).

Dancing to active recreation

We've been talking with DANZ – Dance Aotearoa New Zealand – with the intention of achieving greater alignment with the dance sector. There's a clear opportunity to work collaboratively to increase participation for young people, particularly teenage girls in physical activity opportunities. At present, we are working with NZRA and DANZ regarding support to [NZ Dance Week](#) which begins on 21 April 2018.

Exercise is physical activity is active recreation

We've also been talking with Exercise NZ with the intention of understanding how the exercise industry best aligns to our Community Sport Strategy. We are particularly keen to develop this relationship regarding young people and are collaborating on a couple of initial projects.

Participation in Active Recreation

We know from the 2014 Active NZ Survey (Sport NZ's national population survey 16 year olds and over) that eight of the 10 most popular activities could be broadly categorised as "active recreation". Active NZ has been re-designed and has a new approach to measuring participation through continuous data collection. For the first time, young people and adults' data has been collected in the same survey, enabling an understanding of the inter-relationship. Active NZ puts the participant front and centre in its design and draws on extensive qualitative research to ensure questions are framed in a meaningful and easy to understand way and to provide a more rounded understanding of participants, their relationship with being active and 'what', 'where' and 'how' they participate.

The Year 1: 2017 Report is scheduled to be released in May 2018 and will provide a snapshot of active recreation as well as sport during the calendar year. Data tables and a refreshed Insights Tool will support the Year 1 Report.

The Sport NZ Insights tool has been developed to help those operating in the sport and recreation sector to better understand their participants and plan for future demand. The tool gives insight into regional demographics, expected population growth, health, activity behaviours and trends as well as school profiles and sport participation.

Watch this space!

NEW RESOURCES TO SUPPORT SMALLER ORGANISATIONS AND CLUBS

New Governance Lite resources are being developed and tailored in response to your feedback asking for more help and guidance for smaller active recreation organisations. We're currently working with active rec sector representatives to create guidance that's useful and fit for purpose. We want to be more relevant and address those concerns raised during the consultation process regarding the quality of governance and the relevance of support information and resources available. Drafted and under review by a sector working group including representatives from two outdoor recreation organisations and Regional Sports Trusts these resources will be launched and available later in 2018.

INVESTMENT IN OUTDOORS ACTIVITY

The Targeted Outdoors Activity Fund is calling for submissions from now until the 4th of May. The initial call closed on 23 February. The purpose of the Targeted Outdoor Activity Fund is to promote the engagement of underrepresented populations in outdoor activity by:

1. Providing a source of funding for existing outdoor activity providers to develop new programmes for this group and
2. To promote and share their learnings with other activity providers.

The fund is a great opportunity to develop more tailored programmes and we encourage organisations with a need and ideas to apply. Subsequent funding rounds will open again in 2019.

For further information and to apply click [here](#).



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