

# KIWISPORT

2009 – 2015 REPORT



Community **sport**

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# Background TO KIWISPORT

On the 11<sup>th</sup> August 2009 Kiwisport was launched by the Prime Minister, through two funding channels. The Ministry of Education manage the Direct Fund, which is a \$12 million per year operating grant, delivered to schools on a per-capita basis. Sport NZ manage the Regional Partnership Fund (RPF), which is \$8.5 million per year distributed to community organisations via Regional Sports Trusts.

The aims of Kiwisport are to:

- increase participation in children, both inside and outside of school hours; and
- increase the number of opportunities children have to participate in sport, by making opportunities accessible and available to them; and
- develop skills in children to allow them to participate effectively in all sporting opportunities.

This report covers the second investment period of Kiwisport; 2012 – 2015. RSTs have been allocated a combined total of \$25,455,000 (\$8,485,000 per year) for this investment period.

In 2014/2015 Active – Auckland Sport and Recreation (Active), assumed responsibility for the Kiwisport Regional Partnership Fund for the Auckland region.

|                               | 2009/10 – 2011/12   | 2012/13 – 2014/15        | Contestable <sup>1</sup> | Non-Contestable     | SSSC <sup>2</sup>  |
|-------------------------------|---------------------|--------------------------|--------------------------|---------------------|--------------------|
| <b>Active</b>                 |                     | \$2,942,427 <sup>3</sup> |                          |                     |                    |
| <b>Counties Manukau Sport</b> | \$2,830,053         | \$2,004,353              | \$ 5,473,957             | \$56,730            | \$ 56,730          |
| <b>Harbour Sport</b>          | \$1,715,950         | \$1,219,157              | \$ 999,528               | \$ 2,025,096        | \$ 38,230          |
| <b>Sport Auckland</b>         | \$2,359,811         | \$1,833,325              | \$ 2,782,802             | \$727,005           | \$ 72,243          |
| <b>Sport Bay of Plenty</b>    | \$1,587,705         | \$1,740,302              | \$ 1,928,489             | \$1,928,489         | \$ 78,701          |
| <b>Sport Canterbury</b>       | \$2,872,258         | \$3,148,316              | \$ 4,332,606             | \$671,932           | \$ 80,990          |
| <b>Sport Gisborne</b>         | \$287,767           | \$315,424                | \$ 601,617               |                     | \$ 22,498          |
| <b>Sport Hawkes Bay</b>       | \$917,685           | \$1,005,886              | \$ 603,271               | \$1,272,116         | \$ 50,723          |
| <b>Sport Manawatu</b>         | \$831,330           | \$911,231                | \$ 1,714,617             | \$235,266           | \$ 156,524         |
| <b>Sport Northland</b>        | \$885,436           | \$970,537                | \$ 1,558,132             | \$184,500           | \$ 264,013         |
| <b>Sport Otago</b>            | \$869,326           | \$952,879                | \$ 1,854,158             |                     | \$ 69,724          |
| <b>Sport Southland</b>        | \$565,263           | \$619,592                | \$ 224,980               | \$886,263           | \$ 54,102          |
| <b>Sport Taranaki</b>         | \$602,129           | \$660,001                | \$ 967,832               | \$305,323           | \$ 14,883          |
| <b>Sport Tasman</b>           | \$762,686           | \$835,990                | \$ 1,552,717             | \$7,187             | \$ 90,179          |
| <b>Sport Waikato</b>          | \$2,260,394         | \$2,477,645              | \$ 2,544,819             | \$1,874,240         | \$ 145,870         |
| <b>Sport Waitakere</b>        | \$1,014,748         | \$682,561                | \$ 1,010,317             | \$747,163           | \$ 97,837          |
| <b>Sport Wanganui</b>         | \$417,549           | \$457,681                | \$ 309,609               | \$519,948           | \$ 13,528          |
| <b>Sport Wellington</b>       | \$2,442,901         | \$2,677,693              | \$ 1,610,415             | \$3,798,089         | \$ 61,020          |
| <b>Total</b>                  | <b>\$23,223,000</b> | <b>\$25,455,000</b>      | <b>\$30,069,867</b>      | <b>\$14,720,856</b> | <b>\$1,303,544</b> |

This report is a cumulative report on Kiwisport expenditure covering the period 2009/10 – 2014/15.

<sup>1</sup> Contestable/Non Contestable/SSSC % based on split of projects to date

<sup>2</sup> Secondary School Sports Coordinator

<sup>3</sup> Payment for 2014/15 only

## Summary OF KEY FINDINGS

- Nationally 37% of projects (1,409) had the primary strategic outcome<sup>4</sup> of increased skills in children. 34% of projects (1,300) were aimed at increased participation and 29% (1,130) were aimed at increased opportunities for children to participate.
- RSTs approved a total of \$47,407,639 for Contestable and Non-Contestable projects from 2009 - 2015. There were a total of 4,480 applications received, worth a total value of \$71,651,192. RSTs approved 66% of all applications received.
- RSTs paid out \$41,707,329 in funding (82%). 16 RSTs approved over 80% of their 6 year funding allocation. Of these 16, 14 RSTs paid out over 75% of the funding allocated.
- Multiple Sports (projects where there is more than one sport offered), received 33% of the total investment. Swimming received 9% of the funding allocation, which was reflected in swimming having the second highest number of participants<sup>5</sup> (236,318).
- Across all sports, the average investment per participant to date was \$12.88. The average investment per participant session to date was \$1.88.
- RSTs leveraged an additional \$30,913,616 of funding, over and above Kiwisport investment. 33% of this funding (\$10,284,028) was sourced from NSO/RSOs. When the total leverage is added to the existing Kiwisport funding, it increases the total investment pool by 65% to \$78,321,255.
- 3,559,225 participants have taken part in Kiwisport projects since 2009. 854,224 children participated in Kiwisport projects in 2014/15.
- 21,976,972 participants across all sessions have taken part in Kiwisport projects since 2009, meaning on average each participant attended 6 sessions. There were a total of 6,380,201 participants across all sessions in 2014/15.
- The main activity type<sup>6</sup> of Kiwisport projects was increasing skills in children, with 2,934 (38%) of projects having this aim. 2,002 (26%) were aimed at increasing opportunities and competitions for children to participate in. As would be expected, funding followed the same pattern with 37% of funding invested in skills programmes, 25% in opportunities/competitions and 14% in coaching courses.
- 57% of all projects were set in school time, with 42% being run during school (curriculum time) and 15% during lunchtime. Only 10% of projects were run during weekends, and 6% in the holidays.
- Primary aged children have been the main focus of Kiwisport projects, with 88% of all projects targeted at this age group to date. This figure has remained fairly constant since 2009.
- Targeted sports<sup>7</sup> received \$17,978,689 of the total Kiwisport investment fund, 38% of the total funding approved. Cricket received the highest funding, on \$2,293,023, followed by Hockey (\$1,928,493) and Basketball/Miniball (\$1,764,886).
- RSTs have invested \$15,480,243 in to Coaching Courses, over the 6 year period of Kiwisport.

<sup>4</sup> Each project has one primary strategic outcome, and is therefore counted once

<sup>5</sup> Not including Multiple Sports projects

<sup>6</sup> Each project can have more than one activity type, and can therefore be included in multiple activity types

<sup>7</sup> During this period Sport NZ identified 14 targeted sports for priority focus

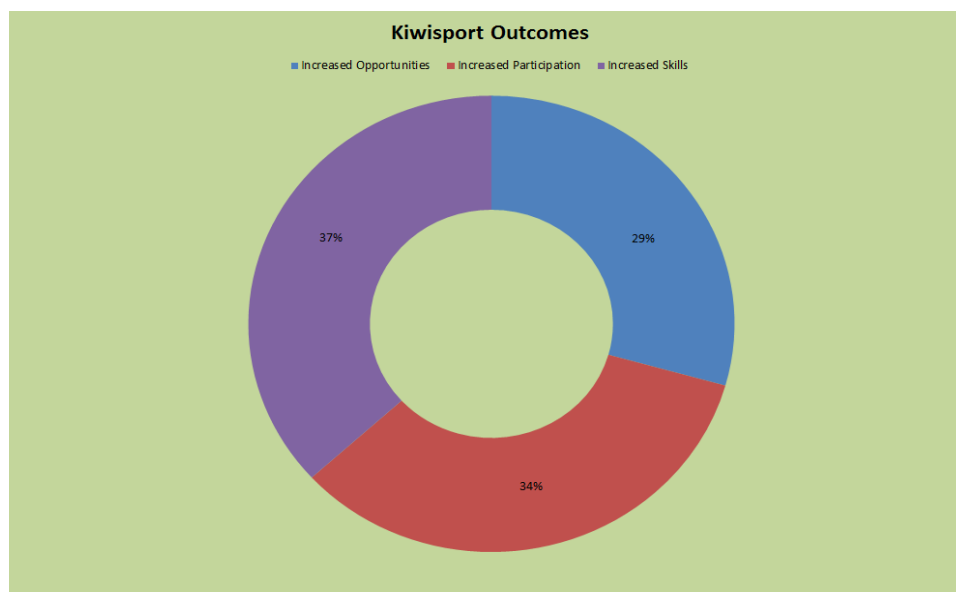


# Strategic OUTCOMES

RSTs focus on three strategic outcomes when funding Kiwisport projects. Each project will have a primary strategic outcome, from one of the following:

- Increased participation; or
- Increased skills; or
- Increased opportunities.

*Nationally 37% of projects (1,409) had the primary strategic outcome<sup>8</sup> of increased skills in children. 34% of projects (1,300) were aimed at increased participation and 29% (1,130) were aimed at increased opportunities for children to participate.*

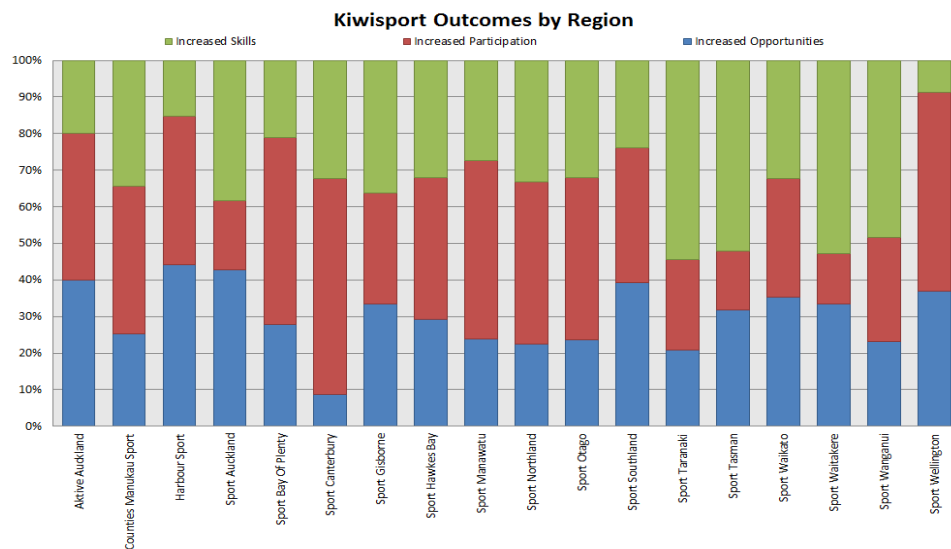


In line with the national focus, Sport Gisborne (36%), Sport Taranaki (54%), Sport Tasman (52%), Sport Wanganui (48%), and Sport Waitakere (53%) all had the majority of their projects aimed at increasing skills.

Harbour Sport (44%) and Sport Auckland (43%), both focused their projects on increasing opportunities for sport, while Sport Bay of Plenty (51%), Sport Canterbury (59%), and Sport Wellington (54%) all had the majority of their projects aimed at increasing participation.

Aktive had a split of focus, with 40% of their projects aimed at increasing opportunities and increasing participation.

<sup>8</sup> Each project has one primary strategic outcome, and is therefore counted once



## Applications

RSTs approved a total of \$47,407,639 Contestable and Non-Contestable applications for projects from 2009 - 2015. There were a total of 4,480 applications received, worth a total value of \$71,651,192. RSTs approved 66% of all applications received.

|                        | Applications Received | Applications Approved | \$ Applications Received | \$ Applications Approved |
|------------------------|-----------------------|-----------------------|--------------------------|--------------------------|
| Active                 | 29                    | 17                    | \$ 4,065,169             | \$2,616,916              |
| Counties Manukau Sport | 297                   | 208                   | \$ 9,735,812             | \$5,530,687              |
| Harbour Sport          | 142                   | 130                   | \$ 3,598,795             | \$3,024,624              |
| Sport Auckland         | 187                   | 151                   | \$ 5,907,617             | \$3,509,807              |
| Sport Bay Of Plenty    | 617                   | 298                   | \$ 6,410,723             | \$3,338,489              |
| Sport Canterbury       | 244                   | 178                   | \$ 6,512,665             | \$5,004,538              |
| Sport Gisborne         | 93                    | 65                    | \$ 1,246,134             | \$601,617                |
| Sport Hawkes Bay       | 632                   | 283                   | \$ 2,132,873             | \$1,875,386              |
| Sport Manawatu         | 280                   | 244                   | \$ 3,453,360             | \$1,949,882              |
| Sport Northland        | 223                   | 197                   | \$ 2,264,242             | \$1,742,632              |
| Sport Otago            | 313                   | 280                   | \$ 1,948,341             | \$1,854,158              |
| Sport Southland        | 240                   | 151                   | \$ 1,320,597             | \$1,111,242              |
| Sport Taranaki         | 283                   | 192                   | \$ 2,962,047             | \$1,273,154              |
| Sport Tasman           | 383                   | 299                   | \$ 2,500,011             | \$1,559,903              |
| Sport Waikato          | 118                   | 97                    | \$ 4,839,902             | \$4,419,058              |
| Sport Waitakere        | 113                   | 82                    | \$ 2,127,358             | \$1,757,480              |
| Sport Wanganui         | 94                    | 91                    | \$ 760,544               | \$829,557                |
| Sport Wellington       | 192                   | 106                   | \$ 9,864,997             | \$5,408,504              |
| <b>Grand Total</b>     | <b>4,480</b>          | <b>3,069</b>          | <b>\$ 71,651,192</b>     | <b>\$47,407,639</b>      |

From 2009 – 2015 Counties Manukau Sport, Harbour Sport, Sport Auckland and Sport Waitakere allocated up to 20% of their funding to Auckland projects that cross regional boundaries. In 2015 this fund was managed by Active.

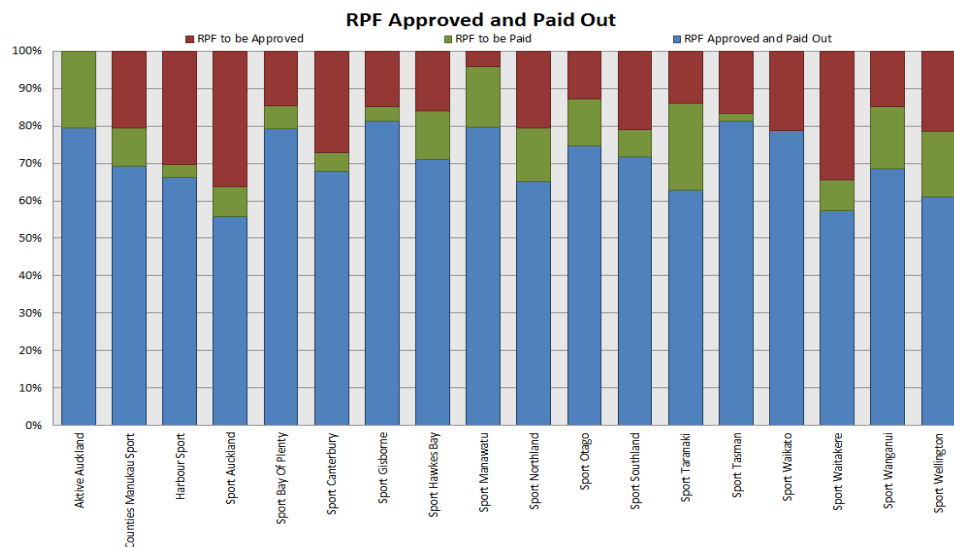
# Funding

## BY REGION

RSTs paid out \$41,407,329 in funding (82%). 16 RSTs approved over 80% of their 6 year funding allocation. Of these 16, 14 RSTs paid out over 75% of the funding allocated.

Of these 14, Sport Bay of Plenty (93%), Sport Gisborne (95%), Sport Manawatu (93%), Sport Tasman (96%) and Sport Waikato (93%) have all approved over 90% of their allocation.

Sport Wellington (67%), Sport Auckland and Sport Waitakere (both 69%) have approved the least proportion of their funding allocation.



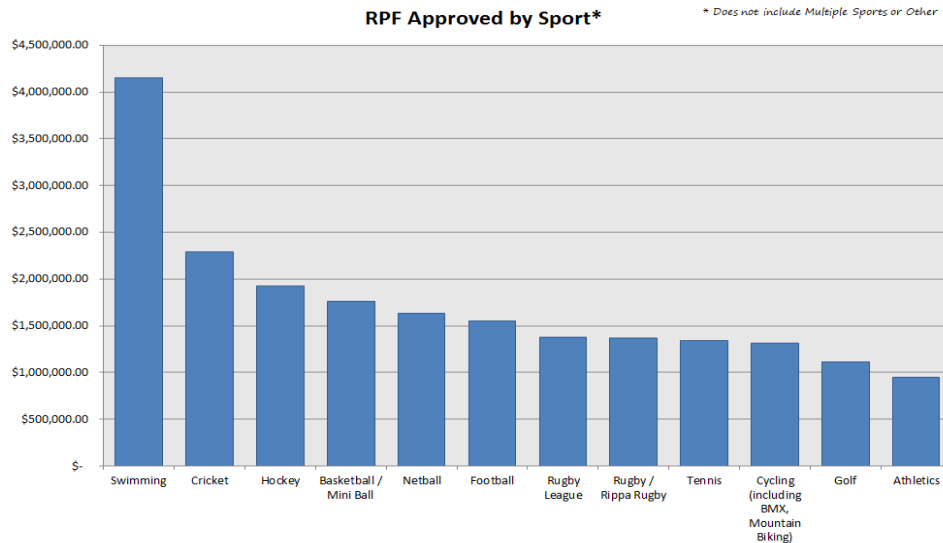
## RPF Approved and Paid Out

|                         | RST Allocation | RPF Approved | RPF Paid Out | RPF % Approved | RPF % Paid Out |
|-------------------------|----------------|--------------|--------------|----------------|----------------|
| Aktive*                 | \$2,707,923    | \$2,616,917  | \$2,081,112  | 97%            | 77%            |
| Counties Manukau Sport* | \$5,903,617    | \$5,530,687  | \$4,831,675  | 94%            | 82%            |
| Harbour Sport*          | \$3,568,755    | \$3,024,624  | \$2,876,411  | 85%            | 81%            |
| Sport Auckland*         | \$4,469,033    | \$3,509,807  | \$3,071,752  | 79%            | 69%            |
| Sport Bay Of Plenty     | \$3,325,870    | \$3,338,489  | \$3,098,118  | 100%           | 93%            |
| Sport Canterbury        | \$5,936,232    | \$5,004,538  | \$4,660,553  | 84%            | 79%            |
| Sport Gisborne          | \$602,878      | \$601,617    | \$573,497    | 100%           | 95%            |
| Sport Hawkes Bay        | \$1,907,459    | \$1,875,386  | \$1,587,900  | 98%            | 83%            |
| Sport Manawatu          | \$1,739,017    | \$1,949,883  | \$1,619,292  | 112%           | 93%            |
| Sport Northland         | \$1,849,236    | \$1,742,632  | \$1,428,406  | 94%            | 77%            |
| Sport Otago             | \$1,811,110    | \$1,854,158  | \$1,590,541  | 102%           | 88%            |
| Sport Southland         | \$1,192,858    | \$1,111,243  | \$1,007,910  | 93%            | 84%            |
| Sport Taranaki          | \$1,259,453    | \$1,273,154  | \$930,577    | 101%           | 74%            |
| Sport Tasman            | \$1,593,164    | \$1,559,904  | \$1,522,214  | 98%            | 96%            |
| Sport Waikato           | \$4,772,070    | \$4,419,058  | \$4,414,819  | 93%            | 93%            |
| Sport Waitakere*        | \$2,217,957    | \$1,757,480  | \$1,538,003  | 79%            | 69%            |
| Sport Wanganui          | \$840,997      | \$829,557    | \$668,735    | 99%            | 80%            |
| Sport Wellington        | \$5,099,810    | \$5,408,504  | \$4,205,813  | 106%           | 67%            |
| Grand Total             | \$50,797,438   | \$47,407,640 | \$41,707,329 | 93%            | 82%            |

\*2014/15 allocation for Counties Manukau Sport, Harbour Sport, Sport Auckland and Sport Waitakere calculated less 20%. Aktives 2014/15 RPF Allocation is the 20% difference.

## BY SPORT

Multiple Sports (projects where there is more than one sport offered), received 33% of the total investment. Swimming received 9% of the funding allocation, which was reflected in swimming having the second highest number of participants<sup>9</sup> (236,318).

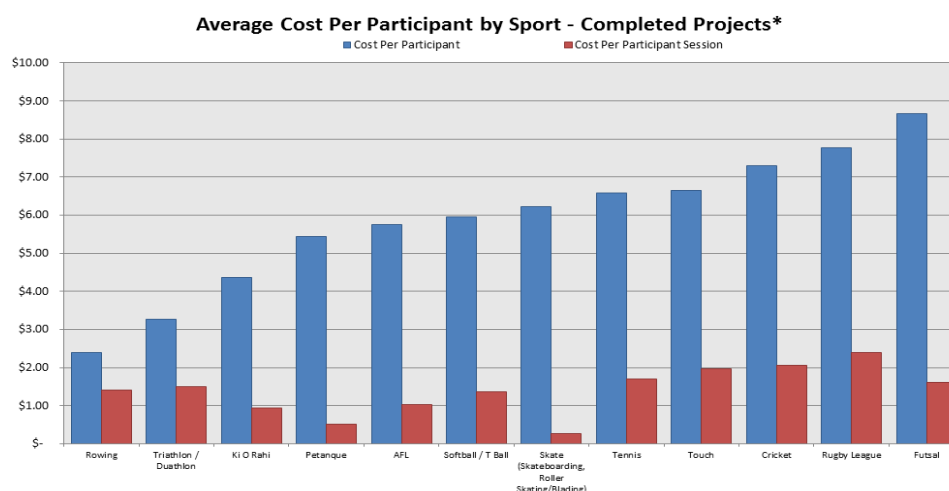


Cricket received the second highest investment (\$2,293,023), but had the highest number of participants (236,318).

The top 12 sports that received the highest funding were all targeted sports. Funding for these sports was mainly for running basic sports skill programmes in to primary and secondary schools; however Basketball and Football both ran programmes for students with disabilities.

## BY PARTICIPANT AND PARTICIPANT SESSION

Across all sports, the average investment per participant to date was \$12.88. The average investment per participant session to date was \$1.88.



\*All calculations are based on completed projects only to give an average representation of the investment per sport.

<sup>9</sup> Not including Multiple Sports projects



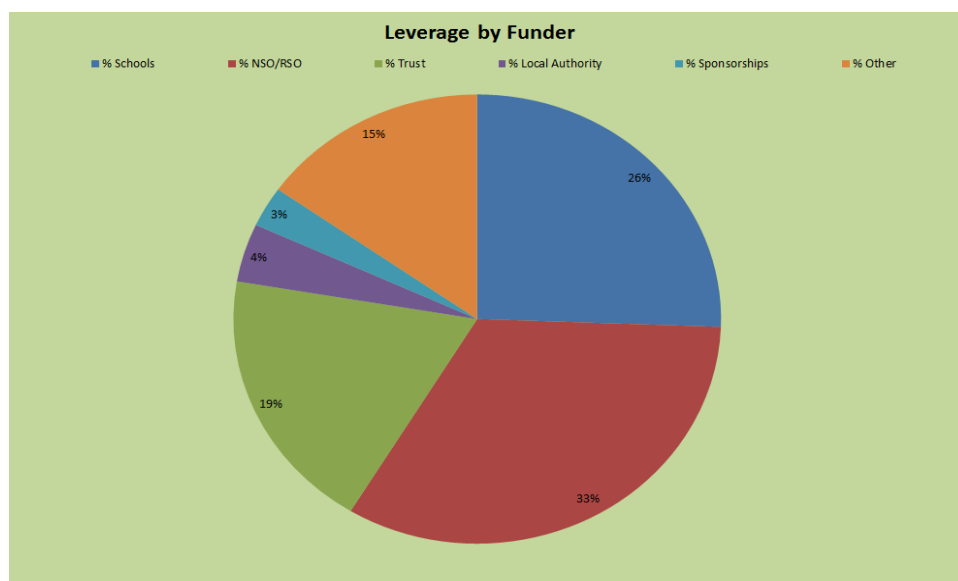
Rowing is the most cost effective sport, with a cost of \$2.40 per participant, and \$1.40 per participant session. Triathlon/Duathlon is second with a cost of \$3.27 per participant and \$1.51 per participant sessions, whilst Ki O Rahi is third, with a cost of \$4.38 per participant, and just \$ .94c per participant session.

Of the 12 sports that were the most cost effective, Skate and Petanque had the lowest participant session costs with \$ .28c and \$ .52c respectively.

Croquet had the highest investment per participant, with funding of \$353.50 per participant, and \$20.49 per participant session.

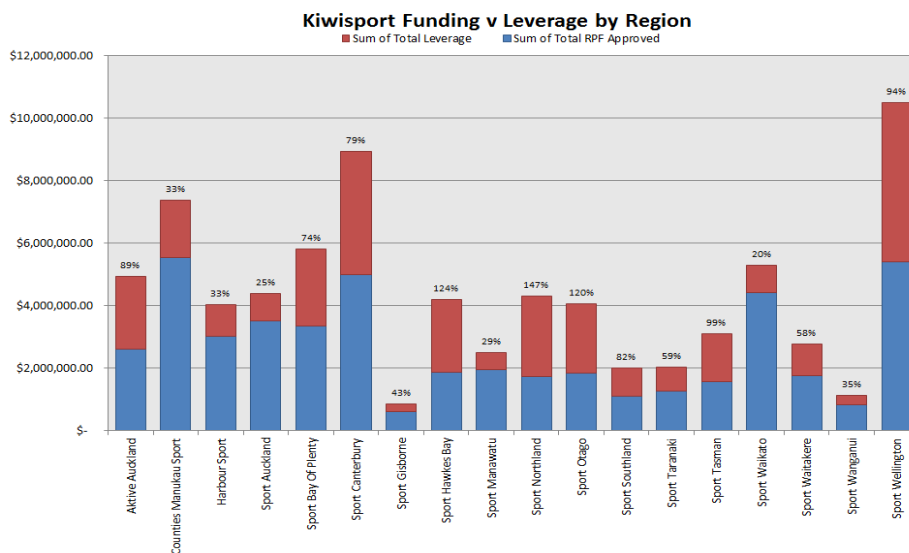
## LEVERAGE

*RSTs leveraged an additional \$30,913,616 of funding, over and above Kiwisport investment. 33% of this funding (\$10,284,028) was sourced from NSO/RSOs. When the total leverage is added to the existing Kiwisport funding, it increases the total investment pool by 65% to \$78,321,255.*



RSTs were very successful at obtaining additional leverage on top of the RPF funding. Active, Sport Gisborne, Sport Hawkes Bay, Sport Northland, Sport Otago, Sport Tasman and Sport Wellington all leveraged over 100% of their RPF funding consistently across the 6 year period.

Sport Gisborne tripled their investment pool, by leveraging 214% on top of their approved RPF funds.



## Participation

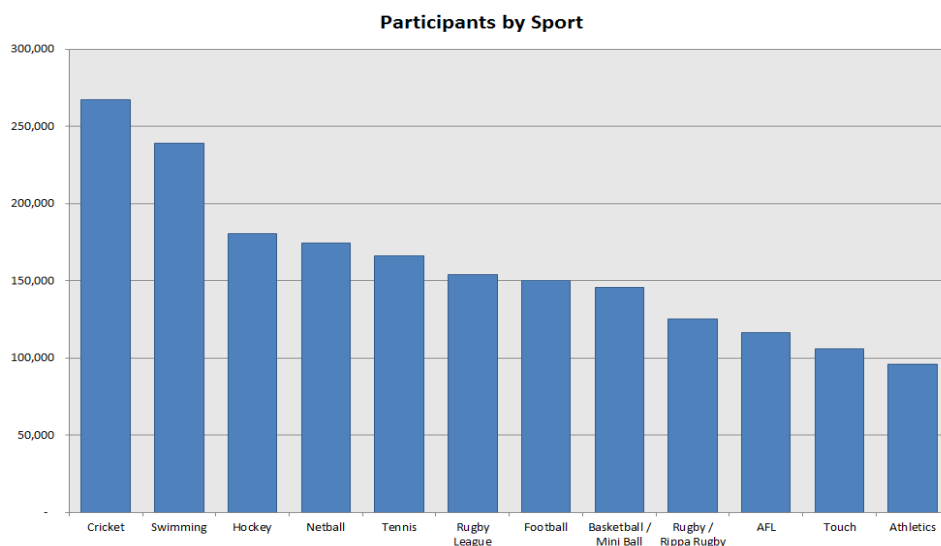
Participation is measured in two ways for Kiwisport projects.

**Participants** – This is a count of each individual that participates in a Kiwisport project. If a person participates in 4 sessions, they are only counted once.

**Participant Sessions** – This is a count of the total number of participants across all sessions. If an individual participates in 4 sessions, it is counted as 4 participant sessions.

### BY SPORT – PARTICIPANTS

3,559,225 participants have taken part in Kiwisport projects since 2009.  
854,224 children participated in Kiwisport projects in 2014/15.

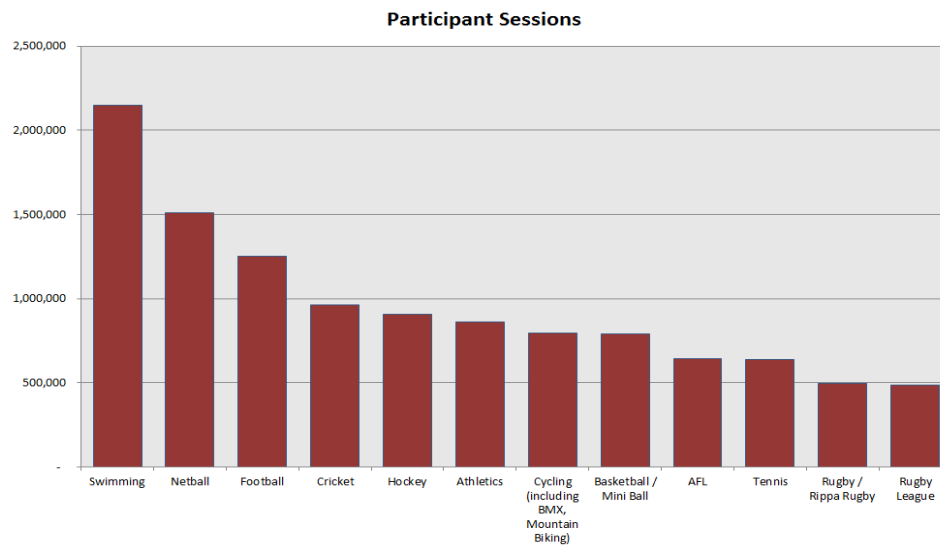


Cricket has the highest number of participants to date, with 267,452 children participating in cricket projects such as the regional cricket development projects and cricket in schools.

Swimming has the second highest number of participants (239,177), followed by Hockey (180,745), Netball (174,450), and Tennis (166,160).

## BY SPORT – PARTICIPANT SESSIONS

21,976,972 participants across all sessions have taken part in Kiwisport projects since 2009, meaning on average each participant attended 6 sessions. There were a total of 6,380,201 participants across all sessions in 2014/15.



Whilst Cricket had the highest number of individual participants, it was only fourth in terms of participant sessions, with 964,727. This equated to an average of 3.6 sessions per participant.

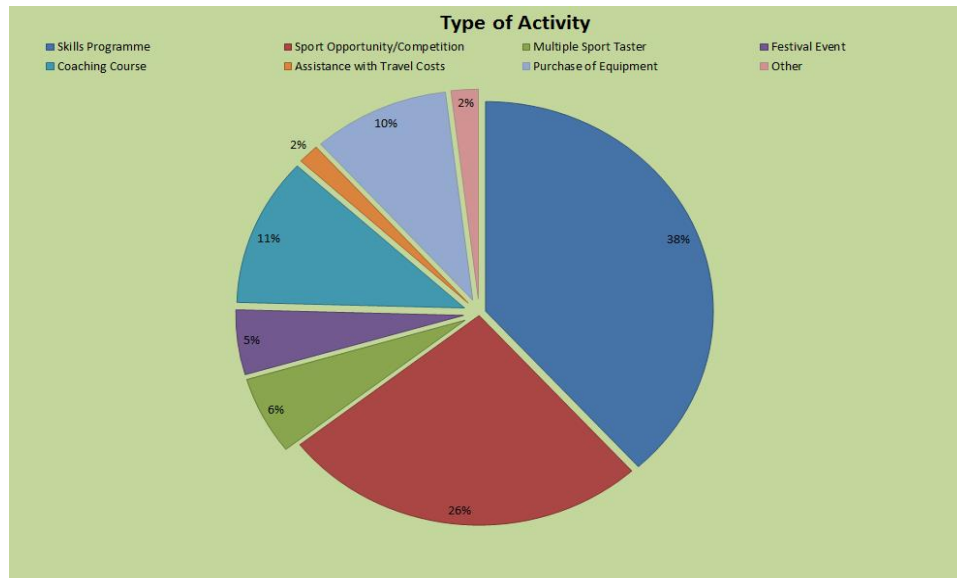
While Swimming was second on the list of participants, it topped the number of participant sessions (2,151,135), with each participant having an average of 9 sessions.

The sport that delivered the highest number of sessions per participant was Waterpolo, with each participant receiving an average of 76 sessions. This was considerably above Skate (Skateboarding, Roller Skating/Blading) on 21 and Cycling (including BMZ, Mountain Biking) on 18, who were the next highest.

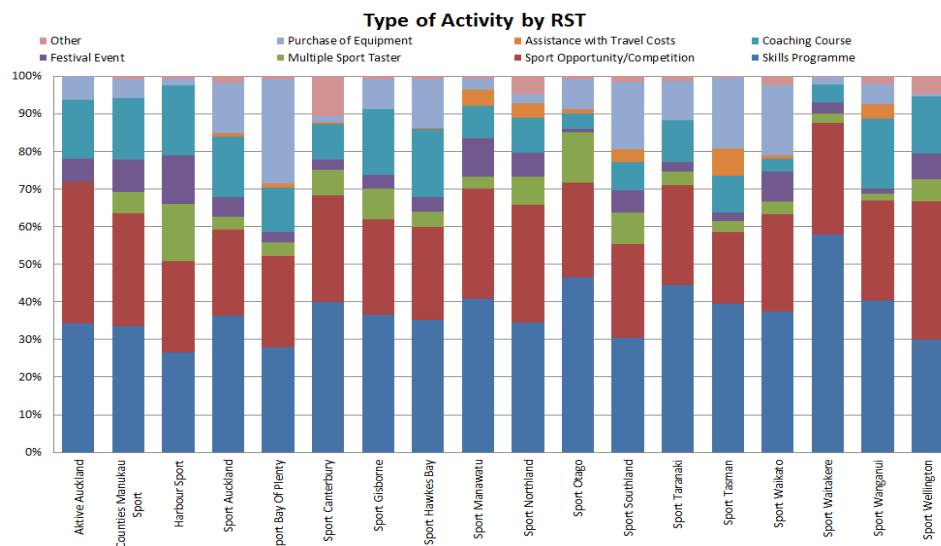


## BY ACTIVITY TYPE

The main activity type<sup>10</sup> of Kiwisport projects was increasing skills in children, with 2,934 (38%) of projects having this activity type. 2,002 (26%) were aimed at increasing opportunities and competitions for children to participate in. As would be expected, funding followed the same pattern with 37% of funding invested in skills programmes, 25% in opportunities/competitions and 14% in coaching courses.



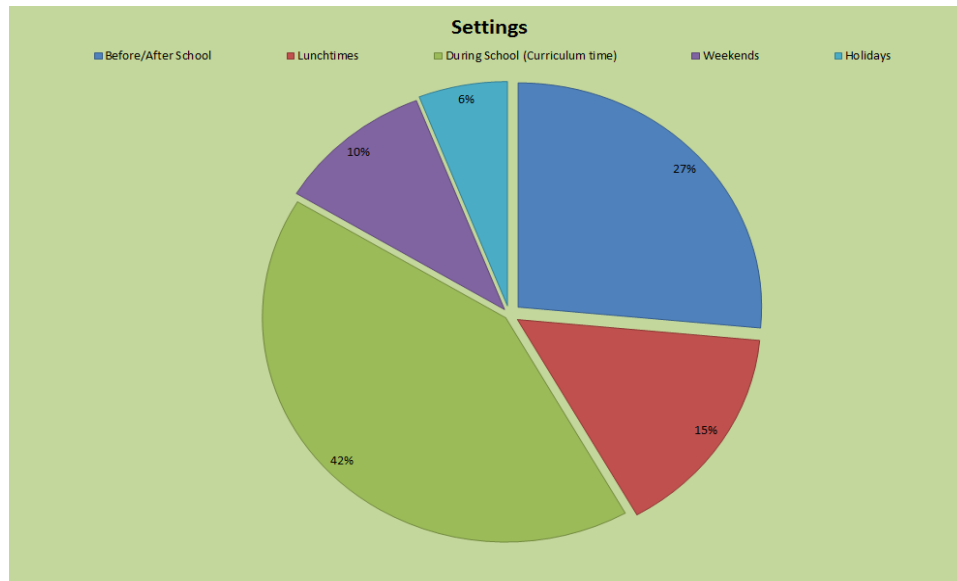
All RSTs invested heavily in skills programmes and sport opportunity/competitions, however, Sport Bay of Plenty, Sport Southland, Sport Tasman and Sport Waikato also invested in purchasing equipment to increase participation.



<sup>10</sup> Each project can have more than one activity type, and can therefore be included in multiple activity types

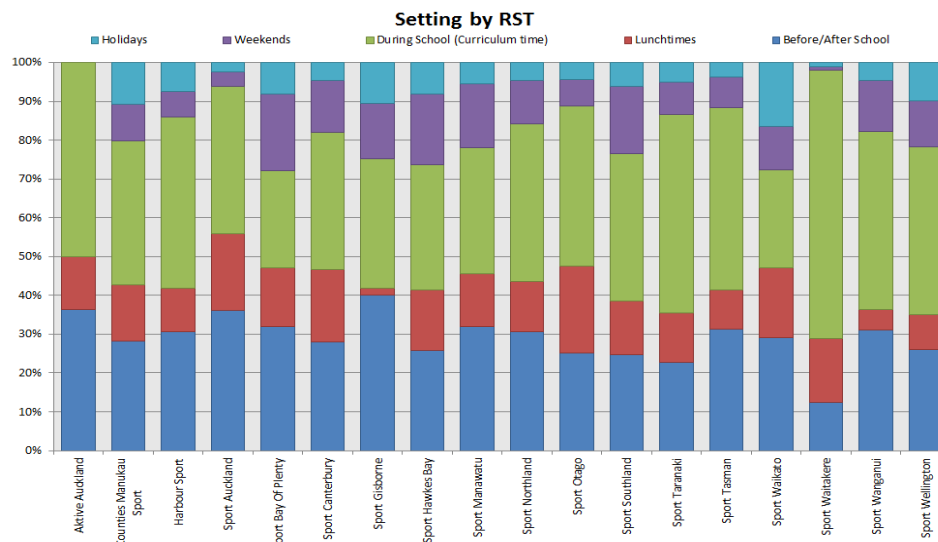
## BY SETTING

57% of all projects were set in and around school time, with 42% being run during school (curriculum time) and 15% during school (curriculum time) and 15% at lunchtime. Only 10% of projects were run during weekends, and 6% in the holidays.



Active, Sport Taranaki and Sport Waitakere had over 50% of their projects set during school (curriculum time), with 69% of Sport Waitakere's projects delivered in school time.

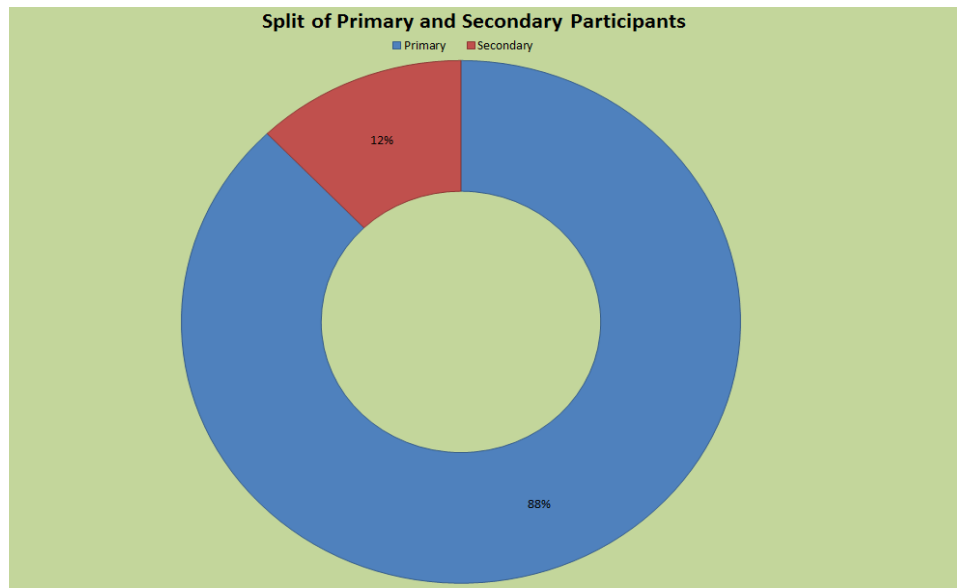
8 RSTs, Counties Manukau Sport, Sport Bay of Plenty, Sport Gisborne, Sport Hawkes Bay, Sport Manawatu, Sport Southland, Sport Waikato and Sport Wellington all had over 20% of their projects set in weekends and holidays. Sport Bay of Plenty and Sport Waikato ran the highest proportion of programmes with 28% each.



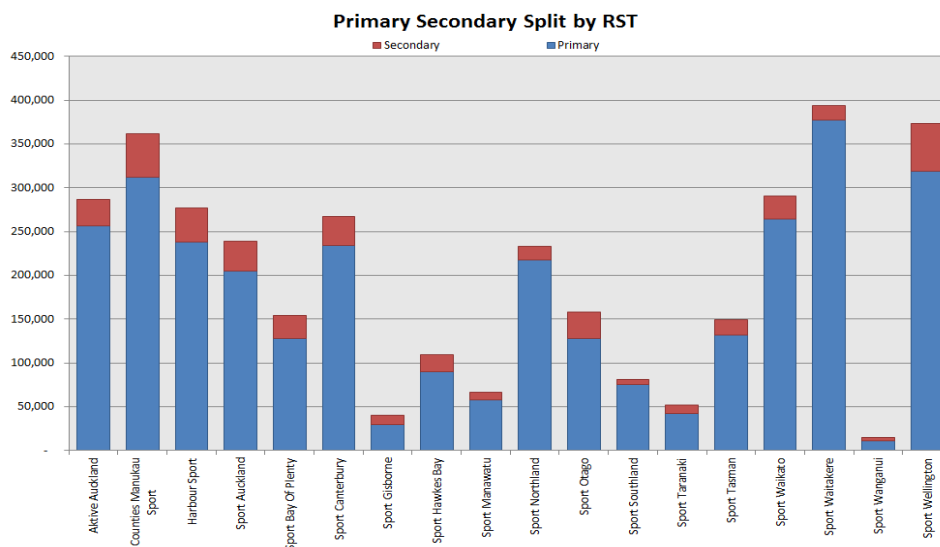


## BY AGE

Primary aged children have been the main focus of Kiwisport projects, with 88% of all projects targeted at this age group to date. This figure has remained fairly constant since 2009.



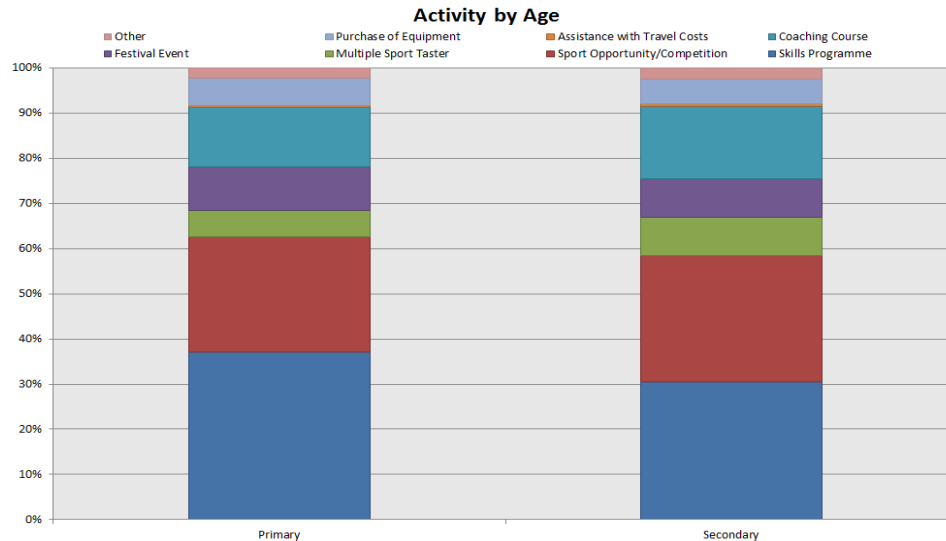
While most RSTs have allocated their funding in line with the 90/10% national focus, Sport Gisborne (28%) and Sport Wanganui (25%) both had a larger than average focus on secondary school aged children. Sport Gisborne continued with their Secondary School Midweek Sports programme, whilst Sport Wanganui implemented a collaborative schools project aimed at non-participants, and raising the number of coaches in schools.



## ACTIVITY AND AGE

37% of the focus for primary and 30% of the focus for secondary students was on skills programmes. There was also a relatively high focus on opportunities/competitions for both age groups, with primary opportunities/competitions reaching 26% and secondary 28%.

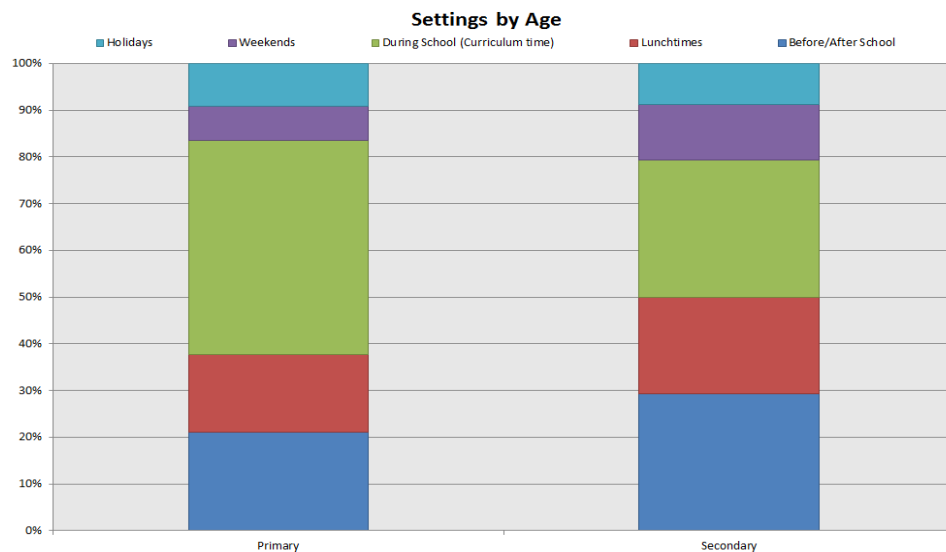
Coaching courses featured more prominently for secondary school students, with 16% of projects aimed at coaching.



## SETTING AND AGE

The most popular setting for primary aged projects was during school (curriculum time), with 46% of all projects set during school hours. There was an even split for projects aimed at secondary school students, with 29% of projects being run before school/after school and during school time.

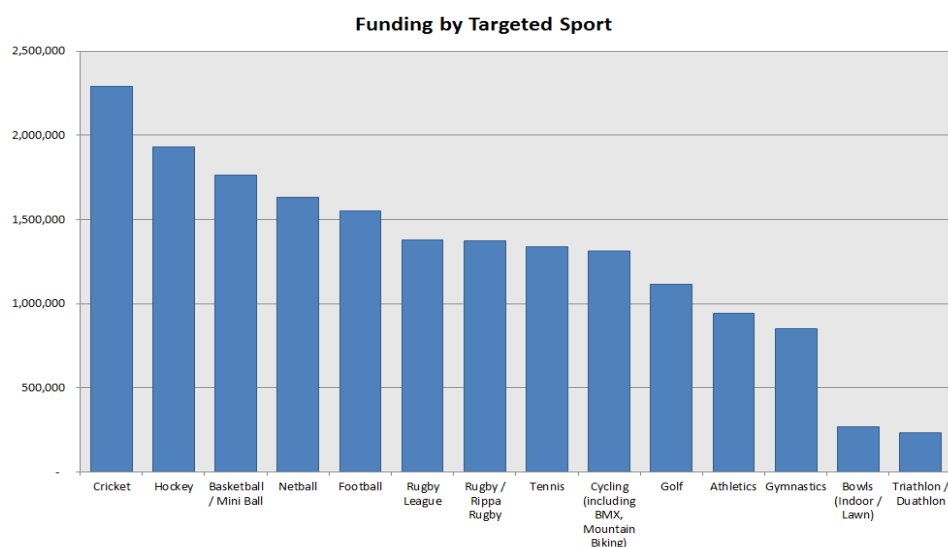
Secondary school students attend a greater number of projects during weekends (12%), however there was an even split of 9% between age groups for projects set during the holidays.



# Targeted SPORTS FUNDING

Targeted sports received \$17,978,689 of the total Kiwisport investment fund, 38% of the total funding approved. Cricket received the highest funding, on \$2,293,023, followed by Hockey (\$1,928,493) and Basketball/Miniball (\$1,764,886).

Cricket (\$1,821,626) and Rugby League (\$1,925,831) leveraged the greatest additional funding, with their main source being NSO/RSOs. When added to their Kiwisport investment, Cricket secured an additional \$4,114,649 million, Rugby League an additional \$3,302,542 million.



Targeted sports are also invested in through Multiple Sport projects. Of the 716 Multiple Sport projects, 457 projects have one or more targeted sports included.



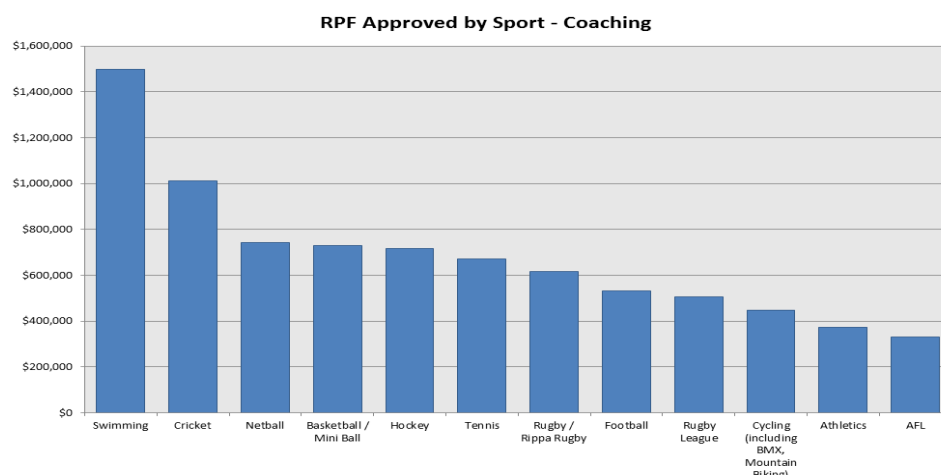
# Coaching

*Coaching is an integral part of sport, providing students with opportunities to participate and develop their skills in all areas of sport.*

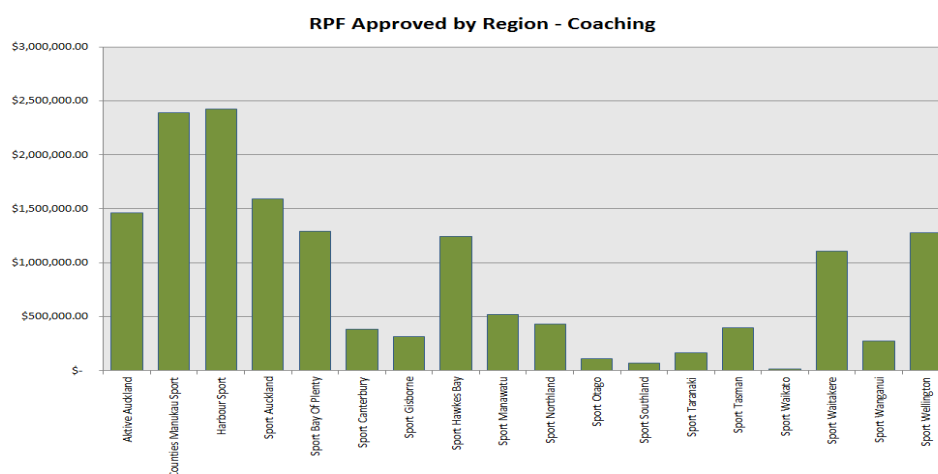
*Kiwisport funds are invested in coaches at all levels, including secondary school children who coach younger children, and adults who coach children. Participation is measured in two ways; number of coaches trained, and the number of children participating as a result of those coaches.*

*RSTs have invested \$15,480,243 into Coaching Courses, over the 6 year period of Kiwisport.*

Over \$1m was invested in to coaching projects<sup>11</sup> by Active (\$1,461,039), Counties Manukau (\$2,391,874), Harbour Sport (\$2,423,577), Sport Auckland (\$1,595,328), Sport Bay of Plenty (\$1,291,557), Sport Hawkes Bay (\$1,244,805), and Sport Waitakere (\$1,109,984).



Swimming was the sport that received the highest investment for coaching, with \$1,498,896 being invested in to projects. Cricket (\$1,010,971) and Netball (\$742,938) received the next highest investments, followed closely by Basketball on \$728,910. Swimming invested in a Kiwi Swim Safe programme to resource teachers with the necessary skills, knowledge and confidence to deliver quality sessions to students, Cricket delivered Cricket Coach training and mentoring for new coaches and Hockey in their small sticks programmes, developing coaches to sustain the programmes in the regions.



<sup>11</sup> Projects that are tagged as Coaching Courses. Projects can be tagged as more than one activity type.



SPORT  
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Community sport