



# 2024 DIVERSITY, EQUITY & INCLUSION SURVEY

Play, Active Recreation & Sport Workforce

18 JULY 2024

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# INTRODUCTION



## Background

The 2024 Diversity, Equity & Inclusion survey follows an earlier survey in 2020 and is designed to provide a current view of the makeup and experiences of people working (as paid employees or board members) in the play, active recreation and sport sector.

Both the 2020 and 2024 surveys were led by Sport NZ Ihi Aotearoa. As a kaitiaki (guardian) of play, active recreation and sport, Sport NZ wants to ensure that **everyone** in society – regardless of gender, ethnicity, disability, age, physical ability, religion, sexual orientation or circumstance – has equity of opportunity to participate. By understanding and fostering diversity, equity and inclusion across the sector workforce, Sport NZ is better able to support the sector in serving the many communities that make up Aotearoa New Zealand.

## Acknowledgement

Sport NZ would like to thank the 109 organisations that contributed to the 2024 Diversity, Equity & Inclusion survey. These organisations included National and Regional Sports Organisations (NSOs and RSOs), Regional Sports Trusts (RSTs), National and Regional Recreation Organisations (NROs and RROs), National Disability Sports Organisations (DSOs), Education organisations, Government agencies and whānau/hapū/marae and other Māori organisations.

With the assistance of these organisations, 2,671 people working in the sector were invited to participate in the survey, and n=1,425 did so during the survey period (19 February to 29 March 2024): a 53% response rate. The final survey sample is made up of n=368 people working in governance (board chairs/board members) and n=1,057 paid employees. A full sample profile can be found in the Appendix.

## Reading this Report

This report is made up of three main sections:

1. An Executive Summary. This gives an overview of diversity, equity and inclusion across the sector.
2. Individual sections on Diversity, Equity, Inclusion and Engagement. These provide further detail by topic area and highlight where differences exist across the sector (e.g. by dimensions of diversity and organisation type). Note that, where no comment is made, this is because no (other) significant differences exist.
3. Focussed snapshots that summarise findings for women, rainbow communities, younger people in the workforce (aged 18-29 years), Māori and people with disabilities.

# EXECUTIVE SUMMARY

Following an initial baseline measure taken in 2020, the results of the 2024 Diversity, Equity & Inclusion survey demonstrate that **real progress has been made across the sector**. The data not only shows greater diversity in the workforce – with more women, Māori, members of rainbow communities, and people with disabilities working in the sector – but also higher levels of job satisfaction, a greatly improved quality of ‘felt experience’, a drop in reported instances of discrimination, harassment or bullying, and greater optimism about future governance/employment opportunities in the sector. Furthermore, board representation of women and Māori has increased significantly from 2020 to 2024.

Positive momentum can also be seen in the growing use of formal recruitment and appointment processes, the increasing frequency with which paid training or courses for professional development are offered as a non-financial benefit for board members and paid employees (alongside a growing suite of wellbeing benefits), and in the development and implementation of Diversity, Equity & Inclusion policies/strategies across the sector.

Still, further work is needed, most notably in the following areas: -

- **Pay equity.** While the representation of both women and Māori has increased since 2020, a significant pay differential remains.
- **Discrimination, harassment and bullying.** One in ten people working in the sector have experienced discrimination, harassment or bullying in the last 12 months, and one in five have witnessed an instance of discrimination, harassment or bullying. While this represents an improvement on 2020, levels of discrimination, harassment and bullying remain unacceptably high and appear to be affecting some groups to a greater extent.
- **Handling of integrity issues.** Four in five of those working in the sector tend to trust their organisation to handle integrity issues appropriately and effectively. While there has been a positive shift in sentiment since 2020, just two in five people working in the sector indicate that they have ‘complete trust’.
- Development and implementation of **Diversity, Equity & Inclusion policies/strategies.** Feedback from survey respondents indicates that many organisations in the sector have no formal DE&I policy/strategy, or at least not one that is known to members of their board or staff. As a policy/strategy will guide and shape an organisation’s approach to DE&I, it is likely that further progress will be made if more organisations are encouraged and supported to develop their own DE&I policies/strategies and to share these with their teams.
- **Te Tiriti and/or te ao Māori frameworks/commitments.** As with DE&I policies/strategies, a large proportion of the workforce hold roles with organisations that have no formal framework or statement of commitment, or at least one that is known to board members and staff. Growing focus and capability with respect to te Tiriti and te ao Māori will also contribute to further progress on diversity, equity and inclusion across the sector.



# DIVERSITY



The sport, active recreation and play sector employs a diverse mix of people based on age, gender, sexual orientation, ethnicity, religion, disability, and personal circumstance (including caregiver responsibilities).

Relative to New Zealand's adult population as a whole, the workforce includes higher proportions of women and people who identify as part of rainbow communities.

Since 2020, there has been an increase in the representation of people who identify as members of rainbow communities, of Māori, and of Te Reo Māori speakers in the sector's workforce.

An increasing presence of women is also evident across the sector (57%, up from 53%), including on Boards (54%, up from 44%).



**3.4%** of the sector workforce have a disability

**One in ten** are dealing with an ongoing illness or impairment



# EQUITY

## GOVERNANCE



75% of board members are volunteers



The median income for paid board members is **\$6,750** p.a.



More board members receive non-financial benefits than in 2020



Fewer board members are appointed without any formal application process than was the case in 2020

## PAID EMPLOYEES



The median annual income is **\$80,000**  
(\$87,000 for leadership roles, \$70,000 for others)



The median annual income for men is **14% higher** than that for women



The median annual income for NZ Europeans is **16% higher** than that for Māori



The most common non-financial benefits are flexible working location (76%), and phone or phone allowances (75%)



Non-financial benefits vary widely by organisation and role type





# INCLUSION



Agreement is high across the range of dimensions on which 'felt experience' was measured. Compared with 2020, there has been a positive shift in these indicators of inclusion:

**87%** feel they are treated fairly

**81%** feel their organisation puts its commitment to DE&I into practice

However, there are lower levels of agreement on a number of new statements that relate to Te Tiriti. For example:

**56%** feel their organisation makes clear its Tiriti responsibilities



**FOUR IN FIVE** tend to trust their organisation to handle integrity issues appropriately and effectively.

Those who are **more likely** to express trust are board members, and those working in micro or small organisations.

Those who are **less likely** to express trust are those in the younger age groups.



In the last 12 months, discrimination, harassment or bullying in the workplace has been -

**experienced** by **ONE IN TEN**, and

**observed** by **ONE IN FIVE**.



# ENGAGEMENT

89% are satisfied in their current role



## MORE SATISFIED

- Paid employees on a permanent contract
- People employed by large organisations
- Older age groups
- Caregivers



## LESS SATISFIED

- People working for micro businesses
- Younger age groups
- Those who have experienced and/or observed discrimination, harassment or bullying

## TOP 3 BENEFITS OF WORKING IN THE SECTOR



Making a positive contribution to my community/New Zealand



The people I get to work with



Being involved with a play, active recreation or sport in which I have a personal interest

Compared with 2020, there has been a positive shift in the workforce's perception of opportunities in the sector, with more people believing there are good opportunities for them in the sector.



## TOP 3 BARRIERS TO PROGRESSION IN THE SECTOR



Poor salary/remuneration (*and more people see this as a barrier than in 2020*)



Ongoing changes in the sector



Limited **opportunities** for progression



# DIVERSITY



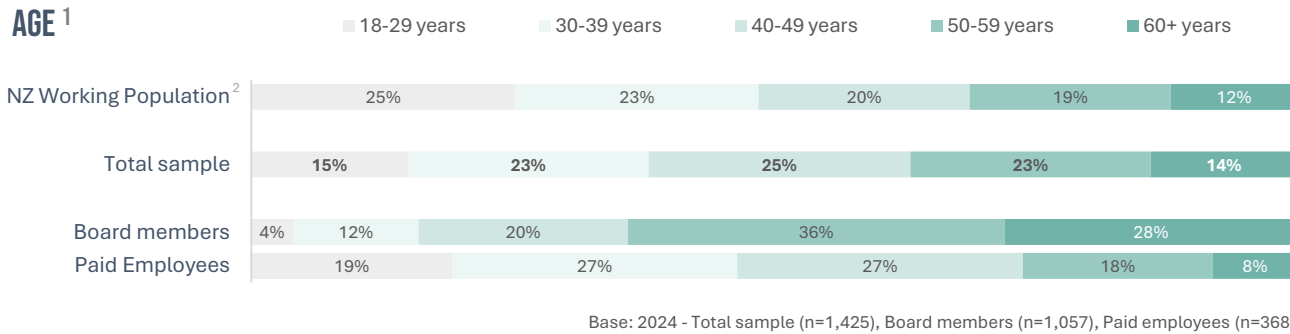
This section looks at the diversity of the sector's workforce, across a range of dimensions. Where possible comparisons are made with population data (to highlight groups that are under- or over-represented in the sector) and with 2020 survey data (to highlight changes over time).

# AGE, GENDER & SEXUAL ORIENTATION

The sector's workforce comprises people of all ages, genders and sexual orientation.

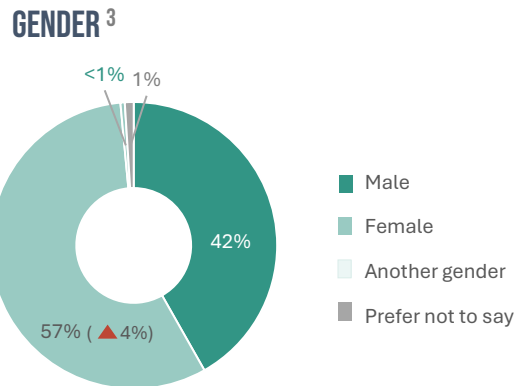
Comparing 2024 data with 2020 -

- An increasing presence of women is evident across the sector (57%, up from 53%), including on Boards (54%, up from 44%).
- The representation of people who identify as members of rainbow communities has also increased across the sector, especially amongst paid employees and those in manager/lead roles.
- There has been no significant change in the age profile of the workforce.



## AGE

Compared with the Total Sample, Regional Sport Trusts and medium-sized businesses (20-49 employees) tend to have a younger than average workforce while the workforce of micro businesses (1-5 employees) tends to be older than average.



### SEXUAL ORIENTATION <sup>4</sup>

- 90% Heterosexual
- 3% Gay or lesbian
- 3% Bisexual
- 1% Other
- 0% Don't know
- 2% Prefer not to say



**8%** of the sector's workforce are people who identify as members of rainbow communities <sup>5</sup>

## GENDER AND SEXUAL ORIENTATION

Women are over-represented in the sector's workforce relative to working population proportion. <sup>2</sup>

The sector's workforce includes a higher proportion of people who identify as members of rainbow communities than the New Zealand adult population as a whole. <sup>6</sup>

<sup>1</sup> Which age group are you in?

<sup>2</sup> Filled jobs, Sex and Age (Monthly – March 2024), Stats NZ.

<sup>3</sup> What is your gender?

<sup>4</sup> Which of the following options best describes how you think of yourself?

<sup>5</sup> People who identify as members of rainbow communities are those who selected 'Another gender' for the Gender identity question, and/or selected 'gay or lesbian', or 'bisexual' or 'other' for the Sexual orientation question.

<sup>6</sup> General Social Survey 2018, Stats NZ.- people who identify as members of rainbow communities refers to those who selected 'Gay or lesbian' or 'Bisexual' or 'Other' in the Sexual Orientation question.

# ETHNICITY, LANGUAGE & RELIGION

People working in the sector are diverse in their ethnicity and religion. Many can communicate fluently in languages other than English.

Comparing 2024 data with 2020 -

- There has been a significant increase in the proportion of people identifying as Māori. This is evident across the workforce, both amongst paid employees and board members.
- The proportion of people in the sector workforce who identify as Indian has also increased. However, those who identify as Indian or Chinese are still under-represented in the sector workforce relative to population proportion.
- Te Reo Māori capability has grown significantly across the sector, especially amongst Board members.

ETHNICITY <sup>1</sup>	NZ Pop. <sup>2</sup>	2024	2020
NZ European	64%	79%	80%
Māori	14%	18% ▲	14%
Samoan	3%	2%	2%
Cook Islands Māori	1%	1%	1%
Tongan	1%	0%	1%
Niuean	1%	0%	0%
Chinese	5%	2%	1%
Indian	6%	2% ▲	1%
Other	17%	12%	14%
Base: Total Sample		n=1,425	n=1,675

LANGUAGE SPOKEN <sup>3</sup>	2024	2020
English	100%	100%
Te Reo Māori	7% ▲	4%
NZ Sign Language	1%	<1%
Other	8%	7%
Base: Total Sample	n=1,425	n=1,675

RELIGION <sup>4</sup>	2024	NZ Pop. <sup>5</sup>
No religion	65.5%	48.2%
Buddhism	0.2%	1.1%
Christian	25.8%	36.5%
Hinduism	0.8%	2.6%
Islam	0.1%	1.3%
Judaism	0.0%	0.1%
Māori religions, beliefs & philosophies	1.1%	1.3%
Spiritualism	0.3%	0.4%
Other	0.3%	1.9%
Prefer not to say	5.8%	6.7%



<sup>1</sup> Which ethnic group/s do you belong to?

<sup>2</sup> Usually resident population aged 15+, 2018 Census, Stats NZ.

<sup>3</sup> In which language/s could you have a conversation about a lot of everyday things?

<sup>4</sup> What is your religion?

<sup>5</sup> Religious affiliation, usually resident population, 2018 Census, Stats NZ.

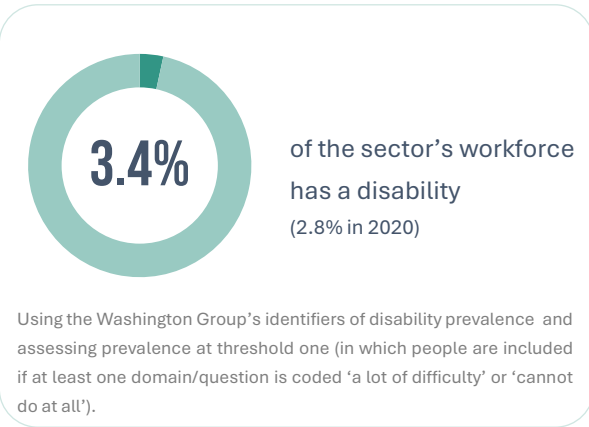
<sup>6</sup> Which country were you born in?

# DISABILITY, ILLNESS & CARE RESPONSIBILITIES

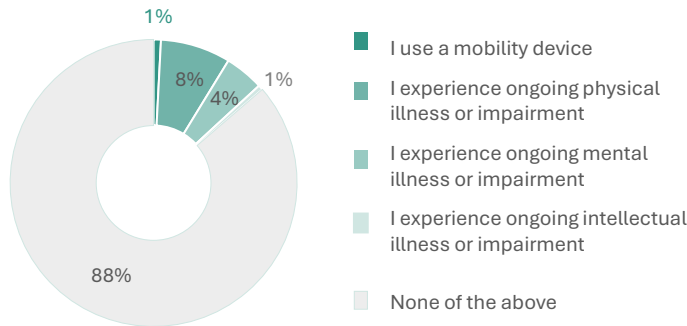
More than three percent of people working in the sector report a disability and twelve percent are dealing with an ongoing illness. Almost half are active caregivers for other people.

There has been no significant change on these measures since the Diversity, Equity & Inclusion Survey undertaken in 2020.

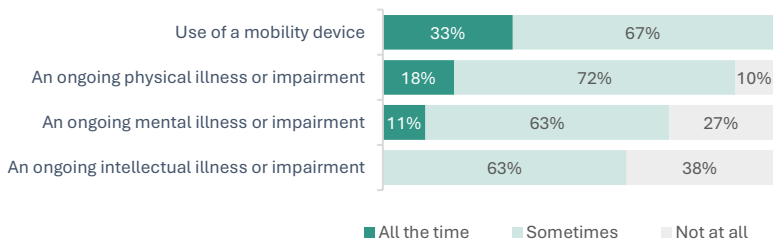
## DISABILITY <sup>1</sup>



## ONGOING ILLNESS <sup>2</sup>



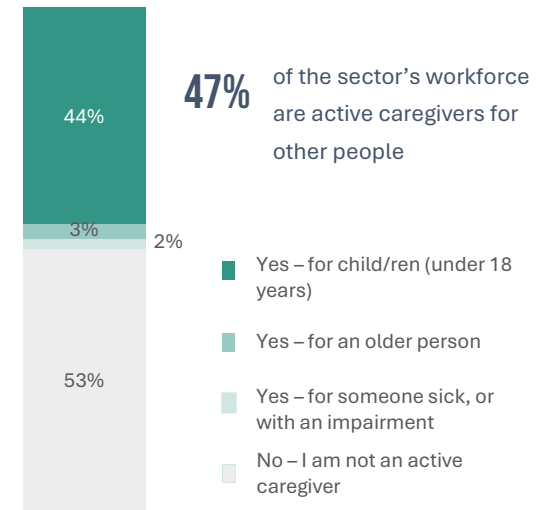
## EXTENT TO WHICH ONGOING ILLNESS IMPEDES ACTIVITY <sup>3</sup>



## OTHER FACTORS THAT MAY REQUIRE SUPPORT <sup>4</sup>

- 4% I experience one or more specific learning disabilities (e.g. dyslexia)
- 5% I consider myself to be neurodivergent
- 4% Don't know
- 87% None of the above

## CARE RESPONSIBILITIES <sup>5</sup>



The incidence of caregivers is higher than average amongst those aged 30-49 years and those working for NSOs/RSOs.

Men working in the sector are more likely to identify as caregivers for children than are women working in the sector. This may indicate that women who are caregivers for children are simply less likely to be working in paid employment (in the sector, or at all).

Perhaps reflecting their typically older age, board members are more likely to be caregivers for people who are sick, or with an impairment, than are paid employees.

<sup>1</sup> The questions below are about long-term difficulties you may have doing certain activities because of a health condition, disability or impairment. Long-term is something that has lasted or is expected to last six months or more. Do you have difficulty...? (Total sample 2024 n=1,425)

<sup>2</sup> Which, if any, of the following apply to you? (Total sample 2024 n=1,425)

<sup>3</sup> To what extent does this impede your ability to take part in certain activities?

<sup>4</sup> Which, if any, of the following apply to you?

<sup>5</sup> Are you an active caregiver to any children or other dependents? – Active caregiver meaning someone who regularly looks after another person who is young, older sick or disabled. (Total sample 2024 n=1,425)

# EQUITY



This section considers remuneration and non-financial benefits across key dimensions of diversity, and equality of opportunity as it relates to entry to the sector (first governance/paid role) and how an individual attained that role.

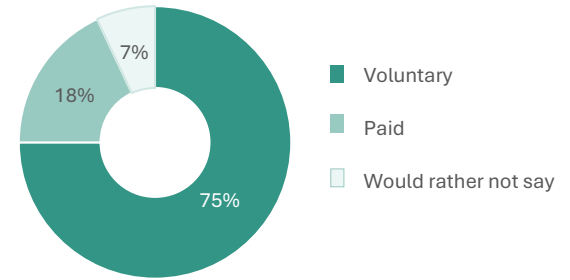
# REMUNERATION, NON-FINANCIAL BENEFITS, GETTING STARTED

Three in four people in governance roles perform these roles on a voluntary basis. For those who are paid, the median annual income is \$6,750 (\$7,750 for men and \$4,250 for women). More than one-third of board members have worked in the sector for more than 20 years<sup>4</sup>, with men having a longer average tenure than women.

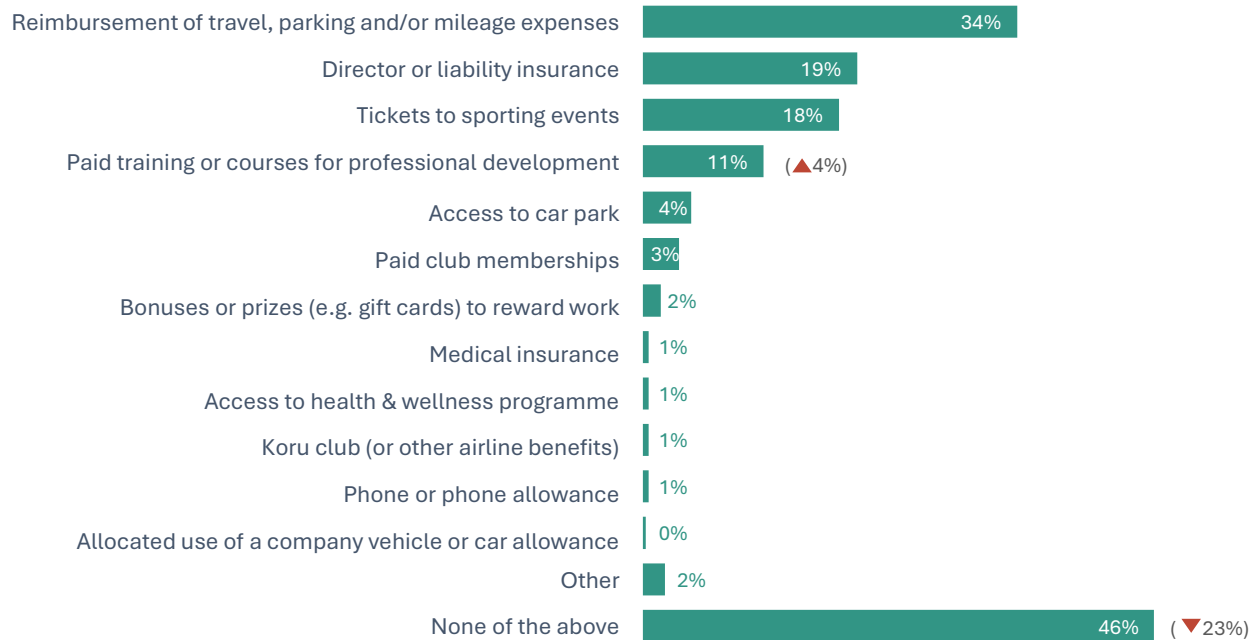
Comparing 2024 data with 2020 -

- There has been a significant increase in the proportion of board members who receive one or more non-financial benefits, especially the benefit of ‘paid training or courses for professional development’.
- The proportion of people appointed to board positions as the result of a formal application process has increased, while those offered roles informally has declined.

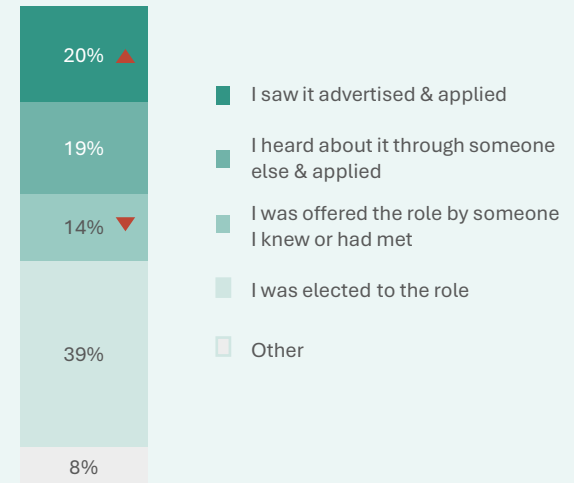
## FINANCIAL REMUNERATION<sup>1</sup>



## NON-FINANCIAL BENEFITS<sup>2</sup>



## HOW ENTERED FIRST GOVERNANCE ROLE<sup>3</sup>



<sup>1</sup> What is the annual income you receive (before tax) from this role?

<sup>2</sup> Which, if any, of the following benefits do you receive in addition to any Directors' fees?

<sup>3</sup> Thinking back to the time at which you started your first governance role in the sector, which of the following best describes how you came to take this role?

<sup>4</sup> In total, including all governance work, paid employee and volunteer work – for how many years have you worked in the sector?

# REMUNERATION

The median annual income of paid employees is \$80,000 and the median hourly rate is \$40.38.

Comparing 2024 data with 2020 -

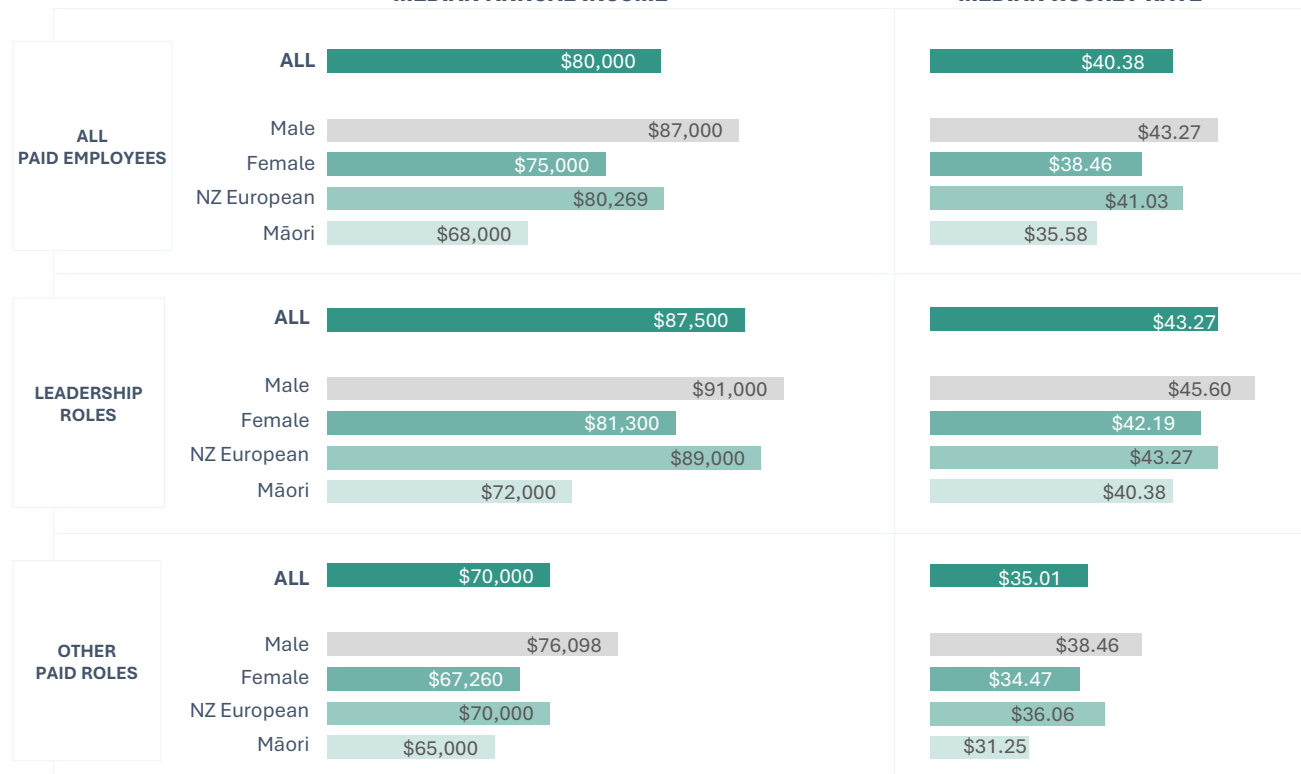
- In relation to median income, there has been an increase in the differential between men and women, as well as between NZ European and Māori. This increase in differential is apparent across both leadership and other paid roles.
- An increase in differential is also apparent in relation to median hourly rates for men and women. An increase in differential between NZ European and Māori can be seen in relation to 'other paid roles' while the differential for leadership roles has decreased.



Whether measured by median income or hourly rate, men in the sector still earn more than women, and those identifying as NZ European also earn more than those identifying as Māori.

## MEDIAN ANNUAL INCOME <sup>1</sup>

## MEDIAN HOURLY RATE <sup>2</sup>



DIFFERENTIAL		Male vs Female	European vs Māori
Median annual income	All paid roles	14% (▼ 1%)	16% (▲ 7%)
	Leadership roles	11% (▲ 4%)	19% (▲ 9%)
	Other paid roles	12% (▲ 4%)	7% (▲ 2%)
Median hourly rate	All paid roles	11% (▲ 6%)	13% (▲ 1%)
	Leadership roles	7% (▲ 7%)	7% (▼ 10%)
	Other paid roles	10% (▲ 11%)	13% (▲ 8%)

The (▼ / ▲) indicate the extent of change in the differential vs 2020.

<sup>1</sup> What is the annual income you receive (before tax) from work in your current role?

<sup>2</sup> Hourly rate was calculated by first determining the total number of hours worked by multiplying the hours per week by the number of weeks in a year (52), and then dividing this number from the annual income.

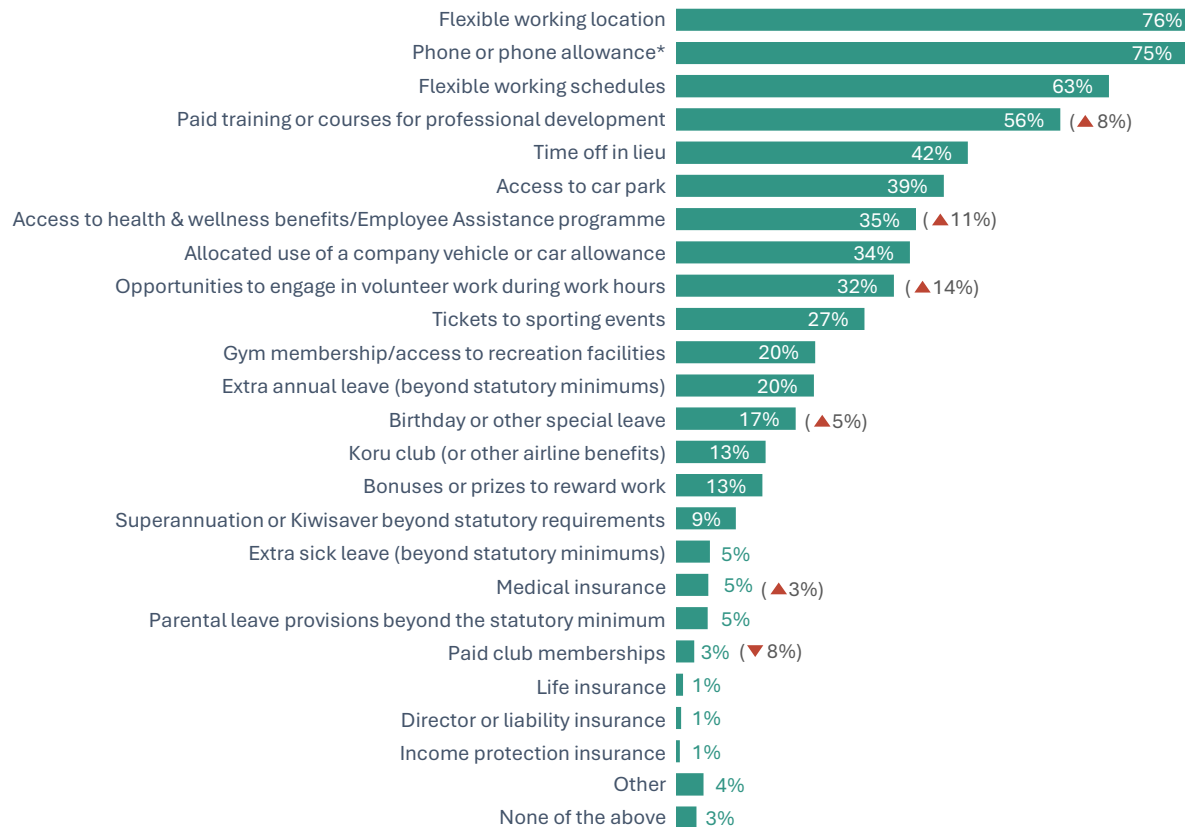
# NON-FINANCIAL BENEFITS

Almost all paid employees receive non-financial benefits in addition to their salary or wages.

Comparing 2024 data with 2020 –

- There has been a significant increase in the proportion of people receiving non-financial benefits, especially ‘paid training or courses for professional development’, ‘access to health and wellness benefits’, ‘opportunities to engage in volunteer work during work hours’, ‘birthday or other special leave’ and ‘medical insurance’.
- ‘Paid club memberships’ is the only benefit that has declined in significance.

## NON-FINANCIAL BENEFITS <sup>1</sup>



- Employees working in **NSOs/RSOs** are more likely to receive a ‘phone or phone allowance’, ‘time off in lieu’, ‘tickets to sporting events’ and ‘koru club membership’ as benefits. They are less likely to receive benefits such as ‘paid training or courses’, ‘access to a car park’, ‘access to health & wellness benefits’, ‘opportunities to engage in volunteer work during work hours’, ‘birthday or other special leave’ and ‘paid club memberships’.
- Employees working in **RSTs** are more likely to receive benefits such as ‘flexible working schedule’, ‘paid training or courses’, ‘access to a car park’, ‘access to health & wellness benefits’, ‘allocated use of a company vehicle or car allowance’, ‘opportunities to engage in volunteer work during work hours’, ‘birthday or other special leave’ and ‘bonuses or prizes to reward work’. They are less likely to receive ‘a phone or phone allowance’, ‘tickets to sporting events’, ‘koru club membership’ and ‘parental leave provisions beyond the statutory minimum’ as benefits.
- Those in **leadership roles** are more likely to receive ‘a phone or phone allowance’, ‘time off in lieu’, ‘allocated use of a company vehicle or car allowance’, ‘tickets to sporting events’, ‘extra annual leave’ and ‘koru club membership’ as benefits while people in other paid roles are more likely to receive ‘access to health & wellness benefits’, ‘opportunities to engage in volunteer work during work hours’, ‘gym membership/access to recreation facilities’ and ‘birthday or other special leave’.

<sup>1</sup> Which, if any, of the following benefits do you receive in addition to salary or wages?

\* Option added in 2024 – no comparison.



# GETTING STARTED AND TENURE IN THE SECTOR

Almost half of all paid employees entered the sector via a formal advertising and application process. A further thirty percent were alerted to their first role in the sector by someone they know and applied subsequently.

Comparing 2024 data with 2020 –

- There has been a significant increase in the proportion of people entering the sector via a formal advertising and application process.
- There has been a significant decrease in the proportion of people who enter the workforce without any formal application process.
- The proportion of people ‘new’ to the sector (working in the sector for five years or less) has increased substantially, while those with a much longer tenure (more than 25 years) have declined as a proportion of the workforce.

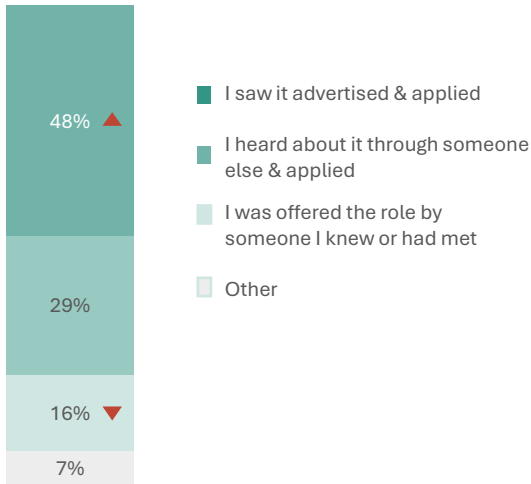
## HOW ENTERED FIRST PAID ROLE

- Organisations with the highest proportion of employees entering the sector without any formal application process are micro businesses and NSOs/RSOs; those with the lowest proportion are large organisations and RSTs.
- Paid employees in government agencies are more likely to enter the sector after hearing about their role through someone else and applying, and less likely to enter the sector without any formal application process.
- Men are more likely than women to enter the sector without any formal application process.

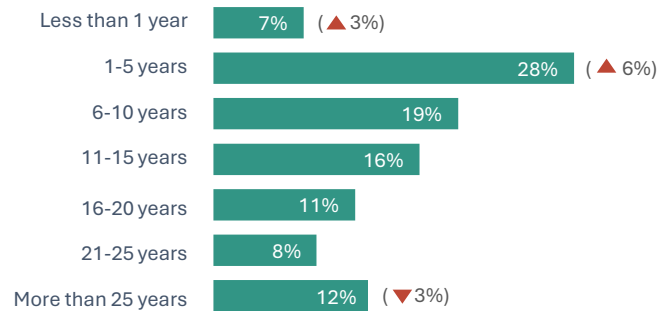
## TENURE IN SECTOR

- Men have a longer average tenure in the sector than women.
- Not surprisingly, Chief Executives (or equivalent) and senior leadership team members have typically worked in the sector for longer than other groups.
- Large organisations and government entities have the highest proportion of people new to the sector (less than one year’s tenure).

### HOW ENTERED FIRST PAID ROLE <sup>1</sup>



### TENURE IN SECTOR <sup>2</sup>



<sup>1</sup> Thinking back to the time at which you started your first paid role in the sector, which of the following best describes how you came to take this role?

<sup>2</sup> In total, including all paid employment, governance and volunteer work – for how many years have you worked in the sector?

# INCLUSION



This section describes the felt experience of the sector’s workforce regarding inclusion and belonging, and highlights differences across the dimensions of diversity. Inclusion and belonging is the extent to which individuals feel they are treated fairly and respectfully, have equal access to opportunities and resources, and can contribute fully to the success of the organisation in which they are employed.

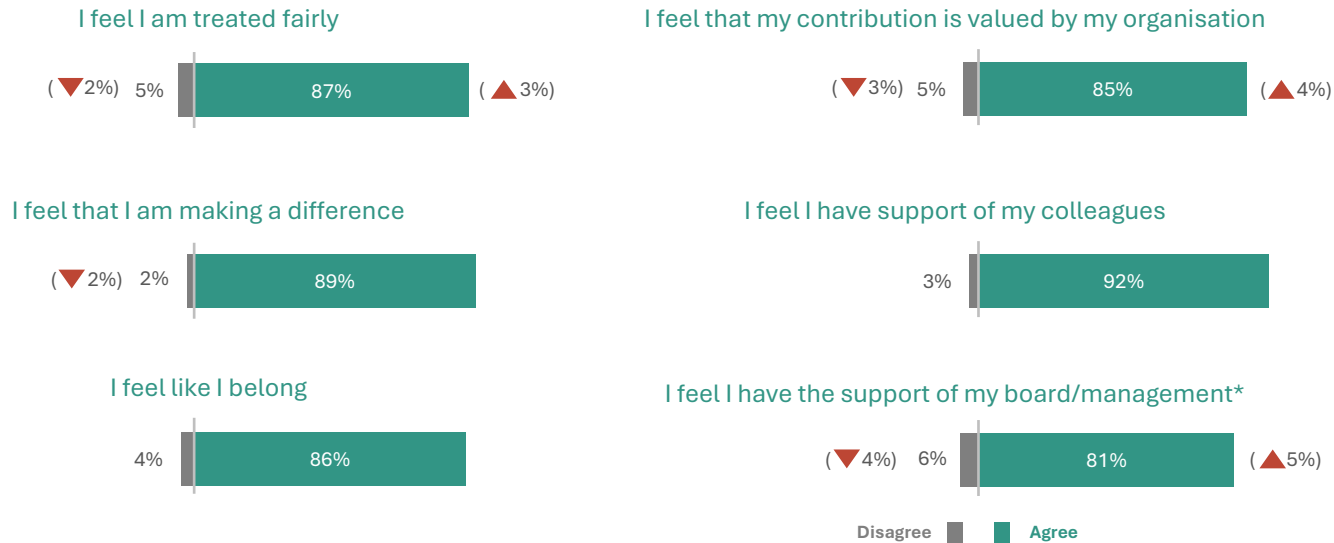
Also included is an account of how organisations are putting their diversity, equity and inclusion aims into practice, and the areas in which respondents believe further improvement is needed.

# FELT EXPERIENCE - PERSONAL

Agreement is high across the range of dimensions on which 'felt experience' was measured at a personal level<sup>1</sup>.

Comparing 2024 data with 2020, there has been a significant increase in the proportion of people who **agree**, and a significant decrease in the proportion of people who **disagree**, with the following statements:

- 'I feel I am treated fairly',
- 'I feel that my contribution is valued by the organisation', and
- 'I feel I have the support of the board/management'.



Respondents who disagreed with the statement 'I feel like I belong' attribute this to<sup>2</sup> -

- Not feeling connected with the people in their team and/or organisation;
- Lack of leadership;
- Feelings related primarily to gender, age, ethnicity or cultural values (not related to ethnicity);
- Not feeling valued or understood and therefore not listened to or acknowledged.

- People working in large organisations are more likely to feel they have the support of colleagues than those working in organisations of other sizes.
- Board members in small and medium-sized businesses are more likely to feel they are treated fairly than those in larger organisations.
- Board members in medium-sized businesses are more likely to feel their contribution is valued by their organisation.
- Compared with older people, younger people (aged 18-39 years) are less likely to feel their contribution is valued by the organisation and that they are making a difference.
- Women paid employees are less likely than men to feel they are treated fairly, and that they have the support of their management.
- The same is not true of women board members who are as likely to believe they have the support of their board as their male colleagues.
- Caregivers are more likely to feel they have the support of their board/management than people without caregiver responsibilities.

<sup>1</sup> To what extent do you agree or disagree with each of the following statements in relation to your current role/workplace?

<sup>2</sup> To what do you attribute the feeling that you don't belong?

Base: Total sample 2024 (n=1,425), 2020 (n=1,675).

\* Paid employees only 2024 (n=1,057), 2020 (n=1, 209).

The (▼/▲) indicate statistically significant differences vs 2020 at the 95% confidence interval

# FELT EXPERIENCE - ORGANISATION

The great majority of paid employees feel safe in their workplace. Agreement is also high across the range of other 'felt experience' dimensions measured<sup>1</sup>.

Especially strong is agreement with the statement that 'I feel like I contribute to the values of my organisation' (96%).

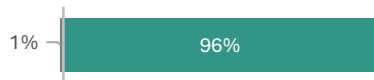
Comparing 2024 data with 2020, there has been a significant increase in the proportion of people who **agree**, and a significant decrease in the proportion of people who **disagree**, with the statement that 'My organisation puts its commitment to Diversity, Equity & Inclusion into practice'.



93%

of paid employees **feel safe** in their workplace\*

I feel like I contribute to the values of my organisation



My organisation is committed to Diversity, Equity & Inclusion



I can speak up without being punished or humiliated



My organisation puts its commitment to Diversity, Equity & Inclusion into practice



Disagree ■ Agree ■

- Board members are more likely than paid employees to agree that 'I can speak up without being punished or humiliated', 'the organisation is committed to Diversity, Equity and Inclusion', and 'the organisation puts its commitment to DEI into practice'.
- Younger members of the workforce (18-39 years) are less likely than others to agree that 'I can speak up without being punished or humiliated', 'the organisation is committed to Diversity, Equity and Inclusion', and 'the organisation puts its commitment to DEI into practice'.
- Women are more likely than men to disagree that 'I feel safe in my workplace', 'the organisation is committed to Diversity, Equity and Inclusion', and 'the organisation puts its commitment to DEI into practice'. They are also less likely to agree that 'I can speak up without being punished or humiliated'.
- Compared with others, people who identify as members of rainbow communities are less likely to agree that 'I can speak up without being punished or humiliated', and 'the organisation puts its commitment to DEI into practice'. They are also more likely to disagree with the latter statement.

IN 2024...

<sup>1</sup> To what extent do you agree or disagree with each of the following statements in relation to your current role/workplace?

Base: Total sample 2024 (n=1,425), 2020 (n=1,675).

\* Based only on Paid employees 2024 (n=1,057), 2020 (n=1, 209).

The (▼/▲) indicate statistically significant differences vs 2020 at the 95% confidence interval

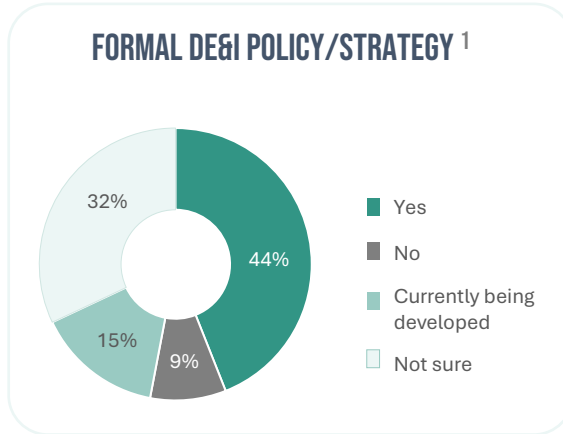
# DIVERSITY, EQUITY & INCLUSION POLICIES/STRATEGIES

Two in five people working in the sector are employed by organisations which they know have a formal Diversity, Equity & Inclusion Policy/Strategy.

While it appears that many organisations are in the process of developing a DE&I policy/strategy, it is worth noting that almost a third of people working in the sector are unsure whether or not their organisation has such a policy/strategy.

### Current DEI practice <sup>2</sup>

The examples provided by people responding to the survey showcase organisations' efforts to promote diversity and inclusion across gender, Māori culture, disability, and youth representation. From Te Reo classes to transgender athlete policies, these initiatives aim to create a more inclusive environment. It is felt that by incorporating these themes into their programmes, organisations are striving to embrace diverse perspectives and backgrounds. Ultimately, prioritising diversity and inclusion ensures equal opportunities for all in play, sport and active recreation, irrespective of gender, culture, ability, or age.



- 23% of board members are not sure if their organisation has a formal DE&I strategy/policy.
- Younger people tend to be less aware of whether their organisation has a policy/strategy than older people.
- Survey responses suggest that micro-organisations are least likely to have a formal policy/strategy but are most likely to be developing one.
- Similarly, survey responses indicate that larger organisations are most likely to have a formal DE&I policy/strategy.
- Again, based on the response of employees, it appears that the incidence of DE&I policies/strategies is lowest in NSOs/RSOs and RSTs and highest in government agencies.

### DEI aspects for improvement <sup>3</sup>

ASPECT	%	ASPECT	%
Equity	20%	Inclusion	9%
Cultural competency	16%	On the ground engagement	9%
Policies / Plans / Strategies	15%	Leadership Roles	8%
Ways of working	14%	Accessibility	8%
Education / Resources / Training	11%	Respect & Awareness	5%
Diversity	11%	Communication	4%
Gender diversity	11%	Ageism	1%

Base: Total comments

n=874

<sup>1</sup> Does your organization have a formal Diversity, Equity & Inclusion Policy/Strategy? (Total sample 2024 n=1,425)

<sup>2</sup> What are some of the things your organization is doing to put its Diversity, Equity & Inclusion aims into practice?

<sup>3</sup> What aspects of Diversity, Equity & Inclusion do you think your aorganisation should work on improving?

# TE TIRITI

There are varying levels of agreement with statements relating to organisations and their approach to Te Tiriti and feedback indicates scope for improvement <sup>1</sup>.

I feel my organisation understands its Tiriti responsibilities



I feel that my work contributes to honouring my organisation's Tiriti responsibilities



I feel my organisation makes clear its Tiriti responsibilities



I am encouraged and supported in my organisation to develop my knowledge of Te Tiriti and te ao Māori



I feel my organisation is committed to honouring its Tiriti responsibilities

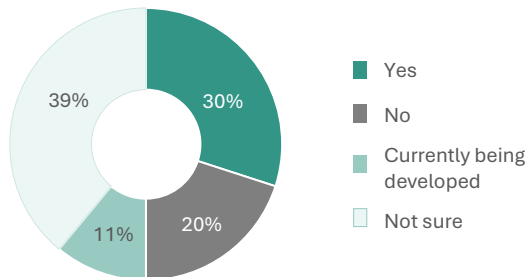


I feel my organization gives me opportunities to share and celebrate my culture(s) and my language(s)



Disagree ■ Agree

## TE TIRITI FRAMEWORK/FORMAL COMMITMENT <sup>2</sup>



## CURRENT ACTIONS <sup>3</sup>

- Building stronger relationships with national Māori sports entities
- Building staff and board cultural capability
- Working closer with hapū and iwi
- Increasing use of Te Reo and tikanga Māori
- Establishing Māori roles and inclusion of Māori at the table for decision making
- Increasing levels of participation and opportunities for Māori

# IN 2024...

- Compared with board members, paid employees are more likely to agree that 'I am encouraged and supported to develop my knowledge of Te Tiriti and te ao Māori' and that 'I feel my organisation gives me opportunities to share and celebrate my culture(s) and my language(s)'.
- People working in micro-organisations are less likely than average to agree with all statements while those in large businesses are more likely to do so.
- Compared with those aged 60+, younger employees (18-39 years) are less likely to agree that their organisation understands/makes clear/is committed to honouring its Tiriti responsibilities and that their work contributes to honoring the organisation's Tiriti responsibilities. However, younger employees are more likely to agree that their organisation gives them opportunities to share and celebrate their culture and language.
- Women are more likely to agree with all statements than their male counterparts.
- Māori are more likely to agree that their work contributes to honouring their organisation's Tiriti responsibilities and that their organisation gives them opportunities to share and celebrate their culture and language.
- Te reo Māori speakers are more likely than average to agree that their work contributes to honouring their organisation's Tiriti responsibilities.

<sup>1</sup> To what extent do you agree or disagree with each of the following statements in relation to your current role/workplace? (Total sample 2024 n=1,425)

<sup>2</sup> Does your organisation have a formal Tiriti and/or te ao Māori framework or Statement of Commitment? (Total sample 2024 n=1,425)

<sup>3</sup> What are some of the things your organization is doing to honor its Tiriti responsibilities?

# INTEGRITY

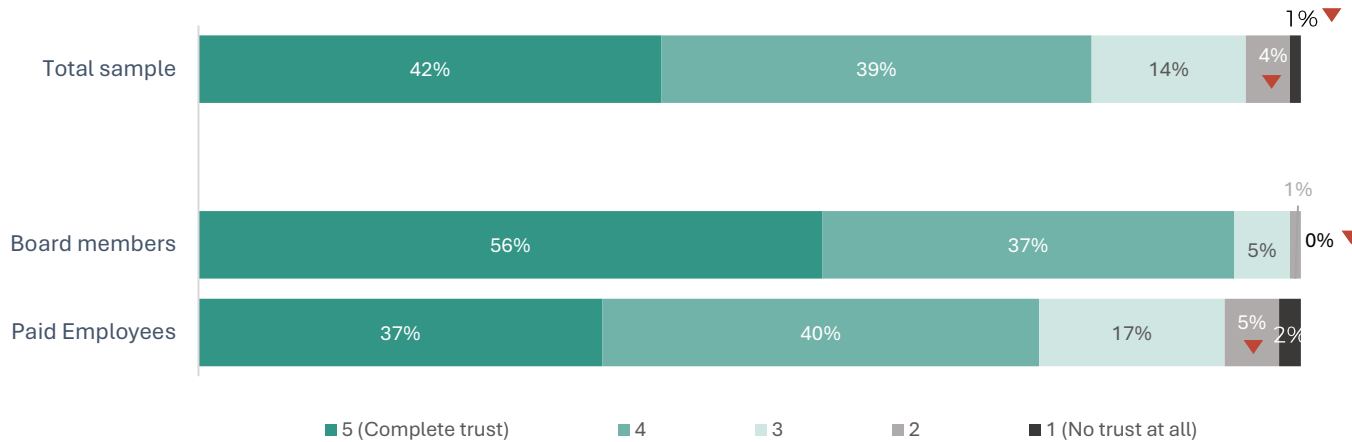
Four in five of those working in the sector tend to trust their organisation to handle integrity issues appropriately and effectively although just two in five in have 'complete trust'.

The proportion of the workforce that tends to 'mistrust' their organisation in relation to the handling of integrity issues has declined significantly since 2020.

IN 2024...

- Trust in the handling of integrity issues is lower amongst paid employees than board members.
- People working in micro and small organisations have higher levels of trust.
- Younger people have lower levels of trust than their older counterparts.

## TRUST IN HANDLING INTEGRITY ISSUES <sup>1</sup>



<sup>1</sup> How much do you trust your organization to handle integrity issues appropriately and effectively?

Base: 2024 - Total sample (n=1,425), Paid employees (n=1,057), Board members (n=368)  
 2020 - Total sample (n=1,675), Paid employees (n=1,209), Board members (n=466)

'Don't know' responses excluded

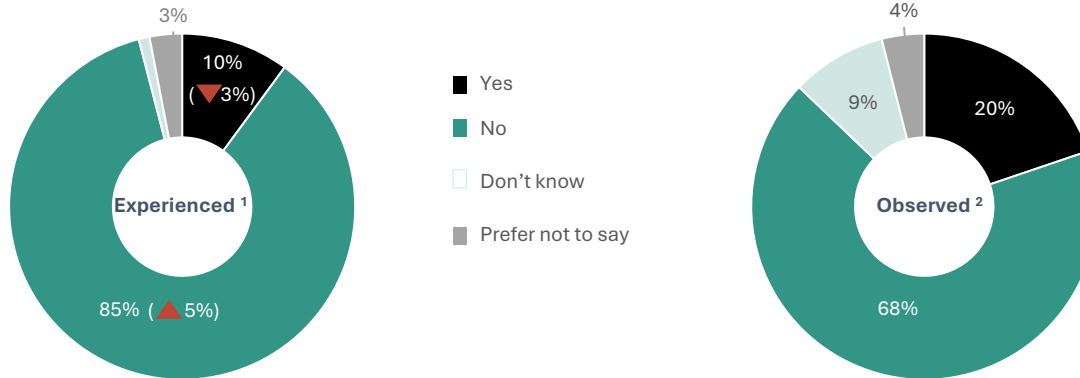
The (▼/▲) indicate statistically significant differences vs 2020 at the 95% confidence interval

# DISCRIMINATION, HARASSMENT AND BULLYING

One in ten people working in the sector have experienced discrimination, harassment or bullying in the last 12 months. Two in ten have observed instances of discrimination, harassment or bullying in the same period.

Encouragingly, there has been a significant decrease in the proportion of people working in the sector who have **experienced** discrimination, harassment or bullying in the last 12 months.

## DISCRIMINATION, HARASSMENT OR BULLYING (LAST 12 MONTHS)



IN 2024...

## DISCRIMINATION, HARASSMENT OR BULLYING

is more likely to be **experienced** by –

- Women
- People who identify as members of rainbow communities
- Those with a religion
- Te Reo Māori speakers
- Those who experience ongoing mental illness or impairment

is more likely to be **observed** by –

- Women
- People who identify as members of rainbow communities
- Those who experience ongoing mental illness or impairment
- Those who experience one or more specific learning disabilities

<sup>1</sup> In the last 12 months, have you experienced any discrimination, harassment or bullying in your current role/workplace?

<sup>2</sup> And are you aware of any discrimination, harassment or bullying that others in your organisation/workplace have experienced in the last 12 months? Question added in 2024 – no comparison available.

Base: 2024 - Total sample (n=1,425), Paid employees (n=1,057), Board members (n=368)  
 2020 - Total sample (n=1,675), Paid employees (n=1,209), Board members (n=466)

The (▼/▲) indicate statistically significant differences vs 2020 at the 95% confidence interval



# ENGAGEMENT



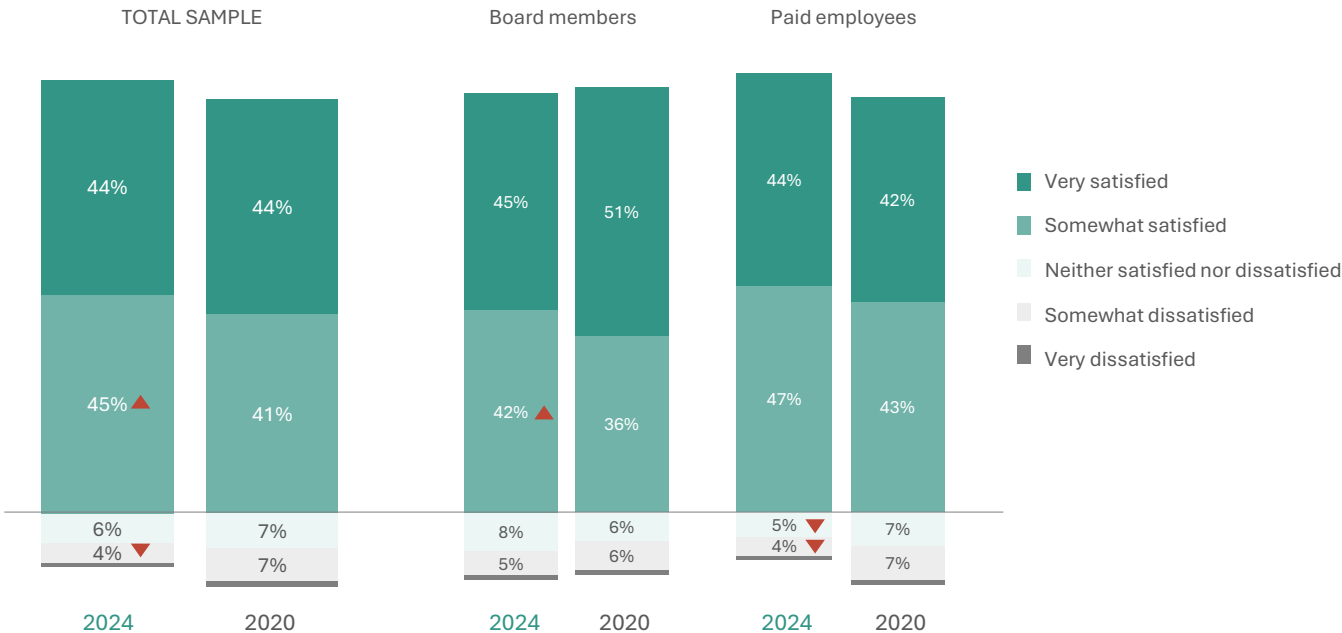
This section presents findings relating to development and engagement of the sector's workforce, including job satisfaction, perceived benefits of working in the sector, loyalty to the sector, and perceived barriers to working in the sector. Significant differences in perspective, based on the dimensions of diversity, are also outlined.

# JOB SATISFACTION

Almost nine in ten people working in the sector are satisfied in their current role <sup>1</sup>.

Comparing 2024 data with 2020 –

- Job satisfaction has significantly improved across the sector’s workforce.
- Job satisfaction has improved especially amongst paid employees.



- Job satisfaction is highest in large organisations and lowest in micro-organisations.
- Paid employees aged 50-59 years express the highest levels of job satisfaction while those aged 18-29 years are least satisfied.
- Paid employees who are caregivers express higher levels of job satisfaction than those without care responsibilities.
- Paid employees on a permanent contract are more satisfied than those on fixed term or other arrangements.
- Higher levels of job satisfaction can be seen amongst those who also see excellent or good opportunities in the sector for themselves; those who are aware of their organisation’s DE&I policy; those who are aware of their organisation’s treaty commitments; and those who **haven’t** experienced and/or observed any instances of discrimination, harassment or bullying in the last 12 months.
- Higher job **dissatisfaction** is seen amongst those who have experienced and/or observed instances of discrimination, harassment or bullying in the last 12 months.

IN 2024...

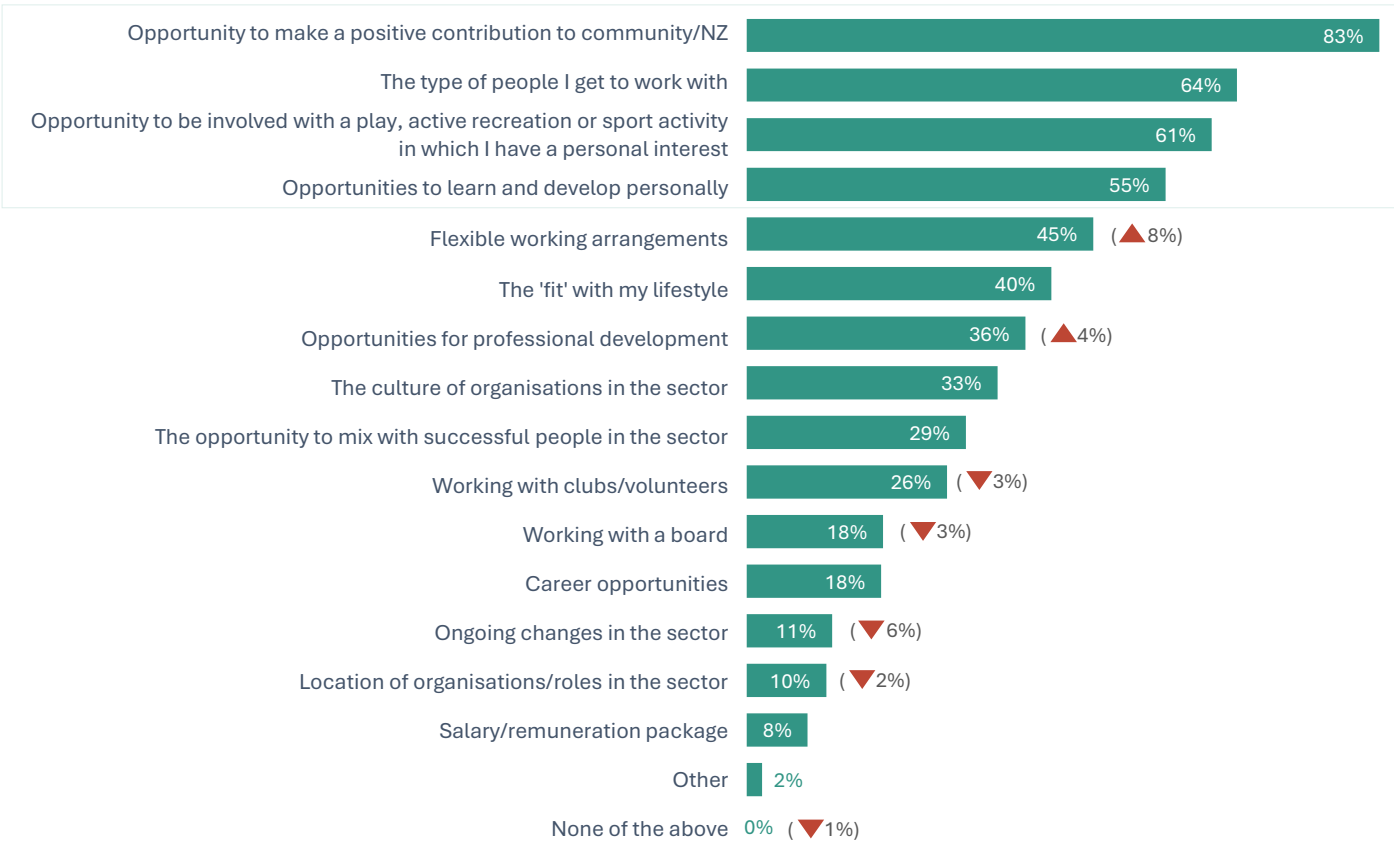
<sup>1</sup> Thinking generally about the time you’ve spent in your current role, how satisfied would you say that you have been?

# BENEFITS OF WORKING IN THE SECTOR

Four in five people working in the sector see as a benefit ‘the opportunity to make a positive contribution to their community/New Zealand’.

Comparing 2024 data with 2020, perceptions of the top four benefits remain the same. However, ‘flexible working arrangements’ and ‘opportunities for professional development’ have both increased in prominence as benefits associated with working in the play, active recreation and sport sector.

## BENEFITS<sup>1</sup>



# IN 2024...

- Board members are more likely than paid employees to see benefit in ‘the opportunity to make a positive contribution to the community/NZ’, ‘the opportunity to be involved with a play, active recreation or sport activity in which I have a personal interest’, ‘working with a board’ and ‘working with clubs/volunteers’.
- Paid employees are more likely to see benefits in their working environment and conditions, such as ‘the type of people I get to work with’, ‘flexible working arrangements’, ‘the ‘fit’ with my lifestyle’, ‘the culture of organisations in the sector’ and ‘salary/remuneration package’; and opportunity-related benefits such as ‘the opportunity for professional development’ and ‘career opportunities’.
- People working in large businesses are more likely to see benefit in the ‘type of people I get to work with’, ‘flexible working arrangements’ and ‘salary/remuneration package’.
- Younger paid employees (aged 18-29 years) are more likely to perceive opportunity-related benefits such as ‘the opportunity to be involved with a play, active recreation or sport activity in which I have a personal interest’, ‘opportunities to learn and develop personally’, ‘opportunities for professional development’, and ‘career opportunities’ than other age groups.
- Caregivers, especially for children under 18 years of age, are more likely to see benefits in ‘flexible working arrangements’ and ‘the fit with my lifestyle’.
- The benefits that are felt **most differently** between those satisfied with their role and those dissatisfied with their role are ‘the type of people I get to work with’, ‘the culture of organisations in the sector’, ‘opportunities to learn and develop personally’, and ‘opportunities for professional development’.

# BARRIERS TO PROGRESSION IN THE SECTOR

Two in five people working in the sector consider ‘poor salary/remuneration’ as a barrier to progression. Other significant barriers are ongoing changes in the sector and limited **opportunity** to progress.

Comparing findings with 2020, the top four barriers identified in 2024 remain the same, while ‘poor leadership’, ‘transferrable skills not valued’, ‘lack of job security’ and (especially) ‘the impact of COVID-19 on the sector’ all fell in significance.

## BARRIERS <sup>1</sup>



IN 2024...

- Paid employees are more likely than board members to see ‘poor salary/remuneration’, ‘limited opportunities to progress’, ‘long working hours’, ‘poor leadership’, ‘transferrable skills not valued’ and ‘lack of job security’ as barriers to progression in the sector. Board members are more likely to see no barriers at all.
- People working in medium-sized businesses are likely to see barriers to career progression; while people working in micro businesses are least likely to see barriers.
- Amongst paid employees, women are more likely to see ‘bias’ as a barrier than men. Female board members are more likely to see ‘limited opportunities to progress’ and ‘bias’ as barriers than their male counterparts.
- People who identify as members of rainbow communities are more likely to see barriers to career progression than other members of the workforce. The barriers that are felt most differently by this group include ‘poor salary/remuneration’, ‘bias’ and ‘poor leadership’.
- Those who experience ongoing mental illness or impairment and those who consider themselves to be neurodivergent are more likely to cite barriers to progression in the sector than others.
- Te Reo Māori speakers are more likely to feel that ‘Māori cultural knowledge and competency (not being) valued’ is a barrier than other members of the sector’s workforce.

<sup>1</sup> What do you see as the main barriers to progression for you and other in the sector (if any)?

# LOYALTY TO SECTOR

The majority of people working in the sector remain interested in doing so in the future.

Comparing 2024 data with 2020 –

- There has been a significant increase in the proportion of board members who are **only** interested in future governance roles that relate to play, active recreation or sport.
- Perhaps reflecting higher levels of job satisfaction this year, there has been a significant **decrease** in the proportion of paid employees who would like to work in a different sector completely.

- I am only interested in governance roles/ work in the sector
- I am interested in governance roles/work in the sector but also open to opportunities in other sectors
- I am interested in the governance roles/work in the sector but not necessarily the sector itself
- I would prefer a governance role/work in a different sector completely

96%

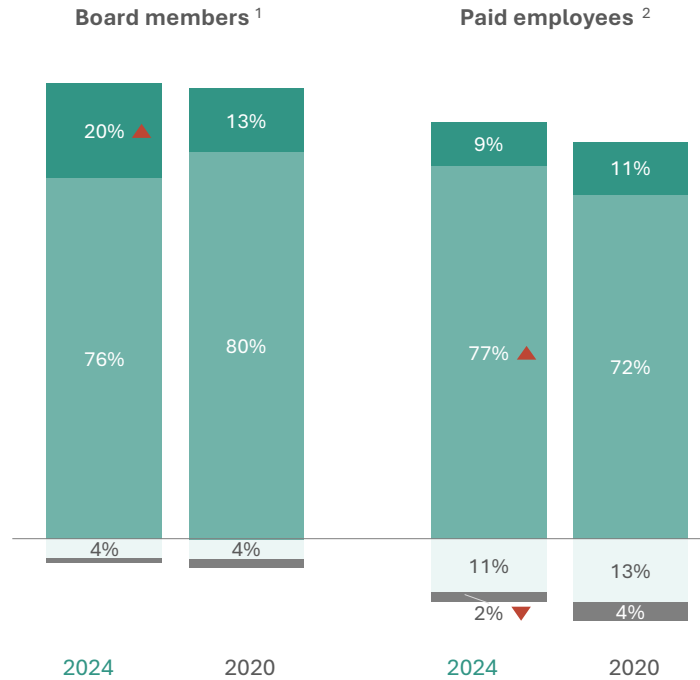
of *board members*

are interested in future governance opportunities in the sector

86%

of *paid employees*

are interested in future opportunities to work in the sector



- Board members who are only interested in future governance roles in the sector are most likely to be found in micro-organisations and working on a voluntary basis.
- Paid employees who are only interested in working in the sector in future tend to be older (50+) and without care responsibilities.
- Paid employees who are caregivers for children are more likely to be open to other opportunities.

<sup>1</sup> Looking to the future, which of the following best describe your view on working with organisations in the play, active recreation and sport sector?

<sup>2</sup> Looking to the future, which of the following best describe your view on working in the play, active recreation and sport sector?

Base: 2024 – Paid employees (n=1,057), Board members (n=368)

2022 – Paid employees (n=1,209), Board members (n=466)

The (▼/▲) indicate statistically significant differences vs 2020 at the 95% confidence interval

# OPPORTUNITIES IN THE SECTOR

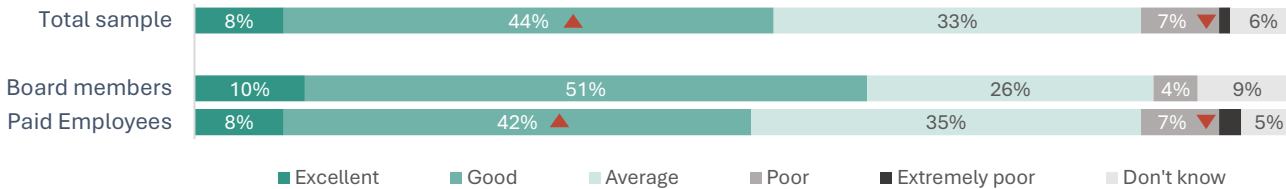
More than half of those working in the sector see good or excellent opportunities for themselves.

Board members are most optimistic about the opportunities available to them.

Comparing 2024 data with 2020 –

- There has been a significant increase in those who believe there are good opportunities in the sector.
- There has been a significant decrease in the proportion of those who believe the opportunities are ‘poor’. This is especially evident amongst paid employees.

## SEE OPPORTUNITIES IN THE SECTOR AS... <sup>1</sup>



## REASONS THE WORKFORCE SEE OPPORTUNITIES IN THE SECTOR AS GOOD/POOR <sup>2</sup>

Reasons for seeing opportunities as **Good** (smiley face icon):

- 27% Variety of opportunities
- 19% Skills/experience are valued
- 5% Opportunities for networking/connections
- 1% Positive diversity
- 1% Transferrable skills are valued

Reasons for seeing opportunities as **Poor** (frowny face icon):

- 45% Limited opportunities to find a role/ progress
- 8% Poor salary and remuneration
- 8% Discrimination/bias (e.g., based on age, gender, etc.)
- 5% Skills/experience are not valued
- 4% Transferable skills are not valued
- 3% Limited or lacking resources available
- 2% Recruiting through networking/ connections

I feel having worked in the sporting sector for many years as well as being a former NZ representative in my sport means I have gained a wealth of experience which has and does put me in good stead for ongoing employment. This coupled with my passion for our game and great work ethic has assisted in building a great reputation within the sport.

There is the opportunity to do more in building open pathways into governance in some sports. [ORGANISATION] is the role model, but it took 10 years of sustained effort and commitment.

It's a great sector to work in! Amazing opportunities and I'd love to see more people active across NZ. The more I work at [ORGANISATION] the more I can see how much more (so many mores!) we can do to make Aotearoa one of the most active countries in the world.

Minimal roles available in the niche area, progression can be difficult, plus a real culture of 'who you know'.

Most opportunities are in similar roles to my current one in regions in worse situations, financially, structurally, membership etc. Shortage of paid, higher level coaching roles around NZ. Gap to required experience for higher coaching roles is large. There are a number of opportunities for pivoting away from coaching into management/development roles but required skill sets don't match my own

Very tough industry to get into, typically low wages unless Senior Management, and many organisations hire people they already know.

<sup>1</sup> Again, looking to the future, how would you describe employment/governance opportunities in the play, active recreation and sport sector?

<sup>2</sup> For what reasons do you say that? (Total comments n=1,102)

# GROUP SNAPSHOTS



Note that sample sizes vary by group:

- Women n=815
- People who identify as members of rainbow communities n=108
- Younger workforce (18-29 years) n=214
- Māori n=250
- Disability n=48. Data for this group should be treated as indicative and not conclusive. Sample size is not sufficient to draw conclusions on equity, so this component has been omitted.

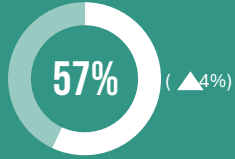
# REPRESENTATION



of people in governance roles



of Chairs



of the sector's workforce



of paid employees



of people in Leadership roles

## WOMEN



# EQUITY



**\$75,000**

Median annual income  
-14% vs men



**\$38.46**

Median hourly rate  
-11% vs men



Differential in both median income and hourly rate (relative to men) has **increased** between 2020 and 2024.



Less likely to be offered a role without a formal application process



Shorter average tenure in the sector than men



### LESS LIKELY TO



### MORE LIKELY TO

- feel they are treated fairly
- feel they have the support of their board/management\*
- feel safe in their workplace\*
- feel their organisation is committed to diversity, equity and inclusion
- feel this commitment is put into practice
- feel they can speak up without being punished or humiliated

- feel their organisation understands/ makes clear/is committed to honouring its Tiriti responsibilities
- feel their work contributes to honouring their organisation's Tiriti responsibilities
- feel they are encouraged and supported in their organisation to develop their knowledge of Te Tiriti and te ao Māori
- feel their organisation gives them opportunities to share and celebrate their culture(s) and language(s)

89% are satisfied in their current role



### MORE LIKELY TO

#### SEE BENEFIT IN

- the type of people they work with
- flexible working arrangements

#### SEE BARRIERS IN

- bias (e.g., based on age, gender, ethnicity, disability, sexual orientation or other)



### LESS LIKELY TO

#### SEE BENEFIT IN

- the opportunity to be involved with a play, active recreation or sport activity in which I have a personal interest
- the opportunity to mix with successful people in the sector
- working with clubs/volunteers

#### SEE BARRIERS IN

- long working hours
- personal reputation



In the last 12 months, discrimination, harassment or bullying in the workplace has been -  
**experienced** by 12% (vs 10% Total Sample), and  
**observed** by 22% (vs 20% Total Sample).

**HALF** describe their future opportunities as excellent or good

**8%** are unsure about their future opportunities

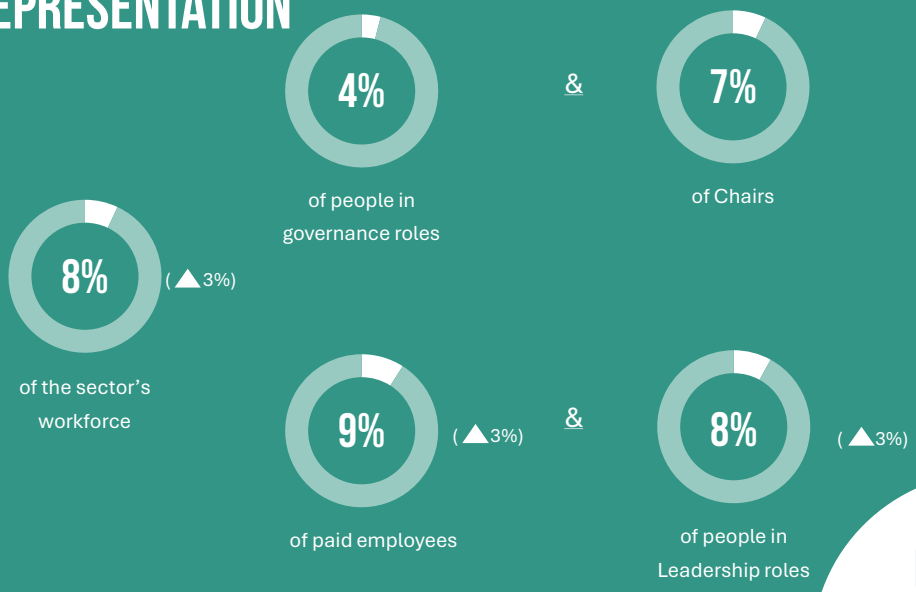


# INCLUSION

\* of paid employees

# ENGAGEMENT





**\$72,500**  
Median annual income  
-9% vs total sample



**\$38.46**  
Median hourly rate  
-5% vs total sample

## RAINBOW COMMUNITIES



**65%** tend to trust their organisation to handle integrity issues appropriately and effectively



### MORE LIKELY TO

- have no trust in their organisation to handle integrity issues appropriately and effectively



### LESS LIKELY TO

- feel they can speak up without being punished or humiliated
- feel their organisation put its commitment to DE&I into practice



In the last 12 months, discrimination, harassment or bullying in the workplace has been -  
**experienced** by **18%** (vs 10% Total Sample), and  
**observed** by **33%** (vs 20% Total Sample).

**88%** are satisfied in their current role



### MORE LIKELY TO

- see no benefits in working in the sector
- see more barriers to career progression



### LESS LIKELY TO

- see excellent opportunities for themselves in the sector

### 3 BARRIERS SEEN MOST DIFFERENTLY



Poor salary/remuneration



Poor leadership



Bias (e.g., based on age, gender, ethnicity, disability, sexual orientation or other)

**44%** describe their future opportunities as excellent or good



# REPRESENTATION



of the sector's workforce



of people in governance roles



of Chairs



of paid employees



of people in Leadership roles

## YOUNG PROFESSIONALS (18-29 YEARS)



### MORE LIKELY TO RECEIVE

- Paid training or courses for professional development
- Time off in lieu
- Tickets to sporting events
- Gym membership/access to recreation facilities



### LESS LIKELY TO RECEIVE

- Extra annual leave
- Koru club membership



More likely to enter first role with a formal application process

\* of paid employees



### LESS LIKELY TO

- feel their contribution is valued by the organisation
- feel they are making a difference
- feel they can speak up without being punished or humiliated
- feel their organisation is committed to Diversity, Equity and Inclusion
- feel their organisation puts its commitment to DEI into practice
- be aware of whether their organisation has a DE&I policy/strategy than older people
- feel their organisation understands/ makes clear/is committed to honoring its Tiriti responsibilities
- feel their work contributes to honouring the organisation's Tiriti responsibilities
- trust in their organisation to handle integrity issues appropriately and effectively



**MORE LIKELY TO** feel their organisation gives them opportunities to share and celebrate their culture(s) and language(s)



In the last 12 months, discrimination, harassment or bullying in the workplace has been - **experienced** by **13%** (vs 10% Total sample), and **observed** by **22%** (vs 20% Total sample).

88% are satisfied in their current role



### MORE LIKELY TO

#### SEE BENEFIT IN

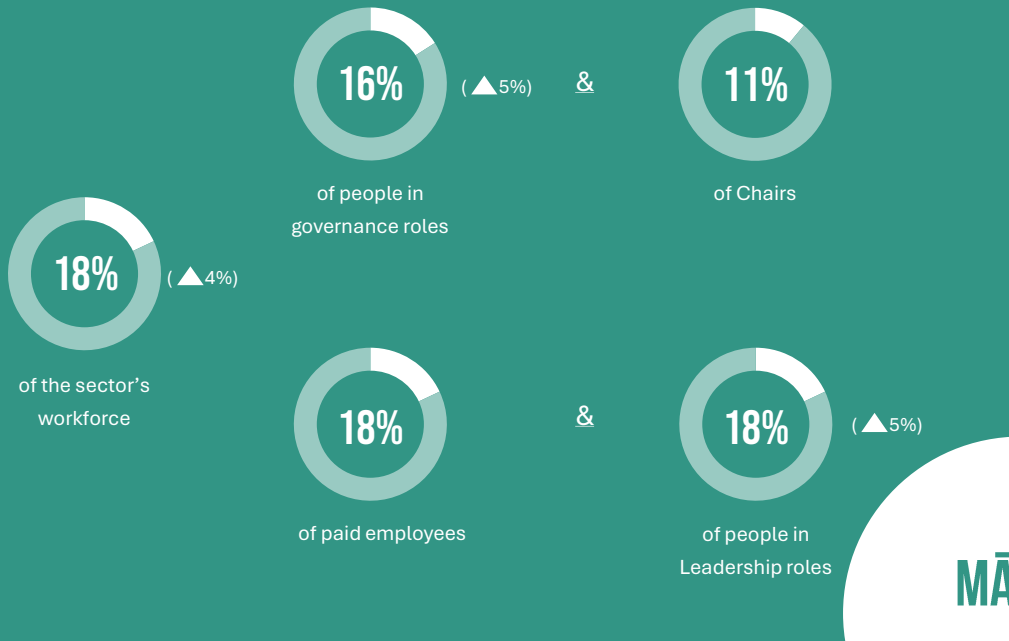
- opportunities to learn and develop personally
- flexible working arrangements
- the 'fit' with my lifestyle
- opportunities for professional development
- the opportunity to mix with successful people in the sector
- career opportunities

#### SEE BARRIERS IN

- poor salary/remuneration
- limited opportunities to progress
- lack of resources to do the job
- impact of COVID-19 on the sector

50% describe their future opportunities as excellent or good





**\$68,000**  
Median annual income  
-15% vs NZ European

**\$35.58**  
Median hourly rate  
-13% vs NZ European



Differential in both median income and hourly rate between NZ European & Māori has increased between 2020 and 2024



More likely to be offered a role without a formal application process



Board members are more likely to have a lengthy tenure (25 years or more)

**75%** tend to trust their organisation to handle integrity issues appropriately and effectively

**↑ MORE LIKELY TO**

- feel their work contributes to honouring their organisation's Tiriti responsibilities
- feel their organisation gives them opportunities to share and celebrate their culture(s) and language(s)

**↓ LESS LIKELY TO**

- feel they belong



In the last 12 months, discrimination, harassment or bullying in the workplace has been - **experienced** by **14%** (vs 10% Total sample), and **observed** by **20%** (vs 20% Total sample).

**88%** are satisfied in their current role

**↑ MORE LIKELY TO**

- SEE BENEFIT IN
- opportunities for professional development
  - working with clubs/volunteers
  - career opportunities
  - location of organisations/roles in the sector

- SEE BARRIERS IN
- bias (e.g., based on age, gender, ethnicity, disability, sexual orientation or other)
  - Māori cultural knowledge and competency not being valued

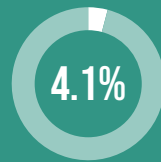
**56%** describe their future opportunities as excellent or good  
**9%** are unsure about their future opportunities



# REPRESENTATION



of the sector's workforce



of people in governance roles

&



of Chairs



of paid employees

&



of people in Leadership roles

# INCLUSION



**FOUR IN FIVE** tend to trust their organisation to handle integrity issues appropriately and effectively

## DISABILITY



vs Total Sample

85%	87%	feel they are treated fairly
83%	86%	feel they belong
88%	92%	feel they have the support of their colleagues
91%	93%	(of paid employees) feel safe in their workplace
79%	87%	feel they can speak up without being punished or humiliated
81%	86%	feel their organisation is committed to DE&I



In the last 12 months, discrimination, harassment or bullying in the workplace has been -

**experienced** by **19%** (vs 10% Total Sample), and  
**observed** by **29%** (vs 20% Total Sample).



**44%** describe their future opportunities as excellent or good

# ENGAGEMENT

88% are satisfied in their current role

### TOP 3 BENEFITS



Making a positive contribution to my community/New Zealand



Being involved with a play, active recreation or sport in which I have a personal interest



Opportunities to learn and develop personally

### TOP 3 BARRIERS



Poor salary/remuneration



Limited opportunities for progression



Lack of resources to do my job



# APPENDIX

# SAMPLE PROFILE BY ORGANISATION AND ROLE TYPE

Counts	TOTAL SAMPLE	BOARD MEMBERS	Chair of the Board/ Committee/ Governing Trust	Other member of the Board/ Committee/ Governing Trust	Other	PAID EMPLOYEES	Leadership roles	Other paid roles
National Sports Organisation (NSO)	521	153	31	114	8	368	271	97
Regional Sports Organisation (RSO)	257	104	22	78	4	153	121	32
Regional Sports Trust (RST)	327	54	8	45	1	273	133	140
National Recreation Organisation (NRO)	49	14	3	10	1	35	21	14
Regional Recreation Organisation	4	4	1	3	-	-	-	-
National Disability Sport Organisation	23	5	1	4	-	18	8	10
Education organisation	18	11	4	6	1	7	5	2
Government Agency/Crown Entity	205	10	2	8	-	195	73	122
Whānau/iwi/hapu/marae and Māori organisations	12	7	-	5	2	5	4	1
Other	9	6	2	4	-	3	3	-
<b>NET</b>	<b>1,425</b>	<b>368</b>	<b>74</b>	<b>277</b>	<b>17</b>	<b>1,057</b>	<b>639</b>	<b>418</b>

