Champions Pack
Every Body Active by Design

SPORT NEW ZEALAND IHI AOTEAROA

Using the communications pack

Thank you for your interest in supporting the Every Body Active by Design guide.

This pack provides key messages, speaking points and ready-to-use content to help you share the guide through your networks. Please feel free to use and adapt the material to suit your audience and communication channels.

Key messages

- The places we live, learn, work and play influence how active we are every day.
- Every Body Active by Design helps bring Sport NZ's vision of Every Body Active to life.
- Active design helps make walking, wheeling, cycling, play and active recreation easier, safer and more enjoyable as part of everyday life.
- The guide provides practical guidance, evidence and examples to support planning, policy, design and investment decisions.
- Active design can be applied at any scale, from small improvements to major developments.
- Developed by Sport NZ in partnership with Health NZ, alongside Boffa Miskell and Ngā Aho, and informed by practitioners and communities across Aotearoa.
- Active design can contribute to healthier people, stronger communities, environmental sustainability, local economic vitality and a stronger sense of identity and belonging.

Speaking points

What is active design?

Active design is about creating environments that encourage everyday movement. It's not about asking people to do more exercise. It's about making walking, wheeling and other forms of movement easier and more appealing as part of daily life.

Why does it matter?

Many of the decisions that influence physical activity happen long before people make individual choices. The design of streets, neighbourhoods, parks and public spaces can either support movement or create barriers to it.

What does the guide provide?

The guide offers practical guidance, Active Design Principles, approaches and examples to support:

- planning decisions
- policy development
- urban design
- infrastructure projects

- community investment decisions.

Who is it for?

The guide is designed for:

- planners
- urban designers
- landscape architects
- engineers
- councils
- developers
- government agencies
- community advocates and decision makers shaping communities.

What outcomes are we trying to achieve?

Active design can help create:

- healthier communities
- more connected communities
- more liveable communities
- safer and more accessible places to be active
- more attractive and enjoyable public spaces
- broader social, environmental, cultural and economic benefits.

Sample social posts:

Post 1: Everyday movement

How we design our communities has a big impact on how people move, connect and spend time together.

The new Every Body Active by Design Guide is a practical resource for councils, planners, designers and decision-makers who want to create places that make everyday movement easier and more appealing.

It's well worth a look if you're involved in planning and designing the places where people live, work and play.

Read more: Every body active by design | Sport New Zealand - Ihi Aotearoa

Post 2: Making the active choice the easy choice

We often focus on encouraging people to be more active. Just as important is creating places that make being active easier.

The new Every Body Active by Design Guide shows how planning, design and investment decisions can support walking, wheeling, cycling and everyday movement.

Practical, relevant and timely.

Explore the guide: Every body active by design | Sport New Zealand - Ihi Aotearoa

Post 3: For local government and decision -makers

The decisions we make today about streets, parks, paths and public spaces will shape communities for years to come.

The new Every Body Active by Design Guide provides practical guidance to help councils and decision-makers create healthier, more connected and more liveable communities.

Read the guide: Every body active by design | Sport New Zealand - Ihi Aotearoa

Post 4: Community outcomes

Planning and design decisions can do more than create attractive places.

It can help people move more, connect more easily with others and enjoy stronger, healthier communities.

The Every Body Active by Design Guide brings together practical advice and examples that can help turn these ideas into action.

Read more: Every body active by design | Sport New Zealand - Ihi Aotearoa

Post 5: Professional audience

For planners, urban designers, landscape architects and engineers, the new Every Body Active by Design Guide provides practical advice that can be applied across planning, design and investment projects.

A useful resource for anyone looking to create environments that support movement as part of everyday life.

Read the guide: Every body active by design | Sport New Zealand - Ihi Aotearoa

Post 6: Champion "why I support this"

I'm pleased to support the new Every Body Active by Design Guide.

It highlights something simple but important: the places we create influence how easy it is for people to move every day.

The guide offers practical ways to help create healthier, safer and more connected communities across Aotearoa.

Learn more: Every body active by design | Sport New Zealand - Ihi Aotearoa

Ambassador newsletter copy

Sport NZ's vision is Every Body Active. The Every Body Active by Design Guide shows how planning and design decisions can help make everyday movement a natural part of daily life.

The new guide provides practical guidance for planners, designers, engineers, councils, developers and decision-makers who want to create environments that support walking, wheeling and everyday movement.

Developed by Sport NZ alongside Health NZ, with expertise from Boffa Miskell and Ngā Aho, the guide complements existing planning and urban design frameworks and includes

practical guidance, principles, approaches and examples that can be applied across a range of projects and settings.

Explore the guide and learn how active design can help create healthier, more connected and more liveable communities.

Read more: Every body active by design | Sport New Zealand - Ihi Aotearoa