

Our work in Active Recreation

SEPTEMBER 2017

OVERVIEW

In November 2016, Sport NZ published a report titled *Future Proofing the Active Recreation Sector*. This included recommendations developed by the active recreation sector from a series of workshops held around the country.

The report also provided a planning framework to be considered and used by active recreation organisations and agencies working at local and national government levels, including Sport NZ. The aim is greater cross-agency alignment and a more sustainable active recreation sector.

In response to the planning framework and recommendations, Sport NZ developed its own action plan focusing on three key areas: better intelligence, greater ownership and proactive communication.

Here's where we're up to.

BETTER INTELLIGENCE

What did the report tell us?

Sport NZ needs to know more about the active recreation participant and non-participant, as well as the barriers or influencers affecting levels of participation.

What has Sport NZ done so far?

We have redesigned our Active NZ survey so that it is based on continuous rather than four-yearly research. Now far more comprehensive, it will provide not just measures of participation in sport and recreation, but also an understanding about the motivations of the participant and the barriers to participation. It will also have a big enough sample to provide regional analysis.

Our new Active NZ is currently in the pilot phase, with the first reporting scheduled for April 2018.

We have made additional investment into the NZRA specifically for creating opportunities for young people.

We are currently developing Play Principles that will highlight that quality play is critical for children to develop a lifelong love of being active.



Community sport

GREATER OWNERSHIP AND LEADERSHIP

What did the report tell us?

There is an opportunity for Sport NZ to step up and take greater ownership and stewardship for the value and role of active recreation.

What have we done so far?

The recommendations from the active recreation report align with our existing Community Sport Strategy and investment into our national recreation organisations partners, however since the report we have made additional investment into the NZ Recreation Association (NZRA).

This further investment is specifically for creating opportunities for young people. NZRA will work closely with grassroots organisations to generate quality outdoor recreation experiences and look to seed-fund new projects.

Value of sport and recreation project

Last year, Sport NZ commissioned research to explore the value of sport and active recreation to New Zealanders – and to New Zealand. We will publish our initial findings later this year and then continue to add to this research over time. A key purpose of this project is to better understand the many ways people benefit from sport and active recreation, so that we and our partners can better promote these opportunities.

Cross government coordination

We are working collaboratively with other government agencies, especially where the outcomes we seek are aligned. Agencies such as ACC, the Department of Conservation, the Walking Access Commission, and the Health Promotion Agency have an interest in New Zealanders engaging in outdoor recreation. As a result, we hope to deliver an improved active recreation experience to more New Zealanders.

Quality play experiences

A major new focus for us is play – what we call active recreation for kids. We are currently developing Play Principles that will highlight that quality play is critical for children to develop a lifelong love of being active. These principles will include actions that Sport NZ will commit to undertake in the future to preserve and enhance quality active play experiences and opportunities.

Improved governance

We are developing a 'lite' version of our Governance Framework for smaller and voluntary organisations working in the active recreation space. Poor governance was identified in the review as being an important capability issue, and the new governance diagnostic tool will provide active recreation organisations with helpful support. The framework and resources will be available late 2017.

Locally-led delivery

We believe local solutions are the best answer to local problems. That's why we have started a new programme with regional sports trusts called Locally-led Delivery. This is about identifying and understanding the nature of participation (e.g. levels, types, barriers) and connecting local groups to develop 'bottom up' solutions to increase participation in sport and recreation.

PROACTIVE COMMUNICATION

What did the report tell us?

It would benefit the sector if Sport NZ was more proactive in telling positive stories about active recreation.

What have we done so far?

We now have in place a new Community Sport communications strategy and have refocused our communications team to be more proactive in bringing our strategy to life. Stories and campaigns about active recreation will play a key role in this. You can help by sharing your stories with us.

Improved communications channels

This year we plan to revamp our digital communications, including our website, newsletters and approach to social media. All of this will help strengthen the reach of our stories about active recreation.

A dedicated team

We have also established an active recreation team within Sport NZ to communicate and promote the value of active recreation – both within our organisation and across the sector.

We have refocused our communications team to be more proactive in bringing our strategy to life.

We have established an active recreation team within Sport NZ to promote the value of active recreation.



Community sport