

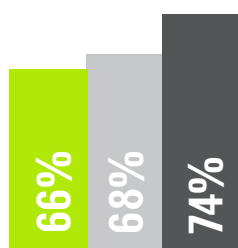
# GROWING RURAL PARTICIPATION

in physical activity for sport,  
exercise or recreation

Adults in rural and minor urban (smaller urban) communities participate less in sport, recreation and physical activity than all adults.

Rural populations are defined by Census NZ as rural plus small towns with <1,000 people. Minor urban populations have <10,000 people.

**RURAL** **MINOR URBAN**  
**ALL ADULTS**



participate in at least one sport and  
recreation activity in any given week

Since the 1950's rural jobs (e.g. farming and forestry) have become more mechanical and automated, and workers have become less physically active.

Jobs that were perceived as being hard physical work are no longer providing adequate physical activity for a healthy lifestyle.

## NATIONAL PROFILE

# 65%

OF NEW  
ZEALANDERS  
IN RURAL  
COMMUNITIES  
HAVE AN INTEREST  
IN TRYING NEW OR  
DOING MORE SPORT  
AND RECREATION  
ACTIVITIES

Active NZ 2013/14

Active NZ 2013/14

See: Publications Reviewed and  
Synthesised for more information

# LET'S MAKE IT HAPPEN!

# KNOW THE BARRIERS

Although rural communities would like to participate more, both practical and personal barriers can challenge them:

## PRACTICAL



Time - real and prioritised



Geographic isolation – travel



Reduced opportunities  
(less volunteers, players and sports)



Poor health/ disability/injury



Don't know where/who to connect with

See: Publications Reviewed and Synthesised for more information

## PERSONAL



Personal barriers difficult to identify\*



Family/work over 'self'



Less access to professionals to encourage participation



Belief 'rural work' provides sufficient physical activity



Confidence/ motivation



Physical conditioning/ fitness

See: Publications Reviewed and Synthesised for more information

\*This theme was identified from the literature reviewed that there may be unstated personal barriers that could have more of an effect than we currently recognise



## THE VALUE OF PARTICIPATING

Most rural communities know that regular physical activity and exercise is a good thing.

REDUCES ISOLATION

POSITIVE FEELINGS OF WELLBEING

IMPROVED MENTAL HEALTH

COPE WITH STRESS

Participation by rural communities offers one of the greatest opportunities for the sport and recreation sector to grow.

Equally participation promotes opportunities for stronger, healthier and more vibrant rural communities.

See: Publications Reviewed and Synthesised for more information

# KNOW THEIR PREFERENCES

## RURAL PEOPLE MOSTLY PARTICIPATE IN OUTDOOR SETTINGS AND AT HOME

### WHERE



Countryside or Farmland

53%



At home

41%



Path, Cycle or Walkway

39%



Bush or Forest

35%



Outdoor Sports Facility

34%

Active NZ 2013/14

## ENJOYMENT, HEALTH & FITNESS ARE MOTIVATORS

### WHY



Enjoyment

90%



Health & Fitness

85%



Social

53%



Convenience

46%



Low cost

42%

Active NZ 2013/14

## TOP 10 SPORTS MOST POPULAR WITH PEOPLE LIVING IN RURAL AREAS:



Walking



Swimming



Fishing



Equipment-Based Exercise



Jogging/Running



Tramping



Cycling



Hunting\*



Golf



Canoeing/Kayaking\*

Active NZ 2013/14

47%

OF FARMERS WANT TO LEARN HOW TO IMPROVE WORK-LIFE BALANCE AND GET MORE TIME OFF THE FARM

35%

WANT TO KNOW HOW TO MANAGE TIREDNESS & FATIGUE

31%

WANT TO KNOW HOW TO MANAGE STRESS

Farmstrong 2015



# BREAK THE BARRIERS: DELIVER WHAT RURAL COMMUNITIES ARE LOOKING FOR

Providers of sport, recreation and physical activity must foster partnerships with other local providers, agribusiness companies and industry partners to maximise awareness and opportunities for participation.

IMPROVE  
ACCESSIBILITY &  
AFFORDABILITY

USE THE LOCAL ENVIRONMENT

PROMOTE  
'WHOLE FAMILY'  
& 'WITH FRIENDS'  
ACTIVITIES

REDUCE TRAVEL & COSTS

'HOW TO KEEP  
FIT AT WORK'

PROVIDE RESOURCES

TELL THE  
WELLBEING  
STORY

MANAGE FATIGUE

STRESS  
RELEASE

WORK/LIFE BALANCE

See: Publications Reviewed and  
Synthesised for more information

CELEBRATE  
SUCCESS

COPE IN  
TOUGH TIMES

TIME OUT  
FROM THE  
FARM

WITH FAMILY  
& FRIENDS

KEEP HEALTH  
& WELLBEING  
A PRIORITY

## PARTICIPATION CAMPAIGNS



### DAIRY NZ FARMER WELLNESS AND WELLBEING PROGRAMME RESOURCES

[www.dairynz.co.nz/people/wellbeing](http://www.dairynz.co.nz/people/wellbeing)

'Down on the Farm' 'Coping with Stress on the Farm' 'Alleviating Stress on Dairy Farms'



### DAIRYNZ HEALTH PITSTOP CLINICS AT AGRICULTURAL EVENTS AROUND NEW ZEALAND

<http://www.dairynz.co.nz/news/latest-news/pitstops-highlight-farmer-health/>



### FIT FOR FARMING

[www.targetfocus.co.nz](http://www.targetfocus.co.nz)



### FARMSTRONG

[www.farmstrong.co.nz](http://www.farmstrong.co.nz)

## PUBLICATIONS REVIEWED & SYNTHESISED

**Active NZ Survey 2013-14. Full Report.** Sport NZ 2015

**Farmers' Mental Health Literature Review.** ACC 2014

**Inside Dairy.** Dairy NZ December 2014

**Low Level Physical Activity and the Impact on the Fitness of Dairy Farmers.** Kellogg-Project-report 2014

**National Rural Health Alliance Inc. Fact Sheet 26 Physical Activity in Rural Australia.** National Rural Health Alliance Inc. 2011

**NZHS 2011-2014. New Zealand Health Survey.** Ministry of Health 2014

**Obesity, Energy Intake and Physical Activity In Rural and Urban NZ Children.** MOH Lincoln University 2010

**Occupational Stress Among New Zealand Farmers a Review.** Victoria University 2010

**Opportunities and Challenges for Peri-Urban Recreation in New Zealand's Fastest Growing Cities.** Sport NZ May 2013

## LIMITATIONS & DISCLAIMER

This document has been prepared to provide insight to sport and recreation providers in New Zealand to engage rural people. It summarises a series of New Zealand and International research and seeks to highlight opportunities to grow rural people participation.

This document has been co-produced by Sport Waikato and Sport New Zealand to summarise selected profiles that have been identified as opportunities to grow participation. This document summarises statistics and literature, including best practice/case studies.

Sport Waikato and Sport New Zealand recognise that in producing this document other sources of information are available. This document is not a definitive profile and will be updated periodically as new information is published.



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