

MOVING WAIKATO 2025



sportwaikato
out there and active

A strategy to grow
participation in sport,
recreation and physical
activity in the Waikato
region



ONE VISION

A HEALTHY,
VIBRANT, PHYSICALLY
ACTIVE & SUCCESSFUL
SPORTING REGION

INTRODUCTION

From the southern shores of Lake Taupo, to the northern Coromandel beaches, from the inner city suburbs of Hamilton City to the heart of our rural communities - Moving Waikato 2025 reflects a vision for our region, our community and its people - dynamic, vibrant and energised.

Moving Waikato 2025 provides a vision for the unified leadership of sport, recreation and physical activity in the region and gives focus and clarity towards 2025. A strategy in which partnerships achieve results.

Moving Waikato 2025 is the first unified strategy for sport, recreation and physical activity for the Waikato region. It seeks to build on the positive momentum of existing partnerships and to increase the provision of opportunities for both participation and sporting success for the people of the region.

The strategy has been developed in collaboration and consultation with key partners regionally and nationally, and follows on from evidence gathered to guide and inform strategic decisions¹.

¹ A list of research and insight information can be found in the Moving Waikato 2020 Insights document

INSIGHTS FOR OUR REGION

**NOTHING HAS
CHANGED ... BUT
EVERYTHING IS
CHANGING**

The Waikato region has a rich history of delivering recreation and physical activity opportunities and sporting success.

Delivery across the region is supported by a network of partner organisations and stakeholders, and is powered by willing funders, philanthropists, sponsors and volunteers.

Societal change means the landscape for the delivery of sport, recreation and physical activity is changing.

CHANGING SOCIETY

Population change will require a targeted approach to meet community needs

CHANGING LIFESTYLES

Rapid change in the way we live our lives will require sport to embrace new delivery styles

CHANGING DEMAND

Changes in the way we participate means we will need to adapt to the trends of informal participation and recreation

CHANGING LANDSCAPE

The relationship between sport and health will require a focus on measuring and impacting change

CHANGING PARTNERS

With limited resources, partnerships will be more important than ever

ONE VISION

A HEALTHY,
VIBRANT, PHYSICALLY
ACTIVE & SUCCESSFUL
SPORTING REGION

WHY A REGIONAL STRATEGY?

“We are better together”

A regional strategy means a unified approach to the planning and delivery of sport, recreation and physical activity opportunities for the people of our region.

A regional plan is one where partner activities are aligned, integrated and well resourced; where role clarity, objectives and actions strengthen the opportunities for individuals to achieve their personal physical activity goals.

A plan where key stakeholders work together to achieve a healthy, vibrant, physically active and successful sporting region.

Kotahi te koohao o te ngira e kuhuna ai te miro ma, te miro whero me te miro pango

There is but one eye of the needle through which the white,
red and black threads must pass
- Kiingi Pootatau Te Wherowhero

WHY SPORT, RECREATION AND PHYSICAL ACTIVITY?



HEALTH & WELLBEING

Participation in sport, recreation and physical activity has an important impact on the quality of our lives. Participation provides opportunities to make new friends, have fun, relax, reduce stress, improve self esteem and confidence, as well as a sense of personal achievement.



EDUCATION

Sport, recreation and physical activity helps to teach us respect, commitment, perseverance and humility. Through participation we can work in a team and develop leadership and communication skills applicable to life.



BUILDING STRONGER COMMUNITIES

Sport, recreation and physical activity provides individuals a place to belong, families and communities an opportunity to work together and our nation opportunities for inspiration and celebration - breaking down barriers and building a sense of achievement and connectivity.



ECONOMIC VALUE

Sport, recreation and physical activity are important economic drivers for our region, contributing \$545 million to the economy (3.6% GDP) and four million volunteer hours (76,000 people) in 2011.

STRATEGIC PRIORITIES

Three Strategic Priorities will guide implementation towards 2025:

OUR PEOPLE

A focus on the provision of opportunities that meet the needs of the people of our region

**MORE ADULTS, MORE CHILDREN
'OUT THERE AND ACTIVE'**

BUILDING COMMUNITIES

A focus on quality local delivery of sport, recreation and physical activity experiences

**HELPING COMMUNITIES TO HELP
THEMSELVES**

REGIONAL LEADERSHIP

A focus on regional and national partners working together to lead change and enhance outcomes

LEADING AND DELIVERING CHANGE

MOVING WAIKATO 2025

A STRATEGY TO GROW PARTICIPATION IN SPORT,
RECREATION AND PHYSICAL ACTIVITY

ONE VISION

A HEALTHY,
VIBRANT, PHYSICALLY
ACTIVE & SUCCESSFUL
SPORTING REGION

BY 2025 WE WILL HAVE:

OUR PEOPLE

**"More adults, more children
out there and active"**

Preschool aged children
0-4 years
active play in different ways every day

XX% Children aged
5-11 years¹
achieving 60 minutes or more of moderate
to vigorous physical activity a day

XX% Young People aged
12-17 years¹
achieving 60 minutes or more of moderate
to vigorous physical activity a day

54% Adults aged 18+ years
meet the physical activity guidelines
(30 minutes a day, 5 times a week moderate
to vigorous activity)

BUILDING COMMUNITIES

**Helping communities to
help themselves**

XX Net Promoter Score^{1&2}
in Community Sport setting

XX Net Promoter Score^{1&2}
in Education setting
(sport, recreation and physical activity)

XX Net Promoter Score^{1&2}
in Recreation or Physical
Activity settings
(including Facilities and Events)

XX Net Promoter Score^{1&2}
in Maaori settings
(including Whaanau, Hapuu, Iwi and Marae)

REGIONAL LEADERSHIP

**Working together to
lead change**

XX% agree evidence of greater
sector understanding and
informed decision making¹

XX% agree Moving Waikato 2025
evidence of Working Together¹

XX Net Promoter Score^{1&2}
Key Partner assessment of
Sport Waikato as host in leading
the sector

XX% of Key Partners who rate
Waikato as a successful sporting
region¹

¹Targets will be confirmed following the publication of baseline measures in 2017

² When individuals promote an experience received in a club, education, event or facility setting, they are intrinsically satisfied with the 'quality of experience' and we collectively increase the likelihood of their continued involvement

ACHIEVING SUCCESS THROUGH WORKING TOGETHER

OUR PEOPLE

A focus on the provision of opportunities that meet the needs of the people of our region

**MORE ADULTS,
MORE CHILDREN
'OUT THERE &
ACTIVE'**

Strengthening the health, wellbeing and vibrancy of communities across our region means more people, children and adults active for life.

Our people achieving their individual sport, recreation and physical activity goals

More adults and more children 'out there and active' requires a collective resolve to **retain** those who are already active, and engage and **inspire** new participants.

Creating an environment that values participants, understands their needs and prioritises and targets participation in a way that meets the needs of the people of our region will be a cornerstone strategy to grow participation.

MORE ADULTS, MORE CHILDREN 'OUT THERE AND ACTIVE'

FOCUS AREAS

Given limited resources, there is a need to focus on retaining existing participants and competitors in sport, recreation and physical activity, and inspiring participation and a focus on physical literacy in communities where participation is low.

Success will be measured by the level of physical activity across defined age groups.

Over the first strategic horizon (2016 – 2020), five population segments are prioritised to grow participation.



YOUNG PEOPLE

Encouraging lifelong participation – a focus on physical literacy and flexible delivery

CHILDREN & YOUTH



WOMEN & GIRLS

Delivering opportunities that support and grow participation – a focus on removing barriers

ALL LIFE STAGES



MAAORI

Connecting Whaanau, Hapuu, Iwi and Marae to encourage activity for life – a focus on cultural connections

ALL LIFE STAGES



RURAL COMMUNITIES

Encouraging health and wellbeing as a priority – a focus on building connections for local delivery

ALL LIFE STAGES



AGED POPULATIONS

Supporting opportunities for lifelong participation – a focus on quality of life

65+ YEARS

PEOPLE WITH DISABILITIES

OUR PEOPLE

MORE ADULTS, MORE CHILDREN 'OUT THERE & ACTIVE'

A focus on the provision of opportunities that meet the needs of the people of our region



PRESCHOOL AGED CHILDREN 0-4 YEARS

active play in different ways every day



CHILDREN AGED 5-11 YEARS

achieve 60 minutes or more of moderate to vigorous physical activity a day



YOUNG PEOPLE AGED 12-17 YEARS

achieve 60 minutes or more of moderate to vigorous physical activity a day



ADULTS 18+ YEARS

meet the Physical Activity Guidelines (30 minutes a day, 5 times a week of moderate to vigorous physical activity)

Why this indicator		Recognised as the level required, in conjunction with healthy eating guidelines, to make a long-term positive impact on individual health and wellbeing			
Baseline		Nationally there are no baseline measures for the under five age group for fundamental movement skills	Preliminary baseline available early 2017	Preliminary baseline available early 2017	54% (2007) 50% (2013) 46% (2015)
Targets	Short Term (2018)	Physical activity levels at 5-6 year age group will inform the 0-5 success indicators.	Maintain Baseline	Maintain Baseline	46%
	Medium Term (2020)		Growth from baseline (TBC)	Growth from baseline (TBC)	48%
	Long Term (2025)		Growth from baseline (TBC)	Growth from baseline (TBC)	54%
Key Partners in delivery		National Sports Organisations, Regional Sports Organisations, Clubs, Recreation & Physical Activity Providers, Event Providers, Education & Community Providers, Waikato District Health Board, Population Health, Health Providers, Central & Local Government Agencies, Regional Council, Iwi, Department of Conservation, Sport New Zealand, Sport Waikato			

¹Targets will be confirmed following the publication of baseline measures in 2017

TIMING OF COLLABORATIVE FOCUS

2016 2018 2020 2025

Young Persons Plan |
Women & Girls Plan

Māori Plan | Rural Plan

Older Person's Plan

OUR PEOPLE

MEET MEI



Mei is a 42 year old mother of two who does not meet the physical activity guidelines. While Mei understands the importance of physical activity for her health, she is busy balancing her young family and caring for her elderly parents.

Mei feels isolated from the community she lives in as she has recently moved from Auckland and doesn't know anyone. Her family commitments mean that she has little time for herself.

Mei 'wants to do more' physical activity but right now she can't find something that meets her needs. "I can't find anything local that fits in with my day and that I feel comfortable with. I want to do something where I can meet people. I want to make friends".

Mei has never played sport as her parents encouraged academic success over sports. She has heard that there is a great local group playing badminton casually on Tuesdays, two blocks from her house.

Mei feels right now that her confidence and family commitments are big factors stopping her from participating.

How will we work together to get Mei and others like her active?

MEI IN 2020

In 2020 Mei has joined the Badminton club down the road and regularly walks with her family for exercise. She now meets the physical activity guidelines and is on the way to feeling confident participating in sport and events for health and wellbeing. She's found that the activity and social interaction has greatly improved her ability to care for her elderly parents and young children and improved her positive outlook on life.

Mei no longer feels isolated and has her badminton friends around every Thursday morning for tea.

MEI IN 2025

Mei consistently meets the physical activity guidelines – she's in the 54% of our region who do! Mei has also inspired her family and friends to join her in leading a healthy and active life.

She has led change within her community by becoming a 'Champion for Change' as part of the Women and Girls campaign, and has recently been asked to become secretary for the badminton club.

Mei now actively welcomes newcomers to her community and helps them to find activities that they enjoy doing for social, physical and health outcomes.

MEET HEMI



Hemi is a 35 year old father of two with a full time job. Hemi does not meet the physical activity guidelines and his doctor has expressed concerns that his current weight and smoking are affecting his health.

Hemi understands the importance of physical activity and encourages his two boys to be physically active every opportunity they have.

Hemi 'wants to do more' but can't find an activity to fit into his busy lifestyle and do with his boys. He used to play rugby league but injuries forced him to retire a few years ago. When training for league Hemi would run long distances and really enjoyed it.

Hemi feels right now that his health, fitness and time are big factors stopping him from participating. "Everything I look at is competitive and not timed to fit in with work and family".

How will we work together to get Hemi and others like him active?

HEMI IN 2020

In 2020 Hemi has discovered the Hakarimata steps which are right on his back door-step. He now climbs them every second day after work and his two boys join him. Hemi found that at first he could only walk up part of the steps but over the last year and a half has built up to walking up all the steps. He has stopped smoking as it was preventing him from climbing the steps easily and since increasing his daily exercise his weight has reduced significantly. His doctor is very pleased with his progress.

Hemi now actively encourages his whaanau and workmates to get active.

HEMI IN 2025

Hemi consistently meets the physical activity guidelines – he's in the 54% of our region who do! Hemi and his family have now inspired many of their wider whaanau and friends to join them in leading a healthy and active life. They are now trying new things and the boys have introduced Hemi to Geocaching along the Hakarimata Ranges.

BUILDING COMMUNITIES

A focus on quality local delivery of sport, recreation and physical activity experiences

HELPING
COMMUNITIES
TO HELP
THEMSELVES

Successful delivery of quality sport, recreation and physical activity experiences requires organisations and individuals involved in delivery to work together. Quality experiences encourage our communities to participate and succeed.

Sharing knowledge, best practice, time and resources offers an opportunity to grow the value for our region.

Local communities working together to deliver quality experiences for sport, recreation and physical activity

HELPING COMMUNITIES TO HELP THEMSELVES

FOCUS AREAS

Sport, recreation and physical activity takes place in communities across our region in many different ways and many different forms - together we encourage it all.

For participation in the region to grow, we need to focus our investment over the first strategic horizon (2016 – 2020) on the **delivery of quality experiences**. Four key settings have been prioritised to enable growth with a focus on organisational capability and the building of a skilled workforce (both voluntary and paid):



Strengthening networks and the sharing of resource – a focus on working together

REGIONAL ORGANISATIONS, CLUBS AND COMMUNITIES



Partnering to enhance and encourage delivery – a focus on strategic alignment

EARLY CHILDHOOD, SCHOOLS AND TERTIARY INSTITUTIONS



Increasing awareness, access and connections – a focus on creating opportunities from emerging trends

ACTIVE RECREATION, FITNESS PROVIDERS AND COMMUNITIES



Making Tikanga the centre of the process - a focus on Māori cultural practice and ways of doing things

WHAANAU, HAPUU, IWI, MARAE

INFRASTRUCTURE - Building a quality workforce to deliver - coaches, administrators, paid and volunteer workforce
- Providing facilities, places and spaces

BUILDING COMMUNITIES

HELPING COMMUNITIES HELP THEMSELVES

A focus on quality local delivery of sport, recreation and physical activity experiences



Satisfaction with “Quality of experience” in Clubs



Satisfaction with “Quality of experience” in Education settings



Satisfaction with “Quality of experience” in Recreation or Physical Activity settings (including Facilities and Events)



Satisfaction with “Quality of experience” in Whaanau, Hapuu, Iwi and Marae settings

Why this indicator		When individuals promote an experience received in a club, education, event or facility setting they are intrinsically satisfied with the “quality of experience” and we collectively increase the likelihood of their continued involvement	
Baseline		Baseline available 2017	Project underway in partnership with Sport New Zealand to deliver this data
Targets	Short Term (2018)	Maintain Baseline	Baseline to be established
	Medium Term (2020)	Positive growth from Baseline	To be advised
	Long Term (2025)	Positive growth from Baseline	To be advised
Key Partners in delivery		Clubs, National Sports Organisations, Regional Sports Organisations, Physical Activity and Recreation Providers, Waikato District Health Board, Population Health, Central & Local Government Agencies, Regional Council, Education, Community and Commercial Providers, Iwi, Department of Conservation, Sport New Zealand, Sport Waikato	

¹Targets will be confirmed following the publication of baseline measures in 2017

² When individuals promote an experience received in a club, education, event or facility setting, they are intrinsically satisfied with the ‘quality of experience’ and we collectively increase the likelihood of their continued involvement

TIMING OF COLLABORATIVE FOCUS

2016 2018 2020 2025

Coaching Plan | Young People Plan |
Women & Girls Plan | Local Delivery Plan
| Sport Capability Plan

Workforce Plan | Maaori Plan |
Recreation & Physical Activity Plan

BUILDING COMMUNITIES

MEET PETRA



Petra is a committed member of her local hockey club. As a competitive player she trains three times a week with her team and receives regular coaching. Petra volunteers for her club at the weekends serving in the clubroom kitchen and bar.

Recently Petra has become the club captain and has received a complaint from a new member of the club who is dissatisfied with the club's atmosphere.

The new member finds the club unfriendly and claims that it is hard to find out information. The player has only been at the club for a few months and is ready to leave. They are actively telling others not to join the club.

How will we work with Petra, her club and other clubs like Petra's to improve the quality of the participant experience?

How will we work together to get Petra and others like her active?

PETRA IN 2020

Petra was disappointed in the complaint from the new member and has subsequently set up a project group of volunteers to actively welcome and support all new members who join the club. The club now assigns a volunteer to a new member on their initial introduction to the club and checks in with them regularly. In addition, the project group has provided more social occasions where new members and existing members are mixed up to play socially.

The club is now part of a local club community sharing ideas and resources, including best practice, and has improved retention of new members but has not yet increased new membership applications.

PETRA IN 2025

The club, through Petra and her project group, has accessed resources and advice from their Regional Sport Organisation and Regional Sports Trust. The club now actively recruits new members through 'have a go' days and community events they deliver in partnership with other community organisations.

Membership has increased significantly in the last five years and players old and new have been overheard commenting on the vibrancy and welcoming atmosphere within the club. New members have not only been retained but most have been eager to volunteer.

MEET BRAD & DAVID



Brad and David are passionate about the sport of Parkour. They find inspiration on the internet and are continually trying to improve their skills; however their current practice has gotten them into trouble regarding the safety of using bridges, railings and public structures. Both Brad and David are involved informally right now and are trying to find places to participate.

How will we work with Brad and David to enable them to find safe venues to continue to practice and participate?

BRAD & DAVID IN 2020

Through a network of mates, Brad and David have set up a virtual Parkour club.

Since Brad and David set up the club, membership has increased exponentially and both guys have found that they require assistance with governance and operational capability to sustain the growth in membership. Having used Facebook as the forum for the virtual club, they are now seeking to design an app for the club to enhance communications and the ability to deliver.

BRAD & DAVID IN 2025

The Parkour club is now linked with Parkour NZ and have managed in partnership with the Regional Sports Trust and Local Authority to find venues supportive of parkour activity across the region. In addition the club is being supported by the national organisation (Parkour NZ) to assist with growing demand.

Now that the sport is well organised and has designated Parkour friendly venues, there are more opportunities to participate and public awareness of the sport has grown. The club has also joined with Circus Sports, GymSports and dance organisations to share resources and enhance opportunities for young people.

REGIONAL LEADERSHIP

A focus on regional and national partners working together to lead change and enhance outcomes.

LEADING &
DELIVERING
CHANGE

Regional leadership of sport, recreation and physical activity provides focus and clarity towards 2025.

Partnerships leverage and strengthen our ability to achieve outcomes for the people of our region and planning together can and will optimise performance.

A strong sector includes the development and sharing of knowledge to enable informed decisions. A system that measures outcomes and impact and a plan for an appropriate mix of future focused places, spaces and facilities to enable participation and competition.

Working together to deliver sustainable outcomes for sport, recreation and physical activity for generations to come

LEADING AND DELIVERING CHANGE

FOCUS AREAS

Over the first strategic horizon (2016 – 2020) five key areas have been prioritised where emphasis will be placed to ensure and secure the provision of **a strong and vibrant sport, recreation and physical activity sector for generations to come.**



INSIGHTS

Sharing and communicating knowledge and information – a focus on enabling decisions that benefit communities

INFORMED DECISIONS



PLACES, SPACES & FACILITIES

Delivering a regional network of facilities, places and spaces – a focus on enabling community participation

ACCESSIBLE AND AFFORDABLE



PLANNING FOR URBAN GROWTH

Working together to meet community needs – a focus on providing for a growing population

HAMILTON CITY AND GROWING SURROUNDS



REGIONAL STRATEGIES

Supporting, leading and engaging in regional strategies – a focus that recognises that together we are better

LEVERAGING PARTNERSHIP OUTCOMES



NATIONAL HOME OF SPORTING EXCELLENCE

A place where:

- High Performance Athletes want to live and train
- High Performance Events return economic and social value
- Talent pathways foster sporting success
- Role models inspire participation

HOME OF HIGH PERFORMANCE SPORT

REGIONAL LEADERSHIP

LEADING AND DELIVERING CHANGE

A focus on regional and national partners working together to lead change and enhance outcomes



Evidence of greater sector understanding and informed decision making



Moving Waikato 2025 evidence of Working Together



Key partner assessment of Sport Waikato as host in leading the Sector



Key partners rate Waikato as a successful sporting region

Why this indicator		Recognised as high level measures and indicators of regional collaboration and success through working together	
Baseline		Baseline available early 2017	A plan in this area will be jointly developed with key partners
Targets	Short Term (2018)	Maintain Baseline	
	Medium Term (2020)	Positive growth from Baseline	
	Long Term (2025)	Positive growth from Baseline	
Key Partners in delivery		High Performance Sport New Zealand, Regional Sport Organisations, National Sport Organisations, Waikato District Health Board, Population Health, Central & Local Government Organisations, Regional Council, Iwi, Department of Conservation, Sport New Zealand, Sport Waikato	

¹Targets will be confirmed following the publication of baseline measures in 2017

² When individuals promote an experience received in a club, education, event or facility setting, they are intrinsically satisfied with the 'quality of experience' and we collectively increase the likelihood of their continued involvement

TIMING OF COLLABORATIVE FOCUS

2016 2018 2020 2025

Strategic Insights Plan | Cycle Strategy | Facilities Plan | Maaori Plan | Urban Growth Plan (Hamilton City & growing surrounds)

National Home of Sporting Excellence Plan

REGIONAL LEADERSHIP

MEET GEOFF, KEY PARTNER CEO



Geoff is the CEO of one of the Waikato region's Local District Councils. At a local level Geoff is aware of collaborative relationships and partnerships that benefit the community between sports organisations, education and health providers, government agencies and community organisations. He is committed to achieving the outcomes of the Regional Sports Facilities Plan but wants to achieve more.

How will partners across the region work together to lead and deliver change for Moving Waikato 2025?

DISTRICT COUNCIL IN 2020

Geoff's District Council has endorsed the Moving Waikato 2025 strategy and has been actively involved in improving the provision of facilities. The ratepayers have been surveyed with regards to facility provision, access and quality of experience. Maintenance and safety of cycleways and walking tracks has been raised as a significant issue.

It has also been recognised that the neighbouring local authority has proposed a sub-regional aquatic facility, 10km from the council border. Geoff's ratepayers are also asking for an upgrade of their aquatic facility.

Through Moving Waikato 2025, a sub-regional investment policy has been endorsed by the council, opening the way for provision of funds in partnership.

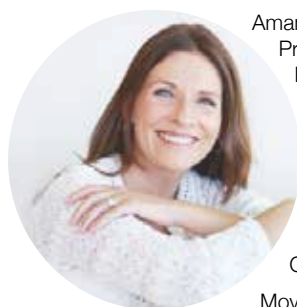
DISTRICT COUNCIL IN 2025

Geoff believes the collective commitment to delivering a healthy, vibrant, physically active and successful sporting region via Moving Waikato 2025 has been a positive influence on delivery for the people of his district.

Geoff is actively involved in regional collaboration projects across a variety of topics that have an influence on the delivery of sport, recreation and physical activity outcomes.

With Sport Waikato as the lead and enabler of outcomes for Moving Waikato 2025, Geoff feels his organisation and the partners he works with are more informed about the sport sector, they are working together in a coordinated way and is an advocate of the work of Sport Waikato as the lead for the delivery of outcomes for the Moving Waikato 2025 strategy.

MEET AMANDA, KEY PARTNER CEO



Amanda is the CEO of a Regional Health Provider and is concerned that the levels of obesity and associated health problems are increasing annually.

Amanda and the rest of her team have identified that there needs to be a collaborative approach and sees increasing physical activity through action of the Physical Activity Guidelines is an avenue for this.

Moving Waikato 2025 uses the Physical Activity Guidelines as the regional measure for both adults and young people. As a result, Amanda is seeking collaboration with partners to halt and reverse the negative trend.

How will key partners work together to lead and deliver change for Moving Waikato 2025?

REGIONAL HEALTH PROVIDER IN 2020

Recorded achievements of the Physical Activity Guidelines have increased for adults and young people over the past few years, through partnered intervention initiatives such as a focus on Women, Girls and

Young People as a result of the Moving Waikato 2025 regional strategy.

Amanda has seen an increase in collaborative projects with other partners and the regional health provider has further invested in the next focus areas to grow participation in Maaori and Rural populations.

REGIONAL HEALTH PROVIDER IN 2025

The collective commitment to delivering a healthy, vibrant, physically active and successful sporting region via Moving Waikato 2025 has been a positive influence on delivery for the people of the region.

Through the Moving Waikato 2025 Strategy, Amanda has linked with recreation, physical activity and sport providers and other local community organisations. The collective are in the initial stages of reviewing the outcomes of a collaborative project targeting improved opportunities for older people.

With Sport Waikato as the lead and enabler of outcomes for Moving Waikato 2025, Amanda feels her organisation and the partners she works with are making a difference - increasing the percentage of physically active people and reducing obesity and obesity related illnesses.

Amanda feels informed about the recreation, physical activity and sport sector and is pleased to be working in a coordinated way. Amanda and her organisation are advocates for the work jointly delivered with Sport Waikato as the lead for the Moving Waikato 2025 strategy.

PROGRESS INDICATORS

Moving Waikato 2025 progress indicators and trend assessments.
A sample of progress measures

NOVEMBER 2016

OUR PEOPLE

More adults, more children, out there and active.

PRESCHOOL AGED CHILDREN 0-4 YEARS

Nationally there are no baseline measures for the under five age group for fundamental movement skills.

Physical activity levels at 5-6 year age group will inform the 0-5 success indicators.

PARTICIPATION DEMOGRAPHICS

AGE GROUP	5-11	12-17	18+
MALE	↑	↑	↑
FEMALE	↑	↑	↑
EURO/NZ	↑	↑	↑
MAAORI	↑	↑	↑
PACIFIC	↑	↑	↑
ASIAN	↑	↑	↑
OTHER/ MELAA	↑	↑	↑

CHILDREN AGED 5-11 YEARS

— % meet the physical activity guidelines for children*

↑ Participate in moderate activity over 7 days

↑ Like being active

↓ Would like to do more

Top 5 activities
1. Swimming
2. Athletics
3. Cycling
4. Football
5. Cross country

Top 5 event activities
1. Running
2. Cycling
3. Swimming
4. Triathlon
5. Athletics

Top 5 barriers
1. Time
2. Cost
3. Not good enough

4. Age
5. Parents too busy

*(60 minutes or more of moderate to vigorous physical activity a day)

CHILDREN AGED 12-17 YEARS

— % meet the physical activity guidelines for children*

↓ Participate in moderate activity over 7 days

— Like being active

↑ Would like to do more

Top 5 activities
1. Running
2. Swimming
3. Walking
4. Football
5. Athletics

Top 5 event activities
1. Cycling
2. Swimming
3. Triathlon
4. Running
5. Multi sport

Top 5 barriers
1. Time
2. Cost
3. Study

4. Gender
5. Not good enough

AGED 0-14 YEARS

— Recorded as overweight

— Recorded as obese

Top 3 health issues for region
1. Diabetes
2. Obesity
3. Oral hygiene

ADULTS 18+ YEARS

↑ % meet the physical activity guidelines for adults**

— Average participation in physical activity over 7 days

↑ Would like to do more

Top 5 activities
1. Walking
2. Swimming
3. Cycling
4. Equipment based exercise
5. Fishing

Top 5 barriers
1. Time
2. Cost
3. Poor health/injury
4. No facilities/parks
5. Unsure who to connect with

Top 5 locations of participation
1. Path/Cycleway/Walkway
2. At home

3. Outdoor sports facility
4. Gym/fitness centre
5. Indoor sports facility

**30 minutes a day, 5 times a week of moderate to vigorous physical activity

AGED 15+ YEARS

↓ Recorded as over weight

↓ Recorded as obese

Top 3 health issues for region
1. Obesity
2. Diabetes
3. Asthma

PROGRESS INDICATORS

Moving Waikato 2025 progress indicators and trend assessments.
A sample of progress measures

NOVEMBER 2016

BUILDING COMMUNITIES

A network of capable providers delivering quality sport, recreation and physical activity experiences.

- ↑ NPS¹ Satisfaction with 'Quality of experience' in Clubs
- ↑ NPS¹ Satisfaction with 'Quality of experience' in Education Settings
- ↑ NPS¹ Satisfaction with 'Quality of experience' in Recreation or Physical Activity settings (including Facilities and Events)
- ↑ NPS¹ Satisfaction with 'Quality of experience' in Whaanau, Hapuu, Iwi and Marae settings

Requirements:

- A strong workforce - volunteers and paid staff, committees and governance
- Coaching, education, training and instruction that encourages involvement
- Accessible and affordable facilities
- An appropriate mix of opportunities - events, competitions and activities

- Number of volunteers
- Satisfaction with local facilities
- ↑ Number and quality of coaches
- ↑ Satisfaction with key event provision

STAKEHOLDER VIEW ON AREAS OF FOCUS FOR UPCOMING 12 MONTHS

- Building up and supporting volunteers
- Building up and supporting coaching
- ↑ Supporting the development of talented and elite athletes
- ↑ Club development and support
- Sports and recreation events (eg. fun runs)
- Supporting school sport and recreation
- ↑ Enhancing participation among youth
- ↑ Enhancing participation among the elderly

REGIONAL LEADERSHIP

Working together to lead and deliver change.

- ↑ % Agree evidence of greater sector understanding and informed decision making
- ↑ NPS¹ Key partner assessment of Sport Waikato as host in leading the Sector
- ↑ % Agree Moving Waikato 2025 evidence of Working Together
- ↑ % of Key partners rate Waikato as a successful sporting region

SPORT WAIKATO

SPORT WAIKATO PERFORMANCE (PAST 12 MONTHS - RATED BY STAKEHOLDERS)

- ↑ Leading the sport and active recreation community with an effective mandate
- ↑ Actively setting the future agenda of sport and active recreation in your region by identifying priorities
- Advocating and supporting change and improvement across sport and active recreation
- ↑ Facilitating improved collaboration
- ↑ Leading and/or contributing to the development of sport and active recreation regional plans

¹ When individuals promote an experience received in a club, education, event or facility setting they are intrinsically satisfied with the 'quality of experience' and we collectively increase the likelihood of their continued involvement

MOVING WAIKATO 2025

'Together we achieve more'

Mahia te mahi hei painga moo te iwi

Do the work for the betterment of the people

- Te Paea Herangi

KEY PARTNERS

Sport New Zealand, National and Regional Sports Organisations, Sports Clubs and Community Organisations, Recreation, Physical Activity and Event Providers, High Performance Sport New Zealand, Waikato District Health Board, Population Health, Local Health Providers, Central Government Agencies, Waikato Regional Council and Local Authorities, Iwi, Department of Conservation, Tertiary, Secondary and Primary Education Providers, Early Childhood Education and Care Providers, Community and Gaming Trusts, Philanthropic Partners and Sponsors



Key Partners (as recognised November 2016) are subject to change.

This plan has been built on the knowledge base available at the time of publication and recognises the need for any strategy to remain live and open for adaptation over time.