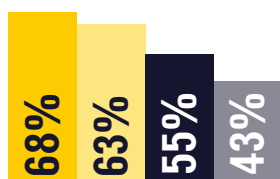


GROWING YOUNG PEOPLE'S PARTICIPATION

in physical activity for sport,
exercise or recreation

Nationally young people aged 15+ are less engaged in most aspects of sport and recreation compared to younger children aged between 5-14 years (Young People's Survey 2011).

11-14 YEAR BOYS	11-14 YEAR GIRLS
68%	63%
15-18 YEAR BOYS	15-18 YEAR GIRLS
55%	43%



spend three or more hours a week on organised sport and recreation when the combined time is calculated

Young People's Survey 2011

YOUNG ADULTS (16-24 YEARS)	ALL ADULTS
44%	48%



Meet the physical activity guidelines (30 mins per day, 5 days per week)

Active NZ 2007/08

This profile defines young people as 15-24 years, based on Young People's Survey 2011 (15-18 years) and Active NZ Survey 2013/14 (16-24 years).

NATIONAL PROFILE

75% OF YOUNG ADULTS

(AGED 16-24 YEARS)

ARE INTERESTED IN TRYING A NEW ACTIVITY OR DOING MORE OF AN EXISTING ACTIVITY

Active NZ 2013/14

LET'S MAKE IT HAPPEN!



SEEKING EXPERIENCES

INSPIRING

SOCIAL

REWARDING

'FOR ME'

CREATIVE

KNOW THE BARRIERS

Young people experience both practical and personal barriers to participation:

PRACTICAL



Time & cost
- real and
prioritised



Traditional
sport is
unappealing



Competing
activities - eg.
screen time,
shopping,
friends



Focus is on
sporty kids/
elite



Shortage of
accessible
role models



Don't know
where/who to
connect with

See: Publications Reviewed and
Synthesised for more information

PERSONAL



Personal barriers
difficult to identify*



Impact on
social life



Perception of
sport/emotional
reasons



Study
pressure/work
pressure



Body image and
appearance of
adolescent girls

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 young people know that regular physical activity and exercise is a good thing. It provides:

POSITIVE
BODY
IMAGE

BETTER
PERFORMANCE
AT SCHOOL

SOCIAL
CONFIDENCE,
CONNECTIONS &
INTERACTIONS

AWARENESS
OF HEALTHY
CHOICES

REDUCES
ANTISOCIAL
BEHAVIOUR

Participation by young people offers one of the greatest opportunities for the sport and recreation sector to grow. Equally, participation offers young people healthy habits for life.

See: Publications Reviewed and
Synthesised for more information

KNOW THEIR PREFERENCES

YOUNG PEOPLE (15-18 YEARS) PREFER TO PARTICIPATE:

HOW



While mucking
around

96%



Organised by school
(outside of class time)

81% 82%

BOYS

GIRLS



With a club
(outside of school)

71% 64%

BOYS

GIRLS

Young People's Survey 2011

FUN, FITNESS & HEALTH ARE MOTIVATORS (16-24 YEARS)

WHY



Enjoyment

93%



Fitness & Health

92%



Social

67%



Sport Performance

59%



Low Cost

51%

Active NZ 2013/2014

NATIONALLY, YOUNG PEOPLE 15-18 SPEND LESS TIME PLAYING SPORT THAN YOUNGER CHILDREN

- Less likely to spend 3+ hours a week when combined for sport and recreation (Young People's Survey 2011)
- More likely to spend more time participating (3+ hours a week) when informal and organised sports/activities are combined (Young People's Survey 2011)

Where sport is part of a young person's life, it tends to play a relatively small role (Challenge of Growing Youth Participation in Sport 2014).

WE MUST OFFER YOUNG PEOPLE OPPORTUNITIES TO PARTICIPATE OUTSIDE OF SCHOOL AS THEY AGE

SPORTS CLUBS & SCHOOL SPORTS TEAMS are an important part of many young people's (15-18 years) SPORTING LIVES

6/10 BOYS & 5/10 GIRLS BELONG TO A SPORTS CLUB

Young People's Survey 2011

TOP TEN ACTIVITIES (BOYS 15-18 YEARS)



Running/Jogging
/Cross Country



Swimming



Athletics,
Track & Field



Football,
Soccer, Futsal



Basketball



Rugby



Cycling/Biking



Table Tennis



Touch Rugby



Badminton

TOP TEN ACTIVITIES (GIRLS 15-18 YEARS)



Running/Jogging
/Cross Country



Swimming



Walking



Athletics,
Track & Field



Cycling/
Biking



Netball



Dance



Basketball



Football,
Soccer, Futsal



Badminton

Young People's Survey 2011

REMOVE THE BARRIERS: DELIVER WHAT YOUNG PEOPLE ARE LOOKING FOR

Sport and recreation providers must recognise the age transitions and support young people to continue participation despite competing interests/activities and changing life stages.

MAKE IT
SOCIAL. MAKE
IT FUN

EMBRACE
TECHNOLOGY

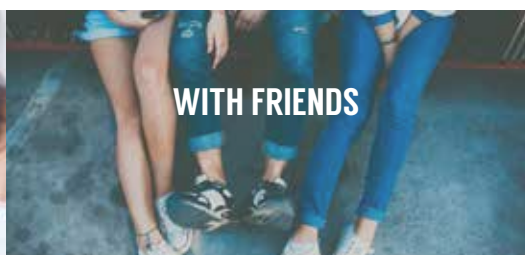
YOUTH
SPEAK

ADD MUSIC

MEANINGFUL
EXPERIENCE

OFFER
SOMETHING
DIFFERENT

See: Publications Reviewed and
Synthesised for more information



Partnerships must be fostered between schools, clubs and partner (including sport and health) organisations to maximise opportunities and pathways for participation outside of school. Communities make or break the experience – train frontline staff to deliver to youth.

PARTICIPATION CAMPAIGNS



IN2IT

Designed for children and young people to influence outcomes in their local neighbourhoods and communities through innovative and creative unstructured play
www.in2it.org.nz



8M8S – WAITAKERE

Growing participation with short, fun versions of traditional sports
<http://live.isitesoftware.co.nz/sportWaitakere/childandyouth/secondaryschool/8m8s/>



STREET GAMES – UK

Bringing sport to disadvantaged youth
www.streetgames.org



FIT FOR GIRLS – SCOTLAND

FitGirl Revolution inspiring girls and women to get fit using Instagram community for success stories
www.fitgirls.com

PUBLICATIONS REVIEWED & SYNTHESISED

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

Active NZ Survey 2007-08 Key Results. Sport NZ 2008

Australia's Physical Activity and Sedentary Behaviour Guidelines. Young People 13-17. Australian Government 2012

Boys and Girls Clubs of Hamilton. Girls and Young Women Mentor Community, Canadian Active After School Partnership 2012

Challenge of Growing Youth Participation in Sport. Youth Insights Pack. Sport England 2014

Changing the Culture of Youth Sports. Safe Kids Worldwide 2014

Developing Young People's Sense of Self and Place Through Sport. University of South Australia 2014

Does Cycling Make Young People Better Drivers. Harbour Sport 2014

Getting Girls Active. Developing Inspiring PE and Sport Through Research and Innovation. Youth Sports Trust 2014

Fit For Girls. Final Summary Report. Youth Sport Trust, Sport Scotland 2012

Helping Community Leaders Establish a Strong and Positive Youth Sports Culture. National Alliance for Youth Sports 2014

Inactivity Time Bomb. The Economic Cost of Physical Inactivity in Young People. StreetGames 2014

Increasing Participation in After-School Sport and Physical Activity among Children and Youth: A Case Study of Providers in Ontario, Canada. Ken Lodewyk, PHENEX Journal 2013

New Zealand Physical Activity Report Card for Children and Youth. Auckland University 2014

Physical Activity for Children and Young People. British Heart Foundation 2014

Secondary School Sport Participation Transition and Withdrawal. France, A. Wintec 2014

Prosocial Behaviour in Adolescents. Classroom and Sport Specific Environments. Massey University 2013

Scoping Exercise Into Young Peoples (14-16) Attitudes and Engagement in Sport. StreetGames 2013

Sport, Culture and the Internet. Are Australian Children Participating. The Smith Family Research Report Australia June 2013

Sport and Recreation Programming for Children and Young People. Auckland Council 2011

Sports Participation Among 14-21 Year Olds. How Do We Encourage Young People To Stay Involved in Sport. Sport Wales 2012

Square Eyes and Couch Potatoes. Children's Participation in Physical Activity and Screen Based Activities Perspectives on Sport. Australian Bureau of Statistics 2013

The relationship between adolescent sport participation and lifelong participation in physical activity in Norway. A Critical Analysis. Skille, E.A., Solbakken, T. Scandinavian Sport Studies Forum Volume 5 Pages 25-45 2014

Young People's Survey 2011 Full Report. Sport NZ 2012

Young People's Survey 2011, Sport and Recreation in the Lives of Teenagers. Sport NZ 2014

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Young Women's Views and Experiences of Sport. Sport NZ Research Summary Factsheet Series. Sport NZ 2013

Youth'12 Overview: The health and wellbeing of New Zealand secondary school students in 2012. Clark, T. C., Fleming, T., Bullen, P., Denny, S., Crengle, S., Dyson, B., Fortune, S., Lucassen, M., Peiris-John, R., Robinson, E., Rossen, F., Sheridan, J., Teevale, T., Utter, J. Auckland, New Zealand: The University of Auckland 2013

LIMITATIONS & DISCLAIMER

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