



MOVING WAIKATO

A strategy to grow participation in play, active recreation and sport in the Waikato region

**SUMMARY
DOCUMENT**



ONE VISION

EVERYONE OUT THERE
AND ACTIVE

PURPOSE

A HEALTHY, VIBRANT,
PHYSICALLY ACTIVE
REGION THROUGH PLAY,
ACTIVE RECREATION
AND SPORT

MOVING WAIKATO

**GOAL: 75% OF ALL WAIKATO ADULTS
AND YOUNG PEOPLE MEETING THE
PHYSICAL ACTIVITY GUIDELINES BY 2030**

INTRODUCTION

Moving Waikato is a unified strategy for physical activity through play, active recreation and sport for the Waikato region, and gives focus and clarity towards 2025. It seeks to build on the positive momentum of existing partnerships and to increase the provision of opportunities for both participation and quality experiences for the people of the region. A strategy in which partnerships achieve results.

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.

Based on the evidence, insights and changing environment, the Moving Waikato advisory group resets the targets in each three-year horizon to meet the needs of the communities. We are now moving into horizon two. For more information refer to the full Moving Waikato Strategy.

NOTHING HAS CHANGED BUT EVERYTHING IS CHANGING

Societal change means the landscape for the delivery of physical activity through play, active recreation and sport has changed.

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 active recreation

CHANGING LANDSCAPE

The wellbeing focus of New Zealand's government and the strengthening relationships between sport and health will have a focus on measuring and impacting change

CHANGING PARTNERS

With limited resources, alignment and partnerships with non-traditional partners will be more important than ever

**THIS DOCUMENT OUTLINES THE STRATEGIC PRIORITIES
FOR MOVING WAIKATO FOR HORIZON 2 (2020 TO 2025)**

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

HORIZON ONE SUCCESSES

The review has concluded that Moving Waikato is serving the region well, providing an opportunity to lead and enable sector partners to guide outcomes for our Waikato communities. The strategy has enabled stability in direction, reporting and provided structure for organisational delivery. Moving Waikato has further enabled partners in delivery, stakeholders and funding investors clarity of vision and purpose.

Sport Waikato has developed subject matter expertise and begun to lead the sector through insights and regional facility planning. We have built capability in sport (through sports plans and Regional Sporting Organisation partner plans) and lifted the game with our key stakeholders.

KEY PROJECTS/INITIATIVES INCLUDED:



INSIGHTS | informing and leading decision making in the region



CAPABILITY | guiding and enabling our regional and local providers to review and improve their organisational capability



WAIKATO REGIONAL SPORTS FACILITIES PLAN | valued leadership and direction towards the development of sports facilities across the Waikato region



WOMEN AND GIRLS | unique and community-led activations designed and delivered to support females to engage in activity opportunities that work for them



CYCLE STRATEGY | collaborated approach to the delivery of cycling skills and Bikes in Schools projects across the region

PRIORITIES



OUR PEOPLE

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

MORE PHYSICALLY ACTIVE TAMARIKI, RANGATAHI AND WHAANAU



BUILDING COMMUNITIES

A focus on quality local delivery of play, active recreation and sport 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

HORIZON TWO FOCUS AREAS

While horizon one was predominantly focused on the whole community, horizon two aligns with the new Sport New Zealand strategy direction, focusing on Rangatahi (12-17 years) and Tamariki (5-11 years) with the inclusion of Tamariki Mokopuna (0-4 years).



RANGATAHI

**(YOUNG PEOPLE)
AGED 12-17 YEARS**



TAMARIKI

**(CHILDREN)
AGED 5-11 YEARS**



TAMARIKI MOKOPUNA

**(PRESCHOOL CHILDREN)
AGED 0-4 YEARS**

OUR PEOPLE

FOCUS AREAS



RANGATAHI

(YOUNG PEOPLE)
AGED 12-17 YEARS



TAMARIKI

(CHILDREN)
AGED 5-11 YEARS



TAMARIKI MOKOPUNA

(PRESCHOOL CHILDREN)
AGED 0-4 YEARS

DISABLED PEOPLE | Enabling activity for all - a focus on removing barriers to inclusion

- Maaori
- Disadvantaged²
- Women and Girls
- Low-participants

- Maaori
- Disadvantaged

- Women and Girls

- Low-participants

- Maaori
- Disadvantaged

- Low-participants

Priorities in order of importance – refer to key;

- Priority 1
- Priority 2
- Priority 3

MEASURES OF SUCCESS

Topline measure: Physical Activity Guideline - recognised as the level required, in conjunction with healthy eating guidelines, to make a long-term positive impact on individual health and wellbeing. Source: Sport New Zealand, Active NZ Survey, 2017.

RANGATAHI 12-17 YEARS³

54%
BASELINE
2017

TARGET
64%
BY 2025

TAMARIKI 5-11 YEARS³

63%
BASELINE
2017

TARGET
72%
BY 2025

TAMARIKI MOKOPUNA 0-4 YEARS

Nationally there are no baseline measures for the under five age group for fundamental skills. Physical activity levels at 5-6 year age group will inform the 0-5 success indicators.

Physical Activity guidelines for 5-17 years olds is 420 minutes or more of vigorous physical activity a week.

INDICATORS OF SUCCESS 2019 REVIEW

Measures of broader wellbeing outcomes

DROP OFF



57%

drop off in activity
from 12 years to
17 years of age

17 YEAR OLDS



**3.7
HOURS**

LESS than Tamariki
(12 years of age)

WANT TO DO MORE



59%
TAMARIKI

71%
RANGATAHI



² Highly deprived communities – deprivation 8-10.³ Sport New Zealand, Active NZ Survey, 2017.

BUILDING COMMUNITIES

FOCUS AREAS



EDUCATION SETTINGS

- Locally-led delivery
- Policies and practices
- Facilities, spaces and places
- Coaching



ACTIVE RECREATION & PLAY SETTINGS

- Locally-led delivery
- Policies and practices
- Facilities, spaces and places
- Coaching



SPORT SETTINGS

- Locally-led delivery
- Policies and practices
- Facilities, spaces and places
- Coaching

Priorities in order of importance – refer to key;

- Priority 1
- Priority 2
- Priority 3

MEASURES OF SUCCESS

Topline measure: Quality of experience: Societal change means the landscape for delivery of play, active recreation and sport is changing. For providers it will be critical to understand these changes and what can be done to keep people engaged.

EDUCATION SETTINGS⁴

-29
BASELINE
2019

TARGET
+16
BY 2025

SPORT SETTINGS⁵

+40
BASELINE
2016

TARGET
+55
BY 2025

ACTIVE RECREATION AND PLAY SETTINGS

Project underway in partnership with Local Authorities to deliver this data

INDICATORS OF SUCCESS 2019 REVIEW

Measures of broader quality experience outcomes⁶

In 2018 councils invested over

\$91M

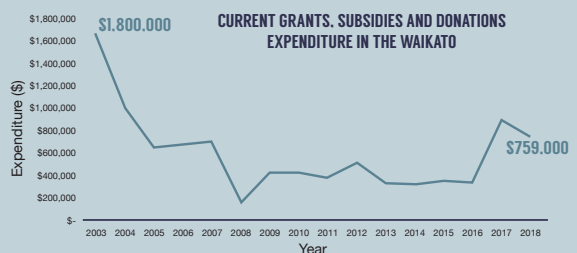
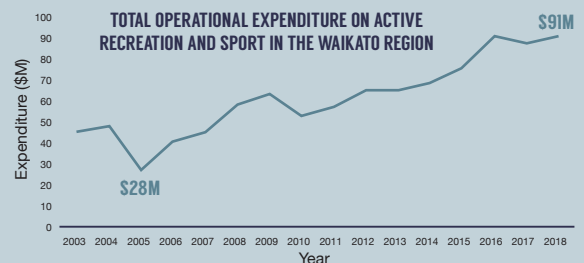
in total operational expenditure on Waikato active recreation and sport



Council total operational expenditure across the Waikato region has been increasing since 2005.



But current grants, subsidies and donations expenditure are decreasing across the Waikato region – contributing pressure on clubs and organisations to remain viable.



⁴ Sport New Zealand, Voice of the Rangatahi Survey, 2019. ⁵ Sport New Zealand, Voice of the Participant Survey, 2016/17.

⁶ Statistics New Zealand, Local Authority financial statistics, 2018

REGIONAL LEADERSHIP

FOCUS AREAS



**DECISION
MAKER
INFLUENCE**



**SPACES,
PLACES AND
FACILITIES**



**REGIONAL
STRATEGIES**

MEASURES OF SUCCESS

Topline measure: A set of indicators that are recognised as high level measures and indicators of regional collaboration and success through working together.

Agree evidence of greater sector understanding and informed decision making⁷

51%
BASELINE
2016

**TARGET
75%**
BY 2025

Moving Waikato evidence of working together⁷

63%
BASELINE
2016

**TARGET
72%**
BY 2025

Key partner assessment of Sport Waikato as host in leading the sector⁷

+13NPS
BASELINE
2016

**TARGET
+30 NPS**
BY 2025

Sport Waikato facilitating improved collaboration⁷

54%
BASELINE
2016

**TARGET
70%**
BY 2025

Key partner awareness of the Moving Waikato Strategy and their organisation's role in relation to it⁸

+22NPS
BASELINE
2019

**TARGET
+32 NPS**
BY 2025

Key partners rank their awareness of Moving Waikato at average or above⁸

25%
BASELINE
2019

**TARGET
70%**
BY 2025

⁷ Sport New Zealand, Sport Waikato Stakeholder survey 2018. ⁸ Moving Waikato Partner survey, 2019

KEY PARTNERS IN DELIVERY

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, Regional and Local Health Providers, Central Government Agencies, Waikato Regional Council and Local Authorities, Waikato Mayoral and CEO Forums, Iwi, Department of Conservation, Tertiary, Secondary and Primary Education Providers and Associations, The Waikato Plan Leadership Committee, School Sport NZ, Early Childhood Education and Care Providers, Community and Gaming Trusts, Philanthropic Partners and Sponsors.

Special thank you to members of the Moving Waikato Advisory group

- Professor Alister Jones, Senior Deputy Vice-Chancellor Professor, University of Waikato
- Garry Dyet, CE, Waipa District Council
- Kelvin Whiting, Waikato Secondary Schools Representative / Waikato Secondary School Sports Association (WSSA)
- Hamish Fenemor, Waikato Principals Association / Waikato Primary Schools representative
- Brent Sheldrake, Regional Partnerships Manager, Sport New Zealand
- Donna Flavell and Heremaia Samson, CE and Hapori Manager respectively, Waikato Tainui
- Greg Morton, Senior Planning and Engagement Manager, Waikato DHB
- Mark McCabe, Board Chairman, Sport Waikato
- Ian Handcock, Board member, Sport Waikato
- Matthew Cooper, CEO, Sport Waikato
- Andrew Corkill, General Manager People and Communities, Sport Waikato
- Rob Wadmore, General Manager Organisational Performance, Sport Waikato
- Dr Amy Marfell, General Manager Regional Leadership, Sport Waikato

MOVING WAIKATO

'Together we achieve more'

Mahia te mahi hei painga moo te iwi

Do the work for the betterment of the people

- Te Puea Herangi



Key Partners (as recognised March 2020) 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.

Photo credit: New Zealand Transport Agency