

GROWING MĀORI PARTICIPATION

in physical activity for sport,
exercise or recreation

Māori adults participate in physical activity for sport, exercise or recreation less than all adults.

MĀORI ADULTS
ALL ADULTS



Participate once a week

Active NZ 2013/14

MĀORI ADULTS



2007/08 2013/14

Māori participation has decreased by 4% since 2008

Active NZ 2013/14

Mahi aroha or volunteering is a common practice by Māori in sport and recreation (HOP 2015 & Active NZ 2013/14).

SEEKING CONNECTION

Māori have an increased likelihood of participation that represents:

CULTURAL
CONNECTIONS

SUPPORTING
FRIENDS

WHOLE
WHĀNAU
BASED

BEING
TOGETHER

67% OF MĀORI

SAY THEY ARE INTERESTED IN TRYING A NEW SPORT AND RECREATION ACTIVITY OR DOING MORE OF AN EXISTING ONE

Active NZ 2013/14

LET'S MAKE IT HAPPEN!

KNOW THE BARRIERS

Although Māori are interested in trying new sport and recreation activities, both practical and personal barriers can challenge them:

PRACTICAL



Time & cost
- real and
prioritised



Poor health/
injury/disability



Don't know
where/who to
connect with



Manaakitanga/
Hūmarie
(caring for others
before themselves)

See: Publications Reviewed and
Synthesised for more information

PERSONAL



Personal barriers
difficult to
identify*



Shyness/
Whakamā



Social
confidence
'fear of going alone',
failure and rejection



Motivation



Peer
influence

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



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

Equally, participation promotes stronger, healthier and more vibrant Māori communities.

See: Publications Reviewed and
Synthesised for more information

KNOW THEIR PREFERENCES

MĀORI PARTICIPATE OUTSIDE, AT HOME, ON THE WATER

WHERE



Outside
on path, cycleway,
walkway

43%



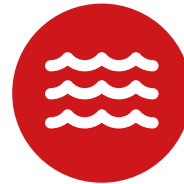
At home

41%



Outdoors
at a park

39%



In or on
the sea

36%



Outdoor
sports facility

36%

Active NZ 2013/14

ENJOYMENT, HEALTH & FITNESS AND CULTURAL CONNECTIONS ARE MOTIVATORS

WHY



Enjoyment

86%



Fitness & Health

86%



Social

57%



Low Cost

48%



Cultural Reasons

39%

Active NZ 2013/14

Traditional Māori Games and events have grown in popularity.

Kī-o-Rahi is growing from Primary through to Secondary schools with marae engaging in Iwi or Marae specific traditional activities.

See: Publications Reviewed and Synthesised for more information



Active NZ 2013/14

TOP TEN SPORTS FOR MĀORI



Walking



Swimming



Fishing



Equipment
based



Cycling



Jogging/
running



Dance



Touch Rugby



Netball



Aerobics

REMOVE THE BARRIERS: EMPHASISE WHĀNAU, TEAM SPORTS & CULTURE

Offer opportunities that reflect motivations for Māori to participate:

See: Publications Reviewed and Synthesised for more information



PARTICIPATION CAMPAIGNS



HE ORANGA POUTAMA (HOP) – MĀORI HEALTH DEVELOPMENT

www.hop.org.nz/development/maori-health-development/



MOVE THE MĀORI NATION

<http://toitangata.co.nz/moving-the-maori-nation>



IWI GAMES

<http://www.waikatotainui.com/opportunities/waikato-tainui-games-2016/>

PUBLICATIONS REVIEWED & SYNTHESISED

Inter-Iwi Sport Can Strengthen Cultural Identity For Urban Māori, W Mato, Thesis to AUT, July 2011

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

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

Physical and Sport Strategy. Christchurch City Council, Sept 2002

HOP Annual Report 2015

LIMITATIONS & DISCLAIMER

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

