

# WAIPA DISTRICT

## Sport and Active Recreation

PARTICIPATION PROFILE  
ADULTS 18+

Physical activity makes a positive contribution to health and wellbeing.

### WHAT WE DO

**62%** do more than 150 minutes<sup>1</sup> of physical activity a week – enough to positively impact their health

(MORE THAN THE WAIKATO REGION)

INDICATIVE PROFILE ONLY

## WHERE WE PARTICIPATE

### TOP 5 PLACES TO BE PHYSICALLY ACTIVE<sup>2</sup>



**53%**

Private property, home, garden or pool



**52%**

On the road or footpath



**27%**

Walkway



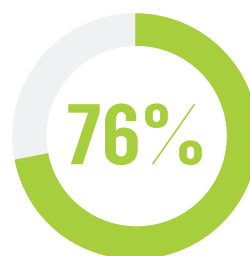
**20%**

Public park, field, playground, skate park or BMX track

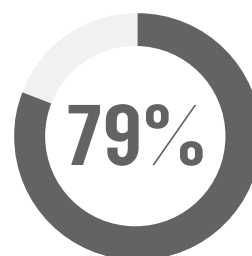


**17%**

Gym or fitness centre



want to do more physical activity  
(VS 73% REGIONALLY)



feel being physically active in the great outdoors is an important part of New Zealanders lives

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Due to a small sample size, all results in this profile are indicative only. <sup>1</sup>Moderate to vigorous physical activity for sport, exercise and recreation. Activity causes a slight, but noticeable, increase in breath and heart rate, or is intense enough to make you out of breath. <sup>2</sup>Responses from those that indicated they have done physical activity in the last 7 days (participants).

# HOW WE PARTICIPATE

PARTICIPATION VARIES BY GENDER, AGE AND ETHNICITY

## TOP 5 ACTIVITIES OVER LAST 7 DAYS



## TOP 10 SPORTS WHERE ADULTS ARE ACTIVE (OVER THE LAST 7 DAYS)

- |                           |                 |
|---------------------------|-----------------|
| 1 Golf                    | 6 Table tennis  |
| 2 Tennis                  | 7 Touch rugby   |
| 3 Netball                 | 8 Outdoor bowls |
| 4 Horse riding/equestrian | 9 Basketball    |
| 5 Football/soccer         | 10 Cricket      |

16%

### GYM OR FITNESS CENTRE

belong to a gym or fitness centre

(LESS THAN THE WAIKATO REGION)

Of those that belong to a gym or fitness centre, 21% have not visited the gym in the last 7 days

31%

### EVENTS

have participated in events in last 12 months

24% have continued doing the activity after the event

## TOP 5 ACTIVITIES FOR EVENTS ARE

- Running/walking events
- Sports tournament
- Biking events
- Endurance running/walking events
- Fishing tournament/event

39%

### COMPETITION OR TRAINING

have been competitive or part of organised training

25%

### CLUB

belong to a sport or recreation club

# QUALITY EXPERIENCES ARE DEFINED BY:

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

## DRIVERS FOR A GOOD SPORTS CLUB EXPERIENCE ARE<sup>3</sup>:

- Social environment
- Fulfilling potential
- Quality of coaches
- Being friendly & welcoming
- Fair & equal opportunities
- Providing information when needed
- Professional & well managed
- Clean & well maintained facilities

## COACHING AND INSTRUCTION<sup>4</sup>

TOP 3

reasons to receive coaching

- 1 To improve skills
- 2 To improve performance
- 3 To keep them motivated or focused

21%

have received coaching in last 7 days

18%

have used technology over last 7 days to receive instruction

<sup>3</sup>Source: Sport New Zealand. Voice of participant survey 2017.

<sup>4</sup>Responses from those that indicated they have done physical activity in the last 7 days (participants).

# WHY WE PARTICIPATE

## AND HOW WE FEEL ABOUT IT

**77%** of adults see physical activity as an essential part of their life

**87%** are satisfied with their life

**SCREEN TIME** **58%** say they would be lost without their mobile phone  
(LESS THAN THE WAIKATO REGION)

TURN IT OFF TO BE ACTIVE AND CONNECT WITH YOURSELF AND OTHERS

### REASONS FOR BEING ACTIVE:

Waipa adults are motivated by maintaining physical health, mental emotional wellbeing and having fun.

**54%** To lose or control weight

**52%** Will only do the physical activity if they find it fun

**50%** Improve skills or performance

**48%** Challenging yourself and trying to win

**41%** Being physically active with others

**34%** Wanting to look good

**WELLBEING**  
**85%** recognise that being physically active is important for their mental health and wellbeing

**59%** state sport and physical activity gives them motivation and a sense of purpose  
(LESS THAN THE WAIKATO REGION)

**56%** say they find it easier to concentrate after physical activity  
(LESS THAN THE WAIKATO REGION)

### TOP 5 BARRIERS ARE:

When adults would rather spend time doing other activities, spending time with the family takes precedence over physical activity.

**72%** know they should do more physical activity

**61%**

Other commitments are taking priority (e.g. work, family)

**24%**

I am too tired or don't have the energy

**23%**

I struggle to motivate myself

**19%**

I prefer to spend my time on other interests/hobbies

**19%**

I already do a good amount of physical activity

When adults do not want to do more physical activity the most common reason is that they feel they already do enough through sport, exercise and recreation and secondly through work.

## SPORT AND PHYSICAL ACTIVITY ENABLES HAPPIER AND HEALTHIER PEOPLE AND BETTER CONNECTED COMMUNITIES<sup>5</sup>

- reduces rates of non-communicable disease (cancer, heart disease, type 2 diabetes and obesity) and improves life expectancy
- reduces rates of mental health conditions such as depression and anxiety
- participation early in life is positively associated with maintaining active and healthy behaviours later in life
- participation is positively associated with better cognitive function and academic achievement
- participation can help develop important life skills including teamwork, self-confidence and leadership
- participation has the potential to strengthen social networks and build a sense of belonging for participants
- participation has the potential to bring communities together, contributing to community identity and reducing antisocial behaviour

<sup>5</sup>Source: Sport New Zealand Value of Sport 2018.

# VOLUNTEERING

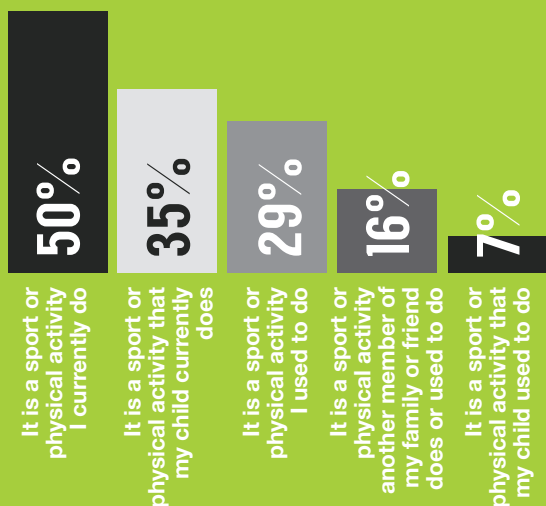
VOLUNTEERS MAKE SPORT HAPPEN. THEY ARE THE HEART OF SPORT AND RECREATION

**27%** HAVE VOLUNTEERED IN LAST 12 MONTHS

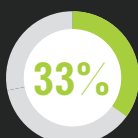
**39%** CONSIDER THEY MAY VOLUNTEER IN THE NEXT 12 MONTHS

**4.90** AVERAGE HOURS<sup>6</sup> VOLUNTEERING IN LAST 7 DAYS

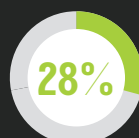
## INVOLVEMENT IN VOLUNTEERING WAS MOTIVATED BY<sup>6</sup>:



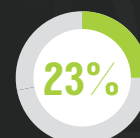
## OF THOSE THAT DID VOLUNTEER OVER THE LAST 12 MONTHS<sup>6</sup>



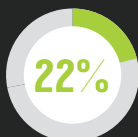
Coached or instructed a team or group



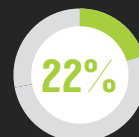
Helper for a team, club or group (e.g. on call contact, group leader, guide)



Activity helper (e.g. building/maintenance)



Official (e.g. referee, umpire, scorer)



Club administration

# IMPLICATIONS FOR PROVIDERS

## WHAT TO CONSIDER:

- Make it more than just sport
- Provide inclusive offers
- Cater for differences in gender, ethnicity and age
- Think beyond competitive sport
- Consider the barriers and how to overcome them
- Cater for the diverse range of motivations
- Find creative ways to re-engage the disengaged
- Make it fun!

### METHODOLOGY

Active NZ survey replaces the previous Active NZ survey series (last conducted 2013/14) and the inaugural Young People survey (2011) conducted by Sport New Zealand. The survey uses a sequential mixed methodology and a continuous survey approach. The results in this report are based on data collected through the Active NZ survey between 5 January 2017 and 4 January 2018 from 1,137 young people (aged 5–17) and 5,563 adults (aged 18+) in the Waikato Region, across 10 Territorial Authorities. For more information refer to the Sport New Zealand Active NZ 2017 Participation Report. Data presented is based on all respondents and inclusive of 7 days and 12 months unless otherwise specified. \*Rounding differences between Sport Waikato's modelled results and Sport New Zealand's data may mean some percentages are different by 1-2%.

### RESOURCES / REFERENCES

- Ministry of Health, 2018. New Zealand Health Survey 2016/17.
- Sport New Zealand, 2018. Active NZ 2017 Participation Report. Wellington: Sport New Zealand.
- Sport New Zealand, 2018. The Value of Sport Main Report. Wellington: Sport New Zealand.
- Sport New Zealand, 2017. The Voice of the Participant 2016/17 Full Report. Wellington: Sport New Zealand.

<sup>6</sup>Can select more than one volunteer activity - therefore percentages do not add up to 100%.

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