

SOUTH WAIKATO DISTRICT

Sport and Active Recreation

PARTICIPATION PROFILE YOUNG PEOPLE¹
(AGED 5-17 YEARS)

Physical activity makes a positive contribution to health and wellbeing.

WHAT WE DO

47% do more than 420 minutes of physical² activity a week – enough to positively impact their health

96% of young people have been physically active (specifically for sport, physical education (PE), exercise and fun) over the last 7 days

WHERE WE PARTICIPATE

TOP 5 PLACES WHERE AND HOW YOUNG PEOPLE HAVE BEEN ACTIVE³



79%

School or in the school grounds



66%

Home



59%

Playground, park, field, astroturf or outdoor pool



41%

Gym, community hall, church, marae or indoor pool

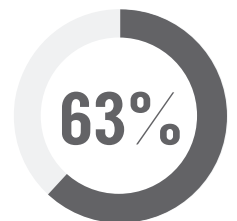


39%

Beach, lake, bush, footpath



of young people have been active for extra exercise



of young people want to do more physical activity

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Due to a small sample size, all results in this profile are indicative only.

¹Young people defined as those aged 5-17 years unless otherwise stated.

²Moderate to vigorous physical activity for sport, physical education (PE), exercise and fun.

³Based on those that have been active in the last 7 days - "participant".

HOW WE PARTICIPATE

PARTICIPATION VARIES BY GENDER, AGE AND ETHNICITY

TOP 5 ACTIVITIES OVER LAST 7 DAYS



TOP 10 SPORTS WHERE YOUNG PEOPLE ARE ACTIVE (OVER THE LAST 7 DAYS)

- 1 Football, soccer or futsal
- 2 Touch
- 3 Basketball or mini-ball
- 4 Rugby or rippa rugby
- 5 Ki-o-Rahi
- 6 Netball
- 7 Volleyball or kiwi volley
- 8 Kapa haka
- 9 Athletics or track and field
- 10 Badminton

ACTIVE TRANSPORT TO SCHOOL

41%

young people are physically active to get to school

49% are driven to school

37% walk, 12% bike, 1% run, 0% skateboard, scooter or rollerblade

AT SCHOOL IN PE CLASSES

35%

of Year 11-13's continued taking PE as a subject at school when it was no longer compulsory

CLUB/TEAM/GROUP MEMBERSHIP

57%

belong to 1 sports team, recreational club/group both at school and outside of school

28% belong to 2 (team/club/group), 12% belong to 3, 15% belong to 4+, 21% belong to none

GYM OR FITNESS CENTRE

5%

of young people aged 15-17 years currently belong to a gym or fitness centre

Of those that belong to a gym or fitness centre, they all visited the gym in the last 7 days

EVENTS

45%
VS 48% REGIONALLY

have participated in events in last 12 months

TOP 5 ACTIVITIES FOR EVENTS ARE

- Running/Walking events (anything up to 10kms)
- Triathlon/Duathlon events (e.g. Weet-Bix Triathlon)
- Swimming events (e.g. Ocean Swims)
- Biking events (e.g. The Kids' Bike Jam)
- Fishing events (e.g. Take a Kid Fishing)

Young people in South Waikato are significantly more likely to attend martial arts events.

QUALITY EXPERIENCES ARE DEFINED BY:

Societal change means the landscape for delivery of sport, recreation and physical activity 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 CLUB EXPERIENCE ARE⁴:

- 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 INSTRUCTION⁵

20%

of young people have used technology over the last 7 days to measure/help physical activity
VS 15% REGIONALLY

45%

of young people have received group coaching over the last 7 days, 7% one-on-one, 10% online (YouTube, apps etc)

⁴Source: Sport New Zealand. Voice of participant survey 2017. ⁵Indicative only due to small sample size.

WHY WE PARTICIPATE

AND HOW WE FEEL ABOUT IT

As young people age, participation becomes more about fitness and health than fun.

79% of young people understand why taking part in physical activity is good for them

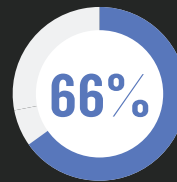
85% of young people like being physically active

79% of young people like or liked PE fitness classes at school

SCREEN TIME 22% of young people would be lost without their mobile phone

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

REASONS FOR BEING ACTIVE (12-17 YEARS)



of young people see physical activity as an important part of their regular routine

- 73% participate for fun
- 48% participate to hang out with family or friends
- 32% for fitness or health
- 27% to physically challenge myself or to win
- 21% to learn or practice a new skill
- 19% I have to (my parents/caregiver or school make me)
- 14% I'm good at it
- 10% to lose or maintain weight
- 0% to look good

WELLBEING

80% say people in my life encourage me to take part in activities

41% say they find it easier to concentrate after physical activity

91% of all young people (all ages) are satisfied with their life

TOP 5 BARRIERS TO WAIKATO YOUNG PEOPLE (8-17 YEAR OLDS) ARE:

54% 8-17-year olds want to do more physical activity

40%
too busy

21%
prefer to do other things

19%
too tired/don't have energy

16%
no places nearby to do what I want to do

15%
not fit enough

South Waikato young people are significantly more likely to state 'not fit enough'.

SPORT AND PHYSICAL ACTIVITY ENABLES HAPPIER AND HEALTHIER PEOPLE AND BETTER CONNECTED COMMUNITIES⁶

- 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

⁶Source: Sport New Zealand Value of Sport 2018.

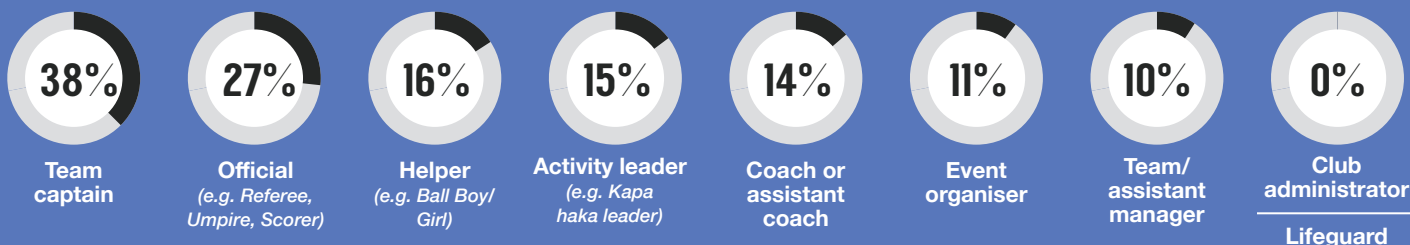
VOLUNTEERING 12-17 YEAR OLDS⁷

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

57% OF 12-17 YEAR OLDS HAVE VOLUNTEERED IN THE LAST 12 MONTHS OUTSIDE OF PE OR CLASSES

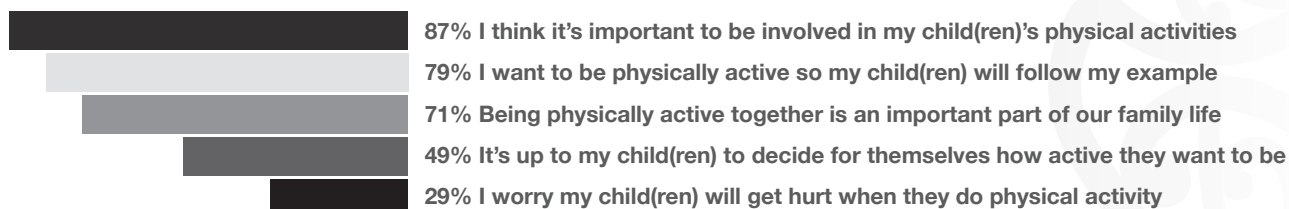
89% CONSIDER THEY MAY VOLUNTEER IN THE NEXT 12 MONTHS

OF THOSE THAT DID VOLUNTEER OUTSIDE OF SCHOOL IN THE LAST 12 MONTHS



HOW OUR PARENTS ENCOURAGE US:

Parents have an important part to play in a child's level of physical activity. Parents surveyed as part of the Active NZ survey said:



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
- Provide more time to develop all kids regardless of ability or age
- Cater for the diverse range of young people's motivations
- Find creative ways to re-engage the disengaged
- A focus on developing not winning
- 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 contact Sport Waikato. 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.

⁷Can select more than one volunteer activity - therefore percentages do not add up to 100%.

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