

# HAMILTON CITY

## Sport and Active Recreation

PARTICIPATION PROFILE YOUNG PEOPLE<sup>1</sup>  
(AGED 5-17 YEARS)

Physical activity makes a positive contribution to health and wellbeing.

### WHAT WE DO

**57%** do more than 420 minutes of physical<sup>2</sup> 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 ACTIVE<sup>3</sup>



**70%**

School or in the school grounds



**68%**

Home



**59%**

Playground, park, field, astroturf or outdoor pool



**50%**

Gym, community hall, church, marae or indoor pool

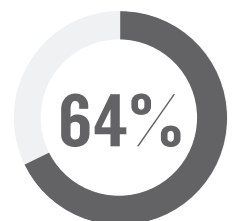


**43%**

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.*

<sup>1</sup>Young people defined as those aged 5-17 years unless otherwise stated.

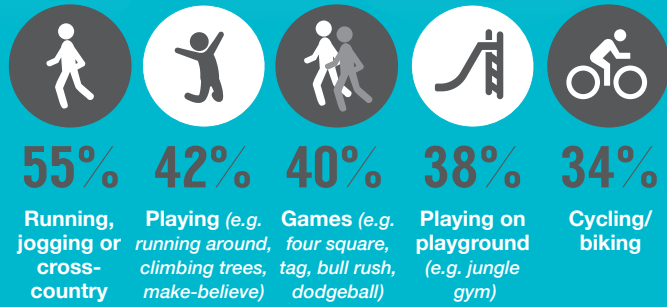
<sup>2</sup>Moderate to vigorous physical activity for sport, physical education (PE), exercise and fun.

<sup>3</sup>Based 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 Athletics or track and field
- 3 Netball
- 4 Rugby or rippa rugby
- 5 Hockey or floorball
- 6 Gymnastics
- 7 Cricket
- 8 Touch
- 9 Kapa haka
- 10 Basketball or mini-ball

## ACTIVE TRANSPORT TO SCHOOL

**39%**

young people are physically active to get to school

63% are driven to school

29% walk, 8% bike, 5% skateboard, scooter or rollerblade, 4% run

## AT SCHOOL IN PE CLASSES

**48%**

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

## CLUB/TEAM/GROUP MEMBERSHIP

**52%**

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

31% belong to 2 (team/club/group), 12% belong to 3, 8% belong to 4+, 10% belong to none

## GYM OR FITNESS CENTRE

**42%**

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, 19% had not visited the gym in the last 7 days

## EVENTS

**47%**  
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)
- Endurance running/walking events (over 10kms)

# 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 CLUB EXPERIENCE ARE<sup>4</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>5</sup>

**10%**

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

**61%**

of young people have received group coaching over the last 7 days, 12% one-on-one, 5% online (you-tube, apps etc)

<sup>4</sup>Source: Sport New Zealand. Voice of participant survey 2017. <sup>5</sup>Indicative 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.

**89%** of young people understand why taking part in physical activity is good for them

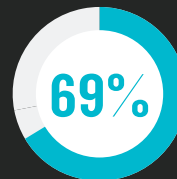
**83%** of young people like being physically active

**74%** of young people like or liked PE fitness classes at school

**SCREEN TIME 21%** 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

- 62% participate for fun
- 48% participate to hang out with family and friends
- 37% participate to learn or practice a new skill
- 32% participate for fitness or health
- 30% participate because I have to (my parents/caregiver or school make me)
- 26% participate to physically challenge myself or to win
- 10% participate because I'm good at it
- 3% participate to look good
- 2% participate to lose or maintain weight

## WELLBEING

**91%** say people in my life encourage me to take part in activities

**49%** say they find it easier to concentrate after physical activity

**92%** of all young people (all ages) are satisfied with their life

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

49% of 8-17 year olds want to do more

**39%**  
too busy

**22%**  
prefer to do other things

**15%**  
don't have the equipment they need

**15%**  
already do a good amount of physical activity

**14%**  
too tired/don't have the energy

For those that want to do more, the top barriers are too busy and they don't have the equipment they need. For those who stated they don't feel welcome (1%) their size/weight was the top reason.

## SPORT AND PHYSICAL ACTIVITY ENABLES HAPPIER AND HEALTHIER PEOPLE AND BETTER CONNECTED COMMUNITIES<sup>6</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>6</sup>Source: Sport New Zealand Value of Sport 2018.

# VOLUNTEERING 12-17 YEAR OLDS<sup>7</sup>

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

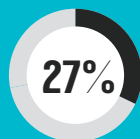
45%

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

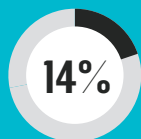
73%

CONSIDER THEY MAY VOLUNTEER IN THE NEXT 12 MONTHS

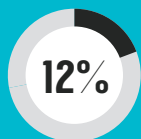
## OF THOSE THAT DID VOLUNTEER OUTSIDE OF SCHOOL IN THE LAST 12 MONTHS



Team captain



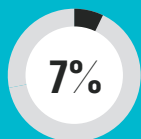
Helper  
(e.g. Ball Boy/Girl)



Activity leader  
(e.g. Kapa haka leader)



Coach/assistant coach



Official  
(e.g. Referee, Umpire, Scorer)



Event organiser



Club administrator  
Lifeguard  
Team/assistant manager

## 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:



91% I think it's important to be involved in my child(ren)'s physical activities

84% I want to be physically active so my child(ren) will follow my example

78% Being physically active together is an important part of our family life

36% It's up to my child(ren) to decide for themselves how active they want to be

25% I worry my child(ren) will get hurt when they do physical activity

## IMPLICATIONS FOR PROVIDERS

### WHAT TO CONSIDER:

- Provide more time to develop all kids regardless of ability or age
- 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 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.

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

Proudly brought to you by **Sport Waikato**

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