

# WAIKATO REGIONAL

## Tamariki Profile

TAMARIKI (5-11 YEARS)

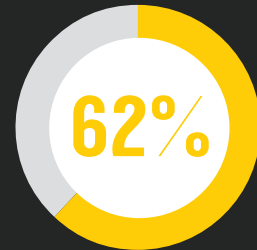
This profile looks at participation levels and preferences of tamariki through play, active recreation and sport in the Waikato.



Tamariki do an average of 4½ hours of activity per week.



## WHAT WE DO



of tamariki do enough physical activity to positively impact their health.<sup>1</sup>



**THIS IS HIGHER FOR**

- 5-7 years olds
- Females



**THIS IS LOWER FOR**

- Maaori
- Asian
- Males

## PARTICIPATION

**PEAKS AT 6 YEARS OF AGE**

**BUT REMAINS RELATIVELY CONSISTENT ACROSS THE PRIMARY SCHOOL AGE GROUPS &**

**DROPS DRASTICALLY**

**AT SECONDARY SCHOOL AGE.**

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1. Do more than 420 minutes of moderate to vigorous physical activity per week for sport, physical education (PE), exercise and fun.

# HOW WE PARTICIPATE

## PLACES AND WAYS TO BE ACTIVE

The most common places where tamariki are physically active are

**79%**  
at home

**78%**  
at school

5-7 year olds are significantly more likely to participate in these places.

The main way tamariki are active is when playing or hanging out with family or friends.<sup>2</sup>

## PLAY

Play is engaging in activity for enjoyment or amusement with no other objective. Play assists learning and self-development. It can be undertaken by individuals, groups of people or children spontaneously or as part of a planned activity.

### TOP 5

Most frequent activities over the last 7 days

- 1 Playing on the playground (e.g. jungle gym)
- 2 Playing (e.g. running around, climbing trees, make-believe)
- 3 Running, jogging or cross-country
- 4 Cycling or biking
- 5 Swimming

## WHY PLAY IS IMPORTANT

Develops Physical Literacy

Involves fun, joy and laughter in a way that is important to tamariki

Enables tamariki to develop and practice life skills<sup>4</sup>

For physical development<sup>5</sup>

For cognitive development<sup>5</sup>

## PLAY IS UNDER THREAT

Levels of play are in decline in New Zealand due to:<sup>6</sup>

- 1 Shifting values
- 2 Increasingly sedentary lives
- 3 Urbanisation
- 4 Fears about the safety of our tamariki

## UNSTRUCTURED EXPERIENCES



Children need time, space and permission to play<sup>7</sup>



Encourage unstructured and loosely structured play<sup>8</sup>



Enable tamariki to have experiences beyond organised competition



Let tamariki play on their own terms

## SPORT

### TOP 5 SPORTS WHERE TAMARIKI ARE ACTIVE (OVER THE LAST 7 DAYS)



Football, soccer or futsal



Gymnastics



Rugby or Rippa



Netball



Basketball

2. Based on activity participation over the 7 days prior to survey responses. 3&4. Source: Sport New Zealand Play Principles 2017. 5&6. Source: Sport New Zealand Strategic Plan 2020-2024. 7. Source: Sport New Zealand Play Principles 2017. 8. Source: The Aspen Institute, Project Play, Sport for All, Play for Life Report 2017.

# PHYSICAL EDUCATION (PE) AND SCHOOL

**69%**

of tamariki who are physically active have participated through PE or class at school.

**82%**

of tamariki like PE or fitness classes at school.

**27%**

of tamariki are physically active to get to school.

Physical Education (PE) is one of the foundations of physical literacy and is a critical enabler of quality physical activity experiences for tamariki.<sup>9</sup>

## WHY WE PARTICIPATE

### AND HOW WE FEEL ABOUT IT

**82%**

of tamariki understand why taking part in physical activity is good for them

**BUT 45%**

of tamariki don't like being physically active

**80%** ARE ACTIVE FOR FUN

What's considered 'fun' doesn't have a one-size-fits-all definition. It can be linked to achievement, increasing skills and techniques or being challenged; it is strongly influenced by friends and changes over time.<sup>10</sup>

### BARRIERS

The main barrier for tamariki between the ages of 8-11 years is being too busy and this increases with age.

**55%**

of tamariki want to do more physical activity.

**BARRIERS WHEN THEY WANT TO DO MORE**

**29%**

I am too busy

**22%**

Can't fit in with other family members' activities

**REASONS FOR NOT WANTING TO DO MORE**

**15%**

Already do a good amount

**13%**

Prefer to do other things

### SCREEN TIME

**49%**

OF TAMARIKI SPEND MORE THAN 2 HOURS ON RECREATIONAL SCREEN TIME PER DAY<sup>11</sup>

Encourage tamariki to move their bodies regularly

9. Source: Sport New Zealand Strategic Plan 2020-2024. 10. Source: Sport New Zealand Young People Profile 2018.

11. The MOH recommended maximum amount of TV per day

# WHAT TO CONSIDER

## FOLLOW THE PRINCIPLES OF PLAY

Tamariki must have access to enriched and varied playful experiences within their local environments. This is equally important in the settings of home, school and community.<sup>12</sup>

Consider

- A variety of play types
- Individual versus group opportunities
- Space and place – man-made and natural
- Sensory rich
- A sense of an escape from realism
- Physical movement

## BE A GOOD SPORT

Parents, coaches, teachers and sport administrators can support tamariki to have positive sporting experiences by creating environments that meet tamariki's needs.

Focus on<sup>13</sup>

- Inspiration – focus on effort and improvement
- Connection – remember everyone matters
- Empowerment – let tamariki share control
- Play – support learning through play
- Variety – encourage late specialisation



12. Source: Sport New Zealand Play Principles 2017. 13. Source: Aktive, 2018. Good Sports – Guide for coaches.

# IMPLICATIONS

## WHAT TO CONSIDER:

For a holistic approach to promoting participation in physical activity by tamariki we should consider the combination of quality support, opportunities and experiences to develop a love of participation in play, active recreation and sport.

### METHODOLOGY

Active NZ 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 ten 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.

### RESOURCES / REFERENCES

- Aktive, 2018. Good Sports – Guide for coaches. Auckland: New Zealand.
- Ministry of Health, 2018. New Zealand Health Survey 2016/17. Ministry of Health
- Sport New Zealand 2016. Balance is Better brochure. Wellington: New Zealand.
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