

## How to use the Sport New Zealand Insights Tool

1. To access the insights tool, go to this link: <https://sportnz.org.nz/managing-sport/research-and-insights/intelligence-tools/sport-nz-insights-tool/>
2. When you are in the insights tool, you will see the 'front page'. As this tool holds large pieces of data, it may take a few seconds to load.

# INSIGHTS TOOL

*Bringing multiple sources of data together to better understand your participants and plan for future demand.*

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## Welcome to the Insights Tool

The Insights Tool combines multiple data sources to help guide decision-making in the sport and recreation sector.

Use the tabs above to view a range of dashboards, that are best viewed on a computer using Google Chrome.

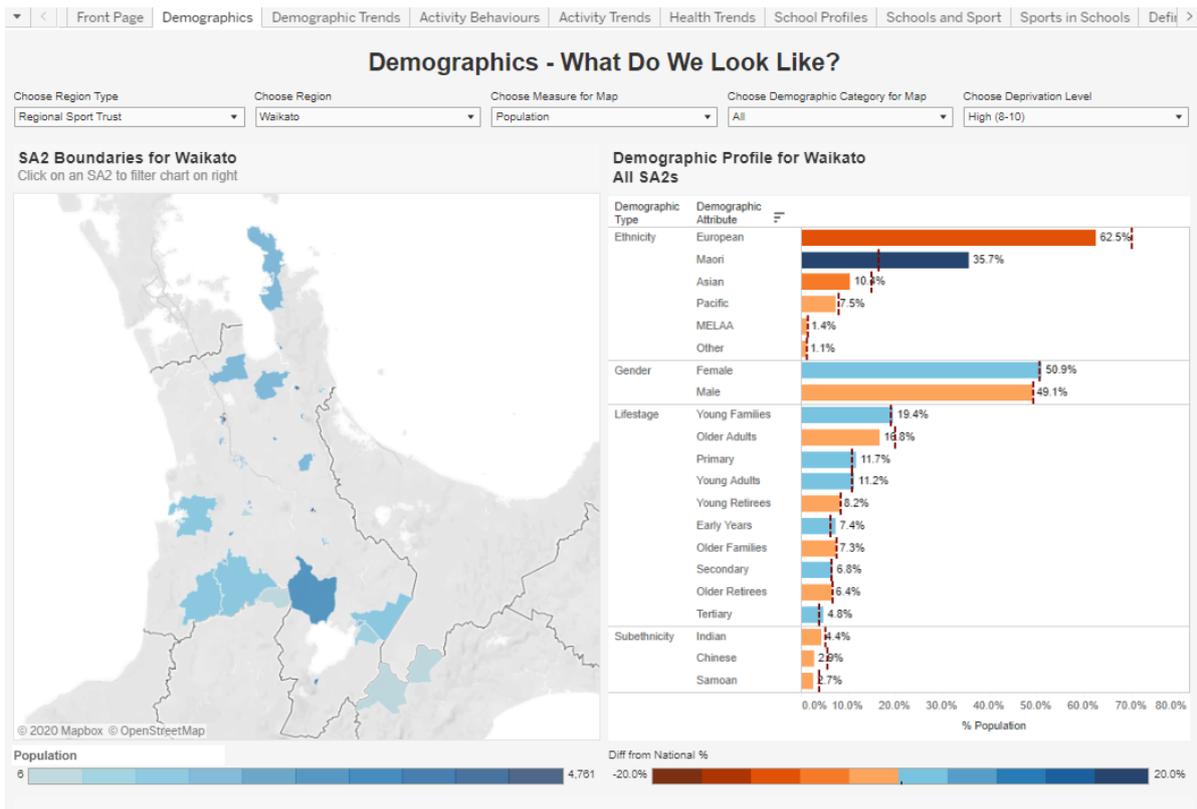
Please allow a few seconds for each dashboard to download.

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### Deprivation

3. To find out the different deprivation scores across the Waikato region, select the 'Demographics' tab at the top of the tool.
4. You will then need to adjust the filter to show specifically what you are looking for.  
E.g. If you are looking for all high deprivation areas within the Waikato region, you will need to select the below options:
  - a. Choose Region Type: "Regional Sports Trust"
  - b. Choose Region: "Waikato"
  - c. Choose Measure for Map: "Population"
  - d. Choose Demographic Category for Map: "All"
  - e. Choose Deprivation Level: "High (8-10)"



- You will then need to select the correct cursor to be able to move the map around, enabling you see different districts and to zoom in. To do this, you need to hover over the map to enable the 'toolbar' to appear on the left-hand side of the map.
- You then need to click the  button.
- More options will appear, and you will need to click the  button.



You can now move the map around by clicking and dragging. To zoom, you can either use the zoom function on the 'toolbar', the plus or minus, or you can use the scroll wheel on your mouse while hovering over the map.



### Decile

- To find out the different decile ratings at schools within the Waikato region, select the 'School Profiles' tab at the top of the tool.
- You will then need to adjust the filter to show specifically what you are looking for. E.g. If you are looking for all low decile schools within the Waikato region, you will need to select the below options:
  - Choose Region Type: "Regional Sports Trust"
  - Choose Region: "Waikato"
  - Choose Decile Band: "Low Decile (1-3)"
- You will then need to select the correct cursor to be able to move the map around, enabling you see different districts and to zoom in. To do this, you need to hover over the map to enable the 'toolbar' to appear on the left-hand side of the map.

11. You then need to click the  button.

12. More options will appear, and you will need to click the  button.



You can now move the map around by clicking and dragging. To zoom, you can either use the zoom function on the 'toolbar', the plus or minus, or you can use the scroll wheel on your mouse while hovering over the map.



Now that you now how to use these two functions, spend some time on the tool to navigate the other tabs available.

## Deprivation and Decile Breakdown

### Deprivation



### Decile



Variables that are used from Census data to calculate deprivation and decile:

| Decile                     | Deprivation |
|----------------------------|-------------|
| Income                     | Income      |
| Occupation                 | Employment  |
| Household crowding         | Housing     |
| Educational qualifications | Education   |
| Income support             | Access      |
|                            | Support     |

Both decile and deprivation scores apply to areas rather than individual people.