

HAMILTON CITY

Sport and Active Recreation

PARTICIPATION PROFILE
ADULTS 18+

Physical activity makes a positive contribution to health and wellbeing.

WHAT WE DO

58% do more than 150 minutes a week of physical activity² – enough to positively impact their health



INDICATIVE PROFILE ONLY

WHERE WE PARTICIPATE

TOP 5 PLACES TO BE PHYSICALLY ACTIVE¹



50%

On the road or footpath



44%

Private property, home, garden or pool



38%

Walkway



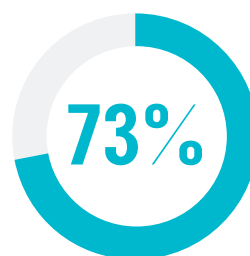
34%

Public park, field or playground

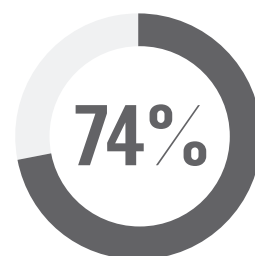


24%

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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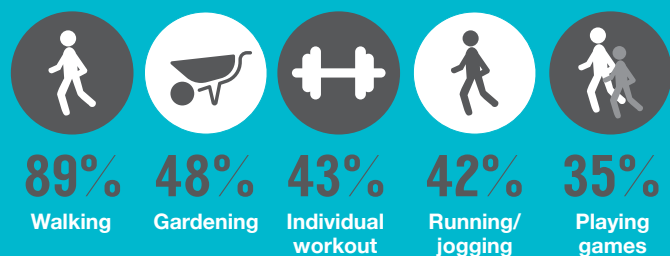
Due to a small sample size, all results in this profile are indicative only. ¹Moderate to vigorous physical activity for sport, exercise and recreation. Activity causes a slight, but noticeable, increase in breath and heart rate, or is intense enough to make you out of breath. ²Responses from those that 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

Hamilton adults are more likely to be active by walking, individual workouts and running/jogging than adults in the Waikato region.



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

- | | |
|-------------------|--------------|
| 1 Golf | 6 Badminton |
| 2 Tennis | 7 Basketball |
| 3 Football/soccer | 8 Cricket |
| 4 Table tennis | 9 Touch |
| 5 Netball | 10 Hockey |

22%

GYM OR FITNESS CENTRE

belong to a gym or fitness centre

(HIGHER THAN THE WAIKATO REGION)

Of those that belong to a gym or fitness centre, 24% have not visited the gym in the last 7 days

CLUB

22%

belong to a club or recreation centre

Hamilton adults are significantly more likely to belong to a dance/dancing club than adults in the region.

EVENTS

27%

have participated in events in last 12 months

19% have continued doing the activity after the event

TOP 5 ACTIVITIES FOR EVENTS ARE

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

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 ARE³:

- 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 INSTRUCTION⁴

TOP 3

reasons to receive coaching

- To improve performance
- To keep them motivated or focused
- To improve skills

20%

have received coaching in last 7 days

25%

have used technology over last 7 days to receive instruction

³Source: Sport New Zealand. Voice of participant survey 2017.

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

WHY WE PARTICIPATE

AND HOW WE FEEL ABOUT IT

72% of adults see physical activity as an essential part of their life
(LESS THAN THE WAIKATO REGION)

79% are satisfied with their life

SCREEN TIME **60%** say they would be lost without their mobile phone

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

WELLBEING
89% recognise that being physically active is important for their mental health and wellbeing

58% state sport and physical activity gives them motivation and a sense of purpose

58% say they find it easier to concentrate after physical activity

REASONS FOR BEING ACTIVE

Hamilton adults are more likely to be active with others and are active to look good, compared to adults in the Waikato region.

- 58%** To lose or control weight
- 55%** Improve skills or performance
- 53%** Challenging yourself and trying to win
- 52%** Will only do the physical activity if they find it fun
- 49%** Being physically active with others
- 37%** Wanting to look good

TOP 5 BARRIERS ARE:

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

71% know they should do more physical activity

58%

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

25%

I am too tired or don't have the energy

23%

I struggle to motivate myself

22%

I prefer to spend my time on other interests/hobbies

18%

I got out of the habit

Hamilton adults are more likely to state that they would rather watch film/films or that the activity of choice doesn't match their routine.

SPORT AND PHYSICAL ACTIVITY ENABLES HAPPIER AND HEALTHIER PEOPLE AND BETTER CONNECTED COMMUNITIES⁵

- 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

⁵Source: Sport New Zealand Value of Sport 2018.

VOLUNTEERING

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

26%

HAVE
VOLUNTEERED
IN LAST 12
MONTHS

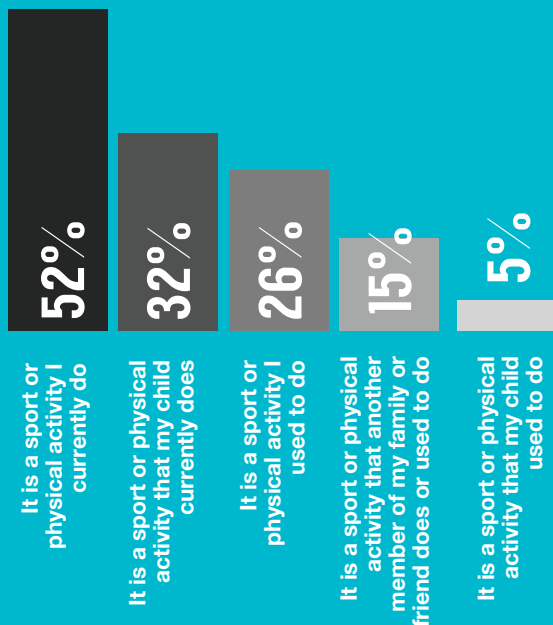
37%

CONSIDER THEY
MAY VOLUNTEER
IN THE NEXT 12
MONTHS

4.23

AVERAGE
HOURS⁶
VOLUNTEERING
IN LAST 7 DAYS

INVOLVEMENT IN VOLUNTEERING WAS MOTIVATED BY⁶:



OF THOSE THAT DID VOLUNTEER OVER THE LAST 12 MONTHS⁶



IMPLICATIONS

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.

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

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