

SOUTH WAIKATO DISTRICT

Sport and Active Recreation

PARTICIPATION PROFILE
ADULTS 18+

Physical activity makes a positive contribution to health and wellbeing.

WHAT WE DO

52% do more than 150 minutes¹ a week of physical activity – enough to positively impact their health
(LESS THAN THE WAIKATO REGION)

INDICATIVE PROFILE ONLY

WHERE WE PARTICIPATE

TOP 5 PLACES TO BE PHYSICALLY ACTIVE²



51%

Private property, home, garden or pool



48%

On the road or footpath



24%

Walkway



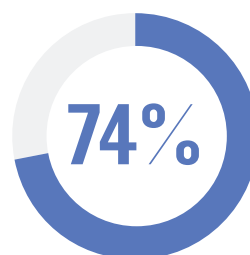
24%

Public park, field, playground, skate park or BMX track

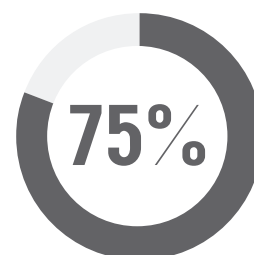


23%

On, in or beside a lake, stream or river



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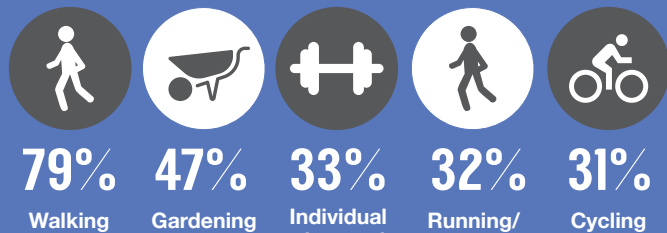
Due to a small sample size, all results in this profile are indicative only. ¹Moderate to vigorous physical activity for sport, exercise and recreation. Activity causes a slight, but noticeable, increase in breath and heart rate, or is intense enough to make you out of breath. ²Responses from those that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

Unlike other districts playing games doesn't feature in the top 5.



South Waikato adults are significantly less likely to walk than all adults in the region.

GYM OR FITNESS CENTRE

10%

belong to a gym or fitness centre

Of those that do not belong to a gym or fitness centre, 34% have not visited the gym in the last 7 days

30%

EVENTS

have participated in events in last 12 months

(MORE THAN REGIONALLY)

21% have continued doing the activity after the event

39%

COMPETITION OR TRAINING

have been competitive or part of organised training

CLUB 24%

belong to a sport or recreation club

(MORE THAN REGIONALLY)

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

- 1 Golf
- 2 Table tennis
- 3 Football/soccer
- 4 Squash
- 5 Horse riding/equestrian
- 6 Outdoor bowls
- 7 Touch
- 8 Netball
- 9 Indoor bowls
- 10 Tennis

South Waikato, Waitomo and Thames-Coromandel districts are the only districts that feature Outdoor bowls in the top 10 sports.

TOP 5 ACTIVITIES FOR EVENTS ARE

- 1 Running/walking events
- 2 Sports tournament
- 3 Endurance running/walking events
- 4 Fishing tournament or event
- 5 Biking 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:



COACHING AND INSTRUCTION⁴

TOP 3

reasons to receive coaching

- 1 To improve skills
- 2 To keep them motivated or focused
- 3 To improve performance

11%

have received coaching in last 7 days

17%

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

74% of adults see physical activity as an essential part of their life

82% are satisfied with their life

SCREEN TIME **50%** say they would be lost without their mobile phone
(LESS THAN THE WAIKATO REGION)

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

REASONS FOR BEING ACTIVE:

49% Improve skills or performance

48% Will only do the physical activity if they find it fun

46% To lose or control weight

44% Challenging yourself and trying to win

42% Being physically active with others

25% Wanting to look good

WELLBEING
77% recognise that being physically active is important for their mental health and wellbeing

50%
state sport and physical activity gives them motivation and a sense of purpose
(LESS THAN THE WAIKATO REGION)

51%
say they find it easier to concentrate after physical activity
(LESS THAN THE WAIKATO REGION)

TOP 5 BARRIERS ARE:

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

72% know they should do more physical activity

57%

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

22%

I struggle to motivate myself

22%

I am too tired or don't have the energy

20%

I prefer to spend my time on other interests/hobbies

18%

The weather

South Waikato is the only district that has the weather is a top 5 barrier.

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

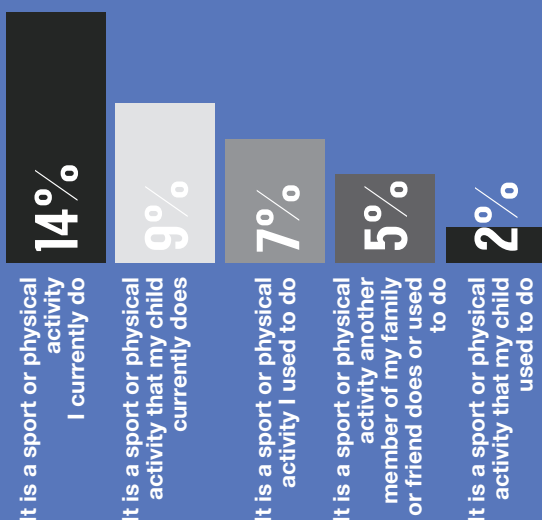
VOLUNTEERS MAKE SPORT HAPPEN. THEY ARE THE HEART OF SPORT AND RECREATION

26% HAVE
VOLUNTEERED
IN LAST 12
MONTHS

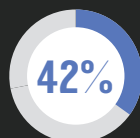
38% CONSIDER THEY
MAY VOLUNTEER
IN THE NEXT 12
MONTHS

5.78 AVERAGE
HOURS⁶
VOLUNTEERING
IN LAST 7 DAYS

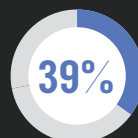
INVOLVEMENT IN VOLUNTEERING WAS MOTIVATED BY⁶:



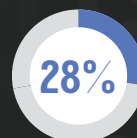
OF THOSE THAT DID VOLUNTEER OVER THE LAST 12 MONTHS⁶



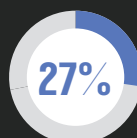
Help for a team,
club or group
(e.g. on call contact,
group leader, guide)



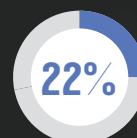
Coached or
instructed a team
or group



Event assistance
(e.g. race marshal)



Coached/instructed
an individual



Official (e.g. referee,
umpire, scorer)

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
- 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%.

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

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.

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