



# MOVING WAIKATO

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A strategy to grow  
participation in play,  
active recreation  
and sport in the  
Waikato region

**SUMMARY  
DOCUMENT**

OCTOBER 2020





## ONE VISION

EVERYONE OUT THERE  
AND ACTIVE

## PURPOSE

A HEALTHY, VIBRANT,  
PHYSICALLY ACTIVE  
REGION THROUGH PLAY,  
ACTIVE RECREATION  
AND SPORT

# MOVING WAIKATO

**GOAL: 75% OF ALL WAIKATO ADULTS  
AND YOUNG PEOPLE MEETING THE  
PHYSICAL ACTIVITY GUIDELINES BY 2030**

## INTRODUCTION

Moving Waikato is a unified strategy for physical activity through play, active recreation and sport for the Waikato region, and gives focus and clarity towards 2030. It seeks to build on the positive momentum of existing partnerships and to increase the provision of opportunities for both participation and quality experiences for the people of the region. A strategy in which partnerships achieve results.

The strategy has been developed in collaboration and consultation with key partners regionally and nationally, and follows on from evidence gathered to guide and inform strategic decisions<sup>1</sup>.

Based on the evidence, insights and changing environment, the Moving Waikato advisory group resets the targets in each three-year horizon to meet the needs of the communities. We are now moving into horizon two. For more information refer to the full Moving Waikato Strategy.

## NOTHING HAS CHANGED BUT EVERYTHING IS CHANGING

Societal change means the landscape for the delivery of physical activity through play, active recreation and sport has changed.

### CHANGING SOCIETY

Population change will require a targeted approach to meet community needs

### CHANGING LIFESTYLES

Rapid change in the way we live our lives will require sport to embrace new delivery styles

### CHANGING DEMAND

Changes in the way we participate means we will need to adapt to the trends of informal participation and active recreation

### CHANGING LANDSCAPE

The wellbeing focus of New Zealand's government and the strengthening relationships between sport and health will have a focus on measuring and impacting change

### CHANGING PARTNERS

With limited resources, alignment and partnerships with non-traditional partners will be more important than ever

**THIS DOCUMENT OUTLINES THE STRATEGIC PRIORITIES  
FOR MOVING WAIKATO FOR HORIZON 2 (2020 TO 2025)**

<sup>1</sup> A list of research and insight information can be found in the Moving Waikato 2020 Insights document

# HORIZON ONE SUCCESSES

The review has concluded that Moving Waikato is serving the region well, providing an opportunity to lead and enable sector partners to guide outcomes for our Waikato communities. The strategy has enabled stability in direction, reporting and provided structure for organisational delivery. Moving Waikato has further enabled partners in delivery, stakeholders and funding investors clarity of vision and purpose.

Sport Waikato has developed subject matter expertise and begun to lead the sector through insights and regional facility planning. We have built capability in sport (through sports plans and Regional Sporting Organisation partner plans) and lifted the game with our key stakeholders.

## KEY PROJECTS/INITIATIVES INCLUDED:



**INSIGHTS** | informing and leading decision making in the region



**CAPABILITY** | guiding and enabling our regional and local providers to review and improve their organisational capability



**WAIKATO REGIONAL SPORTS FACILITIES PLAN** | valued leadership and direction towards the development of sports facilities across the Waikato region



**WOMEN AND GIRLS** | unique and community-led activations designed and delivered to support females to engage in activity opportunities that work for them



**CYCLE STRATEGY** | collaborated approach to the delivery of cycling skills and Bikes in Schools projects across the region



# PRIORITIES



## OUR PEOPLE

A focus on the provision of quality opportunities that meet the needs of the people of our region

**MORE PHYSICALLY  
ACTIVE TAMARIKI,  
RANGATAHI AND  
WHAANAU**



## BUILDING COMMUNITIES

A focus on quality local delivery of play, active recreation and sport experiences

**HELPING  
COMMUNITIES  
TO HELP  
THEMSELVES**



## REGIONAL LEADERSHIP

A focus on regional and national partners working together to lead change and enhance outcomes

**LEADING AND  
DELIVERING  
CHANGE**

## HORIZON TWO FOCUS AREAS

While horizon one was predominantly focused on the whole community, horizon two aligns with the new Sport New Zealand strategy direction, focusing on Rangatahi (12-17 years) and Tamariki (5-11 years) with the inclusion of Tamariki Mokopuna (0-4 years).



## RANGATAHI

**(YOUNG PEOPLE)  
AGED 12-17 YEARS**



## TAMARIKI

**(CHILDREN)  
AGED 5-11 YEARS**



## TAMARIKI MOKOPUNA

**(PRESCHOOL CHILDREN)  
AGED 0-4 YEARS**

# OUR PEOPLE

## FOCUS AREAS



**RANGATAHI**

(YOUNG PEOPLE)  
AGED 12-17 YEARS



**TAMARIKI**

(CHILDREN)  
AGED 5-11 YEARS



**TAMARIKI  
MOKOPUNA**

(PRESCHOOL CHILDREN)  
AGED 0-4 YEARS

**DISABLED PEOPLE** | Enabling activity for all - a focus on removing barriers to inclusion

- Maaori
- Disadvantaged<sup>2</sup>
- Women and Girls
- Low-participants

- Maaori
- Disadvantaged

- Women and Girls

- Low-participants

- Maaori
- Disadvantaged

- Low-participants

Priorities in order of importance – refer to key;

● Priority 1 ● Priority 2 ● Priority 3

## MEASURES OF SUCCESS

**Topline measure:** Physical Activity Guideline - recognised as the level required, in conjunction with healthy eating guidelines, to make a long-term positive impact on individual health and wellbeing. Source: Sport New Zealand, Active NZ Survey, 2017.

**RANGATAHI 12-17 YEARS<sup>3</sup>**

**54%**  
BASELINE  
2017

**TARGET**  
**75%**  
BY 2030

**TAMARIKI 5-11 YEARS<sup>3</sup>**

**63%**  
BASELINE  
2017

**TARGET**  
**75%**  
BY 2030

**TAMARIKI MOKOPUNA  
0-4 YEARS**

Nationally there are no baseline measures for the under five age group for fundamental skills. Physical activity levels at 5-6 year age group will inform the 0-5 success indicators.

Physical Activity guidelines for 5-17 years olds is 420 minutes or more of vigorous physical activity a week.

## INDICATORS OF SUCCESS 2019 REVIEW

Measures of broader wellbeing outcomes

**DROP OFF**



**57%**

drop off in activity  
from 12 years to  
17 years of age

**17 YEAR OLDS**



**3.7  
HOURS**

LESS than Tamariki  
(12 years of age)

**WANT TO DO MORE**



**59%**  
TAMARIKI

**71%**  
RANGATAHI



<sup>2</sup> Highly deprived communities – deprivation 8-10.<sup>3</sup> Sport New Zealand, Active NZ Survey, 2017.

# BUILDING COMMUNITIES

## FOCUS AREAS



### EDUCATION SETTINGS

- Locally-led delivery
- Policies and practices
- Facilities, spaces and places
- Coaching



### ACTIVE RECREATION & PLAY SETTINGS

- Locally-led delivery
- Policies and practices
- Facilities, spaces and places
- Quality opportunities



### SPORT SETTINGS

- Locally-led delivery
- Policies and practices
- Facilities, spaces and places
- Coaching

Priorities in order of importance – refer to key;

- Priority 1
- Priority 2
- Priority 3

## MEASURES OF SUCCESS

**Topline measure:** Quality of experience: Societal change means the landscape for delivery of play, active recreation and sport is changing. For providers it will be critical to understand these changes and what can be done to keep people engaged.

### EDUCATION SETTINGS<sup>4</sup>

**-29**  
BASELINE  
2019

**TARGET**  
**+16**  
BY 2025

### SPORT SETTINGS<sup>5</sup>

**+40**  
BASELINE  
2016

**TARGET**  
**+55**  
BY 2025

### ACTIVE RECREATION AND PLAY SETTINGS

Project underway in partnership with Local Authorities to deliver this data

## INDICATORS OF SUCCESS 2019 REVIEW

Measures of broader quality experience outcomes<sup>6</sup>

In 2018 councils invested over

**\$91M**

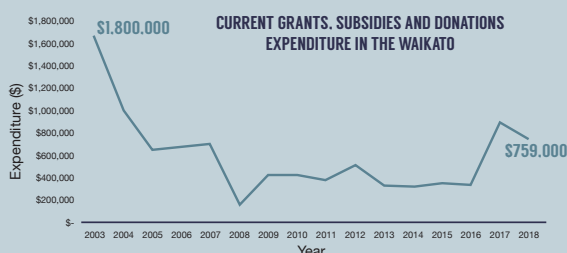
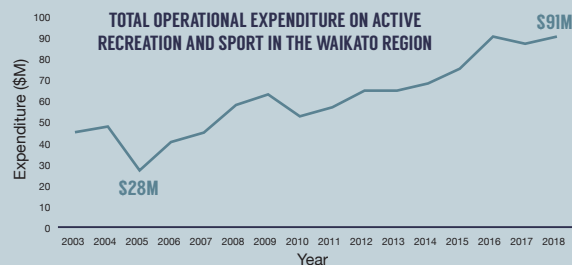
in total operational expenditure on Waikato active recreation and sport



Council total operational expenditure across the Waikato region has been increasing since 2005.



But current grants, subsidies and donations expenditure are decreasing across the Waikato region – contributing pressure on clubs and organisations to remain viable.



<sup>4</sup> Sport New Zealand, Voice of the Rangatahi Survey, 2019. <sup>5</sup> Sport New Zealand, Voice of the Participant Survey, 2016/17.

<sup>6</sup> Statistics New Zealand, Local Authority financial statistics, 2018

# REGIONAL LEADERSHIP

## FOCUS AREAS



DECISION  
MAKER  
INFLUENCE



SPACES,  
PLACES AND  
FACILITIES



REGIONAL  
STRATEGIES

## MEASURES OF SUCCESS

**Topline measure:** A set of indicators that are recognised as high level measures and indicators of regional collaboration and success through working together.

Agree evidence of greater sector understanding and informed decision making<sup>7</sup>

51%  
BASELINE  
2016

TARGET  
75%  
BY 2030

Moving Waikato evidence of working together<sup>7</sup>

63%  
BASELINE  
2016

TARGET  
65%  
BY 2030

Key partner assessment of Sport Waikato as host in leading the sector<sup>7</sup>

+13NPS  
BASELINE  
2016

TARGET  
+32 NPS  
BY 2030

Sport Waikato facilitating improved collaboration<sup>7</sup>

54%  
BASELINE  
2016

TARGET  
70%  
BY 2030

Key partner awareness of the Moving Waikato Strategy and their organisation's role in relation to it<sup>8</sup>

+22NPS  
BASELINE  
2019

TARGET  
+32 NPS  
BY 2030

Key partners rank their awareness of Moving Waikato at average or above<sup>8</sup>

25%  
BASELINE  
2019

TARGET  
50%  
BY 2030

<sup>7</sup> Sport New Zealand, Sport Waikato Stakeholder survey 2018. <sup>8</sup> Moving Waikato Partner survey, 2019

## KEY PARTNERS IN DELIVERY

Sport New Zealand, National and Regional Sports Organisations, Sports Clubs and Community Organisations, Recreation, Physical Activity and Event Providers, High Performance Sport New Zealand, Waikato District Health Board, Regional and Local Health Providers, Central Government Agencies, Waikato Regional Council and Local Authorities, Waikato Mayoral and CEO Forums, Iwi, Department of Conservation, Tertiary, Secondary and Primary Education Providers and Associations, The Waikato Plan Leadership Committee, School Sport NZ, Early Childhood Education and Care Providers, Community and Gaming Trusts, Philanthropic Partners and Sponsors.

## SPECIAL THANK YOU TO MEMBERS OF THE MOVING WAIKATO ADVISORY GROUP

- Professor Alister Jones, Senior Deputy Vice-Chancellor Professor, University of Waikato
- Garry Dyet, CE, Waipa District Council
- Kelvin Whiting, Waikato Secondary Schools Representative / Waikato Secondary School Sports Association (WSSA)
- Hamish Fenemor, Waikato Principals Association / Waikato Primary Schools representative
- Marcus Freke, Marcus Freke, Waikato Primary Principal Association Chair
- Brent Sheldrake, Regional Partnerships Manager, Sport New Zealand
- Donna Flavell and Heremaia Samson, CE and Hapori Manager respectively, Waikato Tainui
- Te Pora Thompson-Evans, Chair Iwi Maaori Council Waikato District Health Board
- Greg Morton, Senior Planning and Engagement Manager, Waikato DHB
- Mark McCabe, Board Chairman, Sport Waikato
- Ian Handcock, Board member, Sport Waikato
- Taylah Hodson-Tomokino, Sport Waikato Board Member
- Matthew Cooper, CEO, Sport Waikato
- Andrew Corkill, General Manager People and Communities, Sport Waikato
- Rob Wadmore, General Manager Organisational Performance, Sport Waikato
- Dr Amy Marfell, General Manager Regional Leadership, Sport Waikato



# MOVING WAIKATO

*'Together we achieve more'*

**Mahia te mahi hei painga moo te iwi**

Do the work for the betterment of the people

- Te Puea Herangi



Key Partners (as recognised March 2020) are subject to change.

This plan has been built on the knowledge base available at the time of publication and recognises the need for any strategy to remain live and open for adaptation over time.

Photo credit: New Zealand Transport Agency