

WAIKATO REGIONAL

Sport and Active Recreation

PARTICIPATION PROFILE
ADULTS 18+

Physical activity makes a positive contribution to health and wellbeing.

WHAT WE DO

54% exercise for 30 minutes or more, 5 days a week¹
(vs 50% nationally, and compared to 46% in 2014)

57% do more than 150 minutes a week of physical activity²
– enough to positively impact their health

↑ EUROPEAN European adults are more likely to do more than 150 minutes a week of physical activity that makes them puff



Waikato women spend less time participating in physical activity in any given week

↓ PACIFIC

Pacific adults are less likely to do more than 150 minutes a week of physical activity that makes them puff

50+

Activity levels decline with age

WHERE WE PARTICIPATE

TOP 5 PLACES

TO BE PHYSICALLY ACTIVE⁴
IN THE LAST 7 DAYS AND 12 MONTHS



50%

On the road or footpath



50%

Private property, home



31%

Walkway



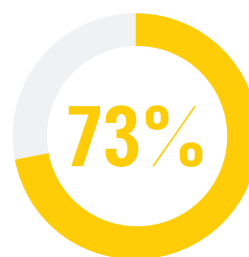
25%

Public park, field, playground

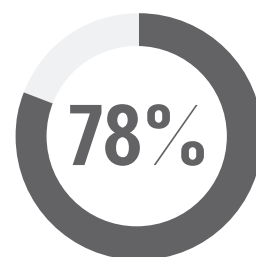


18%

Gym or fitness centre



want to do more physical activity



feel being physically active in the great outdoors is an important part of New Zealanders lives

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¹This meets the Ministry of Health physical activity guidelines of 30 mins a day 5 days a week of moderate to vigorous physical activity. Activity causes a slight, but noticeable, increase in breath and heart rate, or is intense enough to make you out of breath. Source: NZHS2016/17. INDICATIVE RESULTS ONLY. ²Moderate 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. ³Indicative only due to a small sample size. ⁴Responses 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

Women are significantly more likely to walk and garden.
Men are more likely to cycle.



85%

Walking



51%

Gardening



37%

Individual workout
using equipment



37%

Running or
jogging



33%

Playing games
(e.g. with kids)

TOP 10 SPORTS

WHERE ADULTS ARE ACTIVE

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

GYM OR FITNESS CENTRE

17%

belong to a gym or fitness
centre, significantly less than the
national average

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

European adults are significantly
less likely to have a gym
membership, whereas Maaori are
significantly more likely compared
to all adults (at 24%).

CLUB

25%

belong to a sport
or recreation club

Asian adults are
significantly less
likely to be a member
of a club compared
to all adults

European adults
are significantly
more likely to be a
member of a sport or
recreation club

COMPETITION OR TRAINING

36%

have been competitive or part of
organised training

Waikato adults are significantly
more likely to have been competitive
compared to the national average

Maaori and Pacific adults are
significantly more likely to have
participated in a competition or
organised training over the last 12
months compared to all adults

EVENTS

30%

have participated
in events in
last 12 months,
significantly more
than the national
average

20% of all
respondents
have continued
doing the activity
after the event

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 ARE⁵:



Social
environment



Fulfilling
potential



Quality of
coaches



Being
friendly and
welcoming



Fair & equal
opportunities



Providing
information
when needed



Professional
and well
managed



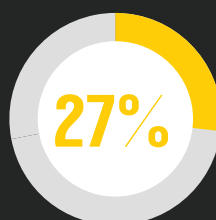
Clean and well
maintained
facilities

COACHING AND INSTRUCTION⁶

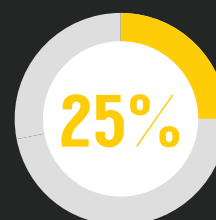
TOP 3

reasons to
receive
coaching

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



have used technology over last
7 days to receive instruction



have received
coaching in last 7 days

⁵Source: Sport New Zealand. Voice of participant survey 2017. ⁶Responses from those that indicated they have done physical activity in the last 7 days (participants).

WHY WE PARTICIPATE

AND HOW WE FEEL ABOUT IT

76% of adults see physical activity as an essential part of their life

REASONS FOR BEING PHYSICALLY ACTIVE VARY SIGNIFICANTLY ACROSS GENDER, AGE AND ETHNICITY

SCREEN TIME

56%

would be lost without their mobile phone

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

WELLBEING

85%

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

56%

Say they find it easier to concentrate after physical activity

57%

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

82%

are satisfied with their life

REASONS FOR BEING ACTIVE



54% To lose or control weight



53% To improve skills or performance



50% Challenging yourself and trying to win



42% To be physically active with others



32% Wanting to look good

TOP 5 BARRIERS ARE:

Waikato adults are significantly less likely to state they already do a good amount of physical activity, compared to the national average

70% know they should do more physical activity

59%

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

23%

I am too tired or don't have the energy

22%

I struggle to motivate myself

21%

I prefer to spend my time on other interests / hobbies

18%

I already do a good amount of physical activity
Nationally 17%

Barriers vary significantly between females and males, different ethnic and age groups.

SPORT AND PHYSICAL ACTIVITY ENABLES HAPPIER AND HEALTHIER PEOPLE AND BETTER CONNECTED COMMUNITIES⁷

- 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

⁷Source: Sport New Zealand Value of Sport 2018.

VOLUNTEERING

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

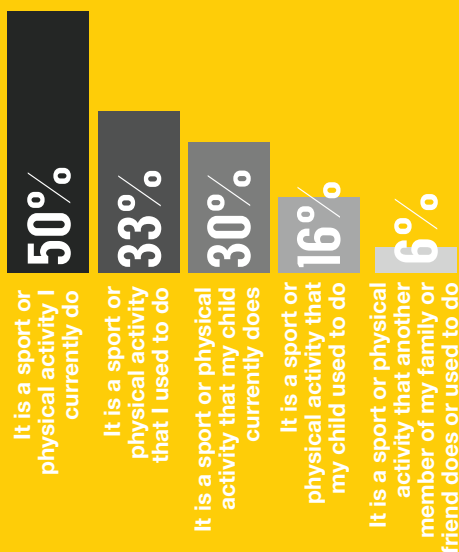
27% HAVE
VOLUNTEERED
IN LAST 12
MONTHS

39% CONSIDER THEY
MAY VOLUNTEER
IN THE NEXT 12
MONTHS

4.83 AVERAGE
HOURS⁸
VOLUNTEERING
IN LAST 7 DAYS

European and Maaori adults in the Waikato are significantly more likely to have volunteered in the last 12 months, where as Asian adults are significantly less likely to have

INVOLVEMENT IN VOLUNTEERING WAS MOTIVATED BY⁸:



OF THOSE THAT DID VOLUNTEER OVER THE LAST 12 MONTHS⁸



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. ⁸Rounding 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.

⁸Can select more than one volunteer activity - therefore percentages do not add up to 100%.

Proudly brought to you by **Sport Waikato**

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