

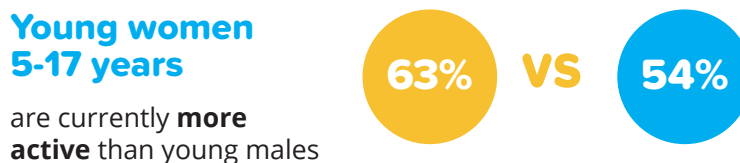
# A SPOTLIGHT on physical activity in the Waikato region



KEY:

Young People (5-17 years) Rangatahi (12-17 years) Tamariki (5-11 years) Adults (18+ years)

As we work towards a healthier and more active region, it's important to understand the current landscape for the people and communities of the Waikato region. Our population have a range of **participation preferences** and **barriers** to being active, and there are some important things we think you should know...



*But they want to do more!*

Adults from **HIGH DEPRIVATION COMMUNITIES** are less active than adults in low deprivation settings



There are a number of concerning barriers to participation that require a partnered approach to break down.

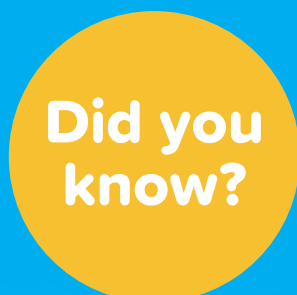
**AFFORDABILITY** of sport and physical activity is a barrier for tamariki, rangatahi who are Maaori, female, have a disability or are from high deprivation communities.

**1 IN 5** tamariki do not play sport because their family cannot afford it.

**BEING TOO BUSY** prevents around **30%** of rangatahi being active in ways that support their wellbeing – challenges include the demands of schoolwork, other hobbies and paid work.

**WORK DEMANDS** and other commitments (e.g. family) are barriers for **50%** of the adult population to being active, and are the most prevalent barrier for females and adults in high deprivation communities.

**1 IN 5** adults are too tired to incorporate physical activity into their lives.



# The top three most popular ways to be active for people in the Waikato are:

## Tamariki



### Playing

(e.g. running around, climbing trees and make-believe)



### Running/ Jogging



### Playing on playgrounds

## Rangatahi



### Running/ Jogging



**Games**  
(e.g. four square, tag, bullrush, dodgeball)



### Walking for fitness

## Adults



### Walking



### Gardening



### Individual workout using equipment

Interestingly no traditional or formal sport appears in the top 5 activity preferences for tamariki, rangatahi or adults!

When people and communities of the Waikato get active, they use a range of spaces that Councils provide and maintain:

**54%** of tamariki

are active in **outdoor facilities** (e.g. playgrounds, parks, fields, astroturf or outdoor pools)

**58%** of rangatahi

**42%** of tamariki

are active in locations such as by **lakes, in the bush or by using footpaths**

**58%** of rangatahi

**OVER 30%** of tamariki and rangatahi

are using **indoor facilities** such as community halls and indoor pools to keep moving

**Adults** are most likely to be active using roads and footpaths and **20%** are engaging in activity with support from public infrastructure such as parks, fields, playgrounds, skateparks or BMX tracks

# Recommendations

To increase the physical activity levels and wellbeing of people and communities in the Waikato, we need to consider:

### Affordability of access and participation

Cost presents a significant barrier to many individuals and families to participate in sport and active recreation (and is a significant barrier for Maaori and high deprivation communities)

### Increasing play opportunities

Play represents an important opportunity for physical activity for both tamariki and rangatahi, it is accessible and free to the participant and informal play (things other than playgrounds) can be relatively low cost to Councils

### Pay to play, pop-up opportunities and shortened formats

Demands on people's time is high and the need to commit can be a struggle. Pay-to-play and pop-up opportunities for participants to 'dip in and out', shortened classes and sport formats that lower the time required for participation could also help those struggling to make time to be active

### Family-friendly active spaces and programming

Areas and/or programmes where the whole family can be active together can help to support the activity levels of those with competing demands

