Sport and Active Living Strategy 2012
Contents

Introduction ........................................................................................... 2
The Vision ............................................................................................. 3
The Principles ....................................................................................... 3
Background ........................................................................................... 4
Where We Are Now .............................................................................. 5
Key Issues Facing Tauranga ................................................................. 7
Participation Rates ............................................................................... 7
Strategic Fit ........................................................................................... 8
Sport Actions ....................................................................................... 11
Active Living Actions ........................................................................... 17
Monitoring and Review ....................................................................... 20
Appendix 1: Strategy Development Process ..................................... 21
Appendix 2: What People Said .......................................................... 24
Appendix 3: Case Studies ................................................................. 26

Thanks to Tourism Bay of Plenty for supplying some of the images in this strategy.
Introduction

The Sport and Active Living Strategy (Tauranga’s physical activity plan) sets out Tauranga’s vision for sport and active living. It outlines what we need to do to achieve the vision and the contributions various organisations will make to turn the actions into reality.

The need for the strategy was identified in Tauranga Tomorrow and SmartGrowth. Both these strategies identified a range of actions relating to sport and active living which needed to be further analysed and defined.

The strategy was first developed in 2005 as a result of work carried out with a range of organisations, sports clubs and sports associations over a 12 month period. Sport Bay of Plenty and Tauranga City Council facilitated the process. In 2012 the strategy was updated to bring it up to speed with the environment at that time and to stand us in good stead for the years to come.
The Vision

“More people more active more often”

Increasing participation in sport and active living opportunities is the key focus of Tauranga City’s Sport and Active Living Strategy.

Goals for Sport

Goal 1: A wide range of sporting activities and opportunities available to all.

Goal 2: Creating pathways to enable groups and individuals to reach their potential (includes players, coaches, officials, administrators and volunteers).

Goal 3: Participation in sport is recognised and valued.

Goal 4: People are aware of sporting opportunities available in our area.

Goals for Active Living

Goal 5: Our programmes and events motivate and educate people on the value of being active, and encourage participation.

Goal 6: Our environment (built and open space) encourages and motivates people to be active in their daily lives.

The Principles

The key principles behind the strategy are:

- Sport and active living contribute not only to the wellbeing of individuals but create community cohesion and identity.
- Our sport and active living resources will be focused on our existing and emerging strengths.
- Sport and active living opportunities need to be accessible for all to participate in.
- Community and volunteer input is recognised as the backbone of many sport and active living activities.
- Partnership and collaborative approaches are vital to the delivery of sport and active living opportunities in our communities.

---

1 “Built” refers to our buildings, facilities and other physical structures used for sport and active living activities and “Open Space” refers to our green areas, harbours, ocean etc.
Background

Benefits of sport and active living

The Sport and Active Living Strategy is founded on the belief that there are a number of benefits to be derived from participating in regular sport and active living activities. These benefits are well known and summarised below.

Physical activity and sport are major contributors to personal health and wellbeing

There are a wide range of health benefits attributable to participation in sport and physical activity. These include reducing risk of heart disease and stroke; helping to combat osteoporosis, obesity and diabetes; helping to prevent cancers; helping to prevent and rehabilitate back problems; contributing to good mental health and enhancing overall wellbeing.

Physical activity is a key to human development

Motor skills (physical), social skills and intellectual capabilities in children are all learnt through recreation, sport and play. In addition physical activity and sport provide opportunities for adults to develop their full and holistic potential as well as providing exceptional opportunities for life long learning.

Physical activity is essential to quality of life

Active living and sport build self-esteem and positive self-image. In addition physical activity and sport enhance life satisfaction levels and perceived quality of life.

Participation in sport and active living reduces self-destructive and antisocial behaviour

Active living and sport help to reduce self-destructive behaviour and negative social behaviour (e.g. smoking, substance abuse, suicide and depression) particularly in youth. They can help to reduce crime as well as isolation, loneliness and alienation.

Physical activity helps to build strong families and healthy communities

Active living and sport produce leaders who serve the community in many ways and help to stimulate participation in community life. Physical activity and sport can also be the catalysts that build strong, self-sufficient communities and community pride. Furthermore families that play together stay together.

Physical activity reduces health care, social service and police/justice costs

Through their contribution to fitness and wellbeing, which reduce both the incidence and severity of illness, sport and physical activity help to lower healthcare costs. Similarly through their role in supporting families, physical activity and sport help to reduce the costs of social service intervention and foster care. Physical activity and sport also play a role in reducing crime and social dysfunction and so reduce police, justice and prison costs.

Physical activity and sport are major economic generators

In addition to being significant employment generators in their own rights, physical activity and sport are attractions that draw tourists. Sport and active living opportunities also help to improve work performance and attract business to a community.

Given these benefits, a central aim of the Sport and Active Living Strategy is to increase the number of people in Tauranga participating in physical activity – that is, getting ‘more people more active more often’.
Where We Are Now

This section of the strategy creates a picture of the current position of sport and active living in Tauranga. National data has been used, in some instances, due to the unavailability of specific local information.

Working in Partnership

Tauranga City Council and Sport Bay of Plenty work in partnership to deliver sport and active living activities to the people of Tauranga. In very general terms, Tauranga City Council plans and provides the infrastructure and facilities for community use, while Sport Bay of Plenty encourages and supports people and groups to use these facilities. Both organisations recognise that we must work closely with a wide range of agencies, like Regional Sports Organisations, the Bay of Plenty District Health Board and key funding agencies to successfully deliver the actions in this strategy.

What’s in Place Already

There are a range of facilities already provided by Tauranga City Council and its partner agencies for sport and active living purposes. Some examples are:

- Sub-regional parks that provide a range of recreational experiences including Papamoa Hills Cultural Heritage Park, the TECT All-Terrain Park and Huharua Harbour Park.
- Active Reserves Network which comprises of 19 parks for organised sports use. These parks have a wide range of facilities including sports fields, tennis courts, bowling greens, croquet lawns, skateboard parks and the racecourse.
- Passive, coastal and harbour reserves across the city for recreational and protection purposes. For example, Kopurererua Valley provides over 200 hectares of land that is being developed for recreation, walking and cycling purposes.
- Indoor Sports Facilities Network comprising of TECT Arena at Baypark, QEYC / Memorial Hall, the Mount Maunganui Sports Centre and three community share partnership facilities - Aquinas Action Centre, Otumoetai Action Centre and Merivale Action Centre.
- Community Halls and Community Centres also provide venues for people to participate in sport and active living. For example, the Welcome Bay Hall and the Arataki Community Centre.
- Aquatics Network with pools at Greerton, Memorial Park, Otumoetai, and Mount Maunganui and the Baywave TECT Aquatics and Leisure Centre. Note there is a separate strategy in place for the aquatics network.
- Extreme Sports Network with skate parks across the city as well as a BMX track and mountain bike tracks.
- Council’s network of indoor facilities is managed in a range of ways. Most facilities have been managed under a single, network contract with Tauranga Leisure Ltd (TLL) since 2005. This contract has operated very successfully over the six years it has been in place. Full operational and financial reporting is provided to Council on a monthly basis.
- Tauranga City Venues Limited, a Council Controlled Organisation (CCO) owns and operates the Baypark facility including the TECT Arena. To enhance the interconnectedness of the wider network of facilities TCVL have engaged TLL to manage the community sport and recreation aspects of the TECT Arena at Baypark.
Tauranga City Council also has an array of support mechanisms in place. These include:

- policies like our Community Share Agreement policy and Sportville policy
- funding relationships through our City Partners programme and contracts with external organisations for specific services like surf lifesaving patrols
- dedicated positions to assist with future planning for sport and active living facilities.

Sport Bay of Plenty is a significant service delivery organisation for sport and active living in the Bay of Plenty. They have four key priorities:

- Active Lifestyles – to get more people more active more often
- Grassroots Sport – great delivery of local support
- Young People (0-18) Developing a life-long love of sport and recreation
- Our Capability – A professional and capable organisation.

To achieve these goals, Sport Bay of Plenty provides:

- information and advice
- education and support services to schools, clubs and sporting organisations
- a range of activities to promote active healthy lifestyles within various communities.

**Bay of Plenty District Health Board**

It is essential that Tauranga City Council and Sport Bay of Plenty have close working relationships with other local and regional organisations to ensure the successful delivery of the Sport and Active Living Strategy. One of these key agencies is the Bay of Plenty Heath Board (BOPDHB).

The vision of the BOPDHB is “healthy thriving communities”. The BOPDHB receives Ministry of Health funding for the Healthy Eating - Healthy Action (HEHA) national strategy. The priority groups under the HEHA strategy are:

- Maori
- low income socio-economic groups
- children and young people in a family setting.

Some of this funding is used to support the Live to Play programme held each October and led by Tauranga City Council, Sport BOP and the YMCA. It is also used to fund Maori providers to deliver physical activity programmes across the Bay of Plenty. In addition the BOPDHB provides support for the following activities:

- Input into regional and local walking and cycling strategies and implementation plans
- School-based physical activity programmes through the Health Promoting School model
- Workplace-based physical activity programmes through the WorkWell programmes
- National physical activity events such as Bikewise Week
- Local physical activity events such as the Ethkick Multicultural Football Tournament
- The Tauranga Activity and Nutrition Group (TANGo), a network of physical activity providers.
Key Issues Facing Tauranga

**Physical activity and health issues**
- Physical activity levels have declined over the past decade, especially among children and young people (refer to the participation rates section for specific details). Obesity rates are rapidly increasing in both adults and children.
- Like other areas in New Zealand, the Western Bay of Plenty region needs to respond to increasing health related issues like cancer, cardio vascular disease and diabetes.

**Societal and family trends**
- Today there are more parents fulfilling a dual work and primary carer role than in past years. This places greater restrictions on available time to spend with family.
- The traditional five day working week is becoming less of a norm. It is becoming more difficult for groups or families to organise recreation time together and dedicate their time to sports clubs who rely on volunteers.

**A growing city**
- Tauranga’s population is projected to grow from 115,000 people in 2012 to an estimated 199,000 people in 2051 (Source: SmartGrowth Population Projections). The growth has slowed down but this growing population does place pressure on existing sport facilities and services in the medium to long term.

**An ageing population**
- Tauranga has a proportionately higher ageing population than other cities in New Zealand. SmartGrowth (2004) population forecasts for the Western Bay of Plenty expect the 80+ age group to increase seven fold, reaching 5,000 by 2051. Older people have their own recreational needs that need to be catered for, which tend to be lower impact (e.g. walking rather than running). Masters sport has also experienced considerable growth.

**Declining volunteerism**
- Volunteerism levels have declined while greater accountabilities are required of volunteers. There is a lack of recognition of volunteers and inconsistent standards for coaches, officials and volunteers.

**Increasing expectations**
- The community’s expectations of facility standards and service quality have increased.
- There are a greater range of sporting activities emerging often with different requirements to what is currently provided.

**Diversity of activities**
- There is a move away from structured traditional sports. The ‘pay per play’ market is increasing and there is a greater choice of sporting activities on offer.

**Indoor sports facility utilisation**
- TECT Arena at Baypark has provided significant and much needed indoor court space, reducing capacity issues of the network. Effective management of the network and monitoring of utilisation are important considerations to ensure efficient use of the network continues and user needs are met.

**Participation Rates**

**How active are adults in the Bay of Plenty?**
- Compared with New Zealand adults, a similar percentage of adults in the Bay of Plenty...
region participated in at least one sport or recreation activity per week (77% Bay of Plenty, 79% New Zealand) and per year (96% Bay of Plenty, 96% New Zealand)

- 48% of Bay of Plenty adults meet the national physical activity guidelines by undertaking 30 mins or more of moderate physical activity at least five days a week. However, there is a notable difference between genders with 58% of men meeting this guideline whilst only 38% of women do.

- 32% are members of clubs or centres to take part in sport and recreation and 32% take part in an organised competition or event each year.

- 37% received instruction from a coach, instructor, teacher or trainer to help improve their performance.

- Walking, gardening and swimming were the three most popular sport and recreation activities for adults.

- 23% of adults are volunteers for a sport or recreation activity.

**What about our young people?**

- 67% of young people in the Bay of Plenty are active, spending on average 6.5 hours a week taking part in sport and active living opportunities.

- Activity levels of young people are decreasing. 43% of 18-25 year olds in the Bay of Plenty are spending less time being active now than they were 12 months previously. This is compared to 38% nationally.

- Boys are more active than girls in the Bay of Plenty which is consistent with national trends.

- European young people are more active than Maori. However, Maori people who are active spend more time being active than their European counterparts.

**What physical activities do our young people participate in?**

- 91% of young people take part in some sport or active living activity. Of these, 72% do so during school hours and 23% outside school hours.

- 31% belong to a club.

- The most popular sport for boys is rugby union (25%) and for girls it is netball (21%).

- 64% of young people who play a sport receive some sort of coaching.

(Source: SPARC Sport, Recreation and Physical Activity Profile: Bay of Plenty Region 2007/08)

**Strategic Fit**

National strategies such as the New Zealand Health Strategy, Healthy Eating Healthy Action, and the New Zealand Disability Strategy helped guide the development of Tauranga’s Sport and Active Living Strategy. The key drivers at a local level were the SmartGrowth, Tauranga Tomorrow and SmartEconomy strategies. These strategies set the high level direction for the city.

**SmartGrowth**

In 50 years time Tauranga will have...

- “Lifestyle choices from surf to mountain tops which reflect and support the natural attributes of the area.”

- “The area defines itself by its impressive recreation and leisure opportunities.”

- “There are places, spaces and occasions for people to meet their needs.”

- “People are healthy, have access to a range of education needs and feel safe in their communities.”
Council (Community) Outcomes

City Vision
- Vibrant, healthy and diverse communities

Council Outcomes
- Plan for and provide affordable fit for purpose services.
- Enhance the quality of life for current and future residents.
- Work in partnership with the community and engage in meaningful consultation.
- Provide leadership to the community.
- Manage the balance between social, economic, cultural and environmental wellbeing of the community.

SmartEconomy
- “The Place – Sun, sea, soil and people delivering an enviable quality of life – creating places, facilities, activities and events so as to turn the Western Bay of Plenty’s lifestyle advantages into a source of competitive advantage for the sub-region”.
- Sufficient high quality open space – regional parks, walkways and beaches.

- World class sports, arts, cultural and other leisure related facilities.
- Partnerships with other providers to ensure efficient provision of facilities.
- Events that are of national and international standards.
- Better access to the marine recreational environment.

Underpinning these strategies are a series of “lead” strategies that provide a greater degree of definition on what and how and when to get things done. The strategies that have strong linkages to sport and active living are:

Subregional and City Strategies
- Open Space Strategy
- Our Community Places Strategy
- Vegetation Strategy
- SmartArts Strategy
- SmartTourism Strategy
- Integrated Transport Strategy
- Urban Design Strategy
- Aquatics Strategy

- Wairoa River Valley Strategy

Plans
Tauranga City Council has a number of reserve management plans in place that outline how our parks will be developed and managed. One of our key reserve management plans is the ‘Active Reserves Management Plan’.

The Active Reserves Management Plan outlines how our 19 active reserves (i.e. those used for organised sport) will be developed. Timeframes for development are determined through the Ten Year Plan process.

There are strong linkages between the Sport and Active Living Strategy and the Active Reserves Management Plan.
What will we do: Actions

The following sections outline what actions will occur to help us to get more people more active more often, the reasons why we are undertaking a specific action, who will “lead” it, what it will cost and when it will happen. Actions are prioritised according to the following:

<table>
<thead>
<tr>
<th>Short-term</th>
<th>2012-2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medium-term</td>
<td>2015-2018</td>
</tr>
<tr>
<td>Long-term</td>
<td>2018 +</td>
</tr>
<tr>
<td>Ongoing</td>
<td>Throughout above timeframes.</td>
</tr>
<tr>
<td>Complete</td>
<td>Action has been implemented but is still included to show the role that the action plays in achieving the vision, goals and principles of the strategy.</td>
</tr>
</tbody>
</table>

The section is divided into two areas:

- Sport
- Active Living

When referring to a “lead” agency, this is the organisation responsible for developing the action and securing any necessary funding. The “lead” agency is also responsible for encouraging others to be involved by bringing interested parties together, and gathering or providing information so progress can be monitored.

If a “lead” agency does not have the appropriate funds to deliver an action, every endeavour will be made to support that agency to secure external funds.

Actions and costs are subject to change through the Long Term Plan (LTP) process. The costs are indicative only and may need to be revised as more detailed information becomes available. Indicative costings are needed to ensure that some level of budgeting is included in the LTP over the next 10 years to enable the implementation of the strategy. Through each LTP process the short term actions can be more clearly defined while retaining some flexibility over the costs and timeframes for the medium and long term actions. The LTP is also referred to as the ‘Ten Year Plan’.

Strategies that need to be considered as part of the implementation of some of the actions include Sustainable Steps (Council’s corporate sustainability strategy) and the Urban Design Strategy.
## Sport Actions

### Goal 1: A wide range of sporting activities and opportunities available to all

<table>
<thead>
<tr>
<th>What will we do?</th>
<th>Why will we do it?</th>
<th>Who will lead it?</th>
<th>What will it cost?</th>
<th>When will it happen?</th>
<th>Strategy Linkages</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1.1. Indoor Sports Facilities Blueprint</strong></td>
<td>Population growth has placed increased pressure on Council’s indoor sports network. The growth in the event market is adding additional pressure.</td>
<td>Tauranga City Council</td>
<td>$39 million capital expenditure with funding from rates, development contributions and external funding sources. $2.4m. Approximate cost per facility is $8.6 million.</td>
<td>a. Complete. TECT Arena at Baypark (sport and exhibition centre) in 2011</td>
<td>a. SmartGrowth Indoor Facilities Blueprint Evaluation Community Share Agreement Policy</td>
</tr>
<tr>
<td>Implement the indoor sports network “blueprint” which comprises of:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>a. Sport and Exhibition centre.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>b. Community Share Training and Development Centre with the BOP Polytechnic.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>c. QEYC / Memorial Hall modernisation.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>d. Local facilities network with new indoor sports facilities in growth areas such as Papamoa East and Bethlehem.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>1.2. Pricing Structure</strong></td>
<td>The basis of Council’s indoor sporting facilities pricing structure is not clear. It does not support private enterprise entering the market or encourage off-peak use of facilities.</td>
<td>Tauranga Leisure Limited (TLL)</td>
<td>Internal cost to review.</td>
<td>Complete. Reviews of user fees undertaken in 2007 and 2009. Ongoing inflation adjustments will be made.</td>
<td></td>
</tr>
<tr>
<td>What will we do?</td>
<td>Why will we do it?</td>
<td>Who will lead it?</td>
<td>What will it cost?</td>
<td>When will it happen?</td>
<td>Strategy Linkages</td>
</tr>
<tr>
<td>------------------</td>
<td>--------------------</td>
<td>------------------</td>
<td>--------------------</td>
<td>---------------------</td>
<td>--------------------</td>
</tr>
<tr>
<td><strong>1.3. Sports Fields</strong></td>
<td>Junior rugby, touch, rugby league and football have experienced continual growth over the past 10 years placing pressure on existing playing fields.</td>
<td>Tauranga City Council</td>
<td>Costs of implementation will be identified as part of the planning and design of future active reserves.</td>
<td>Short-Long term. Council’s response to this will be determined through the review of the active reserves level of service in 2011/12.</td>
<td>Active Reserves Management Plan</td>
</tr>
<tr>
<td><strong>1.4. Tauranga Rowing Club</strong></td>
<td>Tauranga Rowing Club are likely to require fund-raising assistance to enable the extension of their existing club rooms at Memorial Park.</td>
<td>Sport Bay of Plenty</td>
<td>Facilitation costs are included in the TCC / Sport Bay of Plenty Relationship Agreement.</td>
<td>Ongoing. Consent for extension in place - until 2014. Rowing club have not progressed development.</td>
<td>TCC / Sport Bay of Plenty Relationship Agreement</td>
</tr>
<tr>
<td><strong>1.5. Growth in Rowing</strong></td>
<td>Existing rowing facilities can no longer cater to the growth in participant numbers.</td>
<td>Tauranga City Council / Sport Bay of Plenty</td>
<td>No funding required to undertake investigation. Implementation costs are not known.</td>
<td>Ongoing. Sport BOP working with rowing to establish strategic approach to rowing provision in Tauranga</td>
<td>Wairoa River Valley Strategy Community Share Agreement Policy</td>
</tr>
<tr>
<td><strong>1.6. Relocation of In-Line Hockey</strong></td>
<td>The Indoor Facilities Blueprint identifies the relocation of In-Line Hockey to the Mount Sports Centre when the Mount Action Centre closes.</td>
<td>Tauranga City Council / Sport Bay of Plenty</td>
<td>Within existing budget.</td>
<td>Short-term. Mount Maunganui Sports Centre is not appropriate but other opportunities are being investigated</td>
<td>Indoor Facilities Blueprint</td>
</tr>
<tr>
<td><strong>1.7. Water Based Sportville</strong></td>
<td>There are a number of water based clubs, such as TS Chatham, waka ama and the Sea Scouts that want a “home”</td>
<td>Sport Bay of Plenty</td>
<td>Facilitation costs covered in Relationship Agreement.</td>
<td>Part complete. Sailing centre project lead by TCC</td>
<td>TCC / Sport Bay of Plenty Relationship Agreement</td>
</tr>
<tr>
<td>What will we do?</td>
<td>Why will we do it?</td>
<td>Who will lead it?</td>
<td>What will it cost?</td>
<td>When will it happen?</td>
<td>Strategy Linkages</td>
</tr>
<tr>
<td>------------------</td>
<td>-------------------</td>
<td>------------------</td>
<td>-------------------</td>
<td>---------------------</td>
<td>------------------</td>
</tr>
<tr>
<td>Sulphur Point in a manner consistent with Council’s Sportville policy.</td>
<td>base.</td>
<td>Implementation costs are not known.</td>
<td>established at Sulphur Point. Paddling based sports still needs a long term approach.</td>
<td>Sportville Policy Harbour Reserves Management Plan</td>
<td></td>
</tr>
<tr>
<td><strong>1.8. Water Sprint Area</strong>&lt;br&gt;Look at ways the CBD / Waterfront Development Project could incorporate opportunities for a water based sports sprint events area at Dive Crescent / the Strand.</td>
<td>Water based sports such as waka ama and rowing are wanting sprint areas with good spectator views to hold events.</td>
<td>Tauranga City Council</td>
<td>Costs will be identified as part of the CBD/ Waterfront Development project.</td>
<td>Medium-term (to coincide with the staged CBD/ Waterfront development). CBD / Waterfront Development. City Centre Strategy</td>
<td></td>
</tr>
<tr>
<td><strong>1.9. Surf Club</strong>&lt;br&gt;Actively explore options (through the Papamoa East Stage 2 planning process) to secure suitable reserve land to enable the establishment of a surf club in Papamoa East, or other options for addressing the need.</td>
<td>Population growth forecasts for Papamoa East signal a likely need in the long-term for the establishment of surf lifesaving activities in this area.</td>
<td>Tauranga City Council</td>
<td>Cost will be identified as part of the Papamoa East (Stage 2) Planning Study.</td>
<td>Long-Term Papamoa East (Stage 2) Planning Study</td>
<td></td>
</tr>
<tr>
<td><strong>1.10. Golf</strong>&lt;br&gt;Facilitate discussion with interested parties to encourage the development of privately operated golf driving ranges and practice greens.</td>
<td>There are currently insufficient training facilities in Tauranga to cater to existing and growing demand in golf.</td>
<td>Tauranga City Council</td>
<td>No direct cost through this strategy. Ongoing support is provided.</td>
<td>Ongoing. As need arises.</td>
<td></td>
</tr>
<tr>
<td><strong>1.11. Extreme Sports Neighbourhood Network (Skateparks)</strong>&lt;br&gt;Continue to implement the network approach to the development of skating and freestyle BMX activities in growth areas in response to an identified need.</td>
<td>Skateboarding and other extreme sports have significantly grown in popularity in Tauranga and the network of existing facilities are well utilised.</td>
<td>Tauranga City Council</td>
<td>$100,000 - $130,000* per park.</td>
<td>Ongoing. As need arises. SmartGrowth</td>
<td></td>
</tr>
<tr>
<td>What will we do?</td>
<td>Why will we do it?</td>
<td>Who will lead it?</td>
<td>What will it cost?</td>
<td>When will it happen?</td>
<td>Strategy Linkages</td>
</tr>
<tr>
<td>----------------</td>
<td>------------------</td>
<td>-----------------</td>
<td>------------------</td>
<td>---------------------</td>
<td>------------------</td>
</tr>
<tr>
<td><strong>1.12. Shared Equipment</strong>&lt;br&gt;Investigate opportunities for the expansion of a shared equipment ‘one-stop-shop’ for sport and sport events. Consideration needs to be given to storage, pricing, cost and management.</td>
<td>A number of agencies in Tauranga hold various sporting equipment. If these resources could be pooled, it would be easier for the community to access sport related equipment (both physically and financially).</td>
<td>Tauranga City Council and Sport Bay of Plenty</td>
<td>No cost to undertake feasibility study. Implementation costs not known.</td>
<td>Complete. Baycourt provides equipment for sound and Sport BOP provides equipment for sports and active living use.</td>
<td>Strategy Linkages</td>
</tr>
</tbody>
</table>

| **1.13. Prioritising Use of Indoor Facilities**<br>Develop a policy framework to determine how conflict situations are dealt with for use of the indoor facilities network. | To provide a consistent framework for situations where two user groups are wanting to access indoor space at the same time and date. | Tauranga City Council | Staff time only. | Complete. Refer to TCC website for policy and positioning of indoor facility information. | Strategy Linkages:

---

**Goal 2: Creating pathways to enable groups and individuals to reach their potential**

<table>
<thead>
<tr>
<th>What will we do?</th>
<th>Why will we do it?</th>
<th>Who will lead it?</th>
<th>What will it cost?</th>
<th>When will it happen?</th>
<th>Strategy Linkages</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>2.1. Coachforce</strong>&lt;br&gt;Investigate options to ensure the long-term sustainability and effectiveness of the Coachforce Programme.</td>
<td>Given the value of the Coachforce programme, there is a need to ensure its sustainability in the long-term.</td>
<td>Sport Bay of Plenty</td>
<td>$1 M p.a.</td>
<td>Ongoing.</td>
<td></td>
</tr>
<tr>
<td><strong>2.2. Club Support</strong>&lt;br&gt;Deliver a comprehensive support service to develop strong and sustainable sports clubs.</td>
<td>Over the past decade, a number of sports clubs have requested grants from Council to enable continued operation. Clubs require skills and knowledge to operate in a sustainable manner.</td>
<td>Sport Bay of Plenty</td>
<td>$110,903 p.a (within existing agreement budget).</td>
<td>Ongoing. Sport Development Advisor in place.</td>
<td>Tauranga City Council / Sport BOP Relationship Agreement.</td>
</tr>
<tr>
<td>What will we do?</td>
<td>Why will we do it?</td>
<td>Who will lead it?</td>
<td>What will it cost?</td>
<td>When will it happen?</td>
<td>Strategy Linkages</td>
</tr>
<tr>
<td>----------------</td>
<td>-------------------</td>
<td>------------------</td>
<td>------------------</td>
<td>---------------------</td>
<td>-------------------</td>
</tr>
<tr>
<td><strong>2.3. Sport Ambassadors</strong>&lt;br&gt;Develop and deliver an initiative that promotes our local sport ambassadors and makes them accessible to the public.</td>
<td>Our local sports ambassadors (players, coaches, officials and administrators) need to be promoted and utilised to encourage increased participation in, and commitment to, sport.</td>
<td>Sport Bay of Plenty</td>
<td>$20,000 p.a.</td>
<td>Ongoing. Achieved through Regional Sport Organisation links with primary and secondary schools.</td>
<td></td>
</tr>
<tr>
<td><strong>2.5. Fundamental Skills</strong>&lt;br&gt;To coordinate the delivery of Go4it Fundamental skill programme in conjunction with the sporting codes, schools and wider community.</td>
<td>To provide a learning environment where young people develop fundamental sport skills so they have the right building blocks to play sport for life.</td>
<td>Sport Bay of Plenty</td>
<td>$200,000.</td>
<td>2011 – 2013.</td>
<td>Identified as a key priority area in the Sport BOP Strategic Plan 2010-2013.</td>
</tr>
<tr>
<td><strong>2.6. Athlete and Coach Scholarships</strong>&lt;br&gt;To recognise both Coaches and Athletes through the BayTrust Scholarship programme.</td>
<td>To support and assist Bay of Plenty sporting and coaching talent to achieve on the national and international sporting stage.</td>
<td>Sport Bay of Plenty BayTrust</td>
<td>$30,000 p.a.</td>
<td>Ongoing. Annually</td>
<td>March and October.</td>
</tr>
</tbody>
</table>

**Goal 3: Participation in sport is recognised and valued**

<table>
<thead>
<tr>
<th>What will we do?</th>
<th>Why will we do it?</th>
<th>Who will lead it?</th>
<th>What will it cost?</th>
<th>When will it happen?</th>
<th>Strategy Linkages</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>3.1. Volunteer Support</strong>&lt;br&gt;Develop a series of events that re-provide clubs with training opportunities to provide strategies to recruit</td>
<td>Declining volunteerism is threatening the sustainability of our sports.</td>
<td>Sport Bay of Plenty</td>
<td>$10,000 p.a.</td>
<td>Ongoing.</td>
<td></td>
</tr>
</tbody>
</table>

![Tauranga City Logo](image-url)
### Goal 4: People are aware of sport and active living opportunities available in our community

<table>
<thead>
<tr>
<th>What will we do?</th>
<th>Why will we do it?</th>
<th>Who will lead it?</th>
<th>What will it cost?</th>
<th>When will it happen?</th>
<th>Strategy Linkages</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.1. Information Hub</td>
<td>People find it difficult to know where to access information on sport and active living opportunities.</td>
<td>Sport Bay of Plenty</td>
<td>$38,816 p.a. (within existing agreement budget).</td>
<td>On-going.</td>
<td>Tauranga City Council / Sport Bay of Plenty Relationship Agreement.</td>
</tr>
<tr>
<td>3.2. Sports Awards</td>
<td>Celebrating Tauranga’s sporting achievements and successes encourages continued participation and increased numbers of participants.</td>
<td>Sport Bay of Plenty</td>
<td>$45,000 p.a.</td>
<td>Annual event – ongoing.</td>
<td>Events Strategy</td>
</tr>
</tbody>
</table>
## Active Living Actions

**Goal 5:** Our programmes and events motivate and educate people on the value of being active and encourage participation

<table>
<thead>
<tr>
<th>What will we do?</th>
<th>Why will we do it?</th>
<th>Who will lead it?</th>
<th>What will it cost?</th>
<th>When will it happen?</th>
<th>Strategy Linkages</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>5.1. Young People</strong></td>
<td>Deliver a range of programmes to encourage young people to be involved in organised sport and recreation.</td>
<td>Sport Bay of Plenty</td>
<td>$100,000 p.a.</td>
<td>Ongoing.</td>
<td>Identified as a key priority area in the Sport BOP Strategic Plan 2010-2013.</td>
</tr>
<tr>
<td><strong>5.2. Families at Risk</strong></td>
<td>Deliver physical activity programmes that encourage high risk families to become more active.</td>
<td>Sport Bay of Plenty</td>
<td>$60,000 p.a.</td>
<td>Ongoing.</td>
<td></td>
</tr>
<tr>
<td><strong>5.3. City on Its Feet</strong></td>
<td>Deliver the 'City on Its Feet' walking programme which encourages older adults (55+) and mothers with young children to become more active through walking.</td>
<td>Sport Bay of Plenty</td>
<td>$30,000 p.a.</td>
<td>Ongoing.</td>
<td>Tauranga City Council / Sport Bay of Plenty Relationship Agreement.</td>
</tr>
<tr>
<td><strong>5.4. Maori Activity Initiatives</strong></td>
<td>Continue with and support programmes and initiatives that encourage Maori to be more active, including, the He Oranga Poutama Programme.</td>
<td>Sport Bay of Plenty</td>
<td>$50,000 p.a.</td>
<td>Ongoing.</td>
<td></td>
</tr>
<tr>
<td><strong>5.5. Active Living Events</strong></td>
<td>Deliver a range of active living promotional events.</td>
<td>Sport Bay of Plenty</td>
<td>$27,725 p.a. (within existing agreement budget)</td>
<td>Ongoing.</td>
<td>TCC / Sport Bay of Plenty Relationship Agreement.</td>
</tr>
<tr>
<td><strong>5.6. Green Prescriptions</strong></td>
<td>Continue with, and enhance the delivery of, the</td>
<td>Sport Bay of Plenty</td>
<td>$60,000 p.a.</td>
<td>Short-term.</td>
<td></td>
</tr>
<tr>
<td>What will we do?</td>
<td>Why will we do it?</td>
<td>Who will lead it?</td>
<td>What will it cost?</td>
<td>When will it happen?</td>
<td>Strategy Linkages</td>
</tr>
<tr>
<td>-------------------------------------------------------------------------------</td>
<td>----------------------------------------------------------------------------------</td>
<td>-------------------------------------------</td>
<td>----------------------------------------</td>
<td>-----------------------</td>
<td>-----------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Green Prescriptions programme.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>5.7. Active Communities</strong></td>
<td>Explore opportunities for delivery of programmes and initiatives through SPARC’s Active Communities fund</td>
<td>Tauranga City Council and Sport Bay of Plenty</td>
<td>Funding requirements to be identified on a case by case basis.</td>
<td>Ongoing.</td>
<td></td>
</tr>
<tr>
<td>There is a need to reduce barriers and increase participation in sport and recreation. The active communities fund is set up to support partnership initiatives that achieve this.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>5.8. Surf Lifesaving</strong></td>
<td>Establish surf lifesaving activities in high density swimming areas like Tay Street, Arataki and Papamoa East.</td>
<td>Surf Lifesaving New Zealand</td>
<td>$13,300 p.a. For provision of additional senior lifeguards to facilitate the provision of roaming patrols in the Tay Street and Papamoa East areas.</td>
<td>Ongoing.</td>
<td>Tauranga City Council and Surf Lifesaving New Zealand service delivery agreement.</td>
</tr>
<tr>
<td>To prevent drownings. With increasing population along the Mount / Papamoa coastline, areas such as Tay Street, Arataki and Papamoa East are becoming more popular with swimmers.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Goal 6: Our environment (built and open space) encourages and motivates people to be active in their daily lives**

<table>
<thead>
<tr>
<th>What will we do?</th>
<th>Why will we do it?</th>
<th>Who will lead it?</th>
<th>What will it cost?</th>
<th>When will it happen?</th>
<th>Strategy Linkages</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>6.1. Planning Processes</strong></td>
<td>Give consideration to active living opportunities in Council planning processes.</td>
<td>Tauranga City Council</td>
<td>No direct cost through this strategy.</td>
<td>Ongoing.</td>
<td></td>
</tr>
<tr>
<td>There is a need to maximise the potential of including active living opportunities in new developments, projects and redevelopments.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>6.2. Open Space</strong></td>
<td>Through the Open Space Strategy, provide accessible open space for people to undertake sport</td>
<td>Tauranga City Council</td>
<td>Implementation dependant on projects included in TYP and</td>
<td>Part Complete. Accessibility standards included in</td>
<td>Open Space Strategy Open Space LOS Policy</td>
</tr>
<tr>
<td>To increase physical activity we need to provide sufficient open spaces for people to recreate.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Sport Bay of Plenty
more people, more active, more often
<table>
<thead>
<tr>
<th><strong>What will we do?</strong></th>
<th><strong>Why will we do it?</strong></th>
<th><strong>Who will lead it?</strong></th>
<th><strong>What will it cost?</strong></th>
<th><strong>When will it happen?</strong></th>
<th><strong>Strategy Linkages</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>and active living activities.</td>
<td></td>
<td></td>
<td>subdivision developments as they occur.</td>
<td></td>
<td>Open Space LOS Policy.</td>
</tr>
<tr>
<td><strong>6.3. Neighbourhood Playgrounds / Reserves</strong></td>
<td>With increasing demand for land, backyards are reducing in size. Children need easy access to play areas.</td>
<td>Tauranga City Council</td>
<td>$130,000² p.a.</td>
<td>Ongoing.</td>
<td>Open Space LOS Policy and Playground LOS</td>
</tr>
<tr>
<td>a. Provide neighbourhood playgrounds within 400m of 95% of homes in urban areas where comprehensive development is occurring.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>b. In other urban areas provide neighbourhood playgrounds within 500m of homes.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>6.4. Destination Playgrounds</strong></td>
<td>There is only one destination playground. This is located at Memorial Park and is harder to access for people living in the Mount / Papamoa areas.</td>
<td>Tauranga City Council</td>
<td>$515,000².</td>
<td>Long Term. Simpson Reserve, Papamoa identified as the site for this.</td>
<td>Playground LOS</td>
</tr>
<tr>
<td>Build a ‘destination’ playground in the Mount / Papamoa area.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>6.5. Walking and Cycling</strong></td>
<td>Walking is the most common way adults spend their leisure time. Cycling is perceived as “dangerous” in Tauranga. We need to provide easy accessible safe walking and cycling routes to further increase participation in these activities.</td>
<td>Tauranga City Council</td>
<td>Refer to Integrated Transport Strategy for costs.</td>
<td>Ongoing.</td>
<td>Integrated Transport Strategy</td>
</tr>
<tr>
<td>Implement the walking and cycling actions in the Integrated Transport Strategy.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>6.6. Action Areas</strong></td>
<td>There is a need to provide safe and fun social activities for people, especially young people.</td>
<td>Tauranga City Council</td>
<td>Considered as part of a planning process e.g. reserve management plan.</td>
<td>Ongoing.</td>
<td></td>
</tr>
<tr>
<td>As part of planning processes such as reserve management plans, explore opportunities for areas to provide safe and fun social activities for people, especially young people.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

² Capital costs only.
Tauranga City Council will formally monitor the implementation of the Sport and Active Living Strategy actions on a three yearly basis as part of every LTP. SPARC statistics on physical activity levels will be used to determine progress (or lack of progress) toward achieving Tauranga’s vision of ‘more people more active more often’. The Quality of Life indicators will also be used.
# Appendix 1: Strategy Development Process

The following process was used to develop the Sport and Active Living Strategy in 2005. The update in 2012 was consulted on through the 2012-22 Long Term Plan process and adopted in June 2012.

<table>
<thead>
<tr>
<th>Date</th>
<th>Process</th>
</tr>
</thead>
</table>
| October 2004    | Policy Forum with Elected Members (1)  
Council approved the scope of the strategy and the project management structure.                                                                                                                  |
| February 2005   | Policy Forum with Elected Members (2)  
A power point presentation was made on the findings of the background research, the consultation process was outlined and approved and Councillors provided their views on what they would like to see in the strategy. |
| March and April 2005 | Community Forums  
Eight community forums were held with key stakeholder groups to help identify our strengths, weaknesses and opportunities in relation to the Sport and Active Living Strategy.  
The results of the communication forum sessions (outlined in Appendix 2) were reported back to Council on three occasions at Policy Forums in May, June and July to help inform the decision making process.  
Interviews  
Eighty interviews were carried out with people living in Tauranga City to provide a “snapshot” on people’s perceptions toward sport and active living.  
The results of the interviews (outlined in Appendix 2) were reported back to Council on three occasions at Policy Forums in May, June and July to help inform the decision making process. |
| April 2005      | Sports Users Forum  
A workshop was held with approximately 40 key people, including Regional Sports Organisation representatives, Coachforce staff and others with expertise in the sports area. The purpose was to help further identify need and define some of the emerging actions for the strategy. Four Elected Members participated in this forum. |
| 31 May 2005     | Policy Forum with Elected Members (3)  
The purpose of this Policy Forum was to give feedback to Elected Members on the emerging vision, goals, principles and actions of the strategy. This presentation was based on the research component of the strategy (as presented at the Policy Forum in February) and the feedback from the |
<table>
<thead>
<tr>
<th>Date</th>
<th>Process</th>
</tr>
</thead>
<tbody>
<tr>
<td>20 June 2005</td>
<td>Policy Forum with Elected Members (4)</td>
</tr>
<tr>
<td></td>
<td>The purpose of this Policy Forum was to present, in the form of an issues and options paper, the vision, principles and goals to be included in the DRAFT Sport and Active Living Strategy.</td>
</tr>
<tr>
<td></td>
<td>Council approved (with amendments) the goals and principles and asked that further work be done on the vision. It was agreed this would all be presented back for further consideration as part of the DRAFT strategy.</td>
</tr>
<tr>
<td>July Onwards</td>
<td>Community Newsletters</td>
</tr>
<tr>
<td></td>
<td>Commencement of a monthly newsletter, distributed to 150 people, providing updates on the Sport and Active Living Strategy.</td>
</tr>
<tr>
<td>21 July 2005</td>
<td>Policy Forum with Elected Members (5)</td>
</tr>
<tr>
<td></td>
<td>The purpose of this Policy Forum was to present, in the form of an issues and options paper, the active living actions Elected Members would like to see included in the DRAFT Sport and Active Living Strategy.</td>
</tr>
<tr>
<td></td>
<td>Council approved (with amendments) the active living options for inclusion as part of the DRAFT strategy.</td>
</tr>
<tr>
<td>July and August</td>
<td>Indoor Facilities Evaluation</td>
</tr>
<tr>
<td></td>
<td>Evaluation work was undertaken to identify a “blueprint” for our indoor sports facility network. The evaluation involved considerable consultation with sector representatives.</td>
</tr>
<tr>
<td>23 August 2005</td>
<td>Policy Forum with Elected Members (6)</td>
</tr>
<tr>
<td></td>
<td>The purpose of this Policy Forum was to present, in the form of an issues and options paper, the sport development actions Elected Members would like to see included in the DRAFT Sport and Active Living Strategy.</td>
</tr>
<tr>
<td></td>
<td>Council approved (with amendments) the sport development options for inclusion as part of the DRAFT strategy.</td>
</tr>
<tr>
<td></td>
<td>At this Policy Forum, the “blueprint” for the future indoor sports facility network was debated. Elected Members approved the “blueprint” in principle and commenced working through the separate facility evaluations. The meeting was adjourned to 7 September.</td>
</tr>
<tr>
<td>7 September 2005</td>
<td>Policy Forum with Elected Members (7)</td>
</tr>
<tr>
<td>Date</td>
<td>Process</td>
</tr>
<tr>
<td>--------------</td>
<td>--------------------------------------------------------------------------</td>
</tr>
<tr>
<td></td>
<td>The purpose of this Policy Forum was to continue discussion on the indoor sports facility “blueprint”.</td>
</tr>
</tbody>
</table>
| 6 October 2005 | Policy Forum with Elected Members (8)  
The purpose of this Policy Forum was to present the draft Sport and Active Living Strategy to Elected Members for their input prior to it going up to the Policy and Strategy Committee for adoption as a DRAFT. |
| 26 October 2005 | Policy and Strategy Committee (1)  
The purpose of this Committee meeting was to adopt the Sport and Active Living Strategy as a draft for community feedback. |
| November 2005    | Community Feedback  
An opportunity for organisations and members of the community to provide their feedback on the draft Sport and Active Living Strategy, prior to it’s adoption. |
| December 2005     | Final Sport & Active Living Strategy adopted by Council (2005) |
| June 2012        | Update of Sport and Active Living Strategy adopted by Council (2012) |
Appendix 2: What People Said

Summaries of what people told us through the Sport and Active Living community engagement process are outlined below:

Interview Results

Eighty interviews were carried out with people living in Tauranga City to provide a “snapshot” on people’s perceptions toward sport, active recreation and active living. Most people interviewed said they were active, and that the main reasons that they undertook some form of physical activity was to stay fit and healthy and for the enjoyment that the activity brings.

Walking was identified as one of the highest ranking forms of physical activity. This is consistent with SPARC’s findings which identifies that walking is the single most popular physical activity with over 70 percent of adults taking part. A high number of youth also walked regularly.

The interviews identified barriers to people leading an active lifestyle. Three common themes were identified by the participants:

- Time (due to commitments such as work and family),
- Safety issues, and
- Cost of participating in sports.

The interviews revealed that almost all participants identified that opportunities for sport and recreation were either important or very important, and that the provision of these opportunities is important in the continuation of the participant’s quality of life, lifestyle and well-being.

While most participants felt that there are many ways to become active in Tauranga they also felt there is a lack of all-weather facilities, insufficient multi-leisure facilities and some facilities were of a poor quality.

A key theme was the lack of ‘appropriate’ indoor facilities.

Interview participants identified that it was very important for Tauranga to be strong in sports as this provided for regional pride, healthy lifestyles and fostered community relationships.

Community Forum Results

Focus groups were held with nine sector groups for the purpose of determining what we are good at in Tauranga with respect to sport, active recreation and active living, what issues we are facing and what opportunities there are that could be capitalised on.

Common themes were identified in the community forums. These included:

- Ensuring our facilities are accessible to all (affordable, safe and easy to get to).
- Building on the strengths we have in Tauranga and the opportunities provided by our unique lifestyle.
- Recognising the volunteer support that contributes to sport and active recreation and how this can be supported.
- The need for a central, well informed, sport and active recreation hub that gets the information out there.
- Maximising the potential of partnership opportunities (including Marae) and incentives to encourage greater private investment.
- Adopting a regional approach that is complementary to facilities provided in other areas rather than competitive.
- Adequately planning and purchasing required land now, to ensure we can provide in the future.
• Need to support not only elite sports people / teams but also those who ‘just want to have a go’.

• Encourage and support the development of sustainable and autonomous clubs / associations.

The community forums were held with:

- Toi Te Ora Public Health
- Te Reo O Nga Rangatahi
- Heartbeat Mauao
- TANGO
- Probus Clubs
- City Partners
- Sports Businesses
- Tauranga Moana Tangata Whenua Collective
- Tauranga City Council’s Elected Members

**Word on the Street**

Word on the Street was a publication produced by Tauranga City Council in August 2005. It provided an overview of all the strategies under development, including the Sport and Active Living Strategy. It was delivered to every letterbox within the city.

The vast majority of people thought Word on the Street was a great idea and really appreciated the opportunity to comment on what was happening.

“I sincerely thank you for the opportunity to share my opinion”

“Congratulations on Word on the Street. I think Tauranga is moving ahead in leaps and bounds”

Over 200 people gave us their thoughts and ideas on the Sport and Active Living Strategy. The comments have been summarised and are presented in order of priority:

• We need to improve our walking and cycling tracks and ensure they link throughout the city.
• We need more indoor sports facilities that cater to our existing and growing population.
• We have excellent parks and reserves but linkages between the parks needs to be improved.
• Programmes and events that encourage active living are vital. The focus should be on supporting existing programmes rather than creating new ones. Push Play and other group activities are excellent.
• We need easy accessible information on how to participate in our sport and active living opportunities.
• We must find a balance between the community being able to afford sports facilities and people (especially children) being able to afford to participate.
• We need to proactively plan for the future and not be short-sighted when developing our facilities. Brand Tauranga as a ‘world example’.

**Our favourite comment was:**

“As a mother of two kids you’d think I’d be active running around losing the kilojoules but the waist line tells a different story. The other morning I went for a brisk walk and got dragged off by a fit and growing old lady of 90 years. Good to see the old pounding the streets early in the morning. So I’d like to know more about active living. Cheers”.
Appendix 3: Case Studies

Four case studies were undertaken as part of the Sport and Active Living Strategy to highlight some examples of successful sporting and active living initiatives occurring in our city. These are examples only of what can be achieved and hopefully many more varied case studies will come to light during the implementation of the Sport and Active Living Strategy.

A Sportville Model

The Harbourside Netball Centre has been selected to showcase a successful Sportville model. Harbourside Netball was formed out of the amalgamation of the Tauranga Netball Association and the Mount Netball Association in 1992. At the time of amalgamation there were 90 senior teams and 105 junior teams playing on 9 courts. Court space was at a premium and the associations were unable to grow.

Combining the two associations enhanced efficiency by eliminating the administration burden and duplication of existing roles and freeing up volunteers to focus on the main reasons of why volunteers volunteered in the first place – to further netball within Tauranga and improve players’ skills.

The amalgamation of clubs, and sharing of resources parallels the Sportville model advocated by SPARC. Sportville models seek to ensure the effective and efficient use of resources and create sustainability for clubs and organisations. The creation of Harbourside Netball pre-empted SPARC’s Sportville model which shows forward thinking and innovation on the part of the Harbourside Netball Association.

Harbourside now boasts 293 teams ranging from junior, collegiate to senior level, 19 on-site courts and use of other facilities such as the Mount Action Centre.

Part of the winning success of Harbourside is its strong commitment to umpires and coaching. In 2005, Harbourside are focusing on up-skilling and nurturing of coaches, supporting existing umpires to reach their goals and encouraging young and upcoming umpires to develop skills.

Harbourside offers a great range of training and holiday programmes such as the ‘Fun Fern Programme’ which offers participants a range of new skills and drills. This is where the roots of netball start for Harbourside. Due to the success of this programme Harbourside are considering running it twice a year.

Harbourside has strong support from volunteers who are the backbone of the organisation. As such, Harbourside has recognised this strong support, commitment and effort that the volunteers provide through recognition, volunteer awards and making them feel part of this winning team.

In 2004, Harbourside won the ‘Centre of the Year’ award at the annual Bay of Plenty Netball Awards for the third year running. This award focuses on the way the centre is run, its success and is fiercely contested by the other seven netball centres across the Bay of Plenty region.

Club Development

This case study has been included in the Sport and Active Living Strategy to illustrate the history of a small but successful club operating in the Tauranga area. It features the Tauranga / Mt Maunganui Tae Kwon Do club, which operates under the guidance of Master Kesi O’Neil, a fourth degree black belt who is internationally recognised as a Tae Kwon Do Master.

Master Kesi moved to Tauranga in 1986 and took over the running of the Tauranga Tae Kwon Do club. Since this time the club has moved from
strength to strength, with 4 students attending the 2004 Tae Kwon Do World Championships in Germany. The club currently has 160 Tae Kwon Do members, and is hoping to again have NZ representatives chosen from the club.

Now that the club has secured its own facility it is set to become even stronger. The Tauranga / Mount Tae Kwon Do Club is now based in Arataki and has become the Bay of Plenty Headquarters for Tae Kwon Do.

The building has been upgraded by Master Kesi and club members. Before and after photos show what an improvement has been made.

As well as traditional Tae Kwon Do classes for ages 6 to 50, the Club offers Tae Bo (an aerobic class done to music that incorporates elements of Tae Kwon Do) and Hap Kido (a form of slow moving self defence that is an extension on Tai Chi).

Like many clubs, the main responsibilities for operation and management fall mainly to Master Kesi and his partner Charlene, but Master Kesi explains that the culture of Tae Kwon Do means that the Master usually has ultimate responsibility for running the club activities.

The new building has created many opportunities for the club. For the future the club is looking to expand their services particularly in the areas of Hap Kido for senior citizens, personal training, and general self defence classes. They would like to secure work through Child Youth and Family Services to run courses for youth in need. They are also interested in promoting their facility for use by other organisations, such as Tai Chi, Yoga, and Karate.

As a fundraising and community service activity, the club provides security teams for events such as the New Years Eve Party at Mount Maunganui. This is reflective of the desire of the Club to not only achieve their own goals but to also be a part of the wider community.

The club is a fantastic example of an organisation that has achieved so much through the time, commitment, and dedication of people from the local community, and their achievements to date are something that all of Tauranga should take pride in.

An Emerging Sport

This case study illustrates the successful development of an emerging sport – blokarts. Paul Beckett, the inventor of ‘blokart’ and director of Blokart International Limited, designed and has marketed this New Zealand product, a cross between a land sailer and a go-kart.

The concept was born in Paul’s garage in September 1999 and has since grown into an international success story. Ten staff, all based in Tauranga, are currently employed in the design and manufacturing of this recreational product.

blokart International Limited opened their new activity park in Papamoa called ‘blokart Heaven’ in November 2003 which includes a 400m track for racing ‘blokarts. The facility is all about participation and getting people into it, no matter if they are currently physically active or not. Anyone can have a go and enjoy it. It’s not age specific.

Since this facility opened it has received interest from both the local, national and international markets with the track being recognised in the community as a well-run facility where people of all ages can have a good time.

The current facility is well patronised in the weekends and has become a destination sport and active recreation activity in its own right. The Bay blokart Club was formed about a year ago and now has over 80 members. The club meets together once a month, with the emphasis on family fun. Other spontaneous races occur as the wind permits.
The ‘blokart’ is perfect for all groups of people including those with disabilities as it enables them to take on able-bodied competitors on equal terms (which is not possible in many other sports). Because it is extremely manoeuvrable, it can be used in heaps of different locations such as a long stretch of open beach, sports fields or just open space.

For the future, it is proposed to expand ‘blokart Heaven’ into an activity park which includes a cycle track, games area for activities such as volleyball, a skate park and a lake for canoeing and kayaking.

Blokart International Limited is not only a success story in terms of innovation and marketing through the provision of this unique recreational product designed in Tauranga, but also in terms of sport and active living by catering to individuals, workgroups and the whole family which reaches across the generational and gender barriers.

**Aspire to Fly Community Fun Day**

Aspire to Fly is about bringing together those with and without disabilities in an inclusive community event. The event demonstrates that planning for inclusion could enhance mainstream events in the region. The first Aspire to Fly was held in November 2004 at the QEYC. Plans are underway for another similar event.

Aspire to Fly aligns with the New Zealand Disability Strategy objectives of a non-disabling society, and Sport and Recreation New Zealand’s No Exceptions strategy which aims to encourage inclusion and participation in community events by people with a disability.

The success of Aspire to Fly is attributed to the tremendous support received from the Disability Information Service Centre, Sport Bay of Plenty, Tauranga City Council, Tauranga Ropes Course, BOP Polytechnic, Special Schools, disability organisations and other community groups. Most important though were the keen and enthusiastic people that participated on the day.

Children with disabilities from a wide section of the community participated in activities which included blokarting, wheelchair basketball, carving, puppet shows, exercise classes and dance workshops alongside non disabled children.

Highlights included performances by the Wheel Breakers wheelchair basketball team, the Touch Compass mixed ability dance troupe and all the smiles on the people faces. It was a great day filled with fun physical activity for people with and without disabilities.

Inspirational speaker, Tony Christiansen, completed the day reinforcing the benefits of regular activity and inclusion in the wider community.

Aspire to Fly fulfilled its purpose. It demonstrates that future community events need to consider inclusive participation in the early planning stages. This includes an accessible event checklist to ensure that the needs of disabled people are met.