

HAURAKI DISTRICT

Sport and Active Recreation

PARTICIPATION PROFILE
ADULTS 18+

Physical activity makes a positive contribution to health and wellbeing.

WHAT WE DO

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

Hauraki adults are more likely to be active at home, on road or footpath, biking or walking tracks or beside the sea.

WHERE WE PARTICIPATE

TOP 5 PLACES TO BE PHYSICALLY ACTIVE²



56%

Private property, home, garden or pool



56%

On the road or footpath



26%

Walkway



20%

On, in or beside the sea/coast



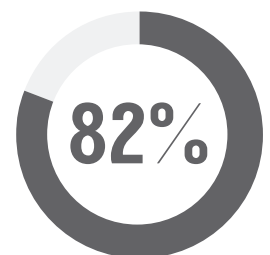
18%

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



want to do more physical activity

(VS 73% REGIONALLY)



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

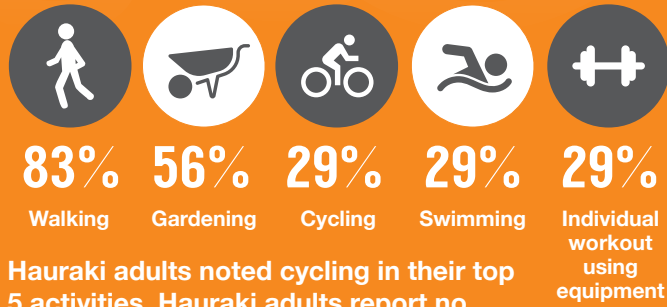
Proudly brought to you by **Sport Waikato**

Due to a small sample size, all results in this profile are indicative only. ¹Moderate to vigorous physical activity for sport, exercise and recreation. Activity causes a slight, but noticeable, increase in breath and heart rate, or is intense enough to make you out of breath. ²Responses from those that indicated they have done physical activity in the last 7 days (participants).

HOW WE PARTICIPATE

PARTICIPATION VARIES BY GENDER, AGE AND ETHNICITY

TOP 5 ACTIVITIES OVER LAST 7 DAYS



Hauraki adults noted cycling in their top 5 activities. Hauraki adults report no running/jogging in top 5, unlike other districts.

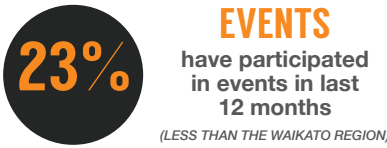
Hauraki adults are more likely to garden and less likely to do individual workouts compared to the rest of the Waikato region.

GYM OR FITNESS CENTRE

5%

belong to a gym or fitness centre
(LESS THAN THE WAIKATO REGION)

Of those that belong to a gym or fitness centre, 26% have not visited the gym in the last 7 days

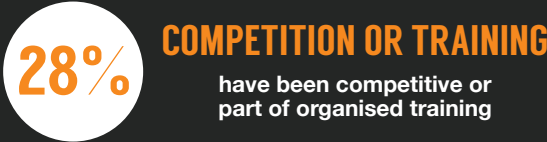


EVENTS

have participated in events in last 12 months

(LESS THAN THE WAIKATO REGION)

14% have continued doing the activity after the event



COMPETITION OR TRAINING

have been competitive or part of organised training

CLUB 25% belong to a sport or recreation club

belong to a sport or recreation club

TOP 5 ACTIVITIES FOR EVENTS ARE

- Sports tournament
- Running/walking
- Fishing tournament or event
- Biking events
- Endurance running/walking

QUALITY EXPERIENCES ARE DEFINED BY:

Societal change means the landscape for delivery of sport is changing. For sport and active recreation providers it will be critical to understand these changes and what can be done to keep people engaged.

DRIVERS FOR A GOOD SPORTS CLUB EXPERIENCE ARE³:

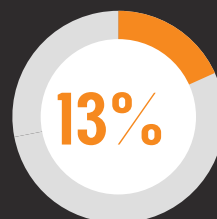
- Social environment
- Fulfilling potential
- Quality of coaches
- Being friendly & welcoming
- Fair & equal opportunities
- Providing information when needed
- Professional & well managed
- Clean & well maintained facilities

COACHING AND INSTRUCTION⁴

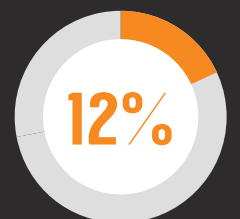
TOP 3

reasons to receive coaching

- To improve skills
- To improve performance
- To keep them motivated or focused



have received coaching in last 7 days



have used technology over last 7 days to receive instruction

³Source: Sport New Zealand. Voice of participant survey 2017.

⁴Responses from those that indicated they have done physical activity in the last 7 days (participants).

WHY WE PARTICIPATE

AND HOW WE FEEL ABOUT IT

78% of adults see physical activity as an essential part of their life

79% are satisfied with their life

SCREEN TIME **45%** say they would be lost without their mobile phone
(LESS THAN THE WAIKATO REGION)

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

REASONS FOR BEING ACTIVE:

Hauraki adults are motivated by maintaining physical health, mental emotional wellbeing and having fun.

44% To lose or control weight

44% Improve skills or performance

38% Challenging yourself and trying to win

24% Wanting to look good

39% Being physically active with others

Hauraki Adults are more likely to be active to challenge themselves or try to win.

WELLBEING
80% recognise that being physically active is important for their mental health and wellbeing

58% state sport and physical activity gives them motivation and a sense of purpose

54% say they find it easier to concentrate after physical activity
(LESS THAN THE WAIKATO REGION)

TOP 5 BARRIERS ARE:

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

65% know they should do more physical activity

52%

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

26%

I prefer to spend my time on other interests/hobbies

22%

I already do a good amount of physical activity

22%

I struggle to motivate myself

20%

I am too tired or don't have the energy

Hauraki adults are more likely to have barriers such as no appropriate facilities, haven't got the skills or prefer to do something else.

SPORT AND PHYSICAL ACTIVITY ENABLES HAPPIER AND HEALTHIER PEOPLE AND BETTER CONNECTED COMMUNITIES⁵

- reduces rates of non-communicable disease (cancer, heart disease, type 2 diabetes and obesity) and improves life expectancy
- reduces rates of mental health conditions such as depression and anxiety
- participation early in life is positively associated with maintaining active and healthy behaviours later in life
- participation is positively associated with better cognitive function and academic achievement
- participation can help develop important life skills including teamwork, self-confidence and leadership
- participation has the potential to strengthen social networks and build a sense of belonging for participants
- participation has the potential to bring communities together, contributing to community identity and reducing antisocial behaviour

⁵Source: Sport New Zealand Value of Sport 2018.

VOLUNTEERING

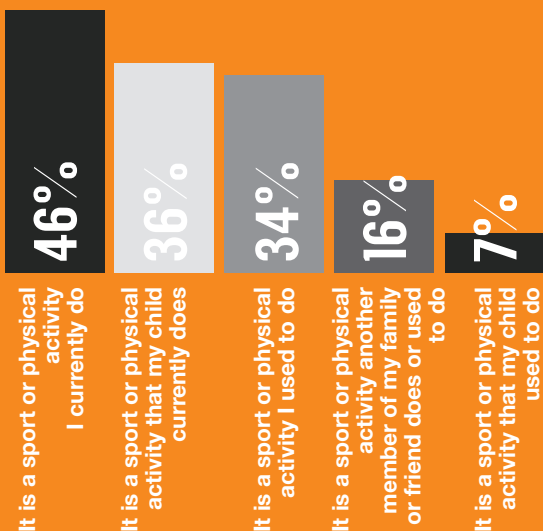
VOLUNTEERS MAKE SPORT HAPPEN. THEY ARE THE HEART OF SPORT AND RECREATION

24% HAVE VOLUNTEERED IN LAST 12 MONTHS

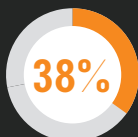
35% CONSIDER THEY MAY VOLUNTEER IN THE NEXT 12 MONTHS

4.28 AVERAGE HOURS⁶ VOLUNTEERING IN LAST 7 DAYS

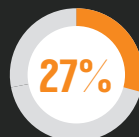
INVOLVEMENT IN VOLUNTEERING WAS MOTIVATED BY⁶:



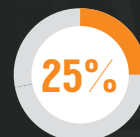
OF THOSE THAT DID VOLUNTEER OVER THE LAST 12 MONTHS⁶



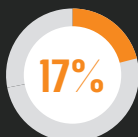
Coached or instructed a team or group



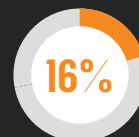
Event assistance (e.g. race marshal)



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



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



Coached or instructed an individual

IMPLICATIONS

WHAT TO CONSIDER:

- Make it more than just sport
- Provide inclusive offers
- Cater for differences in gender, ethnicity and age
- Think beyond competitive sport
- Consider the barriers and how to overcome them
- Cater for the diverse range of motivations
- Find creative ways to re-engage the disengaged
- Make it fun!

METHODOLOGY

Active NZ survey replaces the previous Active NZ survey series (last conducted 2013/14) and the inaugural Young People survey (2011) conducted by Sport New Zealand. The survey uses a sequential mixed methodology and a continuous survey approach. The results in this report are based on data collected through the Active NZ survey between 5 January 2017 and 4 January 2018 from 1,137 young people (aged 5–17) and 5,563 adults (aged 18+) in the Waikato Region, across 10 Territorial Authorities. For more information refer to the Sport New Zealand Active NZ 2017 Participation Report. Data presented is based on all respondents and inclusive of 7 days and 12 months unless otherwise specified. *Rounding differences between Sport Waikato's modelled results and Sport New Zealand's data may mean some percentages are different by 1-2%.

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.

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

Proudly brought to you by **Sport Waikato**

Hamilton Office Brian Perry Sports House, 51 Akoranga Road, PO Box 46, Hamilton 3240, New Zealand
☎ 07 858 5388 | 📠 07 858 5389 | 🌐 fb.com/sportwaikato | 🌐 sportwaikato.org.nz

