



# Physical Recreation and Sport Strategy

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## Introduction:

The aim of the Physical Recreation and Sport Strategy was to prepare a strategy for the City as a whole that would help those organisations involved in physical recreation and sport to move in a common direction. The Council has adopted a leadership role and tried to bring together the perspectives of the many different organisations involved in physical recreation and sport into one comprehensive strategy. To a large degree I believe the Council has been successful in this aim.

The relationship between the government and Council and Ngāi Tahu is currently not developed to a stage where approaching the area together has been possible. Consequently it is not possible to say that this Strategy brings together the views of all relevant organisations.

However, there is a clear intention on behalf of the Council in leading the Strategy process to continue to try to work towards a position in which partnership can be achieved and a strategy that can truly be described as one for all of Christchurch can be reached.

The case for increasing participation in physical recreation and sport is compelling. Positive participation in physical recreation and sport means people will be in better health and reduce health care costs. It is a key element in human development at all ages and helps to build strong families and communities. Furthermore it generates economic benefits and very importantly contributes to people's quality of life.

Developing a strategy of this sort for a diverse sector of activity such as physical recreation and sport is no small undertaking and represents a significant achievement. I believe the Strategy offers a great opportunity for those in the sector to work more closely together to provide more quality recreation experiences for the people and ultimately to increase the level of participation in the City.

Turning the Strategy in to reality through the actions of a wide range of organisations creates a whole new set of challenges. I sincerely hope that organisations involved in physical recreation and sport will use this document to guide their actions and inform the way they work together with others.

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# part one: the strategy

## scope

The Physical Recreation and Sport Strategy is primarily focussed on the City of Christchurch, recognising that areas outside the City are very significant to its citizens' for many recreation and sport activities.

**Sport** is used to refer to *'physical activities that are competitive, organised, involve observation of rules, and may be participated in either individually or as a team. This definition refers primarily to those participating in sport as amateurs, rather than those who derive an income from sports participation'*.

**Recreation** is used to refer to active recreation ie. *'those leisure activities that encourage social or individual participation, provide a sense of fun and are physically active'*.

## philosophical statement

### Benefits of Physical Recreation and Sport

The Physical Recreation and Sport Strategy is founded on the belief that there are a number of key individual and community benefits that accrue from people taking part in physical recreation and sport activities. In summary these benefits are as follows:

- **Physical recreation and sport are major contributors to personal health and well-being.**

There are a wide range of health benefits attributable to participation in physical recreation and sport. These include reducing the risk of coronary heart disease and stroke; helping to combat osteoporosis and diabetes; helping to prevent site specific cancers – particularly in the colon, breast and lungs; helping to prevent and rehabilitate back problems; contributing to mental health and enhancing overall health and well-being – critical to personal quality of life.

- **Physical recreation 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 recreation and sport provide opportunities for adults to develop their full and holistic potential as well as providing exceptional opportunities for life long learning.

- **Physical recreation and sport are essential to quality of life.**

Physical recreation and sport build self-esteem and positive self-image – the foundations to quality of life. In addition physical recreation and sport enhance life satisfaction levels and perceived quality of life.

- **Physical recreation reduces self-destructive and anti-social behaviour.**

Physical recreation and sport help to reduce self-destructive behaviour and negative social behaviour (e.g. smoking, substance abuse, suicide and depression) in youth. It helps to reduce crime and racism as well as isolation, loneliness and alienation.

- **Physical recreation helps to build strong families and healthy communities.**

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

- **Physical recreation reduces health care, social service and police/justice costs.**

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

- **Physical recreation and sport are major economic generators.**

In addition to being significant employment generators in their own right, recreation and sport are attractions that draw tourists. Recreation and sport also help to improve work performance and attract business to a community.

### Increasing Participation to Increase the Benefits

Given these benefits, the Physical Recreation and Sport Strategy is founded on the desire to increase the number of people participating in physical recreation and sport and consequently to increase the benefits to individuals and the Christchurch community in general.

The Physical Recreation and Sport Strategy has been developed with the approach that participation in physical recreation and sports activities is the ultimate goal and that which activity people participate in is largely a secondary issues. Consequently for the purposes of the Physical Recreation and Sport Strategy all activities have been considered to be equal in importance and significance.

## Relationship with Māori

Despite the efforts of those involved in developing this Strategy, it is currently inadequate in the degree to which it has identified physical recreation and sport needs of Māori or the means to address those needs. However, this is clearly the aim for the future. Under statute Te Rūnanga o Ngāi Tahu (TRONT) is the governing body for Ngāi Tahu, the tribe covering most of the South Island of New Zealand (including Christchurch). The relationship between the government and TRONT and the Council and the respective rūnanga requires further development to enable this to happen. Meaningful participation by Māori in developing and implementing this Strategy has not been possible

It is the intention of those involved in the development of this Strategy to work with Māori at appropriate levels to further develop it and make good the inadequacy identified above, when the relationships have developed to an appropriate point. In identifying this intention it is understood that when full dialogue and partnership can be achieved there needs to be open discussion and that as a result this Strategy may need to be changed.

In the meantime the Strategy identifies a need for all organisations involved in physical recreation and sport in Christchurch to encourage the government and the Christchurch City Council to develop their relationships further with TRONT and rūnanga respectively.

## Learning in, through and about Physical Recreation and Sport

The Physical Recreation and Sport Strategy is based on a belief that physical recreation and sports activities should promote the learning of new skills – including the physical, social, mental and emotional aspects of people.

This is achieved by people learning in, through and about physical recreation and sport.

**Learning in** physical recreation and sport relates to the participation in activities for intrinsic reasons e.g. fun, playfulness, seriousness, thrill, spontaneity, and friendships. Learning in physical recreation and sport includes physical skill acquisition and fitness, as well as cognitive, emotional and social qualities.

**Learning through** physical recreation and sport relates to using these activities as a means to achieve other objectives, such as an understanding of concepts like leadership, fitness, social responsibility, positive attitudes, values, ethics and community. It involves using physical recreation and sport for economic, education, cultural, social, ethical and political reasons.

**Learning about** physical recreation and sport focuses on using knowledge of these areas to provide a theoretical understanding of them in scientific, sociological, mental, cultural, political and moral positions. It allows teachers and coaches of physical recreation and sport to use the areas to explore meanings, significance and influences on individuals and society.

By learning in, through and about physical recreation and sport, participation rates can be improved and result in a life long appreciation of the need to maintain healthy lifestyles.

# vision

**Moving together to provide a city where people participate and enjoy, and have the opportunity to perform and excel in physical recreation and sport.**

## **Goal 1 – Facilities and Environment**

**A safe physical environment that encourages participation in recreation and sport.**

## **Goal 2 – Availability & Accessibility**

**A wide range of physical recreation and sport activities that are made available to all citizens of Christchurch and beyond.**

## **Goal 3 – Motivation & Awareness**

**A public that is aware of physical recreation and sport activities and motivated to take part.**

## **Goal 4 – Effective Providers**

**Physical recreation and sport providers are effective and working together in a co-ordinated manner.**

## **Goal 5 – Promising & Talented Performers**

**Promising and talented participants who are nurtured and given the opportunity to maximise their potential.**

## **Goal 6 - Funding**

**Major funding bodies that are co-ordinated and aligned to the Physical Recreation and Sport Strategy.**

# goal one – facilities and environment

A safe physical environment that encourages participation in recreation and sport.

## Objective 1 . 1

Recreation and sport facilities (built and open space) are well utilised and needs are clearly prioritised.

### Strategy

- 1.1.1 Utilise existing facilities to meet outstanding needs before the development of new facilities is considered.
- 1.1.2 Manage, maintain and redevelop existing facilities (and open space) to meet the current and future participation expectations and trends wherever possible.
- 1.1.3 Establish and agree the City's priorities for new facilities through a transparent process within realistic financial constraints.
- 1.1.4 Consider the physical recreation and sport facility and open space needs in the growth and development of the City.

## Objective 1 . 2

There are a range of locations at which people can take part in unstructured, casual recreation activities within easy reach of Christchurch.

## Strategy

- 1.2.1 Provide a range of locations for unstructured, casual recreation activities that meet people's varying time availability, fitness and equipment levels.
- 1.2.2 Use an understanding of the range of motivations sought by participants in providing for unstructured, casual recreation activities.
- 1.2.3 Balance the provision of facilities/locations for organised activities with those for unstructured, casual activities.

## Objective 1 . 3

The City has an activity friendly environment.

### Strategy

- 1.3.1 Consider the needs of those participating in physical recreation and sport in future city planning and design.
- 1.3.2 Encourage developers and significant property owners to consider those participating in physical recreation and sport when undertaking future city planning.
- 1.3.3 Manage natural resources in a way that balances appropriate levels of recreational use with conservation and environmental issues.

# goal two – availability and accessibility

A wide range of physical recreation and sport activities that are made available to all citizens of Christchurch and beyond.

## Objective 2 . 1

The Council and other organisations in the physical recreation and sport sector in Christchurch are able to enter into open discussions with Te Runanga o Ngai Tahu (TRONT) on integrating the needs of Maori into the Physical Recreation and Sport Strategy.

## Strategy

- 2.1.1 Advocate to the relevant government ministers to work with TRONT to develop satisfactory Treaty partnership arrangements.
- 2.1.2 Advocate to the Christchurch City Council to work with rūnanga to develop satisfactory Treaty partnership arrangements.
- 2.1.3 Identify and remove barriers within physical recreation and sports organisations to productive, open relationships that are effective in meeting the needs of Maori.

## Objective 2 . 2

All physical recreation and sports activities are welcoming

### Strategy

- 2.2.1 Use educational and promotional campaigns focussing on activities available whilst giving people the confidence to try them.
- 2.2.2 Educate and encourage physical recreation and sport providers to create programmes and activities that are safe, non-threatening, welcoming and beginner friendly.
- 2.2.3 Have physical recreation and sport activities that are 'friendly' to new participants.

## Objective 2 . 3

Physical recreation and sport activities are financially accessible to citizens of Christchurch.

### Strategy

- 2.3.1 Regularly review the subsidies provided by CCC to better target people who are constrained by the cost to participate in physical recreation and sport programmes and activities.
- 2.3.2 Continue providing amenities that offer opportunities for free physical recreation and sport activities e.g. walkways, playgrounds, parks.
- 2.3.3 Raise people's awareness of the opportunities to participate in physical recreation and sport at low cost.

## Objective 2 . 4

Physical recreation and sports programmes and activities are accessible to people with disabilities, older people, ethnic groups, parents with small children.

### Strategy

- 2.4.1 Work with older people and physical recreation and sport providers to increase the accessibility of activities.
- 2.4.2 Work with ethnic communities and physical recreation and sport providers to increase the accessibility of activities.
- 2.4.3 Work with parents with young children and physical recreation and sport providers to increase the accessibility of activities.

2.4.4 Use all available resources (including the KiwiAble programme) to advocate, educate and consult to increase the accessibility of recreational activities for people with disabilities.

2.4.5 Encourage people with disabilities, older people and ethnic groups to become actively involved in the administration, coaching and organising of physical recreation and sport.

## Objective 2 . 5

New physical recreation and sport facilities are designed to promote a barrier free environment.

### Strategy

2.5.1 Develop and apply design processes that consider the constraints to participation in physical recreation and sport.

## Objective 2 . 6

Christchurch hosts a range of physical recreation and sport events that promote participation and contribute to the City's economy

### Strategy

- 2.6.1 Design new facilities in a manner that enables the hosting of major physical recreation and sport events, where the benefits outweigh the costs.
- 2.6.2 Assess existing facilities for their ability to meet the needs of major physical recreation and sport events and upgrade them where the benefits outweigh the costs.
- 2.6.3 Consider the needs of major physical recreation and sport events in future City infrastructure planning.
- 2.6.4 Promote Christchurch as a destination for physical recreation and sport events, programmes and activities.
- 2.6.5 Actively bid for and secure international physical recreation and sport events that contribute to the economic and social well-being of the City
- 2.6.6 Support organisers and groups hosting major physical recreation and sport events in the City to ensure they are a success.
- 2.6.7 Co-ordinate major physical recreation and sport events where possible to minimise adverse date clashes.
- 2.6.8 Use high profile physical recreation and sport events to promote participation amongst local people.

# goal three - motivation and awareness

A public that is aware of physical recreation and sport activities and motivated to take part.

## Objective 3 . 1

Information on physical recreation and sport opportunities is easily accessible.

### Strategy

- 3.1.1 Develop a comprehensive 'one stop shop' for physical recreation and sport information which is (a) accessible in a number of mediums e.g. website, telephone and (b) in a user friendly, encouraging style.
- 3.1.2 Promote the comprehensive 'one stop shop' for physical recreation and sport information.

## Objective 3 . 2

The public is motivated and educated about physical recreation and sport.

### Strategy

- 3.2.1 Educate and motivate children to participate by making their early experiences with physical recreation and sport positive, successful, enjoyable and safe.
- 3.2.2 Work with parents and caregivers to help shape positive attitudes to physical recreation and sport amongst children and young people.
- 3.2.3 Encourage well known sports people and role models to inspire and motivate people to participate in physical recreation and sport.
- 3.2.4 Develop closer linkages between school sport and the PE curriculum and participation in physical recreation and sport in the community e.g. sports clubs.
- 3.2.5 Use promotional campaigns, highlighting the social and fun aspects of participation, with the aim of educating people in the benefits of physical recreation and sport.
- 3.2.6 Offer regular opportunities and programmes for people to try new activities in a non-threatening and enjoyable manner.
- 3.2.7 Provide pre-retirement leisure education classes, for both participants and providers, to raise awareness and understanding of the leisure choices open to those in the Third Age.
- 3.2.8 Work with employers to encourage their staff to participate in physical recreation and sports activities.
- 3.2.9 Further investigate the drop in participation in physical recreation and sport noted at or around school leaving age and develop strategies to reduce any identified drop.
- 3.2.10 Maximise the impact of national initiatives by providing effective linkages to local physical recreation and sports opportunities.
- 3.2.11 Encourage people to volunteer as coaches and administrators for physical recreation and sport organisations.

# goal four – effective providers

Physical recreation and sport providers that are effective and working together in a co-ordinated manner

## Objective 4 . 1

Sports clubs and associations are meeting the needs of the public

- 4.1.1 Encourage the affiliation of sports clubs to regional associations.
- 4.1.2 Encourage and promote effective communication between sports clubs and regional associations.
- 4.1.3 Provide effective consultancy services to schools, sports associations and clubs to assist them to:
  - provide quality experiences
  - clearly plan their futures
- 4.1.4 Encourage partnerships and amalgamations between sports organisations where they benefit the organisations and participants.
  - respond positively to demographic and societal trends
  - develop good volunteer and staff management practices
  - meet high levels of accountability
  - act responsibly with public funding
  - undertake effective health and safety planning and practice.

- 4.1.5 Provide sports clubs and associations with regular information on relevant physical recreation and sports trends, legal/compliance issues, examples of good practice and information on local needs.
- 4.1.6 Inform sports clubs and associations of potential funding sources and the need for good accountability.
- 4.1.7 Monitor the 'health' of sport in the City and report it to sports clubs, associations and relevant decision makers.
- 4.1.8 Develop a level of standards, 'quality mark' for sports clubs and associations to encourage good practice.

## Objective 4 . 2

**Recreation organisations are meeting the needs of the public**

### Strategy

- 4.2.1 Encourage recreation organisations and groups to work together and share resources wherever possible.
- 4.2.2 Provide recreation organisations with regular information on relevant physical recreation and sports trends, legal issues and information on local needs.
- 4.2.3 Provide effective consultancy services to recreation associations and clubs to assist them to:
  - provide quality experiences
  - clearly plan their futures
  - respond to demographic and societal trends
  - develop good volunteer and staff management practices
  - meet high levels of accountability
  - act responsibly with public funding
  - undertake effective health and safety planning and practice.
- 4.2.4 Develop a level of standard, 'quality mark' for recreation organisations and groups.

## Objective 4 . 3

**Commercial physical recreation and sport providers are meeting the needs of the public.**

### Strategy

- 4.3.1 Consider the interests of commercial physical recreation and sport providers in the development of strategies and plans for the City.

## Objective 4 . 4

**There is effective communication and collaboration between physical recreation and sport providers from all sectors.**

### Strategy

- 4.4.1 Provide opportunities for effective networking and communication between physical recreation and sport providers from all sectors and other related agencies e.g. health sector.
- 4.4.2 Develop networks of physical recreation and sport providers based on specific areas of expertise, customer groups or needs.

## Objective 4 . 5

**Coaches, officials, teachers and administrators provide quality physical recreation and sports experiences.**

### Strategy

- 4.5.1 Actively recruit and retain coaches, officials and administrators who can meet the needs of sports and recreation participants of all levels and abilities.
- 4.5.2 Provide quality training and development opportunities for coaches, officials and administrators.
- 4.5.3 Promote respect and appreciation for coaches, officials and administrators amongst sports participants and the general public.
- 4.5.4 Provide recognition that acknowledges the skills and commitment of coaches, officials and administrators.
- 4.5.5 Develop coaches, officials, teachers and administrators that act as good role models.
- 4.5.6 Encourage parents to participate as coaches, officials, leaders and helpers.

# goal five - promising & talented performers

Promising and talented participants who are nurtured and given the opportunity to maximise their potential.

## Objective 5 . 1

Clear pathways exist for promising participants.

### Strategy

- 5.1.1 Structures are in place and easily accessible to encourage those with the ability and desire to progress from participation through performance to higher levels.
- 5.1.2 Effective talent identification processes are used to identify potential.

## Objective 5 . 2

Support is provided to assist athletes with potential and those performing at a higher level.

### Strategy

- 5.2.1 Effective coaching is provided to athletes with potential and/or at a higher level.
- 5.2.2 Sports medicine providers, physiologists, sport scientists and sports educators work closely with athletes with potential and those at a higher level to enhance their performance.
- 5.2.3 Athletes with potential and those aspiring to higher levels have access to necessary training facilities.

# goal six - funding

Major funding bodies that are co-ordinated and aligned to the Physical Recreation and Sport Strategy.

## Objective 6 . 1

All major funding bodies are co-ordinated and align funding policies to the Physical Recreation and Sport Strategy.

### Strategy

- 6.1.1 Encourage major funding bodies to align funding policies to the Physical Recreation and Sport Strategy.
- 6.1.2 Encourage major funding bodies to meet regularly to ensure alignment and co-ordination.
- 6.1.3 Use thorough processes to assess funding requests and share these between major funding bodies.
- 6.1.4 Require clear accountability of funding recipients in a manner that is easy to comply with.
- 6.1.5 Encourage major funding bodies to work together in a co-ordinated manner to achieve the effective implementation of this Strategy.

## part two: the context

The context section of this report attempts to create a picture of the current position for physical recreation and sport. It also identifies some of the main trends affecting physical recreation and sport now and in the future. This part

of the report features; relevant demographics, societal trends, the current situation facing recreation and sport providers, participation patterns and the constraints facing potential participants. It is necessarily an overview of a broad sector.

# demographics

## A slowly growing population

The 2001 Census identified the usually resident population of Christchurch as 316 227 with growth of 2.3% since 1996 – the slowest rate since 1991. The slow growth of population is a result of a combination of low natural increase and relatively low migration.

The population of Christchurch is projected to continue to grow slowly with a projected population of 358 000 by 2021.

## An ageing population

Christchurch City has an ageing population. According to Statistics New Zealand over the next three decades the 65-74 age group is projected to almost double, the 75-84 age group is projected to almost treble, and the 85s and over are expected to increase by more than six-fold

Long term, the number and proportion of children in the population is expected to decline while the elderly population will grow.

## Income

Wages and salaries are the most common sources of income for residents aged 15 years and over (37.7 % in 2002).

Twenty seven percent of people aged over 15 years received an income from one or more government-funded benefit, in the 12 months before the 2002 census.

The median annual income for Christchurch families is \$44 944. This is an increase from just under \$39,000 in 1996.

In New Zealand there has been an increase in income inequality over the period 1982 to 1996 primarily due to those at the top of the income distribution becoming better off, while those in the middle and bottom of the distribution range becoming worse off (Stats NZ). There is no data yet available from the 2001 Census on income inequality.

## Employment

The City's labour force has grown considerably since 1991

At the end of December 2001 there were 13 845 people registered as unemployed i.e. 4.9% compared to the national average of 5.2%. Since the end of 1998 unemployment has been on a general downward trend.

Between 1991 and 1996 the level of full-time employment decreased slightly, part-time employment increased significantly and the level of self-employment increased

slightly in Christchurch. Between 1996 and 2001 the proportion of the workforce in full time and part time work has largely stabilized.

## Gender

Females outnumber males in the City by 11,751 in the 2001 Census.

## Ethnicity

Although Christchurch residents are predominantly European, an increasing number identify with other ethnic groups.

Māori is the second largest ethnic group in the City comprising 7.1% of the population in the 2001 Census.

Christchurch has an increasing Asian population (5.7% in 2001).

## Families & Households

Although the traditional two-parent family is still the predominant family type in the City, proportionately it has declined.

The proportion of one family households is reducing.

The average size of households has been declining for many years and is expected to continue to do so in the future.

## Transport

Annual bus patronage has been increasing from a low point in 1992 and is currently increasing at approximately 10% per annum. In June 2001, approximately 33 bus trips per capita per annum were taken in Christchurch.

The proportion of households in Christchurch that do not own a car has continued to decline to 10.8% in 2001.

## Technology

A time use study carried out in 1999 indicated that TV ownership has little affect on the amount of time people spend on sport and hobbies, with video recorder/player ownership having a greater effect.

52% of people surveyed in the Council's 2002 Annual Resident's Survey indicated that they used e-mail at least once a week and 44% used the world wide web at least weekly.

# societal trends – affecting physical recreation and sport

## The Changing Family

### The Trend

- More sole parents and multiple families.
- Lack of fatherhood is a major issue.
- Pace of life and loosening of moral codes are eroding traditional family structures.
- Increasing dual work/career families and more women in the workforce for longer.

### Consequences

- Increased demand for childcare and recreation services that take responsibility for children whilst parents are working.
- The numbers of unsupervised teenagers will increase creating a need for appropriate and responsive physical recreation and sport activities for them to channel their energies into positively.
- Changes to working patterns will make it more difficult for families to organize leisure time together.
- Some will recognize the idea that ‘families that play together, stay together’ and will look for physical recreation and sport activities they can enjoy together. Places offering interest and activities for children and adults at one time, in one place will prove popular.

## Employment Changes

### The Trend

- Pace of life increasing.
- Increasing disparity of free time – means some will have more free time through unemployment or under-employment but limited financial resources. Others will become time-poor and income rich, valuing time greatly and looking to maximize the quality of their free time.
- Work patterns are more individualized and less predictable with the working week now covering seven days and 24 hours. The ‘weekend’ is being eroded.
- Becoming more difficult for groups or families to organize collective recreation activities.

### Consequences

- The demand for programmed recreation activities (that can be booked, scheduled and slotted) will increase.
- People will be more willing to pay for a quality service where the time commitment is limited to that required to participate in the activity rather than being prepared to commit time to administration of the recreation or sports organization.
- Multi-use leisure facilities catering for both a range of recreation/sport and artistic/cultural forms of leisure will be popular with the time-poor and income-rich.
- Extended opening hours will be required at physical recreation and sport facilities and services to meet varying leisure-time patterns.
- Social sport will only be accessible to those who can control their leisure time.
- Physical recreation and sport activities that consume large amounts of fixed time will decline and new ‘short’ sports’ will develop further.
- The ability of physical recreation and sport organizations to utilize volunteer time will reduce further with perhaps the focus for volunteer efforts switching from long-term commitments to short-term projects.
- There will be a need to provide low cost physical recreation and sport opportunities for those who are disadvantaged otherwise many will opt out of funding physical recreation

## Individualism

### The Trend

- Increasing promotion and pursuit of self-interest, rather than the compromising of individual desires for the good of the community or in response to cultural limitations.
- Evidenced by such things as the decline in marriage as an institution and the rise in divorce rates, the increasing delay before people leave home and start families.
- The driving question is – what’s in it for me?
- Whilst individualism is on the rise, the core values of ‘being a good citizen’ will remain.

### Consequences

- There will be a further decrease in volunteerism with reward being sought for work/service in physical recreation and sport organizations.
- There will be more choice and diversity of individualistic recreation activities sought.
- Home centered recreation opportunities (i.e. those within the home or within close proximity of the home) will become more popular.
- Some will desire tailor-made recreation services and recreation/life-style coaches will emerge offering services for a fee.
- Conflicts between recreators and others due to noise and disturbance will become more common.
- Community and social affiliation will be sought by some through physical recreation and sport.
- Communities of interest will become more relevant than communities of place.

## Sedentarianism

### The Trend

- The levels of activity appear to be falling in the western world and levels of obesity are rising in New Zealand.
- There are a number of factors contributing to these trends including: work becoming more sedentary in nature, lifestyles becoming dependent on cars, technology reducing activity (e.g. computers, garage door openers), increasing passive leisure opportunities presented by information technology and demand for ready to eat food that has a high fat content.
- There are significant health risks associated with a sedentary lifestyle including increased likelihood of coronary heart disease, stroke, arthritis, diabetes and cancer of the colon.
- Personal health care and vanity (including diet control and fitness) are already significant consumer industries and these will grow further in the future.

### Consequences

- Increased lifestyle diseases (e.g. coronary heart disease, stroke, cancer of the colon) that will limit people’s physical recreation and sport choices.
- Increasing government campaigns will target enhanced active recreation and will aim to involve local government and other physical recreation and sport providers in a multisectorial approach.
- Walking, swimming and cycling will continue in popularity for their health benefits.
- Local government will be encouraged to provide walkways, cycle-ways and better street lighting and security to provide opportunities for exercising.
- Facilities will provide programmes with a greater educational content that enhance lifestyle through active recreation.
- There will be greater co-operation and liaison between physical recreation and sport providers and GPs and physiotherapists with many locating near or in recreation facilities.
- Targeted programmes will be provided for children, women, disadvantaged and older adults that aim to enhance activity levels.
- Targeted programmes will be provided for men aged 25-54 aimed at weight reduction.
- Physical recreation and sport providers can use the ‘health and fitness’ message as a significant selling point for their activities. Physical recreation and sport as a means to look good as well as feel good!

## Consumerism

### The Trend

- Increasing expectations of service quality, expecting high standards, added value and immediacy. These expectations are now well established and can be expected to increase further.
- Businesses succeed or fail based on their service standards and relationships with customers.
- Old notions of service adequacy will not be sufficient.
- Physical recreation and sport will be more and more an element of individual consumption to be purchased to satisfy desires in the same way as many products.

### Consequences

- Spending on recreational goods and services will continue to rise.
- There is increased commodification of physical recreation and sport evidenced by the purchase of leisure 'toys' such as jet skis, wind surfers etc.
- People will expect professional levels of service from all physical recreation and sport providers and their facilities. Meeting this standard will require a change in mindset and skill set for some providers.
- Physical recreation and sport providers will need to think in terms of presenting a good 'value proposition' i.e. providing value for people's investment of time and money.

## Risk Awareness

### The Trend

- New Zealanders are more sensitised to risk minimization in the different domains of their lives including physical recreation and sport.
- Personal safety has become a serious concern, particularly for women.
- Globally there is an increased tendency to litigate against organizations when personal harm is caused.
- The potential scaling back of ACC benefits may result in increased risk of litigation in New Zealand.

### Consequences

- The public is more aware of health and safety issues and will be more demanding of physical recreation and sport organizations to ensure that health and safety is well provided for and less accepting of any organizational weaknesses.
- Increased costs will be required to meet risk reduction requirements, which may exclude low-income participants through price barriers.
- Minimizing risk to the public may cause physical recreation and sport organizations to adopt policy, equipment design and practice that lead to a boring recreational landscape and a loss of adventure.
- Perceived lack of personal safety will restrict nighttime physical recreation and sport activity.

## Ageing Population

### The Trend

- The Christchurch population, in line with national trends, is getting older. Over the next few decades (to 2021) the median age is expected to increase to 41.4 years.
- There will also be a reduction in the proportion of people aged 0-14 years (children) and an increase in the proportion and number of people aged 65 years and over.
- The increasing number of elderly will become particularly pronounced when the baby boomers start to reach retirement age at about 2011.

### Consequences

- Ageing population will become a very significant group seeking recreation provision.
- The over 60s are not a homogeneous group in terms of recreation need or ability consequently physical recreation and sport providers will need to match activities to the varying needs.
- A further increase in residential housing and apartment living for older citizens (for security reasons and the need for social contact).
- Interest in masters' sport will continue to grow.
- The commercial sector will recognize older people as a significant market and provide recreation for a fee for those that can afford it.
- Retirement income may fall (worldwide) as governments reduce benefits and/or raise the age of entitlement. Poorer older citizens will either rely on their family or will remain disadvantaged. Providing for the physical recreation and sport needs of poorer older citizens will be a challenge.

# current situation – provision

## Introduction

People in Christchurch have an enviable range of natural resources for physical recreation and sport situated within the City or within reach as a day trip. The City is largely flat allowing ample space for level sports grounds and easy going for cyclists, roller bladers etc. The Port Hills are located on the South Eastern side of the City providing easy access to those activities requiring hilly terrain e.g. mountain biking, rock climbing, paraponting. It has four major waterways (Avon, Heathcote, Styx and Waimakariri rivers) each with their own characteristics and potential for physical recreation and sport. Between them they provide opportunities for a wide range of water-based recreation. The Avon/Heathcote Estuary provides an additional dimension for physical recreation and sport activities such as sailing and windsurfing. In addition the City has 25 kilometres of coastline providing for surf-based activities and Lyttleton Harbour within easy reach offering calmer waters and a haven for boats. The Southern Alps are a day trip away providing opportunities for a wide range of mountain based recreation activities from tramping to skiing to off-road driving. There are a very wide range of individuals and organizations involved in the provision of physical recreation and sports opportunities within Christchurch. Providers span the public, private and voluntary sectors. Many provide physical recreation and sport for its intrinsic benefits, whilst others use physical recreation and sport as a means to achieve other aims.

Research was commissioned by the Council in 2000 to examine the current position from the point of view of those organizations that provide physical recreation and sport in the City.

Sport Canterbury also carried out research in 2001/2 to assess and where possible to quantify the organizational health of sports clubs in Christchurch.

The following section includes extracts from these pieces of research to provide a picture of the current situation facing providers of physical recreation and sport.

## Capacity

- There is significant under utilized physical recreation and sport capacity in the City with many providers indicating they did not have enough members or customers.
- 46% of clubs felt that their facilities were not being used to full capacity and only 62% said that they shared their facilities with another organization.
- According to the survey carried out by Sport Canterbury membership in winter sports clubs is increasing however there appears to be reducing membership in summer sports clubs with 70% of summer club respondents indicating that their membership was falling.
- The organizations who indicated their membership had

grown in the last few years put this down to: young people being interested in their activity; promotions; having a good reputation in the market place.

- Those who felt their membership or customer base had remained stable or declined over the past few years felt this was because: they did not have enough money for promotions, changing lifestyles - competing with shopping and other leisure activities; poor perception of their sport or activity; people having less time to participate in their activity.

## Perceived Barriers to Increased Participation

- Physical recreation and sport providers identified a number of lifestyle changes (changes to work time and patterns, households with both parents in paid employment, society becoming more 'individual' and less community orientated) that are barriers to increasing participation in their activities.
- These changes to lifestyles and working situations present challenges to sports clubs in particular because they rely on a regular commitment from members (often at weekends) to participate and on the individual's time and energy to keep the club going. Frequently they also rely on a number of people having free time simultaneously.
- In contrast, the commercial providers are perhaps more suited to current lifestyle patterns because most are offering an 'individual' pursuit, at a time to suit the individual.
- Commercial providers were particularly sensitive to competition that came from the Council through what they perceived to be heavily subsidized gyms, swimming pools and other programmes.
- Some activities perceived that they had an image problem. Frequently this was an 'old image' e.g. bowls, croquet, badminton.
- Other activity providers believed participation was suffering as a result of the poor performances of high profile teams.
- Many physical recreation and sports providers identified that financial constraints prevented them from advertising and promoting their activity to the market.
- Overall, most providers found it difficult to attract new members. For almost all organizations 'younger' people were the group they were trying to attract.

## Facilities

- For clubs, in particular those who own their own facilities, the upkeep of buildings was a source of concern. Most indicated the buildings are old and no longer meet with members' expectations.
- However 88% of those surveyed viewed their facilities as an asset.
- Equipment and uniforms are also a major expense for clubs in particular.

## Administration and Finance

- It is believed that documenting the roles of club officials etc helps to attract volunteers. In the survey it was found that 70% of the respondents who knew whether or not their club documented roles stated that it did.
- A significant relationship was noted between clubs offering incentives and membership trends, with the more incentives offered the more likely the club will increase its membership.
- 61% of surveyed respondents claimed that they received value for money at the current level of subscriptions.
- An analysis of sports' clubs profit and loss accounts over the last five years did not paint a healthy picture with nearly 42% indicating that they ran at a loss over this period. One can surmise that reserves, overdrafts or asset sales are keeping these clubs afloat.
- Some 71% of respondents participating in the survey said that their club was short of volunteers. This shortage of volunteers affected coaching, administration and officiating.

## Future of Physical Recreation and Sport in Christchurch

- Ideas put forward for how sport and recreational activities should be managed in the future were as follows:
  - Amalgamating many sports clubs;
  - Move away from clubrooms to sharing facilities for after match functions;
  - Clubs to be run along business lines with documentation and plans;
  - New thinking on the way volunteers are used and probably some reward system introduced;
  - Use of computers for draws, accounts etc;
  - Change the emphasis to encourage participation in an activity rather than membership;
  - The development of professionally run 'super' sporting complexes where people can try/ participate in a range of indoor and outdoor sports all in one location.

- Relatively few individual clubs indicated they were planning for the future with some waiting for direction from their national governing body. Where plans had been developed these mostly involved extending an activity to provide more variety or providing a shorter version of the game.
- 29% of respondents surveyed stated that their sports club had a strategic plan, adding weight to the belief that most have limited planning for their future.
- Commercial providers indicated they were aware of the trends in their industry and were trying to accommodate these needs within their operation.

## School Sport and Recreation

- Schools are a significant provider of physical recreation and sport facilities e.g. sports fields used by clubs at weekends, as well as being users of facilities provided by others in the City.
- Schools are also important in introducing young people to many physical recreation and sport activities at an age where attitudes and preferences are formed.
- Trends noticed in school sport and recreation were as follows: children prefer to do things for fun, for quick games and for instant gratification; increasing participation in non-competitive sports; growing interest in extreme sports.
- One of the key barriers to the supply of sport and recreation in schools was identified as lack of teachers or parents to act as coaches.
- Rugby and netball are the two sports doing particularly well in schools and this has been attributed to well organized junior to senior level competitions.
- Concern was expressed about the 'drop off' in involvement in sports when young adults leave school. The issues perceived to be contributing to this were: parents no longer being involved in providing equipment or transport for their child to a venue or activity; young adults having no prior links with sporting clubs and lacking confidence to approach an organization regarding membership.
- The schools acknowledged some responsibility in ensuring school pupils played sport or joined a club when they left school. The suggestions about how this could be better managed revolved around clubs building familiarity with young people whilst they were at school.
- Mixed views were expressed about the development of school-based sports academies with some seeing them as positive and others seeing school sports competitions being undermined with the development of a small elite of teams playing each other whilst other schools are unable to compete.
- 54% of respondents who knew, indicated that their sports club recruited from schools, suggesting that many do not. A number of methods were used in this recruitment from newsletters to providing coaching to school students.

A forum on recreation and sport was held with young people in March 2001. The following points were made by young people on school recreation and sport:

- Schools were identified as being major providers of physical recreation and sport activities for young people. However young people indicated the need for schools to be more encouraging and motivating of young people's involvement.
- The focus of schools was identified as being within a relatively narrow range of physical recreation and sports activities. Young people felt that there should be more emphasis and support for participation in 'alternative' physical recreation and sport activities.
- Young people felt that there was a drop off in participation in the senior school and at school leaving age. Contributing factors identified were: a lack of encouragement and recognition for young people participating and succeeding in physical recreation and sport, the limited range of sports offered by schools, conflict between schools and clubs over particular players, peer influence, a 'winning is everything' attitude in some schools, inadequate facilities and the lack of competent coaches/teachers.
- Participants at the forum were concerned about conflict that exists between clubs and schools over the availability of individuals to play sports. This particularly affects those at a representative level. Pressure was applied to some young people to play sport for schools rather than clubs. The need for schools to understand why young people at times prefer to play sport for clubs, and for schools and clubs to interact to a much greater extent were identified.

## Recreation in the Outdoors

- Christchurch is well placed for its residents to access a variety of natural environments for physical recreation and sports purposes e.g. Banks Peninsula, Southern Alps, coastline and rivers.
- Use of these natural environments and associated facilities has increased over the years as more New Zealanders become involved in outdoor recreational activity. Many of the associated facilities could accommodate more usage however demand is not even and outstrips supply for some facilities at certain times of year.
- The barriers to further use of these natural environments for physical recreation and sport are considered to be: lack of information with only a limited range of pamphlets; cost to get to places and equipment that is needed e.g. kayaks, mountain bikes; type of access desired e.g. restricted access to 4 wheel drives.
- At times achieving a balance between recreation and conservation means some areas are too sensitive for public access or public access needs to be limited.
- The provision of facilities and services to assist people to enjoy physical recreation and sport in these natural environments is shared between public bodies (e.g. Department of Conservation) and commercial operators (e.g. adventure tourism operators, ski fields).

# current situation – participation

## Participation Patterns

### How active are people in Canterbury/Westland?

In March/April 2002 91% of Christchurch adults indicated that they had taken part in some physical activity or exercise in the previous 4 weeks (Source: CCC Residents survey 2002).

71% of young people and 71% of adults in Canterbury/Westland are active i.e. they do 2.5 hours or more sport and active leisure a week. These figures are higher than the national averages for both young people (69%) and adults (67%) (Source: Push Play Facts, Canterbury/Westland).

More boys in Canterbury/Westland (77%) are active than girls in the region (64%) and more men (74%) are active than women (68%). Boys in Canterbury/Westland also spend more hours per week (8.3) being active than girls (4.7). Men are active for more hours per week (10) compared to women (7.6) (Source: Push Play Facts, Canterbury/Westland).

### How do young people in Canterbury/Westland participate in sport and active leisure?

Almost all young people in Canterbury/Westland (94%) take part in some sport or active leisure of one sort or another (Source: Push Play Facts, Canterbury/Westland).

Participation rates are high for boys (92% or 40 700) and girls (97% or 41 200) compared with the nation as a whole (Source: Push Play Facts, Canterbury/Westland).

Around seven in ten (71%) young people are involved in sport and active leisure at school in Canterbury/Westland. Girls are more likely to participate at school than boys (78% compared to 65%). 18% of young people take part in sport and active leisure organized by the school but outside school hours (Source: Push Play Facts, Canterbury/Westland). Again these opportunities are more popular with girls than boys.

Feedback from secondary schools reveals that 52% of students in Canterbury/Westland are involved in competitive sport (that is, they represented their school in inter-school competitions in at least one sport). In 1998, 49% of girls (around 6,100) and 56% of boys (around 7,100) played sport at this level. The figures for the whole of New Zealand show that 56% of secondary students played representative sport – 53% of girls and 59% of boys (Source: Push Play Facts, Canterbury/Westland).

Around 3,900 people coach and administer sport for secondary school students (Source: Push Play Facts, Canterbury/Westland). These include teachers (the biggest single group providing sports leadership for secondary school students), parents, people from the local community and some older students.

A higher proportion of young people participate in sport and active leisure with a club in Canterbury/Westland than the national average (50% compared to 34%) (Source: Push Play Facts, Canterbury/Westland). Boys take part in sport and active leisure with a club more than girls.

### Top five sports and activities played by children with clubs

Boys		Girls	
Soccer	17%	Swimming	17%
Rugby Union	16%	Netball	13%
Swimming	14%	Horse Riding	10%
Cricket	8%	Tennis	8%
Hockey	8%	Soccer	6%

(The figures show the percentage of young club members who participate in each sport – e.g. 17% of boys who are club members play soccer, the figure for all boys is around 6%). N.B. These figures are based on a national survey and are not for Canterbury/Westland specifically. (Source: Push Play Facts).

Over three-quarters (77%) of young people in Canterbury/Westland receive some coaching or instruction to help them improve their performance in their chosen sports and activities. This is significantly higher than for New Zealand as a whole (63%) (Source: Push Play Facts, Canterbury/Westland).

Almost two thirds of young people in Canterbury/Westland take part in sport and active leisure with family and friends (Source: Push Play Facts, Canterbury/Westland).

### What activities do people participate in?

#### Top 5 Sports Activities

Men	Canterbury/Westland	NZ
1. Golf	33%	26%
2. Cricket	20%	15%
3. Touch Football	19%	14%
4. Tennis	15%	14%
5. Squash	13%	7%

Women	Canterbury/ Westland	NZ
1. Netball	11%	11%
2. Skiing	10%	7%
3. Golf	9%	9%
4. Tennis	9%	10%
5. Bowls – lawn	7%	4%

#### Top 5 Physical Recreation Activities

Men	Canterbury/Westland	NZ
1. Walking	61%	59%
2. Gardening	58%	53%
3. Fishing	32%	37%
4. Swimming	30%	34%
5. Exercising at home	23%	24%

Women	Canterbury/ Westland	NZ
1. Walking	84%	80%
2. Gardening	77%	69%
3. Swimming	41%	39%
4. Exercising at home	37%	34%
5. Cycling	20%	13%

Note: The figures are for participation in the last 12 months and show the percentage of adults taking part in each sport and activity. (Source: Push Play Facts, Canterbury/Westland).

Activity	Christchurch Adults Taken Part in last 4 weeks
Gardening	59%
Walking (over 30 minutes)	47%
Walking (10-30 minutes)	43%
Exercising at home	21%
Swimming	19%
Cycling – recreational (not mountain biking)	17%
Golf	16%
Running/jogging/marathon/cross-country	14%
Exercise classes/going to the gym/weight training	12%

(Annual Residents Survey 2002)

### Adults – Club Membership, Coaching and Competition

40% of adults in Canterbury/Westland are currently active members of a club or gym (Source: Push Play Facts, Canterbury/Westland). The figure for men is higher than it is for women. Adults in this region are more likely to be club members than people in the country as a whole. In March/April 2001 32% of adults indicated that they had taken part in a physical activity run by a club in the last 12 months (CCC Residents Survey 2001).

22% of adults in Canterbury/Westland receive coaching or instruction for at least one of their chosen sports or activities (Source: Push Play Facts, Canterbury/Westland). The extent to which men and women are coached is very similar and the figures for this region are the same as the national ones.

30% of adults in this region take part in at least one organized sport or active leisure competition over a year. Twice as many men (41%) take part in organized

competitions than women (20%) (Source: Push Play Facts, Canterbury/Westland).

Participation in organized competitive sport is higher in this region than nationally, particularly for men. However it is clear that the numbers participating in non-structured, casual physical recreation activities are higher than those participating in organized sport.

## How Active Do People in Canterbury/Westland Want To Be?

When surveyed 92% of Christchurch adults indicated that they were satisfied or very satisfied with their access to leisure and recreation opportunities with only 4% expressing dissatisfaction (CCC Residents Survey).

In Canterbury/Westland 68% of young people are interested in doing new sports or activities compared to the national average of 64% (Source: Push Play Facts, Canterbury/Westland). Boys and girls show a similar level of interest in being more active.

60% of adults in Canterbury/Westland want to be more active with around 39% being happy with the amount of time they are active and 1% wanting to be less active (Source: Push Play Facts, Canterbury/Westland). Interest in being more active is slightly higher among adults in Canterbury/Westland than in New Zealand as a whole and men and women living in this region show a similar level of interest in being more active. Those under 50 years show a greater interest in being more active. As people get older they are more content with their current activity levels, but just under half of the people over the age of 50 (47%) in the region still say they would like to be more active.

## Constraints to Participating in Physical Recreation and Sport

Over an extended period researchers have studied the reasons why people do not participate to a greater degree in physical recreation and sport. Many people have expressed a desire to participate but do not actually do so. In studying this area researchers have identified three major types of constraint:

**Structural** - cost, transport, location, etc.

**Intrapersonal** - personal characteristics, beliefs, perceptions or attitudes that potentially affect people's leisure preferences. Intrapersonal constraints can predispose people to define leisure activities or services as appropriate or inappropriate, interesting or uninteresting, available or unavailable and so on.

**Interpersonal** - constraints arising out of social interaction with friends, family and others e.g. when people are unable to find others to participate with.

Intrapersonal constraints are considered by some researchers as being the most powerful due to the fact that they condition the "will to act" or the "motivation" for

participation. The results of the 1991 Life in New Zealand Study and recent research carried out in Christchurch supports the idea that intrapersonal constraints are very important in determining the level of participation in physical recreation and sport.

Instead of reacting passively to constraints on their physical recreation and sport participation (i.e. by not participating) some people negotiate through them either by modifying their leisure or other aspects of their lives and thus succeed in initiating or continuing leisure participation, albeit in a way that may differ from how they would participate if constraints were absent.

Three categories of responses to constraints have been proposed:

- Reactive responses - people who do not participate in their desired activity;
- Successful proactive response - people who experience a constraint but do not reduce or change their participation;
- Partly successful proactive response - people participate in an altered manner.

A study carried out in Christchurch identified that both those who were active and inactive managed to periodically negotiate through the very common constraints of a lack of time or money by prioritizing the physical recreation and sport activity higher than some other aspects of life.

To date most physical recreation and sport providers have focused their efforts on reducing structural constraints. It is likely that because of the action of intrapersonal and interpersonal constraints many potential participants do not even come up against the structural constraints. Consequently, there is a need to address these intrapersonal and interpersonal constraints as well as the structural constraints in promoting greater participation in physical recreation and sport.

## Participation by Māori

- The following information is found in the 1998 Task Force on Māori Sport (Hillary Commission):
  - Participation in sport and physical activity is equally high among Māori and non-Māori.
  - However, more Māori are inactive, that is they are active for less than 2.5 hours a week (the minimum recommended for a healthy lifestyle).
  - Over half of both Māori and non-Māori say that they want to be more active than they are now.
  - For both Māori men and women, a number of team sports are relatively more popular than among non-Māori.
  - Touch, basketball and rugby feature in the 'top 10' for Māori men while netball and touch are in the 'top 10' for Māori women.

- Almost one half of both Māori and non-Māori belong to at least one sport or physical activity club, however Māori are more likely to belong to two or more clubs.
- Participation in organized competition is slightly higher among Māori than non-Māori (39% to 34% respectively).
- Māori are more likely than other New Zealanders to be involved as volunteers in coaching and sports administration.
- Māori are twice as likely as non-Māori to support sport as parent helpers.
- In the research in Christchurch, Māori women identified a number of constraints to participation in physical recreation and sport to do with image, size, health, shyness, self confidence, not fitting in and concern about possible pain.
- There was a general impression that a large number of Māori women and some men would not take part in active recreation and sport on their own but would do if a group got together, especially if the venue was local and somewhat private.
- Cultural appropriateness was highlighted by Māori women commenting also that different iwi have different requirements and that sensitivity and cultural awareness was needed.
- Both men and women saw affordability and lack of information as constraints.
- Some Māori men commented about the competitiveness of sports and indicated the real desire to play just for fun.
- Research by Te Puni Kokiri (1995) identified that it is possible to increase participation by Māori, however two factors were crucial; incorporating the benefits into the activity and involving whanau and hapu in activities organized by Māori for Māori.

## Participation Issues for Specific Groups

The recreation and sport issues facing specific groups in the community have been identified from a number of needs analyses carried out by the Christchurch City Council and from other literature.

### i. Youth

- Young people's physical recreation and sport needs change quite quickly with age during this stage in the life cycle. In general, as age increases youth needs move from structured, organized and monitored activities to those that are less structured and more informal.
- Older youth desire to be able to access sports facilities on a casual, 'turn-up and play' basis and to have places to hang out. They also want the freedom

to use facilities in the way they choose, rather than specifically what the facilities were designed for.

- Youth need the opportunity to experiment with different activities – particularly activities subject to trends in popularity – as part of social interaction with peer groups.
- Choices of recreational and sporting activity are subject to the fickle nature of the interest of young people.
- In many cases youth have expressed a desire for a sense of involvement and ownership in the provision of their recreational and sporting activities. Youth want to be empowered to provide for themselves rather be provided for.
- Young people demand well-qualified and motivated personnel in addition to consistently well-maintained facilities.
- There is some evidence that young people are discouraged from participating in physical recreation and sport by coaches being more concerned about winning than with the players.
- Young people have identified the following barriers to their participation in physical recreation and sport:

#### **Structural (physical or material constraints)**

Lack of organisation or reliability, weather, risk of injuries, cost, transport, competition too intense, safety from other people, lack of knowledge of what is available.

#### **Interpersonal (constraints arising from social interactions)**

Unsupportive team mates, coaches etc, too much commitment demanded by team mates, bad referees, bad spectators, being unable to participate with the 'right' people.

#### **Intrapersonal (personal characteristics, beliefs, perceptions or attitudes)**

Low self-confidence/self-esteem, the profile of the activity, lack of inspiration/motivation, interest in other (non recreation/sport) activities.

- Young people identified the costs of joining fees, equipment and travel as barriers to their participation in physical recreation and sport. However parents rather than the young people themselves normally pay the costs. Consequently influencing young people's priorities for spending will have little impact. This sort of effort would need to be focussed on parents to be most effective.
- The attitudes of physical recreation and sport providers have a major impact on young people's enjoyment of physical recreation and sport.
- Attitudes and behaviours that enhance the experience – encouragement and not focussing on the negative, having knowledgeable and experienced coaches who know their stuff and where hard training is required that it is done in fun ways.

- Attitudes and behaviours that put young people off – coaches who do not know what they are talking about, discouragement and criticism, favouritism, being publicly humiliated and coaches ‘power tripping’.
- Young people indicated that body and clothing image considerations are important determinants in their participation in physical recreation and sport. This tended to be focussed particularly on having the perfect (small) body for females and having muscles and cool clothes for males.

## ii. Children

- The 10-15 year old age group (‘tweenagers’) has been identified as one with particular needs that are not currently well catered for in many areas. Sport was an area that was identified as catering well for this age group.
- Key issues identified for ‘tweenagers’ are:
  - Drop-off in sports participation, particularly for girls. To some degree this is due to a reducing level of interest amongst girls and to some degree a result of the predominance of sporting opportunities for boys.
  - Lack of coaches and volunteers to teach skills and maintain enthusiasm amongst this age group.
- ‘Tweenagers’ have identified a lack of places for them to ‘hang out’. This is particularly important for girls. The potential of malls to provide recreational spaces and programmes is being recognized by some.
- Parks and facilities need to cater for children from a range of ages with facilities ideally located close to their homes so that they can use them on their own.
- For many families raising children can have a significant impact on their level of disposable income and consequently their ability to pay for physical recreation and sport.
- There appears to be an inexhaustible and expanding demand for recreational based out of school care and holiday programmes.
- The primary access to recreational and sports activities for children is through parents. This requires parents to know what children’s needs are as well as what opportunities exist. Parents are also frequently required to transport children to the activities and in some cases to participate alongside their child.
- Many children are becoming ‘at risk’ at a younger age than previously. There is a need for a greater number of positive recreational based programmes for these children, as well as improved recognition and support for the agencies providing them.

## iii. People with Disabilities

- The KiwiAble Recreation Network (a network of agencies to encourage and support people with

disabilities to take part in sport, fitness and leisure activities in the community) has worked collectively to identify and prioritise the recreational needs for people with disabilities.

- Research has shown that attitudes are the biggest barrier for people with disabilities; this includes access to sport, recreation and leisure opportunities.
- There is a need for programmes aimed at schools to reduce the negative attitudes towards people with disabilities, and to help teachers adapt school based physical recreation and sports programmes to include students with disabilities.
- The general awareness and education of sporting clubs/groups and the wider community on their perception of “accessibility”. Access can be as much about creating the right opportunities as the physical barriers that might prevent people with disabilities from participating.
- There is a need to build effective partnerships and networks with sports groups, organisations, sport deliverers and facilities in the community and to support them in locating resources that will assist on-going inclusion.
- The lack of support and resources are barriers to participation especially for people with profound and multiple disabilities.

## iv. Mothers with Young Children

- There are a wide range of constraints facing mothers with young children when it comes to participating in physical recreation and sport. The primary constraints appear to be intrapersonal and interpersonal. The constraints identified are as follows: lack of sense of entitlement (i.e. not feeling entitled to physical recreation and sport), ethic of care (i.e. placing others needs before ones own), physical and psychological safety.
- Until intrapersonal and interpersonal constraints are examined, particularly for women, the focus on addressing structural constraints will only constitute a “band aid” solution.

## v. Older People

- The general motives for older people to be involved in physical recreation and sport have been identified as; expressive motives (e.g. because its fun/ stimulating/enjoyable), social motives (e.g. chances to meet new friends/companionship), health benefits (e.g. to keep fit and active).
- The major constraints identified to older people’s participation in physical recreation and sport have been identified as society’s image of older people as passive and restricted; a largely unfounded belief that older people are not physically capable of participating in recreation and sport; many older people (especially women over 70) lack experience of physical recreation and sport; disability associated with old age; negative self image; lack of adequate

transport; uncomfortable changing facilities; and unfavourable opening hours of facilities.

- ‘Older people’ include people with a wide range of characteristics: healthy and unwell, able-bodied and those experiencing disability, active and sedentary, engaged and socially isolated. Consequently a variety of physical recreation and sport provision is required to meet the varying needs of older people.
- For many older people patterns of recreational activity in retirement are heavily related to patterns of participation in early life stages; people who had always been active tend to remain so and those previously inactive are not necessarily likely to become active once they enter retirement.
- Interviews undertaken with agencies working with older adults in Christchurch has identified that there are a wide variety of recreational activities available for older adults with only a few obvious gaps, most notably a shortage of aerobic classes in the evenings catering for older people still in the workforce, a shortage of specially trained gentle exercise tutors and the lack of particular services in some locations in the City.
- A number of constraints were however identified in Christchurch that make it difficult for some older people to participate fully in recreational activities:
  - Difficulties in getting information on what is available out to older people, particularly those disengaged from the community.
  - Transport difficulties relating to the cost of transport, older people limiting their trip distance when driving and buses being unappealing to some (especially for those not previously users of the service).
  - Cost to get to and participate in activities. Many older people are experiencing a sudden drop in income and are apprehensive about the future demands on their finances.
  - Access and lighting at recreational venues.
  - Time of the day at which activities are provided, with some older people unwilling to go out at night and others unable to go out early in the day for health or medication reasons.
- The following set of principles can be identified in providing recreation programmes for older people:
  - Ensure the safety of participants and leaders getting to and participating in the activity.
  - Do not adopt a ‘one-size fits all’ approach to older people’s recreational activity. Older people have a wide range of characteristics and it is important that programmes cater to individual needs.
  - Ensure facilities cater for the needs of older users e.g. good lighting, cleanliness, acoustics and accessibility.

- Allow older people to have input into decisions and planning of activities – allow them to ‘own’ the activity.
- Provide and plan for the transportation needs of older people.
- Provide the activities at relatively low cost. Indications in Christchurch are that older people are more willing to pay something for recreational activities than ever before, with \$2-3 being seen as appropriate for regular activity. Where activities are more expensive than this they need to offer real value for money and be consistent with the costs of comparable activities.

## vi. Ethnic Groups

- Nationally participation rates seem to be similar regardless of cultural/ethnic grouping.
- There is some indication that Pacific Island young people and those from other ethnic groups (i.e. not European, Māori or Pacific Island) may however be participating a bit less than other groups nationally – participation in sports and physical activities (excluding gardening and walking) PI (88%), Māori (93%), European (92%), Other ethnic groups (86%).
- Pacific people are more likely and other ethnic groups less likely to participate in organised competition than either European or Māori – PI 37%, Māori 31%, European 26%, other ethnic groups 13%.
- There is a general lack of valid and reliable data available to assist in understanding the constraints faced by ethnic groups to participation in physical recreation and sport.
- Particular constraints related to religious doctrine (specifically related to the exposure of the body) and the patriarchal culture (limiting access and freedom of choice) have been identified for East Asian women.
- At least one study indicates people from smaller, more recent and more visible ethnic groups may want opportunities to participate in sport together. While those who have been in their new homeland for longer may prefer to join mainstream programmes and activities.
- With some ethnic groups there may be problems: getting numbers to support the formation of a team or competition, the facilities or equipment needed are not available, there may be competition from mainstream sports for access to venues, funding or sponsorship.
- Language can also be a constraint for recent immigrants both in terms of receiving information about the activities available and in understanding instructions during an activity.

# acknowledgements

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Thanks are expressed to all those people who have been part of the Steering Group (in addition to those listed above) during the preparation of the Strategy, namely; Bob Todd, Brendon Furness, Gill Genet and Dene Robinson.

Thanks are also expressed to all those people involved in physical recreation and sport that have spent their time in assisting us to understand the issues and provided their ideas about how to address them in the future.

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