

Foreword

Imagine a future where almost everyone in the Auckland region is physically active for at least two and a half hours a week, either through informal activity such as walking or jogging or in more formal activities such as playing a sport. Informal activity is easy and safe. Large numbers of people participate because of the personal enjoyment and lifestyle benefits that result. Great facilities, parks and open spaces are widely available throughout the region and people incorporate physical activity into their daily lives.

Sports clubs and organisations are strong and offer coaching, competition and support that enables people to develop and grow in their sport. Sports facilities and venues are of a high standard and readily available for all levels of sport. As a result, participation in sport is high and growing and Auckland consistently produces a high number of winning teams and individuals.

Imagine an Auckland where you can find out information on the entire region's physical activity and sport opportunities from a single source, where there are coordinated support systems for both physical activity and sport and where the entire Auckland Region works together to plan, co-ordinate and provide them.

The reality is, however, that whilst the Auckland region has an abundance of recreation and sporting opportunities, this is not the future being created. Our participation in physical activity is declining, our clubs and organisations are struggling, health and lifestyle issues resulting from a lack of physical activity are on the rise and there are gaps and duplication in delivery across the region. We need to change if we are to turn these trends around and we need to change quickly.

Sport and recreation in the Auckland region is at a crossroads: we have a five to ten year window to make these changes.

Beyond this, the problems will be so large that we will be unable to change them. Sport and Recreation New Zealand (SPARC), whose task it is to look at these issues nationally, has identified the need for greater regional coordination and collaboration in the provision of physical activity and sport. They have issued a challenge to the Auckland region to do this which has been taken up by the eight local authorities, the four regional sports trusts and the Ministry of Health. This strategy describes why we need to act, the benefits of doing so and how they will be delivered.

The only way the challenges can be met and the benefit delivered is by working together. I look forward to your ownership, support and commitment.



Colin Dale

Chair and Project Sponsor
Auckland Regional Sport and Recreation Strategy

The Auckland Regional Physical Activity & Sport Strategy is a lighthouse project.

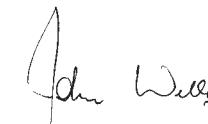
As the Auckland region confronts a host of issues – highlighted in this document – the Auckland Regional Sport & Physical Activity Strategy reveals important priorities for future initiatives and illuminates a pathway for the next five years in particular.

The strategy acknowledges the importance of sporting excellence, and it aims to arrest and then reverse the declining levels of physical activity in the Auckland region. It calls on key organisations to work collaboratively across the Auckland Region to provide better quality opportunities for people to participate in sport and physical activity.

SPARC (Sport & Recreation New Zealand) applauds the efforts of the parties to this joint venture initiative. The Graham Report made plain the costs to New Zealand of fragmented infrastructure (and the duplication inherent in our systems) and identified the need for improved regional planning. It is very satisfying now to see this positive response to those issues and the SPARC Board was pleased to sign off our substantial contribution.

The list of participating groups makes impressive reading – Auckland Regional Council, North Shore City Council, Waitakere City Council, Manukau City Council, Auckland City Council, Papakura District Council, Franklin District Council, Rodney District Council, Harbour Sport, Counties Manukau Sport, Sport Waitakere, Sport Auckland and Ministry of Health. These groups are committed to matching SPARC's \$1 million investment in the implementation of the strategy, a sure signal that the project is both relevant and important to local organisations.

I commend this strategy to you



John Wells

Chairman, Sport and Recreation New Zealand
(SPARC)

GOVERNANCE STRUCTURE



Governance



THE OUTCOMES OF THE STRATEGY

The timeframe for this strategy is 2005 to 2010 with a review of progress in 2007. During that period the strategy will deliver the following outcomes:

- The region will deliver the detailed goals, strategies and targets of this strategy by working together in a spirit of collaboration and cooperation
- The number of people participating in physical activity and sport will increase
- Sport in the region will have grown its capability to deliver quality sporting experiences and environments and, as a result, will attract and retain increasing numbers of participants at all levels
- The region will produce more winning teams and individuals
- Regional facilities will be planned, developed and managed to meet the current and future needs of the region

A VISION FOR THE AUCKLAND REGION

The vision describes what the Auckland region will be like when the outcomes described above are delivered.

“Auckland is a region where physical activity through exercise, sport, active transport (such as walking or cycling) or active recreation, is a way of life”

Four fundamental ideas form the basis of this vision:

- Firstly, people choose to be physically active on a regular basis because they value and enjoy the health and lifestyle benefits that this brings
- Secondly, they choose to be physically active in ways that suit them and their lifestyle. Some get all their physical activity from going about their daily lives, others undertake discretionary physical activities in their spare time, such as walking, running or cycling and others play sport either socially or competitively. Many people are physically active in a combination of different ways
- Thirdly, people continue to be physically active because of the personal and social wellbeing benefits this brings at the individual, family and community levels. Physical activity and sport encourages the achievement of personal targets, social interaction, personal development and self fulfillment. It encourages people to succeed, to reach their potential and to be proud of that success
- Fourthly, Auckland is an easy region to be physically active in because of the availability of facilities, venues, parks, open spaces, sports organisations and programmes throughout the region and because these environments are readily accessible and safe to be in



THE CURRENT SITUATION



Auckland faces a set of challenges that are different to any other region in New Zealand:

- ⇒ The population is growing at a faster rate
- ⇒ The mix of population is more diverse
- ⇒ Commuting and transport issues are more complex
- ⇒ The geography and infrastructure of the Auckland region is complex
- ⇒ The region has higher numbers of people with critical health risks that physical activity can assist or prevent

Executive Summary



WHY A REGIONAL STRATEGY?

The only way sufficient impact can be made over the next five to ten years, given the rate of growth of these problems, is to co-ordinate the resources of the region and work together collaboratively to solve them. There is a clear gap in the delivery of physical activity and sport at the regional level.

Delivery is focused within either the geographical boundaries of local authorities, regional sports organisations, regional sports trusts and district health boards or particular disciplines within areas such as personal health, mental health and disabilities, for which physical activity and sport are an important part of their solution. Each of these organisations, with the partial exception of the regional sports trusts, works largely independently of the others to support physical activity and sport in their particular community.

This leads to physical activity and sport having different priorities and focus in different parts of the region and, as a result, different funding, support and facilities. It leads to

widespread duplication of effort as many of the issues and initiatives handled daily in each community are the same as in many others and it leads to significant gaps in the delivery of physical activity and sport as these activities compete with other demands for resources. There is no higher level view than that of each local community, no view of the region as a whole. As a result there is no imperative to coordinate effort, talent or resources across the region, no mechanism for identifying initiatives or combinations of initiatives that really work or best practice that could really make a difference if put in place across the region as a whole.

There is a clear need to think regionally as well as locally and use the resources of the region more efficiently and effectively. This means working together in a spirit of genuine cooperation to use our talents and resources for the good of the whole region. **By working together regionally we will build stronger local communities...**

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