

# It's Our Place

## Play, Active Recreation and Sport (PARS) Strategy

### *Consultation Document*

Ashburton District Council recognises the high value that play, active recreation and sport provides our community. For this reason we asked local clubs, teams and organisations to share their key issues, and help us develop a new kaupapa (strategy) that will plan for the future.

**We are accepting feedback until 5pm, Sunday 22 May, 2022.**

# Introduction

We are developing a vision, goals and objectives for play, active recreation and sport to support the sector, and encourage high levels of active participation into the future.

The aim of this consultation is to help us build on what the sector has told us so far, and to have your views reflected in our decision-making.

Now it's time for you, the people whom this strategy affects – to have your say. This booklet includes a summary of current issues and a submission form for your feedback. Tell us what you would see as key priorities for enabling the sector to thrive.



The full Play, Active Recreation and Sport (PARS) Strategy is available from [ashburtondc.govt.nz/haveyoursay](https://ashburtondc.govt.nz/haveyoursay)

**We are accepting feedback until 5pm, Sunday 22 May, 2022.**

***We want  
to hear  
from YOU!***



# Why do we need a strategy?



When people take part in **play, active recreation and sport** (PARS), there are many positive spin-off benefits for both individuals and the community. This means that play, active recreation and sport could be considered a type of capital, which is anything that increases the ability to generate value.

Play, active recreation and sport generate social and cultural wellbeing. It fosters connected communities, enables happier, healthier people – and creates economic wellbeing through events as well. PARS also allows us to interact with our environment, both natural – and built, often enhancing environmental wellbeing.

The first generation Physical Activity Strategy was developed in 2006, followed by a second generation Sport and Recreation Strategy adopted by Council in 2010.

The 2010 strategy focused primarily on facility development and helped drive the construction of the EA Networks Centre, which opened in 2015. With the facility successfully established, it was recognised that it was time for a new strategy with a community focus.

Now that we have built and enhanced environments to support physical recreation, how can we as a community, activate those spaces to their full potential?

**Give us your feedback at  
[ashburtondc.govt.nz/haveyoursay](https://ashburtondc.govt.nz/haveyoursay)**

# A bit of background

## Previous Sport and Recreation Strategy 2010

The previous strategy from 2010 had four goals. Let's explore how they're tracking.

**GOAL ONE** our district has outstanding facilities and environments for sport and recreation.



Since 2015, the EA Networks Centre has provided outstanding indoor facilities, while outdoor environments have

been enhanced to support play, walking and cycling. A host of challenges such as Covid-19 and changing community habits have since affected participation at the EA Networks Centre. The Council has commissioned a utilisation study and marketing plan to determine how the facility can adapt to new ways of participation and maximise the centre to its full potential.

**GOAL TWO** we have a strong and capable volunteer sector supporting sport and recreation in our district.



National trends indicate that volunteerism is generally declining and reports from some smaller, mostly urban clubs

support this. However, we're hearing that rural clubs generally buck this trend with volunteer participation remaining strong. In a recent survey we asked what types of training was available for volunteers. A strong 67% of respondents provided in-club training and 25% provided training through an affiliate organisation.

**GOAL THREE** our sport and recreation clubs and organisations are future driven.



Regular sport awards, media coverage, and, national and international affiliates, support the future of our

clubs and organisations. We checked in and found that 44% of clubs, groups and organisations updated their constitution in the last three years and 48% updated their strategy.

**GOAL FOUR** we are actively involved in sport and recreation throughout our lives.



National trends show a notable decline in participation amongst rangatahi (youth) – these are children in their

secondary school years. Our local sector reported the same trend. The largest age groups represented at our clubs and organisations are primary school aged children, followed by working age adults.

*Have your  
Say!*

Give us your feedback at  
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## The challenges of today

Four key challenges emerged from discussions with the play, active recreation and sport sector. Here is what our clubs, organisations, groups and educators told us.

### 1 Covid-19 pandemic



Whilst some people reported discovering new ways to recreate in the face of Covid-19, the sector in general has struggled. For over two years, people's routines and habits have suffered constant interruptions, significantly reducing active participation in clubs, organisations and facilities.

### 2 Population change – ageing population and increasing diversity



As our diversity continues to increase, new ways of engaging our community to support participation are required. Play, active recreation and sport are recognised as key to fostering belonging and social inclusion both for newcomers and long-term residents. As our aging population increases, it's also important to maintain opportunities for older people to keep active and socially connected.

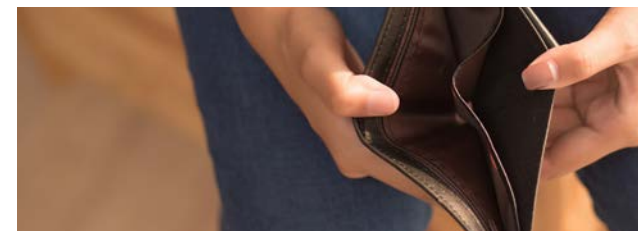
### 3 Digital transformation



Digital technology continues to present opportunities to improve physical literacy and participation.

On the flipside, an increased use in technology is also attributed to increasingly sedentary lives<sup>1</sup>. Stakeholders reported that a number of secondary school children are leaving sports and active recreation in favour of video gaming and spending more time on social media.

### 4 Cost to participate



Community members told us that cost is a key barrier to participation – particularly in organised sport. The cost of transportation or travel, to games and competitions was indicated by the community as difficult for families to cover. Therefore, creative solutions that offer play, active recreation and sports financial barriers, are important to maintaining the resilience of organised sport.

<sup>1</sup> [The Evolution of Technology and Physical Inactivity: The Good, the Bad, and the Way Forward - PubMed \(nih.gov\)](#)

## Who else is involved?

The draft Play, Active Recreation and Sport Strategy has been developed through desktop research and information gained through early engagement with the sector.

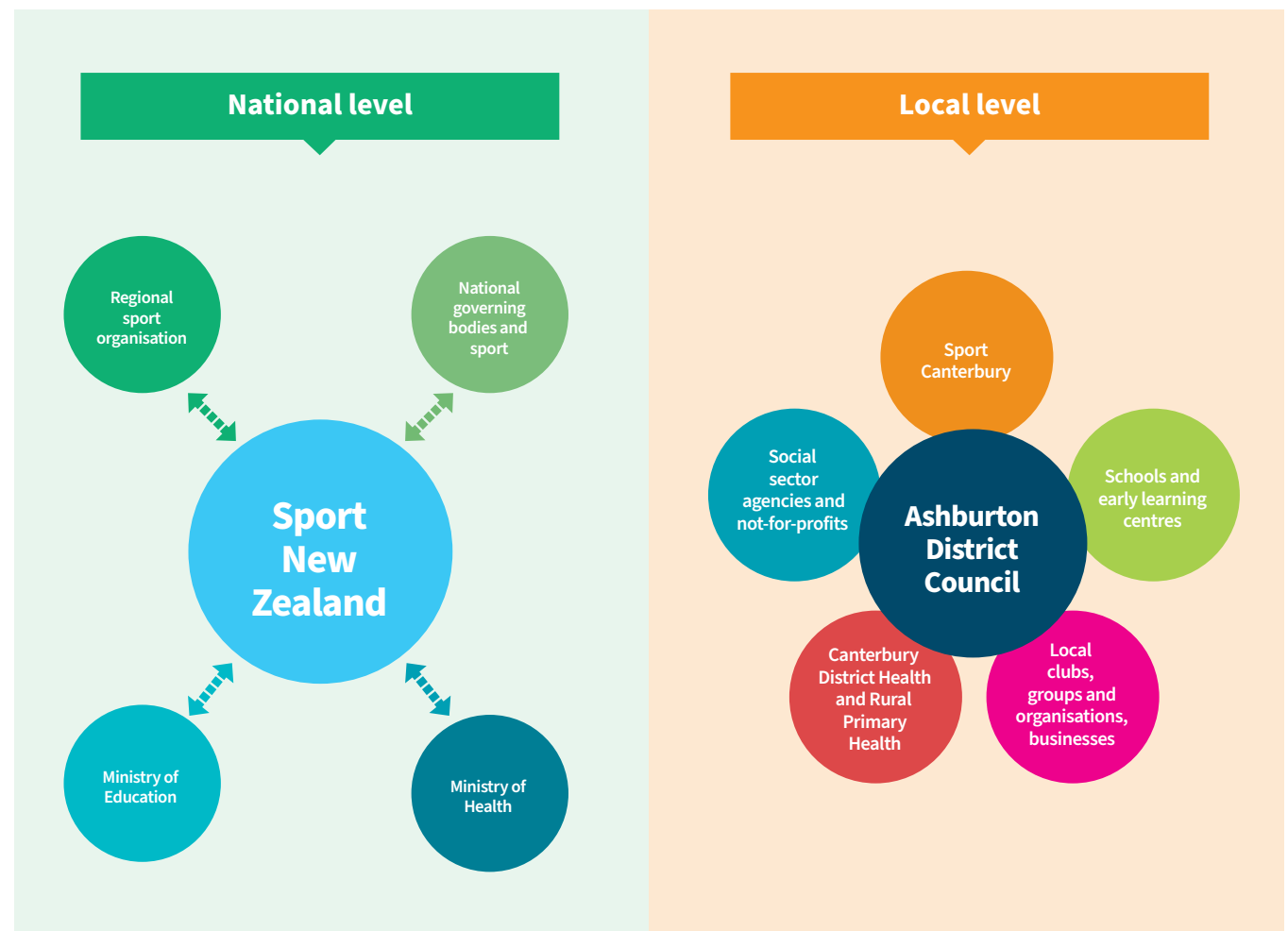
### Early engagement included:

- One-on-one discussions with Te Rūnaka o Arowhenua, Sport Canterbury, regional sports organisations, Ashburton College and weekly meetings with the EA Networks Centre;
- a survey of clubs, groups and organisations (39 participants); and
- a workshop with the sector (16 participants).

### Desktop research included:

- National and regional strategic direction and trends; and
- population analysis.

## Key stakeholders involved with play, active recreation and sport (PARS)





*Have your*  
**Say!**



# Proposed new vision and goals

The new vision for the Play, Active Recreation and Sport (PARS) Strategy is:

**“Everybody included, having fun, being active”**

## GOAL 1

**The whole whānau (family) feels included and welcome to participate**

This means (objectives):

- The sector recognises barriers to participation across all demographics and has a plan to address the barriers
- Local rangatahi (youth) continue their involvement in play, active recreation and sports throughout secondary school
- More Māori and Pasifika people are active and confident

## GOAL 2

**We have a strong, collaborative sector supporting each other to succeed**

This means (objectives):

- Local groups continue to share knowledge and pool resources while finding new ways to partner and achieve common goals
- The community maintains a strong pipeline of up and coming volunteers

## GOAL 3

**Community facilities, spaces and places are accessible and well utilised**

This means (objectives):

- The sector understands why some spaces are over or underutilised and has a plan to manage this
- Community facilities, spaces and places to recreate are well promoted
- The district's built environment continues to provide new and unique play, active recreation and sport opportunities
- The district's natural environment continues to provide new and unique play, active recreation and sport opportunities

## GOAL 4

**As a community, we are aware of the benefits of play, active recreation and sport**

This means (objectives):

- The ‘Balance is Better’ philosophy is well promoted in the community
- Play, active recreation and sports supports wellbeing and is well promoted in the community
- Inclusion, collaboration and utilisation is well promoted in the community



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5pm, Sunday 22 May, 2022.**



# What happens next?



## Project Timeline





Your feedback will help us identify what the priority areas of focus should be, and what should be included in our vision for the future.

Please note all submissions are public documents and will be made available on Council's website with the names of submitters included (we will remove your contact information).

Submissions presented in the form of a submission or accompanied by multiple signatures will be processed as a single submission.

*Have your*  
**Say!**

**The easiest way to provide your feedback is to complete the form online at [ashburtondc.govt.nz/haveyoursay](https://ashburtondc.govt.nz/haveyoursay)**

Alternatively, you can provide feedback by filling in the attached submission form and getting it back to us using one of the following methods:



**FREEPOST TO**

Ashburton District Council  
Our Place  
Freepost 230444  
PO Box 94  
Ashburton 7740



**EMAIL TO**

**[submissions@adc.govt.nz](mailto:submissions@adc.govt.nz)**



**HAND IN TO**

Council reception, Baring Square West

# Play, Active Recreation and Sport (PARS) Strategy

## Consultation Document

Have your  
Say!

You can submit on any or all of the questions below. You don't have to complete every question and you can comment on any aspect of the draft strategy. You can provide attachments to support your submission.

### 1 What are your top priority areas of focus from the following twelve proposed objectives in the strategic action plan? (please rank 1-12)

Objective	Rank
Barriers to participation are recognised and addressed	
Active & confident Māori and Pasifika people	
Community maintains strong volunteerism	
Facilities, spaces and places are promoted	
Natural environments are enhanced to provide new opportunities	
Wellbeing benefits are promoted	

Objective	Rank
Continued youth involvement (secondary school age)	
Local groups continue to enhance partnerships to achieve common goals	
Utilisation issues are addressed	
Built environments provide new opportunities	
Balance is Better philosophy is promoted	
Success stories are promoted	

[Continue next page](#)

*\*Please note all submissions are public documents and will be made available on Council's website.*

Submissions presented in the form of a petition or accompanied by multiple signatures will be treated as a single submission.

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### Your details

First name: \_\_\_\_\_ Last name: \_\_\_\_\_  
Organisation (if appropriate): \_\_\_\_\_  
Street number: \_\_\_\_\_ Street name: \_\_\_\_\_  
Suburb / Town / RD: \_\_\_\_\_ Postcode: \_\_\_\_\_  
Phone: \_\_\_\_\_ Email: \_\_\_\_\_

### Do you wish to speak in support of your submission at the hearing?

(If no boxes are ticked, it will be considered that you do not wish to be heard)

☐

**Yes:** The hearing will be held in the Council Chamber on Thursday, June 9, 2022. Please note that hearings are live-streamed to our online channels.

☐

**No:** I do not wish to speak in support of my submission and ask that the following written submission be fully considered.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_



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*You can submit on any or all of the questions below. You don't have to complete every question.*

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Does the draft strategy capture what you see as the key issues facing play, active recreation and sport?

☐ Yes ☐ No

Please explain:

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General comments:

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**Ashburton**  
DISTRICT COUNCIL

FreePost Authority 230444



**Free**



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PO Box 94  
Ashburton 7740