

2010

Ashburton District Sport and Recreation Strategy





Message from the Mayor

It is with great pleasure that I present to you the Ashburton District Sport and Recreation Strategy 2010.

The Sport and Recreation Strategy has been developed as a joint initiative with the community, key service providers and Ashburton District Council working together. It provides a 'road-map' of where we want sport and recreation to be in our district in ten years time and how we plan to get there.

Sport and recreation plays an important role in providing our residents with a first class quality of life. With a variety of clubs and organisations in our district, skilled volunteers who drive these clubs and organisations and outstanding natural environments available, we are in the fortunate position of having a range of opportunities to suit the many and varied needs of our communities.

Undoubtedly many of these opportunities would not exist without the passion and ability of the numerous sport and recreation volunteers throughout our district. To those involved thank you, your tireless involvement and contribution is invaluable to our communities.

To those who have given their time to contribute to the review of this strategy, thank you also. Without your input a community strategy such as this would not be able to be developed. Now the real work begins - turning the goals and objectives of this strategy into reality.

Sport and recreation helps bind communities together through providing a common interest for those involved. Regardless of if you are a weekend warrior, a competitive athlete, or somewhere in between, we pride ourselves as a district on the achievements of our residents in their chosen sport and recreation.

Ashburton District: More People, More Active, More Often.



Mayor Bede O'Malley
ASHBURTON DISTRICT COUNCIL



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Executive Summary



VISION:

***A healthy community that supports lifelong participation in sport and recreation:
Ashburton District, More Active, More Often!***

GOALS & OBJECTIVES:

- 1. Our district has outstanding facilities and environments for sport and recreation**
 - We have quality indoor and outdoor sport facilities catering for a range of needs, from community based participation to national level competitions.
 - Our natural environments provide unique sport and recreation opportunities

- 2. We have a strong and capable volunteer sector supporting sport and recreation in our district**
 - We have volunteer participation levels that support our sport and recreation sector.
 - Our volunteers are trained and capable.
 - Our volunteers are recognised and celebrated.

- 3. Our sport and recreation clubs and organisations are future driven**
 - All of our clubs and organisations have the opportunity to develop and enhance their structure and management.
 - Our sport and recreation clubs and organisations are well informed and connected

- 4. We are actively involved in sport and recreation throughout our lives**
 - Our young people are involved in sport and recreation from primary school.
 - Active transport is a viable alternative to travelling by a private vehicle in Ashburton, Methven and Rakaia
 - Sport and recreation is used as a great way to make new residents feel a part of the community.

About our District

Ashburton District is located in the central part of the South Island. The area is bounded in the east by the Pacific Ocean, to the west by the Southern Alps and has as its northern and southern boundaries the Rakaia and Rangitata Rivers respectively. The district covers around 6,175 square kilometres and has an estimated total population of approximately 29,100 (Statistics New Zealand, Population Estimates 2009).

The district's population grew 7.6% in the five years from 2001 to 2006, driven by strong local economic growth, which looks likely to continue, reversing trends from the 1980's and 90's of low population growth. The high period of growth from 2001-2006 makes **Ashburton District one of the fastest growing districts in the country** which is not directly linked to the urban growth of a nearby city. It is also among the fastest growing rural districts in New Zealand.

The latest census, conducted in 2006, highlighted some interesting demographic breakdowns of our population in the district:

- Our median age is higher, at 38.8 years, than the national average of 35.9 years.
- 16.3% of our residents are aged 65 or over, compared to the national average of 12.3%.
- 82.2% of our community belong to the European ethnic group, whereas nationally 67.6% of people belong to this group.
- The population of Ashburton District is becoming increasingly more ethnically diverse. From 1991 to 2006 the European ethnic group has dropped from 97% to 81%, while the proportions of Maori, Pacific Island, Asian, and Middle East / African / Latin American ethnic groups increased.
- 6.1% of our community belong to the Maori ethnic group, and nationally 14.6% of the population identify with the Maori ethnic group. It is expected that Maori and Pacific Island ethnic groups will continue to grow quickly in the district.

While the census found that the district's median age is higher, at 38.8 years, than the national average of 35.9 years, when compared to the previous Census (2001) the median age for Ashburton District was 39.5 years with the national median being 34.8 years. This indicates that population growth within the district in recent years has primarily been through younger residents.

- An increased birth rate is predicted for the next 10 years.
- Population forecasts show marked increases in the age groups 0-9 years and 20-29 years in the coming 5 - 7 years. This indicates that population growth in Ashburton District through to 2016 is likely to be significantly driven by new resident young families.
- The total number of students enrolled at school (primary, intermediate and secondary levels) has been steadily increasing in recent years, reaching a peak of **4,679** in 2009.

The needs of an ageing population and a growing younger population will impact on the sport and recreation facilities and opportunities required and demanded. While older residents can be expected to be fitter and healthier than in the past this will need to be balanced with ensuring the needs of young people in the community are also met.



Sport and Recreation in our District



Sport and Recreation in our District

SPARC (Sport and Recreation New Zealand) has recommended that to maintain health, people need to be physically active for at least thirty minutes per day, five or more days per week. In 2009 SPARC released results of their 'Active NZ Survey'. This survey found that in the Canterbury / West Coast region (which includes the Ashburton District), only 53.2% of adults are meeting the SPARC recommended level of physical activity.

Council is now collecting data of residents' physical activity every three years through its Annual Resident Survey. Results from 2009 indicate that a significant proportion of the respondents (88%) claim they were regular participants in some form of sport or physical activity on five or more days of the week. While this data can not be directly compared with the SPARC findings due to different collection techniques used, it does reinforce the view that sport and recreation continues to be an important part of life in the district.

Interesting findings from the Council Annual Resident Survey include:

- Respondents in the rural areas of the district are more likely to meet the SPARC recommendations (Urban - 84% Rural - 95%).
- Ninety percent of males responded that they meet the SPARC guidelines, compared with 85% of females.
- Respondents aged over sixty years are slightly less likely to meet the SPARC physical activity guidelines.
- Residents earning less than \$30,000 per annum are less likely to be meeting SPARC's recommendation.



Local Sports Clubs & Organisations

Ashburton District appears to be well represented by a large number sports clubs and organisations, across a range of different codes. This breadth and depth of clubs and organisations is an important asset to the district and one which is clearly valued by the community.

The district also has a good range and quality of facilities to support the various sports and recreation activities. This stock of facilities will be enhanced further by the completion of the indoor aquatic centre and stadium in Ashburton in 2014, which will provide a facility of benefit to both current and future generations.

The focus of this strategy is to build on the solid foundations sport and recreation has in the district and to develop a strong, capable sport and recreation sector.





Purpose of the Strategy

Why do we Need a Strategy?

The purpose of the strategy is to identify ways to get more people in the district to be more active, more often. The strategy provides direction pathways for improving participation in sport and recreation in Ashburton District over the next ten years. It identifies clear goals and actions that will help us to do this together as a community.

The strategy development process has provided the opportunity for us to plan together as a district in order to achieve enhanced sport and recreation opportunities and participation for our communities.

Strategy Development Process

The Ashburton District Physical Activity Strategy was first developed in 2006 through a collaborative process led by Council and including a range of other agencies with a strong interest in promoting physical activity in the district.

A number of actions have been completed since the first strategy was adopted, providing increased opportunities for collaboration and communication between ranges of different stakeholders. A challenge for the future is to ensure that this progress continues.

To update the existing Ashburton District Physical Activity Strategy, developed in 2006, a process was agreed upon between Active Ashburton (the strategy implementation working group) and Ashburton District Council, to review and establish new goals and objectives for the reviewed strategy.

The strategy has been revised and updated, through a review of the existing strategy, four community workshops and several focus group meetings with Active Ashburton members.

The community workshops were well attended with over 50 people from a cross section of clubs and organisations throughout the district attending. The attendees worked through a SWOT (strengths, weaknesses, opportunities and threats) analysis of the sport and physical activity in the district, located in Appendix Two of this document, as well as an assessment of the current goals from the 2006 strategic plan.

The draft strategy was presented to the community for their comment and feedback through a four week consultation period. Submissions were received on the strategy and where appropriate, the ideas suggested have been incorporated into this final strategy.



National and Regional Context



National and Regional Influences

SPARC (Sport and Recreation New Zealand)

SPARC is the crown entity for sport and recreation in New Zealand. Since being established under the Sport and Recreation Act in 2003, SPARC has faced competing demands on its' limited resources. A government review of priorities in 2009 has resulted in a shift in focus from SPARC's previous direction, which was largely focused on improving physical activity and elite athlete's performance. SPARC's focus is now on the following areas:

- A renewed focus on **sport and recreation**
- A focus on **young people**
- An emphasis on **schools** as a setting for sport and recreation
- More emphasis on **grassroots sport** and **sport development**

These changes have resulted in significant alterations to previous funding priorities for regional sports trusts, known in our district as the Canterbury West Coast Sports Trust which funds Sport Canterbury and Sport Mid Canterbury.

This in turn has affected the programmes offered. For example, in Canterbury the Active Movement programme no longer receives funding (as of the 1st July 2010), whereas the newly introduced nationwide Kiwi Sport initiative will see an investment of \$82 million into New Zealand school sport over the next four years.

The changes reflect the belief that if young people are given the skills to participate in organised sport from an early age, then it is more likely that they will continue to participate in some form of sport and recreation throughout their lives.

Canterbury West Coast Sports Trust

The Canterbury West Coast Sports Trust is largely funded by SPARC. Due to SPARC's changes in priorities, the Trust has reviewed its business focus also reflecting the view that they needed to have a focused approach to service delivery. The Trust now operates under a series of three key areas, specifically Sport Development; Young People and Physical Activity.

Sport Mid Canterbury is the local service provider of these services in Ashburton District. This local service delivery exists due to a strong partnership between the Trust, Council and the local community.

For further information of the role of the Canterbury West Coast Sports Trust in the district, please refer to the following websites: www.sportcanterbury.org.nz or www.sportmidcanterbury.org.nz

Ministry of Health – Community and Public Health

Community and Public Health continue to have a broad health promotion role in the district including a focus on smoking cessation and Healthy Eating, Healthy Action. An example of how Community and Public Health contribute to sport and recreation in the district is the role they have played in developing , with Council , the Smoke free Sports Fields Policy in Ashburton.

Ministry of Education

The importance of sport and recreation for our young people's development has been recognised by the Ministry of Education through the setting of National Educational Guidelines. In these guidelines, physical activity features as an essential learning area in which schools should aim for children to develop high levels of competence (knowledge and skills) in this activity. The Ministry of Education remains an integral link in delivering sport and recreation to young people of our district.

Changing Priorities

As identified there have been significant changes in focus from central government in the last twelve months which have affected the sport and recreation sector in our district. This shifting of the 'goal posts' can make it challenging when planning for the future of sport and recreation and particularly for maintaining continuity of services. This, however, is inevitable given the political environment in which central government operates. The shift in focus has largely affected SPARC and the Ministry of Health.



Our district has outstanding facilities

Goal One:

Ashburton District is fortunate to have outstanding places and spaces for sport and recreation. The community identified that the following are important elements in ensuring these areas continue for future generations:

- Facilities in the district need to meet a range of needs from grass-roots sport to national competition requirements.
- The planned Aquatic Centre and Indoor Stadium in Ashburton remains a key focus for the community.
- Natural outdoor environments provide unique opportunities for sport and recreation in the district.

Objectives to achieve this goal:

WE HAVE QUALITY INDOOR AND OUTDOOR SPORT FACILITIES CATERING FOR A RANGE OF NEEDS, FROM COMMUNITY BASED PARTICIPATION TO NATIONAL LEVEL COMPETITIONS.

- Our district has a quality aquatic centre and indoor stadium that is well used by the community.
- Our district has a range of quality outdoor playing surfaces
- Our district has networks of urban walkways and cycle ways in our main towns of Ashburton, Methven and Rakaia.
- Community pools throughout the district are well supported.
- Reserves throughout the district have a vision for their future through the development of Reserve Management Plans.

OUR NATURAL ENVIRONMENTS PROVIDE UNIQUE SPORT AND RECREATION OPPORTUNITIES.

- Hakatere Conservation Park is a valued recreation area for our residents.
- We develop plans to improve the quality of our river environments so they are safe for swimming and recreation.
- Our district boasts a district cycleway which meets national standards.

and environments for sport and recreation



STAKEHOLDERS WHO CAN CONTRIBUTE TO ACHIEVING THIS GOAL:

- Ashburton District Council
- Ashburton District Tourism
- Ashburton / Hakatere River Trail Committee
- Ashburton Zone Water Management Committee
- Braided Waters Cycle Trust
- Community Pool Organisations
- Department of Conservation
- Environment Canterbury
- Key stakeholders from the Walking and Cycling Strategy
- Regional Sports Organisations
- Reserve Boards
- Sport Mid Canterbury
- Sport and recreation clubs & organisation
- Wider Community





We have a strong and capable volunteer sector

Goal Two:

As a nation New Zealand is a world leader in the contribution made by volunteers to our communities, with the sport and recreation sector having one of the highest rates of input from volunteers. Our district is no different to this and volunteers are recognised as being an integral link to sport and recreation in our district. Our community recognises that without their input, many of the opportunities available simply wouldn't exist. The following points were identified as being important for the future of volunteers in the sport and recreation industry.

- Volunteers are recognised as being paramount to the success and strength of our sport and recreation clubs and organisations.
- We want to have reliable and accurate information about volunteers in the sport and recreation sector in our district.
- This information will assist us to attract, train and retain volunteers both now and in the future.

Objectives to achieve this goal:

WE HAVE VOLUNTEER PARTICIPATION LEVELS THAT SUPPORT OUR SPORTS AND RECREATION SECTOR.

- We have up to date information from our clubs and organisations regarding their volunteer status and requirements.
- We find effective ways to attract and retain sports club and organisation volunteers in our district.

OUR VOLUNTEERS ARE TRAINED AND CAPABLE.

- Our volunteers have regular opportunities to improve their skills and capability.

OUR VOLUNTEERS ARE RECOGNISED AND CELEBRATED.

- As a district we recognise the input of volunteers.

supporting sport and recreation in our district



STAKEHOLDERS WHO CAN CONTRIBUTE TO ACHIEVING THIS GOAL:

- Ashburton District Council
- Local funding organisations
- Sport Mid Canterbury
- Sport and recreation clubs and organisations
- Volunteering New Zealand



Goal Three:

Our sport and recreation clubs and

Our clubs and organisations are at the heart of sport and recreation opportunities in our district. They provide the range and quality of opportunities for our residents. With SPARC's and the Canterbury West Coast Sports Trusts renewed focus on the development of grassroots sport at the club and regional level, now is the opportune time to ensure our clubs and organisations are prepared for the challenges of the future. The community identified the following key elements as being integral to the success of this goal:

- Some clubs and organisations would like assistance to develop the skills and resources to ensure they are future focused and sustainable.
- Sport partnerships are recognised as a way for clubs and organisations to work together on common issues and concerns.
- Our clubs and organisations are well informed and connected.

Objectives to achieve this goal:

ALL OF OUR CLUBS AND ORGANISATIONS HAVE THE OPPORTUNITY TO DEVELOP AND ENHANCE THEIR STRUCTURE AND MANAGEMENT.

- We work with our local sports and recreation clubs and organisations to gain Club Mark accreditation.
- Our district has effective sport partnerships to further develop sport and recreation.
- The Ashburton Sports Hub is established by 2014 to provide a shared sports administration facility for the district.

OUR SPORT AND RECREATION CLUBS AND ORGANISATIONS ARE WELL INFORMED AND CONNECTED.

- Communication between clubs and organisations is enhanced to ensure that all are well informed.
- Our schools and regional sport organisations are in regular contact to plan and co-ordinate programmes.

organisations are future driven



STAKEHOLDERS WHO CAN CONTRIBUTE TO ACHIEVING THIS GOAL:

- Ashburton Stadium Complex Trust
- Ashburton District Council
- Community Organisations
- Community and Public Health
- Mid Canterbury Schools
- Regional Sport Organisations
- Sport Canterbury
- Sport Mid Canterbury
- Sport and recreation clubs and organisations





Goal Four:

We are actively involved in sport

While participation in sport and recreation is a reflection of the choices an individual makes to be involved or not, the community recognises there are particular areas for improvement which may influence the choices made.

- Young people need to be given the skills to participate in sport and recreation from an early age.
- Active transport remains an important focus for the future transport of our communities.
- Newcomers to our district need to be given the information and opportunities to be involved in sport and recreation.

Objectives to achieve this goal:

OUR YOUNG PEOPLE ARE INVOLVED IN SPORT AND RECREATION FROM PRIMARY SCHOOL.

- Children in our district develop 'Fundamental Sport Skills' through the Kiwi Sport programme in primary schools.
- Our sports clubs and organisations form strong links with secondary schools to ensure pathways are developed for students on leaving school.
- Initiatives focused on providing our youth sport and recreation opportunities are supported.

ACTIVE TRANSPORT IS A VIABLE ALTERNATIVE TO TRAVELLING BY PRIVATE MOTOR VEHICLE IN ASHBURTON, RAKAIA AND METHVEN.

- Ashburton, Methven and Rakaia have active transport modes available to key facilities and destinations within town.
- Our district has networks of urban walkways and cycle ways in our main towns of Ashburton, Methven and Rakaia.

and recreation throughout our lives



SPORT AND RECREATION IS USED AS A GREAT WAY TO MAKE NEW AND EXISTING RESIDENTS FEEL A PART OF THE COMMUNITY.

- We work with the Newcomers Network to identify what information newcomers to the district want and need to be physically active.
- Our community has a range of kaupapa Maori sport and recreational wananga available to them

STAKEHOLDERS WHO CAN CONTRIBUTE TO ACHIEVING THIS GOAL:

- Ashburton District Council
- Ashburton / Hakatere River Trail Committee
- Braided Waters Cycle Trust
- Community funding agencies
- Key stakeholders from Walking and Cycling Strategy
- Mid Canterbury Primary Schools
- Mid Canterbury Secondary Schools
- Newcomers Network Mid Canterbury
- Regional Sport Development Officers
- Sport Canterbury
- Sport Mid Canterbury
- Sport and recreation clubs and organisations
- Te Huka Tai Trust
- Wider community

Action Plan

The following tables identify targets to measure the progress made towards achieving the goals and objectives in this strategy. As progress is made to achieving the goals and objectives it is expected that the plan will naturally evolve. This plan will be reviewed in three years to track and monitor progress made towards achieving the outlined goals and alter targets where necessary.

GOAL ONE: OUR DISTRICT HAS OUTSTANDING FACILITIES AND ENVIRONMENTS FOR SPORT AND RECREATION

We have quality indoor and outdoor sport facilities catering for a range of needs, from community based participation to national level competitions.

Objectives	What we will do	Who will lead & contribute
Our district has a quality aquatic centre and indoor stadium that is well used by the community.	Site selected 2010. Construction begins in 2012. Facility completed in 2014.	ADC , Sport and recreation clubs and organisations, wider community.
Our district has a range of quality outdoor playing surfaces.	Service Level Agreements are established between Council and key users of the Ashburton Domain and Argyle Park by the end of 2010 / 11.	ADC , Regional Sports Organisations, Sport Mid Canterbury.
Our district has networks of urban walkways and cycleways in our main towns of Ashburton, Methven and Rakaia.	The Ashburton Walking and Cycling Strategy implementation group is established in 2010/11. The Walking and Cycling Strategy is extended to include Methven and Rakaia.	ADC , Ashburton / Hakatere River Trail Committee, Braided Waters Cycle Trust, Key stakeholders from Walking and Cycling Strategy.
Community pools throughout the district are well supported.	Community pools are retained and continue to be well used. Council continues to support community pools on an as required basis.	Community Pool Organisations , ADC , wider community.
Reserves throughout the district have a vision for their future through the development of Reserve Management Plans.	Council develops Reserve Management Plans for reserves throughout the district by 2011/12.	ADC , Reserve Boards.



GOAL ONE: OUR DISTRICT HAS OUTSTANDING FACILITIES AND ENVIRONMENTS FOR SPORT AND RECREATION

Our natural environments provide unique sport and recreation opportunities.

Objectives	What we will do	Who will lead & contribute
Hakaterere Conservation Park is a valued recreation area for our residents.	DOC begins monitoring visitor use in the Hakaterere Conservation Park and shares results with Active Ashburton on an annual basis from 2010.	DOC, ADT.
We develop plans to improve the quality of our river environments so they are safe for swimming and recreation.	The Ashburton Zone Water Management Committee develops a Canterbury Water Management Strategy Zone implementation plan that includes actions to improve river water quality for swimming by 2011/12. Measures are implemented that make swimming and contact recreation safe by 2015 (as measured by ECan).	Ashburton Zone Water Management Committee, ECan.
Our district boasts a district cycleway which meets national standards.	Stage one of the Braided Waters Cycleway is developed with the completion of the Lake Hood and Rakaia walking and cycling tracks in 2010/11. The Braided Waters Cycleway around the district is completed by 2020.	Braided Waters Cycleway Trust, ADT, wider community.



Action Plan

GOAL 2: WE HAVE A STRONG AND CAPABLE VOLUNTEER SECTOR SUPPORTING SPORT AND RECREATION IN OUR DISTRICT

We have volunteer participation levels that support our sports and recreation sector.

Objectives	What we will do	Who will lead & contribute
<p>We have up to date information from our clubs and organisations regarding their volunteer status and requirements.</p>	<p>An Annual Club Survey is developed in 2010/11 is undertaken in alternate years to summer and winter sporting codes.</p> <p>An Annual Club Survey Report is prepared on the findings of the survey to Active Ashburton, Council and the community.</p> <p>Volunteer numbers increase from 2010/11 levels.</p>	<p>SMC, ADC, Sport and recreation clubs and organisations, Volunteering New Zealand.</p>
<p>We find effective ways to attract and retain sports club and organisation volunteers in our district.</p>	<p>Volunteer retention rates will be monitored through the Annual Club Survey from 2010/11.</p> <p>The number of volunteers will grow annually from 2010/11 levels.</p> <p>A plan is developed and implemented to help match volunteers with clubs from 2011/12.</p> <p>The national Volunteer Awareness Week is utilised to raise the profile of sport and recreation volunteering in our district from 2011.</p>	<p>SMC, ADC, Sport and recreation clubs and organisations, Volunteering New Zealand.</p>



**GOAL 2: WE HAVE A STRONG AND CAPABLE VOLUNTEER SECTOR
SUPPORTING SPORT AND RECREATION IN OUR DISTRICT**

Our volunteers are trained and capable.

Objectives	What we will do	Who will lead & contribute
Our volunteers have regular opportunities to improve their skills and capability.	<p>A plan is developed to identify volunteer training needs and how to meet these in 2010/11.</p> <p>The plan is implemented and volunteer training courses and participation rates are monitored annually.</p>	SMC , Sport and recreation clubs and organisations.

**GOAL 2: WE HAVE A STRONG AND CAPABLE VOLUNTEER SECTOR
SUPPORTING SPORT AND RECREATION IN OUR DISTRICT**

Our volunteers are recognised and celebrated.

Objectives	What we will do	Who will lead & contribute
As a district we recognise the input of our sports club volunteers.	<p>The Sport Mid Canterbury Volunteer Breakfast is reviewed in 2010/11 to investigate how best to celebrate and acknowledge our volunteers.</p> <p>A 'Sport Vollie of the Week' initiative is established in 2011 to recognise outstanding volunteer contribution to sport.</p> <p>The national Volunteer Awareness Week is utilised to celebrate our sport and recreation volunteers from 2011 through a recognition event.</p>	SMC , ADC, Local funding organisations, Local sport and recreation clubs and organisations



Action Plan

GOAL 3: OUR SPORT AND RECREATION CLUBS AND ORGANISATIONS ARE FUTURE DRIVEN

All of our clubs and organisations have the opportunity to develop and enhance their structure and management.

Objectives	What we will do	Who will lead & contribute
We work with our local sports and recreation clubs and organisations to gain Club Mark accreditation.	<p>10% of sports and recreation associations / clubs in Ashburton District have achieved Club Mark status by 2012/13.</p> <p>The proportion of sport and recreation association / clubs to have achieved Club Mark status increases by 5% per annum from 2013/14.</p>	SMC , Sport and recreation clubs and organisations.
Our district has effective sport partnerships to further develop sport and recreation.	<p>A Rakaia Sport partnership is established by 2011*.</p> <p>A Methven Sport partnership is established by 2012*.</p>	SC, SMC , Community Organisations, Ashburton District Council, Sport and recreation clubs and organisations.
The Ashburton Sports Hub is established by 2014 to provide a shared sports administration facility for the district.	The Ashburton Sports Hub is established by 2014#.	Ashburton Stadium Complex Trust , ADC, Regional Sport Organisations, SMC.



GOAL 3: OUR SPORT AND RECREATION CLUBS AND ORGANISATIONS ARE FUTURE DRIVEN

Our sport and recreation clubs and organisations are well informed and connected.

Objectives	What we will do	Who will lead & contribute
Communication between clubs and organisations is enhanced to ensure that all are well informed.	<p>A District Sports Forum is held annually from 2011.</p> <p>Active Ashburton produces a district sport and recreation report at least annually from 2010 to update sports clubs and organisations of sector news.</p>	<p>SMC, ADC, Community and Public Health, Sport and recreation clubs and organisations.</p>
Our schools and regional sport organisations are in regular contact to plan and co-ordinate programmes.	<p>Schools and Regional Development Officers network and establish links so that planning of school sports programmes occurs annually from 2011.</p> <p>The annual District Sports Forum provides an opportunity for networking and establishing links between schools and regional development officers.</p>	<p>RDO's, Schools, SMC, SC.</p>

***Note:** A sport partnership is a project whereby sports groups work together to enhance sport and recreation in local communities. Sport partnerships are a proven way of strengthening sport and physical activity in communities and can take a wide variety of forms.

For example some sport partnerships are focused around the development of a shared sports complex (as is the long term goal in Rakaia); whereas others are focused around sharing administrative tasks.

The long-term goals with any sport partnership are to increase volunteer and playing numbers for all sports involved, enhance the long-term financial sustainability of clubs, to generate new sport and physical activity opportunities in a community and to increase member satisfaction.

#Note: In 2008, Council and Sport Mid Canterbury prepared a funding application for SPARC to develop a shared sports administration facility in Ashburton for regional sports organisations.

While the application was unsuccessful, the commitment to the proposal remains high and it is likely that a shared sports administration facility will be developed in Ashburton to house regional sports organisations at some point in the future ('Sports Hub').



Action Plan

GOAL 4: WE ARE ACTIVELY INVOLVED IN SPORT AND RECREATION THROUGHOUT OUR LIVES

Our young people are involved in sport and recreation from primary school.

Objectives	What we will do	Who will lead & contribute
Children in our district develop 'Fundamental Sport Skills' through the Kiwi Sport programme in primary schools.	Fundamental Sport Skills programmes are offered to all Ashburton District primary schools from 2010.	SC , Primary Schools, SMC.
Our sports clubs and organisations form strong links with secondary schools to ensure pathways are developed for students on leaving school.	Information on club retention rates, with a focus on secondary school aged players, is collected through the Annual Club Survey from 2010/11. Retention rates of school-leaving aged sport club members are monitored annually from 2010.	SMC , Sport and recreation clubs and organisations, Secondary schools, Regional Development Officers.
Initiatives focused on providing our youth sport and recreation opportunities are supported.	The 'Skate Skool' Activating Youth project is delivered and meets annual participation targets from 2010/11 Sport Mid Canterbury provide our sports clubs and organisations with training on how to promote their sports to youth from 2010/11. Ashburton District schools apply for, and receive, at least 5% of the contestable Kiwisport funding available in the region from 2010.	SMC,SC , Primary and Secondary Schools, Sport and recreation clubs and organisations, wider community.

Note: Detailed performance measure information will be reported from Sport Canterbury / Sport Mid Canterbury for the Kiwi Sport, Activating Youth and Fundamental Sport Skills programmes which will enhance the monitoring outlined above.



**GOAL 4: WE ARE ACTIVELY INVOLVED IN SPORT AND RECREATION
THROUGHOUT OUR LIVES**

Active transport is a viable alternative to travelling by private motor vehicle in Ashburton, Rakaia and Methven.

Objectives	What we will do	Who will lead & contribute
Ashburton, Methven and Rakaia have active transport modes available to key facilities and destinations within town.	Council's Annual Residents Survey measures residents active transport participation every three years from 2011.	ADC , Ashburton / Hakatere River Trail Committee, Braided Waters Cycle Trust, Key stakeholders from Walking and Cycling Strategy.
Our district has networks of urban walkways and cycle ways in our main towns of Ashburton, Methven and Rakaia.	The Ashburton Walking and Cycling Strategy implementation group is established in 2010/11. The Walking and Cycling Strategy is extended to include Methven and Rakaia.	

**GOAL 4: WE ARE ACTIVELY INVOLVED IN SPORT AND RECREATION
THROUGHOUT OUR LIVES**

Objectives	What we will do	Who will lead & contribute
We work with the Newcomers Network to identify what information newcomers to the district want and need to be physically active.	Newcomers Network works with Active Ashburton representatives annually to discuss how best to meet newcomers needs, from 2010. The Newcomers Network website is linked through to the Sport and Recreation directory on the Council website by the end of 2010. Newcomer's perspectives are included in the annual district Sport and Recreation report.	Newcomers Network Mid Canterbury , ADC, SMC, sport and recreation clubs and organisations.
Our community has a range of kaupapa sport and recreation wananga available to them	Sport and recreation wananga and participation rates increase annually from 2010 levels. Skill level of sport and recreation wananga participants increases annually from 2010 levels.	Te Huka Tai Trust , Community funding agencies, Wider community.

SWOT Analysis Findings

Attendees at the community workshops were asked to record what they considered to be the strengths, weaknesses, opportunities and threats facing the district's sport and recreation sector. These results were grouped into relevant themes, along with other data collected and the following are the key points which resulted.

Facilities & Environments:

Key Points

- A quality network of footpaths and cycle ways remain a key issue for the community.
- Overall people seemed happy with the maintenance of Domains throughout the district, however concern was raised regarding the quality of sports grounds in Ashburton (specifically Cricket and Football grounds).
- Sport partnerships in Rakaia and Methven appear to provide an opportunity to develop shared sports complexes and strengthen clubs.
- Active Transport is reliant on having a quality network of footpaths and cycle ways.
- The community is keen to see the new aquatic centre and indoor stadium started.

Volunteers and People:

Key Points

- People are recognised as being the key to sports clubs and organisations.
- The suggestion was made that clubs need to "work smarter" to attract and retain volunteers.
- Technology needs to be embraced to help keep communication flowing.
- Some groups (ie dairy farm workers, shift workers) were identified as possibly being an untapped resource, and clubs may need to re-think how they can include / utilise these groups.



Organisations and Clubs:

Key Points

- The high costs of running and maintaining facilities can be a burden on clubs
- Reduction in funding, with clubs often competing with each other for the same funds seems inefficient.
- Opportunities exist to improve linkages and connections between clubs and organisations – perhaps by introducing sport partnerships to form governance groups etc (Note this is NOT amalgamation).
- Potential for better linking and engagement between sectors and organisations at policy, planning and implementation levels.
- Potential for increasing linkages of facilities (eg between schools and sports clubs).

Participation:

Key Points

- Sport and recreation can be an important way to develop a sense of community – particularly for new people to the area. Need to understand this and look to attract people to clubs and organisations.
- While the benefits of active transport are recognised – the motivation is the point of difference. There are potential linkages into the Walking and Cycling Strategy here.
- Sport and physical activity needs to continue to target the entire population, both young and old.
- Video games have moved from a threat to an opportunity (such as Wii Fit) – again embracing new technology can extend sport and recreation opportunities
- Sport is becoming more casual as people may have less time, money or motivation to participate in regular, ongoing competitions.
- Our district is being recognised as an ideal location to host a range of different events – which can give locals the drive or motivation to become involved (eg Girls on Bikes).



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- Braided Waters Cycle Trust
- Community and Public Health
- Methven Community Board
- Mid Canterbury Primary School Principals Association
- Presbyterian Support—Family Works
- Sport Mid Canterbury

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