



Play, Active Recreation and Sport

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From the Mayor

Our vision - Everybody included, having fun being active

The Ashburton District is a great place to live, work and play. Easy access to play, active recreation and sport provides our residents with the opportunity to enjoy a balanced lifestyle and supports hauora (wellbeing), while also enabling a positive experience for visitors.

While the physical benefits are well known, play, active recreation and sport also supports wellbeing in other ways including improved mental health, increased self-confidence and sense of social connection within the community.

These benefits are not just limited to those who play sport, many people also participate from the sidelines and bleachers, as supporters, volunteers or club members.

The Council recognises the high value that play, active recreation and sport provides our community. For this reason we partnered with local clubs, teams and organisations to develop a new strategy that will plan for the future of play, active recreation and sport within the Ashburton District.

Since the 2010 Sport & Recreation Strategy was introduced, the EA Networks Centre was launched in 2015, and more opportunities to participate in play, active recreation and sport have presented themselves.

While such great progress was made, there is still more work to be done as our community and environment continues to change and grow. Our Strategy is formed around the vision of everybody included, having fun being active and includes an action plan to achieve this.



Neil Brown, Mayor



The Strategy

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The Strategy

The Strategy

What is play, active recreation and sport?

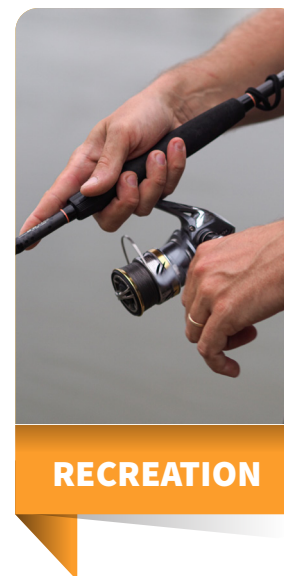
For the purpose of the Strategy:

- Play is defined as a range of intrinsically motivated activities done for recreational pleasure and enjoyment. Play is commonly associated with children and juvenile-level activities, but play occurs at any life stage. Play is the foundation, alongside physical education, of physical literacy, as a child's earliest physical experiences are through play.
- Active recreation is defined as leisure time physical activity undertaken outside of structured and unstructured sport. Activities include walking, gym workouts, cycling, dancing, community gardening, and running/jogging. (Non-physical recreation or leisure, for example board games, art and craft or singing, is not included in the scope of the Strategy. Whilst there is recognition of the value of passive recreation, this strategy is aimed at increasing active participation and physical literacy).
- Sport is defined as competitive and social sport in which teams and individuals participate in a formal, structured way (e.g. rugby and netball competitions) or a casual, unstructured way (e.g. a social game of cricket or basketball played by groups of friends on weekends).



Play examples:

- Playgrounds
- Schools
- Backyard cricket
- Shooting hoops
- CBD play areas



Active recreation examples

- Skatepark
- Frisbee golf
- Skiing
- Dog walking
- Fishing
- Gym



Sport examples:

- Rowing
- Netball
- Rugby
- Football
- Tennis

The Strategy

Why is play, active recreation and sport important?

When people take part in play, active recreation and sport, there are a multitude of positive spin-off benefits for 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.

Social Capital

Play, active recreation and sport enable better connected communities. This is done through activities and events that support social connections, volunteering and participation. This leads to bonding and bridging, shared identity, trust and inclusiveness.

Human Capital

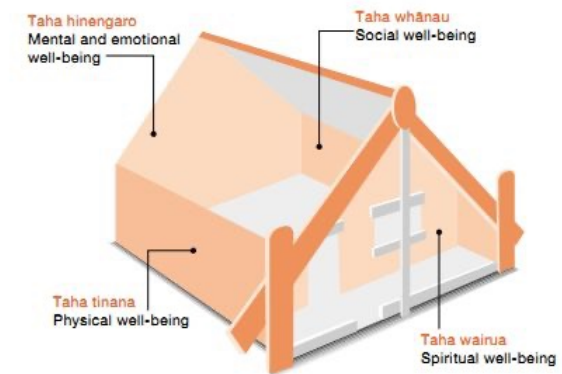
Happier, healthier people are also enabled through play, active recreation and sport. Participation in physical activity and physical literacy lead to improved mental health, physical health and educational attainment.

Financial and Physical Capital

Play, active recreation and sport enable regional, national and major sport events, global success in sport, and infrastructure for activity. This has economic benefits for the whole of New Zealand and our district ¹.

Hauora – Wellbeing ²

The concept of well-being encompasses the physical, mental and emotional, social, and spiritual dimensions of health. This concept is recognised by the World Health Organisation. Hauora is a Māori philosophy of health unique to New Zealand. It comprises taha tinana (physical wellbeing), taha hinengaro (mental and emotional wellbeing), taha whanau (social wellbeing), and taha wairua (spiritual wellbeing).



Dr Mason Durie's whare tapawha model compares hauora to the four walls of a whare, each wall representing a different dimension:

- taha wairua (the spiritual side)
- taha hinengaro (thoughts and feelings)
- taha tinana (the physical side)
- taha whanau (family).

All four dimensions are necessary for strength and symmetry ³.

¹ [sport-nz-outcomes-framework2.pdf \(sportnz.org.nz\)](https://sportnz.org.nz/sport-nz-outcomes-framework2.pdf)

² Well-being, hauora / Underlying concepts / Health and PE in the NZC (1999) / HPE in the New Zealand curriculum / Teaching in Health and Physical Education (HPE) / Home - Health & PE (tki.org.nz)

³ (Adapted from Mason Durie's *Whaiora: Māori Health Development*. Auckland: Oxford University Press, 1994, page 70).

The Strategy

Why do we need a strategy?

The first generation Physical Activity Strategy was in 2006 and the second generation Sport and Recreation Strategy was adopted by Council in 2010. While the 2010 strategy focused primarily on the development of the EA Networks Centre, it was recognised that a strategy with a community focus was needed. The next question became, now that we have the built and enhanced environments to support physical recreation, how can we as a community, activate those spaces to their full potential?

What does this strategy include?

This strategy identifies the objectives, actions and projects that will help us, together as a community, achieve a shared vision for play, active recreation and sport in our district.

The strategy:

- provides information on the play, active recreation and sport spaces and places that we manage and the work we undertake;
- sets out how the Council will enable, facilitate and support partnership within the community we will work with our community and stakeholders; and

- provides information on a shared plan to support our play, active recreation and sport providers

This strategy is designed to guide Council decision making on our district's play, active recreation and sport. It is structured as follows:

- Strategy - outlines the goals and objectives for our play, active recreation and sport community
- Action Plan - explains how and when objectives will be achieved
- Appendices - contains relevant background information



The Strategy

How has this strategy been prepared?

This strategy was prepared by interviewing key stakeholders, surveying active recreation groups, clubs and organisations, reviewing other plans and strategies for alignment, and running a workshop with key stakeholders. The key stakeholders included representatives from: Te Rūnaka o Arowhenua, Ashburton District Council, Ashburton College, EA Networks Centre, Sport Canterbury, Healthy Active Learning, YMCA, Hakatere Youth Association, Mid Canterbury Netball, Mid Canterbury Hockey, Bowls Canterbury, Mid Canterbury Cricket, Mid Canterbury Football, Touch NZ, Mid Canterbury Rugby. Groups also represented in the survey included are included in Appendix A.

• A review of relevant strategies and plans

The Play, Active Recreation and Sport Strategy needs to align with national, regional and local strategies and plans. This includes the Canterbury Spaces and Places Plan⁴, Sport New Zealand Strategy⁵, the Ashburton District Walking and Cycling strategy⁶, the Open

Spaces Strategy⁷, the Long-Term Plan (LTP)⁸ that specifies Council's intentions for the next 10 years and how we will fund them, and the Ashburton District Plan that provides the planning framework for our district.

What do we have to think about?

Four key themes emerged from the pre-engagement from the community. They were:

- Covid-19
- Population change – ageing and increasing diversity
- Digital Transformation
- Cost to participate

Other key issues being watched, but did not come through as key themes in pre-engagement are the age of facilities and numbers of club volunteers. While club volunteerism remains stable in rural areas, there are indications that volunteerism in urban areas is declining.

Covid-19



Whilst lockdowns and restrictions provided an opportunity for some to explore new ways to recreate such as walking and cycling with families, sport and recreation facilities and organisations have suffered. The public health measures associated with the global Covid-19 pandemic prevented people from actively participating in their regular individual or group sporting or physical activities outside of their homes. Under such conditions, many tend to be less physically active, have longer screen time [and] irregular sleep patterns. ⁹The global outbreak of COVID-19 resulted in closure of gyms, stadiums, pools, dance and fitness studios, physiotherapy centres, parks and playgrounds interrupting the routines and habits of many. Local recreational clubs, groups and organisations surveyed stated that an impact in participation affected the ability to collect funds, while staffing costs due to Covid-19 implications increased.

⁴ Sport Canterbury - Canterbury Spaces and Places Plan

⁵ Strategic direction | Sport New Zealand - Ihi Aotearoa (sportnz.org.nz)

⁶ Walking & Cycling Strategy 2020-30 | Ashburton DC

⁷ Open Spaces Strategy 2016-26 | Ashburton DC

⁸ Long-Term Plans | Ashburton DC

⁹ The impact of COVID-19 on sport, physical activity and well-being and its effects on social development | DISD (un.org)

The Strategy



Population Change



General population trends in Ashburton District from the previous strategy have continued.

Number of people
(Ashburton District, 2018)

Population change
2013 to 2018

33,423

+7.67%
(+2,382)

29.3%

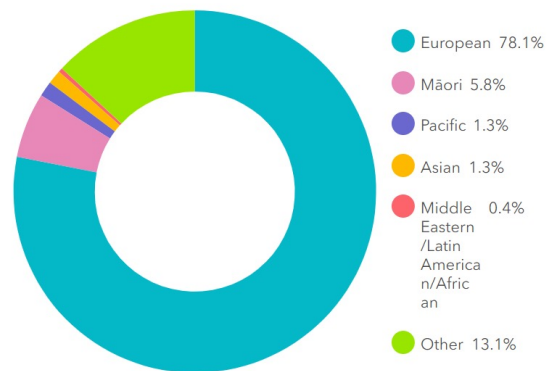
of Ashburton District residents,
arrived to New Zealand in the 5 years
prior to 2018

18.8% were born overseas

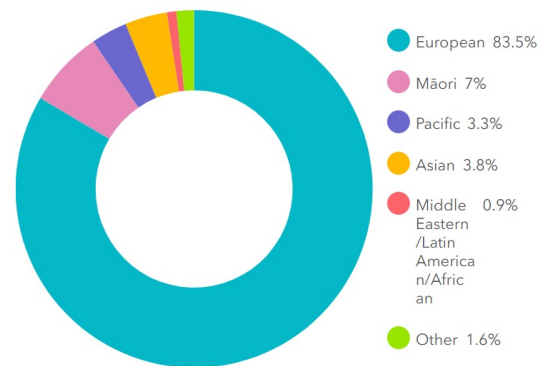
The Strategy

ETHNIC GROUPS OF ASHBURTON DISTRICT (2006-2018 CENSUSES)

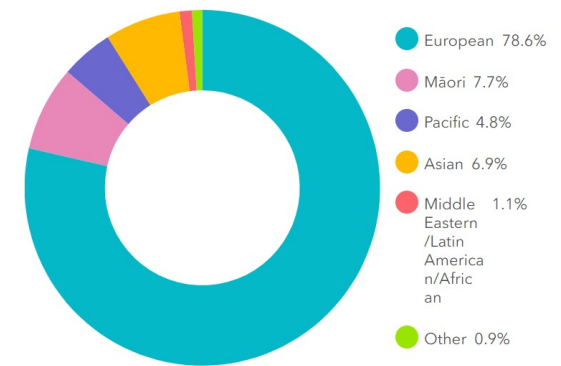
2006



2013

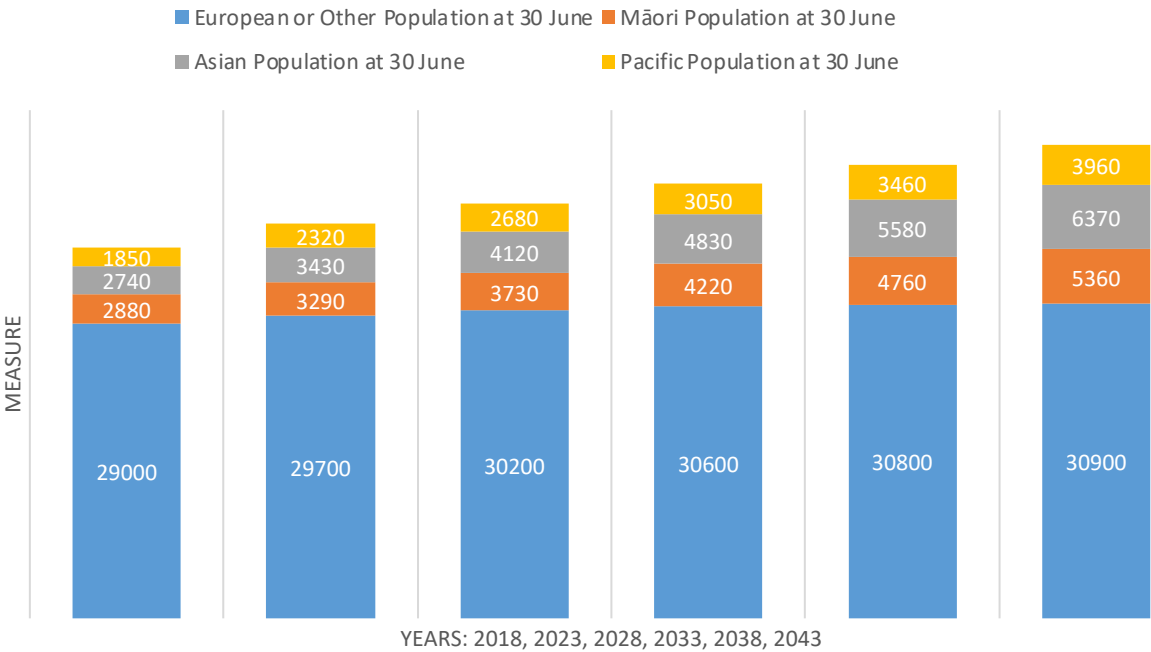


2018



The Strategy

POPULATION PROJECTION BY ETHNICITY 2018 (BASE) TO 2043



Ethnic Diversity

Ethnic diversity has been increasing, and is this trend is expected to continue over time. The graphs below show a notable real and projected increase of Māori, Pacific and Asian populations. Since the resettlement of former refugees began taking place in Ashburton District in 2021 – play, active recreation and sport has already played a key part in the belonging and inclusion of these new residents. Active participation is widely recognised as an important tool for the settlement of refugees, migrants and newcomers from throughout New Zealand. As such, Sport Canterbury and Aoraki Schools were appointed to the Welcoming Communities Advisory Group who oversee the Welcoming Communities work programme.

The Strategy

Ageing Population

While all age groups in the district are expected to grow, it is projected that the 65 years and over age group will grow the most, followed by 40-64 year olds. The following graph shows the projected increase of four age ranges from 2018-2048 with the 65+ age group increasing to over 12,000 residents. Active recreation, in particular, is recognised as a key way for our ageing population to keep fit and healthy as well as maintain their social connectedness.

Digital Transformation

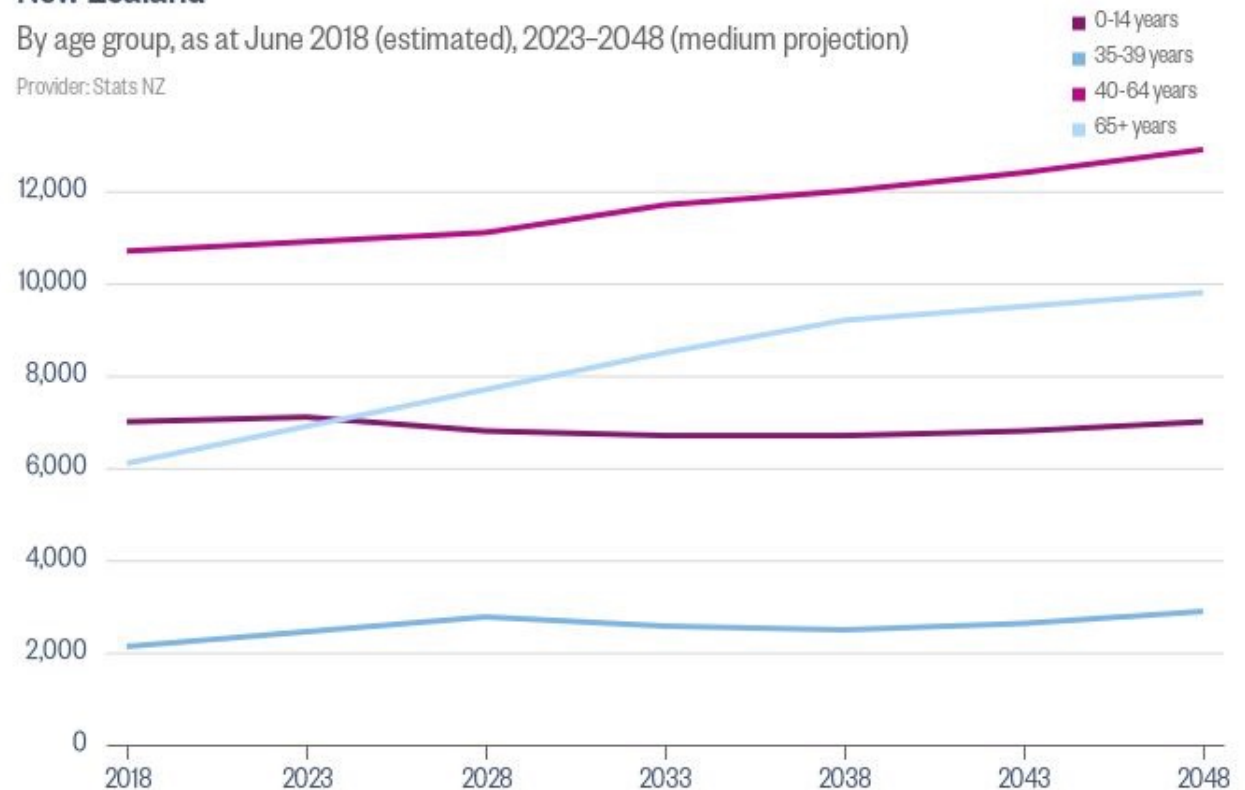
Digital technology continues to present opportunities to improve physical literacy and participation. Emerging technology includes wearable trackers, performance analytics platforms, mobile applications, connected sports equipment and coaching solutions. Our 2022 survey showed that 77% of clubs, groups and organisations are using social media as a key tool for attracting new members. On the flipside, an increased use in technology is attributed to increasing sedentary lives ¹⁰.

Estimated and projected population in the Ashburton District, New Zealand

By age group, as at June 2018 (estimated), 2023-2048 (medium projection)

Provider: Stats NZ

figure.nz



⁴ The Evolution of Technology and Physical Inactivity: The Good, the Bad, and the Way Forward - PubMed (nih.gov)

The Strategy

Cost to participate

Community members tell us that the cost to participate is a key barrier to participation – particularly in sport. Costs involved in transportation or travel to games and competitions were indicated by the community as difficult costs for families to bear. This was felt particularly strongly by families of secondary school-aged children, who are often required to participate outside of the district. Due to the cost barrier, some rangatahi (youth) move out of the District to more urban schools, or leave school early to earn a full time income. This means that participation in local secondary school teams are reducing, and local role models for younger players are waning. Therefore, creative solutions to deliver play, active recreation and sport to reduce financial barriers, is important to maintaining the resilience of organised sport.

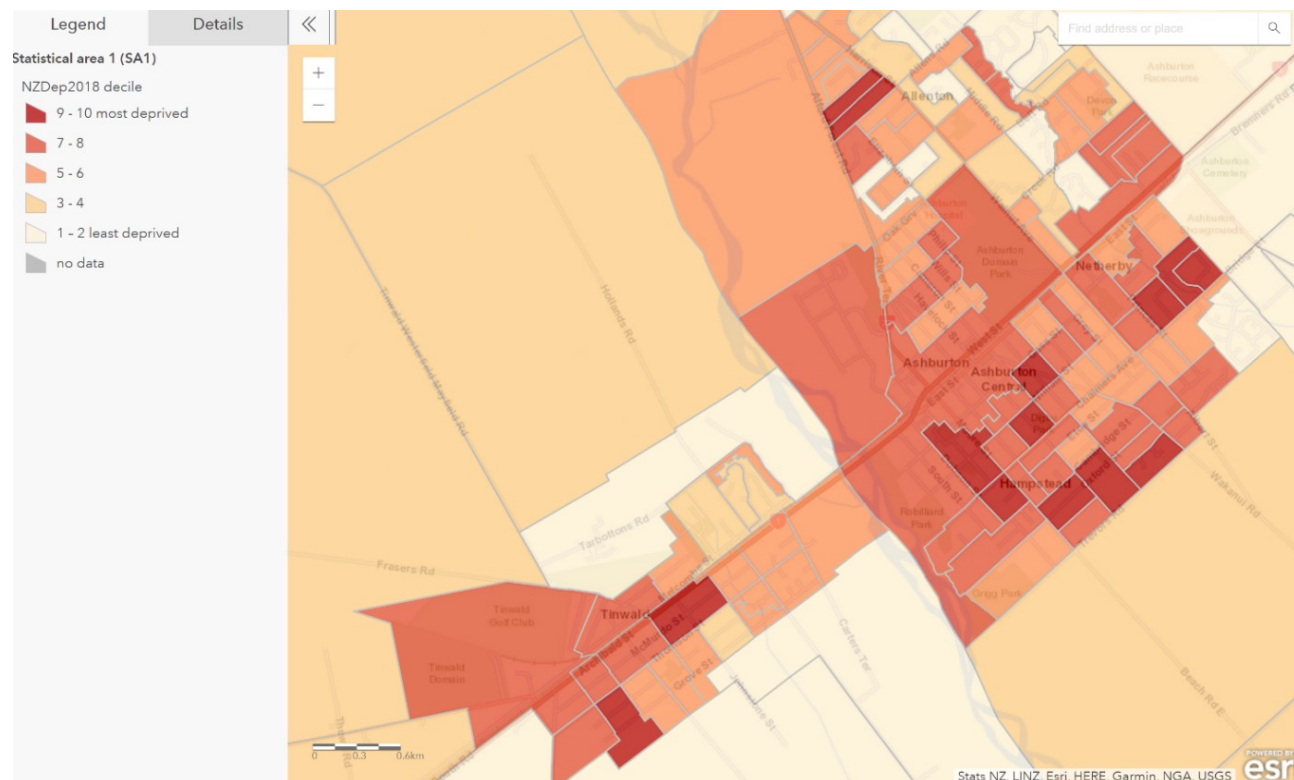
About deprivation scores:

The higher the value, the higher the deprivation.

The NZDep2018 (the deprivation score used) is measured by combining the following census data:

- Communication – access to internet
- Income – people receiving benefits, living in a household below income threshold
- Employment – unemployment
- Qualifications – people without qualifications
- Owned home – people not living in own home
- Support – single parent families
- Living space – households below a bedroom occupancy threshold
- Living condition – living in dwellings that are always damp or have mould .

DEPRIVATION SCORE BY STATISTICAL AREA IN URBAN ASHBURTON



¹¹ NZDep2018 Index of Deprivation User's Manual

The Strategy

Where did we get to with our previous strategy?

The following table provides an overview of progress against the key outcomes from the 2010 Sport & Recreation Strategy.

OUTCOME	PROGRESS
“We have quality indoor and outdoor sport facilities catering for a range of needs, from community based participation to national level competitions.”	Since the last strategy, the EA Networks Centre was built and opened to the public May 9, 2015. The centre has four indoor pools, a spa and steam room, four indoor courts with spectator seating, storage facilities, two outdoor courts and a range of aquatic and fitness facilities, including Les Mills and spinning group fitness classes, AshSwim Swim School, Aquacise classes, and a fitness centre with fitness testing equipment. The centre contains a sports house that provides communal office space for local sports organisations to share resources and ideas. Pools and playgrounds in the district were audited and reviewed in 2021 with upgrades now in the Council’s planned work programme. A dedicated Council staff member was appointed in 2019 to support reserve boards and community pool organisations.
“Our natural environments provide unique sport and recreation opportunities”.	Many developments to enhance the recreation value of our natural environment have occurred since the last strategy. A network of mountain bike trails have been established alongside the Ashburton River and at Mount Hutt. Also along the riverside is the Trevors Road Motorcycle park. Projects currently in the planning and preparation phases include an Ashton Beach motorcycle park and an ‘every winter’ ice-skating and curling rink at Staveley. Mount Hutt continues to develop its ski trails and has been voted New Zealand’s best ski resort at the World Ski Awards from 2015-2021. Lake Hood continues to be a significant place for people to play, walk, run, cycle and partake in water sports. Popular walkways for active recreation enthusiasts include Ashburton Gorge, Māori Lakes, Lake Heron, the Rakaia and Rangitata Gorges, Te Awa Awa Reserve and the Mt Somers walkway. Sharplin Falls walking track was closed having suffered rockfall damage in 2017 and funds are being raised to provide a new track. A long-term strategic plan is currently in development for Lakes Clearwater and Camp.
“We have volunteer participation levels that support our sports and recreation sector.”	In January-February of 2022 we conducted a survey with sport and active recreation clubs, groups and organisations. 54% of respondents reported that they have enough or more than enough volunteers whilst 46% of clubs do not have enough volunteers. 20% reported a lack of volunteers has led to a threat of the club dissolving. 84% of the volunteers are currently active members, followed by 50% non-active or past members. It was reported that rural clubs tend to have strong volunteer support but the urban clubs less so. These are similar findings to the first survey completed 12 years ago in 2012.

The Strategy

“Our volunteers are trained and capable.”	In the 2022 survey we asked what types of training was available for volunteers. 67% of respondents provided in club training and 25% provided training through an affiliate organisation. 12% of respondents said that no training was provided to their volunteers.
“Our volunteers are recognised and celebrated.”	The Mid Canterbury Sports Awards have taken place for over 50 years and are a celebration of the region’s outstanding sporting achievements, from the grassroots to elite levels of performance. Administrators, officials, coaches, teams, volunteers, and athletes are acknowledged in a special evening of celebration. ‘Sporting Legends of Mid Canterbury’ are inducted into the Sporting Legends of Mid Canterbury Hall of Fame. Volunteering Mid Canterbury recognises volunteers, as does the Council’s Community Honours Awards. The local news media positively supports sport and active recreation enthusiasts and volunteers.
“All of our clubs and organisations have the opportunity to develop and enhance their structure and management.”	44% of clubs, groups and organisations updated their constitution in the last 3 years and 48% updated their strategy in the last 3 years. Most stated that they are affiliated with regional, national and international organisations with 12% not affiliated. 43% and 36% stated that communication occurred with the affiliate organisation often and regularly (respectively).
“Our sport and recreation clubs and organisations are well informed and connected.”	Sports House is a communal office space in the EA Networks Centre for local sports clubs to share ideas and resources. Tenants include Sport Canterbury, Mid Canterbury Netball, Hockey, Cricket and Football. 20% and 36% of participants in the 2022 survey reported that communication between clubs occurred often or regularly (respectively). More recently, an Ashburton Domain user group was established, as well as a Hakatere River Trails user group and EA Networks Centre user group.
“Our young people are involved in sport and recreation from primary school.”	Results from the recent survey showed that the largest age group represented in club/group/org memberships 100+ was tamariki (children) aged 0-12. The largest age group reported in memberships was pakeke (adults) aged 25-64 with 97%, followed by rangatahi (youth) aged 13-24 on 86%, tamariki on 87% and kaumatua (seniors 65+) 63%.
“Active transport is a viable alternative to travelling by private motor vehicle in Ashburton, Rakaia and Methven.”	Active transport was a key focus in the Walking and Cycling Strategy 2020-2030. The new strategy provides a framework for enabling walking and cycling to be (for transport and recreation) safer and more attractive, with the aim of increasing the number of people using the walking and cycling network. The strategy includes the localities of Ashburton, Rakaia and Methven.

The Strategy

Who's involved?

Sport New Zealand, Ihi Aotearoa ¹²

Everybody Active

Sport New Zealand and High Performance Sport New Zealand have a shared purpose – to contribute to the wellbeing of everyone in Aotearoa New Zealand. Sport NZ is the kaitiaki (guardian) of the play, active recreation and sport system in Aotearoa New Zealand. High Performance Sport NZ leads the high performance sport system supporting athletes and coaches to deliver performances on the world stage that inspire the nation and its communities, helping to build national identity and promote New Zealand internationally.

As a crown agency, Sport NZ and HPSNZ promotes and supports quality experiences in play, active recreation and sport, including elite sport, to improve levels of physical activity and, through this, ensure the greatest impact on wellbeing for all New Zealanders. Together, Sport NZ and High Performance Sport NZ provide end-to-end leadership of the system.

Sport NZ's Towards 2032 Strategic Direction document includes the first of three four-year Strategic Plans for the period 2020-24. 2020-2024 will focus on tamariki (5-11 years) and rangatahi (12-18 years) through play, PE, active recreation and sport with an aim to reduce the drop-off in physical activity levels of rangatahi (youth) throughout their teenage years.

Over the period 2020-2024, Sport NZ will also deliver upon the commitments made through the Government's Women and Girls in Sport and Active Recreation Strategy, along with the Government's Disability Plan and the Sport Integrity Review.

Sport Canterbury ¹³

More People, More Active, More Often

In 1989, Sport Canterbury was established as the Regional Sports Trust for the Waitaha Te Tai Poutini (Canterbury & West Coast) region. In 2021, the role of sport is to provide people of all ages with a sense of community and connection.

For that reason, for over 30 years Sport Canterbury

have been committed to empowering coaches, clubs and sports. Sport Canterbury acknowledges the value that sport, play, physical activity and recreation have in building better communities - helping people feel good about themselves.

In 2022 Sport Canterbury continues to grow their hāpori (community). Sport Canterbury is also the home of Healthy Families Ōtautahi (Christchurch), Healthy Active Learning, Community Strength and Balance, and Green Prescription, collaborating with partners in health and education to improve outcomes for the wellbeing of our whānau (family).



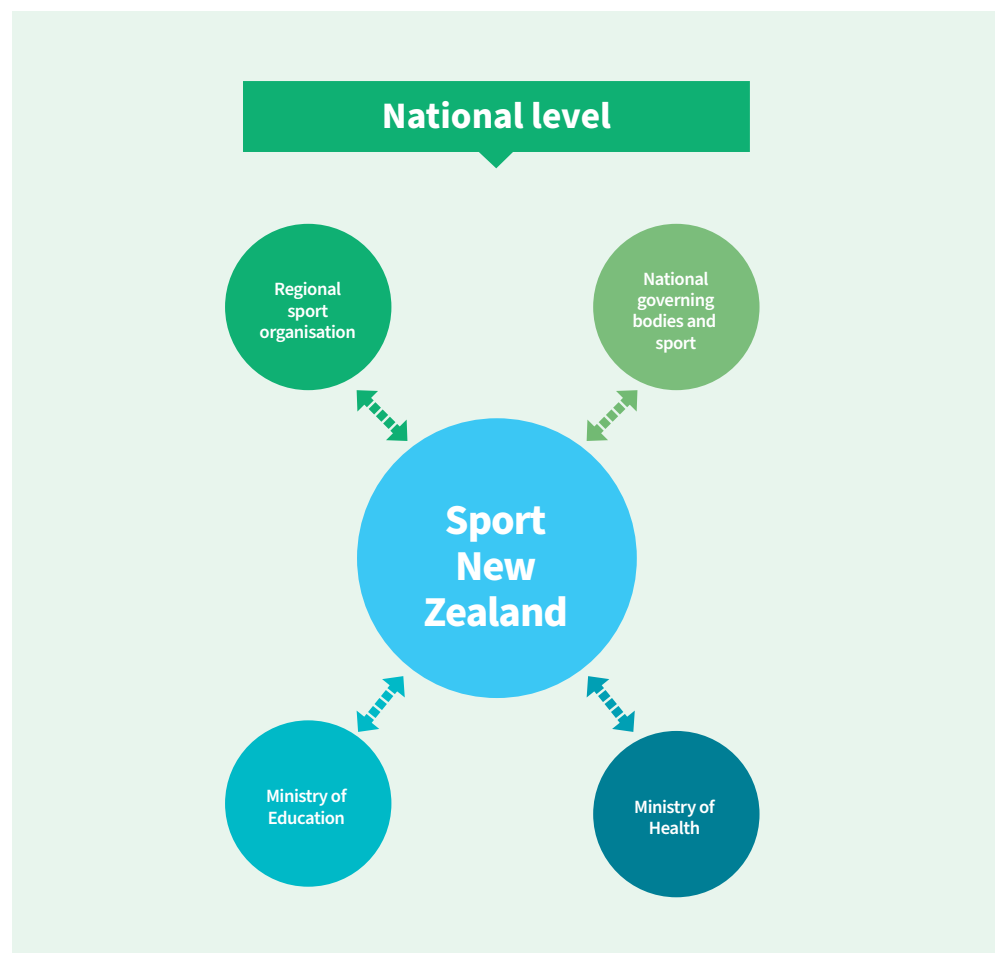
¹² *Sport New Zealand - Ihi Aotearoa* (sportnz.org.nz)

¹³ *Sport Canterbury - Home*

The Strategy

Stakeholders

The diagram below shows the stakeholders involved



A photograph of an elderly couple jogging along a path in a park. The woman is in the foreground, wearing a white tank top and a teal jacket, holding a water bottle. The man is slightly behind her, wearing a blue t-shirt and blue shorts, also holding a water bottle. They are both smiling and looking towards the left. The background is filled with lush green trees and a bright, hazy sky, suggesting a sunrise or sunset. The overall mood is positive and active.

Action Plan

Action Plan

What are our goals?

What do we want to achieve?

Action Plan

What are our new community goals and vision?

Our vision:

“Everybody included, having fun, being active”

Collaboration with key stakeholders and reviewing policies at a local and national level has led to four main goals and twelve objectives for our strategy.

GOAL 1: The whole whānau (family) feels included and welcome to participate

This means (objectives):

- The sector recognises barriers to participation of all demographics and has a plan to address the barriers
- Local rangatahi (youth) continue their involvement in play, active recreation and sport 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 sport supports wellbeing and this is well promoted in the community
- Inclusion, collaboration and utilisation is well promoted in the community

Our Action Plan

SHORT-TERM

1-3 years

MEDIUM-TERM

3-5 years

LONG-TERM

5-10 years

How will we do it? To achieve these goals and objectives, the following action plan has been created.

GOAL 1: The whole whānau (family) feels welcome and included to participate

	OBJECTIVES	ACTIONS	WHO	ACTION
1.1	The sector recognises barriers to participation of all demographics and has a plan to address the barriers SHORT-TERM	A. Conduct research identifying physical activity participation levels and barriers preventing community participation across all demographics	A. Led by Community Services Group of ADC in partnership with Sport Canterbury	30 June 2023
		B. Develop specific actions and monitoring processes to address barriers, in co-design with the community	B. Led by Community Services Group of ADC in partnership with Sport Canterbury	30 June 2024
		C. Explore ways for Ashburton District Council and EA Networks Centre to nurture relationships with the community ie. Community Development role	C. Community Services Group/ EA Networks Centre	30 June 2024
		D. Pilot and promote women's only sessions at the EA Networks Centre	D. Community Services Group/EA Networks Centre	30 June 2023
1.2	Local rangatahi (youth) continue their involvement in play, active recreation and sports throughout secondary school SHORT-TERM	A. Conduct research identifying participation levels, incentives and barriers to rangatahi (youth) participation throughout secondary school age groups	A. Led by Community Services Group of ADC in partnership with Sport Canterbury	30 June 2023
		B. Develop specific actions to improve, and measure the improvement of, rangatahi (youth) participation	B. Led by Sport Canterbury (Tū Manawa funding) and supported by ADC (through distribution of Grants and Funding)	30 June 2024
		C. Explore ways for EA Networks Centre to partner with the community Ashburton Youth Council and other youth organisations eg. YMCA, Hakatere Youth Sports Club	C. Community Services Group/EA Networks Centre	30 June 2024
1.3	More Māori and Pasifika people are active and confident MEDIUM-TERM	A. Explore ways to support Māori and Pasifika people to build the confidence to make healthy decisions	A. Organisations that work with schools	30 June 2025

Our Action plan

SHORT-TERM

1-3 years

MEDIUM-TERM

3-5 years

LONG-TERM

5-10 years

GOAL 2: We have a strong, collaborative sector supporting each other to succeed

	OBJECTIVES	ACTIONS	WHO	ACTION
2.1	Local groups continue to share knowledge and pool resources while finding new ways to partner and achieve common goals MEDIUM-TERM	A. Continue a regular Sports Forum and explore widening its membership	A. Led by Community Services Group of ADC in partnership with Sport Canterbury	Ongoing – quarterly basis per year
		B. Explore potential benefits of combined funding applications	B. Led by Sport Canterbury and supported by ADC	30 June 2024
		C. Explore the potential benefits of mutually beneficial relationships with private businesses	C. Sector-wide collaboration	30 June 2025
		D. Encourage and assist community sports clubs to access the funding, coaching and learning opportunities provided	D. Led by Sport Canterbury and supported by ADC	Ongoing
2.2	The community maintains a strong pipeline of up and coming volunteers SHORT-TERM	A. Explore further where there are low levels of volunteer participation to identify issues.	A. Sector-wide collaboration	30 June 2024
		B. Develop specific actions to improve, and measure the improvement of, volunteer participation	B. Sector-wide collaboration	30 June 2025
		C. Continue to promote and celebrate volunteers	C. Sector-wide collaboration supported by Sport Canterbury (through Sport Awards) and Ashburton District Council (through Community Honours awards)	Annual
		D. Explore ways to tangibly reward volunteers to incentivise volunteerism	D. Sector-wide collaboration	30 June 2023

Our Action Plan

SHORT-TERM

1-3 years

MEDIUM-TERM

3-5 years

LONG-TERM

5-10 years

GOAL 3: Community facilities, spaces and places are accessible and well utilised

	OBJECTIVES	ACTIONS	WHO	ACTION
3.1	The sector understands why some spaces are over or underutilised and has a plan to manage this SHORT-TERM	A. Undertake a district wide facility and sport field utilisation study, of Council assets	A. EA Networks Centre (ADC); Open Spaces (ADC)	30 June 2023
		B. Develop specific actions to address underutilisation of Council assets.	B. EA Networks Centre and Open Spaces (ADC)	30 June 2024
		C. Share insights of utilisation studies with community groups to support them to understand their own utilisation concerns	C. EA Networks Centre (ADC); Open Spaces (ADC)	30 June 2024
3.2	Community facilities, spaces and places to recreate are well promoted SHORT-TERM	A. Implement a marketing plan for the EA Networks Centre including exploration of a new fees and charge structure to improve accessibility in a post-Covid-19 environment	A. EA Networks Centre	30 June 2023
		B. Consider marketing initiatives for other Council facilities, open spaces and tourism destinations	B. Communications with Open Spaces, Commercial Property and Economic Development (ADC)	30 June 2023
		C. Work with Citizens Advice Bureau to update their Community Directory to promote sports opportunities, facilities and community sports clubs	C. ADC, Sport Canterbury	Ongoing
		D. Explore more opportunities to provide pop-up play and modified sports, inclusive of rural areas	D. Sport Canterbury, YMCA, EA Networks Centre and others	30 June 2024
		E. Partner with out of district sports organisations to host/promote more activities/events within the district	E. Sport Canterbury, Regional Sports Organisations, EA Networks Centre, ADC (Economic Development), Aoraki Schools (Secondary Schools)	30 June 2025
		F. Explore the feasibility of an Open Spaces app	F. Community Services Group / Parks and Open Spaces team (ADC)	30 June 2025

Our Action plan

SHORT-TERM

1-3 years

MEDIUM-TERM

3-5 years

LONG-TERM

5-10 years

3.3	The district's built environment continues to provide new and unique play, active recreation and sport opportunities	LONG-TERM	A. Explore the development of the open space around the EA Networks Centre to enhance opportunities for spontaneous play, as a pathway to recreation and sports at the centre. Eg. playground, scooter track, walkway	A. EA Networks Centre (ADC); Open Spaces (ADC)	30 June 2024
			B. Explore the further development of the EA Networks Centre to enhance opportunities for active recreation and sport ie. Multi use sports fields	B. EA Networks Centre (ADC); Open Spaces (ADC)	30 June 2024
			C. Explore ways to support the development of community-led infrastructure projects	C. Community Services Group (ADC)	30 June 2027
			D. Support development of a cycle skills park on a reserve	D. Community Services Group / Parks and Open Spaces team (ADC)	30 June 2024
			E. Conduct assessment into playground accessibility	E. Community Services Group / Parks and Open Spaces team (ADC)	30 June 2023
			F. Explore feasibility of sand-based sports facility for the likes of beach volleyball and handball	F. Community Services Group / Parks and Open Spaces team (ADC)	30 June 2025
3.4	The district's natural environment continues to provide new and unique play, active recreation and sport opportunities	MEDIUM-TERM	A. Explore ways to support development and conservation values of the following: <ul style="list-style-type: none"> Lakes Camp and Clearwater long term management plan Ashton Beach Motorcycle park Staveley Ice Rink refrigeration project Walkways and cycleways 	A. Led by ADC	Ongoing

Our Action plan

SHORT-TERM

1-3 years

MEDIUM-TERM

3-5 years

LONG-TERM

5-10 years

GOAL 4: As a community, we are aware of the benefits of play, active recreation and sport

	OBJECTIVES	ACTIONS	WHO	ACTION
4.1	<p>The 'Balance is Better' philosophy is well promoted in the community.</p> <p>SHORT-TERM</p>	A. Inform the media about the 'Balance is Better' philosophy and connect with them potential stories showcasing local success	A. Led by Sport Canterbury, supported by whole sector	30 June 2023
4.2	<p>The benefits of play, active recreation and sport is well promoted as a tool for wellbeing.</p> <p>SHORT-TERM</p>	A. Partner with social sector organisations to promote and monitor promotion of play, active recreation and sport	A. Led by Sport Canterbury, supported by whole sector	30 June 2023
4.3	<p>Success stories of inclusion, collaboration and utilisation is well promoted in the community.</p> <p>SHORT-TERM</p>	A. Inform the media about and connect them with success stories of inclusion, collaboration and utilisation	A. Led by Sport Canterbury, supported by whole sector	30 June 2023





Appendices

Acknowledgements

Monitoring and review

Glossary of terms

Appendices

Appendix A - **Acknowledgements**

This strategy was prepared by interviewing key stakeholders, surveying active recreation groups, clubs and organisations, reviewing other plans and strategies for alignment, and running a workshop with key stakeholders.

Key stakeholders included representatives from: Te Rūnaka o Arowhenua, Ashburton District Council, and Sport Canterbury

Pre-engagement discussions were also had with: Ashburton District Council, Aoraki Schools, EA Networks Centre, Sport Canterbury, YMCA, Hakatere Youth Association, Mid Canterbury Netball, Mid Canterbury Hockey, Bowls Canterbury, Mid Canterbury Cricket, Mid Canterbury Football, Touch NZ, Mid Canterbury Rugby.

Special thanks to the play, active recreation and sport, clubs, groups, and organisations who took part in the pre-engagement survey

- Allenton Hockey
- Ashburton Bowling Club Inc
- Ashburton Bridge Club
- Ashburton College Cricket Club
- Ashburton MSA Petanque Club
- Ashburton Rowing Club
- Ashburton Strollers Club Inc
- Ashburton Volleyball Club
- Ashburton Warriors Club
- Basketball Mid Canterbury
- Bike Methven
- Coldstream Cricket Club
- Dynamic Gymnastic Sports
- Hakatere Youth Sports Club
- Hampstead Hockey, Rugby and All Sports Club
- Hinds Swimming Club
- Inverted Fitness Ltd
- Methven and Districts Tramping Club
- Methven Bowling Club
- Methven Golf Club
- Mid Canterbury Cricket Association Incorporated
- Mid Canterbury Hockey
- Mid Canterbury Netball
- Mid Canterbury Tennis Charitable Trust
- Mid Canterbury United Football
- Mountain Bike Ashburton
- Pickleball Ashburton
- Saint Joseph's Celtic Netball
- Staveley Ice Skating and Curling Rinks
- Technical Cricket Club
- The Wildlife Basketball
- United Netball Club
- Wakanui Hockey Club
- Wakanui School

Appendix B - **Monitoring and review**

A Working Group will be formed to undertake the monitoring and review of this Strategy. The group will consist of Council staff and key stakeholders. A Council staff member from existing teams may be appointed to co-ordinate and take ownership of the Strategy.

Monitoring and reporting

The progress of actions and projects outlined in the Implementation Plan will be monitored. If any actions or projects become unfeasible, they may be removed. New actions and projects can be added by the Working Group and approved by Council as required. Progress and monitoring information will be reported through the Working Group, as and when that information is available. A brief report on progress on the Strategy's implementation will be prepared as part of Council's overall annual reporting.

Community satisfaction

It is recommended that a question about play, active recreation and sports satisfaction is added to the Annual Residents Survey to capture more data.



Review

The Strategy should be reviewed every five years. The action plan will be reviewed on a three-year cycle coinciding with Council's LTP. This review cycle reflects the need to maintain alignment with the national funding programmes and related projects regionally and locally.

Appendix C - Glossary of terms



Below is a glossary of terms in the context of this strategy

Capital - anything that increases the ability to generate value

Strategy - a general plan to achieve one or more long-term or overall goals under conditions of uncertainty.

Goal - an idea of the future or desired result that a person or a group of people envision, plan and commit to achieve.

Objective - something you plan to achieve, the goal intended to be attained (and which is believed to be attainable).

Accessibility - the measure of how easy it is for someone to participate in a desired activity or to get to a particular destination.

Barriers to participation - something that stops or prevents an individual developing in a physical activity or sport.

Demographics - statistical data relating to the population and particular groups within it.

Hapori - section of a kinship group, family, society, community.

Physical literacy - the motivation, confidence, physical competence, knowledge, and understanding to value and take responsibility for engagement in physical activities for life.

Sedentary - (of work or a way of life) characterised by much sitting and little physical exercise.

Utilisation - the action of making practical and effective use of something.

Whānau - an extended family or community of related families who live together in the same area.

