

2024/27 Business Case to Ashburton District Council



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Executive Summary

Sport Canterbury has provided services to the Ashburton District for the previous 30 years. Over time, the nature of work that Sport Canterbury has undertaken in the Ashburton District has evolved. In the 1990's, we delivered sport and physical opportunities in the region for anyone willing to participate. Fast forward to 2024 and Sport Canterbury provides leadership and advocacy to the sport and physical activity sector, whilst building the capability of those who provide participation opportunities for the community.

In Canterbury, physical activity participation levels have remained reasonably stable post covid. Whilst it is positive that there has not been a drop in participation, there are still low levels of participation within certain groups. These include:

- 18–24-year-olds
- Older adults
- Females
- Low socio-economic households
- Māori and Pasifika

Also of concern is the drop off in participation as people move out of childhood and into early teenage years. Sport Canterbury has two staff members based at the EA Networks Centre in Ashburton working to improve participation levels for all, with a focus on the groups listed above.

In addition, Sport Canterbury supports the Ashburton District in the following areas:

- **Spaces and Places** - Providing support to ensure spaces and places meet the needs of the Ashburton District community.
- **Sport, Play & Active Recreation** - Collaborate with sporting partners to support the growth & development of the sport sector.
- **Healthy Active Learning** – working with 10 schools in Mid Canterbury to improve teacher capability and physical activity opportunities for tamariki.
- **Tū Manawa Active Aotearoa** – a \$1.5 million a year fund to activate physical activity across Canterbury.
- **Active As** - an investment of up to \$120k a year for four years into Ashburton College to support physical activity.
- **Tatai Whetu** – Supporting 10 up and coming Mid Canterbury secondary school athletes with individualised support to achieve their sporting goals.
- **Live Stronger** - Supporting our Kaumātua to stay living independently and injury free in their own homes is our ultimate goal.

Whilst there are two staff members based in Ashburton, the Ashburton district has access to, and the full support of, all of Sport Canterbury's 50 staff members based in the region.

Summary of Outcomes

1. **Leading** – Providing the sport and physical activity sector with advocacy and a clear sense of direction.
2. **Enabling** – Strengthening the capability of people and organisations responsible for delivering sport and physical activity.
3. **Activating** - Work and partner with physical activity providers and other community organisations to activate physical activity opportunities.

Funding Requested

2024/25 – \$70,000 + GST

2025/26 – \$72,100 + GST (a 3% increase on 2024/25)

2026/27 – \$74,263 + GST (a 3% increase on 2025/26)

About Sport Canterbury

Sport Canterbury is a Regional Sports Trust dedicated to promoting and supporting sports, physical activity, and recreation throughout the Canterbury region. With a vision of "More People, More Active, More often," SC operates diverse programmes and initiatives, targeting various demographics, schools, and communities. The organisation comprises 50 staff across Christchurch, Mid-Canterbury, South-Canterbury, and the West Coast.

For over 30 years, we have empowered coaches, clubs, and athletes, recognizing the profound impact of sport in building stronger communities, and enhancing self-esteem. Collaborating with health and education partners, we improve the well-being of our whānau through initiatives like Healthy Families Ōtautahi, Healthy Active Learning, Community Strength and Balance, and Workplace First Aid. By joining forces with health and education partners, we forge a path to even greater achievements, enriching the lives of our whānau.

Strategy

The Sport Canterbury Strategic Plan brings together the strategy that Sport Canterbury's staff and Board have partnered to deliver since the organisation was formed in 1989. Our purpose is grounded in the belief that getting and keeping people engaged in physical activity has the power to transform lives and fundamentally enhance the wellbeing of our community.

Increasing physical activity can be both challenging and complex. By being focused on the needs of individuals, making evidence-based decisions, and engaging meaningfully with our communities we will enrich the lives of more people across the Canterbury West Coast region through lifelong love of physical activity.

Sport Canterbury's role is to support the Play, Active Recreation, Sport and Physical Activity System to lift the physical activity levels of all those living within the Canterbury and West Coast region. In doing this, we believe we will have the greatest possible impact on enhancing the wellbeing of our community.

Our Strategy 2022-26 enables Sport Canterbury to bring our Purpose to life so that everyone has the opportunity to experience the positive benefits of being active, whether that's through play, sport, active recreation, or physical activity. We know that access to physical activity is not equitable and that there are some communities across the region who face a range of different barriers to participating and therefore do not get to experience all the benefits of being active.

Vision
Whāinga Matua

**Kia Nui Ake, Kia Kaha
Ake, Te Tokomaha Ake**
More People More
Active More Often

Purpose
Te Kaupapa

Everything we do is about getting
and keeping people engaged in
play, sport, active recreation, and
physical activity to enhance the
wellbeing of our communities.

Foundation Values
Ngā uara ka noho hei tūapapa**Whānau**

Respect; committed to caring,
encouraging, and honouring
each other's authentic self.

Committed to our People

Manaakitanga; Supporting
and encouraging
communities to thrive.

**Motivated to Achieve
Real Impact**

Positivity; taking action with an
enthusiastic and can-do attitude.

Ahead of the Game

Courage; Being creative to come
up with new ways of doing things,
the choice to take action outside
of your comfort zone and willing to
accept failure and learn from it.

Driven by Excellence

Curiosity; Passion to learn,
explore and evolve.

Strategic Intent
Tā te rautaki takune

More Tamariki developing a
lifelong love of being active

More Rangatahi staying
engaged and staying active

More Inactive Adults becoming
and staying active

More focus on Priority Populations
including Māori and Pasifika, Women
and Girls, People with Disabilities
and Deprived Communities

Strategic Priorities

Ā te rautaki whakaarotau

Provide/Show Leadership, Advocacy and Influence for our Sector



Strengthen the System



Activate Opportunities in Play, Sport, Active Recreation, and Physical Activity



Enhance our Profile and Communicate the Value of Being Active



Grow and Value Our People



Ensure Financial Sustainability



Strategic Objectives

Ā te rautaki whāinga

1. Inform stakeholders through national, regional and local research, insights and data to support quality physical activity experiences.
2. Encourage stakeholder and decision-maker support and investment into physical activity.
3. Ensure spaces and places meet the needs of our community to increase participation in physical activity.
4. Grow and develop the capability of individuals and organisations to improve physical activity levels and make healthier choices for their communities.
5. Deliver initiatives to Tamariki, Rangatahi Inactive Adults and Priority Populations to increase physical activity levels.
6. Work and partner with physical activity providers and other community organisations to best meet the needs of Tamariki, Rangatahi, Inactive Adults and Priority Populations
7. Increase stakeholder and community awareness of who we are and what we do.
8. Educate Tamariki, Rangatahi, Inactive Adults and Priority Populations of the benefits of regular physical activity.
9. Share and celebrate successes across the sector.
10. Invest in and grow the capability, competency, and wellbeing of Sport Canterbury's people.
11. Work with Sport Canterbury's people to grow their understanding of our obligations to Te Tiriti o Waitangi and are committed to learning about Te Ao Māori culture which is reflected in their mahi.
12. Secure new and grow current investment to support our Vision, Purpose, and long-term sustainability.
13. Direct our financial resources to enabling our Purpose and Strategic Intent.

Governance and Management Structure

Trustees



Gerry Dwyer O.M. - Chair

Gerry is a partner in Christchurch law firm Clark Boyce. He is Chairman of Rowing New Zealand and a Life Member of both the Canterbury Rowing Association and the Avon Rowing Club. He is a member of the Marian College Foundation, Christchurch Metropolitan Trotting Club, Marist Albion Rugby Club and is Chairman of the Canterbury Sports Foundation.



Melanie Carpinter

Melanie Carpinter (Ngāi Tahu) has worked in communications leadership roles in the public sector, the private sector, and for her iwi. She is a trained journalist with experience leading external and internal communications and engagement strategy, including managing reputational risk, media issues and advising executive leaders and boards. Melanie joined the Sport Canterbury board to help grow her leadership skills in a governance capacity and to show manaaki to her local Waitaha community. Sport and fitness is a very important part of life for her and her whānau, and she believes in the power of being active to change lives and bring communities together.



Nigel Davenport

Nigel has over 30 years' experience in financial services, holding corporate leadership roles across the South Canterbury region. He is presently Chief Executive of Venture Timaru – the Economic and Tourism Agency for the Timaru District and a board member of Economic Development New Zealand. He is a member of the Canterbury Regional Skills Leadership Group and the Tactix Management Committee and is also a trustee of both the Aoraki MRI Trust and Aoraki Sports Persons Trust. Nigel classifies himself as “sports mad” and remains actively involved in mountain biking. He describes the basis of his motivation, considering the depth of his local governance responsibilities, as “giving back to the community that has given me so much.”



Selwyn Maister

With strong national sporting connections and significant governance insight, Selwyn's sport management career follows 30 years in tertiary education, where he began as a scientist before moving into administration. The former Sport Canterbury Chief Executive is currently the Secretary General of the Oceania Paralympic Committee, Chair of Canterbury Artificial Surfaces Trust, Trustee of Dr Tom Anderson Trust and a Trustee of the University of Canterbury Foundation. Selwyn played hockey for Canterbury and NZ over 15 years, including three Olympic Games. He coached at club and provincial level for many years, coaching the New Zealand Women's Hockey Team in Sydney and served as a director of Hockey NZ. He has 3 Life Memberships in hockey and is an Order of Merit Holder for the NZ Olympic Committee. He cycles, walks, and enjoys gardening for personal fitness.



Alan Merry

Alan brings a strong strategic, engineering and business management background to the Sport Canterbury Board. He has been involved with the New Zealand Fire and Rescue Service since 2002, most recently as manager of Strategic Redevelopment for Christchurch. He serves on the Innovation and Business Improvement Steering Group and is overseeing the city's post-earthquake rebuild of the Justice Precinct. Alan's passion for sport is evident in his personal history of white water kayaking on the international level.



Prue Taylor

Prue Taylor has been involved with secondary school sport for the best part of 30 years, coaching, managing, and observing secondary school students in action in a variety of sports throughout New Zealand. As Deputy Principal of Rangi Ruru Girls' School (1989-98) and Principal of Christchurch Girls' High School (1999-2013), she developed a particular appreciation for the positive impact of sport and physical activity on the lives of young women. An active sportsperson herself, Prue brings significant local and national governance experience to the Sport Canterbury Board, as she was Committee Member of the Canterbury Secondary School Sports Committee from 2003 to 2013.



Adam Parker

Adam is born and bred in Ōtautahi Christchurch, playing rugby for the Māori All Blacks in 1998 before moving to Japan. He played in Japan for 10 years (Toshiba and NTT Communications) as well as for the Japan National team from 2001-2004. On returning home, Adam coached club rugby, became a qualified personal trainer, owned a boxing gym for a couple of years and worked as the RDO for Linwood Rugby Club for four years. Adam now works as a Community Advisor for Department of Internal Affairs. In this role he supports hapū, iwi and the community to achieve their dreams and aspirations.



Madeleine Martin

Madeleine is Canterbury born and bred and has enjoyed participating and contributing to all things sport and physical activity across Canterbury and New Zealand since a young age. Madeleine has been involved in netball and athletics at a regional and national level during her youth but is now actively involved in multisport and adventure racing and enjoys exploring the outdoors with her young family. Madeleine brings a strong history of executive experience in the medical device industry and is currently managing the Health Technology Centre to support the growth of early-stage health technology companies. She is committed to improving the lives of others through her work and governance roles.



Kim Sinclair-Morris

Kim Sinclair-Morris has been recognised for her achievements in netball umpiring and holds the position of Executive Director for the Canterbury Clinical Network (CCN). The CCN is an alliance of health system leaders and partners who work together to transform the delivery of health services through a person-centric, clinically-led approach that improves Trust outcomes for Cantabrians. She brings a wealth of experience in strategic partnerships, change leadership and a focus on solutions that deliver to people as well as systems. Kim enjoys spending time outdoors with her active family and regularly heading home to the West Coast.

Management



Chief Executive – Julyan Falloon

Julyan is a sports sector leader with a long career spanning a decade at the helm of Sport Canterbury, a Regional Sports Trust servicing the Canterbury and the West Coast region. Driven everyday by the whakatauki; mo tatou a mo ka uri a muri ake nei - for us, and our children after us – Julyan brings a blend of business acumen, in depth knowledge of the sports and active recreation landscape, and a personal appreciation for how organisations can impact communities.



General Manager – Jason Merrett

Jason has a background in Education where he was a secondary school teacher for 6 years before moving into the sport and recreation sector. Post his teaching career, Jason managed the sport team at the University of Canterbury before moving to Sport Canterbury, where he has been for the last 4 years.

Asburton Based Staff



Community Advisor – Alice Breading

Alice joined Sport Canterbury from He Waka Tapu where she worked as a family harm practitioner. A Mid Canterbury local, she knows the district well and has an understanding of the needs of the community. She has experience working alongside whanau, NGO's and government organisations, such as the NZ Police. Alice understands the importance of developing good habits from a young age and the importance of physical activity, in all its forms, to the wellbeing of the individual and the community.



Healthy Active Learning Facilitator – Anna Holland

Anna has been a primary school teacher for the past 13 years and has taught a range of amazing students from new entrants right up to year 8. She is a mum to 3 active boys who enjoy an adventure outdoors, team sports and Mountain biking. Anna is very passionate about the outdoors, physical activity and living a well balanced lifestyle. She enjoys being part of the Healthy Active Learning team working alongside a range of schools helping to improve the wellbeing of our children in Mid Canterbury.

Areas of Work

| | Description |
|---|--|
| Healthy Families Ōtautahi | <p>Healthy Families Ōtautahi Christchurch works within Sport Canterbury's wider Regional Sports Trust team, to support community-led change across the region - from schools, sports, and workplaces to maraes and places of worship.</p> <p>We want environments where people live, learn, work and play to:</p> <ul style="list-style-type: none"> • Improve nutrition • Increase physical activity • Be smokefree • Reduce alcohol-related harm • Improve mental health and resilience |
| Healthy Active Learning | <p>The Healthy Active Learning team currently work into 10 Primary and Intermediate schools in Mid-Canterbury.</p> <p>Our team of facilitators and community connectors work closely with school staff and communities working towards 6 broad outcomes:</p> <ul style="list-style-type: none"> • Supporting schools and kura to understand and recognise the value of the health and physical education and hauora curriculum • Supporting schools and kura to create an environment that supports and promotes quality play, sport and physical activity • Supporting teachers and kaiako to be confident and capable in delivering the health and physical education and hauora curriculum • Supporting schools and kura to create a healthy food and drink environment Supporting schools and kura to make well informed decisions when engaging with external providers. <p>Locally we are working collaboratively with our partners at Te Whatu Ora and the Ministry of Education so that collectively we can have a measurable impact on the wellbeing of tamariki across Waitaha Canterbury.</p> |
| Sector Development (Play, Active Recreation and Sport) | <p>Coaching Sport Canterbury recognises the vital role that coaches play within the sports system. We collaborate with regional sports organisations to support coaching frameworks and systems, ensuring the continual recruitment, development, and retention of high-quality coaches across all levels.</p> <p>Balance Is Better Our goal is to instil a lifelong love for sports and recreation, fostering sustained participation throughout one's life. Research indicates a decline in teenage sports participation due to several factors, including the professionalism of sport at all levels from an increasingly younger age. Consequently,</p> |

| | Description |
|-------------------------------------|--|
| | <p>Sport Canterbury supports the 'Balance Is Better' initiative and collaborates with sports organisations across different codes to implement it throughout their disciplines and cultures.</p> <p>Sector Capability To support organisational capability and enhance sustainability, our efforts encompass governance development, leadership mentoring, diversity and inclusion, training, and the coordination of financial workshops for our stakeholders.</p> |
| Spaces and Places | Sport Canterbury ensures that Spaces and Places meet the needs of the community to increase/improve participation in play, active recreation and sport. |
| Live Stronger for Longer | <p>The Community Group Strength & Balance Project is part of a nationwide initiative that is bringing New Zealand Health Agencies together to reduce the number of falls in our elder population. Supporting our Kaumātua to stay living independently and injury free in their own homes is our ultimate goal.</p> <p>Sport Canterbury has been appointed as the lead agency for the Canterbury District Health Board region to implement this initiative.</p> <p>Our role is to create and grow access to accredited strength and balance classes; as improving strength and balance is one of the most effective ways our elders can work towards reducing their risk of falling.</p> |
| Workplace First Aid Training | <p>Workplace First Aid Training Ltd is a New Zealand Qualifications Authority Accredited Private Training Establishment (PTE). Our first aid courses are customised for our clients to ensure individual needs are met. We provide quality, affordable, and enjoyable courses that give participants the skills, knowledge and confidence to deliver emergency first aid.</p> <p>We have a team of 5 based in Canterbury – Regional Manager, Administrator and 3 Instructors. We offer a range of course types including Comprehensive, Workplace, Recertification and Provide Basic Emergency Care. Our one-day Comprehensive course covers Unit standards 6400, 6401 & 6402.</p> |
| Sport and Recreation Awards | Sport Canterbury has delivered the Mid-Canterbury Sports Awards for over 30 years. We understand the importance of celebrating the success of those in our community and the Sports Awards do just that. We consistently hear of the importance of these awards to the community. |
| Tū Manawa Active Aotearoa | Tū Manawa Active Aotearoa is a contestable fund – of which there is \$1.49 million available to organisations in Canterbury – dedicated to fostering physical activity among our nation's |

| Description |
|---|
| <p>Tamariki and rangatahi. The initiative is made possible through the financial support of Ihi Aotearoa Sport New Zealand (SNZ) and administered annually by Regional Sports Trusts, ensuring its benefits reach our most need communities.</p> <p>Tū Manawa Active Aotearoa fund has a particular focus on groups who are less active, including girls and young women, disabled people and those living in higher deprivation communities.</p> |

Proposed Outcomes

| Objective | Outcomes |
|--|--|
| Provide Leadership, Advocacy and Influence for the Sector | <ul style="list-style-type: none"> (a) Inform ADC staff of opportunities, issues and trends to support future planning and decision making. (b) Inform the sector through national, regional and local research, insights and data to support quality physical activity experiences in the. (c) Encourage stakeholder and decision-maker support and investment into physical activity. (d) Ensure spaces and places meet the needs of the community to increase/improve participation in play, active recreation and sport. (e) Recognise and celebrate the success of volunteers and participants from the sector by delivering the Mid Canterbury Sports Awards. |
| Strengthen the System | <ul style="list-style-type: none"> (a) Grow and develop the capability, capacity and sustainability of individuals and organisations to better meet the needs of their community. (b) Support organisations to provide physical activity opportunities that are participant focused encouraging participation and development. |
| Activate Opportunities in Play, Sport, Active Recreation and Physical Activity | <ul style="list-style-type: none"> (a) Work and partner with physical activity providers and other community organisations to best meet the needs of Tamariki, Rangatahi, Inactive Adults and Priority Populations. (b) Administer and support the implementation of the Tū Manawa Active Aotearoa fund and projects in the Ashburton District. |

Funding Request

Sport Canterbury is requesting the below funding over the next 3 years:

2024/25 – \$70,000 + GST

2025/26 – \$72,100 + GST (a 3% increase on 2024/25)

2026/27 – \$74,263 + GST (a 3% increase on 2025/26)

This funding will see the above outcomes being achieved. In addition, Ashburton District Council will receive support and advice from the wider Sport Canterbury organisation.