

Igniting Communities

*Ihi whanau, hapu, iwi*

**Nelson – 7 July 2005**





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- ◆ **What is SPARC doing?**
- ◆ **Where are we going?**
- ◆ **Observations?**

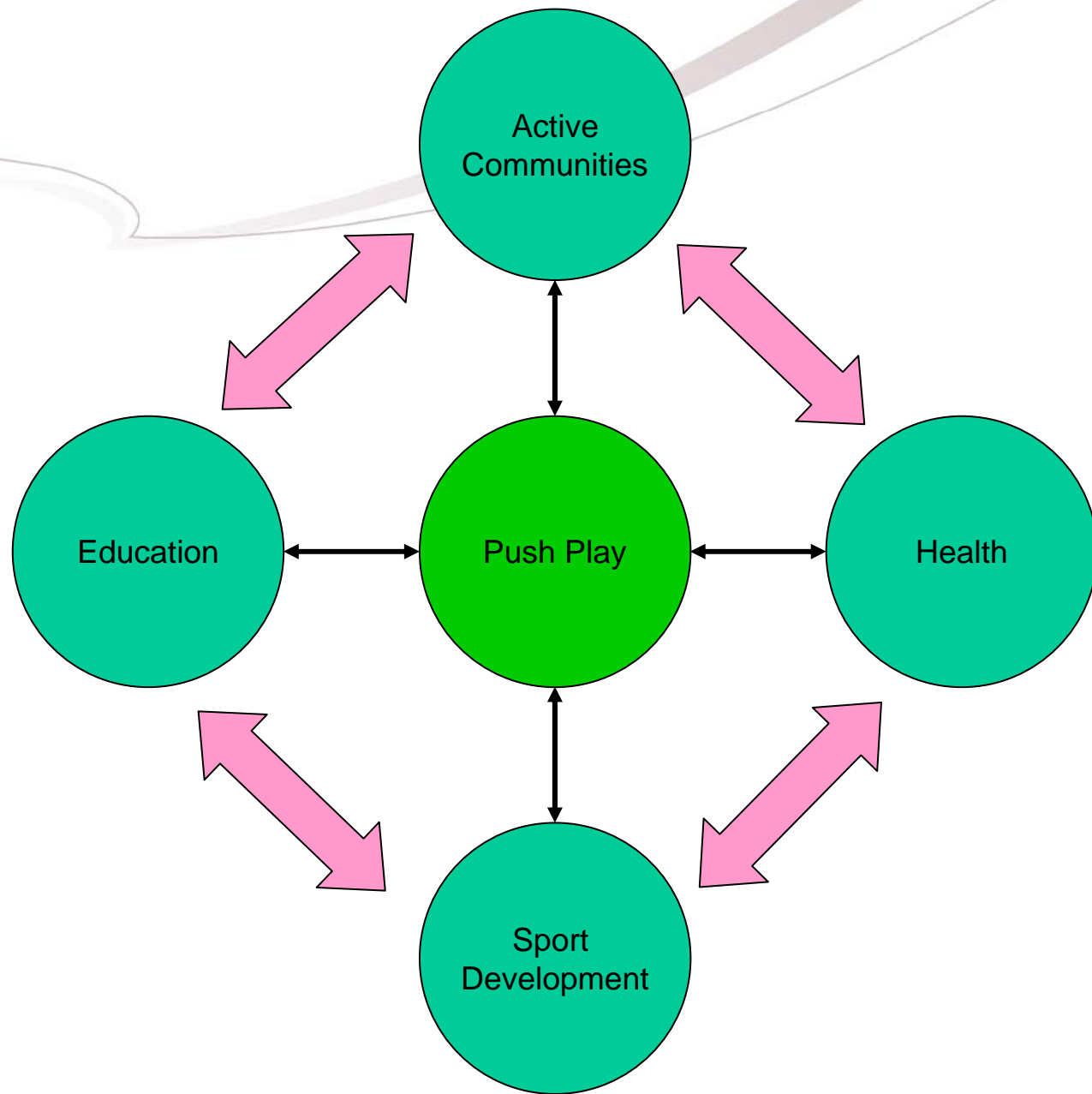


# SPARC

- ◆ **Government agency for sport and recreation in New Zealand**
- ◆ **By 2006 be recognised as world-leading in our approach to sport and physical recreation measured by:**
  - Being the most active nation
  - Having the most effective sport and recreation systems
  - Having athletes and teams winning consistently in events that matter to New Zealanders

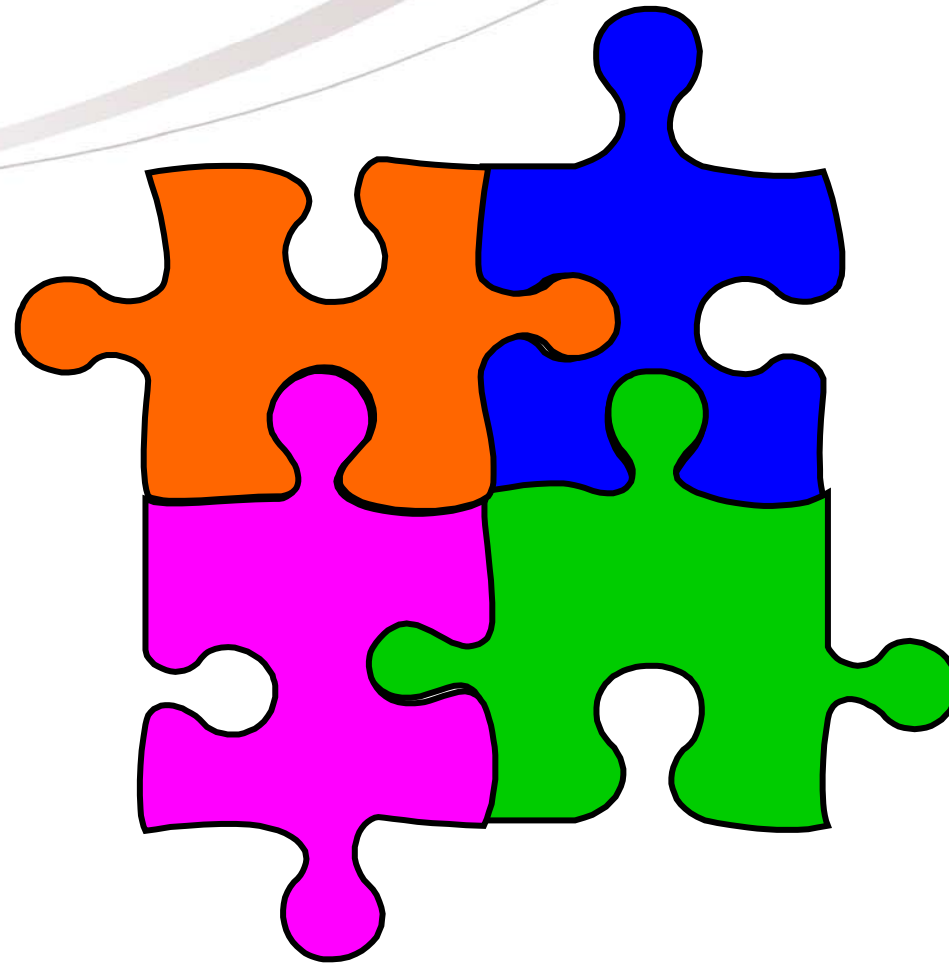
# Being the most active nation

- ◆ **Why?**
- ◆ **Government Outcomes**
  - **Social Cohesion**
  - **Economic Development**
  - **Cultural Identity**
  - **Health**





**Push Play 30 Minutes a Day!**











# **NEED HELP TO GET MOVING?**

Get your free Push Play Activator here.

# Obstacles to Action Research

- ◆ Targeted Push Play Campaign
- ◆ Evidence based approach to new initiatives
- ◆ Regional data that highlights key variations



# Education

- ◆ **Priority area within SPARC**
- ◆ **Focus from 0-24 yrs**
- ◆ **New Early Childhood strategy rolled out**
- ◆ **Change of direction for Secondary aged initiatives**
- ◆ **Policy driven changes at primary level**



## Health

- ◆ **Continuing expansion of Green Prescription programme**
- ◆ **Focussing on families as well**
- ◆ **“The tip of the iceberg”**

# Sport Development

- ◆ Junior Sport strategy being developed
- ◆ Reviewing approach to volunteers and officials

# Regional Sports Trust

- ◆ **Increased investment with RSTs**
- ◆ **Longer term investment**
- ◆ **Clear outcomes**



# Council initiatives

- ◆ **Investment**
- ◆ **Active Communities Scheme**
- ◆ **Rural Travel Fun**
- ◆ **Physical activity planning**
- ◆ **Big impact is what else we can provide to support this investment**



## Biggest change

- ◆ **Physical activity strategic planning**
  - **Regional strategies (5)**
  - **District strategies (30)**
  -
- ◆ **Massive learning curve for all**
  - **Value in getting people around the table**
  - **Keep it real**
  - **Is it implementable?**
  - **Must capture the uniqueness of the area**

# Observations



## Looking forward

- ◆ **More than just a “funder”**
- ◆ **A need for SPARC to listen to what is required from the sector and provide support**
- ◆ **Move from a re-active approach to pro-active leadership within the Recreation sector**



# Services

- ◆ Evidence base
- ◆ Research
- ◆ Standards
- ◆ Information / Support

## Change within LG

- ◆ **What is your organisations spend on Sport and Rec**
- ◆ **What is it on physical activity?**
- ◆ **Which other parts of council do you interact with to achieve outcomes?**
- ◆ **What impact is the LGA 2002 having on Sport and Rec**

