

# SPORT AND ACTIVE RECREATION ORGANISATIONS SURVEY 2020

## KEY THEMES





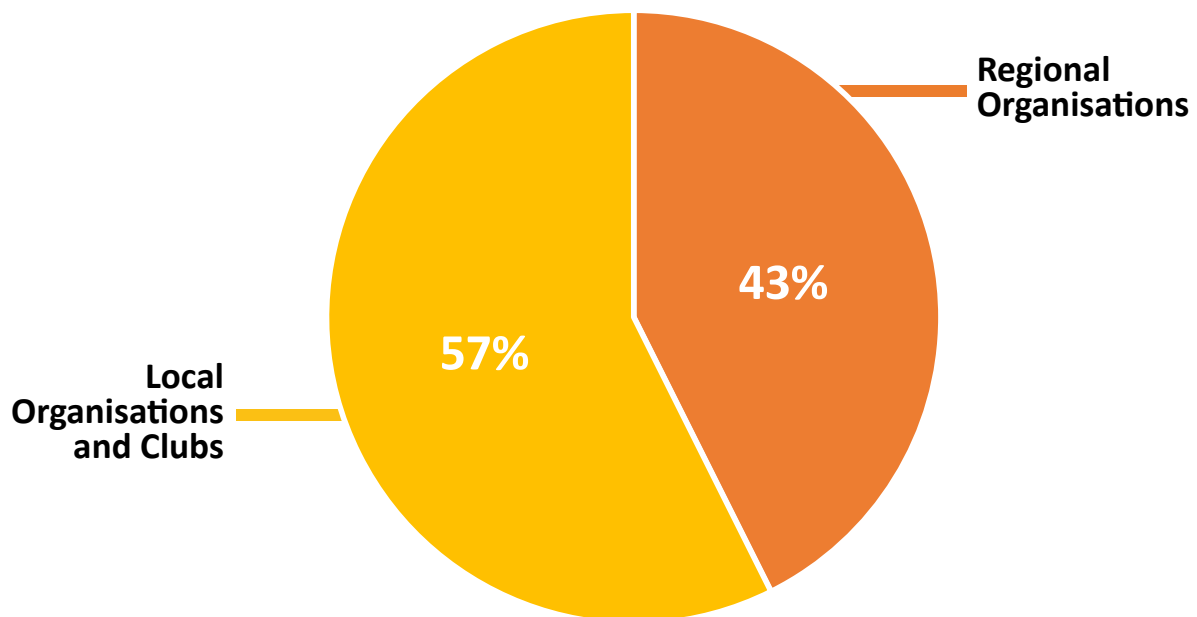
The purpose of the Sport and Active Recreation Organisations Survey run by Sport Wellington is to collect data from a range of sport and active recreation organisations (SAROs) in the Wellington region. The survey provides invaluable information on the sector and provides us with a better understanding of the challenges that sport and recreation organisations face. It also identifies opportunities where we might be able to help and provides our board with insights into how we can offer support, build capability, and advocate on behalf of the sector.

The last SARO survey was conducted in 2016. [See the infographic of the high-level results from 2016.](#)

In 2019, we obtained responses from 32 different sports and activities and a better split than last time between regional and local organisations, providing us with better balanced feedback.

Response rate: **28.9%**

## Organisation Type

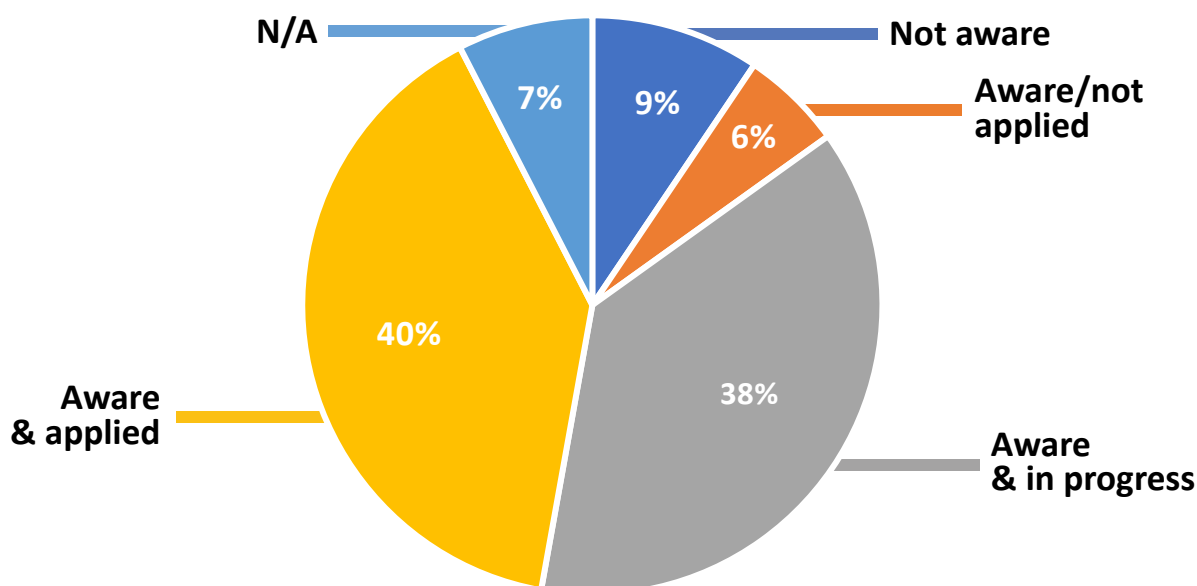


# 1. Having a participant-centered approach

Being participant-centred means focussing on meeting the needs and expectations of the participants.

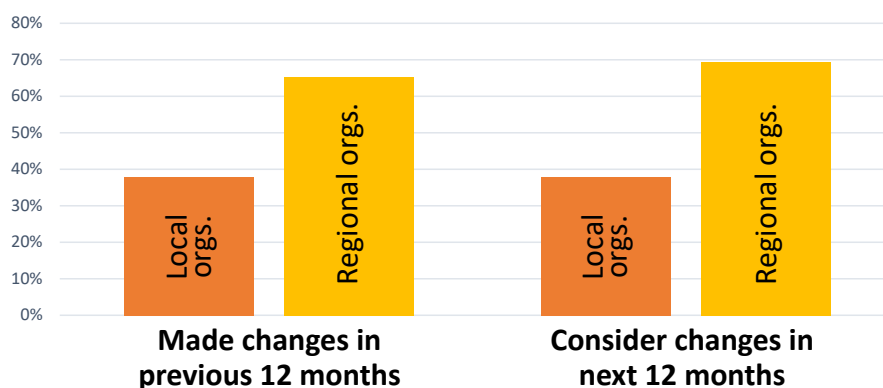
**83%** are aware of the concept and **77.4%** are applying it.

## Participation-centered development approach



However, only 51% of them were able to provide clear examples of how their organisation has a participant-centred approach. This indicates a lack of clarity about what being participant-centred looks like.

Half of the respondents said they had made changes to the days / times / formats etc. of their programmes or competitions over the last 12 months to better meet the needs of their participants; 52% said they were likely to make changes in the next 12 months.



National evidence indicates that physical activity levels are in decline due to a range of social, economic, technological, political and environment factors, and that not taking a participant-centred approach can lead people to drop out of physical activity. Young people in particular report participating as less enjoyable as they progress through their teens and are among the least satisfied with club experiences.



It can be difficult to understand what participant focus looks like in practice across different settings and difficult to find the right support and resources. Sport Wellington is committed to supporting sport and active recreation organisations in increasing awareness and knowledge of a participant-centred approach. We intend to share

recommendations and tools for participant input as well as practical advice on pragmatic ways to adapt to the changing needs of the participants.

Being participant-centred means actively seeking feedback and input from participants in order to meet their needs and deliver high quality experiences that they will enjoy. Several respondents shared great examples of listening to the voice of their participants and responding to their needs: meeting availability, increasing fun, co-design, etc.



Sport Wellington will endeavour to share success stories of organisations successfully integrating the voice of their participants into their design and planning of participation opportunities. This includes promoting and developing capability around the Sport New Zealand's Balance is Better philosophy across different settings.

Balance is Better is a philosophy that puts the needs of the participant first, encourages the sector to provide opportunities for all and focus on why young people play sport: to have fun, experience challenge, develop and improve, be part of a team or group, and be with friends. Sport NZ has several initiatives underway to support the Balance is Better philosophy including [balanceisbetter.org.nz](https://balanceisbetter.org.nz) which contains a host of information, insights and case studies for anyone involved in youth sport. There will be a regional launch event in March 2020 and Sport Wellington will engage leaders from sport and active recreation organisations and schools.



## 2. Supporting schools and teachers

Having a participant-centred approach means understanding that play, Physical Education (PE), active recreation and sport all have a valuable role to play for tamariki and rangatahi.

**51%** are delivering in primary schools.

**30%** are delivering as part of PE which is not considered best practice.

Sport and active recreation organisations often look to partner with schools supporting the delivery of co- or extra-curricular opportunities using a physical literacy approach. Many respondents are also involved in delivering PE in schools but according to Physical Education NZ and the Ministry of Education, the PE curriculum is best delivered by teachers so that it encompasses more than just sport related skills.

Sport Wellington delivers programmes and support to primary school teachers to build capability in delivering quality PE opportunities to tamariki with a focus on physical literacy.

Starting in 2020, Sport Wellington will also be delivering the Healthy Active Learning (HAL) initiative in 41 schools, mostly from decile 1 to 4, across the Wellington Region.



As part of the 2019 Wellbeing Budget, the Government is investing \$47.6 million over four years on a new initiative called Healthy Active Learning. It's all about supporting schools, kura and early learning settings to improve child and youth wellbeing through healthy eating and drinking, and quality physical activity.

Healthy Active Learning is a joint initiative from the Ministry of Health, Ministry of Education and Sport New Zealand. It will provide participating schools and early learning settings with new resources ranging from new guidelines to health promotion staff and physical activity advisors.

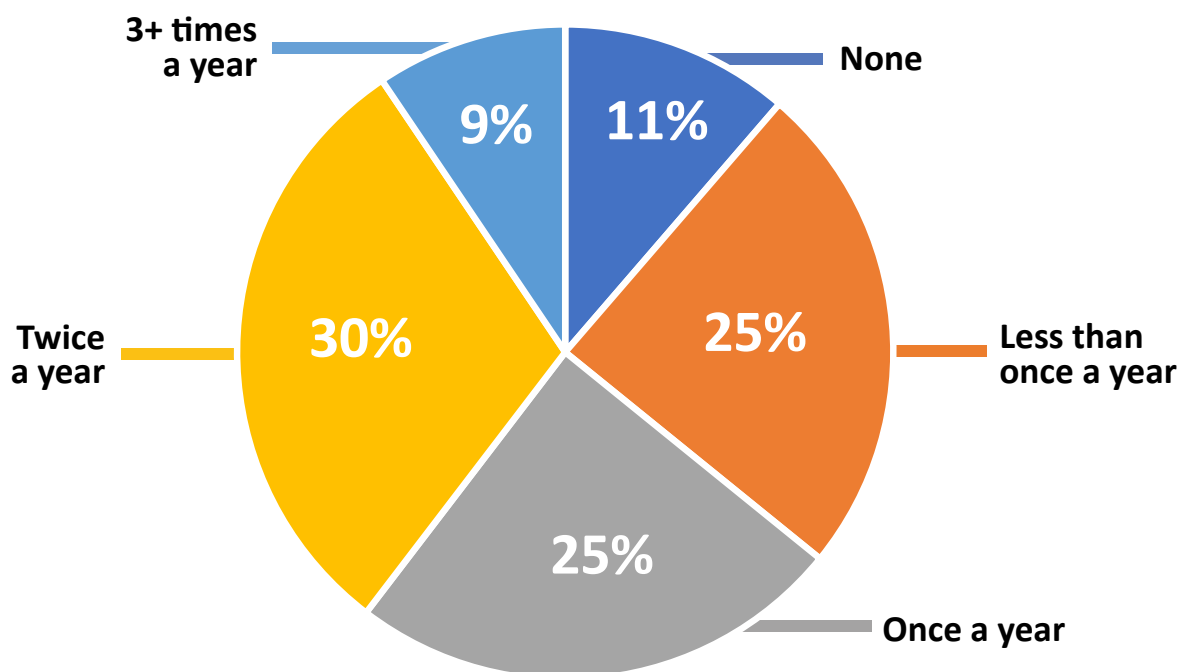
Wellington's Healthy Active Learning advisors will work collaboratively with schools to improve teacher competence and knowledge in HPE, systems/processes (e.g. HPE curriculum implementation), and community connections.

### 3. Coaching - development and support

50% provide their coaches with training and development once a year or less.

21% of local organisations and clubs do not provide their coaches with any training and development

#### Number of coaching PD opportunities



Many SAROs want to get more support in developing coaches, particularly at an introduction level.

Sport Wellington recognises that there is a need for coach development support, particularly in smaller organisations and those without a regional or national leading organisation to provide support in this area.

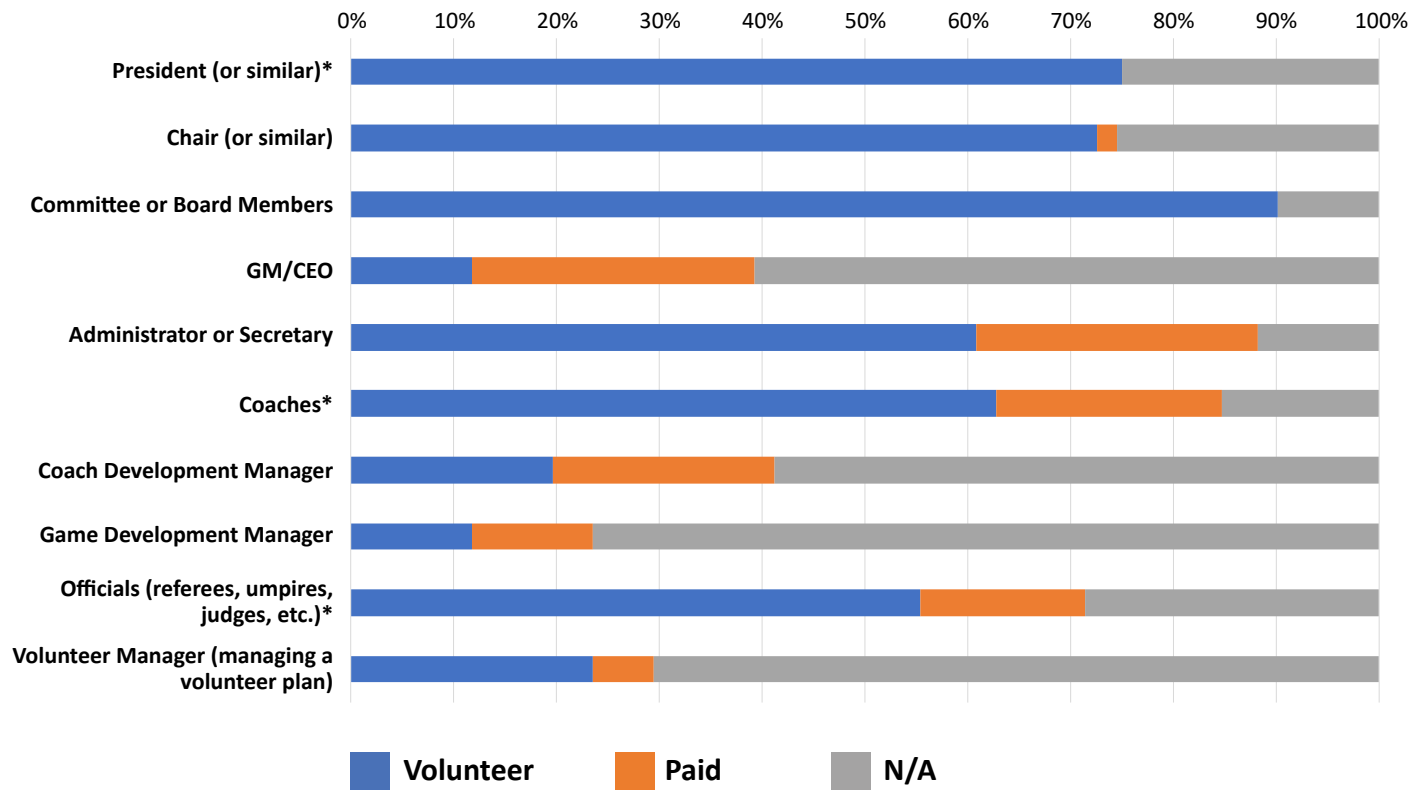
The Coach Developer programme led by Sport Wellington in the Wellington region aims to foster a system where competent coach developers are engaged in training coaches across the sport and active recreation sector. Sport Wellington will continue to develop and deliver the Coach Developer programme alongside our suite of coaching related programmes.

# 4. Workforce/volunteers

78.2% of all roles listed (and held) are held by volunteers

47% of respondents did not have any paid staff

## Roles & staff



The sport and active recreation sector relies heavily on volunteers and many organisations are struggling with volunteer burn-out, lack of volunteers, and lack of capability building suitable for their volunteers.

Sport Wellington will continue advocating for quality volunteer management practices across the sport and active recreation sector. Learnings from volunteer management best practices around role description, retention strategies and recognition schemes are valuable and relevant regardless of the role and responsibilities held by volunteers. Sport Wellington understands the need for flexible capability building to better meet the needs of volunteers in the workforce. This means initiatives that are designed to be accessible (e.g. timing, costs, location) to volunteers and to target a variety of skills needed for committee and board members, administrators, officials, etc.

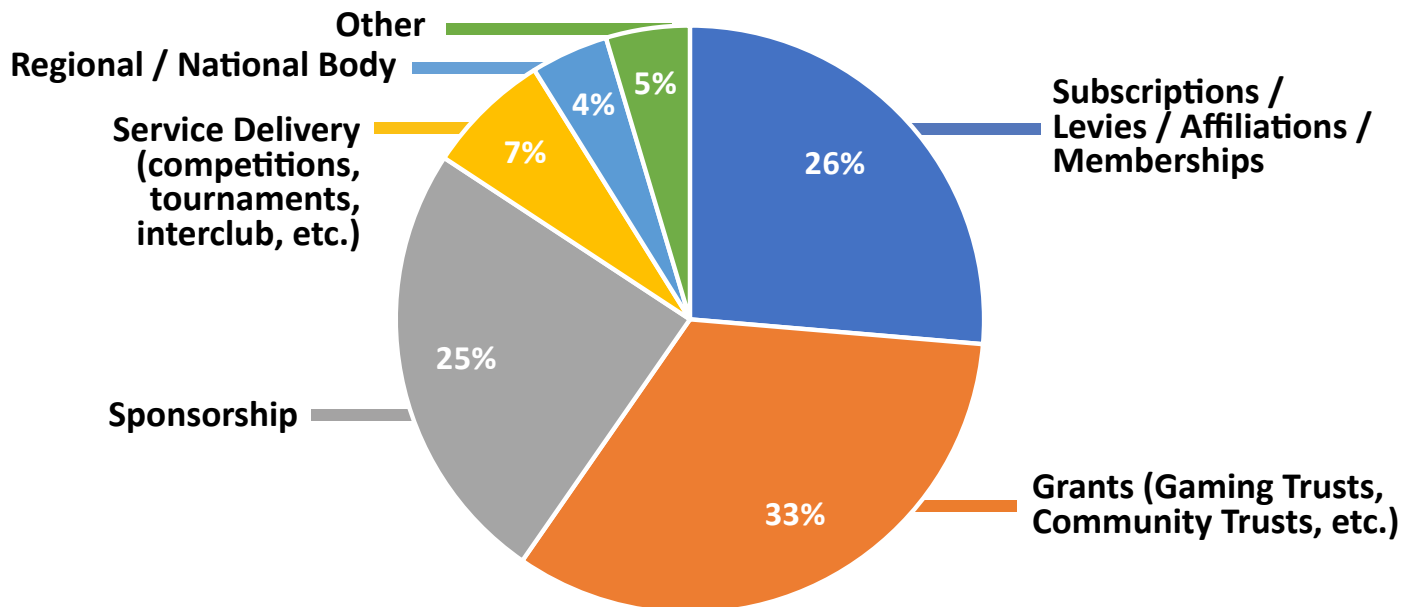
Sport Wellington are developing a regional workforce plan which will include paid and unpaid roles. As part of this we will look to incorporate insights from this survey and findings from the review of our previous volunteer strategy.

# 5. Financial Management

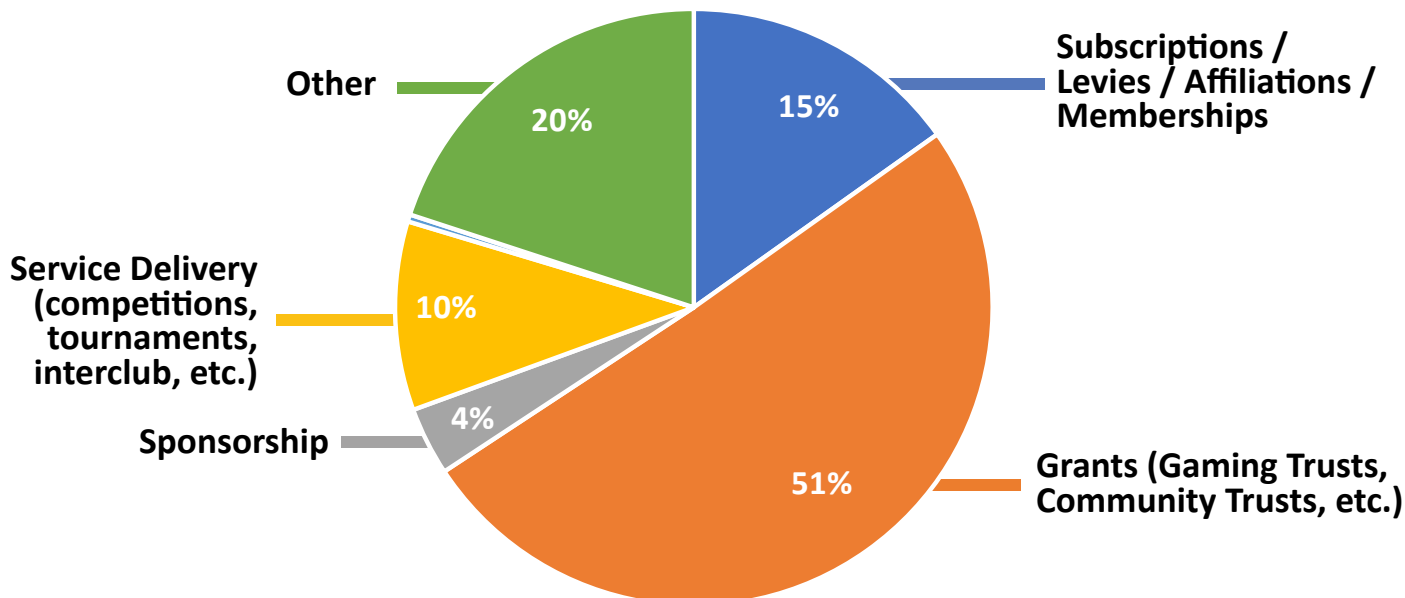
Local organisations and clubs: **2.9 sources of income on average**

Regional organisations: **4 sources of income on average**

## Regional Organisations average budget breakdown



## Local Organisations average budget breakdown





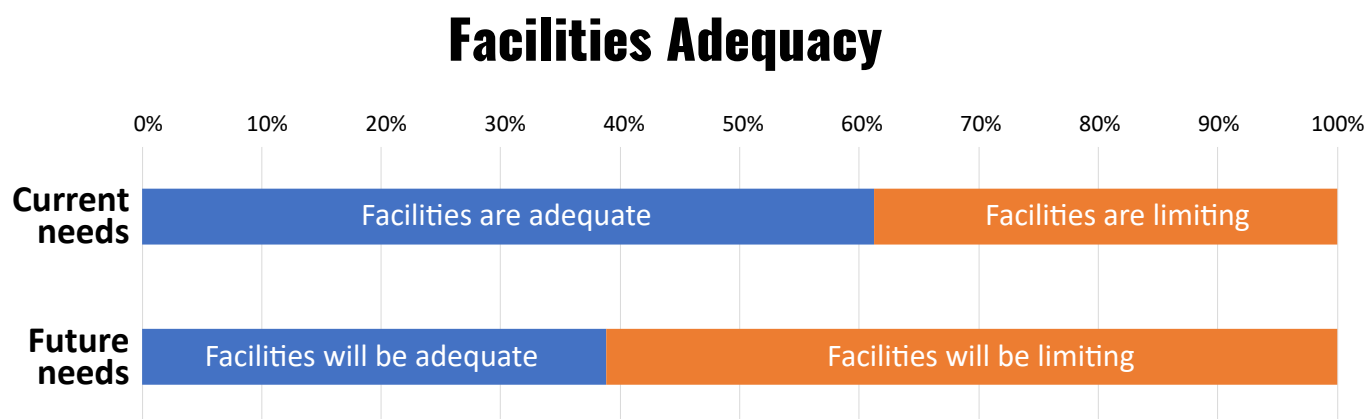
Many organisations rely on only a few income sources. Local clubs in particular are largely dependent on grants and fees for income.

Sport and active recreation organisations are wanting support towards sustainable financial management. There is an increasing number of SAROs and other community and not-for-profit organisations competing for the same funding. In addition, funders are increasingly asking for detailed records and evidence of change or positive outcomes, making funding applications more complex and less certain.

Sport Wellington will consider what we could offer for capability building in this area as part of the regional workforce plan.

## 6. Facilities in the Wellington region

61.2% of respondents are concerned about facilities limiting the growth of their sport/activity within the next 5 years.



A majority of respondents told us they are worried about facilities already limiting the growth of their activity or potentially limiting their growth in the near future.

Sport Wellington is leading the implementation of the Wellington Region Spaces and Places plan on behalf of sport and recreation organisations and other stakeholders such as councils. The plan shows the region is not currently set up for growth, and that strategies need to be put in place to mitigate this, particularly for indoor facilities.

Sport and active recreation organisations can address some operational and management issues on their own through an increased understanding of their participants. For example, insights into current or targeted participants' place of residence, work or school can help start conversations around accessing different, potentially underutilised, facilities.