



Submission to the

# WAITOMO DISTRICT COUNCIL DRAFT 10 YEAR PLAN 2018/2028

Contact person: Matthew Cooper, CEO, Sport Waikato  
E: [matthewc@sportwaikato.org.nz](mailto:matthewc@sportwaikato.org.nz) P: 027 5450 005

---

## Summary of Submission

This submission is made in response to the Waitomo District Council's Draft Long Term Plan 2018/2028 – "Shape Waitomo to your liking"

### 1. Council's Activities

- Sport Waikato are pleased to note that Council is maintaining its support for Recreation and Leisure through a focus on support for sport and recreation services and the provision of parks and open spaces
- We wish to thank the Waitomo District Council for their ongoing support for the programmes and services that Sport Waikato provides in the district
- We are keen to ensure that Council continues to consult and engage with Sport Waikato and Sport New Zealand, as lead agencies who support the provision of quality experiences in the sport and recreation sector.

### 2. Summary of Feedback for Opportunities in Sport and Recreation

Sport Waikato have identified the following **opportunities** for the Council to consider when finalising the 2018/2028 LTP:

- That Sport Waikato continue to be funded to support the delivery of quality experiences in sport and recreation in the Waitomo District via the contract for service and District Coordinator delivery model. The value of this support is **\$74,609 plus GST** in year one adjusted for CPI annually thereafter.
- That Sport Waikato continue to be funded to lead the implementation of the Regional Sports Facilities Plan. The proportional contribution of this regional programme is **\$2,750 plus GST per annum** with the total regional budget valued at **\$100,000** across all local authorities.
- That Council Fund the North King Country Sports and Recreation Centre under **Option One - \$1.5M with \$1M in 2018/19 and \$500K in 2019/20**. The partnership project with the Community and Te Kuiti High School models many of the Principles of the Regional Sports Facilities Plan and the process utilised to guide this project including Feasibility, Business Case and Peer review has been an exemplar of the guiding framework from the Plan. Examples elsewhere show the partnership approach improves utilisation and lowers overall operating costs to Councils.
- That Council work with Sport Waikato in 2019 to develop a Sport, Recreation and Leisure Plan for the District.
- That Council continue to support the D C Tynan Trust Fund provided to support recreation opportunities in the district and continue to provide the Community Partnership Fund to

support community outcomes related to vibrancy and prosperity, youth, cultural heritage and recreation and social amenities and that the value of this fund be adjusted to support inflation and population demand over time.

- That Council continue to utilise Sport New Zealand's rural travel fund
- That Council's LTP Project Focus in sport and recreation continue to support services for Aquatics, Reserves and Community Facilities

### **3. Overview of Feedback**

#### **3.1 District Coordinator**

Sport Waikato's District Coordinator team partner with Local Authorities across the greater Waikato region. Our District Coordinators serve as a local connector, connecting the community to sport and recreation and connecting the greater Sport Waikato team to the community. Our District Coordinators have four high level KPI's that focus their performance.

1. To grow participation in local communities to increase the number of individuals who meet the physical activity guidelines
2. To work with deliverers of sport, recreation and physical activity to provide sustainable quality experiences
3. To develop, maintain and grow quality stakeholder relationships
4. To promote and advocate for healthy active lifestyles

#### **3.2 Regional Sports Facilities Plan**

The Regional Sports Facilities Plan was established in 2014. Designed to guide the development of facilities the community needs (versus wants) at a Regional and Sub Regional level, Sport Waikato is the lead agency guiding the joint implementation of the plan. An initiative of the Mayoral Forum, with partnership from all Local Authorities in the region, the Regional Sports Facilities Plan offers local authorities the following key concepts:

- Advocacy with funders and investors for facilities that reflect the principles of the plan
- Provision of peer reviews for facility development concepts e.g. Feasibility Projects, Business Case Assessments and Concept Designs
- Assistance with investment negotiations in facility development and utilisation
- Sharing of knowledge including resources specific to sports facilities and the sport sector
- Partnering to optimise facility utilisation by way of fostering sport organisation relationships to attract events and collaborative working
- Advice and assistance in the development of "Community Hub" concept (co-location of organisations in sport and in a broader context)
- The provision of training opportunities and information sharing
- Increasing regional understanding and management of facility utilisation data to understand demand and enable informed decision making

#### **3.3 Sport, Recreation and Leisure Plan**

Later in 2018, Sport Waikato will publish District level profiles for the Waikato region from data collected as part of Sport New Zealand's Active NZ Survey. The survey is designed to understand the preferences of our communities when it comes to healthy lifestyles including physical activity and nutrition. Our district level profile will outline for the Waitomo District what the community is currently doing, what the barriers to participation are, where the community is exercising and what

their nutrition and health profiles look like. The survey of individuals in the Waitomo community were completed during 2017 with 500 adults (18+) and 180 children (aged 5-17) surveyed.

On the back of this information and a strong set of facility plans and facility data Sport Waikato would propose that in partnership Sport Waikato and Council develop a revised Sport, Recreation and Leisure Plan for the District. This could be completed during early 2019 to enable information to be carried through to the 2021/2025 LTP.

### 3.3 Community Partnership Fund

Sport Waikato is familiar with Waitomo District Council's Community Partnership Fund and the funds that are distributed to Individuals and Clubs. The assistance provided to voluntary sports clubs and organisations and individuals in the community is very much valued by the community. We support the continuation of this concept.

### 3.4 Rural Travel Fund

The Waitomo District is one of three districts in the greater Waikato region eligible for Sport New Zealand's Rural Travel Fund. The fund enables school sports teams and sports club's teams to receive funding support to attend regular local sport competition out of school time. A review of the available information suggest that the Waitomo District is doing a great job of accessing this fund and we support the continuation of the use of this fund.

### 3.5 Long Term Plan Inclusions

In response to council's long-term plan inclusions for sport and recreation Sport Waikato make the following observations:

LTP included Project / Focus	Sport Waikato Response
Aquatics provision	Sport Waikato supports the provision of Council's Aquatics Facilities and proposes that regular reviews of benchmarking information against other like sized facilities and populations throughout New Zealand occur to optimise outcomes and minimise operational and maintenance costs
Reserves and Community Facilities	Sport Waikato supports the continued provision and support of reserves and community facilities. We recognise that a number of clubs (sport and cultural) in communities across New Zealand now struggle with the financial implications of maintenance and renewals for upkeep of facilities. In partnership we support the ongoing review of facility assets and the investigation of community hubs where organisations come together in facilities and also in the sharing of operational delivery where volunteer numbers are challenged.

### 4. Background to the development of this submission

This submission focuses on how the Long-Term Plan will have an impact on community sport and recreation for the community. In developing the above listed 'Opportunities for Action' we have taken into consideration leading national and regional strategies for sport and recreation and the themes and trends in the sport and recreation sector.

#### 4.1 SPORT NEW ZEALAND'S COMMUNITY SPORT STRATEGY 2015-2020

Sport NZ is the Crown entity charged under the Sport and Recreation New Zealand Act 2002 with promoting, encouraging, and supporting physical recreation and sport in New Zealand. Sport New Zealand is dedicated to getting New Zealanders active, participating, and winning in sport and recreation.

Sport New Zealand's Community Sport Strategy 2015 – 2025 sets a clear direction and prioritises a philosophy that is:

- Participant focused – to meet the needs and expectations of participants
- System led – building attributes that best impact participation
- Performance driven – seeking continuous improvement

The strategy targets three focus areas:

1. School aged Children – developing a love of sport at an early age is more likely to encourage life-long participation.
2. Local Delivery (particularly in low participation communities) – improving the connectivity in local communities with low or declining participation and where barriers exist to participation
3. Competitive Sport (including talent identification) – ensuring quality talent pathways exist for participants

#### 4.2 MOVING WAIKATO 2025

Moving Waikato 2025, is a regional partnered strategy for Sport, Recreation and Physical Activity. A strategy with one vision "A healthy, vibrant, physically active and successful sporting region" and one goal "To grow participation in sport, recreation and physical Activity".

In 2007, 54% of the Waikato's adult population met the Physical Activity Guidelines, 30 minutes of moderate to vigorous physical activity, five times a week. By 2015, this figure was only 46%. Our children are active, but not active enough. Moving Waikato 2025 brings together partners across Education, Health, Local Authorities, Iwi and Sport to connect more of our people to opportunities to be active, to grow the quality of sport and recreation experiences and to work together to achieve results. Sport Waikato is the lead agency guiding the implementation of Moving Waikato 2025 and monitoring achievement of outcomes.

#### 4.3 SPORT WAIKATO

Sport Waikato is one of New Zealand's 14 Regional Sports Trusts, with responsibility to lead and enable sport and recreation in the greater Waikato region.

Our Vision is **"Everyone out there and active"**

Our mission is to **"Inspire and enable the people of Waikato to be active and healthy for life"**

Founded in 1986, our leadership, programmes and services aim to "help people to help themselves" and our work is underpinned by strategic partners across local authorities, health, education, sport, Iwi, commercial and philanthropic organisations and individuals.

## **5. Themes and Trends in the Sport and Recreation Sector**

There remain, a number of challenges facing the sport and recreation sector some offer partners the opportunity to work together for synergy and improved outcomes, others require the sector to change. Highlights of these themes and trends include:

### **5.1 ECONOMIC TRENDS**

Our current economic environment means the sport and recreation sector is finding that securing revenue from commercial sources remains challenging. This trend is likely to continue because of:

- a more demanding corporate sponsorship environment;
- reducing revenues from gaming trusts, on which many sport and recreation organisations rely;
- the impact of reduced gaming funds on community trust funding;
- the impact of the economic situation on the expenditure of individuals (leading to falling memberships, a reluctance to increase membership fees, lower gate receipts and diminishing broadcast rights); and
- pressure on local government to reduce debt and minimise rate increases.

Sport Waikato is working with partners to understand the funding environment, diversify income, secure partnerships (lowering costs for all) and improving the financial security of our sector.

### **5.2 REMAINING VIABLE**

In a rapidly changing and busy society with ever changing sporting preferences and many emerging sports, there are many sport and recreation organisations facing a significant challenge for the future viability and sustainability of their organisations. The tight economic environment places even more pressure on these organisations.

Sport Waikato is supporting and encouraging sport and recreation providers to invest in building management and governance capability, grow programmes to retain capable people, build robust planning, value, recruit and retain skilled volunteers including coaches, officials and administrators.

### **5.3 MEETING THE NEEDS OF PARTICIPANTS**

The sector continues to experience a shift in participation needs. We continue to witness a participation versus membership focused motive in sport and recreation with great emphasis on recreational pursuits. Sport and recreation providers increasingly must understand the behaviour that drives participation, consumerism and comradery, individual challenge and achievement – less about competition and sporting success.

Sport Waikato has increased it's support and investment in Insights and Planning and working alongside Sport New Zealand is working to support the sector to better understand participation trends the value of sport and the voice of participant.

### **5.4 INFRASTRUCTURE**

The infrastructure to support the ever-growing seasons and codes wanting to share space and facilities is under strain. Further to this, non-traditional sports and recreation activities have continued to grow over the past years, placing additional pressure on organised sport and recreation to respond to demands for a range of quality experiences.

Sport Waikato continues to support the investigation and development of Sporting Facility Hubs to both reduce facility pressure and encourage service delivery collaboration.

## **6. The Value of Sport**

We recognise that the challenges facing the sport and recreation sector, are challenges common to the community and that Council, need to make some hard choices about how to manage and allocate scarce resources.

In making these choices, existing and ongoing investment in sport and recreation is considered to be vital to the community because:

- the benefits of retaining (or increasing) current levels of funding in sport and recreation to the Council and the community, are long-term and intergenerational;
- a fit and active community draws fewer resources from the Council and other associated agencies;
- investment and spending in areas like sport and recreation during economic recession can contribute to the economic stimuli required – for example, through the construction of sports facilities and hosting of regional, national and international events; and
- Communities have consistently assigned a high value to sport and recreation.

It is against this background that Sport Waikato make this submission.

**As part of this submission we would like to formally thank the Waitomo District Council for their on-going partnership and the shared focus on ensuring that our region remains a great place to live. We remain proud of our joint achievements across the region and the significant presence of the many brands and connections that our organisation has.**

**Sport Waikato wish to be heard in support of this submission at a hearing.**