active people, healthy communities

Rotorua District Recreation Strategy

January 2002

“Maa te tini, ka rapa te whai”

“But joining together we will succeed in accomplishing more than we could alone”
Greetings to all Rotorua District Residents,

This Recreation Strategy has been prepared by the Rotorua District Council in collaboration with key recreation stakeholders in the Rotorua District. The kaupapa of the Recreation Strategy is to provide a high level strategic direction for recreation in our community.

The vision of the Recreation Strategy of “active people, healthy communities” is one that recognises the long term benefits of recreation, and the value of maintaining a holistic approach. We anticipate that this Plan will result in more active, healthier people, and long-term social, health and economic benefits for the whole community.

As part of the development of the Recreation Strategy, we have asked for your feedback on the draft. We wanted you to be part of the process to influence the way recreation opportunities will be available to you and your community in the future. The response we got from you was overwhelmingly positive, and indicated to the Stakeholders responsible for preparing the Strategy that we got it largely right. The few areas that needed more work have been addressed, and included within this operative version of the Rotorua District Recreation Strategy.

This operative Recreation Strategy is available to all those who have an involvement in the recreation sector, to assist people to make decisions based on the same vision and goals. We hope that you will make good use of this Recreation Strategy in your planning for the future.

Whakatauki

"Maa te tini, ka rapa te whai.”

"By joining together we will succeed in accomplishing more than we could alone.”

Acknowledgements

Many thanks to all the organisations and individuals who contributed time and expertise to the production of this draft Recreation Strategic Plan. Photographs for the cover of this document were provided courtesy of the Rotorua Daily Post.
# Table of Contents

## 1.0 Executive Summary
- 1.1 Overview
- 1.2 Vision
- 1.3 Goals
- 1.4 Strategies
- 1.5 Hierarchy of Strategic Development

## 2.0 Defining Recreation

## 3.0 Strategic Planning Process
- 3.1 Background to the planning process
- 3.2 Objectives of the planning process
- 3.3 Methodology
- 3.4 Participants
- 3.5 Local and national context

## 4.0 Vision and Goals
- 4.1 Vision
- 4.2 Goals

## 5.0 Snapshot of Recreation in the Rotorua District
- 5.1 Participation
  - 5.1.1 Who is participating?
  - 5.1.2 What are they doing?
  - 5.1.3 Why do people participate in recreation?
  - 5.1.4 What limits people’s involvement in recreation?
- 5.2 Promotion
  - 5.2.1 Current status
- 5.3 Provision
  - 5.3.1 Current status
- 5.4 Programmes
  - 5.4.1 Current status
- 5.5 Partnerships
  - 5.5.1 Current status
- 5.6 Planning
  - 5.6.1 Current status
- 5.7 Priorities
  - 5.7.1 Current status
6.0 Key Issues and Strategies ..................... 51
  6.1 Guiding principles........................................... 51
  6.2 Participation.................................................. 52
    6.2.1 Key issues................................................. 52
    6.2.2 High level strategy to increase participation ... 54
  6.3 Promotion.................................................... 55
    6.3.1 Key issues................................................. 55
    6.3.2 Strategies for effective promotion................. 56
  6.4 Provision.................................................... 57
    6.4.1 Key issues................................................. 57
    6.4.2 Strategies for efficient provision of facilities ... 59
  6.5 Programmes................................................... 60
    6.5.1 Key issues................................................. 60
    6.5.2 Strategies for effective programmes .............. 61
  6.6 Partnerships.................................................. 62
    6.6.1 Key issues................................................. 62
    6.6.2 Strategies for genuine partnerships .............. 62
  6.7 Planning ..................................................... 63
    6.7.1 Key issues................................................. 63
    6.7.2 Strategies for effective planning ................. 63
  6.8 Priorities..................................................... 64
    6.8.1 Key issues................................................. 64
    6.8.2 Strategies for setting priorities............... 65

7.0 Summary of Strategies ......................... 67

8.0 Development of Action Plans ...................... 69

9.0 Glossary of Terms......................................... 71

10.0 References.................................................. 73

Appendix 1: National and Local Context............ 77

Appendix 2: Summary of Recreation Survey Results.. 87

Appendix 3: Major Sources of Funding................. 101

Appendix 4: Inventory of Recreation Facilities....... 106

Appendix 5: Collation of Public Feedback............ 107
1.0 Executive Summary

1.1 Overview

The Rotorua District Recreation Strategy was adopted by Rotorua District Council (RDC) in January 2002. RDC facilitated a collaborative approach to the development of the Recreation Strategy for the Rotorua District. The Recreation Strategy now provides a vision and goals for recreation in the Rotorua District, and strategies to achieve them. This will allow both RDC and other key stakeholders to plan effectively for recreation through the development and implementation of Action Plans.

The strategy has been developed since July 2000 in collaboration with key recreation stakeholders. Stakeholders have been involved since the beginning of the process, both directly and through representation on a Reference Group. From the strategies determined by the Recreation Strategy, stakeholders will develop their own implementation plans. These will contain specific actions to achieve the stated vision of active people and healthy communities.

1.2 Vision

The following Vision Statement has been developed from the relevant Rotorua District Strategic Plan themes and goals:

**Active people, healthy communities**

- **B. A great place for locals and visitors to enjoy**
  - B2. A district with abundant opportunities for cultural and therapeutic activities, as well as an abundance of sporting, recreational and outdoor pursuits.

- **E. A great community to live in – Tatou Tatou**
  - E1. A district with a strong community spirit, where all residents are proud to belong, and are able to feel safe, participate fully in community life and develop their potential irrespective of socio-economic background.
1.3 Goals

The goals of the Recreation Strategy have been developed from the outcomes of an initial meeting held with key stakeholders in August 2000. Key issues and objectives have been grouped into common themes.

Goal Statements

- Increased *participation* in recreation
- Effective *promotion* of opportunities and benefits
- Efficient *provision* of quality facilities
- Facilitation of effective *programmes*
- Development of genuine *partnerships* with key stakeholders
- Integration and forward *planning*
- Agreement on funding *priorities*

1.4 Strategies

The Reference Group developed strategies after considering the current status of recreation, and identifying issues and gaps.

Strategies have been formulated both at high level, as a focus for attainment of goals, and as pathways for action. Action Plans will then be developed from the strategic pathways.

**Table 1: Strategies**

<table>
<thead>
<tr>
<th>High Level Strategy: Participation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Make it easy for people to participate by creating a wide range of suitable opportunities in all forms of recreation.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Strategic Focus</th>
<th>Strategic Pathways</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Promotion</strong></td>
<td></td>
</tr>
<tr>
<td>Coordinate information and promotions within the recreation industry to ensure that the community is well informed.</td>
<td>1. Improve communication within the recreation industry to avoid duplication of effort and clashes of events.</td>
</tr>
<tr>
<td></td>
<td>2. Use information and promotion to increase awareness of recreation opportunities in the community, and reduce constraints to participation.</td>
</tr>
<tr>
<td></td>
<td>3. Understand local communities</td>
</tr>
</tbody>
</table>
and their needs, and target delivery to ensure that up-to-date, useful information is regularly accessible to all.

4. Have one organisation responsible for the co-ordination and maintenance of recreation information for the District, and ensure that it has a high profile within the community.

---

**Provision**

Provide and manage recreation facilities that meet the needs of the community and are the best use of available resources.

5. Record and evaluate existing facilities and how they are being used.

6. Promote wider and more efficient use of existing facilities as a first priority.

7. Establish design criteria for facilities that will meet the needs of the community in terms of access, location, safety, quality, comfort and multi-use capability.

8. Promote the concept of “family friendly facilities” that will encourage participation and involvement by women, caregivers, young people, family groups and older people.

9. Ensure that proposals for new facilities are supported by a reliable needs assessment and are sustainable in the long term.

---

**Programmes**

Coordinate targeted recreation programmes that best meet identified community needs.

10. Evaluate existing programmes.

11. Develop criteria for effective programmes.

12. Provide opportunities for people of all ages and skill levels to be involved in sports and recreation at a social as well as competitive level.

13. Foster the relationship between schools and recreation organisations to improve young people’s long-term participation in a range of recreation activities.

14. Support recreation programmes that cater for the needs of young people, women, caregivers, families, older people and people with disabilities.

15. Improve communication between recreation providers to avoid inefficient use of resources.

16. Increase availability of funding for recreation programme delivery.
<table>
<thead>
<tr>
<th>Partnerships</th>
<th>Planning</th>
<th>Priorities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Promote and develop genuine, effective partnerships between key stakeholders based on open communication.</td>
<td>17. Promote regular and meaningful communication between recreation stakeholders with the aim of working together rather than in isolation.</td>
<td>27. Establish processes to ensure that major funding decisions are not made in isolation.</td>
</tr>
<tr>
<td>17. Promote regular and meaningful communication between recreation stakeholders with the aim of working together rather than in isolation.</td>
<td>18. Foster good working relationships locally and regionally between the recreation, health and education sectors.</td>
<td>28. Identify areas of greatest need, and ways to meet those needs best through recreation.</td>
</tr>
<tr>
<td>18. Foster good working relationships locally and regionally between the recreation, health and education sectors.</td>
<td>19. Develop a common understanding of key roles, relationships and contributions of stakeholders.</td>
<td>29. Develop criteria for funding that take into account community need, anticipated outcomes and economic and environmental sustainability.</td>
</tr>
<tr>
<td>19. Develop a common understanding of key roles, relationships and contributions of stakeholders.</td>
<td>20. Identify and record processes that organisations can use to develop and maintain partnerships.</td>
<td>30. Provide greater support to initiatives that will increase long-term participation.</td>
</tr>
<tr>
<td>20. Identify and record processes that organisations can use to develop and maintain partnerships.</td>
<td>21. Promote the “Sportsville” concept of resource sharing to sport and recreation organisations.</td>
<td></td>
</tr>
</tbody>
</table>
1.5 Hierarchy of Strategic Development

Table 2: Hierarchy of Strategic Development

<table>
<thead>
<tr>
<th>VISION</th>
<th>4.0 Vision and Goals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Active people, healthy communities</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>HIGH LEVEL STRATEGY</th>
<th>6.0 Key Issues and Strategies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Make it easy for people to participate by creating a wide range of suitable opportunities in all forms of recreation.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>GOALS</th>
<th>4.0 Vision and Goals</th>
</tr>
</thead>
<tbody>
<tr>
<td>The seven “p’s”</td>
<td></td>
</tr>
<tr>
<td>• Participation</td>
<td>Key Goal</td>
</tr>
<tr>
<td>• Promotion</td>
<td></td>
</tr>
<tr>
<td>• Provision</td>
<td></td>
</tr>
<tr>
<td>• Programmes</td>
<td></td>
</tr>
<tr>
<td>• Partnerships</td>
<td></td>
</tr>
<tr>
<td>• Planning</td>
<td></td>
</tr>
<tr>
<td>• Priorities</td>
<td>Actions</td>
</tr>
<tr>
<td></td>
<td>Processes</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>STRATEGIC FOCUS</th>
<th>6.0 Key Issues and Strategies</th>
</tr>
</thead>
<tbody>
<tr>
<td>What we need to do to achieve our goals.</td>
<td></td>
</tr>
<tr>
<td>Promotion: improve communication within the recreation industry to ensure the community is well informed.</td>
<td></td>
</tr>
<tr>
<td>Provision: provide and manage recreation facilities that meet the needs of the community and are the best use of available resources.</td>
<td></td>
</tr>
<tr>
<td>Programmes: coordinate targeted recreation programmes that best meet identified community needs.</td>
<td></td>
</tr>
<tr>
<td>Partnerships: promote and develop genuine, effective partnerships between key stakeholders based on open communication.</td>
<td></td>
</tr>
<tr>
<td>Planning: integrate the recreation strategic plan with other processes to ensure effective implementation, evaluation and review.</td>
<td></td>
</tr>
<tr>
<td>Priorities: develop and communicate a shared understanding of community needs, and how those needs can best be met by applying resources.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>STRATEGIC PATHWAYS</th>
<th>7.0 Strategies</th>
</tr>
</thead>
<tbody>
<tr>
<td>The strategies we will employ to get there.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ACTION STATEMENTS</th>
<th>8.0 Action Plan</th>
</tr>
</thead>
<tbody>
<tr>
<td>To be developed within action plans by each stakeholder group to address the goals and work towards achieving our vision.</td>
<td></td>
</tr>
</tbody>
</table>
2.0 Defining Recreation

To avoid confusion in the understanding of the Recreation Strategy, it is helpful to agree on what we are talking about. In defining leisure and recreation in particular, the same words are often used with exactly opposite meanings in exactly the opposite way. For example, ‘leisure’ refers to an experience for some, and to a quantity of time for others. ‘Recreation’ is an emotion to some, and an institutionalised activity to others.

For the purpose of this document leisure, recreation and sport are characterised by the following statements:

**Leisure**

- Residual time left over from work and domestic obligations
- Activity that is entered into freely
- Activity that is undertaken primarily for the quality of the experience
- Activity that may be either beneficial or destructive to self or society

**Recreation**

- Leisure activity that is organised for the attainment of personal and social benefits, including restoration and social cohesion
- Activity that is always beneficial in intent

**Sport**

- Competitive activities with rules, which involve vigorous physical exertion or the use of complex physical skills by individuals whose participation is motivated by a combination of personal enjoyment and external reward.

This document, in dealing with recreation rather than the broader concept of leisure, acknowledges the beneficial social and physical outcomes that recreation brings to individuals and the community.

**Figure 1: Defining Recreation**
3.0 Strategic Planning Process

3.1 Background to the Planning Process

The Recreation Strategy is a high level strategic document that provides vision and goals for recreation in the Rotorua District, and strategies for how these are to be achieved.

The Recreation Strategy is intended for the District as a whole, not just Rotorua District Council (RDC). RDC is only one of a number of organisations in the District that are involved in recreation through funding, land and facility provision, programming or promotion. The planning process has therefore included RDC’s partners in recreation provision. The Recreation Strategy is an opportunity for both RDC and the other key stakeholders to determine their role in recreation (e.g. funder, provider, planner, facilitator, advocate, etc) and how they can best work with others towards achieving great recreation outcomes for the community.

3.2 Objectives of the Planning Process

The following objectives, outcomes and future requirements of this planning process were identified from the first key stakeholder meetings.

Objectives and Outcomes of the Recreation Strategy

• A vision for the future of the community that involves recreation, community cohesion, health and well-being, and equity of opportunity.
• Shared agreement about local needs, gaps and priorities.
• A continued sharing of information and knowledge.
• Closer partnerships between key stakeholders.
• Community and stakeholder ownership of the final product.

Future Requirements of Action Plans

• A plan of funding priorities, including a set of criteria for assessing funding applications.
• An information strategy to keep the community informed about recreation opportunities.
• A basis for support and development of recreation programmes.
• Provision for better coordination of recreation facilities between providers, funders and users.
• Systems for tracking community and health benefits.
• Development of decision-making processes that recognise and provide for differences in characteristics and needs between communities, particularly Maori communities.
• Identification of the roles of key stakeholders in providing opportunities, and satisfying the demands of different organisations in different ways.
• Advocacy for protection of public resources, by the creation of a sense of ownership and understanding in the community.
• Provision for ongoing evaluation of both the Recreation Strategy and the implementation plans.

3.3 Methodology

Key Stakeholder Involvement

The development of the Recreation Strategy has been a collaborative effort between Rotorua District Council and other key stakeholders in recreation. The process began in August 2000 with a meeting of key stakeholders from Rotorua District Council, Department of Conservation, Rotorua Energy Charitable Trust, Bay of Plenty Community Trust, Hillary Commission, Sport Bay of Plenty, Te Papa Takaro O Te Arawa, and Fletcher Challenge Forests.

The objectives of the meeting were to define the expected outcomes for each stakeholder in terms of benefits, questions answered, directions and roles, to identify sources of additional information, and to discuss planning processes. The meeting identified a number of issues or questions common to several organisations. These were then used as the basis of the draft Recreation Strategy.

Formation of the Reference Group

Following the first meeting, the Key Stakeholder Group indicated approval of the process and nominated representatives to the Reference Group, which was closely involved in the continuing process. The Reference Group included representatives from Rotorua District Council, Department of Conservation, Fletcher Challenge Forests, Rotorua Principals Association, Sport Bay of Plenty, Te Papa Takaro O Te Arawa, and Bay of Plenty Community Trust.

The role of the Reference Group in the process was to contribute to information collection, policy development, and to provide external peer review. The Reference group have met seven times since it was first brought together in September 2000.
Collection and Analysis of Information

Collection and analysis of secondary research data (e.g. reports, surveys, demographics etc) was undertaken to build up a picture of recreation in Rotorua, and to identify gaps in local information. This allowed primary research to be planned (i.e. collection of new data). This primary research has been undertaken by several methods, including:

- Interviews with key stakeholders and Reference Group members,
- Workshops with the Reference Group,
- A telephone survey of 400 adult Rotorua residents to identify patterns of recreation activity, motivators, constraints, and sources of recreation information,
- A survey of all schools in Rotorua District to establish how recreation is provided through schools.

The analysis of the information collected has been based on the issues that were identified by the Key Stakeholder Group. This allowed trends, key issues, needs, gaps in provision, and strategic directions to be identified. It also provided the tools to answer many of those questions, and to choose directions that will benefit both the community and key stakeholders.

Draft Recreation Strategic Plan

Based on the outcomes of the information analysis, a draft Recreation Strategic Plan was produced that could be:

- Supported by all key stakeholders and defines key strategic directions,
- Used as a basis for encouraging participation, and developing beneficial programmes and facilities,
- Based on cooperation and an understanding of respective roles.

The draft was adopted for public consultation on 5 September 2001.

Community Consultation

An inclusive process of consultation has been conducted with the wider community. The full draft was supplemented by a summary document in the form of a folded A3 sheet. The summary was produced to make the plan more easily accessible to larger numbers of people, and contained the vision, goals and strategies of the draft RSP. Following adoption of the draft, both documents have been through a rigorous public consultation process. This has included the following actions, where we:

- distributed 160 copies of the full draft document through reference group members and direct to other venues such as the Youth Centre, City Focus, and the Aquatic Centre. Another 20 copies were produced for distribution as needed.
• distributed around 700 copies of the summary document and feedback form through reference group members i.e. DOC, Te Papa Takaro, Principals Association, Sport BOP, Fletcher Challenge Forests, Library, and Ticketek. Most were available for counter enquiries but Principals Assn. and Sport BOP distributed theirs to schools and recreation organisations. DOC and TPT distributed some to key groups.

• distributed around 300 copies of the summary document and feedback form through the mail or direct to community representatives, such as Ratepayers groups, Citizens Advice Bureau, Mokoia Community Association, Older Persons Community Centre, Youth Centre, National Council of Women, Playcentre Assn, Eastern Region Fish & Game Council etc. Another 200 copies were sent through the mail to disability, recreation and arts organisations, and health and fitness clubs.

• presented the draft RSP to the Youth Council on 9 October, and held a brief workshop with youth councillors.

• presented the draft RSP to a range of disabilities organisations at a meeting on 24 October which was chaired by Rosemary Michie of the Lakeland Disabilities Trust. Invitations to the meeting were sent out to 52 organisations.

• presented the draft RSP at the Recreation Network meeting on 3 October to sport and recreation organisations. Following the Recreation Network meeting, Sport BOP held a forum on 24 October targeting sports and recreation organisations.

Publicity was also achieved through press releases and public notices in local papers, posters on community noticeboards and in shops, regular columns and advertising slots in the Weekender, an article in the District News in September, radio community noticeboards, and school newsletters.

During the public consultation period, the two documents were available from several locations including Rotorua District Council, the Longmile Information Centre, Ticketek office, Department of Conservation, Te Papa Takaro o te Arawa, Sport Bay of Plenty and the Rotorua Public Library. A Feedback Form was included with the summary document to assist the submission making process. Respondents were invited to return the form by mail, fax, or in one of eight feedback boxes placed in the above venues.

We received feedback from 44 individuals and organisations (17 individuals and 27 organisations). Of the 27 organisations that provided feedback, 9 were from rural communities (including five rural schools),
and at least four from national or regional bodies. There was a mixture of different organisations represented, including health and disabilities, recreation and sports, arts, education and environmental.

Of the 17 individuals that responded, around half were in the 35 to 55 age bracket, with a quarter being under 35 and the same number over 55. There was a fairly even split between male and female. The majority identified themselves as NZ European, with fewer being Maori or Pacific island.

**Adoption of Final Plan**

The Recreation Strategy has had some changes made as a result of submissions, particularly in the areas of health and disabilities. It has been signed off by Key Stakeholder groups, and was adopted as an operative Recreation Strategy by the Community, Parks and Recreation Committee of Rotorua District Council in January 2002.

**Action Plans**

Rotorua District Council is preparing an Action Plan to be adopted soon after the adoption of this Strategy. Other Stakeholders will also be using the Strategy as the basis for their own Recreation Action plans.
Implementation

This is arguably the most important stage in the process, but is the stage that often receives the least attention. Many other recreation strategies or plans have been prepared in other local authorities, and have gathered dust on the shelf. This occurs primarily because strategies are not translated into action plans, insufficient resources are committed to action, and key stakeholders have insufficient ‘buy-in’ due to a lack of consultation during the planning process.

This Recreation Strategic Plan has the support of key stakeholders in recreation, and will be used as the basis for meaningful and effective partnerships. Strategic directions identified in the RSP will be included in policy, management plans, development plans, funding plans, etc. Rotorua District Council has begun this process, and anticipate that the RDC Action Plan will be ready for adoption in March 2002.

3.4 Participants

The development of the RSP has depended on the cooperation of a number of people from different organisations. Their input to the process is valued, and is hereby acknowledged.

Key Stakeholders

Key stakeholder organisations and representatives have been involved in the process from its first meeting in August 2000. Some have had a hands-on involvement with the process by being part of the Reference Group, while others have maintained involvement through regular communication.

Rotorua Energy Charitable Trust: Stuart Burns and Turi Ngatai
B.O.P. Community Trust: Bruce Cronin
Department of Conservation: Chris Jenkins
Sport B.O.P.: Kelly Tunnell and Kelvyn Eglinton
Te Papa Takaro O Te Arawa: Hinemaua Rikirangi-Thomas and Karen Taylor

Fletcher Challenge Forests: Ginny Radford and Bill McCallum
Hillary Commission: Nigel Cass
Primary Principals’ Association: Brian Hinchco
Secondary Principals’ Association: Ian Faulkner
Reference Group

Organisations and representatives on the Reference Group, who provide ongoing input, and support of the process were:

- B.O.P. Community Trust: Glenys Searancke
- Department of Conservation: Broniek Kazmierow
- Sport B.O.P.: Mary Ann Nixon and Phil Vyver
- Te Papa Takaro O Te Arawa: Hinemaua Rikirangi-Thomas, Irirangi Mako and Karen Taylor
- Fletcher Challenge Forests: Julianne Wilkinson
- Primary Principals’ Association: Brian Hinchco
- Secondary Principals’ Association: Ian Faulkner

Rotorua District Council Staff Involvement

Rotorua District Council staff were involved both in construction of the RSP, overseeing of the process as a key stakeholder, and input at Reference Group level:

- Charles Roberts
- Barbara MacLennan
- Garry Page
- Alison Rawley
- Oscar Nathan
- Ruth Goldsberry
- Nick Dallimore
- Jane Gilbert

Public Input

Public input and involvement has come from three main directions. The first was the use of existing research, particularly that in which local people have been involved, such as Te Puna Rangatahi, RDC Strategic Plan focus groups, and NRB Communitrack surveys. The second was current involvement through new survey work into recreation in Rotorua, and input via the Recreation Network forums. The third way in which the public were involved in construction of the RSP was when the draft was made available for public consultation and comment. Feedback from this process has resulted in some changes to be made, and provided good material for the development of action plans.
Figure 2: Planning process diagram

1. Council resolution to prepare Recreation Strategic Plan
2. Input from Key Stakeholders and Reference Group
3. Available research and literature
4. Strategy and Policy documents
5. Conduct new research on recreation in Rotorua
6. Council approval in principle
7. Complete Draft Recreation Strategic Plan
8. Stakeholder approval in principle
9. Public comment and input
10. Review and change Plan
11. Review RSP
12. Inclusion of new material if available
13. Review and change Plan
14. Adopt Operative Recreation Strategic Plan
15. Stakeholder approval
16. Evaluate and review outcomes achieved
17. Stakeholders Adopt Three Year Action Plans
18. Stakeholder approval
19. Review Action Plans
3.5 Local and National Context

Population Demographics

With a population of 64,509 people at the 1996 census, the Rotorua District ranks 16th in size out of the 74 territorial authorities in New Zealand, and is home to 1.8% of New Zealand’s population. The population distribution of the Rotorua District is relatively young when compared with that of New Zealand. However, due to falling birth rates and longer life expectancies, the population of both the Rotorua District and New Zealand as a whole is ageing.

The Rotorua District ranks 4th of the territorial authorities in terms of total Maori population, with a Maori population of 21,894 in 1996. Around 34% of Rotorua’s population is Maori, with Rotorua being home to 4.2% of the total New Zealand Maori population. Rotorua’s proportionately high Maori population is growing in relation to the total District population. At the time of the 1996 census almost half of the children in Rotorua under the age of 15 were Maori. The highest proportions of Maori were amongst the youngest children.

Initial indications from the 2001 census are that overall population growth in the Rotorua District is static.

Benefits of Recreation

Studies have shown that recreation not only contributes to individual well-being but also benefits the community as a whole. Benefits are multi-faceted, and accrue through improvements in physical health, mental and emotional health, social cohesion, economic opportunities, reduction in crime, and greater environmental awareness. Real and lasting health benefits can be gained by accumulating 30 minutes of moderate physical activity a day, or 2.5 hours a week. Physical activity can now be promoted as easy, fun and attainable.

National Recreation Patterns and Trends

A considerable amount of research has taken place in recent years into national recreation patterns and trends. Two out of three people over the age of five are active in their leisure time. However, one in three people are insufficiently active and for many this poses a serious health risk. Age and gender appear to have the greatest influence on physical activity patterns, with participation rates declining sharply with age. Overall, women’s participation rates tend to be lower than that of men.

Although organised sport is alive and well in New Zealand, many more people are enjoying the opportunity to participate more informally. People are tending to choose activities that they can do in their own time on their own terms. Many people are unable to make the time required
for commitment to organised team sports because of work and other obligations or priorities.

**Constraints**

A study by the Hillary Commission of people who were inactive but wanted to be more active showed that although cost, lack of time and lack of information were often given as reasons for non-participation, more significant underlying reasons were feelings of inadequacy and fear of failure. Evidence suggests that the people who are active are those who have already managed to negotiate a way through their constraints. Those who are inactive may need more assistance to enable them to do this.

See Appendix 1 for more detailed information on population demographics, benefits of recreation, national recreation patterns and trends, and constraints.
4.0 Vision and Goals

4.1 Vision – where do we want to be?

Active people, healthy communities

The Rotorua District Council prepared and adopted the Rotorua District Strategic Plan in 1998 following a comprehensive programme of community consultation. The plan contains six main themes, and a series of related goals. These provide the overall work plan for the Rotorua District Council, and are incorporated into further policy development.

Two of the themes directly relate to the Recreation Strategy, and have been considered when developing vision and goal statements for the RSP. The Vision Statement has been developed from the relevant themes and goals from the Rotorua District Strategic Plan, reproduced below:

<table>
<thead>
<tr>
<th>B.</th>
<th>A great place for locals and visitors to enjoy</th>
</tr>
</thead>
<tbody>
<tr>
<td>B2.</td>
<td>A district with abundant opportunities for cultural and therapeutic activities, as well as an abundance of sporting, recreational and outdoor pursuits.</td>
</tr>
<tr>
<td>F.</td>
<td>A great community to live in – Tatou Tatou</td>
</tr>
<tr>
<td>E1.</td>
<td>A district with a strong community spirit, where all residents are proud to belong, and are able to feel safe, participate fully in community life and develop their potential irrespective of socio-economic background.</td>
</tr>
</tbody>
</table>
4.2 Goals – how do we get there?

The goals of the Recreation Strategy have been developed from the outcomes of the initial meeting held with key stakeholders in August 2000. They were created by grouping key issues and objectives into common themes, and are a means for key stakeholders in recreation to achieve the vision for recreation in the Rotorua District.

Key stakeholders will meet the needs of the community by:

Encouraging increased participation in recreation

Effective promotion of opportunities and benefits

Efficient provision of quality facilities

Facilitation of effective programmes

Agreeing on funding priorities

Developing genuine partnerships with key stakeholders

Integration and forward planning

**Figure 3: Goals**
5.0 Snapshot of Recreation in the Rotorua District

This section explores in more detail the current status of recreation in the Rotorua District.

5.1 Participation

Participation in recreation depends on having the opportunities to participate, and the ability to take advantage of them. It is about accessibility, equity, and recognition of different needs, values and constraints. It also recognises that people ultimately are free to choose whether or not they participate in some form of recreation.

Participation in recreation is important in terms of individual and community benefits, as well as to develop a wide base for development of elite representatives.

Increased participation in recreation is a key goal area that is influenced strongly by attainment of goals in the other areas of promotion, provision, programmes, prioritisation, partnerships and planning. Wider participation will be the outcome of successful strategies in these other areas.

5.1.1 Who is Participating?

Adults (15 and over)

According to recent research 87% of the adult residents in the Rotorua District have been involved in at least one sport or active physical activity over the last year as a player or participant (National Research Bureau, 2001). This figure does not represent the amount of time spent by individuals, but is a measure of how many people have played or participated in the last 12 months.

Participation in sports and physical activity is higher amongst men, 15 to 24 year olds, 25 to 44 year olds and people living in a three or more person household. It is also higher amongst people with a household income over $50K per annum (91%), students (95%) and people who are not employed (National Research Bureau, 2001).

Those least likely to have participated in sport or physical activity in the last year are women, people aged 65 or older, people with a household income less than $30K per annum, and people who work part time or on a casual basis or are retired (National Research Bureau, 2001).

NZ European and Maori participation rates are similar overall, (86% and 88% respectively) (National Research Bureau, 2001).
94% of residents have participated in sport or physical activity in the last year in one or more capacities, i.e. as a player or in a support role. The 6% who have had no involvement at all are more likely to be in the 65+ age group (National Research Bureau, 2001).

75% of residents have taken part in non-physical recreation activities (not including television) in the last twelve months. The remaining 25% were presumably either watching TV, or involved in physical recreation or sport. Another possibility is that they were unable to recall activities without prompting (National Research Bureau, 2001).

The residents more likely to be involved by taking part in these non-physical recreation activities are urban residents, women, residents aged 65 and over, residents living in a one to two person household, and residents with an annual household income of less than $30K. This is essentially the same demographic that is less likely to be involved in sport and physical activity (National Research Bureau, 2001).

**Young People**

Children and young people tend to be more physically active than adults. Activity in this context is measured in time spent, rather than in numbers of activities undertaken. Young people (5 to 17) spend an average 6 hours a week taking part in sport and active leisure, with boys spending 1.5 hours a week more than girls do (Hillary Commission, 1999).

Over two thirds of young people are active, with the most active age group being aged 9 to 12 years, and the least active 16 to 17 years. Boys are generally more active than girls across all age groups (Hillary Commission, 1999).
All children that attend school in the Rotorua District are given the opportunity to participate in sport and physical activity to varying degrees. There is a large variation between schools in the number of hours of compulsory physical activity, and whether it is done as daily fitness, weekly physical education, or sport. Average hours per week of compulsory physical activity in primary and intermediate schools in the Rotorua District increase from around 2½ hours in years 1 and 2, to around 3½ hours in forms 1 and 2. Children in years 1 to 4 (under about 9 yrs old) do little compulsory sport in comparison with older children (years 5 to 8).

At secondary school physical activity is generally only compulsory to 4th form level, and averages 2¾ hours per week. At fifth form level and above there is very little compulsory physical activity (Rotorua District Council, 2001).

**Table 4: Average Hours of Compulsory Activity per Week in Rotorua Schools**
5.1.2 What are they Doing?

Adults

The top ten sports and physical activities in terms of overall involvement are shown in the table below.

Table 5: Top Ten Sports and Physical Activities

<table>
<thead>
<tr>
<th>Sport or activity</th>
<th>% of residents who are involved in some way</th>
<th>% of residents who are active participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gardening</td>
<td>31</td>
<td>31</td>
</tr>
<tr>
<td>Walking</td>
<td>30</td>
<td>29</td>
</tr>
<tr>
<td>Rugby</td>
<td>23</td>
<td>8</td>
</tr>
<tr>
<td>Golf</td>
<td>18</td>
<td>17</td>
</tr>
<tr>
<td>Swimming</td>
<td>14</td>
<td>12</td>
</tr>
<tr>
<td>Fishing</td>
<td>14</td>
<td>14</td>
</tr>
<tr>
<td>Netball</td>
<td>10</td>
<td>3</td>
</tr>
<tr>
<td>Running/jogging</td>
<td>10</td>
<td>9</td>
</tr>
<tr>
<td>Cricket</td>
<td>9</td>
<td>5</td>
</tr>
<tr>
<td>Hockey/soccer</td>
<td>8</td>
<td>Less than 4</td>
</tr>
</tbody>
</table>

The sports and activities that tend to get the highest rates of adult participation are individual ones such as gardening, walking, golf, swimming and fishing. This is consistent with national and regional figures (National Research Bureau, 2001). Favourite sports and physical activities closely follow actual participation, with walking, golf, rugby, swimming and fishing topping the list. Interestingly, few people who do gardening as a physical activity claim it as a favourite.

31% of respondents said they were involved in sport or physical activity in a volunteer capacity, i.e. as a coach, referee, linesman, official, timekeeper, organiser, club committee, fundraiser etc. Traditional team sports such as rugby, netball, cricket, hockey and soccer tend to have higher numbers of adults involved in a supporting or volunteer role than they do as players (National Research Bureau, 2001). They also tend to have higher numbers of junior players than seniors (Rotorua District Council, 2000).

The three most common non-physical recreation activities mentioned are reading (25% of residents), gardening (16%), and computing (7%). Gardening is more likely to be undertaken by women. Reading is consistently popular across all demographic groups. Computing is more likely to be undertaken by males, and people living in urban areas (National Research Bureau, 2001).
Young People

At primary and intermediate levels, children are given the opportunity to participate in at least 50 sport and physical activities (overall) through schools in the Rotorua District. The average number of sports and physical activities provided through each school is 18, with rural schools offering an average of 15 activities, and urban schools offering an average of 21 activities per school. The number of activities offered ranges from a low of 8 to a high of 37. In general, rural schools offer less choice of activities than urban schools (Rotorua District Council, 2001).

Table 6: Activities Provided by Schools

<table>
<thead>
<tr>
<th>Most commonly provided activities (75% or more of primary and intermediate schools)</th>
<th>Activities provided by 25% to 75% of primary and intermediate schools</th>
<th>Activities provided by less than 25% of primary and intermediate schools</th>
</tr>
</thead>
<tbody>
<tr>
<td>Athletics 25</td>
<td>Aerobics 11</td>
<td>Croquet 1</td>
</tr>
<tr>
<td>Cricket 22</td>
<td>Badminton 9</td>
<td>Cycling 2</td>
</tr>
<tr>
<td>Cross country 25</td>
<td>Dancing 19</td>
<td>Hoe waka/waka ama 2</td>
</tr>
<tr>
<td>General fitness 26</td>
<td>Golf 11</td>
<td>Horse riding 5</td>
</tr>
<tr>
<td>Hockey 25</td>
<td>Indoor bowls 7</td>
<td>Lawn bowls 1</td>
</tr>
<tr>
<td>Netball 24</td>
<td>Kapa haka 17</td>
<td>Martial arts 1</td>
</tr>
<tr>
<td>Physical education 26</td>
<td>Kayaking 7</td>
<td>Petanque 7</td>
</tr>
<tr>
<td>Rugby 20</td>
<td>Miniball 19</td>
<td>Rugby league 3</td>
</tr>
<tr>
<td>Soccer 24</td>
<td>Orienteering 16</td>
<td>Squash 3</td>
</tr>
<tr>
<td>Swimming 26</td>
<td>Softball 18</td>
<td>Triathlon 6</td>
</tr>
<tr>
<td>Tennis 13</td>
<td>Walking 5</td>
<td></td>
</tr>
<tr>
<td>Touch 16</td>
<td>Water polo 6</td>
<td></td>
</tr>
<tr>
<td>Tramping 8</td>
<td>Skiing 1</td>
<td></td>
</tr>
<tr>
<td>Volleyball 18</td>
<td>Skateboarding 1</td>
<td></td>
</tr>
<tr>
<td>Gymnastics 1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Aquapass 1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mountain biking 1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fly fishing 1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Yachting 1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Table tennis 1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Abseiling/rock climbing 1</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Figures provided in the right hand columns indicate the number of schools that provide the activity (out of the 26 that returned survey forms).
At secondary school level, about 44 sports and physical activities are provided through schools. The average number per school is 22, with the highest number being 26.

Table 7: Activities Provided by Secondary Schools

<table>
<thead>
<tr>
<th>Most commonly provided activities (75% or more of secondary schools)</th>
<th>Activities provided by 25% to 75% of secondary schools</th>
<th>Activities provided by less than 25% of secondary schools</th>
</tr>
</thead>
<tbody>
<tr>
<td>Athletics</td>
<td>Aerobics</td>
<td>Archery</td>
</tr>
<tr>
<td>Basketball</td>
<td>Badminton</td>
<td>Lawn bowls</td>
</tr>
<tr>
<td>Cricket</td>
<td>Indoor bowls</td>
<td>Croquet</td>
</tr>
<tr>
<td>Cross country</td>
<td>Cycling</td>
<td>Hoe waka/waka ama</td>
</tr>
<tr>
<td>General fitness</td>
<td>Dancing</td>
<td>Horse riding</td>
</tr>
<tr>
<td>Golf</td>
<td>Hockey</td>
<td>Martial arts</td>
</tr>
<tr>
<td>Kapa haka</td>
<td>Kayaking</td>
<td>Petanque</td>
</tr>
<tr>
<td>Netball</td>
<td>Orienteering</td>
<td>Rugby league</td>
</tr>
<tr>
<td>Physical education</td>
<td>Squash</td>
<td></td>
</tr>
<tr>
<td>Rugby</td>
<td>Tramping</td>
<td></td>
</tr>
<tr>
<td>Soccer</td>
<td>Triathlon</td>
<td></td>
</tr>
<tr>
<td>Softball</td>
<td>Walking</td>
<td></td>
</tr>
<tr>
<td>Swimming</td>
<td>Water polo</td>
<td></td>
</tr>
<tr>
<td>Tennis</td>
<td>Wrestling</td>
<td></td>
</tr>
<tr>
<td>Touch</td>
<td>Floor hockey</td>
<td></td>
</tr>
<tr>
<td>Volleyball</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

At least 25 sports and physical activities are also offered by schools out of school hours. The most common activities offered by schools out of school hours are miniball/basketball, cricket, hockey, netball and water polo. Golf and rugby are also commonly offered by secondary schools.

Out of school activities are most likely to require parental involvement and assistance to run, and are most likely to involve the use of other venues such as the Westbrook Netball Centre, Smallbone Hockey Turf, Sportsdrome and Aquatic Centre (Rotorua District Council, 2001). In general, rural primary schools tend to offer less out of school activities than urban schools, mostly due to the need for children to catch buses home.

Out of school, young people are involved in a wide range of sport and recreation activities either on a casual basis, through school teams, or with clubs. The Community Contacts database lists 42 youth groups, or clubs and organisations providing activities and programmes for young people.
Membership numbers provided by sports codes indicate that junior memberships of major codes (rugby, cricket, league, soccer, hockey, netball, athletics and tennis) total around 6880, or around 70% of the total club membership of these sports. However, many young people don’t continue to play beyond junior level (Rotorua District Council, 2000).

Casual activities appear to be more popular with young people than organised sports (Dowthwaite, 1998; Invercargill City Council, 1996; Rotorua District Council, 1999; Hillary Commission, 2001). However, information from schools shows that more schools are providing traditional team sports than casual activities or individual sports.

Te Puna Rangatahi (the 1999 Rotorua Youth Consultation Project) identified activities liked and wanted by young people in Rotorua. In the 10 to 15 year age group, skating, rollerblading and skateboarding were popular along with games and sports, and a climbing wall and spaces for the younger age group. Dances, rages and music concerts are also important, with these being more liked by the mid-range to older age groups (12-19 and 14-25). The one thing that was consistently wanted across the entire age group of 10 to 25 was hangout places with music and food. The most popular activities across the age range were hangout spacles, games and sports, dances, rages, concerts, skating etc and pool tables.

Games and sports declined in popularity in the 15 to 17 age group, the same age group that showed a sharp decline in activity levels in the Hillary Commission surveys of 1996 and 1998. Although the NRB recreation survey showed the 15 to 24 age group had the highest level of activity (100%), because the survey methodology is not consistent with the Hillary Commission measurement of physical activity, the results are not comparable. The results do however suggest that at this age, young people are doing a number of different things, but not spending a great deal of time being physically active.

In general, young people value the recreational opportunities that they have in Rotorua highly. Recreational activities dominate the lists of things that are liked. Even when young people expressed an inability to participate in some activities (mainly due to cost and lack of transport), they valued the fact that the opportunity was there (Rotorua District Council, 1999).

Other Activities

- The Community Contacts Database lists 173 recreation clubs or organisations in the Rotorua District. These include subjects such as car clubs, fishing, gardening, hunting, motor sports and martial arts. There is a high degree of overlap between categories within the database.
Water Based Recreation Activities

- The Community Contacts Database at the Rotorua Public Library lists 14 clubs or organisations that are involved in water sports.
- Recent surveys show that Rotorua’s lakes and lakeside reserves are used for a variety of recreational activities including swimming, running, picnicking, sightseeing, water skiing, boating, sailing, fishing, relaxing/resting, kayaking and rafting.
- For the 1998/99 trout-fishing season, Rotorua residents held 3058 adult season licences, 162 young adult season licences, and 497 junior licences. This adds up to 3717 regular trout fishing residents (about 5% of the population). A further 445 week licences, and 1679 day licences were sold to local residents.
- 63% of Rotorua’s residents over the age of 18 visited or used the Aquatic Centre in the year to June 2000 (National Research Bureau, 2000).

Outdoor Recreation

- The forests, particularly Whakarewarewa, are important for a variety of outdoor recreational purposes including walking, mountain biking, tramping, hunting, horse riding and moto-cross. Last year, Fletcher Challenge Forests issued 2149 permits for recreational access, 604 for camping, and 9902 permits for hunting, fishing and game bird shooting.
- Around 3500 game bird hunting licences are sold in the Eastern Region each year.
- The Community Contacts Database lists 5 walking and cycling groups.

Leisure and Arts Activities

- There are 37,220 members of the Rotorua District Council public library in the Rotorua District. This is around half the district’s population.
- There are 48 arts and crafts clubs and organisations on the Community Contacts Database. These include both creative and performing arts, such as music, theatre, painting, pottery, woodwork, etc.

Sports Club Participation

- There are 141 sports clubs and organisations listed in the Community Contacts database. These include netball, tennis, rugby, soccer, indoor bowls, cricket, dancing, golf, hockey, volley ball, touch, league and many more. There is a high degree of overlap between categories in the database.
- From surveys and interviews with major sporting codes in the Rotorua District in 2000, it is estimated that membership of those codes is around 13,300, or about 20% of the District’s population. This
represents a decrease of around 5000 since 1991 (Rotorua District Council, 2000).

- 34% of participants in sport and physical activity (27% of sample population) were involved as a member of a club or organisation (National Research Bureau, 2001).

### 5.1.3 Why Do People Participate in Recreation?

**Adults**

Recent research indicates Rotorua residents are more likely to say they do their favourite physical activity because they enjoy it, for relaxation and stress relief, and for health benefits than for other reasons. They are less likely to do it to express themselves creatively, to compete against others, or to help others.

Enjoyment and health benefits are valued equally by all groups of respondents. Relaxation and stress relief are valued more by people with young children particularly those with sole care (National Research Bureau, 2001).

**Table 8: Reasons for Physical Activity**

*Source: National Research Bureau, 2001*

<table>
<thead>
<tr>
<th>Reasons for taking part</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Because I enjoy doing it</td>
<td>100</td>
</tr>
<tr>
<td>For relaxation and stress relief</td>
<td>90</td>
</tr>
<tr>
<td>Health benefits</td>
<td>84</td>
</tr>
<tr>
<td>To spend time in the outdoors</td>
<td>83</td>
</tr>
<tr>
<td>To challenge myself</td>
<td>80</td>
</tr>
<tr>
<td>Improved physical fitness and body shape</td>
<td>77</td>
</tr>
<tr>
<td>Because I am good at it</td>
<td>72</td>
</tr>
<tr>
<td>To develop my skills and ability</td>
<td>72</td>
</tr>
<tr>
<td>To spend time with family or friends</td>
<td>68</td>
</tr>
<tr>
<td>To meet and spend time with other people</td>
<td>67</td>
</tr>
<tr>
<td>Because it is convenient and easy to fit into my daily routine</td>
<td>66</td>
</tr>
<tr>
<td>To get some time by myself away from my family</td>
<td>54</td>
</tr>
<tr>
<td>To help other people</td>
<td>44</td>
</tr>
<tr>
<td>To compete against others</td>
<td>43</td>
</tr>
<tr>
<td>To express myself creatively</td>
<td>42</td>
</tr>
</tbody>
</table>
Young People

Six motivational factors are fundamental to determining interest in a particular physical activity. These are stimulation, relaxation, affiliation, acceptance, control and achievement (Hillary Commission, 1994).

For many young people, acceptance and affiliation are the two that will most influence their decision to become and continue to be involved in physical activity, and their choice of specific sport or recreational options. This leads many young people to choose activities that are social rather than competitive, and satisfy a need to be part of a group.

Achievement will be a strong motivator for young people who are good at sport and who can compete with confidence. The need for stimulation is also an important factor for some young people, and can lead to an involvement in risk taking behaviour and extreme sports (Hillary Commission, 2001).

A focus group held in 1998 with 13 secondary school students from the South Waikato ranked in order the following reasons for undertaking recreation activities (South Waikato District Council, 1998)

1. Enjoyment and fun
2. Fitness and health
3. Relaxation
4. Killing time
5. Spend time with friends
6. Build team work and life skills
7. Competitive skills
8. Challenge.

From this it can be inferred that recreation is more important to most young people as an opportunity to have fun and feel good than as a means of skill development and self-improvement. They also recognise that health and fitness benefits are also important outcomes.
5.1.4 What Limits People’s Involvement in Recreation?

Adults

Amongst the adult population of the Rotorua District, the constraints to participation in sport and physical activity most commonly experienced are: (National Research Bureau, 2001).

Table 9: Constraints to Participation in Sport and Physical Activity for Adults

<table>
<thead>
<tr>
<th>Constraint to participation</th>
<th>%</th>
<th>Activities mentioned most often</th>
</tr>
</thead>
<tbody>
<tr>
<td>Have to put the needs of others first</td>
<td>38</td>
<td>Netball, golf, going to the gym</td>
</tr>
<tr>
<td>They emphasise competition, whereas I want to do it for enjoyment.</td>
<td>23</td>
<td>Netball, hockey, golf</td>
</tr>
<tr>
<td>Costs and fees are higher than I can afford for recreation spending.</td>
<td>22</td>
<td>Going to the gym, golf, hockey</td>
</tr>
<tr>
<td>Shortage of club coaches or organisers</td>
<td>19</td>
<td>Rugby, hockey</td>
</tr>
<tr>
<td>Unsuitable or inconvenient times and locations</td>
<td>16</td>
<td>Golf, rugby</td>
</tr>
<tr>
<td>No provision for young children</td>
<td>14</td>
<td>Rugby, netball</td>
</tr>
<tr>
<td>Shortage of venues or locations</td>
<td>12</td>
<td></td>
</tr>
<tr>
<td>Shy, embarrassed or inexperienced</td>
<td>12</td>
<td>Netball, going to the gym</td>
</tr>
<tr>
<td>Work commitments</td>
<td>11</td>
<td></td>
</tr>
<tr>
<td>Transport to and from venues is a problem.</td>
<td>11</td>
<td>Rugby, netball</td>
</tr>
<tr>
<td>Have no contacts, networks or good information to get started</td>
<td>10</td>
<td></td>
</tr>
</tbody>
</table>

The population groups that are more likely to say they experience more constraints are women, Maori, people living in a 3 or more person household, people with children and dependants, and people in the 15-34 year age group.

Those least likely to say they experience constraints are men, people with a household income of more than $50K, people aged over 45 (particularly those aged 65+), retired people, NZ Europeans, people living in a 1 to 2 person household, and people with secondary school aged children, or no children/dependants.

Constraints to participation in non-physical activities in Rotorua were generally lower than constraints to sports and physical activity. This may reflect that many are home-based and individual, and therefore easier to maintain involvement in. It also reflects the demographic profile of the
majority of those taking part, i.e. older people with less family responsibilities. The main constraints are shown in the table below.

**Table 10: Constraints to Participation in Non-physical Activities for Adults**

*Source: NRB*

<table>
<thead>
<tr>
<th>Constraint to participation</th>
<th>% of Residents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Having to put the needs of others first</td>
<td>26</td>
</tr>
<tr>
<td>Unsuitable/inconvenient times and locations</td>
<td>15</td>
</tr>
<tr>
<td>The cost of getting taught is more than you feel able to pay.</td>
<td>14</td>
</tr>
</tbody>
</table>

In all cases, the residents most likely to feel these constraints were women, or were aged between 15 and 34, or were residents living in a household of three or more people, or who had dependants or children.

Maori, people with a household income less than $50K per annum, and part time or casual workers are more likely to be constrained by cost.

Arts and crafts and computing were consistently mentioned as the most difficult activities to participate in satisfactorily.

**Young People**

In the report entitled “Targeting Teens” (*Hillary Commission, 2001*), reasons stated for inhibiting involvement are related primarily to:

- Access (e.g. parental consent, time, transport, facilities and amenities, prejudice and restrictions, access to clubs, funding)
- Adult involvement (e.g. lack of support and encouragement, favouritism, “bad” or inadequate coaches, and parental pressure or indifference)
- Fears (e.g. being hurt, rejection, failure, humiliation)
- Competing activities (e.g. parties, hobbies, other activities that satisfy needs).

In situations where competitive sports form the mainstay of physical activities available to young people, their options for participation will be limited, as the competitive aspects of sports will not appeal to all. The fear of failure, humiliation, injury and rejection associated with competitive team sports is a significant inhibitor, particularly when combined with a need for acceptance and affiliation. When the inhibitors (both emotional and environmental) outweigh the motivators to participate in physical activity, young people will inevitably choose other activities to satisfy their needs (*Hillary Commission, 2001*).

The level of sustained physical activity in young people drops from a peak at age 9–12, to a low point at age 16–17 (*Hillary Commission, 1999*). This is commonly attributed to a number of factors such as not
enough coaches, too much emphasis on competition, pressures of school work and exams, other commitments such as family and work, decreasing emphasis placed on compulsory physical activity at school, and the influence of peer group and family. It also reflects the increasing choices that young people are able to make about how they use their leisure time to do the activities that they derive most satisfaction from.

Young people in the eastern suburbs of Rotorua reported the following constraints to participation in physical activity (Dowthwaite, 1998).

**Table 11: Constraints to Participation for Young People in Eastern Suburbs of Rotorua**

*Source: Dowthwaite, 1998*

<table>
<thead>
<tr>
<th>Constraint to participation</th>
<th>#</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lack of time/too many other commitments</td>
<td>53</td>
<td>30.5</td>
</tr>
<tr>
<td>No facilities close by</td>
<td>48</td>
<td>27.6</td>
</tr>
<tr>
<td>Haven't got around to it</td>
<td>43</td>
<td>24.7</td>
</tr>
<tr>
<td>Lack of money/too expensive</td>
<td>40</td>
<td>23.0</td>
</tr>
<tr>
<td>Lack of information about where/how</td>
<td>38</td>
<td>21.8</td>
</tr>
<tr>
<td>Don't have the equipment/gear</td>
<td>35</td>
<td>20.1</td>
</tr>
<tr>
<td>Don't know</td>
<td>26</td>
<td>14.9</td>
</tr>
<tr>
<td>Don't know how to/no confidence to try</td>
<td>18</td>
<td>10.3</td>
</tr>
<tr>
<td>Too old/young</td>
<td>14</td>
<td>8.0</td>
</tr>
<tr>
<td>No private transport</td>
<td>14</td>
<td>8.0</td>
</tr>
<tr>
<td>Personal health problems</td>
<td>9</td>
<td>5.2</td>
</tr>
<tr>
<td>Not easy to get to by public transport</td>
<td>7</td>
<td>4.0</td>
</tr>
</tbody>
</table>

Information from the Te Puna Rangatahi survey of young people also highlighted the following constraints to leisure:
- Cost
- Transport (private and public)
- Not enough (safe, affordable, accessible) places to go and things to do
- Powerlessness
- Safety and security

Due to driver licensing requirements, for those aged 15 and under independent car travel will not be an option until they have a restricted car licence (age 15 ½ minimum). Most young people using private cars will therefore be dependant on friends and family to drive them. Distance to recreation activities is therefore an issue for young people, and also to the family members and friends that are needed to drive them to venues. The need to drive children to sports venues on Saturdays is often mentioned by parents, especially mothers as a reason why they have little time for their own recreational pursuits.
The main reported constraints to young people’s participation seem to be lack of time, and other commitments (school, work, family, other leisure activities). Distance from facilities is an issue, particularly when combined with lack of private and public transport, and age. Cost of entry and equipment is significant for many young people, especially if they are relying on parents to provide funds. Information also seems to be harder for young people to access than for older people (Dowthwaite, 1998; National Research Bureau, 2001; Rotorua District Council, 1999).

In a survey of schools in the Rotorua District (Rotorua District Council, 2001), the following were given as some of the factors that could improve the participation of young people in sport and physical activity.

• More coaches.
• More involvement by other trained adults to relieve pressure on teaching staff.
• Reduction of fees for netball and hockey in particular.
• Transport to activities outside of the school, especially for rural schools.
• Better school facilities and equipment for sport and recreation.
• More fun.
• Compulsory sport/physical education at all levels.

5.2 Promotion

Promotion of recreation is about ensuring that the community is well informed about recreation opportunities, benefits, and codes of conduct. It involves letting people know what is happening, what is available, how to get involved, and who to contact. It also involves promotion of benefits, conservation and safety. It can be a way of encouraging efficient use of programmes and facilities, and increasing club membership.

Effective communication within the industry is essential to avoid clashes, duplications and inefficient use of resources.

Effective promotion is a key contributor to increased participation by reducing constraints caused by lack of information.

5.2.1 Current Status

Databases and information about recreation opportunities are maintained by several different agencies, for different purposes. Some, such as the Community Contacts Database at the Library, are kept for public use, while others are maintained by organisations for their own use, and are not readily available to the public.
Table 12: Location of Information on Recreational Opportunities

<table>
<thead>
<tr>
<th>Agency</th>
<th>Type of Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rotorua Public Library</td>
<td>Community Contacts Database and Library events.</td>
</tr>
<tr>
<td>Rotorua Aquatic Centre</td>
<td>Learn to Swim database, and Aquatic Centre events.</td>
</tr>
<tr>
<td>Rotorua Convention Centre</td>
<td>Venue bookings database, events (Ticketek bookings).</td>
</tr>
<tr>
<td>Tourism Rotorua</td>
<td>Events database including sports, arts, music, conferences and community events.</td>
</tr>
<tr>
<td>Parks and Recreation</td>
<td>Holiday programme providers, venue bookings, parks assets, concessionaires.</td>
</tr>
<tr>
<td>Community Policy</td>
<td>Funding database (Fundview).</td>
</tr>
<tr>
<td>Te Papa Takaro o Te Arawa</td>
<td>Marae, contacts.</td>
</tr>
<tr>
<td>Sport Bay of Plenty</td>
<td>Sports clubs, organisations and events.</td>
</tr>
<tr>
<td>Fletcher Challenge Forests</td>
<td>Concessionaire database, information leaflets, permitting system.</td>
</tr>
<tr>
<td>Department of Conservation</td>
<td>Recreation Opportunity Spectrum, national concessions database, land, visitor asset management system (VAMS), DOC website and intranet, volunteer databases.</td>
</tr>
<tr>
<td>Fish and Game New Zealand</td>
<td>Angling access brochures, information leaflets, licensing system, website, information on fishing events.</td>
</tr>
</tbody>
</table>

The Rotorua Recreation Survey (National Research Bureau, 2001) shows that 10% of residents aged 15 and over consider that having no contacts, networks or good information is a constraint to their participation in recreation. Residents more likely to say this are in the 15 - 34 year age group (17%). A survey of eastern suburbs children aged from 11 to 18 (Dowthwaite, 1998) showed that 22% considered lack of information to be a significant constraint to participation.

88% of residents say they can name a source that gives information on recreation or sport regarding events, fixtures and venues relating to the next week or weekend. 73% of residents are able to name a source that gives longer term information on recreation or sport regarding what is coming up and where for a whole season or a couple of months ahead. 67% of residents say they can name a source that gives information on how to do an activity that they want to be involved in. 67% of residents say they can name a source that gives information about contacts in Rotorua they can join up with in their chosen recreation for company,
learning, shared equipment etc. In general, people in the 15 to 24 age range are less likely to be able to name sources of information (National Research Bureau, 2001).

People in the 15 – 24 year age range are more likely to be aware of information from radio, internet or direct contact with clubs than from newspapers. The Review and Weekender are more likely to be mentioned by women, people aged from 25 to 34, and people with children, i.e. young families. Internet is used by a wide band of age groups, especially young people. It is used less by older people. Young people are now able to get information through the new Xmag, although this is only published quarterly.

The Community Contacts database at the Rotorua Public Library is the most accessible source of public information about clubs and organisations that offer recreation activities, programmes, instruction and events. The database is regularly updated by Library staff, but relies on the response of individual club members. It is readily available on the seven public access terminals at the Library, but there is little publicity on-site to explain that it is there, what it is for, or how to use it. Many library users would be completely unaware of its existence. Less than 2% of residents were able to name the library as a source of information about recreation contacts (National Research Bureau, 2001).

There are many good things happening in Rotorua. However, there is insufficient coordination between agencies for maintenance and dissemination of information. There is no central collection point for recreation information. People need to go directly to the organisation that holds it, such as Sport Bay of Plenty, individual sports clubs, Citizen’s Advice Bureau, Te Papa Takaro, Tourism Rotorua, Rotorua District Council, Eastern Region Fish and Game Council, schools, Department of Conservation, YWCA, or the Visitor Centre at the Tokorangi Forest (Redwood Grove). Alternatively they may get what information is available through various publications such as the Daily Post, local free newspapers, the telephone book, the “It’s on in Rotorua” event calendar published by Tourism Rotorua, newsletters. Other sources of information are the internet, radio, and television.
5.3 Provision of Facilities

In the Rotorua District, there are several key providers of recreation facilities such as Department of Conservation, schools, Fletcher Challenge Forests, commercial recreation and tourism. The challenge is to ensure that provision of facilities in the district is equitable, effective, of suitable quality, and is an efficient use of resources.

Provision of recreation facilities is a traditional role of local authorities. There are several reasons for this, including market failure, public good, non-excludability and community expectations. A broad legislative base and central government incentives have given local authorities the opportunity to be involved in a wide range of recreational opportunities including sportsgrounds, reserves, swimming pools and sports stadia.

Many of the facilities traditionally provided and managed by local authorities are unlikely to be provided by the private sector in the form and quantity preferred, as they provide little return on investment (market failure). These would include children’s playgrounds, local parks, picnic areas, swimming pools and libraries. The element of public good and non-excludability in publicly used facilities such as playgrounds and parks also determines their provision by local authorities.

Providing additional public facilities may not always be an efficient or effective use of funding. Therefore, there is a financial imperative to review what is being provided, and who will benefit from additional development.

5.3.1 Current Status

The Rotorua District is well provided with recreation opportunities, both natural and man-made. In addition to the abundant lakes and forests that characterise the district, urban Rotorua is well provided for in terms of reserves. Ngati Whakaue provided many of the major reserves in the central city at the time that Rotorua township was first set out in 1881.

Other reserves have been created primarily by vesting of reserve land on subdivision, and purchase of land to provide for future requirements. Many significant areas of scenic reserve in the district are owned and managed by the Department of Conservation.

Focus groups (Hill Young Cooper, 1997 and Rotorua District Council, 1999) clearly showed the outdoors, particularly the lakes and forests, is an important focus for recreation for Rotorua residents. Retaining the quality of these areas, and the accessibility of the natural environment are priorities for many people.

The Recreation Opportunity Spectrum (ROS) developed by Department of Conservation and the Hillary Commission for the Bay of Plenty Conservancy in 1993 is a means of mapping recreational opportunities to provide for combinations of activity, setting and experience.
ROS provides a framework for DOC and other recreation providers to inventory, plan for and protect opportunities for recreation. It provides a context for a wide range of outdoor recreation activities, commercially or publicly provided, and links this to other land uses and activities. The range of physical settings extends from urban to wilderness.

In general, most opportunities provided by DOC in the Rotorua District are in settings that are back country or remote. Most opportunities provided by Rotorua District Council and other providers are in settings that are urban, on the urban fringe, or rural.

Lakes and Lakeside Reserves

The Rotorua Lakes catchment covers 112,000 hectares. The Department of Conservation, local iwi and Rotorua District Council own many reserves around the lakes.

Over two thirds (69%) of residents use Rotorua’s lakes for recreational activities in a year (National Research Bureau, 1997).

The same survey showed the 85% of residents had visited or used the Districts lakeside reserves in the last 12 months.

Almost half of the users interviewed as part of the 1997/1998 Lakes Reserves User Survey (Rotorua District Council, 1998) indicated they used the lake reserves at least once a week over summer. This was backed up by similar figures in 1999/2000, with a further quarter using them regularly throughout the year.

In 1997, a survey found that a quarter of residents (26%) had used one or more of the following specific facilities in the last year (APR Consultants, 1997):
- Green Lake (18%)
- Blue Lake Reserves (34%)
- Lake Okareka (Boyes Beach) (24%)
- Lake Tarawera (Lake Tarawera landing) (29%)

Forests

Public and private lands administered by Fletcher Challenge Forests Ltd provide mountain bike trails, walking and running tracks, horse trekking, shunting and shooting opportunities, and lease areas for shooting, model aircraft, microlights, and youth camps.

The Tokorangi Forest is a 286 ha mixed exotic forest on the southern edge of Rotorua city. The land is owned by the Crown, while Rotorua District Council has the Crown Forest Licence. The forest itself is managed by Fletcher Challenge Forests Ltd. The area is well used for running, walking, mountain biking, horse trekking etc. It is part of the larger Whakarewarewa Forest, and contains the Redwood Grove. A management plan for this area, produced by RDC with advice from other agencies, will determine management of the area.
Half of the respondents to the 1997 APR telephone survey said they had used the Redwood Grove in the past twelve months while 32% said they had used the Whakarewarewa Forest and 13% had used the Waipa Entrance to the Forest (the main mountain bike entrance).

**Thermal Springs**

There are many hot springs and thermal areas in the District such as Waiotapu, Whakarewarewa, and Waimangu Valleys. There are also a number of informal hot springs known to locals around the lakes and streams in the district. Some of these are on private property, and access is therefore restricted. In the APR Telephone survey, 14% of the respondents said they had gone to the Polynesian Spa at least once in the last year while 13% of respondents said they had been to the Waikite Hot Pools over the same period.

**Rotorua District Council Facilities**

The Rotorua District Council manages around 700 hectares of reserves. Management of the majority of these reserves is through policies stated in Reserves Management Plans prepared by Rotorua District Council staff.

Rotorua District Council reserves offer a range of recreational opportunities and facilities such as lake and stream access, boat ramps and jetties, walking tracks, cycleways, velodrome, picnic areas, playgrounds, sportsfields and stadium, clubrooms, halls, swimming pools, camping areas, golf courses, tennis and netball courts, indoor courts, equestrian trails, skateboard parks, bowling greens, croquet lawns, petanque, etc.

The results of the 1997 APR Telephone Survey showed that the facilities used by greater numbers of respondents were walkways, playgrounds and swimming pools.

**Table 13: Percentage of Residents using Selected Recreational Facilities (once a year or more)**

*Source: APR, 1997*
The same survey of residents indicated 90% of respondents using the Lakefront reserve at least once a year compared to 58% for Kuirau Park and 70% for the Government Gardens.

Several urban parks were also included in the 1997 APR Telephone Survey of residents:

- Linton Park was used by 12% of residents at least once in the last twelve months
- Boord/Smallbone Park (27%)
- Springfield Golf Course (9%)
- International Stadium (7%)
- Hannah’s Bay (31%)

Arts and cultural facilities provided by Rotorua District Council include the Rotorua Public Library, mobile library, Rotorua Museum of Art and History, Wohlmann House, Convention Centre, Te Runanga, and rural and urban halls. A new centre for arts and music is to be constructed on the corner of Hinemoa and Hinemaru Streets as an expansion of the facilities currently offered at Wohlmann House.

The 1998 to 2000 NRB Communitrack surveys reported the following usage and visitor rates by local residents of Council facilities for the previous twelve months.

**Table 14: Usage and Visitor Rates of Council Facilities, 1998-2000**

*Source: NRB, 1998 - 2000*

<table>
<thead>
<tr>
<th>Facility</th>
<th>1998</th>
<th>1999</th>
<th>2000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Parks and Reserves</td>
<td>87%</td>
<td>94%</td>
<td>92%</td>
</tr>
<tr>
<td>Playground or Sportsfield</td>
<td>75%</td>
<td>81%</td>
<td></td>
</tr>
<tr>
<td>Rotorua Museum of Art and History</td>
<td>52%</td>
<td>55%</td>
<td>56%</td>
</tr>
<tr>
<td>Rotorua Library</td>
<td>78%</td>
<td>80%</td>
<td>79%</td>
</tr>
<tr>
<td>Aquatic Centre</td>
<td>58%</td>
<td>72%</td>
<td>63%</td>
</tr>
</tbody>
</table>

Rotorua District Council will spend around $12.1 million on recreation in the 2000/2001 financial year in the areas of the library, museum, grants, halls, sportsdrome, soundshell, stadium, swimming pools, and parks and reserves. User charges will return nearly $2 million of this expenditure.

The Rotorua Aquatic Centre has just under 300,000 visits each year.

Local schools are significant users of Council facilities, especially for inter-school sports. The most commonly used facilities are the Aquatic Centre for swimming and water polo, the Sportsdrome for miniball, and Smallbone Park for cricket.
Department of Conservation

Department of Conservation reserves in the Rotorua lakes area offer a choice of 29 amenity areas, comprising 15 carparks, 9 picnic areas (Rotoiti, Tarawera, Rotoma, Okataina, and Blue Lake), 4 standard campsites (Tarawera and Rerewhakaaitu), and one informal campsite (Humphrey’s bay, Tarawera). These facilities are all located near lakes or at the start of tracks.

Campsite provision is a key component of DOC’s recreation management in the district.

There are 29 tracks, most of which are graded walking tracks (13), tramping tracks (9), short walk (1), and a primitive tramping track (1). Facilities mostly comprise public toilets, shelters and cooking shelters at campsites and amenity areas.

Further information on Department of Conservation facilities can be obtained directly from DOC either at the Conservancy office or at one of their Field Centres.

Schools

There are 46 schools in the Rotorua District, made up of 33 primary schools, 4 intermediate and middle schools, 6 high schools, and 3 kura kaupapa.

Schools are important venues for recreational activities and provide a range of facilities. The 1997 APR Survey identified a range of facilities provided by schools, many of which are available to the general public including: squash courts, swimming pools, sportsgrounds, playgrounds, gymnasiaums and halls.

Recreational activities like basketball, martial arts, kapa haka, dancing and indoor bowls are examples of some of the main uses of school halls and gymnasiaums by the general public. Outdoor facilities such as sports fields, swimming pools and courts are also used for swimming lessons, marching, tennis, rugby, touch, soccer and hockey practise.

Many schools in the District, particularly in the urban area have banned skateboarding and cycling after hours due to damage to school property.

Marae

Marae are an important source of facilities, particularly for local Maori communities. Inter-marae sporting competitions are often based around marae facilities. Some are used as venues for recreational, arts and cultural activities, and events, conferences, and tourism activities.

There are 32 individual marae in the Rotorua District. However, some are family marae and are not available for use by the wider community. Rotorua District Council and Te Papa Takaro o Te Arawa hold information.
Private Sector Provision

Private sector providers are particularly important in the Rotorua District because of the association between tourism and recreation. There is a large range of outdoor adventure activities in the area, largely associated with tourism such as four wheel drive safaris, quad bikes, gondola and luge, boating and fishing trips, rafting, kayaking, spa and bathing facilities, bungee, horse trekking, skydiving, and airplane and helicopter flights.

Other forms of private or commercial provision include health and fitness clubs, hydroslides (Leisure World), indoor sports surfaces, driving ranges and golf courses, indoor karting, stock cars, squash courts, indoor playgrounds, dance classes, paintball, electronic target shooting, climbing wall, movie theatre, mini jeeps, bouncy castles, fast food outlets, pool halls, night clubs, bingo, cyber cafes, spacies and pokie machines.

Provision of recreation facilities by the private sector is often dictated by economic realities.

Club Facilities

The Rotorua District contains a wide variety of club owned and maintained facilities and venues such as clubrooms, netball and tennis courts, sports fields, artificial hockey turf, bowling greens, golf courses, shooting ranges, velodrome, gymnasium, etc. Although some of these are located on private land, many more are located on public reserves.

One significant area of private land is located at Westbrook. The land is owned by the Rotorua Rugby Sub-Union, and is used primarily for rugby. It is to be developed and managed in association with the adjacent Council owned land and facilities.

There are a significant number of sports and recreational clubrooms on Council reserves that are owned and maintained by clubs. Many are now in the position where senior membership and volunteer support have diminished to the extent that facilities are becoming difficult to maintain. For example, membership of the six bowling clubs in the district is in decline. One club has lost 50% of its membership in the last five years.

In addition to this, stricter drink-driving laws mean that revenue from bar sales in clubrooms does not provide the same level of financial support that it once did.

Local schools make significant use of club facilities such as the hockey turf at Smallbone Park, and the netball courts at Westbrook for interschool matches. Use is also made of other club facilities such as golf courses, squash courts, bowling greens etc.

In 1997 APR sent a survey to all clubs asking about existing facilities and their likely future needs. A small number of clubs that responded, particularly those undergoing growth, indicated they would like to extend
their existing facilities. There were also comments made about clubs competing for the same recreational space. Others commented on the need for improvements made difficult by static or falling membership.

**Inventory of Facilities**

A partial inventory of recreational facilities in the Rotorua District is contained at Appendix 4. It is recommended that this inventory be developed and maintained over time to become a comprehensive activity based facility inventory.

### 5.4 Programmes

Programmes are facilitated recreation opportunities, usually with a specific purpose or outcome, such as skills training, competition, socialisation, health benefits, or out of school care for children. Effective programmes are targeted, have defined outcomes, and should be benefits based, i.e. should identify the benefits of participation, and be designed and managed in a way that delivers those benefits.

#### 5.4.1 Current Status

Recreation programmes and activities are provided by a range of organisations. Participation may be inclusive, (aimed at the general public) such as is provided by Rotorua District Council, Sport Bay of Plenty, Te Papa Takaro o te Arawa, Y.W.C.A, some clubs and organisations, churches, Police, and commercial providers such as health and fitness centres, yoga classes, dance schools, etc. Alternatively, participation may be exclusive (membership based) such as is provided by many clubs, youth groups such as Guides and Scouts, and schools. There is also a range of holiday programmes provided by both public and commercial providers.

Sport BOP, Te Papa Takaro and the Y.W.C.A all provide some coordination of recreation programmes. Sport BOP and Te Papa Takaro are both contracted to Rotorua District Council to provide coordination and delivery of recreation programmes in the Rotorua District. RDC coordinates school holiday programmes by coordinating the promotion of programmes.

However, there is insufficient coordination occurring between programme providers. There is also a general lack of direction, with much provision being ad hoc, based on national rather than local criteria, or on commercial benefit to providers.

In today’s busy society, many people have less time, energy or skills to spend on organisations. Anecdotally, the experience of activity and programme organisers is that participants would prefer that someone else took on that role, freeing them up to enjoy the activity itself. However,
there is no central coordination or evaluation of programmes to ensure that they are well targeted, effective, and meeting the needs of the community. Although there are several organisations involved in either providing programmes, or funding the providers, no one organisation seems to have the mandate to maintain an overview of how programmes are being provided.

Rotorua District Council has recently employed a Community Events and Sports Coordinator who will be assisting local organisations to run events. The position is as yet in a developmental stage, but it is anticipated that it will improve the coordination, facilitation and management of events.

Hillary Commission figures for the Bay of Plenty show that 32% of the population are technically inactive. Overseas evidence shows that the figure is likely to increase without active intervention. Children of inactive parents are more likely to themselves be inactive – parents are strong role models in this area. Most inactive people want to be active, but are constrained by time, attitude and emotion. Effective programming can help to break the cycle either by helping the parents to become more active, or by providing alternative role models for the children.

Programming Requirements for Different Sub-groups of the Population

Evidence suggests that sub-groups of the population respond differently to interventions. Therefore programmes should be appropriately adapted to target specific groups. The report Active for Life, (National Health Committee, 1998) recommends the following focus for strategy development in intervention programmes for specific groups.

Table 15: Recommended Focus for Strategy Development

<table>
<thead>
<tr>
<th><strong>Group</strong></th>
<th><strong>Focus for strategy development (National Health Committee 1998)</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Children and Young People</td>
<td>• Quantity and quality of physical activity needs to improve.</td>
</tr>
<tr>
<td></td>
<td>• Proportion of time being active in physical education classes needs to increase.</td>
</tr>
<tr>
<td></td>
<td>• Encourage young people to develop positive attitudes to participation in regular physical activity.</td>
</tr>
<tr>
<td></td>
<td>• Increase young people’s knowledge about the contribution that active participation makes to total well-being.</td>
</tr>
<tr>
<td>Maori</td>
<td>• Encourage Maori physical leisure programmes by health and recreation policy makers, funders and providers.</td>
</tr>
<tr>
<td></td>
<td>• Greater integration of physical leisure programmes into health and disability services.</td>
</tr>
<tr>
<td></td>
<td>• Use of appropriate role models.</td>
</tr>
<tr>
<td></td>
<td>• Promote healthy food and beverages at sports and recreational fixtures.</td>
</tr>
<tr>
<td></td>
<td>• Target sedentary Maori.</td>
</tr>
<tr>
<td></td>
<td>• Support marae based programmes.</td>
</tr>
<tr>
<td>Category</td>
<td>Recommendations</td>
</tr>
<tr>
<td>---------------------------</td>
<td>---------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Men</td>
<td>Favour team sports, also gym, racquet sports, cycling, jogging, and positive overall social context for physical activity.</td>
</tr>
<tr>
<td></td>
<td>Lack of time is a problem.</td>
</tr>
<tr>
<td></td>
<td>Information about safe and appropriate forms of physical activity important</td>
</tr>
<tr>
<td>Women</td>
<td>Walking and aerobics preferred.</td>
</tr>
<tr>
<td></td>
<td>Less strenuous forms of physical activity, confidence building in ability to exercise.</td>
</tr>
<tr>
<td></td>
<td>Quality child care a constraint.</td>
</tr>
<tr>
<td></td>
<td>Require family and social support.</td>
</tr>
<tr>
<td>Older People</td>
<td>Information about safe and appropriate forms of physical activity.</td>
</tr>
<tr>
<td></td>
<td>Advice from general practitioners.</td>
</tr>
<tr>
<td></td>
<td>Walking, water based, gentle exercise in groups.</td>
</tr>
<tr>
<td></td>
<td>Secure and comfortable environment.</td>
</tr>
<tr>
<td></td>
<td>Greater privacy in changing facilities.</td>
</tr>
<tr>
<td></td>
<td>Special classes with older instructors.</td>
</tr>
<tr>
<td></td>
<td>Home based exercises.</td>
</tr>
<tr>
<td>People with Disabilities</td>
<td>Community based programmes to meet specific needs.</td>
</tr>
<tr>
<td></td>
<td>Physical education for children and young people with disabilities.</td>
</tr>
<tr>
<td></td>
<td>Advice from general practitioners.</td>
</tr>
<tr>
<td></td>
<td>Safe, accessible environments.</td>
</tr>
<tr>
<td></td>
<td>Wheelchair activities.</td>
</tr>
<tr>
<td></td>
<td>Involve people at early stages of planning activities.</td>
</tr>
</tbody>
</table>

Programme providers need to work with people and organisations rather than just provide for them. Programmes will increase levels and range of activities with the aim of improving social and individual health and well-being. They will encourage people to participate because they want to, not because they think they should. Beneficial activities and programmes for increasing participation will be:

- inclusive not exclusive
- focused away from competition and winning
- safe and non-threatening
- fun, enjoyable and satisfying
- at a convenient location
- at a time that suits prospective participants
- non-judgemental, welcoming and supportive
- easily accessible to try out and return to
- well promoted
- run by people that participants can relate to (larger people, Maori, pacific island, older people, young people etc)
- able to provide stimulation, relaxation, affiliation, acceptance, control and achievement in ways which meet the needs of participants
- realistic in terms of goals and progress
- benefits based, i.e. will identify the benefits that participants can expect to gain, and be developed and managed in order to deliver those benefits.
5.5 **Partnerships**

Partnerships in this context are about developing relationships with stakeholders in recreation to better enable the equitable, effective and efficient delivery of recreation outcomes to the community. Stakeholders should not work independently of each other, but should instead partner and support each other to work towards a common set of goals.

The most important features of a true partnership are trust, honesty, and sharing of objectives, benefits and resources. Partnerships need to be free of hidden or personal agendas, politics, and unilateral actions. To maintain a genuine partnership, regular, open communication is essential, along with sharing the work, honesty, evaluation of performance, and ability to change and improve if needed (from a workshop held on 30 November 2000 with the Reference Group to define partnerships).

5.5.1 **Current Status**

In the Rotorua District, there are several organisations that play key roles in recreation. The main roles come under the broad headings of policy development, funding, provision of land and facilities, and programme delivery. Other roles include planning, resource management, communication and advocacy. Most organisations undertake more than one role, creating overlaps in some areas.

From observation, and from interviews with representatives of different organisations, a description of the respective roles of different organisations can be constructed.

**Table 16: Roles of Organisations in Recreation**

<table>
<thead>
<tr>
<th>Organisation</th>
<th>Identified roles</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rotorua District Council</td>
<td>Provision of land and facilities, funding for programmes and facilities, planning, information, equity (public good), facilitation, partnering, community development, holiday programmes, resource management, marketing, tourism, advocacy, event management</td>
</tr>
<tr>
<td>Sport BOP</td>
<td>Training, liaison with clubs and organisations, coordination of events, programme design and delivery, promotion, information, education of health providers, advocacy of recreation benefits</td>
</tr>
<tr>
<td>Te Papa Takaro o te Arawa</td>
<td>Coordination of recreation networks, communication and liaison with iwi groups, advocacy and policy development, organisation of events, programme design and provision, provision of equipment, mentoring at risk clients, accessing funding for staffing and programmes</td>
</tr>
<tr>
<td>Organization</td>
<td>Role Description</td>
</tr>
<tr>
<td>----------------------------------</td>
<td>-------------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Department of Conservation</td>
<td>Provision of land and facilities, information, advocacy of conservation, preservation, liaison with other key stakeholders, facilitation of programmes, resource management</td>
</tr>
<tr>
<td>Y.W.C.A</td>
<td>Targeted programmes, a venue, facilitation, coordination, meeting the needs of women in particular.</td>
</tr>
<tr>
<td>BOP Community Trust</td>
<td>Provision of funding to support maximum involvement in recreation, particularly for children and young people.</td>
</tr>
<tr>
<td>Hillary Commission</td>
<td>Provision of funding, research and information, development and implementation of national policy</td>
</tr>
<tr>
<td>Fletcher Challenge Forests</td>
<td>Provision of land and facilities, management of safe access, information provision</td>
</tr>
<tr>
<td>Schools</td>
<td>Structured opportunities for recreation, organisation of teams and competition, provision of land and facilities, support for teams, training,</td>
</tr>
<tr>
<td>Rotorua Energy Charitable Trust</td>
<td>Provision of funding for charitable or energy related charitable activities, which have a demonstrable ability to improve and benefit the Rotorua District community. Does not include sports bodies or organisations providing social activities.</td>
</tr>
<tr>
<td>Commercial Providers</td>
<td>Pay for play opportunities, provider of facilities and equipment, profit maximisation, diversity of opportunity, visitor attractions, investment funding</td>
</tr>
<tr>
<td>Health and Fitness Centres</td>
<td>Provider of facilities and equipment, profit maximisation, programme provision, training, advocacy of health benefits, one-on-one coaching, structured and unstructured opportunity for physical activity</td>
</tr>
<tr>
<td>Clubs and Organisations</td>
<td>Structured opportunities for recreation, organisation of teams and competition, support for teams, training, volunteer support.</td>
</tr>
<tr>
<td>Fish and Game New Zealand</td>
<td>Provision and maintenance of angling resource, provision and maintenance of access to waterbodies, provision of information and advice, educational programmes (children’s fishing days, seminars on different angling techniques), recreational facility at the Ngongotaha hatchery, angling competitions, liaison with angling and hunting clubs, and advocacy on behalf of angling and gamebird interests.</td>
</tr>
</tbody>
</table>

There are several existing partnerships and relationships amongst the above stakeholders. Many of these are supplier/client relationships, and may not represent true partnerships.
Table 17: Relationships and Partnerships between Stakeholders

<table>
<thead>
<tr>
<th>Stakeholder</th>
<th>Stakeholder</th>
<th>Relationship</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rotorua District Council</td>
<td>Sport BOP</td>
<td>Funder/service provider through provision of an annual RDC grant to Sport BOP for service provision, including programme coordination, liaison, Recreation Network meetings, training, etc.</td>
</tr>
<tr>
<td>Rotorua District Council</td>
<td>Te Papa Takaro o te Arawa</td>
<td>Funder/service provider through provision of an annual grant to TPTOTA for service provision, including programme development, coordination and delivery.</td>
</tr>
<tr>
<td>Rotorua District Council</td>
<td>Hillary Commission</td>
<td>RDC distributes annual grants for the Hillary Commission, and the Hillary Commision have provided some funding towards RDC's recreation plan.</td>
</tr>
<tr>
<td>Rotorua District Council</td>
<td>Fletcher Challenge Forests</td>
<td>FCF manage the Redwood Grove and surrounding Tokorangi Forest for RDC.</td>
</tr>
<tr>
<td>Rotorua District Council</td>
<td>Rotorua Energy Charitable Trust</td>
<td>RECT have provided more than $5 million in funding to RDC for millenium projects on RDC reserves and waterways. It is likely that other projects will be put forward that will meet the Trust’s criteria and reflect community aspirations.</td>
</tr>
<tr>
<td>Rotorua District Council</td>
<td>Schools and other land owners</td>
<td>RDC share facilities such as playgrounds and sportsfields in some rural areas with other landowners such as schools and Maori owners. RDC have also recently provided funding for development of facilities on school land.</td>
</tr>
<tr>
<td>Rotorua District Council</td>
<td>Recreation clubs and organisations</td>
<td>RDC leases reserve land to many recreation and sporting clubs, and also provides funding for purchase of land and development of facilities.</td>
</tr>
<tr>
<td>Department of Conservation</td>
<td>Tourism Rotorua (RDC)</td>
<td>Department of Conservation contract Tourism Rotorua to provide a venue for their public information in Rotorua, rather than operate a separate visitor centre.</td>
</tr>
<tr>
<td>Rotorua District Council</td>
<td>Commercial providers</td>
<td>RDC have leased reserve land to several commercial recreation enterprises, and may be open to joint venture partnerships for large developments such as a water fun park.</td>
</tr>
<tr>
<td>Sport BOP</td>
<td>Schools</td>
<td>Schools are the main training venue for junior sport programmes undertaken by Sport BOP.</td>
</tr>
<tr>
<td>Schools</td>
<td>Aquatic Centre (RDC)</td>
<td>Many schools utilise the pools at the Aquatic Centre, and the learn to swim programmes.</td>
</tr>
<tr>
<td>Hillary Commission</td>
<td>Sport BOP TPTOTA</td>
<td>Hillary Commission provides funding and policy directives to these organisations.</td>
</tr>
<tr>
<td>Rotorua Energy Charitable Trust, and BOP Community Trust</td>
<td>Clubs and organisations</td>
<td>Clubs and organisations are able to apply for funding from these two trusts.</td>
</tr>
<tr>
<td>Rotorua District Council</td>
<td>Holiday programme providers</td>
<td>RDC provides a coordination service to holiday programme providers, and assists with promotion of programmes.</td>
</tr>
</tbody>
</table>

This is not an exhaustive list of existing relationships.
No single organisation can or should undertake every role in recreation provision. For this reason, there are many different organisations involved. However, because no one organisation in the Rotorua District has the mandate to manage or facilitate this involvement in recreation on a regional or local basis, there is the potential to result in a fragmented approach instead of a collaborative one.

Because there are areas of overlap between organisations and roles, and there are gaps, there is a need for agreed relationships and partnerships between organisations. Otherwise, there may continue to be conflicts in priorities, and gaps will not be filled.

The most important features of a true partnership (as identified by the Recreation Strategic plan Reference Group) are trust, honesty, and sharing of objectives, benefits and resources. Partnerships need to be free of hidden or personal agendas, politics, and unilateral actions. To maintain a genuine partnership, regular, open communication is essential, along with sharing the work, honesty, evaluation of performance, and ability to change and improve if needed.

5.6 Planning

Community Planning is the process through which the public sector agencies operating within a local authority area, in consultation with the private and voluntary sector, come together to plan and jointly deliver services to the residents and communities of that area. The product of that process will be a combined vision for a district. In this case, the product is the Recreation Strategic Plan.

Planning is also about the relationship that the Recreation Strategic Plan has with other planning tools and documents, implementation of the RSP, and evaluation of its effectiveness. Effective planning ensures that this plan is not created in isolation, and will be effectively implemented and reviewed.

Planning occurs both internally, within an organisation, and externally between organisations. It includes implementation through action plans; monitoring and evaluation; and effective communication of strategies into other planning documents to ensure an integrated approach.

5.6.1 Current Status

To date there has been a tendency for organisations, and even departments within organisations to work in isolation. This can reduce the effectiveness of decisions and actions significantly. The work of other departments and organisations can be affected if unilateral decisions are taken, and policies adopted without adequate communication and consultation.

There has also been a tendency in the development of long-term strategies and other planning tools for the final product to sit on the shelf.
gathering dust. This occurs primarily because there is a lack of translation of strategies into action plans, insufficient commitment to action in terms of resource allocation, and insufficient buy-in from key stakeholders due to lack of consultation during the planning process.

Because the development of the Recreation Strategic Plan has been a collaborative process involving key stakeholders, and provides clear pathways for future action, it is anticipated that it will be a living document that will provide real benefits for the community.

The planning process that has been used in the construction of this Recreation Strategic plan is outlined in Section 3 of this document.

5.7 Priorities

Prioritisation is about ensuring that resources are applied in an equitable way so that the needs of the community are met in the most effective and efficient manner. The main resource to be considered is funding, however other resources such as land, environmental resources, and existing facilities, services and programmes will need to be considered along with community needs.

An agreed list of funding priorities is necessary to enable equitable, efficient and effective use of resources.

5.7.1 Current Status

Sources of Funding

A major source of funding for recreation initiatives is from within the community itself. However, in most cases, organisations are unable to raise all of the funds required from their members or from the community. The balance is applied for from community funding agencies, such as Rotorua District Council, Rotorua Energy Charitable Trust, Bay of Plenty Community Trust, Lottery Grants Board, and the Hillary Commission.

Appendix 3 contains a summary of what is provided by some of the major Community Funding agencies in the Rotorua District. Other sources of funding can be identified through the Fundview and Breakout databases available at the Rotorua Public Library, Citizens Advice Bureau, Sport Bay of Plenty and Mokoia Community Centre.

Funding from Gaming Machines

An increasingly significant source of funding for local sporting and recreational organisations are profits from gaming machines. All gaming machine operators are required to be licensed by the Gaming and Lotteries Division of the Department of Internal Affairs. In the year ended 30 September 2000, the three largest gaming machine charitable
trusts (Pub Charity Inc, Lion Foundation, and the New Zealand Community Trust) distributed approximately $39 million (New Zealand wide) to recreation and amateur sport.

Funds from gaming machines in local licensed premises are distributed through related Trusts. This system has the potential to be ad-hoc and non-transparent. Anecdotally, some clubs are encouraged to bring after match functions back to particular bars.

Prioritisation of Facility Development

The Rotorua District is close to several other main centres, i.e. Taupo, Hamilton, Tauranga and Whakatane. What happens in these main centres in terms of facility provision affects Rotorua. An agreement has been reached between the Mayors of the Bay of Plenty Region that will help prevent duplication of large-scale regional sporting facilities, such as stadia, indoor sports complexes, and swimming complexes.

In addition to these major regional facilities, prioritisation of developments needs to take into account the availability of existing local facilities. This would include whether or not they are viable, and whether funding should be applied to maximise the potential of these existing facilities before the construction of new ones is approved. In all cases, the potential of existing facilities should be carefully investigated before funding is committed to development of new ones.

Land

Land for recreational activities and developments such as new facilities is a finite resource. Some activities are non-exclusive, i.e. they may be undertaken without infringing on the rights of others to use the same area. Examples of this would be walking, swimming, and other non-organised use of public or private space. In general, where numbers are not high, many people can conduct activities in the same space without affecting each other.

Other activities are partially exclusive, i.e. they prevent others from using the same resource while the activity is in progress, e.g. a game of touch on a field that can also be used at other times for soccer, and other games or activities. Another example would be the closure of a lake while waka competitions are in progress. Use of resources in this way impacts on other users, but only temporarily.

The other groups of activities is exclusive, i.e. they permanently alienate an area of land for use by a relatively limited number of individuals. Examples of this would be land used for clubrooms, tennis courts, bowling greens, netball courts, hockey turf, and other built structures. Sports fields that are in use all year round, or are fenced to prevent access also come into this category.

There are several main providers of land for recreation in the Rotorua District. These include Rotorua District Council, Department of
Conservation, Fletcher Challenge Forests, Schools, and private providers. The ability to use any of these areas for recreation will depend to a large extent on legislative constraints, issues of conflict between users, security (for the landowner in particular), and where the benefits fall.

Infrastructure and services

The ability to make efficient use of existing infrastructure and services, such as roading, parking areas, water supplies, power supplies, etc for development work is important in order to reduce costs and environmental impact.
6.0 Key Issues and Strategies

In order to achieve results in the seven goal areas, it is necessary to develop some strategies for joint action by stakeholders. This section of the plan identifies key issues and strategies that will enable stakeholders to address some of these issues.

6.1 Guiding Principles

When setting priorities for action and the application of resources, it is useful to consider a set of guiding principles. The following set has been developed from discussions with the Recreation Strategy Reference Group.

Table 18: Guiding Principles

<table>
<thead>
<tr>
<th>Principle</th>
<th>Justification</th>
</tr>
</thead>
<tbody>
<tr>
<td>It is better to be active than inactive</td>
<td>for physical, social and mental health outcomes</td>
</tr>
<tr>
<td>Support the supporters</td>
<td>value and strengthen the volunteer network and the family support that enables people to participate</td>
</tr>
<tr>
<td>Create family friendly spaces, places and activities</td>
<td>add value and appeal for a wider range of people, to encourage their active participation</td>
</tr>
<tr>
<td>Funding for people as well as buildings</td>
<td>apply funding to programmes that will increase participation and maximise use of existing facilities, as well as to new buildings and facilities</td>
</tr>
<tr>
<td>Keep the communication open</td>
<td>keep stakeholders informed, and don’t make decisions in isolation</td>
</tr>
<tr>
<td>Apply resources where they’ll do the most good for the most people</td>
<td>consider what the benefits will be and where they will fall when applying resources</td>
</tr>
</tbody>
</table>
6.2 Participation

6.2.1 Key Issues

Motivators

1. Recreation is important to all age groups for enjoyment, relaxation and health benefits. Competition and skill development are much less important, particularly for young people.

2. For young people in particular, affiliation and acceptance are strong motivators in the choice of recreation activity.

Constraints

1. When the inhibitors (both emotional and environmental) outweigh the motivators to participate in physical activity, young people will inevitably choose other activities to satisfy their needs.

2. The groups who report the most constraints are by and large still actively involved in sport and physical activity. This suggests that these people are more able or prepared to modify the way in which they participate, or try different activities in order to achieve participation.

3. Conversely, many people with fewer constraints are still choosing not to get involved in active recreation. This might suggest that for these people, their participation is affected more by intra-personal constraints, i.e. attitudes, beliefs and personal choice.

4. Women are a group that stand out as being consistently more affected by constraints. For many women, particularly those with families, opportunities are limited by the tendency to place their own needs last.

5. In Rotorua there are higher proportions of sole parents at 21.5% compared to 15.7% nationally. The majority of sole parents are women. Sole mothers tend to have very low participation rates in sport and active recreation.

6. Distance and cost are important structural constraints to young people, and people on low incomes such as the elderly, beneficiaries and unemployed.

7. The centralisation of many activities and facilities in urban areas can mean people in rural areas have limited access to recreation opportunities.

8. The relatively high deprivation index of 9 in the Rotorua District means that, for many residents, constraints are not easily overcome.
9. Consultation has reinforced that cost of recreation is an issue for some people. Cost needs to be considered as a factor when providing opportunities for young people and those on limited incomes.

**Young People**

1. The level of physical activity in children seems to peak at around intermediate school age, then decline through secondary school.

2. The decline in the level of physical activity in teenagers is due to a number of factors, including:
   - Physical education and sport becomes optional in most secondary schools at about 4th form.
   - The increasing importance of peer group affiliation and the effect this has on the choice of recreational activity.
   - An over-emphasis on competition often at the expense of fun and enjoyment.
   - Increasing pressures of schoolwork and exams.
   - Other commitments on time such as family and work.
   - A decreasing availability of coaches and parents to support activities.

3. Many young people don’t continue to play competitive team sports beyond school.

4. There is a huge variation in the number and type of sporting and physical activities provided by schools both during school hours and out of hours. In general, rural schools tend to offer less than urban schools.

5. Young people in particular need opportunities to participate in sport and physical activity that are fun, non-threatening, and accessible (in terms of cost, location, time, parental consent, skill level and ability).

**Predictions**

1. 13% of residents maintain that they have not engaged in any physical activity in the last 12 months. These people were more likely to be women, people aged 65 and over, retired or in part time or casual employment, or with a household income of less than $30K per annum. This figure is likely to increase with the natural ageing of the population.

2. 32% of Bay of Plenty residents are not sufficiently active to avoid long-term health problems. Overseas evidence shows that this figure is likely to increase without intervention.

3. Obesity is implicated in the development of type two diabetes, which is increasingly prevalent amongst Maori and Pacific island people. Childhood obesity due to lack of exercise and improper nutrition is on the increase. Rotorua’s increasing, young Maori population points to
some health issues which may have significant implications in future years.

4. Outdoor recreation, particularly the lakes and forests in the District will continue to be a focus for recreation in the District. Access to and continued use of the lakes and forests will continue to be valued.

5. Rotorua’s population is becoming older, with a predicted figure of 22.5% over 60 by 2021. People are remaining healthier, more independent and more mobile later in life, but are still more likely than the rest of the population to have health and mobility problems. The need to cater for the growing numbers of elderly people in the community will become increasingly important.

6. In most traditional sports, notably rugby, cricket, soccer, hockey and netball, junior players outnumber seniors considerably. Most clubs in this situation are reporting a decline in senior numbers, and only a small growth in juniors, often related directly to school roll growth.

Unless sports clubs are able to structure and market themselves competitively, the level of senior involvement in competitive team sports will continue to decline as people are able to find alternatives that satisfy their needs better or more easily.

6.2.2 High Level Strategy to increase Participation

Make it easy for people to participate by creating a wide range of suitable opportunities in all forms of recreation.

6.2.3 Strategic Focus on Other Goal Areas

Table 19: Strategic Focus on Other Goal Areas

<table>
<thead>
<tr>
<th>Promotion</th>
<th>improve communication within the recreation industry to ensure the community is well informed.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Provision</td>
<td>provide and manage recreation facilities that meet the needs of the community and are the best use of available resources.</td>
</tr>
<tr>
<td>Programmes</td>
<td>coordinate targeted recreation programmes that best meet identified community needs.</td>
</tr>
<tr>
<td>Partnerships</td>
<td>promote and develop genuine, effective partnerships between key stakeholders based on open communication.</td>
</tr>
<tr>
<td>Planning</td>
<td>integrate the recreation strategic plan with other processes to ensure effective implementation, evaluation and review.</td>
</tr>
<tr>
<td>Priorities</td>
<td>develop and communicate a shared understanding of community needs, and how those needs can best be met by applying resources.</td>
</tr>
</tbody>
</table>
6.3 Promotion

6.3.1 Key Issues

Coordination and Delivery

1. The current system is ad hoc, and not particularly effective for people who don’t know where to go to get information, or who may be intimidated, vulnerable, or easily put off. There is a need for a central point source of information that people are aware of and can access, but methods of delivery need to be tailored to the market.

2. Information sources are numerous, but no one source of information stands out as being the best for all. Information seems to be more of a constraint for younger age groups. This may be because methods most commonly used are more appropriate for older age groups.

3. The community and sport contacts databases held by the Rotorua Public Library and Sport Bay of Plenty do not appear to be well known or used by the public at large.

Events

1. Promotion of large commercial events is generally effective. However, for community events in particular comprehensive information about recreation opportunities, activities and venues can be difficult to access for participants and organisers alike.

   Events sometimes clash due to lack of coordination of information, and organisers being unaware of what other events are scheduled. This can lead to frustration for organisers and participants, inefficient use of volunteer time and an inability for participants to attend. This may be reduced in the future by the recent employment by Rotorua District Council of a Community Events and Sports Coordinator.

Promotion of Community Recreation

1. The activities and events that are given the greatest publicity are not always the ones that are easiest for local people to get access to, for reasons of mobility, location, cost etc. Better information about readily accessible opportunities is needed.

2. Lack of coordination at a community level means that much information about local opportunities is not readily accessible. Information does not always get to those who need it, or in a way that is easy to use and understand.

3. There is a lack of organised and readily available information about non-commercial or low-cost venues and places to go, such as parks, sports fields, reserves, walking tracks, halls, playgrounds, and beaches;
• opportunities for different sector groups such as young people, children, older people, mothers of young children, ethnic minorities, disabled people, working parents, and others who may experience more constraints.

Promotion of Benefits

1. Fun and enjoyment is important to many, especially young people, but is not often promoted as a reason to get involved.

An effectively targeted information or promotion strategy can be used to get across messages about recreation opportunities that help to reduce intrapersonal constraints, e.g. opportunities that are supportive, non-threatening, fun, low cost, with realistic expectations etc.

6.3.2 Strategies for Effective Promotion

Table 20: Strategies for Effective Promotion

<table>
<thead>
<tr>
<th>Promotion</th>
<th>• Improve communication within the recreation industry to avoid duplication of effort and clashes of events.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>• Understand local communities and their needs, and target delivery to ensure that up-to-date, useful information is regularly accessible to all.</td>
</tr>
<tr>
<td></td>
<td>• Use information and promotion to increase awareness of recreation opportunities in the community, and reduce constraints to participation.</td>
</tr>
<tr>
<td></td>
<td>• Have one organisation responsible for the coordination and maintenance of recreation information for the District, and ensure that it has a high profile within the community.</td>
</tr>
</tbody>
</table>
6.4 Provision

6.4.1 Key Issues

Efficient Use of Existing Facilities

1. The Rotorua District is well provided with recreation facilities and opportunities. However, efficient use of many facilities is limited by lack of access. Access to many existing facilities, particularly those in private ownership or where there is no strong commitment to public use, can be constrained by issues such as:
   • ownership and control (e.g. schools, marae, forests, lake and stream margins),
   • cost (e.g. commercial recreation and tourism, club membership,
   • equipment and transport),
   • location (e.g. especially for the young, elderly, rural, and those with limited mobility or access to transport).

2. There is a huge variation in the type, quality, use and ownership of facilities.

3. A lot of facilities are under utilised for at least part of the time, e.g. schools, clubrooms, swimming pools.

4. Many smaller clubs are struggling to maintain premises, but are unwilling to lose control of the asset they have developed, particularly if it contains a bar which provides income for the club.

5. Some existing facilities are over-used to the extent that some groups find it difficult to get use of them at the times they most wish, e.g. netball at Rotorua Sportsdrome.

New Facilities

1. Funding schemes for capital projects often reflect only the desire of the applying organisation to have the facility and the availability of the balance of the capital funds, rather than the need for the facility and/or the ability to sustain the operation.

Information about Facilities

1. There is no centrally maintained inventory of recreation facilities, leading to the probability of duplication, and under utilisation of existing facilities.
Location of Facilities

1. For some sectors of the community that are constrained by cost and mobility, such as young people, elderly, unemployed, beneficiaries, low income families, and rural families, location of affordable recreation facilities and services in local communities is important.

2. Lack of venues, or lack of transport to venues is not a problem for most, but is more of a problem for people living in rural areas, children, people in the 15 to 24 age group, and people with sole care of children. Inconvenient times and locations, lack of transport, and lack of provision for young children tend to affect women more than men.

Design of Facilities

1. Having to put the needs of others first is a big issue for a lot of people, particularly for people with dependent children. This may be helped by the development of “family friendly” facilities and programmes. Value can be added to existing facilities by making them appeal to family groups, or other groups of people.

2. Traditional facilities are generally designed and constructed for a specific user group, and don’t easily allow for multi-use.

3. Older young people have a set of needs that are not being met by standard playground facilities. There is a need to provide facilities for this older age group that are
   - multi-use
   - flexible, yet designed with the needs of young people in mind
   - able to be used as the venue for skate ramps and other community initiatives such as activity and holiday programmes
   - located in the areas of greatest need
   - accessible
   - safe and visible
   - *comfortable and attractive
   - part of the community, designed with community and especially young people’s involvement.

Future Demand

1. There will be a continuing demand for facilities like sports fields and swimming pools because Rotorua has a relatively youthful population. This means that participation rates in the physical activities that utilise these facilities are likely to remain higher for longer than in the general population.

2. There is an increasing demand for all-weather and indoor playing surfaces that will allow players to participate at any time, day or night, despite the weather.
3. Local surveys also suggest the development of walkways and cycleways are important to residents. Walkways and to a lesser extent, cycleway development, are likely to continue to be high priorities for recreation provision.

4. The ageing of our population will make the provision of facilities that cater for the needs of older people more important over the next twenty years or so.

5. High proportions of young children mean there is likely to be a continued demand for playgrounds, particularly in areas with a high Maori and Pacific Island population.

6. Upgrading of existing playgrounds and provision of appropriate recreation opportunities for young people is a priority.

7. The provision of multi-use facilities that can be accessed by a wide range of user groups is of greater long-term benefit to the community than a large number of under-used facilities that cater for a single specific interest group.

6.4.2 Strategies for Efficient Provision of Facilities

Table 21: Strategies for Efficient Provision of Facilities

<table>
<thead>
<tr>
<th>Provision</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>• Record and evaluate existing facilities and how they are being used.</td>
<td></td>
</tr>
<tr>
<td>• Promote wider and more efficient use of existing facilities as a first priority.</td>
<td></td>
</tr>
<tr>
<td>• Establish design criteria for facilities that will meet the needs of the community in terms of access, location, safety, quality, comfort and multi-use capability.</td>
<td></td>
</tr>
<tr>
<td>• Promote the concept of “family friendly facilities” that will encourage participation and involvement by women, caregivers, young people, family groups and older people.</td>
<td></td>
</tr>
<tr>
<td>• Ensure that proposals for new facilities are supported by a reliable needs assessment and are sustainable in the long term.</td>
<td></td>
</tr>
</tbody>
</table>
6.5 Programs

6.5.1 Key Issues

Trends

1. Evidence suggests that people are shifting away from involvement in team sport into individual sports. For many this is due to a requirement for activities that allow achievement and commitment on a more personal level. This is being seen also at the school level where there are now greater options for activities than there have ever been.

2. Some schools are providing more variety in recreation activities in order to get students active. However, this generally does not extend beyond third form, and varies from school to school. Traditional sports and activities still feature strongly in school activity “menus”.

3. 31% of residents aged 15 and over were involved in sport and physical recreation in the last 12 months as volunteers. In team sports such as rugby, netball, cricket, hockey and soccer, this volunteer involvement is higher than actual participation. This suggests that these sports are resource hungry in terms of volunteer involvement, that the majority of players are under 15, and that most do not continue to play as adults. This has major implications for the future health of these traditional team sports.

Meeting the Needs of the Local Population through Effective Programmes

1. Fun and enjoyment, or relaxation and stress relief is an important reason for many people, particularly young people to do activities. However many are put off because the competitive nature of many sports reduces their enjoyment. The way in which sports are provided i.e. as fun, non-threatening social activities could increase participation from those who feel they are unable to perform at a competitive level.

2. The most significant constraint expressed by the Rotorua population is having to put the needs of others first, particularly amongst people with dependant children. For many people this means that they are unable to consider their own needs until those of their children are met. This is a significant constraint for women in particular.

3. Higher proportions of Maori youth, and single parent families mean targeted recreation programmes should be considered. Being able to recreate close to home and having access to public transport may also be important to these groups, and to other groups such as the elderly.

4. Programmes that will benefit the local population are those that are targeted at people who have the greatest difficulty overcoming
constraints. These tend to be low-income, less well educated, lacking in support, low self-esteem, poor body image, less mobile, poorly informed, lacking in confidence, and focused on meeting the needs of others before their own.

5. Personal safety and security during recreation is a big issue, particularly for women and children. Effective programming can ensure that these needs are met by providing a safe, secure and non-threatening environment.

6. Continuing to look at new opportunities to provide appropriate and targeted facilitated recreation opportunities is important.

Funding

1. Funding is readily available for building new facilities, but is less available for running programmes, and managing existing facilities. This is because the funding criteria of many funding organisations make salaries or wages ineligible for funding.

6.5.2 Strategies for Effective Programmes

Table 22: Strategies for Effective Programmes

<table>
<thead>
<tr>
<th>Programmes</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Evaluate existing programmes.</td>
</tr>
<tr>
<td>• Provide opportunities for people of all ages and skill levels to be involved in sports and recreation at a social as well as competitive level.</td>
</tr>
<tr>
<td>• Foster the relationship between schools and recreation organisations to improve young people’s long term participation in a range of recreation activities.</td>
</tr>
<tr>
<td>• Support recreation programmes that cater for the needs of young people, women, caregivers, families, older people and people with disabilities.</td>
</tr>
<tr>
<td>• Improve communication between recreation providers to avoid inefficient use of resources.</td>
</tr>
<tr>
<td>• Increase availability of funding for recreation programme delivery.</td>
</tr>
<tr>
<td>• Develop criteria for effective programmes.</td>
</tr>
</tbody>
</table>
6.6  Partnerships

6.6.1  Key Issues

1. Before there can be genuine and effective partnerships, there must be agreement from all parties about what constitutes a genuine partnership. There may be the need for some bridge building between organisations, and establishment of processes that will result in partnerships that are satisfactory to all concerned.

2. Organisations need to work together with a shared vision for recreation development on a regional or local basis.

3. Traditionally the recreation, health and education sectors have not worked together in a collaborative way to identify or achieve shared outcomes. One notable exception to this is the work that the Regional Sports Trust does with the Green Prescription programme and the Kiwisport programmes.

4. Some organisations are not benefiting to the extent that they could from entering into partnerships with other organisations, e.g. clubs that continue to struggle alone, when they could be sharing facilities, administration and membership.

5. Facilities may be duplicated if there is no agreement between funding providers and facility owners to assist the shared use of existing facilities.

6. Many organisations do not have adequate training or information about how to develop and maintain partnerships effectively.

6.6.2  Strategies for Genuine Partnerships

Table 23: Strategies for Genuine Partnerships

<table>
<thead>
<tr>
<th>Partnership</th>
<th>Promote regular and meaningful communication between recreation stakeholders with the aim of working together rather than in isolation.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Foster good working relationships locally and regionally between the recreation, health and education sectors.</td>
</tr>
<tr>
<td></td>
<td>Develop a common understanding of key roles, relationships and contributions of stakeholders.</td>
</tr>
<tr>
<td></td>
<td>Identify and record processes that organisations can use to develop and maintain partnerships.</td>
</tr>
<tr>
<td></td>
<td>Promote the “Sportsville” concept of resource sharing to sport and recreation organisations.</td>
</tr>
</tbody>
</table>
6.7 Planning

6.7.1 Key Issues

1. Communication and collaboration between and within organisations is necessary to the production and implementation of good working strategies.

2. Translation of strategies into action plans, and allocation of resources to actions is essential if strategies are to result in community benefits.

3. Provision of assets that are not recreation focussed but which impact on recreation such as footpaths, lighting, cycleways, roads, public transport, residential lot sizes and public open space networks traditionally occurs without reference to recreation planning ideals. This can lead to engineered structures that inhibit recreational use. Design and provision of these assets and services needs to recognise the impact on the wider community.

4. Ongoing monitoring of results, and review of strategies and action plans will be important to ensure long-term benefits.

6.7.2 Strategies for Effective Planning

Table 24: Strategies for Effective Planning

<table>
<thead>
<tr>
<th>Planning</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>• Stakeholders will develop action plans with clear goals, budgets and timeframes.</td>
<td></td>
</tr>
<tr>
<td>• Stakeholders will establish working relationships between the Recreation Strategic Plan and other planning processes.</td>
<td></td>
</tr>
<tr>
<td>• Continue to identify unmet need in the community.</td>
<td></td>
</tr>
<tr>
<td>• Continue to survey levels of participation to determine changes and trends.</td>
<td></td>
</tr>
<tr>
<td>• Monitor and evaluate outcomes regularly, and review RSP and action plans accordingly.</td>
<td></td>
</tr>
</tbody>
</table>
6.8 Priorities

6.8.1 Key Issues

Programmes

1. In general, there is limited funding available for salaries and wages for recreation, making coordination, facilitation and provision of programmes difficult to achieve. This in turn can lead to inefficient use of facilities, and inequities in terms of access and community use.

Facilities

1. Facility planning is often based on what funding streams can be tapped into, rather than what is needed by the community.

2. It is often easier for an organisation to tap into a source of funding for a new facility, than to get funding to maintain and manage an existing facility. This has the potential to lead to a situation where run down facilities are duplicated rather than be renovated. It also leads to construction of new facilities when better use could be made of existing ones if managed more efficiently.

3. Funding is applied to those applicants who comply with criteria, but is not prioritised according to need or community benefits. This creates situations where organisations may be competing for funding to complete projects that may duplicate existing facilities, or other projects.

4. The availability of funding for facilities can create conflict with the availability of other resources such as land to build facilities on, and available infrastructure such as parking, services etc. For instance, it is not uncommon for an organisation to have a source of funding for a facility, but nowhere to build it.

5. In determining where resources are to be applied, the effects on the environment need to be considered, i.e. amenity value, stormwater run-off, water pollution, noise pollution, refuse, natural character, ecological values and wildlife, etc.

6. Organisations planning to build new facilities often experience difficulties accessing affordable land. There is an expectation that owners of public reserve land such as Rotorua District Council and the Department of Conservation will provide reserve land for facility development at a peppercorn rental.
Allocation of Funds by Agencies

1. Funding is applied reactively rather than proactively, and is therefore likely to go to organisations who have the skills to put together a good application, rather than where it is most needed.

2. Funding agencies tend to work independently of each other, without a shared set of priorities, and may therefore be in conflict with each other.

3. Prioritisation of funding needs, and agreement about respective roles of funding agencies in meeting those needs is essential to enable equitable, effective and efficient use of community resources.

4. Applicants are often unable to get the full cost of a project from one agency, particularly for large projects. This can result in multiple applications to different agencies, with each funder being reluctant to commit funding until the others do.

5. Charitable Trusts such as Rotorua Energy Charitable Trust are unable to fund sports, as sports are not deemed under the Charitable Trusts Act 1957 to be a charitable purpose. They are however able to provide, or assist in the provision of, facilities for recreation or other leisure-time occupation, if the facilities are provided in the interests of social welfare, or for the public benefit.

6. Funding allocations from gaming machines are often ad hoc, with decisions made by local operators without reference to the development plans of recreation and sport organisations. Distributions from gaming machines and some other sources often occur without adequate monitoring, accountability, clarity of processes and a consistency of criteria being applied. (A further concern is that there is an over-reliance by recreation and sports clubs upon gaming proceeds.) (Ministerial Taskforce on Sport, Fitness and Leisure, 2000)

6.8.2 Strategies for Setting Priorities

Table 25: Strategies for Setting Priorities

<table>
<thead>
<tr>
<th>Priorities</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>- Establish processes to ensure that major funding decisions are not made in isolation.</td>
<td></td>
</tr>
<tr>
<td>- Identify areas of greatest need, and ways to meet those needs best through recreation.</td>
<td></td>
</tr>
<tr>
<td>- Develop criteria for funding, that take into account community need, anticipated outcomes and economic and environmental sustainability.</td>
<td></td>
</tr>
<tr>
<td>- Provide greater support to initiatives that will increase long-term participation.</td>
<td></td>
</tr>
</tbody>
</table>
### 7.0 Summary of Strategies

#### High Level Strategy for Participation

Make it easy for people to participate by creating a wide range of suitable opportunities in all forms of recreation.

#### Strategic Focus

What we need to do to achieve the stated goals and the high level strategy.

<table>
<thead>
<tr>
<th>Promotion</th>
<th>Provision</th>
<th>Programmes</th>
<th>Partnerships</th>
<th>Planning</th>
<th>Priorities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Coordinate information and promotions within the recreation industry to ensure that the community is well informed.</td>
<td>Provide and manage recreation facilities that meet the needs of the community and are the best use of available resources.</td>
<td>Coordinate targeted recreation programmes that best meet identified community needs.</td>
<td>Promote and develop genuine, effective partnerships between key stakeholders based on open communication.</td>
<td>Integrate the Recreation Strategic Plan with other processes to ensure effective implementation evaluation and review.</td>
<td>Develop and communicate a shared understanding of community needs, and how those needs can best be met by applying resources.</td>
</tr>
</tbody>
</table>

#### Strategic Pathways

What strategies we will employ to do it.

<table>
<thead>
<tr>
<th>Promotion</th>
<th>Provision</th>
<th>Programmes</th>
<th>Partnerships</th>
<th>Planning</th>
<th>Priorities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Improve communication within the recreation industry to avoid duplication of effort and clashes of events.</td>
<td>Record and evaluate existing facilities and how they are being used.</td>
<td>Evaluate existing programmes.</td>
<td>Promote regular and meaningful communication between recreation stakeholders with the aim of working together rather than in isolation.</td>
<td>Stakeholders will develop action plans with clear goals, budgets and timeframes.</td>
<td>Establish processes to ensure that major funding decisions are not made in isolation.</td>
</tr>
<tr>
<td>Use information and promotion to increase awareness of recreation opportunities in the community, and reduce constraints to participation.</td>
<td>Promote wider and more efficient use of existing facilities as a first priority.</td>
<td>Develop criteria for effective programmes.</td>
<td>Foster good working relationships locally and regionally between the recreation, health and education sectors.</td>
<td>Establish working relationships between the Recreation Strategic Plan and other planning processes.</td>
<td>Identify areas of greatest need, and ways to meet those needs best through recreation.</td>
</tr>
<tr>
<td>Understand local communities and their needs, and target delivery to ensure that up-to-date, useful information is regularly accessible to all.</td>
<td>Establish design criteria for facilities that will meet the needs of the community in terms of access, location, safety, quality, comfort and multi-use capability.</td>
<td>Provide opportunities for people of all ages and skill levels to be involved in sports and recreation at a social as well as competitive level.</td>
<td>Develop a common understanding of key roles, relationships and contributions of stakeholders.</td>
<td>Continue to identify unmet need in the community.</td>
<td>Develop criteria for funding, that take into account community need, anticipated outcomes and economic and environmental sustainability.</td>
</tr>
<tr>
<td>---</td>
<td>---</td>
<td>---</td>
<td>---</td>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td>Have one organisation responsible for the coordination and maintenance of recreation information for the District, and ensure that it has a high profile within the community.</td>
<td>Promote the concept of &quot;family friendly facilities&quot; that will encourage participation and involvement by women, caregivers, young people, family groups and older people.</td>
<td>Foster the relationship between schools and recreation organisations to improve young people’s long term participation in a range of recreation activities.</td>
<td>Identify and record processes that organisations can use to develop and maintain partnerships.</td>
<td>Continue to survey levels of participation to determine changes and trends.</td>
<td>Provide greater support to initiatives that will increase long-term participation.</td>
</tr>
<tr>
<td>Ensure that proposals for new facilities are supported by a reliable needs assessment and are sustainable in the long term.</td>
<td>Support recreation programmes that cater for the needs of young people, women, caregivers, families, older people and people with disabilities.</td>
<td>Promote the &quot;Sportsville&quot; concept of resource sharing to sport and recreation organisations.</td>
<td>Monitor and evaluate outcomes regularly, and review RSP and action plans accordingly.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Improve communication between recreation providers to avoid inefficient use of resources.</td>
<td>Increase availability of funding for recreation programme delivery.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
8.0 Development of Action Plans

Where to now?

Following the adoption of the Rotorua District Recreation Strategy in January 2002, Stakeholders will develop Action Plans to put the agreed strategies into effect.

The Rotorua District Council Action Plan is being developed as a result of public feedback to the draft plan, and the comments that have been made have enabled us to determine what RDC’s future actions need to be. The RDC Action Plan will be adopted in March 2002 as a companion document to the Recreation Strategy.
## 9.0 Glossary of Terms

<table>
<thead>
<tr>
<th>Term</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Active participation</td>
<td>Active physical involvement in recreation activity.</td>
</tr>
<tr>
<td>Activities</td>
<td>Any specific action or leisure pursuit.</td>
</tr>
<tr>
<td>Communities</td>
<td>Groupings of people with common cultural or geographical characteristics.</td>
</tr>
<tr>
<td>Criteria</td>
<td>Standards by which something can be judged or decided.</td>
</tr>
<tr>
<td>Demographics</td>
<td>Characteristics of the population.</td>
</tr>
<tr>
<td>Evaluate</td>
<td>To judge the quality of something.</td>
</tr>
<tr>
<td>Facilities</td>
<td>The buildings, structures, equipment, grounds etc used for recreation activities.</td>
</tr>
<tr>
<td>Goal</td>
<td>An ideal end point for which to aim.</td>
</tr>
<tr>
<td>Issues</td>
<td>Important subjects which may affect the ability to achieve our goals.</td>
</tr>
<tr>
<td>Leisure</td>
<td>Free time that can be spent as one chooses.</td>
</tr>
<tr>
<td>Outcomes</td>
<td>The end result of actions.</td>
</tr>
<tr>
<td>Programmes</td>
<td>Facilitated recreation opportunities; organised activities and events.</td>
</tr>
<tr>
<td>RDC</td>
<td>Rotorua District Council</td>
</tr>
<tr>
<td>Recreation</td>
<td>Leisure activity that is organised for the attainment of personal and social benefits, including restoration and social cohesion.</td>
</tr>
<tr>
<td>Reference group</td>
<td>The working group nominated by key Stake-holders that developed the Recreation Strategic Plan.</td>
</tr>
<tr>
<td>Resources</td>
<td>The ingredients necessary to undertake a proposal or project, eg funding, land, people.</td>
</tr>
<tr>
<td>RSP</td>
<td>Recreation Strategic Plan</td>
</tr>
<tr>
<td>Social participation</td>
<td>Involvement in recreation activity that provides opportunities to interact with others.</td>
</tr>
<tr>
<td>Sport</td>
<td>Competitive activities with rules that involve vigorous physical exertion or the use of complex physical skills, and where motivation is rewarded by a combination of personal enjoyment and external reward.</td>
</tr>
<tr>
<td>Stakeholders</td>
<td>People with an interest or active involvement in recreation planning.</td>
</tr>
<tr>
<td>-------------------</td>
<td>---------------------------------------------------------------------</td>
</tr>
<tr>
<td>Strategic focus</td>
<td>The objective we have chosen to achieve through strategy development.</td>
</tr>
<tr>
<td>Strategic pathways</td>
<td>The directions we have chosen to take in order to make progress towards the strategic focus.</td>
</tr>
<tr>
<td>Strategies</td>
<td>Methods by which we will work towards achieving our goals.</td>
</tr>
<tr>
<td>Vision</td>
<td>A future picture or definition of where we want our community to be.</td>
</tr>
</tbody>
</table>
10.0 References

1. University of Otago, 1991, *Life in New Zealand*. This major piece of research was undertaken in 1990 by Otago University for the Hillary Commission, and contains a great deal of comprehensive information about recreation and leisure patterns in New Zealand.

2. Hillary Commission, 1994, *Solving the Mystery of Inactivity*. This work is about barriers to recreation.


4. Hill Young Cooper 1997, *Report on Community Visioning – Prepared for Rotorua District Council as part of the Strategic Plan Process*. This report captures the outcomes of the focus groups held as part of the Strategic Plan process, and groups them into themes.

5. APR Consultants, December 1997, *Community Facilities in the Rotorua District – Main report and supplementary reports 1, 2, 3A, 3B, 3C and 4*. These reports are part of a larger study into community facilities in the Rotorua District commissioned by the Rotorua Energy Charitable Trust in 1997. They look into the use of existing facilities by community and arts organisations, sports and leisure clubs, and schools, investigate future requirements, and make recommendations for funding by RECT.

6. APR Consultants, December 1997, *Community Facilities in the Rotorua District – Supplementary Report 5: Rotorua Residents Telephone Survey Results*. This report on the results of a telephone survey of 322 residents is part of a larger study into community facilities in the Rotorua District commissioned by the Rotorua Energy Charitable Trust in 1997. The report gives information on the levels of use of many existing facilities in the Rotorua District, and mentions some of the barriers to greater use.


8. APR Consultants, March 1998, *Demographic profile of Rotorua District February 1998*, prepared for Business Development Unit of Rotorua District Council. This report presents a demographic profile of the Rotorua District, including location, population, major industries, age, ethnicity, income, educational and employment status. Figures are based on the 1996 census results.
9. Hillary Commission, 1998a, *Physical Activity taskforce Report*. This report, commissioned by the Minister of Sport, Fitness and Leisure investigates the level of physical activity in New Zealand and looks at strategies for increasing these levels.


16. Rotorua District Council, 1999, *Te Puna Rangatahi – The Rotorua Youth Consultation Project*. This is a piece of survey work done in Rotorua with young people between the ages of 10 and 25. It is about their likes, dislikes, important issues, and what they would change about Rotorua. The report is in three documents, a technical report, survey results and focus group results.

17. Hillary Commission, 1999, *Push Play Facts*. This is a publication available from the Hillary Commission’s website, based on results of the 1997 Sport and Physical Activity Survey completed by Research International. It gives information on levels of activity, and summarises information about the sports people play and the main ways they are active in their leisure time. A regional analysis is also available for the Bay of Plenty, allowing comparison with national figures.
18. Genet, 2000, *Barriers to Participation in Active Recreation and Sport: A Study to Identify Constraints and Solutions for Specified Christchurch Sub-groups*. This report was prepared for Christchurch City Council, and was a combination of desktop research and a survey into constraints experienced by Christchurch residents.


23. Invercargill City Council, 1996, *Recreation and Leisure Activities of Invercargill Secondary School Students*. A survey of students of the five secondary schools in Invercargill to determine how students spent leisure time, and what barriers were experienced.


28. South Waikato District Council, 1998. Results of focus groups held with young people in the South Waikato as background research for their Leisure Strategy.
Appendix 1: 
Local and National Context

Rotorua District Demographics
(Key features of the local community)

In order to plan for the future, it is important to understand the key characteristics of the Rotorua District’s population. By knowing and understanding why the Rotorua District is unique, we can make predictions about future changes and trends, and develop appropriate plans. Much of the following is taken from the APR Demographic Profile of Rotorua, 1998, and Statistics New Zealand from 1996 census data.

With a population of 64,509 people as at the 1996 census, the Rotorua District ranks 16th in size out of the 74 territorial authorities in New Zealand, and is home to 1.8% of New Zealand’s population. Between 1991 and 1996 Rotorua’s population increased by 4.8% compared to a growth of 7.2% at the national level. Initial indications based on 2001 Census Night Population figures are that the District’s population has not increased between 1996 and 2001.

The population distribution of the Rotorua District is relatively young when compared with that of New Zealand. However, due to falling birth rates and longer life expectancies, the population of both the Rotorua District and New Zealand as a whole is ageing. The proportion of over-60’s in the District’s population is expected to increase from 13.3% in 1996 to around 16% by the year 2011. By 2021, over-60’s are anticipated to comprise around 22% to 23% of the population of the district (Statistics NZ, 1997).

In 1981 the median age of the Rotorua District population was 24.9 years. By 1986 it had increased to 27.3, and by 1991 it had risen to 29.0 years. Based on 1991 census data, the district’s population is projected to have a median age of around 35 by the year 2016.

As at March 1996, 13.3% of people in Rotorua were aged 60 and over, compared with the New Zealand average of 15.3%. At the same time, 26.6% of people in Rotorua were under 15 years of age, compared with the New Zealand average of 23%. Note also the proportion of preschool-age children living in the Rotorua District in 1996 was 9% compared with only 7.7% for the New Zealand average.
Table 28: Population by Age

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Rotorua District</th>
<th>New Zealand</th>
</tr>
</thead>
<tbody>
<tr>
<td>0 to 4 years</td>
<td>9.1%</td>
<td>7.7%</td>
</tr>
<tr>
<td>5 to 9 years</td>
<td>9.3%</td>
<td>8.0%</td>
</tr>
<tr>
<td>10 to 14 years</td>
<td>8.2%</td>
<td>7.3%</td>
</tr>
<tr>
<td>15 to 19 years</td>
<td>7.5%</td>
<td>7.3%</td>
</tr>
</tbody>
</table>

At the time of the 1996 census almost half of the children in Rotorua under the age of 15 were Maori. The highest proportions of Maori were amongst the youngest children. Maori comprised 56% of children less than 1 year, and 50% of children 1 to 4 years of age.

The Rotorua District ranks 4th in size out of the territorial authorities in terms of total Maori population, with a usually resident Maori population of 21,894 in 1996. Rotorua is home to 4.2% of the total New Zealand Maori population. The rate of population growth for Maori in Rotorua is relatively high compared with other ethnic groups.

Rotorua’s proportionately high Maori population is growing in relation to the total district population. In contrast, while New Zealand’s Pacific Island population has become a far more significant ethnic group since 1981, Rotorua’s Pacific Island population has remained relatively low as a proportion of total population.

Table 29: Population Trends

![Population Trends Graph](image)
Benefits Of Recreation

Studies have shown that recreation not only contributes to individual well-being but also benefits the community as a whole. Benefits are multifaceted, and accrue through improvements in physical health, mental and emotional health, social cohesion, economic opportunities, reduction in crime, and greater environmental awareness.

One of the themes in Rotorua’s Strategic Plan is that of Rotorua as “A great community to live in, Tatou Tatou”. Linked to this theme are the goals of strong community spirit, and a community that is caring and supportive. Recreation can contribute to some of the key elements of a caring community including voluntary commitment and agreements, trust in others, and a population that feels it has a stake in society.

Recreation benefits are well documented, and occur at an individual and community level. The following table was derived from previous reports by the Hillary Commission (Hillary Commission, 1998a), The Growing Business of Sport and Leisure (Business Research Centre, 1998) The National Health Committee, (National Health Committee, 1998) and other sources. It categorises benefits as either personal, social, environmental, or economic, and as contributing to individual well-being and healthy communities.

Table 30: Benefits of Recreation

<table>
<thead>
<tr>
<th>Benefits</th>
<th>Individual Well Being</th>
<th>Healthy Communities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personal</td>
<td>Mental and Emotional Health:</td>
<td>• Relating to others</td>
</tr>
<tr>
<td></td>
<td>• Reduced stress levels</td>
<td>• Sense of belonging</td>
</tr>
<tr>
<td></td>
<td>• Improved self image</td>
<td>• Reduced sense of isolation, alienation and loneliness</td>
</tr>
<tr>
<td></td>
<td>• Goal setting</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Sense of satisfaction</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Discipline of mind</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Sense of well-being</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Sense of achievement</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Overcome depression</td>
<td>• Fewer falls for older people</td>
</tr>
<tr>
<td></td>
<td>• Self discipline</td>
<td>• Helps weight control</td>
</tr>
<tr>
<td></td>
<td>• Increased resistance to infection and disease</td>
<td>• Helps build and maintain healthy bones, muscles and joints</td>
</tr>
<tr>
<td></td>
<td>• Increased energy levels</td>
<td>• Reduced risk of:</td>
</tr>
<tr>
<td></td>
<td>• Improved alertness and ability to concentrate</td>
<td>• dying prematurely</td>
</tr>
<tr>
<td></td>
<td>• Reduction in feelings of anxiety and depression.</td>
<td>• dying from heart disease and stroke</td>
</tr>
<tr>
<td></td>
<td>• Self-esteem</td>
<td>• developing high blood pressure</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• developing non-insulin dependant diabetes mellitus</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• developing colon cancer</td>
</tr>
</tbody>
</table>

(Table continues...)
The Hillary Commission’s assessment of the value of the sport and leisure industry in 1996 (Business and Economic Research Ltd, 1998) reveals that sport and active leisure is one of New Zealand’s most successful businesses:

- The sport and leisure industry directly and indirectly contributes over $1.7 billion to New Zealand’s economy. This makes it a $4.8m a day business. The sector’s contribution to GDP increased in real terms by 16% between 1991 and 1996.
- The sector paid an estimated $339 million in taxes in 1996.
- New Zealanders spend $967 million on sports and physical leisure activities and services. This is about $2.6 million a day – around 2.5% of total household spending. Spending in this area increased in real terms by almost 30% between 1991 and 1996.
- Employment in the industry continues to grow, and it supported over 31,000 jobs in 1996.
• Over 300,000 volunteers donate time and effort to sports clubs and organisations throughout New Zealand (worth $580 million per annum).

• Almost 1 million overseas tourists (three quarters of all visitors in 1996) take part in one or more sports or physical activities during their stay. This may well have increased with the increasing development of the extreme and adventure sports industry in tourism, and the perception that New Zealand is the place to visit to experience these activities.

• 45,000 overseas visitors per annum come to New Zealand specifically to take part in sport and physical activities, and they spend $120 million. Again, this may well have increased since 1996.

National Recreation Trends

A considerable amount of research has taken place in recent years into national recreation patterns and trends. The following list gathers together a range of the outcomes of these research projects under the headings of participation, activities, and venues.

Participation

• Playing sport and being active appeals to all types of people all over New Zealand. (*Hillary Commission, 1998b*)

• Two out of three people over the age of five are active in their leisure time. This is high by international standards. (*Hillary Commission, 1999*)

• One in three people are insufficiently active and for many this poses a serious health risk. (*Hillary Commission, 1999*)

• Six out of ten people would like to be more active and spend more time taking part in sport and physical activity (*Hillary Commission, 1998b*).

• Participation rates in 1996 were at the same level as in 1990. (*Hillary Commission, 1998b*)

• Overall, women’s participation rates tend to be lower than that of men, particularly in the 16-17 and 25-34 age brackets. (*Hillary Commission, 1999*)

Activities

• Sports participation is high but is spread across a large number of activities (*Hillary Commission, 1998b*)

• Gardening, walking, swimming, exercising and cycling are the main ways in which adults are physically active. (*Hillary Commission, 1998b*)

• Only 15% of adult New Zealanders state organised sport is their favourite activity (*University of Otago, 1991*).

• Age and gender appear to have the greatest influence on physical activity patterns with participation rates declining sharply with
age. The exceptions are golf and bowls which showed increasing participation rates with increased age. (*University of Otago, 1991*)

- On average, men participate in five sports or physical activities over a year, while women take part in four. (*Hillary Commission, 1999*)
- Team sport has a higher profile among Maori than non-Maori with basketball, netball and touch featuring in the top ten sport and physical activities participated in by Maori. (*Hillary Commission, 1998b*)

**Venues**

- Most popular leisure activities are done spontaneously, at or close to home, and have little involvement from the public sector (*University of Otago, 1991*).
- A survey looking at how New Zealanders could participate in more physical activity showed New Zealanders want to spend their leisure time close to home, participate in activities that are generally inexpensive and which do not require specific facilities or time periods (*National Health Committee, 1998*).
- Nearly half (46%) of adult New Zealanders belong to a sport or recreation club. Membership is higher among men than women (*Hillary Commission, 1998b*).
- The natural environment, particularly beaches, rivers and lakes are very important to New Zealanders (*University of Otago, 1991*).

**National Recreation Issues**

The following is a list of key issues that have emerged from national research, and which will be important considerations in the development of the Rotorua Recreation Strategic Plan.

**Growing Levels of Inactivity**

- 34% of the adult population and 31% of young people are technically inactive. Overseas trends suggest that the figure is likely to increase without active intervention. (*Hillary Commission, 1999*)
- Children of inactive parents are more likely to themselves be inactive – parents are strong role models in this area. (*Hillary Commission, 1999*)

**Health Implications**

- Real and lasting health benefits can be gained by accumulating 30 minutes of moderate physical activity a day, or 2.5 hours a week. Physical activity can now be promoted as easy, fun and attainable. (*National Health Committee, 1998*)
- In New Zealand, around a third of adult deaths in 1994 were from coronary heart disease, colon cancer and diabetes. Around a fifth of
these deaths can be attributed to physical inactivity. (Hillary Commission, 1998a)

Changing Lifestyles and the Effect on Organised Sport

- Kiwi lifestyles are becoming more sedentary, with increased labour saving devices, more cars, more available sedentary leisure activities, an ageing population, and less available time for leisure. (Hillary Commission, 2000)
- Although organised sport is alive and well in New Zealand, many more people are enjoying the opportunity to participate more informally. People are tending to choose activities that they can do in their own time on their own terms. (Hillary Commission, 2000)
- Many people are unable to make the time required commitment to organised team sports because of work and other obligations or priorities. (Hillary Commission, 2000)
- Increasing competition for reducing club membership is reducing viability of clubs, and spreading available resources too thinly. Local clubs offering just one sport will risk losing members who have increasingly diverse interests, or wish to cater for the whole family. (Hillary Commission, 2000)

Constraints to Leisure

It is important to understand the barriers or constraints that reduce participation in recreation. Following is a collection of outcomes of previous research into the area of constraints.

- **Lack of time** was the most frequently cited reason for stopping leisure activities in the 1991 LINZ Survey, and was also reported by 71% of respondents in a Christchurch study. (Genet, 2000).
- **Affordability**. The unemployed, those on low incomes and families with young children are generally more restricted as to what they can afford, how far they can travel and how frequently they can uses leisure facilities, programmes and services. A survey of low income earners prepared for the Palmerston North City Council showed that cost is the main barrier to participation. Other studies indicate that cost is an insurmountable barrier to about 10% of the population. The other 90% will either find a way to participate despite the cost, or will be constrained by other factors. (Genet, 2000)
- **Lack of information**. A recent Hillary Commission Survey showed 57% of New Zealanders would like more information about leisure. Many people say they do not participate in recreation because they do not know what is available or where to find out more about activities. A recent study in Christchurch showed that 42% of respondents considered lack of knowledge to be a constraint. (Genet, 2000)

A study by the Hillary Commission of people who were inactive but wanted to be more active (Hillary Commission, 1994), showed that while
many of the reasons already discussed were often cited as reasons for non-participation, more significant underlying reasons were:

- **Feelings of inadequacy** generated by the body beautiful images of people taking part in sport and physical activity portrayed in advertising and the media. Inactive people feel that physical activity is exclusively for fit people, and are daunted or intimidated. Seeing themselves as unfit and inferior, they feel isolated and separated from physical activity.

- **A fear of failure** stemming from inactive people’s fear that they will look stupid taking part in physical activity. Inactive people may lack confidence in their ability to participate and perform. This fear of failure is powerful and paralysing, and prevents people from trying.

A Christchurch study (*Genet, 2000*) identifies that “barriers” that were once thought to be insurmountable, and therefore prevented participation, are often encountered by those who still manage to participate regularly. Current terminology prefers the term “constraints”, rather than barriers. Research discovered that people appeared to experience a basic core of constraints regardless of their activity preference, but active people had been able to negotiate their way through the constraints. *Active people still participate in leisure despite experiencing constraints.*

The following table is based on national and international studies. According to this analysis, constraints may be categorised into one of three types; structural, intrapersonal or interpersonal.
Table 31: Constraints to Recreation

<table>
<thead>
<tr>
<th>Type</th>
<th>Structural</th>
<th>Intrapersonal</th>
<th>Interpersonal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Description</td>
<td>Factors or variables imposed from outside. Often physical.</td>
<td>Personal characteristics, beliefs, perceptions or attitudes which potentially affect people’s leisure preferences. Intrapersonal constraints predispose people to leisure activities or services as appropriate or inappropriate, interesting or uninteresting, available or unavailable etc. Intrapersonal constraints to leisure are often the most powerful due to the fact that they condition the “will to act” or the “motivation” for participation.</td>
<td>Constraints arising out of social interaction with friends, family, and others.</td>
</tr>
</tbody>
</table>

| Example | Cost, transport, location, lighting, weather, disability, access, lack of child care, opening hours, poor condition of facilities etc | Anxiety and fear of the unknown, including unfamiliar situations, unknown people, lack of awareness of the difficulty of the activity, unsure if able to cope. Levels of anxiety decrease over time as familiarity increases. Shyness, embarassment, whakamaa, and self consciousness perhaps due to physical appearance or perceptions about what others may think. Stress, including ability to cope with an activity, or unrelated stresses such as a relationship break-up. Lack of time, energy and will power. Work and family commitments – having to put others first. Prefer other activities. Lack of confidence or ability. Lack of entitlement to leisure – often experienced by mothers of young children – putting needs of others first. | When people are unable to find others to participate with. Lack of support by family, eg parents unwilling to take children to venues to play, or to pay fees, or reliance on family to care for young children to enable parents to participate. |

Although inactive people will often cite structural constraints as reasons for stopping or not participating in physical activity, evidence suggests that it is the intra and inter-personal constraints that are most commonly experienced. The challenge to increasing participation therefore is to find solutions that address intra/interpersonal constraints, rather than focusing solely on solutions to the structural constraints.
Evidence suggests that people who are active are those who have already managed to negotiate a way through the constraints. Those who are inactive may need more assistance to enable them to do this.

Measures recommended by other local authorities in their recreation plans concentrate on minimisation of structural constraints, as traditionally these are the areas that local authorities are active in i.e. provision and maintenance of facilities, pricing structures, etc. However, unless intra-personal and inter-personal constraints are negotiated, minimisation of structural constraints will have little effect on participation. Some examples of interventions from other local authority recreation plans are contained in the following table:

Table 32: Examples of Interventions to Minimise Constraints

| Cost reduction | • Reduction of charges for Council facilities.  
|                | • Financial support for organisations providing low-cost opportunities.  
|                | • Financial support for local elite sports people (national and international representatives).  
|                | • Concession pricing structure for multiple use, off-peak use and low income users.  |
| Provision and maintenance of facilities | • More facilities in outlying areas.  
|                                            | • Purchase of additional land where necessary to improve access or for new developments or play areas.  
|                                            | • Construction and development of new facilities, eg halls, walkways, playgrounds, swimming pools, signage etc.  
|                                            | • Facility audit and elimination or reduction of physical barriers. (Advice and assistance in the case of private providers)  
|                                            | • Safety audit of facilities and open spaces. Improvement of facilities and access where required.  
|                                            | • High quality facilities and service delivery. Improved maintenance programme where necessary.  |
| Information and promotion | • Effective communication about what is offered and what is available.  
|                            | • Information, promotion and marketing strategies for Council facilities.  |
| Programming | • Diversify leisure opportunities in different areas and for different target markets eg women and children.  
|              | • Development of programmes to suit individual sectors of population, eg youth, elderly, disabled, ethnic minorities.  |
| Transport | • Low cost public transport to recreation and leisure facilities.  |
Appendix 2:  
Rotorua Recreation Survey  
- Summary of Results

**Purpose**

National Research Bureau undertook the Rotorua Recreation Survey in March 2001 for the Rotorua District Council. Although there is a wealth of information about recreation activities and trends for New Zealand as a whole, there was very little available specific to the Rotorua District. Therefore there was a need to generate some local information:

a) to identify local patterns of recreation activity that will enable better understanding of the community, and development of appropriate strategies in the Recreation Strategic Plan;

b) to enable comparison with national data; and

c) to be used as a baseline for future comparison, to check the effectiveness of policies developed from the Recreation Strategic Plan.

**Methodology**

The research project was undertaken as a telephone survey of 401 residents of the Rotorua District. All interviewing was conducted by telephone, with calls being made between 4.30 pm and 8.30 pm on weekdays, and between 9.30 am and 8.30 pm on weekends. The source of respondents to interview was the white pages of the Telecom phone directory. Interviewers were allocated starting pages of the phonebook and selected private numbers only, using a specific randomised method.

Respondents for interviews were aged 15 or over, and who last had a birthday in their respective households. Quota sampling was used to ensure proportional numbers in rural and urban areas, and an even balance of male and female respondents. However, the final sample under-represented Maori, and people in the 15 to 34 age range. NZ Europeans and people in the 55 and over age range were over-represented in the sample. The final results were weighted by age and ethnicity to adjust the population proportions in order to yield correctly balanced overall percentages. This is accepted statistical procedure.
Sport and Physical Activity

As a Player or Participant

87% of residents have been involved in a sport or active physical activity over the last year as a player or participant. Residents who are involved have taken part in an average of two activities in the last year. No questions were asked about frequency or regularity of participation in the last year, so the degree of involvement in activities is not known. However, it is more likely that organised team sports demand a higher level of commitment and regular involvement than casual individual activities.

Participation in sports and physical activity is higher amongst men (93%), 15 to 24 year olds (100%), 25 to 44 year olds (90%), and people living in a three or more person household (90%). It is also higher amongst people with a household income over $50K per annum (91%), students (95%) and people who are not employed (92%). Those least likely to have participated in sport or physical activity in the last year are women (82%), people aged 65 or older (73%), people with a household income less than $30K per annum (81%), people who work part time or on a casual basis (81%), retired people (75%) and people with sole care of children or dependants (83%).

NZ European and Maori participation rates are similar overall, (86% and 88% respectively).

People living in Rotorua Central (between the Puarenga Stream and Old Taupo Road, and in Northwest Rotorua (north of Sunset Road) were less likely to have been involved in physical activity (80% and 81%) than residents in other urban areas, or in rural areas.

The main sports and physical activities mentioned by participants are shown in Table 33.
Table 33: Main Sports and Physical Activities Mentioned by Participants

<table>
<thead>
<tr>
<th>Physical Activity</th>
<th>% of Residents</th>
<th>Main Characteristics of Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gardening</td>
<td>31</td>
<td>More likely to be female, from a 1 to 2 person household, have sole care of dependants, and less likely to be aged 15 to 24.</td>
</tr>
<tr>
<td>Walking</td>
<td>29</td>
<td>Less likely to be aged 15 to 24, or live in a rural farming area. More likely to be urban, female, European, from a 1 to 2 person household and have sole care of dependants.</td>
</tr>
<tr>
<td>Golf</td>
<td>17</td>
<td>More likely to be male, 35 to 64.</td>
</tr>
<tr>
<td>Swimming</td>
<td>12</td>
<td>More likely to be female, urban, with dependant children, from a 3+ person household have sole care of dependants.</td>
</tr>
<tr>
<td>Fishing</td>
<td>14</td>
<td>More likely to be rural, male, with a household income of more than $50K.</td>
</tr>
<tr>
<td>Rugby</td>
<td>8</td>
<td>More likely to be male, under 35, Maori, from a 3+ person household.</td>
</tr>
<tr>
<td>Gym/Going to the gym</td>
<td>7</td>
<td>More likely to be under 35 have sole care of dependants.</td>
</tr>
<tr>
<td>Cricket</td>
<td>5</td>
<td>Males, 15 to 24, students, 3+ person household.</td>
</tr>
<tr>
<td>Tennis</td>
<td>5</td>
<td>Maori.</td>
</tr>
<tr>
<td>Touch</td>
<td>5</td>
<td>Maori.</td>
</tr>
<tr>
<td>Volleyball</td>
<td>5</td>
<td>Female, 15 to 24.</td>
</tr>
</tbody>
</table>

Other sports and activities were mentioned by less than 5% of residents.

As a Member of a Club or Organisation

34% of participants in sport and physical activity (27% of sample population) were involved as a member of a club or organisation. The range varied according to the activity, with bowls (89%), Maori sports (82%), rugby (76%), soccer (74%), squash (70%), gym membership (69%) and basketball (69%) being the highest rates of club membership. Although golf club membership was only 47%, golf club members accounted for 11% of total club membership.

As a Volunteer

31% of respondents said they were involved in sport or physical activity in a volunteer capacity, i.e. as a coach, referee, linesman, official, timekeeper, organiser, club committee, fundraiser etc. In general, residents more likely to be involved in this way are Maori, or live in rural areas. The main activity mentioned by those involved in a volunteer capacity is rugby.
Overall participation

94% of residents have participated in sport or physical activity in the last year in one or more capacities, i.e. as a player or in a support role. The 6% who have had no involvement at all are more likely to be in the 65+ age group.

The top ten activities in terms of overall involvement are shown in Table 34.

### Table 34: Top Ten Physical Activities

<table>
<thead>
<tr>
<th>Sport or activity</th>
<th>% of residents who are involved</th>
<th>% of residents are active participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gardening</td>
<td>31</td>
<td>31</td>
</tr>
<tr>
<td>Walking</td>
<td>30</td>
<td>29</td>
</tr>
<tr>
<td>Rugby</td>
<td>23</td>
<td>8</td>
</tr>
<tr>
<td>Golf</td>
<td>18</td>
<td>17</td>
</tr>
<tr>
<td>Swimming</td>
<td>14</td>
<td>12</td>
</tr>
<tr>
<td>Fishing</td>
<td>14</td>
<td>14</td>
</tr>
<tr>
<td>Netball</td>
<td>10</td>
<td>3</td>
</tr>
<tr>
<td>Running/jogging</td>
<td>10</td>
<td>9</td>
</tr>
<tr>
<td>Cricket</td>
<td>9</td>
<td>5</td>
</tr>
<tr>
<td>Hockey/soccer</td>
<td>8</td>
<td>Less than 4</td>
</tr>
</tbody>
</table>

Traditional team sports such as rugby, netball, cricket, hockey and soccer tend to have higher numbers of adults involved in a supporting or volunteer role than they do as players. This is indicative of the high numbers of junior players (under 15) involved in these sports, and the level of support they get from adults. It also suggests that the majority of young players do not continue to play as adults.

The sports and activities that tend to get the highest rates of adult participation are individual ones such as gardening, walking, golf, swimming and fishing. This is consistent with national and regional figures.

Constraints to Participation

In general, the community does not experience a high degree of constraint in participating in sport and physical activity. The sports most often mentioned as being difficult to participate in satisfactorily were netball, golf, rugby, going to the gym and hockey. Netball, rugby and hockey are amongst those with higher levels of adult involvement, but lower levels of actual participation. Golf still has high levels of
participation, but from people who are more likely to be older and male, and therefore less subject to constraint.

**Table 35: Constraints Most Commonly Experienced**

<table>
<thead>
<tr>
<th>Constraint to Participation</th>
<th>%</th>
<th>Activities Mentioned</th>
</tr>
</thead>
<tbody>
<tr>
<td>Have to put the needs of others first</td>
<td>38</td>
<td>Netball, golf, going to the gym</td>
</tr>
<tr>
<td>They emphasise competition, whereas I want to do it for enjoyment.</td>
<td>23</td>
<td>Netball, hockey, golf</td>
</tr>
<tr>
<td>Costs and fees are higher than I can afford for recreation spending.</td>
<td>22</td>
<td>Going to the gym, golf, hockey</td>
</tr>
<tr>
<td>Shortage of club coaches or organisers</td>
<td>19</td>
<td>Rugby, hockey</td>
</tr>
<tr>
<td>Unsuitable or inconvenient times and locations</td>
<td>16</td>
<td>Golf, rugby</td>
</tr>
<tr>
<td>No provision for young children</td>
<td>14</td>
<td>Rugby, netball</td>
</tr>
<tr>
<td>Shortage of venues or locations</td>
<td>12</td>
<td></td>
</tr>
<tr>
<td>Shy, embarrassed or inexperienced</td>
<td>12</td>
<td>Netball, going to the gym</td>
</tr>
<tr>
<td>Work commitments</td>
<td>11</td>
<td></td>
</tr>
<tr>
<td>Transport to and from venues is a problem.</td>
<td>11</td>
<td>Rugby, netball</td>
</tr>
<tr>
<td>Have no contacts, networks or good information to get started.</td>
<td>10</td>
<td></td>
</tr>
</tbody>
</table>

Other constraints such as lack of equipment, not enough easily accessible facilities and programmes, not enough support from family, health problems, family commitments, lack of time, age etc, were mentioned by less than 10% of respondents.

The population groups that are more likely to say they experience more constraints are women, Maori, people living in a 3 or more person household, people with children and dependants, and people in the 15 to 34 age group. Those least likely to say they experience constraints are men, people with a household income of more than $50K, people aged over 45 (particularly those aged 65+), retired people, NZ Europeans, people living in a 1 to 2 person household, and people with secondary school aged children, or no children/dependants.

If this is compared with participation rates in sport and physical activity, it would tend to suggest that some groups are better at working through their constraints than others. Young people (15 to 34), people living in a three or more person household, and Maori are able to sustain relatively high levels of participation despite reporting higher degrees of constraint than other groups. This might suggest that these people are more able or prepared to modify the way in which they participate, or try different activities in order to achieve participation.
Similarly, for those aged over 65, NZ Europeans, people with no dependants, and those living in a one to two person household, participation is lower than other groups despite reporting less constraints. This might suggest that for these people, their participation is affected more by intra-personal constraints, i.e. attitudes and beliefs. They are also the group more likely to be involved in non-physical activities rather than sport and physical activity.

One group whose participation does seem to be more consistently affected by constraints is women. This is supported by national research such as the Life in New Zealand study which showed that women have consistently lower rates of participation in physical activity than men, regardless of employment, age, ethnicity, and dependant children.

Favourite Activities

Favourite sports and physical activities closely follow actual participation, with walking, golf, rugby, swimming and fishing topping the list. Interestingly, although 14% of residents do gardening as a physical activity (31% overall), only 1% claim it as a favourite activity.

Reasons for Participating in Favourite Activities

From the list of reasons read out, residents were more likely to say they do their favourite physical activity because they enjoy it, and for relaxation and stress relief than for other reasons. They are less likely to do it to express themselves creatively, to compete against others, or to help others.

Table 36: Reasons for Participating in Physical Activity

<table>
<thead>
<tr>
<th>Reasons for Taking Part</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Because I enjoy doing it</td>
<td>100</td>
</tr>
<tr>
<td>For relaxation and stress relief</td>
<td>90</td>
</tr>
<tr>
<td>Health benefits</td>
<td>84</td>
</tr>
<tr>
<td>To spend time in the outdoors</td>
<td>83</td>
</tr>
<tr>
<td>To challenge myself</td>
<td>80</td>
</tr>
<tr>
<td>Improved physical fitness and body shape</td>
<td>77</td>
</tr>
<tr>
<td>Because I am good at it</td>
<td>72</td>
</tr>
<tr>
<td>To develop my skills and ability</td>
<td>72</td>
</tr>
<tr>
<td>To spend time with family or friends</td>
<td>68</td>
</tr>
<tr>
<td>To meet and spend time with other people</td>
<td>67</td>
</tr>
<tr>
<td>Because it is convenient and easy to fit into my daily routine</td>
<td>66</td>
</tr>
<tr>
<td>To get some time by myself away from my family</td>
<td>54</td>
</tr>
<tr>
<td>To help other people</td>
<td>44</td>
</tr>
<tr>
<td>To compete against others</td>
<td>43</td>
</tr>
<tr>
<td>To express myself creatively</td>
<td>42</td>
</tr>
</tbody>
</table>
Enjoyment and health benefits are valued equally by all respondents.

Women are more likely than men to do activities that give improved fitness and body shape, are convenient and easy to fit in, and time to oneself away from the family.

Men are more likely than women to do activities that develop skills and abilities, provide opportunities to meet and spend time with other people, compete against others, and express themselves creatively.

People with pre-schoolers are more likely than people with children of other ages to do activities for relaxation and stress relief, because they are good at it, and for time to oneself away from the family.

People with sole charge of children or dependants are more likely to do activities for relaxation and stress relief, that are convenient and easy to fit in, and to help others. They are less likely to want to spend time outdoors.

People in the 15 to 24 age group are more likely than other ages to do an activity for improved fitness and body shape, to meet and spend time with other people, to help others, to challenge themselves, to develop skills and abilities (particularly students), to express themselves creatively, and to compete against others.

People aged over 65 are more likely than other age groups to do activities that allow them to meet and spend time with other people, to help other people, and to spend time in the outdoors.

Maori are more likely than NZ European to do activities that develop skills and abilities, provide opportunities to spend time with family and friends, are convenient and easy to fit in, that allow time to oneself, that help others, that allow them to compete against others, and for creative expression.

People living in rural areas are more likely to do activities that provide a challenge, that develop skills and abilities, that they are good at, that allow them to compete against others, and for the social aspects of spending time with family, friends and others.
Non-physical Recreation Activities

As a Participant

75% of residents have taken part in non-physical recreation activities (not including television) in the last twelve months. The remaining 25% were presumably either watching TV, or involved in physical recreation or sport.

The residents more likely to be involved by taking part in these non-physical recreation activities are urban residents, women, residents aged 65 and over, residents living in a one to two person household, and residents with an annual household income of less than $30K. This is a similar demographic to people least likely to be involved in sport and physical activity. They are less likely to be aged between 15 and 24 years.

The three most common activities mentioned are reading (25% of residents), gardening (16%), and computing (7%). Gardening also occurs as a physical activity, and combined with this involves 31% of residents. Residents who are NZ European, and who earn less than $30K or more than $50 K are more likely than other gardeners to describe gardening as a non-physical activity. Reading is consistently popular across all demographic groupings. Computing is more likely to be undertaken by males, and people living in urban areas.

26% of non-physical recreation is done as part of an organised membership, group or association, the highest involvement coming from music (a composite of various musical activities) and arts and crafts (a similar composite of various arts and crafts activities).

When participation in an activity by doing, teaching and/or organising is combined, the top ten non-physical activities are as shown in Table 37.

Table 37: Top Ten Non-physical Activities

<table>
<thead>
<tr>
<th>Recreation Activity</th>
<th>% of Residents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reading</td>
<td>25</td>
</tr>
<tr>
<td>Gardening</td>
<td>16</td>
</tr>
<tr>
<td>Music</td>
<td>16</td>
</tr>
<tr>
<td>Sewing/knitting/needlework</td>
<td>13</td>
</tr>
<tr>
<td>Art and crafts</td>
<td>10</td>
</tr>
<tr>
<td>Computing</td>
<td>7</td>
</tr>
<tr>
<td>Writing/literature/language</td>
<td>7</td>
</tr>
<tr>
<td>Games/puzzles</td>
<td>6</td>
</tr>
<tr>
<td>Cooking/baking</td>
<td>5</td>
</tr>
<tr>
<td>Cards</td>
<td>4</td>
</tr>
</tbody>
</table>
Constraints to Participation

Constraints to participation in non-physical activities were generally lower than constraints to sports and physical activity. This may reflect that many are home-based and individual, and therefore easier to maintain involvement in. It also reflects the demographic profile of the majority of those taking part, i.e. older people with less family responsibilities.

Table 38: Main Constraints to Participation

<table>
<thead>
<tr>
<th>Constraint</th>
<th>% of Residents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Having to put the needs of others first</td>
<td>26%</td>
</tr>
<tr>
<td>Unsuitable/inconvenient times and locations</td>
<td>15</td>
</tr>
<tr>
<td>The cost of getting taught is more than you feel able to pay.</td>
<td>14</td>
</tr>
</tbody>
</table>

In all cases, the residents most likely to feel these constraints were women, or were aged between 15 and 34, or were residents living in a household of three or more people, or who had dependants or children. Maori, people earning less than $50K per annum, and part time or casual workers are more likely to be constrained by cost.

Arts and crafts and computing are consistently the activity mentioned as being most difficult to participate in satisfactorily. Music is most constrained by lack of venues, lack of occasions to perform, and lack of opportunities to get together informally to practice. In all cases, the numbers of respondents experiencing specific constraints in individual activities are small.

Favourite Non-physical Activities

14% of residents favour reading, with 8% favouring gardening. Other figures are too small to be significant. Reading is more likely to be favoured by women, NZ Europeans, and people who have lived in the district more than 10 years.

25% of residents had no favourite, or were not involved in such activities.

Reasons for Participating in Favourite Activities

From the list of reasons read out, residents were more likely to say they do their favourite physical activity because they enjoy it, and for relaxation and stress relief than for other reasons. They are less likely to do it to compete against others, to spend time in the outdoors, or for the health benefits.
Table 39: Reasons for Participating in Non-physical Activity

<table>
<thead>
<tr>
<th>Reasons for Taking Part</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Because I enjoy doing it</td>
<td>99</td>
</tr>
<tr>
<td>For relaxation and stress relief</td>
<td>93</td>
</tr>
<tr>
<td>To develop my skills and ability</td>
<td>83</td>
</tr>
<tr>
<td>Because I am good at it</td>
<td>81</td>
</tr>
<tr>
<td>Because it is convenient and easy to fit into my daily routine</td>
<td>79</td>
</tr>
<tr>
<td>To challenge myself</td>
<td>74</td>
</tr>
<tr>
<td>To express myself creatively</td>
<td>66</td>
</tr>
<tr>
<td>To get some time by myself away from my family</td>
<td>52</td>
</tr>
<tr>
<td>To help other people</td>
<td>50</td>
</tr>
<tr>
<td>To spend time with family or friends</td>
<td>49</td>
</tr>
<tr>
<td>To meet and spend time with other people</td>
<td>44</td>
</tr>
</tbody>
</table>

Women are more likely than men to do an activity for relaxation and stress relief, creative expression, and to get time for oneself away from family. Men are more likely than women to value an activity for time spent with family and friends.

People with children or dependants are more likely than people with no children to do an activity for relaxation and stress relief (particularly if they have pre-schoolers or primary/intermediate aged children), and because it is convenient and easy to fit in to a daily schedule. People with no children are more likely to do an activity for the opportunity to meet and spend time with others, and to help others.

Maori are more likely than NZ Europeans to do an activity because it is convenient and easy to fit in, it allows time for oneself away from family, and to help others.
Sources of Information

Relating to the Next Week or Weekend

88% of residents say they can name a source that gives information on recreation or sport regarding events, fixtures and venues relating to the next week or weekend. Residents who have children or dependants are more likely to say they can than residents who do not. Residents aged 15 to 24, or 65 and over are less likely to say they can.

Main sources of information mentioned are the Daily Post (31% of those who can name a source), unspecified newspapers (29%), radio (27%), Rotorua Review (22%) and Weekender (20%).

The Daily Post is more likely to be mentioned by people from rural areas.

People aged 15 to 24 are more likely than other age groups to mention newspapers (unspecified), radio, and direct contact with sports clubs and venues. They are much less likely to mention the Review or the Weekender. In fact their awareness of these papers is virtually nil.

The Review and Weekender are more likely to be mentioned by women, people living in urban areas, and people in the 25 to 34 or 65+ age range. In addition, the Review is more likely to be mentioned by people with children or dependants. The Weekender is less likely to be mentioned by Maori, and by families with secondary school children.

Longer Term Information

73% of respondents were able to name a source that gives longer term information on recreation or sport regarding what is coming up and where for a whole season or a couple of months ahead. Residents more likely to say yes are Maori, residents who live in a three or more person household, and residents with shared care of dependants. Residents less likely to say yes are those aged 65 and over.

The main sources of this information mentioned are unspecified newspapers (20% of respondents who can name a source), through sports clubs and venues (19%), the “It’s on in Rotorua” events calendar (11%), and the Daily Post (10%).

The Rotorua Review (9%), the Weekender (7%) and the “It’s on in Rotorua” calendar were not mentioned by any people aged from 15 to 24. This age group are more likely to access information from the radio, internet, or direct from sports clubs and venues. Sports clubs and venues are also more likely to be mentioned by males, and people from rural areas.
Information About How to Do Activities

67% of residents say they can name a source that gives information on how to do an activity that they want to be involved in. Residents more likely to say yes are those with an annual household income of more than $50K, and residents who live in a household of three or more people.

The main sources of information mentioned are sports clubs and venues (26% of respondents who can name a source), library (15%), phonebook/yellow pages (12%), Rotorua Review (11%) and the internet (9%).

Sports clubs and venues are more likely to be mentioned by NZ Europeans, and by people aged 25 to 44. The library is more likely to be mentioned by residents aged 15 to 24, and less likely to be mentioned by residents aged 55 or over. The Review is more likely to be mentioned by those living in urban areas, and is not mentioned at all by people aged 15 to 24. The internet is mentioned more by people in this younger age group and by males, and less likely to be mentioned by people aged 55 and over.

For Contacts to Join Up With

67% of residents say they can name a source that gives information about contacts in Rotorua they can join up with in their chosen recreation for company, learning, shared equipment etc. Residents more likely to say yes are men, residents aged 25 to 54 years, and residents with an annual household income of more than $50K. Residents who are not employed are less likely than residents who are either retired, students or employed to be able to name a source for this type of information.

The main sources of this type of information are the phonebook/yellow pages (20% of respondents who could name a source), through sports clubs and venues (18%), Rotorua Review (18%), Weekender, unspecified newspaper (10%) and Citizens Advice Bureau (8%), Daily Post and Rotorua 2001 local phone directory (7%).

The library and Sport BOP, who both hold comprehensive databases of sport and recreation clubs and contact people were only named by 2% of respondents who could name a source, or about 5 people.

The phonebook/yellow pages and unspecified newspapers tend to be mentioned more by Maori, and by people aged 15 to 24. Direct contact with sports clubs and venues is more likely by people living in rural areas.

The Rotorua Review is more likely to be mentioned by people living in urban areas, women, people who have lived in the district for more than 10 years, people with children or dependants, and people aged 25 to 34. It is not mentioned at all by people aged 15 to 24.
People aged 15 to 24 are also more likely than other age groups to mention the Daily Post, word of mouth, radio, internet, Sport BOP and school.

The Weekender is more likely to be mentioned by women, people aged 25 to 34 or over 55, people who have lived in the district for over 10 years. It is less likely to be mentioned by people with high school aged children than by people with younger children.

The Internet

55% of residents have used the internet at school, work, home or public library to send a message to someone. Residents more likely to say yes are urban residents, residents aged 15 to 54, residents living in a three or more person household, and students.

People less likely to use the internet to send messages are aged 55 and over, residents with an annual household income of less than $30K, and residents who are retired or not employed.

21% of residents are aware of recreation, activities or sports that their households are involved with, putting information on the internet. Residents more likely to say yes are men, students, residents who have shared care of dependants, and residents aged 15 to 24. The main recreation/activities/sports mentioned are rugby, golf, water sports and fishing.
Appendix 3: Funding Sources

1. Rotorua Energy Charitable Trust

| Objective | The objective of the Rotorua Energy Charitable Trust is to help organisations carrying on charitable or energy related charitable activities which have a demonstrable ability to improve and benefit the Rotorua District community. Generally the Trust will only consider applications from Constituted Charitable Organisations that have been established for at least two years. No limit is set on funding for any one project provided purpose and criteria are satisfied. |
| Purpose | In general donations will be made to: • Organisations that provide services for those who may have been denied a quality of life enjoyed by the majority. • Community organisations, which offer their services for the benefit or enjoyment of the public, and contribute to community well being. • Groups that give their time and resources to helping social problems. • Organisations undertaking energy related charitable activities. |
| Criteria | The Trust will distribute money to any organisation or body whether it is incorporated or not, but the organisation must not be run for private profit. In general an organisation must be: • An incorporated society. • A registered charitable trust. • A limited liability company fully owned by one of the above, and operating for charitable purposes. • Controlled or coordinated by an arm of central or local government. • Controlled by an association of persons under an adopted constitution and rules with annually audited accounts and reports. |
| Exemptions | The Trust will not make donations generally: • To individuals. (except where that individual is pioneering a direction or type of work which will result in benefits to the Rotorua District community. In that case, provided the individual’s case was taken up by a charitable organisation, the Trust would consider assisting.) • To sports bodies or organisations providing social activities. • For travel. • To make endowments. • For salaries or wages. |
## 2. Bay of Plenty Community Trust

<table>
<thead>
<tr>
<th><strong>Objective</strong></th>
<th>The Bay of Plenty Community Trust makes donations to community groups serving the Bay, in order to help build, strengthen and enhance local Communities.</th>
</tr>
</thead>
</table>
| **Purpose**   | Trustees will consider donations for organisations and projects which help build, strengthen or enhance Bay of Plenty Communities. The Trustees are keen to see Communities helping themselves and will not usually meet the total costs of a project.  
  
  **High Priority**  
  • Children and youth.  
  • The Elderly.  
  • Organisations with significant volunteer input  
  • People with disabilities. (see also Dillon Scholarship)  

  **Low Priority for funding**  
  • Incomplete applications.  
  • Salaries/wage payments.  
  • Travel, accommodation, uniforms.  
  • Applications where the donations will be passed on to another organisation or organisations.  
  • Projects where at least 50% of the funding is not in place.  
  • Activities or projects which the Trustees consider should be funded by Central or Local Government. |
| **Criteria**   | Any properly constituted group serving one or more Bay of Plenty Communities can make application for funding. Applications can be made at any time. Successful donations are announced and paid in March, May, August and November each year.  
  
  **Exemptions**  
  • Applications from individuals or informal groups.  
  • Funding for political or ideological purposes.  
  • Applications for the repayment of debt.  
  • Retrospective applications (i.e. lodged after the event).  
  • Endowments (i.e. funds to build capital bases).  
  • More than one application from any organisation within a 12 month period. |
3. Hillary Commission

<table>
<thead>
<tr>
<th><strong>Objective</strong></th>
<th>The Hillary Commission provides money to local authorities through the Community Sport Fund to distribute to local organisations to support local sport, fitness and physical leisure clubs and activities.</th>
</tr>
</thead>
</table>
| **Purpose**   | Coach or volunteer training (first priority). Project costs, including  
|               | • Starting new, or improving existing programmes and services,  
|               | • Events and promotions aimed at increasing the number of people taking part in sport or physical activity,  
|               | • Equipment vital to the development of the sport or physical activity,  
|               | • Travel for junior teams in rural areas.  
|               | • Club development policy.  
|               | • Loans may also be available for improvement or development of existing facilities. |
| **Criteria**  | You can apply for funding if  
|               | • You are a sport, fitness or physical leisure organisation, and/or  
|               | • Your project has a sport, fitness or physical leisure component, and  
|               | • You are a non-profit organisation, and  
|               | • You can contribute a significant part of the total cost of the project, and  
|               | • You are able to account for your organisation’s funds. |
| **Exemptions**| • Activities not related to sport, fitness or physical activity  
|               | • Subscriptions, rental charges or entry fees, insurance, debt servicing  
|               | • Team or individual travel  
|               | • Administration and operating costs  
|               | • Maintenance of equipment and facilities  
|               | • Wages or salaries  
|               | • Applications from individuals  
|               | • School programmes, including home schooling  
|               | • Any application for facility development or training programme held within a building that does not meet accessibility or standards requirement  
|               | • Play facilities that do not meet standards specifications.  
|               | • Retrospective projects |
4. Rotorua Youth Projects Trust

**Objective**
Assisting Rotorua young people to plan and run youth projects that promote participation, positive attitudes and healthy lifestyles.

**Purpose**
In general donations will be made to
- Youth initiated projects that demonstrate adult support.
- Projects that involve young people in the planning and running.
- Projects for 12 to 25 year olds.
- Projects, activities or events that have been identified as high priority in Te Puna Rangatahi survey outcomes.

**Criteria**
In general to be approved groups/organisations/individuals must be:
- Able to demonstrate how they will manage, record and account for the spending of the donation.
- Able to demonstrate how they make decisions as a group to achieve project aims.
- Able to show how they will evaluate the success of the project.
- Willing to return unspent money or equipment when the project finishes.

**Exemptions**
The Trust will not make donations:
- To sports teams in an organised sports code.
- To schools/education organisations for core curricular activities.

5. Rotorua District Council Sports Facility Fund

**Objective**
The purpose of the Sports facility fund is to develop sports facilities on existing reserves or for extending existing facilities. No limit is set on the funding of any one project.
- A cash grant of up to 1/3 of the approved total project cost will be made after the code has secured the other 2/3.
- Or an interest free loan of up to 2/3 of the total project cost will be made after the code has raised the other 1/3 unencumbered.

**Purpose**
- Any outdoor sports facility.
- Providing storage facilities for outdoor equipment.
- Indoor sports facilities.
- Basic toilet and changing facilities.

**Criteria**
Applicants should be the recognised parent body of a sporting code. Where no such parent body exists, applications will be considered from individual sports clubs provided that they are an incorporated society.

**Exemptions**
- Kitchen and bar facilities.
- Equipment, including maintenance equipment.
- Retrospective applications.
- Individuals.
- Salaries or wages except where these are part of the cost of construction.
- Consideration will be given to applicants wishing to purchase or develop land other than Council Land, but this will be in the form of a loan only rather than a grant.
6. Lottery Grants Board Community Facilities Fund

Objective
The New Zealand Lottery Grants Board was set up by Parliament to benefit the community by distributing the profits from state lotteries such as Lotto, Lotto Strike, Instant Kiwi, Daily Keno and Telebingo.

Purpose
The Lottery Grants Board funds ventures and activities that will benefit the community, in the future, and are not already funded from some other source. Grants are made through Lottery Community Facilities to:
- Non-profit-making community groups, local or regional authorities, and iwi, for major community, cultural, recreational and sporting facilities
- Facilities which have several uses and will be used by a number of different groups
- Sports, recreational and cultural facilities
- Community centres, community libraries
- Marae and Pacific Island community facilities
- Community facilities in schools, such as halls & swimming pools
- Church-centred community facilities

Criteria
- Groups
- Individuals with disabilities (or parents of children with disabilities)
- Individuals undertaking health research

Up to $5000 - Any non-profit or charitable organisation or group.

More than $5000 - Only legal entities, such as Incorporated societies, Registered charitable trusts or Maori Trust Boards.

The Lottery Community Facilities committee meets:
- Nationally three times a year - April, August, and December - to consider projects over $30,000. Closing dates are about three months before each meeting.
- Regionally four times a year - March, June, September and November - to consider projects up to $30,000. Closing dates are about eight weeks before each meeting.

Exemptions
- Individuals (unless they have disabilities and/or are undertaking health research).
- Medical expenses, operations or treatment whether here or overseas. Commercial enterprises.
- Purchase of land.
- Debt repayment or refinancing of existing loans or debentures.
- Capital investment or trust funds.
- Employment and business initiatives.
- Political advocacy projects.
- Activities or projects where the primary purpose is religious ministry.
- Projects or programmes already completed.
- Events that have already taken place.
- Alcohol and drug treatment services.
- Animal welfare.
- Overseas aid and disaster relief.
- Volunteer fire brigades.
- Services or projects considered to be the responsibility of local authorities, central government or some other funding body.
- Overseas travel.
Appendix 4: Inventory of Recreation Facilities

The information for Appendix 4 is not available, in electronic form, at present. However, hard copies of the Inventory of Recreation Facilities in the Rotorua District are available from the Parks and Recreation office, here at the Rotorua District Council. Please note, the hard copy version is not a complete inventory list, and will need to be completed.

The contact details are as follows:

Rotorua District Council
1061 Haupapa Street
Private Bag RO 3029
Rotorua
New Zealand

Phone: 64 7 348-4199
Email: communityservices@rdc.govt.nz

Ask for:
Alison Ellery (Parks and Recreation Planner) or
Eric Tonkin (Parks Administration Field Assistant)
## Appendix 5: Collation of Public Consultation Results

### Feedback from draft Recreation Strategy aligned to draft strategy statements

**Draft High Level Strategy: Participation**  
Ensure that everyone in the District has suitable opportunities to participate in active or social recreation.

<table>
<thead>
<tr>
<th>Promotion</th>
<th>Draft Strategies</th>
<th>Feedback from public consultation</th>
</tr>
</thead>
</table>
| Coordinate information and promotions within the recreation industry to ensure that the community is well informed. | 1. Improve communication within the recreation industry to avoid duplication of effort and clashes of events. | • Better co-ordination: the sorts of concerns raised about unco-ordinated physical recreation is also true for mental recreation. e.g unplanned musical concerts so we have either feast or famine. Is it time for the Council to employ co-ordinators?  
• Better co-ordination with other agencies at promotional events to give higher profile to what recreation opportunities are available to local community (e.g. through Conservation Week etc).  
• Promotion is key and that a partnership with media be an action that they buy into for the ongoing benefit for recreation  
• The points made about lack of coordination of events and promotion of events is agreed. Particular experience is noted with Opening Day celebrations of angling activities for many of the lakes in Rotorua District in the first week of October. It is noted that this year, on the same weekend the District Council was involved in promoting another event that was not at all related. |
| 2. Use information and promotion to increase awareness of recreation opportunities in the community, and reduce constraints to participation. |  
• Regular updated information on What’s on, Where & When, with info on beginners’ classes and expenses involved. Stressing that by joining a club (or two) personal social and mental and physical health benefits follow. No one needs to be lonely!  
• Promotion of the activities and benefits to people at all levels e.g administration, coaching, support and guidance etc.  
• There needs to be more information made available to the community about what is available and how that can be accessed.  
• Increase community awareness of opportunities and benefits. Better recreation information so that more people can participate safely (e.g being prepared and taking the right gear out into the bush).  
• Information available in terms of events, coaching etc.  
• Lots of Advertising! “Top” (well known) Rotorua people/families seen to be involved and active. |
|  | • A definite system is required on how a group can promote their activity.  
• Increase awareness amongst youth of recreation benefits and the importance of active healthy lifestyles.  
• Opportunity to participate. Promotional events focussed on sections of the community.  
• Advocate for leisure/recreation friendly work places.  
• Emphasis needs to go on promoting the benefits of recreation participation to the community....through media and promotion using well known locally sourced role models.  
• Continual promotion.  
• Educate the importance of sport – which is health and social skills. |
|---|---|
| 3. Understand local communities and their needs, and target delivery to ensure that up-to-date, useful information is regularly accessible to all. | • Promotion for all – reaching community through their own network.  
• Recreation must be accessible and affordable – also well publicised! We suspect more research into how these messages reach the right audiences may be required.  
• Greater information provision and promotion using a range of media but also having a one-stop-shop approach that all agencies can partner into.  
• Communication are we sending the wrong message across, or do you know what type of message do people want to hear, it always sounds good to some but not to others.  
• Activities need to be well advertised, well in advance to allow planning and for support, particularly if they are to involve people with disabilities. |
| 4. Have one organisation responsible for the co-ordination and maintenance of recreation information for the District, and ensure that it has a high profile within the community. | • Promotion – That under communication that “one point” of all communications dealing with recreation be set up and that they control any other outlets.  
• An organisation is required to be responsible for the co-ordination of recreation.  
• Promotion – one organisation responsible for the co-ordination and maintenance ..... is an excellent idea.  
• Regarding promotion: there are numerous locations throughout Rotorua city where information about recreation opportunities could be displayed, ranging from places like Tourism Rotorua to the Lake front, library, city focus, Govt Gardens etc. With information technology available today maybe these venues could supply numerous ‘one stop shops of recreation information’ via touch screens information to the community and visitors?  
• It is agreed that at present the coordination and delivery of information is ad hoc. Centralisation of this is supported. |
### Provision

Provide and manage recreation facilities that meet the needs of the community and are the best use of available resources.

#### 5. Record and evaluate existing facilities and how they are being used.

- Check out existing facilities where overcrowding is deterring extra people from using facility. e.g more skateramps scattered throughout the town would result in more younger children and teenagers using them and keeping fit. Similarly Aquatic Centre – too busy for any real swimming for children during after school hours when lessons underway.
- What is the latent demand on existing facilities and what other events could be held in Rotorua should facilities be upgraded.
- As with other regions throughout the country, Rotorua appears to experience a drop off in numbers. To me it is not a lack of facilities – I feel this city has some excellent resources.

#### 6. Promote wider and more efficient use of existing facilities as a first priority.

- Accessibility for all – Cost and geographics
- Schools’ access to existing facilities.
- Better use of facilities, e.g schools.
- Need to get people who are reluctant to get out there and make use of the facilities that are available.
- Access and transport available to venues - Physically and financially.
- Work with Fletcher Forests to have less of the forest closed at any one time.
- Make the streets, parks, forests safer.
- Outdoor recreation, particularly lakes and forests will continue to be a focus for recreation in the district.
- The road reserves are a key asset for recreation - walking, cycling, running they should be recognised as such and not simply seen as a communication/traffic/utility corridor. They are the most easily accessed facility (just outside everyone's front door) - does a running surface have to be white concrete? Great from an engineering/asset management view but not so great on the shins!

#### 7. Establish design criteria for facilities that will meet the needs of the community in terms of access, location, safety, quality, comfort and multi-use capability.

- Training grounds and Multi-use facilities in localised areas – schools
- Venues in outlying areas could receive greater facilities or access to them available.
- Remember the surrounding area also contributes to Rotorua District Council and maybe some facilities need to be allocated to these as well e.g skateboard facilities for Reporoa.
- Have things closer to their communities i.e country areas.
- Centralise facilities at existing facilities such as schools. This would allow
maximum use and more opportunity for children. Facilities near old folks homes, centres i.e easy access.
- Disability persons access. Access is a physical issue.
- Provision of quality resources / facilities placed in areas they will be cared for. I firmly believe that in the first instance, the gaining of quality facilities is of first priority.
- Secondly, those buildings/facilities need to be placed in the community they serve.
- Thirdly, the facility needs to be maintained and promoted. The logical place to place such facilities is at the local school. Schools will maintain the facility, oversee the evening and weekend use, promote new programmes, advertise existing programmes, .... perhaps even contribute to ongoing maintenance.
- Providing facilities for community to work together placed in schools – great idea.
- Good footpaths – walking would be the most widely practised leisure pursuit.
- Make the city more cycle friendly.
- Proper cycleways so that people can bicycle safely in Rotorua – we are years behind the Dutch and Nordic countries in our attitude to bicyclists.
- Healthy food outlets. Healthy food outlets on site matches the vision.

8. Promote the concept of “family friendly facilities” that will encourage participation and involvement by women, caregivers, young people, family groups and older people.
- More parent involvement in sports - shelter and seating at fields.
- Lots of facilities for families.
- Promote the “family” to get out and participate together, building good relationships.
- Central location and facilities of a high, plentiful standard e.g toilets!!/creche.
- Small income family have limited time plus money.
- Family participation.
- Provision for walkers. People like to walk a round but there are hardly any country walking rounds and the Blue Lake one is noisy. How about a Green Lake one from the Blue Lake entrance.

9. Ensure that proposals for new facilities are supported by a reliable needs assessment and are sustainable in the long term.
- Better investment in appropriate and sustainable recreation facilities (future-proofed). This could mean rationalising existing investments and providing more effectively with resources available.
<table>
<thead>
<tr>
<th>Programmes</th>
<th>10. Evaluate existing programmes.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Coordinate targeted recreation programmes that best meet identified community needs</td>
<td></td>
</tr>
<tr>
<td>• Existing programs – are they still meeting needs or can they be altered to widen their appeal rather than redeveloping the wheel and therefore spreading resources.</td>
<td></td>
</tr>
<tr>
<td>• Most families can only afford the Aquatic Centre and Green Team.</td>
<td></td>
</tr>
<tr>
<td>• There seem to be fewer and fewer people seeing clubs as a way to recreate. This is despite some really excellent opportunities that we have. It seems that clubs are almost out of fashion.</td>
<td></td>
</tr>
<tr>
<td>• Would like to see the arts included in the Rotorua District Council holiday programme, e.g Jill Walker. Appreciate the holiday programme meetings, but once again, emphasised the importance of having a range of arts and kiwi activities, for the younger children especially.</td>
<td></td>
</tr>
<tr>
<td>• Aquatic Centre and Holiday programmes excellent.</td>
<td></td>
</tr>
<tr>
<td>• Some young people are preferring individual and unsupervised recreation.</td>
<td></td>
</tr>
<tr>
<td>• Parents are also required to become more skilled in coaching and managing which could put them off being involved.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>11. Develop criteria for effective programmes.</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Really important to keep competitive spirit in recreation.</td>
</tr>
<tr>
<td>• Promote inter active equality rather than aggressive competition.</td>
</tr>
<tr>
<td>• Effective programmes targeted at all groups in the community.</td>
</tr>
<tr>
<td>• More flexibility in the working time. Because for now many people are working longer and many sports see a down fall in participation.</td>
</tr>
<tr>
<td>• Everyone should have the opportunity to derive those benefits regardless of socio-economic group.</td>
</tr>
<tr>
<td>• Several surveys, including the Rotorua District Council’s and the Hillary Commission’s have shown that the most popular form of recreation is one arranged by the individual in their own time to suit themselves.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>12. Provide opportunities for people of all ages and skill levels to be involved in sports and recreation at a social as well as competitive level.</th>
</tr>
</thead>
<tbody>
<tr>
<td>• There seems to be a lot of professionalism and competition emphasised in sports today e.g rugby, hockey, golf etc. There will only be a percentage of people who will attain those status.</td>
</tr>
<tr>
<td>• Run non-competitive grades alongside competitive ones. e.g there does not appear to be a President’s grade in adult rugby (or am I mistaken?)</td>
</tr>
<tr>
<td>• Make sure there is something for all ages, interests and fitness levels.</td>
</tr>
<tr>
<td>• More social teams - less competition; more options for casual participation in things like canoeing, rafting, yachting, karting.</td>
</tr>
</tbody>
</table>
• If a person has never played a sport and tries to join a club there is very little encouragement to learn that activity from scratch. Make people feel welcome right from the start.
• We must not forget the group of sporting people that want to be the best at what they do, as we were a nation of people who love winning.
• Run events in areas that don’t normally have much happening “as a whole” rather than the normal community activities.
• Maps of all the walking tracks in Rotorua.
• There should be more community gatherings e.g at the Racecourse, Stadium, on the Lakefront green, which involves more crowd involvement. e.g rather than have stage performances, bring in ‘aerobics’ and get everyone involved. Have one health or action day where there is “physical” exercise for everyone. More walkathons, raise awareness. Probably areas to walk through on route Fordlands, Western Heights. by involving these areas shows or leaves impressions rather than the “norm”.
• To increase levels of involvement in recreation, and in these instances I am referring mainly to team sports, I would suggest:
  • ‘team’ spirit / ethos gets promoted more than individual needs and wants.
  • supporters at sports events become more positive towards the ‘opposition’ and match officials.
  • the ‘win at all costs’ attitude was broken down and replaced by the well used, but not necessarily employed ‘play hard, but fair’ motto.
  • establishing grades to encourage ‘smaller framed’ players (especially in rugby).

13. Foster the relationship between schools and recreation organisations to improve young people’s long-term participation in a range of recreation activities.

• Funding to members of the orienteering club to more regularly promote orienteering in schools would result in more Rotorua schools being involved. Currently two of our members are regularly involved with a total of 4-6 schools. This is done mainly on a voluntary basis.
• Relationships between schools and clubs is seen as vital and support must be given to initiatives that support joint programmes either between code/ clubs/ or between school – club. (Sportville) This is particularly important for facilities.
• There are already strong existing networks operating within schools such networking would lead to an increased use of facilities, sharing of ideas, exchanging of programmes etc.
• I like the Sportsville concept. Also schools being in a relationship with recreation organisations as schools struggle to get support.
| 14. Support recreation programmes that cater for the needs of young people, women, caregivers, families and older people. | • More family friendly activities.  
• Feedback from parents of children with ADHD indicates that their primary requests are for  
  1. low cost activities,  
  2. opportunities for children and young people to experience as wide a range of activities as possible.  
  3. a variety of sports for youngsters to try in a non-competitive environment,  
  4. more opportunity for art and craft e.g. Jill Walker’s activities. For children with ADHD their only opportunity may be in school holiday programmes as they can be excluded from recreational and camp activities at school and children/parents can be reluctant to participate in after school activities.  
• Fun events focussed on family involvement.  
• A lot of women I know would love to be able to go out and walk alone – but they are very worried for their own protection. I myself will never walk through the Redwoods alone or even Kuirau Park or Government gardens – No security – I walk with the YWCA group – but that is not enough.  
• Get them (young people) off drugs. Help fight depression. Help spread knowledge about the rampant glandular fever and alcoholism, raise the optimism of the town. Rotorua needs a much larger and more effective drug program. Promotion of recreation will help. Promotion and Provision seem the most important.  
• Involve offenders through sports clubs - coaching etc  
• Fish and Game NZ is actively targeting programmes at women and children. |
| 15. Improve communication between recreation providers to avoid inefficient use of resources. | • Resourcing needs to be for a treasure house of expertise whereby the one stop shop ideal has the information and contacts within the community, but does not necessarily own them ie networks in the community that exist.  
• A more coordinated effort at district level would be beneficial. |
| 16. Increase availability of funding for recreation programme delivery. | • Promote to employers the advantage of assisting staff to maintain wellness.  
• Maybe RDC could help with promotion days, open days, support with meeting venues, support for instruction etc to get more people into our activities.  
• Adequate funding is needed to sustain all areas of promotion, provision, and programming .  
• Focus on supporting coaches.  
• Is there still a Community Recreation Officer employed by RDC? |
<table>
<thead>
<tr>
<th><strong>Partnerships</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Promote and develop genuine, effective partnerships between key stakeholders based on open communication.</strong></td>
</tr>
<tr>
<td>17. Promote regular and meaningful communication between recreation stakeholders with the aim of working together rather than in isolation.</td>
</tr>
<tr>
<td>• Would like to have a lot more opportunities for RDC to work with schools by supporting projects for whole community, working with the children to foster and develop positive attitudes and increased participation in recreation.</td>
</tr>
<tr>
<td>• I feel partnerships should be a priority rather than working in ‘isolation’. If partnerships are formed, we all work together the vision is stronger.</td>
</tr>
<tr>
<td>• Partnership ideals was seen as being important in that there are many organisations attempting to achieve the same outcomes for similar groups and again separating resources.</td>
</tr>
<tr>
<td>• It was also felt that the mentality of partnership should be to improve organisations capability – provide a “hand-up” rather than a “hand-out” approach so that organizations become more self sufficient in skills, knowledge etc.</td>
</tr>
<tr>
<td>18. Develop a common understanding of key roles, relationships and contributions of stakeholders.</td>
</tr>
<tr>
<td>• Who decides who the stakeholders should be? An organisation is required to represent the disabled, the disabled need a voice.</td>
</tr>
<tr>
<td>• We must work together to identify the best provider for each outcome / market / client mix.</td>
</tr>
<tr>
<td>• Part of the decision making group needs to be a member of the disabled.</td>
</tr>
<tr>
<td>• Build and foster good relations with private land owners – many of whom could make their land available for public recreational use that would benefit local community.</td>
</tr>
<tr>
<td>19. Identify and record processes that organisations can use to develop and maintain partnerships.</td>
</tr>
<tr>
<td>20. Promote the “Sportsville” concept of resource sharing to sport and recreation organisations.</td>
</tr>
<tr>
<td>• Some of the clubs need to become better organised and work together e.g. soccer clubs and the building of clubrooms, maintaining premises once they have them.</td>
</tr>
</tbody>
</table>
### Planning

**Integrate the Recreation Strategic Plan with other processes to ensure effective implementation, evaluation and review.**

<table>
<thead>
<tr>
<th>21. Stakeholders will develop action plans with clear goals, budgets and timeframes.</th>
</tr>
</thead>
<tbody>
<tr>
<td>• We support the vision, goals, and strategies outlined. Implementation is likely to be a great challenge!</td>
</tr>
<tr>
<td>• Definitely yes, but without the appropriate resources and support all of these efforts are but merely token in gesture!! $$$, personnel, resources offices.</td>
</tr>
<tr>
<td>• It is expected that there will be further consultation in developing the detail of these “action plans”.</td>
</tr>
<tr>
<td>• There is a concern that the action plans are to be developed by Stakeholders. It is assumed that the term stakeholders applies to all parties who have an interest in whatever it is that the action plan is to cover. It would be inappropriate if these were just developed by the Stakeholders group identified in section 3.3 of this strategy.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>22. Establish working relationships between the Recreation Strategic Plan and other planning processes.</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Inclusion of the Draft Plan to Councils strategic plan, identification of the actual resources required to put the goals into action, then the actual resourcing of those charged with implementing the plan.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>23. Continue to identify unmet need in the community.</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Would be good to survey community to find out what forms of recreation people would like to become involved in? Cost a lot to promote activities very few wish to take part in.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>24. Continue to survey levels of participation to determine changes and trends.</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Very sad that so many people in Rotorua are inactive.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>25. Monitor and evaluate outcomes regularly, and review RSP and action plans accordingly.</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Who is going to monitor and evaluate this Plan?</td>
</tr>
<tr>
<td>• Needs coordination of strategy – one person to drive it with energy.</td>
</tr>
<tr>
<td>• Maybe involve seventh form P.E. students in monitoring this plan.</td>
</tr>
<tr>
<td>• The words are wonderful it is the actions and results that will tell us whether they have been successful.</td>
</tr>
</tbody>
</table>
## Priorities

<table>
<thead>
<tr>
<th>Priorities</th>
<th>26. Establish processes to ensure that major funding decisions are not made in isolation.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>• Priorities – major concern at the lack of cohesion in funding bodies to supporting recreation. Requires a body supplying informed debate to decision makers so that they make appropriate decisions. Funding applications should match the objectives of a number of parties ie Council, funders, sports etc so that any funding makes the best impact.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Priorities</th>
<th>27. Identify areas of greatest need, and ways to meet those needs best through recreation.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>• Target certain or difficult sectors of the community at various intervals i.e. certain age groups, sport codes, or community areas etc.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Priorities</th>
<th>28. Develop criteria for funding that take into account community need, anticipated outcomes and economic and environmental sustainability.</th>
</tr>
</thead>
</table>
|            | • Funding more readily available for joint applications. \  
|            | • Its a bit disappointing that sports administrators have to rely more on Pub Charities for funding. |

<table>
<thead>
<tr>
<th>Priorities</th>
<th>29. Provide greater support to initiatives that will increase long-term participation.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>• One aspect of recreation I have noticed about Rotorua is the incredible amount of time and effort a core group of people dedicate to recreational activities. Some deserve a medal for what they give of themselves to benefit others. Keeping these people involved is a key factor.</td>
</tr>
</tbody>
</table>
Comments of
genral
suppor
draft plan.

- Great to see emphasis being put on healthy communities.
- (seven p’s) Effective and easy to remember, proactive.
- I’m sure that a lot of thought went into the vision statement and I certainly cannot think of an alternative.
- I think they (goals) are very good. Focussed to the point.
- Relevant and specific.
- Very well done.
- They appear to cover all the key elements. Promoting the opportunity to develop more facilities in a variety of sites is an interesting one.
- Awesome, great to have some focus now for the Councils role in provision of recreation/leisure opportunities for the residents.
- Its about time.
- Great concept.
- Would be good to achieve.
- The plan is more of an overview. I look forward to specific proposals.
- The goals seem to cover the field.
- Everyone thought ‘its great’. The vision is good because with respect to health and social benefits of recreation participation, it focuses primarily on prevention, rather than only on the cure.
- A most important strategy for our District.
- Yes I like the 7 p’s principle.
- Yes brilliant well needed.
- All comments were favorable about the plan and in particular the layout and way in which it was easy to follow from reasons why, to the finished product and the appendices. This in itself is a difficult element to accomplish with a document of this level.
- The goals themselves are fine and cover the most pertinent areas for an effective plan yet people wondered whether these were in a priority order? ie most important to least?
- The only comments that had a negative flavor focused on the lack of detail. However when explained that that would be the next step (action plans) people applauded the direction the plan was taking.
- People like the idea of linking the healthy community aspect to the individual doing something for themselves.
- Other comments about the vision; short and snappy, good imagery with Rotorua.
- We would like to congratulate the Council for embarking on such an important process. For organisations such as ourselves whose main focus is on recreation, a coordinated approach to the strategic management of recreation in Rotorua is supported. As a general comment, the information contained in the strategy is very informative, particularly in relation to why and what people do for recreation. The demographic information is useful for guiding some of Fish and Game New Zealand’s directions for increasing participation in angling activities particularly.
- Unless otherwise stated, Fish and Game New Zealand supports the provisions of this section (section 6) and seeks their retention.
Criticisms or shortcomings of the plan.

• The word “disability” is not widely used in the document.
• Lack of detail in the document on non-physical recreation. Felt this area had been brushed over.
• Mental health is also important. The present plan largely ignores this.
• It’s too clever for the Maori youth who has dropped out of school and who is truant in high school. Also the youth with disabilities are important.
• Get it right!! Your suggested “actions for the future” should be to scrap the Rotorua Recreation Strategic Plan – (Stakeholders and all) with its useless words words words and put some energy and application into the Rotorua Lakes Strategy (which seem to come to a standstill) and give us some value for money.
• I discount the plan for several reasons, but one which really concerns me is the frequent use of the term “stakeholder”. I have great difficulty in understanding the application of the term “stakeholder” to the “stakeholders” in the Plan. Of the listed ”stakeholders” none have recreation or community health as a primary, or even as any objective. Most have no expertise in this area at all. None of the listed organisations is, in my opinion, competent to produce a socially aware output.
• My personal opinion is that, if it is necessary to use a vogue term, the primary “stakeholders” in community health through active recreation are the citizens in general. Others may be the various organisations who endeavour to promote health through active exercise. It appears to me that the Recreation Strategic Plan favours financially supporting organised sports (particularly profitable ones), and sporting bodies, as did the ill-received government initiative from the Ministerial Taskforce. The frequent use of terms such as the otherwise irrelevant “stakeholder” and “provider” emphasis this.
• In the long term the important questions is: can those charged with the execution of those seven “P goals” actually achieve a result which is quantifiable, positive in the sense that there is a social gain, and economic? I find no reassurance in the Strategic Plan.
• Words, words, words.
• A bit pretentious.
• Order given bit muddled if order was intended i.e effective programmes would come before promotion.
• No, (the goals are not right). People need to be slotted in there somewhere as this is what it is all about.
• Felt that it had a very sport and activity focus and that arts and cultural activities were minimalised. This was important as the cultural element in activity in Rotorua is very high and should be recognised.
• “Active people” means active in mind as well as body. We must also remember recreation has fun in mind as well as wellness.
• It is a concern to Fish and Game New Zealand that we were not involved in either the stakeholder group or the reference group set up by the District Council to develop this strategy. …while Fish and Game New Zealand does not own or manage large amounts of land like some of the other members of the above groups, it does have a key role to play in recreation activities undertaken in Rotorua through providing the base setting for many people’s activities. As one of the most popular places in New Zealand for angling activities, I am surprised Fish and Game New Zealand’s role is not recognised in more detail.
- It is requested that in the future, Fish and Game New Zealand’s role in recreation provision will be given greater recognition. Representation on the Stakeholder Group is requested, particularly given the lack of opportunity for future involvement in the strategies development beyond this public comment stage. It is acknowledged that Action Plans will be prepared, but it is uncertain what the process for developing these is.

<table>
<thead>
<tr>
<th>This is a selection of comments made about cost that have been separated out as a constraint to participation that kept coming up in the feedback.</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Very important to promote this vision. Also need to consider and identify any barriers e.g costs, location etc.</td>
</tr>
<tr>
<td>- Keep the entry costs as low as possible, to such facilities as the Aquatic Centre. (They are good now!)</td>
</tr>
<tr>
<td>- Low cost. Free coaching available to school aged children.</td>
</tr>
<tr>
<td>- Free coaching for children.</td>
</tr>
<tr>
<td>- Improved and affordable public transport for those within the community who are reliant on it.</td>
</tr>
<tr>
<td>- Access issues for people on lower incomes for sport and recreation in regard to the cost involved.</td>
</tr>
<tr>
<td>- The cost factor is a big issue, e.g getting to the venue – bus, taxi, is too expensive for the elderly and families not so financial, therefore they tend not to.</td>
</tr>
<tr>
<td>- If events are to take place which involve the whole community, free bus service to get people to the venue is a downfall because with large numbers people don’t like parking and by getting people there is an encouragement. It even creates the atmosphere that togetherness.</td>
</tr>
<tr>
<td>- Minimal cost. Free facilities.</td>
</tr>
</tbody>
</table>
**Other comments**

- The most important thing that needs to happen to enable more Rotorua people to be involved in recreation is **SELF MOTIVATION!** There are already endless opportunities here for anyone who wishes to become involved in recreation. Regards “equity of opportunity” no one here is disadvantaged in this respect. From school onwards everyone has the same opportunities.
- Ambitions – some people do not want to be active – they have no interest in being active, for others it is what keeps them sane in an “insane world (Sept 11).
- Promote the concept that unfit people are gross – especially to the young.
- Sports injuries are bad.
- Build a **whole** approach (holistic) involving recreation that builds fitness and stamina (e.g. sports), builds emotional and psychological satisfaction (e.g. arts, creative spaces), and builds opportunities to turn recreation into income earning ventures.
- Community involved by education especially in primary schools/intermediate schools.
- Compulsory sporting activities – Saturday sport.
- Coordination with Sport BOP essential and more support of people initiating sporting activities and events. Leave the politics out.
- Also should Rotorua be targeting certain types or levels of events for the district ie age grade, masters, etc
- The support for personnel from a local level is vital as many roles in recreation are regional ie BOP and therefore Rotorua only receives a proportionate amount of time, support, expertise.
- I am advocating a strong relationship between recreation and RDC’s Cycle Policy (which is engineering driven and has little input from a encouragement or education point).

---

**Recreation Facilities**

This is a list of specific requests for facility upgrades or new developments that came in as part of the feedback to the draft Recreation Strategy.

1. Kahoroa point of view.
   - Combined use of extra facilities on Kaharoa school grounds i.e astroturf area is needed by Tennis Club (existing for 11 years now).
   - School teams for Rotorua Competition – soccer training, netball training, cricket training, hockey training, adult netball training.
   - Ablution block to cater for Community groups using all of these facilities.
   - Lighting in carpark.
   - Lighting outside ablution block.
   - Lighting over astroturf area to enable community groups to use at night “after work”.
Athletics track put in around Domain/School field.
Cricket pitch developed in School/Domain field.
Gym building catering for multi-use sports – inside training / catering facilities/ablutions etc.

Kaharoa Hall
Community has “blossomed” over the last 5 years, and the Hall has become too small for Community and school functions. School has 210 pupils and still growing. Can Hall be extended sideways?

2. Especially for children of our areas (Ngakuru). i.e skateboard half pipe, gymnasium, a deep swimming pool.

3. While realising these issues are perhaps outside the scope of the above draft plan, the BOP Regional Waterski Association also wishes the Council to note that:
   - The current Rotorua lakes closure charges are prohibitive and severely hamper the potential of the Rotorua clubs (Aqua Skiers, Blue Lake and Rotoma) to run either structured training/coaching sessions or tournaments (slalom, trick, wakeboard) locally. Given that the Council provides support (by means of facilities and / or cheap rates) to many land-based sports bodies, the charges appear unfair and loaded against local clubs in favour of profit making organisations or sports bodies outside Rotorua. The regional waterski association requests that the current charges are at least halved and the other measures are considered by council to offset the charges (eg a different form of public advisement such as prominent, movable signs rather than newspaper advertising which few people read – and no-one from outside the district reads).
   - A new waterski jump will be completed for use by the region over the coming season. Although the current mooring permit for this is at Lake Okareka, the site is no longer suitable given the Aqua Skiers club has relinquished its lease at the lake. As the council is well aware there have been ongoing vandalism problems in this area and the region is concerned about future security of the ramp. It is keen to see the ramp reinstated at the Blue Lake (close to the existing slalom course), where it will be clearly visible on a regular basis – a benefit for the ramp and for promoting another waterski discipline.
   - The region seeks council support for investigations into dedicated waterski training site. The Bay of Plenty is one of only two regions nationwide where this is not available (either through a dedicated site or via affordable, regular closures), yet supports several nationally ranked skiers who are currently forced to travel throughout the season to other regions for optimum training conditions. As these people all work full time, the cost to them in both time and resources is considerable. Waterski training can only be effectively undertaken with one boat per site at a time – currently there is no realistic provision for this. A “wave barrier” is another possibility the region would like to raise in conjunction with the council.

4. Omission of Kaharoa Hall, Domain, school, pool etc in draft document.
   - Swimming pool development
   - Extend Kaharoa Hall – growth of community – has grown immensely – lifestyle blocks
   - Gym – multi-use hall
   - Astroturf on school grounds
   - Lights on tennis courts at school grounds
All seen as multi-use by/for the whole community placed at school/Kaharoa Domain to benefit youth/adults/whole community. Central to Kaharoa, beside existing Kaharoa hall.