



# **Rotorua Sport & Recreation Strategy**

**A COMMUNITY VIEW  
TĀTOU TĀTOU - WE TOGETHER**

**Rotorua 2030**

September 2015



Iwi Tū, Iwi Ora  
He Hāpori Herenga  
Papa Whakatipu

**Active people**  
**Connected communities**  
**Outstanding places to play**

# Welcome to our way forward 2015-2020



Tena koutou katoa,

This Rotorua Sport and Recreation Strategy sets out an exciting plan for achieving the Rotorua 2030 goal of 'outstanding places to play'. It reflects Rotorua's environmental and cultural strengths, builds on our opportunities and is aligned with Council directions.

A key element of the strategy is how the Council will work more closely with sport and recreation partners, user groups and stakeholders. Ongoing collaboration, cooperation and engagement create the platform that will help connect communities and provide outstanding places to play. We recognise this strategy sits in a dynamic environment so it is critical that Council and key stakeholders continue to monitor together to keep us on track.

The strategy development process has been led by Sport and Recreation Portfolio Lead Councillor Charles Sturt in partnership with a steering group of sport and recreation stakeholders. This group has worked hard to ensure the draft strategy best reflects the sport and recreation aspirations of our community. I thank the group for all its efforts and am now excited to hear your thoughts and ideas.

Noho ora mai,

A handwritten signature in blue ink, appearing to read 'Steve Chadwick'.

Hon Steve Chadwick JP  
Rotorua Mayor

# Steering Group message



On behalf of the Sport and Recreation steering group I'm thrilled to be able to share this strategy with you all. Sport and recreation is central to most of our lives - it keeps us healthy, and it connects our communities with the amazing environment we live in.

The steering group and I believe the goals and actions within this strategy, while sometimes challenging, are realistic and achievable, and will set us on the path to achieving our shared Rotorua 2030 vision. We recognise we can't be all things to all people, and that choices must be made, and we feel this strategy continues to put the right focus on what sets us apart - what is uniquely Rotorua.

We encourage everyone to take the time to read this strategy, to engage on its content, and share your thoughts on the good, the bad and indifferent.

A handwritten signature in blue ink, which appears to read 'C. Sturt'.

Councillor Charles Sturt  
Sharon Fleet  
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Jonathan Dodd  
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# Introduction & scope

## INTRODUCTION

The purpose of this draft strategy is to set the direction for sport and recreation in Rotorua. It identifies a clear set of objectives that will direct Rotorua Lakes Council's (RLC) ongoing work programme as well as support other sport and recreation organisations, clubs and groups to work with Council to achieve our vision.

Delivering the actions within this draft strategy is not solely Council's responsibility, and the strategy recognises that for these objectives to be achieved our partner organisations and stakeholders must work together and take responsibility where required. Our key partner organisations, including Te Papa Takaro O Te Arawa, Sport Bay of Plenty, Sport New Zealand, Department of Conservation, and Fish & Game will be able to use this strategy to understand Rotorua's future sport and recreation direction to identify opportunities for greater collaboration and align strategies where appropriate.

The draft strategy was developed by a steering group made up of sport and recreation stakeholders. The steering group represents key community group interests and has been meeting monthly to provide oversight and advice to the strategy development process. In addition to the steering group input, further information was incorporated from:

- national and regional strategies
- key partners as identified above
- a wide range of stakeholder discussions
- RLC Ideas Store
- recreation survey
- online survey
- a range of presentations from organisations such as the Ministry of Health.





## SCOPE

This draft strategy encompasses all sports and recreational activities within the Rotorua district, along with supporting facilities and environments. For the purposes of this strategy the following definitions have been used:

- Sport is defined as any physical activity in which individuals or teams participate for enjoyment, friendship, competition or personal achievement. Community sports are generally led, organised and supported by regional sports providers, clubs, schools, iwi organisations, event providers, other community groups and private or commercial providers, with support in many cases from parents and caregivers. The strategy relates to both indoor and outdoor sports.
- Recreation is defined as any physical activity done for wellbeing or enjoyment. Recreation includes playing in a playground, walking, going for a run, biking to work, or kicking a ball in the park. Recreation happens during people's free time and is not competition focused.

# Why this strategy?

Together as a community we have developed the Rotorua 2030 shared vision, which reflects our aspirations for what we want Rotorua to be.

This shared vision contains seven goals along with the commitment to engage with the community to develop our future, support community leadership, and to work innovatively.

## Rotorua 2030

Tātou tātou - we together

There is strong evidence that participating in sport and recreation delivers wide ranging benefits, including:

### HEALTH & WELLBEING

Regular physical activity is linked to reduced risk of over twenty illnesses, including cardio vascular disease and some cancers. Participation has been shown to be effective for reducing depression, anxiety, psychological distress and emotional disturbance.

### ECONOMIC

Sport and recreation plays a critical role in attracting visitors as well as new residents. It makes an estimated economic contribution of \$194 million per annum and employs an estimated 1082 people across the district

### SOCIAL

Participation has been shown to have a positive effect on education including improved attainment, lower absenteeism and drop out, increased progression to higher education. It has also been shown to enhance self-esteem and reduce reoffending for youths at risk of criminal behaviour.

This strategy aims to maximise the benefits for Rotorua and in doing so, contribute to delivering the 2030 vision.

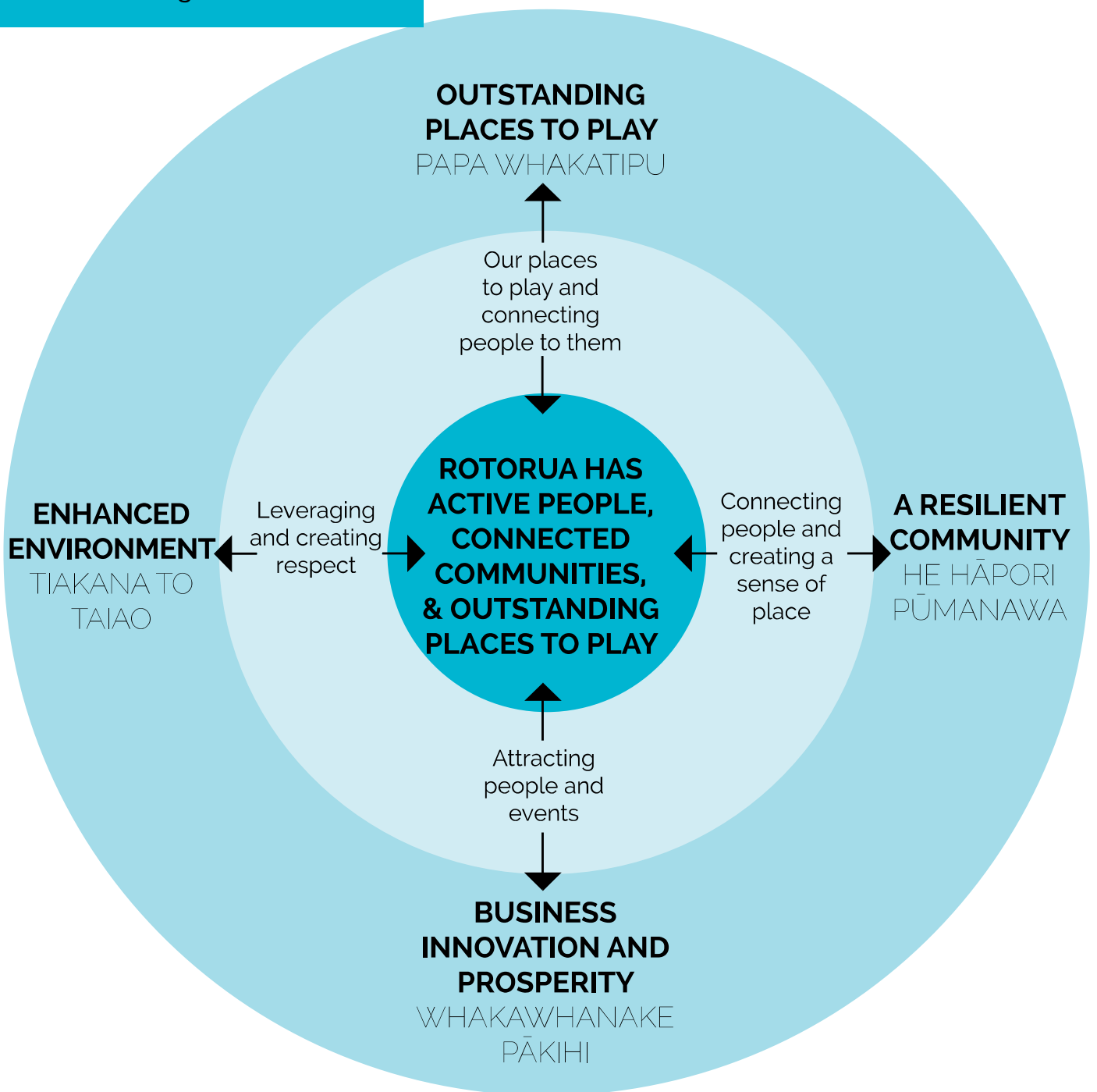


# Our Vision

During the discussions with the community that guided the creation of this strategy, it became quickly apparent that sport and recreation plays a significant role in achieving a number of our Rotorua 2030 goals.

To reflect this broader role the vision, '**Rotorua has active people, connected communities and outstanding places to play**' was created. The following diagram shows how it connects to the Rotorua 2030 goals.

## Rotorua 2030 shared vision



# Our objectives

**Four** objectives have been identified that collectively reflect the key challenges and opportunities that our district faces

1

Increase participation in sport and recreation

#### SUCCESS MEASURES

1. Increase the number of school-aged children who spend more than 3 hours per week taking part in sport and recreation from an estimated 94%
2. Increase the number of adults actively participating in sport and recreation every week from an estimated 75%
3. Increase in the level of participation of targeted low participation group

2

Improve communication and collaboration between communities and sport and recreation stakeholders

#### SUCCESS MEASURES

1. Increase in the number of sport and recreation groups sharing facilities (including non-council facilities) and best practice
2. Increase in the number of partnerships between sport and recreation organisations delivering community sport programmes

3

Provide sustainable access to high quality facilities and environments for sport and recreation that best matches community expectations

#### SUCCESS MEASURES

1. Increase in the percentage of residents who have visited parks, reserves and playgrounds in the last year from 90%
2. Improvement in the percentage of residents satisfied with the level of service for parks, reserves and playgrounds from 88%
3. Increase in the utilisation of RLC sport and recreational facilities

4

Prioritise the enhancement and development of Rotorua's unique sport and recreation offerings

#### SUCCESS MEASURES

1. Grow the contribution of recreation and sport to Rotorua's economy from \$194 million in 2011 to \$390 million by 2030
2. Increase in the number of events that show case Rotorua's strengths, including it's natural environment and culture

# Sport & recreation in Rotorua

**Our district is the home of a wide range of outstanding facilities and environments with unique features not found elsewhere in New Zealand.** Treasured by residents and attractive to domestic and international visitors, they include:

- 16 natural lakes over eight hectares in size and three major rivers, that host a wide range of sports, recreational opportunities and events
- 800 hectares of parks, gardens and reserves which contain 72 playgrounds available for free public use
- seven geothermal fields with hot pools and spectacular steam eruptions;
- 100,000 hectares of native and exotic forests
- iconic volcanic landscapes including Mount Tarawera, Maunga Kakaramea, Mount Ngongotaha and Mokoia Island
- hundreds of kilometres of walking, cycling and mountain biking tracks, including the internationally recognised trail network in Whakarewarewa Forest
- a wide range of lakeside structures including boat ramps, jetties and pontoons
- international standard facilities including the Energy Events Centre and Rotorua International Stadium, and planned BMX track.

According to the 2013 New Zealand Census, approximately 65,000 people call Rotorua home. Results identified key differences from the national averages in both our cultural and age profiles, with higher proportions of both Māori and youth aged 15 and under. The confederated iwi and hapu of Arawa are the Tangata Whenua of our district. However, like the rest of New Zealand we have an aging population, and it is estimated that over the next 30 years the proportion of residents aged 65 and over will increase from 14 to 28 percent.

Sport and recreation is central to most of our lives. A 2011 review of Rotorua's sports fields and facilities, which surveyed 21 sports, found that over 18,500 of us are members of a sports club and at least 2000 of us volunteer to assist with the delivery of sport in our community.

With youth, traditional sports such as swimming, basketball (boys and girls), rugby, football, cycling (boys), netball, dance, and gymnastics (girls) are most popular. Interests broaden as we age, and walking, gardening, fishing, swimming, cycling and working out at the gym are popular for both men and women. Perhaps unsurprisingly, given the popularity of swimming for both youth and adults, common themes from the RLC Ideas Store were improving Rotorua Aquatic Centre and developing a waterpark with hydrosides.

But while overall participation rates are good for youth and adults there are some groups with lower participation rates. For example, there is a marked drop off during the teenage years, girls are less active than boys, and students at lower decile schools are less likely to participate. This can be due to a range of reasons, however factors such as available time (due to balancing school, family and work), cost, culture, personality, and available opportunities (due to facilities, equipment, support and transport) are identified more frequently.

Our natural environment lends itself to outdoor recreation, with a large number of us enjoying the lakes and forests on a regular basis. The lakes play host to a diverse range of activities, with fishing traditionally being a popular pastime and more recently waka ama which is rapidly gaining in popularity. In the forests, mountain biking in particular has seen significant growth and strategies are being developed to enhance both our urban and off-road trail networks.

The economic contribution that sport and recreation makes to the Rotorua district has been estimated (including market impacts, productivity, health and personal benefits) at approximately \$194 million per annum – equivalent to around \$3000 for every resident of Rotorua. Sport and recreation is also a significant source of jobs, with an estimated 1082 people in roles ranging from venue and grounds operations, sports coaches and instructors, to sport and camping retail.

# Sport & recreation in New Zealand

**Sport New Zealand (Sport NZ) is the Crown entity whose purpose is to “promote, encourage and support physical recreation and sport in New Zealand”. Its Community Sport Strategy 2015-20 noted:**

“While New Zealand has traditionally had high sports participation rates for adults and young people, there are emerging trends which we will have to address if we are to maintain these. Things are changing and we can't assume we will always be a sporty, active nation.”

**The same strategy also identified the following trends, opportunities and challenges for sport and recreation in New Zealand.**

## DEMOGRAPHICS

Urbanisation, an ageing population and increasing ethnic diversity are changing the demand for Community Sport and the way Kiwis participate.

There are now 213 ethnic groups in the country, with an increasing number of people identifying with multiple ethnicities.

## THE CONSUMPTION OF SPORT

People are fitting sport into increasingly busy and time-fragmented lifestyles; demand for individualised sport and physical activity is on the rise, while demand for team and organized sport is declining.

Over any 4 weeks, about a third of participants still belong to a sport and recreation club. However, traditional sports club membership is down in the last 6 years, and gym membership is up.

## YOUNG PEOPLE AND SPORT

Young people have increasingly sedentary lifestyles with more entertainment options involving 'screens'. Having the right quantity and quality of PE and sport in schools is more important than ever before.

On average, Kiwis aged over 12 spent over 80% of their leisure time on passive media and social entertainment activities.

## CONNECTION

Technology and digital connectivity are changing the way, and the speed at which, we communicate.

Almost two-thirds of Kiwis own or have access to a smartphone (59%). Over three-quarters of New Zealanders have internet access (77%).

## THE OFFERING OF SPORT

There is greater demand for a diverse range of sporting opportunities to meet individual preferences and health and lifestyle needs.

Over 100 different activities were identified as sport and recreation activities people do in the 2013/14 Active NZ survey.

## THE STRUCTURE OF SPORT

New organisational forms, partnerships and capabilities are required to create innovative approaches to delivering sport.

An estimated 52,200 people work in sport and recreation industries.

Sport NZ is responding to these drivers for change by focusing on four key areas – young people; strengthening the local delivery of sport, especially in low participation communities; ensuring our traditional sports pathways remain strong; and continuing to drive high performance outcomes.

**In particular they have identified there is an opportunity for change in community sport, to deliver a community sports system that puts the participant at the centre. This means that participants will guide thinking and decision-making, and in understanding their attitudes, what motivates them and the barriers they face, the sport system can then respond to their needs and expectations.**

# Our key challenges & opportunities

**The sport and recreation environment in Rotorua is changing, which provides a number of unique challenges and opportunities. Our key challenges and opportunities include:**

- barriers to participation such as cost and transport for some groups in our community
- sport and recreation opportunities not matching changes in lifestyle, work patterns and technology
- maintaining capacity and capability within clubs and groups at committee and volunteer levels, coupled with increasingly complex regulatory requirements such as health and safety impacting on how they run
- strengthening the partnership with Te Arawa to develop new sport and recreation opportunities for Rotorua and supporting indigenous sports
- building upon the success of mountain biking and further developing Rotorua's trail network
- developing aquatic sport and recreation opportunities, such as waka ama, that leverage our lakes and geothermal environment
- increasing the number of people who choose to cycle and walk
- the alignment, collaboration, communication and connectivity of all those organisations, groups, communities, and individuals involved in sport and recreation to support
- prioritising resources and providing affordable and sustainable access to sport and recreation facilities and environments against a backdrop of increasing costs and the continuing need for both quality existing and new facilities and environments
- the resulting community experience of using sport and recreation facilities and environments
- providing opportunities for children, young people, elderly and adults with disabilities (mixed abilities) to engage in sport and recreation
- growing Rotorua's reputation as the first choice for great events.



# Objective 1

## Increase participation in sport and recreation

1

Whether it is for enjoyment, exercise or health reasons there is no doubt that participating in sport and recreation is good for us. Increasing participation is not simply having people participate more - it is about more people, participating more often, delivering Active People. Increasing the number of people and frequency we participate improves our individual health and wellbeing as well as benefiting our communities overall quality of life. It requires us to work with specific communities to develop novel approaches and remove participation barriers. It requires our clubs, groups and other organisations to be capable and future focused, and it requires us to celebrate and leverage success.

### STRATEGIES

#### 1.1 Identify groups with lower participation rates and focus on delivering tailored programmes or additional infrastructure that removes barriers

### ACTIONS

- Deliver more programmes and facilities for young people not engaged in sport and recreation. For example, the Free Parking programme and youth spaces developments
- Utilise existing research to identify and confirm low participation groups that will be targeted. For example, teenage girls or catering for an aging population
- For identified groups to work in partnership with the community and relevant sporting and community based organisations to develop tailored programmes that remove barriers for participation
- As part of the proposed neighbourhood reinvigoration projects deliver safe and attractive play spaces.

#### 1.2 Strengthen the capability of clubs and organisations delivering sport and recreation

- Promote governance and management (including volunteers' management) courses for sport and recreation organisations
- Support the formation and development of organisations that take ownership for delivering programmes and improvements within their communities
- Identify and promote available best practice resources to assist sport and recreation groups with fundraising, events promotion and management, and participation drives.

#### 1.3 Inspire future sporting stars and sporting excellence through the celebration of sporting success.

- Promote sporting participation through role models, including 'open day' programmes attended by Rotorua sporting stars
- Investigate options for creating a Rotorua Sporting Hall of Fame
- Support partners to develop coaching resources in areas where Rotorua has a natural advantage; trail and aquatic related and indigenous sports.

# Strategy in Action

## FREE PARKING - INCREASING ACTIVITY IN YOUTH SPACES

*In 2009 it was identified through the Council Youth Spaces project that there were barriers within four community neighbourhoods that hindered the ability for youth to participate in sport and recreational activities. In response, Council allocated \$600,000 to develop skate parks and youth friendly spaces in four of the district's parks and reserves. Flexible youth spaces were developed in the parks with a mix of skateable features which also act as seating and social spaces.*

*Building on the youth space developments for these communities, Council invested and attracted sustainable funding for a youth space activity programme, the Free Parking programme. Over the past 3 years, the Free Parking programme has taken a community approach to the utilisation of these youth spaces by involving young people, schools, community organisations and sport codes to create a community culture of participation.*

*Free Parking aims to address some of the traditional barriers to participation in sport and recreation such as, transportation, costly participation fees, lack of awareness of what's available and the provision of facilities, by providing free and accessible activities in local Youth Spaces. The delivery of Free Parking is now transitioning into each of the four communities through partnership agreements using a community-led development approach. This will enable each community to deliver according to the communities needs and build on the initial success of this programme.*



## Objective 2

### Improve communication and collaboration between communities and sport and recreation stakeholders

2

Local organisations, communities, groups, clubs and individuals working together and playing their part will result in further opportunities for sport and recreation in Rotorua and getting more people active. Facilities, access, funding, promotion and awareness are essential, so to maximise sport and recreation opportunities we must coordinate efforts, leverage technology and each other's strengths, and develop partnerships in a long-term sustainable way, delivering Connected Communities. These connections help create resilient, inclusive, liveable and safe neighbourhoods that give us a sense of place. They also play a critical role in getting more of us active and connect us to our outstanding places

#### STRATEGIES

##### **2.1 Create opportunities to improve collaboration and support the development of partnerships between sport and recreation stakeholders**

#### ACTIONS

- Establish a regular (twice yearly) Rotorua Sport and Recreation Forum that promotes dialogue between codes, clubs, schools, and other organisations
- Establish a Rotorua Outdoor Recreation Infrastructure and Access Collaboration Group to promote dialogue and joint decision making between outdoor recreation partners such as landowners, Fish & Game, Department of Conservation, Rotorua Trails Trust etc. Members of this group would cooperate on specific projects or opportunities, for example the utilisation of unformed legal roads.

##### **2.2 Improve communications delivery through greater coordination and better leveraging digital media platforms.**

- Develop a digital information hub for events, sports and recreation facilities and services to support clubs and other organisations and inform the community
- Develop a Rotorua Sport, Recreation and Leisure Expo that focuses improving health outcomes by raising awareness of the sport and recreation opportunities available
- Improve the use of social media as a key platform for teams, clubs, sport and recreation organisations to communicate with each other and the wider community.



# Strategy in Action

## *“MAKING A DIFFERENCE – KIA TU WHAKAREKE” PARTNERSHIP*

*Swim Rotorua, Rotorua Lakes Swim School, Rotorua Aquatic Centre, Swimming New Zealand and Te Arawa Lakes Trust are joining together to form the “Making a Difference – Kia Tu Whakarereke” partnership with 10-12 schools in the Rotorua area. The proposed programme, which is currently seeking funding, aims to provide an outreach swimming programme tailored to schools specific needs.*

*The partnership is designed to get more Rotorua children in learn to swim programmes, swimming being a core life skill particularly for children of this region with its numerous lakes and rivers. The partners collectively aim to improve water safety and also to encourage more families to see the value of swimming as a life skill, fitness tool and as a sport. Schools are being asked what best suits their needs, and then programmes will be tailored accordingly. The programme is targeting the improvement of skills of those who are not traditionally well represented in the sport of swimming or other aqua based sports.*



## Objective 3

# Provide sustainable access to high quality facilities and environments for sport and recreation that best matches community expectations

### 3

Our communities expect high quality indoor and outdoor sports facilities along with natural environments that cater for a range of needs - from community based participation to national and international level competitions - delivering Outstanding Places to Play. These places create sport and recreation opportunities that become part of our lifestyle - connecting us, transporting us and surrounding us. This requires us to look to the future, balance community expectations and not be afraid to make bold calls and prioritise where required.

## STRATEGIES

## ACTIONS

### 3.1 Ensure plans for future sport and recreation facilities and environments reflect evolving community needs

- Complete the Bay of Plenty Spaces and Places Review to identify the gaps between future sport and recreation infrastructure requirements and what's currently available
- Review and recommend changes to the sport and recreation investments in the long term plan following the Bay of Plenty Spaces and Places Review and taking into account targeted groups and the prioritisation of Rotorua's unique sport and recreation offerings.

### 3.2 Increase community utilisation of RLC facilities and environments while balancing expectations around overall cost, fees and charges, access and level of service

- Review and update as required reserve asset management plans along with associated level of service
- Review and recommend changes to the relevant sport and recreation policies for fees and charges associated with RLC managed facilities and environments.

### 3.3 Maintain and deliver new sport and recreation facilities and environments

- Renew sport and recreation infrastructure in line with the asset management plans and Council's approved long term plan
- Deliver new sport and recreation infrastructure (fitness trails, parks, youth spaces, skate park, playgrounds, paths, toilets, pump tracks, boat ramps etc...) in line with Council's approved Long-term Plan
- Further enhance key inner city environments such as Kuirau Park and the Lakefront, in line with the Inner City Revitalisation Strategy.

# Strategy in Action

## NETBALL

*Netball is the largest girls and women's sport in Rotorua. It has a long and established history in the district and is one of the few sports in recent years that have maintained its participation levels.*

*Rotorua hosts one of the oldest annual sports tournaments in the country with the Kurangaituku netball tournament hosting around 200 teams, with an average of 12 players per team plus supporters. It is important that facilities recognise the scale of this tournament which has been running for 82 years, alongside local and regional requirements for club competitions.*

*Increasingly, many centres are playing netball indoors to mitigate the effects of weather. For Rotorua this will mean understanding what indoor venues might be available for future competitions and how we collaborate to deliver sustainable and affordable access*



## Objective 4

### Prioritise the enhancement and development of Rotorua's unique sport and recreation offerings

4

Te Arawa people, our lakes and forests, and the multitude of events offered in Rotorua are what set sport and recreation in our district apart. These strengths, often envied by visitors, are an immense source of community pride. Additionally, they make a significant contribution to our economy, being a key reason our district is attractive to visitors and new residents alike. However, we must continue to enhance and develop these strengths, to effectively deliver Active People - Connected Communities - Outstanding Places to Play

#### STRATEGIES

#### ACTIONS

##### **4.1 Strengthen Rotorua's urban and off-road trail network to create the 'City of Trails'**

- In partnership with the Rotorua Trails Trust and other key stakeholders continue to sustainably develop and maintain Rotorua's trail network to achieve the vision, Rotorua is the heart of mountain biking, contained in the Rotorua ten-year cycle tourism strategy
- Complete development of the Rotorua Cycle Strategic Plan to guide the development and design of the Rotorua CyWay programme
- With funding from the government's Urban Cycleway programme deliver new urban cycleway infrastructure as part of the Rotorua CyWay programme
- With a private investor refurbish the Rotorua Aquatic Centre to increase the capacity and level of service in line with community expectations.

##### **4.2 Enhance our lakes and aquatic environment and improve the accessibility for residents and visitors**

- In partnership with schools, Swim Rotorua and the Te Arawa Lakes Trust, ensure that every young person in Rotorua has the opportunity to learn to swim
- Review and recommend upgrades to lakes infrastructure and access (through planning, acquisition, and advocacy) and investigate the feasibility of seasonal public transport options for selected lakes
- Investigate the feasibility and options for an annual community focused Rotorua Lakes festival.

##### **4.3 In partnership with Te Arawa build upon our unique cultural identity and support the ongoing growth of indigenous sports**

- With Te Papa Takaro O Te Arawa identify and develop programmes that increase participation in indigenous sports, building upon Rotorua's unique cultural identity
- Review and recommend changes for infrastructure investment in the Long-term Plan that supports Te Arawa aspirations and indigenous sports such as waka ama.

# Strategy in Action

## 4.4 Deliver a Rotorua events experience like no other

- Refresh the Rotorua Events Strategic Plan, ensuring that it includes supporting major events that leverage Rotorua's strengths
- Develop the resources available for both community and commercial orientated events
- Support Rotorua's communities to lead and run events
- Develop good practice guide for running events which covers for example, consents, health and safety, traffic management, and volunteers.

### MOUNTAIN BIKING

*Mountain biking visitors to Whakarewarewa Forest have grown by around 15% per annum since 2009. As a biking destination, Rotorua has hosted world and national level championships as well as numerous other cycling orientated events including the recent staging of Crankworx Rotorua part of a global mountain biking festival. Rotorua is home to the New Zealand Mountain Biking Centre of Excellence, and several professional Olympic riders base themselves here.*

*While mountain biking is already a major contributor to Rotorua's economic activity, there remains significant opportunities for growth. Conservative estimates are that biking tourism currently generates at least \$12 million annually for the Rotorua economy. In line with overseas cycling growth trends, it has been estimated that the potential exists to grow this exponentially.*



# Strategy in Action

## FISHING

*National Angling Surveys show that recreational trout fishing on Rotorua's lakes and streams attracts approximately 180,000 angler visits each season. The diversity of angling experiences offered along with active fishery management makes the Rotorua district nationally and internationally renowned. Around 40% of angling activity comes from local anglers, with the remaining effort by national and international visitors driving a significant benefit to the local economy. Rotorua Lakes Council supports recreational angling through the provision of public boat ramps and jetties on the lakes and a variety of infrastructure around fishing sites and access points. These also serve other users of the lakes, and water-based activities make up an important regional attraction for locals and visitors to the district.*



## WAKA AMA

*Waka ama has seen massive growth in recent years, with a busy calendar of events running throughout all seasons. With 15 lakes in the Rotorua district, we are spoilt for choice with venues for both training and competition. The local Rotohoe Series - a competition open to paddlers from across the country - is a much-anticipated event, showcasing the clear waters and picturesque scenery of Te Arawa, while providing valuable mid-year race experience before regional and national competitions kick-off in summer.*

*There are currently five waka ama clubs in Rotorua catering for both social and competitive paddlers, with local schools also offering waka ama as a sports elective. While waka ama is a very physical and demanding water sport, it is the all-encompassing whakawhanaungatanga – or sense of belonging - that the sport embraces and which makes it a popular activity for all ages.*

# ROTORUA SPORT & RECREATION STRATEGY

## TĀTOU TĀTOU - WE TOGETHER

STRATEGY	ACTIONS	2015/16	2016/17	2017/18
1.1	Delivery of youth focused programmes and facilities	[Bar spanning 2015/16, 2016/17, and 2017/18]		
1.1	Delivery of programmes to lift participation for targeted groups		[Bar spanning 2016/17 and 2017/18]	
1.2	Promotion of best practice guidance		[Bar spanning 2016/17 and 2017/18]	
1.3	Rotorua sporting hall of fame		[Bar in 2016/17]	
2.1	Rotorua sport and recreation forum	[Bar spanning 2015/16, 2016/17, and 2017/18]		
2.2	Deliver information hub for sport and recreation		[Bar in 2016/17]	[Bar in 2017/18]
3.1	Complete Bay of Plenty spaces and places review	[Bar in 2015/16]		
3.2	Updates sport and recreation polices for fees and charges		[Bar in 2016/17]	
3.3	Delivery of new sport and recreation infrastructure	[Bar spanning 2015/16, 2016/17, and 2017/18]		
4.1	Delivery of Cy-Way programme	[Bar spanning 2015/16, 2016/17, and 2017/18]		
4.2	Aquatic Centre upgrade			[Bar in 2017/18]
4.3	Identify infrastructure investment required to support the ongoing development of indigenous sports		[Bar in 2016/17]	
4.4	Refresh Rotorua events strategy	[Bar in 2015/16]		

**We would love to hear what you think!  
Head to [www.rotorualc.nz](http://www.rotorualc.nz) to feedback  
on this strategy by October 31st.**

