



photo: Graeme Murray

Rotorua Sport & Recreation Strategy

**A COMMUNITY VIEW
TATAU TATAU - WE TOGETHER**

Rotorua 2030

March 2016



Iwi Tū, Iwi Ora
He Hāpori Herenga
Papa Whakatipu

Active people
Connected communities
Outstanding places to play

Welcome to our way forward 2016-2020



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. I thank the group for all its efforts and am look forward to seeing the outcomes develop over the next few years.

Noho ora mai,



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.

A handwritten signature in blue ink, which appears to read "C. Sturt". The signature is written in a cursive style.

Councillor Charles Sturt
Sport and Recreation Portfolio Lead

Sharon Fleet, Badminton
Jan McLeay, Bowls
Gregg Brown, Mountain Biking
Jonathan Dodd, Cycling
Ian Pedley, Football
Lynette Farkash, Gymnastics
Irene Law, Multisport, Triathlon
Mary Thompson, Netball
Helen Beckett, Rugby
Jenny Nahu, Rugby League
Bronwen Radford, Swimming
Bridget Anderson, Waka Ama
Pam Kenny, Athletics, Running, Walking
Paora Te Hurihanganui, Te Papa Takaro O Te Arawa
Manu Solomon, Touch
Jennie Taylor, Hockey
Marilyn Downey, Hockey
Stephen Te Moni, Te Papa Takaro O Te Arawa

Introduction & Scope

INTRODUCTION

The purpose of this 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 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, National Sporting Organisations, 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 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
- surveys of recreational users
- online surveys
- a range of presentations from organisations such as the Ministry of Health.





SCOPE

This 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, lifestyle, health 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.
- Facilities in Rotorua include fields, courts, turfs, stadia and natural outdoor environments, and indoor sports facilities. Rotorua has an abundance of outdoor recreation spaces including forest and lake settings. Facilities are currently being reviewed as part of the 'Bay of Plenty Spaces & Places Review'.

Our Vision

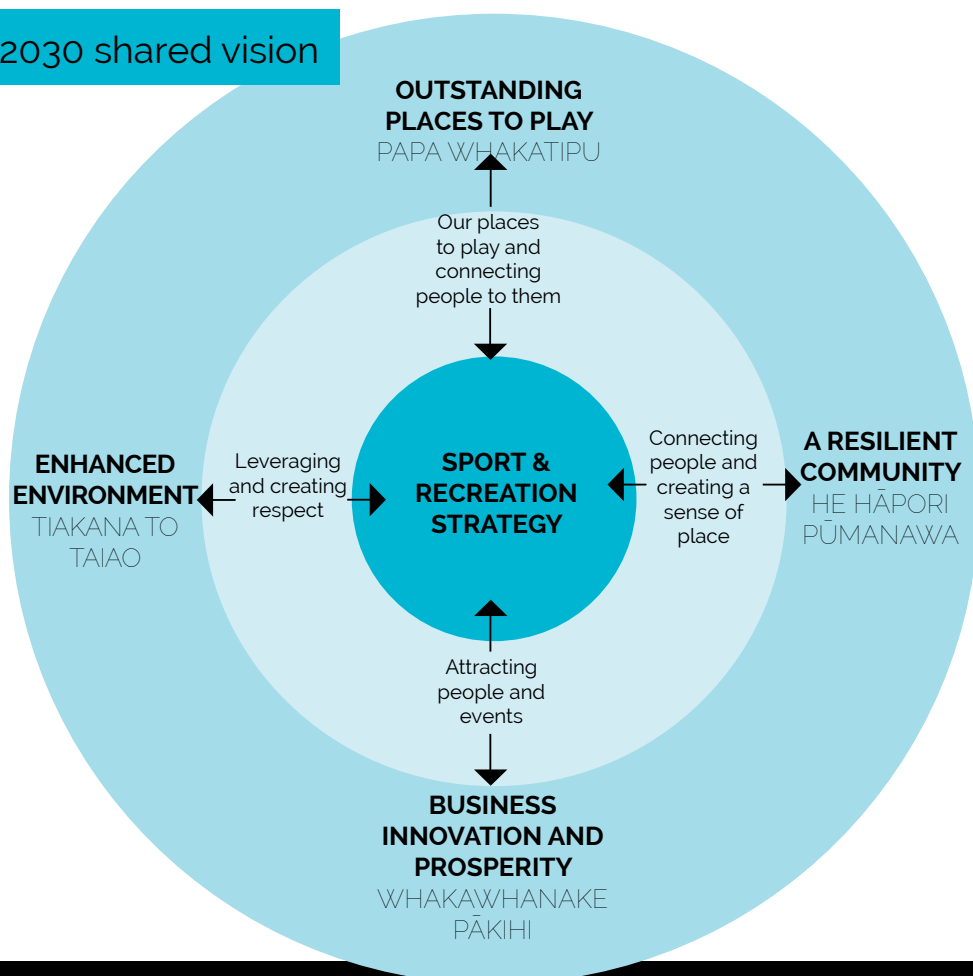
Together as a community we have developed the Rotorua 2030 shared vision, which reflects our aspirations for what we want Rotorua to be. This shared vision contains seven goals for Rotorua, along with the commitment to engage with the community to develop our future, support community leadership, and to work innovatively:

- A resilient community
- Homes that match needs
- Outstanding places to play
- Vibrant city heart
- Business innovation and prosperity
- Employment choices
- Enhanced environment.

The Sport and Recreation Strategy aims to achieve the goal of 'outstanding places to play'. During the discussions with the community that guided its creation, it became apparent that sport and recreation also plays a significant role in achieving a number of our 2030 goals.

To reflect this broader role the strategy 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



ROTORUA SPORT & RECREATION STRATEGY TATAU TATAU - WE TOGETHER

Vision: Rotorua has active people, connected communities and outstanding places to play

Benefits of Sport & Recreation

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

HEALTH & WELLBEING

Regular physical activity produces major and extensive health benefits for people of all ages. More active people have lower rates of heart disease, high blood pressure, stroke, diabetes, colon cancer, breast cancer and depression. Physical activity helps improve balance, coordination, mobility, strength and endurance and delays ageing related functional decline. It increases self-esteem and overall psychological wellbeing.

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 1,082 people across the Rotorua District.

SOCIAL

Physical activity contributes to community involvement and cohesion, and can help reduce social isolation and loneliness which are potential risk factors for a range of mental and emotional health issues. When at-risk people participate, sport negates anti-social behaviour and can support positive education outcomes such as improved attainment and lower absenteeism.

ENVIRONMENTAL

Through the provision of parks, open spaces and other managed natural environments, recreation can contribute to the environmental health and sustainability of our communities. Natural areas contribute to the reduction of greenhouse gases, improve air quality and lessen the effects of urban heat islands. In addition, research has shown that access to natural, undeveloped, spaces has a dramatic and positive impact on our physical and mental well-being.



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 Sport NZ 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.

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. 37% of the population is Maori, with the confederated iwi and hapu of Arawa the tangata whenua of our district. This is above the national average of 15%. The proportion of youth aged 15 and under is also above the New Zealand average with 23% in Rotorua compared with 20% nationally. Like the rest of New Zealand we have an ageing 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%.

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 2,000 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 hydroslides.

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 has seen significant growth and the development of an extensive trail network. The urban cycleway network is also being enhanced with funding from the Government's Urban Cycleways Programme.

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 1,082 people in roles ranging from venue and grounds operations, sports coaches and instructors, to sport and camping retail.

Our Key Opportunities

The sport and recreation environment is changing. This presents a number of opportunities for the strategy partners, including:

Driver	Opportunity
Changing demographics – ageing population; ethnic diversity	Provision of relevant sport/rec opportunities; targeted growth of activities & facilities for older population
Busy lifestyles increasing demand for individualized physical activity; decreasing demand for team/organised sport	Provision of more individualized activity opportunities; work with & upskill sport/rec clubs/groups to improve promotion & management capability
Growth in use of 'screen-based' entertainment by young people	Provision of activities targeted at school-aged young people and those who have left school
Technical and digital connectivity changing the way & speed at which we communicate	Improve capability of sport/rec providers to take advantage of technology
Increased demand for diverse range of sporting activities to meet lifestyle needs	Provision of relevant diversity of sport/rec opportunities
New partnerships & capabilities required to create innovative approaches to sport/rec delivery	Increase alignment, collaboration, communication and connectivity between organisations, groups & communities involved in sport/rec
Cost of sport/rec & lack of transport issues for some groups in community	Develop programmes that remove barriers to participation for low or non-user groups
Te Arawa Partnership Agreement	Strengthen the partnership to develop new sport/rec opportunities for Rotorua & supporting indigenous sports
Growth in popularity of mountain biking	Build on success & further develop trails network; event opportunities
Availability of natural environment, esp. lakes	Develop aquatic sport/rec opportunities eg. waka ama
Event track record	Develop Rotorua's reputation as first choice for great events
Increasing demands on ratepayer funding; ongoing need to provide quality facilities & environments that meet community needs	Improve community experience of using sport/rec facilities and environments
Urban Cycleways Programme	Increase the number of people who choose active transport options (cycle & walk)
Availability of local sport 'stars'	Promote sporting participation

Our Objectives

This strategy is looking to build on Rotorua's strong foundation in sports and recreation and to remove barriers that may prevent low or non-participation groups from taking part.

To this end, 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. Maintain the number of school-aged children who spend more than 3 hours per week taking part in sport and recreation (estimated 94%)
2. Increase in the number of adults actively participating in sport and recreation (est. 75%)
3. Increase in the opportunities for targeted low participation group to participate in sport and recreation

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 (incl. 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. Maintain the percentage of residents who have visited parks, reserves and playgrounds in the last year (est. 90%)
2. Increase in the percentage of residents satisfied with the level of service for parks, reserves and playgrounds (est. 88%)
3. Increase in the community utilisation of bookable RLC sport and recreation facilities

4

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

SUCCESS MEASURES

1. Growth in the contribution of sport & recreation to Rotorua's economy from \$194 million in 2011 to \$390 million by 2030
2. Increase in the proportion of major events that showcase Rotorua's strengths, including its natural environment and culture

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**. To achieve this, we need 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

ACTIONS

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

- Deliver more programmes and facilities to increase the participation of young people not engaged/engaged very little in sport and recreation activities. For example, the Free Parking programme and youth spaces developments
- Utilise existing data to identify and confirm low and non-participation groups that will then be targeted. For example, teenage girls or catering for an ageing population
- For the groups identified above, work in partnership with the community, schools 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 community recreation 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
- Support partners to develop coaching resources in areas where Rotorua has a natural advantage; trail and aquatic related and indigenous sports.

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 to support recognition of excellence eg. virtual sporting 'hall of fame.'

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 its needs and build on the initial success of this programme.



Free Parking is an example of a project targeted towards increasing youth participation (strategy 1.1)

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 and collaboration between organisations. Members of the forum would cooperate on specific projects or opportunities, as does the existing Sports Field Users Forum
- 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.

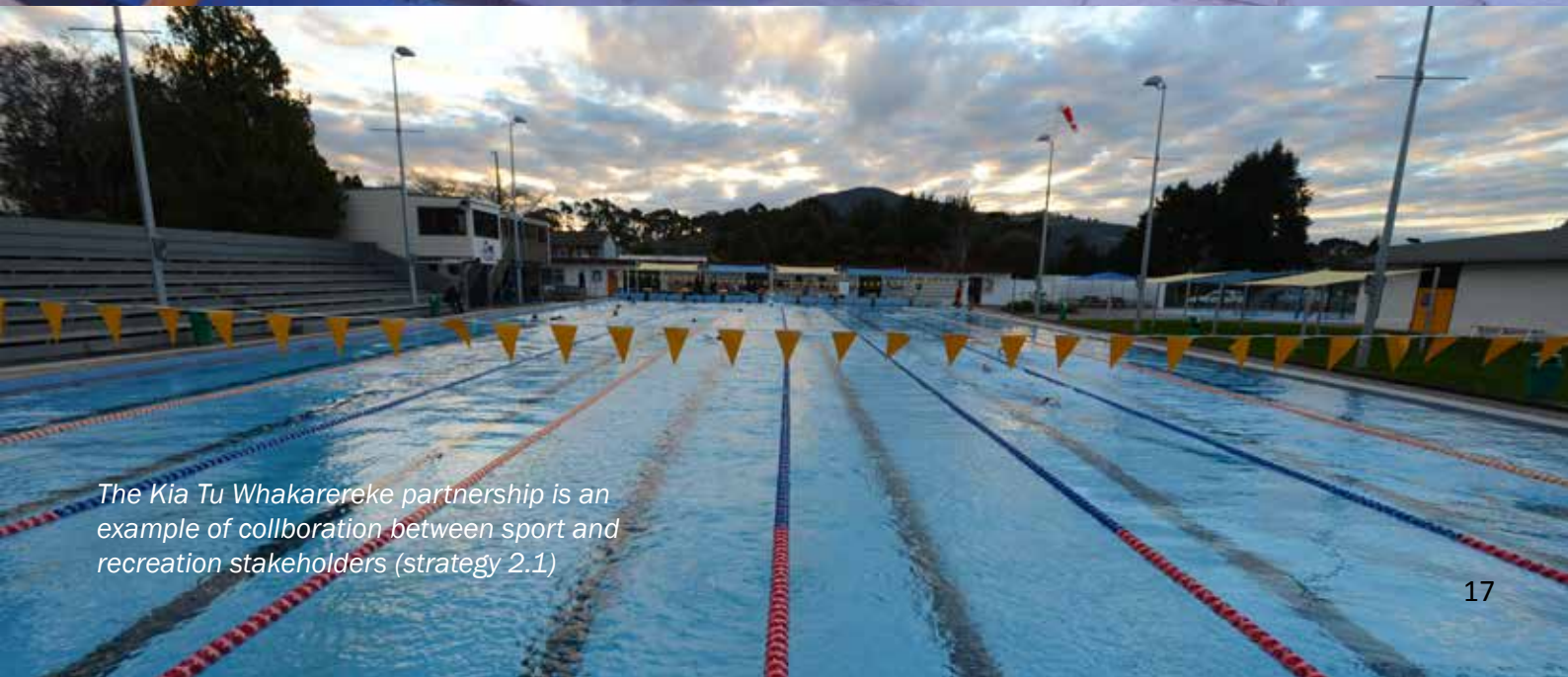
- Develop a digital information portal for events, sports and recreation facilities and services to support clubs, schools and other organisations and inform the community
- Develop a Rotorua Sport, Recreation and Leisure Expo that focuses improving health outcomes by raising awareness of the sport and 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 in 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.



The Kia Tu Whakarereke partnership is an example of collaboration between sport and recreation stakeholders (strategy 2.1)

Objective 3

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

3

Our communities would like high quality indoor and outdoor sports facilities and natural environments that cater for a range of uses - 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 our evolving community

- Complete the Bay of Plenty Spaces and Places Review to identify the gaps between what's currently available and future sport and recreation infrastructure requirements, regionally and nationally, with reference to regional and national facilities strategies
- 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 plans for the future use and management of Council reserves and recreation facilities
- Review and recommend changes to 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 that are fit for purpose

- Maintain and renew sport and recreation infrastructure in line with management plans and Council's long term plan
- Deliver new or enhanced sport and recreation infrastructure (eg. 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

WESTBROOK NETBALL COURTS IMPROVEMENTS

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 has 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. This tournament 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 can collaborate to deliver sustainable and affordable access.

Recognising the importance of this sport, tournament and facility to Rotorua, RLC in collaboration with Netball Rotorua are currently reviewing the facilities at Westbrook to ensure they reflect our evolving community.



The Westbrook Netball Court improvements is an example of facility planning to meet our communities evolving needs (strategy 3.1)

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 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 extend, develop and maintain Rotorua's trail network for mountain bikers, walkers, trampers, runners, cyclists and horse riders across the district
- Complete development of the Rotorua Urban Cycling 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.

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
- With a private investor refurbish the Rotorua Aquatic Centre to increase the capacity and level of service in line with community expectations.

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 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 commercially 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.

WHAKAREWAREWA FOREST

Mountain biking visitors to Whakarewarewa Forest have grown by around 15% per annum since 2009. As a biking destination, Rotorua has hosted national and world 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 Olympic riders base themselves here.

While mountain biking is already a major contributor to Rotorua's economic activity, there remains significant opportunity for growth which will require ongoing development of trails to create a network to contribute towards our 'City of Trails' aspirations. 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.

The Whakarewarewa Forest trail developments are an example of expansion of the existing network (strategy 4.1)



Strategy in Action

TROUT 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 national and international visitors making up the rest, and returning a significant benefit to the local economy. RLC 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 so many 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 (sense of belonging) that the sport embraces and which makes it a popular activity for all ages.

ROTORUA SPORT & RECREATION STRATEGY

TATAU TATAU - WE TOGETHER

Vision: Rotorua has active people, connected communities and outstanding places to play

Delivering our Strategy

The ongoing monitoring of the implementation of the strategy will be undertaken by a Steering Group comprised of sport and recreation stakeholders. The programme of work in this area will be reflected in the Council's Long Term Plan, other strategies and business plans. The input of the Steering Group will be valuable for help in prioritizing and scheduling the actions identified in the strategy.

All the targets identified in this strategy will be measured at intervals to determine the progress that is being made towards achieving them and the overall objectives. The data will be collected as follows:

Target	Frequency	Source of data
Objective 1. Increase participation in sport & recreation		
Maintain the number of school-aged children who spend more than 3 hours per week taking part in sport & recreation (estimated 94%)	3-yearly	Young People's Survey (report)
Increase in the number of adults actively participating in sport & recreation (est. 75%)	3-yearly	Active NZ Survey (report)
Increase in the opportunities for targeted low participation group to participate in sport & recreation	Annual	Community consultation
Objective 2. Improve communication & collaboration between communities and sport & rec stakeholders		
Increase in the number of sport & recreation groups sharing facilities (incl. non-Council facilities) and best practice	Annual	RLC. Number of attendees at Sport & Recreation Forum and Outdoor Recreation Infrastructure & Access Collaboration Group meetings
Increase in the number of partnerships between sport & recreation organisations delivering community sport programmes	Annual	Sport BoP
Objective 3. Provide sustainable access to high quality facilities & environments for sport & rec that best matches community expectations		
Maintain the percentage of residents who have visited parks, reserves and playgrounds in the last year (est. 90%)	Annual	RLC. NRB Communitrak Survey
Increase in the percentage of residents satisfied with the level of service for parks, reserves and playgrounds (est. 88%)	Annual	RLC. NRB Communitrak Survey
Increase in the community utilisation of bookable RLC sport and recreation facilities	Annual	Event Business Management Software (EBMS)
Objective 4. Prioritise the enhancement & development of Rotorua's unique sport & recreation offerings		
Growth in the contribution of sport & recreation to Rotorua's economy from \$194 million in 2011 to \$390 million by 2030	5-yearly	Value of Sport & Recreation in New Zealand (report)
Increase in the proportion of major events that showcase Rotorua's strengths, including its natural environment and culture	Annual	RLC Events team

