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**Part B: Background Report (Separate Document)**

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# Executive Summary

The development of a Regional Physical Activity Strategy for the Top of the South Island commenced in September 2003 when SPARC agreed that seed funding should be provided for this purpose.

The Trust was able to gain sufficient support from the five Territorial Authorities located across the Top of the South Island and from key partners to embark on such an exercise.

As part of the agreement to provide funding for the development of the Strategy, SPARC required that the five Territorial Authorities sign an accord to agree to support the development of a strategy. This agreement was reached in November 2003.

Once the five Territorial Authorities had signed an accord and funding was made available, a Taskforce Steering Committee comprising two representatives from each of the five Territorial Authorities was appointed with Neville Male, Chief Executive of the Tasman Regional Sports Trust being appointed Chairperson.

Under the umbrella of the Taskforce Steering Committee, district workshops were set up in all five regions and Task Groups appointed to consider the findings and recommendations resulting from the workshops.

During the period 1 January 2004 to 30 September 2005, the Taskforce Steering Committee has met on eleven occasions. Eight workshops and fourteen Task Group meetings were held within the same period. A total of 324 selected persons from the communities across the Top of the South Island were involved in the workshop and Taskforce deliberations.

The Strategy was developed in a very positive environment and most of those in the community asked to take part with an interest in a sector of their choice did so very willingly. The format for development of the Strategy identified nine distinct sectors where physical activity in its broadest sense took place.

One of the major highlights arising from the development of the Strategy has been that the five Territorial Authorities have used the exercise to identify issues for development of district plans.

Due to eight Iwi being asked to provide input it has been accepted that further input to the Strategy from Maori will need to continue beyond publication of the Strategy. Maori Regional Physical Activities Roopu has completed a research exercise in the Marlborough region and the findings of this research and subsequent recommendations have been included in this strategy but require confirmation from Iwi in other geographical areas before being enacted.

A Strategy Coordinating Group will be established to monitor annual progress and this will likely have representatives from Territorial Authorities, District Health Boards and other community stakeholders on it.

Finally, a tremendous amount of time and energy has been provided by members of the Taskforce Steering Committee in developing the Strategy and this time commitment and their willingness to be involved in developing this very important Strategy must be acknowledged as without it, it simply would not have happened.

The members of the Task Force Steering Committee were:

Lloyd Kennedy	(Tasman District Council)
Mike Tasman-Jones	(Tasman District Council)
Andrew Petheram	(Nelson City Council)
Shanine Hermsen	(Nelson City Council)
Tim Leyland	(Marlborough District Council)
Lyne Johnson	(Marlborough District Council)
Ian Challenger	(Kaikoura District Council)
Trish Casey	(Buller District Council)
Neville Male	(Tasman Regional Sports Trust)
Tony Thomas	(Sport Tasman)
Allie Shaw	(Sport Marlborough)
Robyn Lawry	(Sport Buller)
David Allan	(Consultant, Global Leisure Group)

## **Neville Male**

Chairperson

Top of the South RPAS Taskforce Steering Committee

# Part A: Top of the South Regional Physical Activity Strategy

This Strategy is divided into three sections:

- Part A: The Strategy (this document)
- Part B: Background report detailing the rationale and strategy behind the outcomes, goals and actions in the Strategy (as a separate document)
- Part C: Appendices (as a separate document)

The documents are available in hard copy on request from Tasman Regional Sports Trust and your local Council or as a download (Adobe pdf) document from the Tasman Regional Sports Trust website [www.tasmanregionalsports.org.nz](http://www.tasmanregionalsports.org.nz).

- The **planning horizon** of the plan is **ten years** as this is consistent with the Long Term Council Community Plan planning horizon of the Councils.
- The timeframe of an action could be initiated in the **short-term** (first year of plan), **medium-term** (2nd and 3rd years) or **long-term** (4th to 10th year).

## Glossary of Terms

The following are terms used in the Strategy that are not described elsewhere in the report.

- The **lead agency** role is to facilitate progress on actions and is accountable for monitoring and reporting on progress. It is not accountable for the actual delivery of the resources needed to implement the action, but will work in collaboration with contributing agencies to help achieve this. The lead agency may not be directly involved in all actions related to the goal or outcome.
- A **contributing agency** is an agency identified as having a role in implementing actions within the plan, this could be providing resources such as personnel, funding or information. The contributing agency is accountable for delivery of the resources and implementation of the action that the agency agrees to undertake. Note: At this stage agencies have not committed to undertake the actions rather they have been identified as the most likely agents for implementing the required actions.

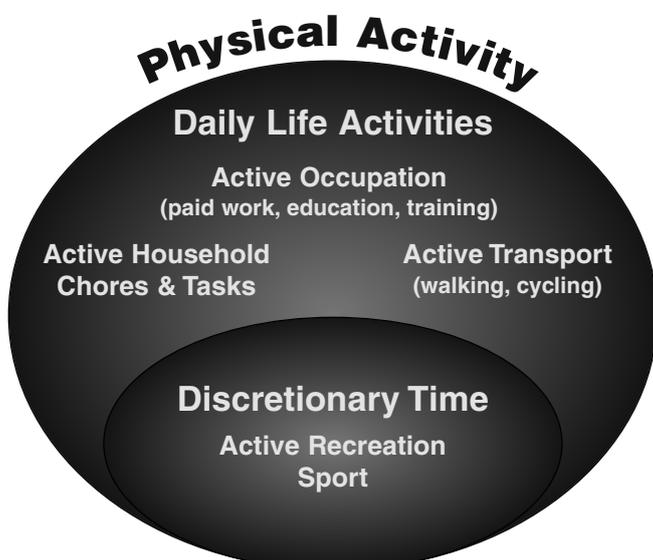
# 1. Introduction

Physical activity has become a major issue for New Zealand society. Research by Sport and Recreation New Zealand (SPARC) shows that New Zealanders are not getting enough physical activity frequently enough to stay healthy and enjoy the benefits of an active lifestyle.<sup>1</sup> We know we need to be more physically active because of publicity campaigns and advice from those people we trust such as our doctors.<sup>2</sup> Increasing physical activity in the population needs a systematic approach and needs to be planned for because:

- Evidence of increasing obesity levels and the threat of lifestyle diseases such as Type II diabetes reducing quality of life and contributing to premature deaths of many New Zealanders 840,000 New Zealand adults are sedentary, more than ever before<sup>3</sup>
- Only 45% of New Zealanders are achieving the desired level of regular activity (30 minutes of moderate activity on five days per week) - SPARC call them the “active group” in their Obstacles to Action research - in comparison 57% of adults in Top of The South are “actives” – the highest proportion in the country<sup>4</sup>
- Just over a third of the population (37%) in Top of the South need be more active and want to be - these are the “target group” for increasing uptake of physical activity – the Obstacles to Action research shows they want to be more active
- The remaining 6% are the ‘inactive group’ who do not care or cannot be more active

The Top of the South Regional Physical Activity Strategy addresses how we can help people in the region to get enough physical activity in their daily lives to maintain a healthy and enjoyable lifestyle. The plan has actions focused on the target group who want to be more active as well as actions to support the active group to stay physically active.

The objective of the plan is to increase the active group by one percent each year.



## What is Physical Activity?

This diagram<sup>5</sup> illustrates how the scope of the Strategy extends beyond the traditional sport and active recreation undertaken during discretionary time to include incidental physical activity that occurs while undertaking obligatory activities in our daily lives.

The fundamental characteristics of physical activity for the individual are that it is usually fun and satisfying, often a playful and refreshing contrast to other parts of their life, and provides opportunities for social connection. Physical activity contributes many benefits including greater connectedness, non-polluting alternative transport and more vibrant communities.

The relationships between regular physical activity and nutrition and the improved health of individuals and communities are many, as are the drivers behind the provision of community related health and physical activity initiatives. However, the outcomes have two common features: an increase in uptake of physical activity, and an improvement in health. In many settings healthy action and healthy eating go hand in hand.

A clear message from the Strategy process is the need to focus on a manageable number of initiatives that are well resourced, involve sustainable collaboration and have high levels of commitment from the stakeholders.

Research indicates that the overall activity level of children and young people is declining<sup>6</sup> and a growing proportion of children are insufficiently active to gain health benefits. This decline may relate at least in part to the decline in the amount of physical activity provided in schools<sup>7</sup>. The education sector is a vital component in reversing this trend and achieving the Regional Physical Activity Strategy outcomes.

There are many reasons why people are involved, or should be involved, in physical activity - including fitness and improved health. It is very important to remember however that physical activity whether in structured sport, unstructured recreational activity or walking through a park leads to social engagement, is inter-generational and, importantly, is fun.

## Research References

<sup>1</sup> SPARC has analysed national research to provide regional profiles such as for the Top of the South (comprising Buller, Kaikoura, Marlborough, Nelson, and Tasman). Research used in the plan includes:

*SPARC Facts – the New Zealand Sport and Physical Activity Survey 1997-2001 that focused on who is and is not physically active and awareness*

*Obstacles to Action - A Study of New Zealanders Physical Activity and Nutrition 2003 that focused on the why and why not behind physical activity behaviour*

<sup>2</sup> *Tasman Region Analysis Obstacles to Action, SPARC December 2004*

<sup>3</sup> SPARC website [www.sparc.org.nz](http://www.sparc.org.nz) Activity Friendly Environments page accessed on 11 September 2005

<sup>4</sup> *Tasman Region Analysis Obstacles to Action, SPARC December 2004*

<sup>5</sup> *Created by Penny Olsen from Nelson Public Health Team and member of Nelson-Tasman Physical Activity Plan Steering Group*

<sup>6</sup> *Surveys have clearly tracked this trend. In 2001, 13 percent of young people aged between five and 17 years of age were sedentary (did no activity) compared to 8 percent in 1997 (SPARC 2003). Alongside growing inactivity the numbers of young people who are active have declined. Only 62 percent of those between 13-15 years of age report being physically active in 2001, compared to 74 percent in 1997 (SPARC 2003). There has also been a decline in physical activity rates for young Maori down from 75 percent in 1997 to 66 percent in 2001 (SPARC 2003). (Page 2 of Active Schools Strategy 2004 report of SPARC – Education Team)*

<sup>7</sup> *The 2003 National Child Nutrition Survey found that the amount of physical education being taught in New Zealand schools has declined. According to the survey one out of five children between five to 10 years of age had no physical education class over the seven days of study (Ministry of Health 2003). One out of 10 children between 11-14 years of age also did not experience any physical education training in the same seven-day period (Ministry of Health 2003).*

<sup>8</sup> *Maori and Physical Activity in Marlborough Research, prepared by Poumanawa Oranga, Melissa Love B.A (Hons) (Massey), Community Researcher February 2006.*

## What area does this Strategy cover?

The Top of the South region encompasses the five territorial authorities of Buller District Council, Tasman District Council, Nelson City Council, Marlborough District Council, and Kaikoura District Council and is served by the Tasman Regional Sports Trust.

Bounded by sea to the North, East and West, and with the Southern Alps cutting through its centre, this region is home to around 150,000 people. In the last 10 years, the five local authorities that make up the region have experienced some of the highest rates of population growth outside of Auckland, much of it in the older age groups. The overall population density however remains very low, and many of our more remote communities face difficulties in accessing some services.

Regional similarities include a tradition of physical activity: our people have always been physically active, taking full advantage of the exceptional recreational opportunities provided by our rivers, mountains, bush and coast, and competing proudly in many sports. The challenge for the future lies in ensuring that our rapidly changing communities continue to enjoy a physically active lifestyle, and that, within the regional context of this plan, local partnerships can be formed to deliver lasting benefits. The Strategy intends to

draw on the region's positive attributes of physical activity to secure sustainable improvement in physical activity levels of people living in the Top of the South.

Many of the physical activity issues facing the Top of the South region are shared with other regions. However, there are also significant differences, in geography, climate, transportation networks, demographic make up, size of population, attitude and degree of importance placed upon physical activity and many other key factors that influence physical activity uptake. There are similar differences between the districts that make up the region.

The Top of the South also has a complex array of regional jurisdictions and boundaries that impact on collaboration including seven territorial authorities, three District Health Boards, two Public Health regions and two Department of Conservation conservancies. In some instances this can make whole-of-region actions less relevant than local partnerships, but collaboration between and across jurisdictions remains an underpinning feature throughout the Strategy.

The Maori Physical Activities Research refers to the Poumanawa Oranga report commissioned by the Maori Regional Physical Activities Roopu (MRPAR) of Marlborough. Any references or recommendation throughout this strategy refer to the Marlborough research only. While it is not the intention to impose this research on the other geographical areas including Buller, Nelson, Tasman and Kaikoura, the recommendations from the research have been incorporated throughout the plan accordingly. Before any actions resulting from the Marlborough research are progressed, all Top of the South Iwi will be consulted to seek agreement as appropriate.

The Top of the South Regional Physical Activity Strategy is part of a national initiative by Sport and Recreation New Zealand (SPARC) to improve the planning framework and level of collaboration amongst agencies with a view to increasing physical activity levels across New Zealand.

## 2. Strategy Vision

The Strategy has been developed to advance the uptake and define the role of physical activity in the lives of people living in the Top of the South Region. The vision for the Strategy is:

**More people, more active, more often – life long in the Top of the South region.**

## 3. Strategy Objective

The Strategy presents a set of regional initiatives aimed at increasing physical activity uptake within the Top of the South administrative area. The objective of the Strategy is to achieve:

**An average 1 percent annual increase in the Top of the South population who are sufficiently physically active for health and lifestyle benefits.**

Progress against this objective will be measured by the Sport and Recreation New Zealand national physical activity monitor survey and supplemented by residents' surveys undertaken by the five partner Councils.

## 4. Strategy Outcomes

The overarching outcome is:

**A healthier population in the Top of the South enjoyed through active lifestyles**

The Strategy has eleven underlying outcomes. The outcomes, areas of focus and reference to goals and actions are listed in the table below.

Outcome	Area of focus	Goal/Action
Inclusive physical activity opportunities available to the whole community	Inclusiveness and Access	5.1
Effective funding of physical activity	Funding Systems	5.2
Effective local planning and leadership for physical activity uptake	Physical Activity Planning by Local Government	5.3
Healthy, active communities physical activity	Health System and Physical Activity	5.4
Activity friendly open space for active outdoor recreation and daily life	Open Space and Outdoor Recreation	5.5
Active lifestyles fostered in education	Education System and Physical Activity	5.6
Active transport options supported in the Top of the South	Active Transport (walking and cycling for transport)	5.7
Effective delivery of sport	Sport Systems	5.8
Physical activity friendly workplaces	Workplaces and Physical Activity	5.9
Growing physical activity uptake through collaboration by health and fitness studios	Commercial Health and Fitness Industry	5.10
A collaborative approach to physical activity at the regional level.	Regional Collaboration	5.11

# 5. Goals and Actions

## 5.1 Inclusiveness and Access – No Exceptions

**Outcome: Inclusive physical activity opportunities available to the whole community**

<b>Key elements</b>	A choice of physical activity opportunities should be available to the whole community, including choices about who to participate with. Access and cost can be barriers to physical activity opportunities. Timing and location of opportunities can present problems and the availability of suitable transport services are often a critical factor in uptake. If organisational systems and infrastructure are designed with the needs of people who are least advantaged they are likely to be more accessible for all. Further regional and sub-regional research is necessary to ascertain the barriers preventing people with disabilities from being physically active. A need to provide support for disadvantaged people including migrants and refugees and for those on lower incomes.
<b>Goal(s)</b>	<ul style="list-style-type: none"> <li>• Develop awareness and commitment to implement inclusive approaches in the provision of physical activity opportunities within the region by physical activity providers and facility providers.</li> <li>• Establish a collaborative Task Group to undertake further research and to prepare an implementation plan for future actions.</li> </ul>
<b>Contributing agencies</b>	Halberg Trust, Regional Sports Organisations, Councils, Public Health agencies, CCS, IHC, Disabled Persons Assembly, Maori Regional Physical Activities Roopu, Maataa Waka, He Oranga Poutama, Kia Piki 4 Life, schools, elderly care providers, youth organisations, Department of Conservation, SPARC, Primary Health Organisations, Ministry of Social Development

Action	Commence	Lead Agency
1. Tasman Regional Sports Trust to continue to host the Halberg Trust Sport Opportunity Advisor position to support the Inclusiveness Strategy as part of the Trust's work.	Short term	Tasman Regional Sports Trust
2. Tasman Regional Sports Trust to advocate No Exceptions policy to target groups of policy makers and physical activity providers.	Short term	Tasman Regional Sports Trust
3. Tasman Regional Sports Trust to establish a Disability Task Group to undertake research.	Short term	Tasman Regional
4. Government Agencies and Councils to commit to make provision for those in the community that are disadvantaged and this would include migrants, refugees and persons on lower incomes.	Medium term	Councils, Ministry of Social Development
5. Tasman Regional Sports Trust establishes a kaupapa Maori framework to increase the uptake of physical activity for Maori.	Medium term	Tasman Regional Sports Trust, Councils, Maori Regional Physical Activities Roopu

## 5.2 Effective Funding

### Outcome: Effective funding of physical activity

<b>Key elements</b>	National and regional funding agencies recognise the significant contribution that physical activity can make to community health and well-being.
<b>Goal(s)</b>	Funding agencies support initiatives identified in the Regional Physical Activity Strategy, in particular initiatives which target participation by those who are currently inactive.
<b>Contributing agencies</b>	Councils, Tasman Regional Sports Trust, Nelson Marlborough District Health Board - Public Health, Maataa Waka, SPARC, Maori Regional Physical Activities Roopu, Ministry of Social Development, Primary Health Organisations

Action	Commence	Lead Agency
6. The Strategy Coordinating Group to negotiate long term commitments from funding bodies for support of the Strategy actions that focus on physical activity uptake, particularly initiatives which target participation by those who are currently inactive.	Short term	Strategy Coordinating Group

## 5.3 Physical Activity Planning

### Outcome: Effective local planning and leadership for physical activity uptake

<b>Key elements</b>	Effective delivery of physical activity opportunities at the local level will require local planning and leadership. Funding assistance is available from SPARC for physical activity planning.
<b>Goal(s)</b>	All territorial authorities in the region have up-to-date local physical activity plans.
<b>Contributing agencies</b>	Councils, SPARC, NZ Recreation Association, Tasman Regional Sports Trust, Poumanawa Oranga, He Oranga Poutama, Kia Piki 4 Life, Maataa Waka

Action	Commence	Lead Agency
7. Councils undertake physical activity planning for implementation by 2007.	Short term	Strategy Coordinating Group
8. That the Maori Regional Physical Activities Roopu undertake physical activity planning for implementation by 2007.	Short term	Maori Regional Physical Activities Roopu, Tasman Regional Sports Trust

## 5.4 Health and Physical Activity

### Outcome: Healthy, active communities

<b>Key elements</b>	Physical activity and health are inextricably linked. An increase in physical activity on its own and when combined with other factors can improve individual and community health and wellbeing. As a consequence this can reduce risk factors such as obesity that impact on functional capability and quality of life and reduce the predicted down stream consequence from lifestyle diseases such as Type 2 Diabetes and cardiovascular disease. It is essential that health and other agencies which impact on physical activity uptake recognise the contribution they can make to each other's goals by a collaborative approach to resourcing, promotion and provision of physical activity opportunities. The HEHA (Healthy Eating Healthy Action) Strategy provides the menu of options for action by health agencies and partner organisations. The region is split between three district health boards and although this may complicate 'whole of region' collaboration, effective planning and implementation at the sub-regional level is vital. Maori Health Providers are lead agencies in promoting health messages to whanau and the wider Maori community.
<b>Goal(s)</b>	To achieve increased physical activity uptake and health gains for communities within the region through collaboration on initiatives with the health sector.
<b>Contributing agencies</b>	Tasman Regional Sports Trust, Nelson Marlborough District Health Board – Public Health (covers Marlborough, Nelson and Tasman), Canterbury District Health Board - Community and Public Health (covers Buller and Kaikoura), West Coast District Health Board, physical activity and nutrition networks (PANT Nelson-Tasman, Kanohi Marlborough, Active West Coast), Maori Health Providers, Maori Regional Physical Activities Roopu, Councils, Canterbury West Coast Sports Trust, Primary Health Organisations

Action	Commence	Lead Agency
9. Tasman Regional Sports Trust and Public Health (Nelson Marlborough) to collaborate with Community and Public Health (Buller and Kaikoura) and Canterbury West Coast Sports Trust on consistent policy actions language and messages.	Short term	Nelson Marlborough District Health Board - Public Health, Primary Health Organisations
10. District Health Boards and Public Health agencies work with existing collaborative groupings at the sub-regional level (PANT, Kanohi, Active West Coast) to develop health related physical activity initiatives consistent with HEHA for example Action for Healthy Children project and the delivery of initiatives by physical activity providers Councils and development agencies.	Short term	Nelson Marlborough District Health Board - Public Health, Primary Health Organisations
11. That the Maori Regional Physical Activities Roopu in conjunction with Maori Health Providers and relevant health agencies, develop a Maori specific plan that targets those with high health needs i.e., Kaumatua and those who suffer from diabetes, obesity, and cardio-vascular disease.	Medium term	Maori Regional Physical Activities Roopu, Maori Health Providers, Tasman Regional Sports Trust
12. Tasman Regional Sports Trust through the Green Prescription programme, promotes with General Practitioners an increase in referrals for Maori.	Short term	Tasman Regional Sports Trust, General Practitioners
13. To improve access for Maori to the Green Prescription programme by promoting and including kaupapa Maori activities into the programme.	Medium term	Maori Regional Physical Activities Roopu, Tasman Regional Sports Trust

## 5.5 Open Space for Active Outdoor Recreation and Daily Life Physical Activity

### Outcome: Activity friendly open space for active outdoor recreation and daily life physical activity

<b>Key elements</b>	The Top of the South region provides extensive opportunities for active outdoor recreation and daily life physical activity, but these open spaces are not currently utilised to their full potential. The key to full utilisation of open spaces as a setting for physical activity is the transformation of the individual elements into a recognised network across boundaries and across agencies. Currently, regionally significant open spaces are provided by the Department of Conservation and Councils with only limited co-ordination of demand and supply management, provision of information and promotion.
<b>Goal(s)</b>	<ul style="list-style-type: none"> <li>• Opportunities for residents of Top of the South to experience high quality open space resources within the region are maximised and investments in infrastructure development and promotion are co-ordinated.</li> <li>• Networks of readily accessible and well promoted open-spaces providing a range of outdoor recreation opportunities are developed.</li> </ul>
<b>Contributing agencies</b>	Department of Conservation, Councils, outdoor recreation organisations and users (local, regional and national), tourism promotion organisations, commercial outdoor recreation operators, Crown forestry lessees, Tasman Regional Sports Trust, Iwi

Action	Commence	Lead Agency
14. Tasman Regional Sports Trust to facilitate establishment of outdoor recreation forums.	Medium term	Tasman Regional Sports Trust
15. Councils and Government Agencies to commit to consistent application of relevant NZ Standards across the entire public network of built tracks.	Medium term	Councils
16. Councils and relevant forestry land management organisations to clarify public recreation access to Crown forestry lease land in the region.	Medium term	Councils

## 5.6 Education and Physical Activity

### Outcome: Active lifestyles fostered in education

<b>Key elements</b>	<p>Need for effective advisory support for educators, parents and caregivers to improve the opportunities for physical activity in pre-school centres. Need for improved delivery of regular and frequent physical activity opportunities in primary and intermediate schools to encourage life long healthy lifestyles. Definite need for effective support and training for teachers and volunteers. The Health Promoting Schools model provides an excellent vehicle within the school curriculum.</p> <p>SPARC funding of secondary school Sportfit coordinators is increasing and the role is being broadened to include provision of physical activity and nutritional advice for all students in the school. Concern with lack of community input into Sportfit coordinators including monitoring of performance, retention of coordinators and provision of in-service training. Managing the transitions between school and community based sport and recreation needs to occur at the local and sub-regional level.</p>
<b>Goal(s)</b>	<ul style="list-style-type: none"> <li>Promote daily quality physical activity in pre-school centres in the region.</li> <li>Establish physical activity coordinator positions to support teachers in increasing daily physical activity uptake by students of all abilities in Top of the South urban and rural primary and intermediate schools.</li> <li>Improve the effectiveness of Sportfit coordinators in secondary schools by improving retention levels and increasing in-service training.</li> </ul>
<b>Contributing agencies</b>	School Trustee's Association, Kindergarten Association(s), Playcentre Association(s), Commercial pre-schools network, Kohanga network, Primary Principals Association, Secondary School Principals group, Ministry of Education, SPARC, Physical Education NZ (Regional branch)

Action	Commence	Lead Agency
17. Tasman Regional Sports Trust to deliver the Active Movement programme promoting physical activity for the early childhood age group.	Short term	Tasman Regional Sports Trust
18. Tasman Regional Sports Trust to identify and gain support from relevant education and health agencies and associations in the region for the physical activity coordinator concept in primary and intermediate schools.	Short term	Tasman Regional Sports Trust
19. Tasman Regional Sports Trust in conjunction with the Ministry of Education will develop the capability of schools and their communities to provide quality physical activity opportunities to young people via the school curriculum and including the Active Schools programme.	Short term	Tasman Regional Sports Trust
20. Tasman Regional Sports Trust to work with secondary schools to provide input into the national review of physical activity in the 13 to 18 years age group to be undertaken by SPARC in the 2005/06 year.	Short term	Tasman Regional Sports Trust
21. The Tasman Regional Sports Trust to work with Maori Regional Physical Activities Roopu to deliver a programme promoting physical activity for Maori by Maori.	Short term	Maori Regional Physical Activities Roopu, Tasman Regional Sports Trust

## 5.7 Active Transport (walking and cycling for transport)

### Outcome: Active transport options supported in the Top of the South

<b>Key elements</b>	The wide differences in the physical and social context for transport across the region require that action be taken at the sub-regional and local levels rather than the regional level. Planning is needed to develop networks of cycle and walking routes that deliver high levels of visibility and safety.
<b>Goal(s)</b>	To increase uptake of cycling and walking in the region.
<b>Contributing agencies</b>	Tasman Regional Sports Trust, Public Health agencies, Land Transport NZ

Action	Commence	Lead Agency
22. Councils with support from Tasman Regional Sports Trust and Public Health agencies work with Land Transport NZ and Regional Land Transport Committees to promote cycling and walking as a priority within transport planning and provision in the region.	Short term	Councils

## 5.8 Sport

### Outcome: Effective delivery of sport

#### 5.8.1 Volunteers

<b>Key elements</b>	Loss of sport volunteers is a major concern in the community. Recruitment and retention of volunteers, recognition of their value and appropriate training is essential to maintaining and improving the capability of Regional Sports Organisations (RSO) and clubs to effectively deliver sport.
<b>Goal(s)</b>	Increase the number of volunteers through improved recruitment and retention, and support systems.
<b>Contributing agencies</b>	Regional Sports Organisations (& their respective national sports organisations), Tasman Regional Sports Trust

Action	Commence	Lead Agency
23. Tasman Regional Sports Trust will support RSO to develop strategies to recruit, retain and give recognition to volunteers through its SportAssist programme.	Short term	Tasman Regional Sports Trust

## 5.8.2 Sport as an attractive and inclusive physical activity option

<b>Key elements</b>	Sport is changing to meet demands of the social and casual participant, while retaining the competitive and progression focused participant. Enhancement of the capability of sport to present and deliver attractive activities is the challenge.
<b>Goal(s)</b>	<ul style="list-style-type: none"> <li>• Increase sports participation and club membership by improving the attractiveness of sport to current participants as well as ease of uptake by non-participants.</li> <li>• Increase awareness of opportunities for physical activity provided by mainstream sports organisations and the involvement and role of the Tasman Regional Sports Trust.</li> <li>• Increase the awareness of kaupapa Maori activities such as Waka Ama and Kapa Haka etc as physical activities to attract more participation.</li> </ul>
<b>Contributing agencies</b>	Regional Sports Organisations (& their respective national sports organisations), Tasman Regional Sports Trust, Maori Regional Physical Activities Roopu

Action	Commence	Lead Agency
24. Tasman Regional Sports Trust to encourage and support Regional Sports Organisations to undertake a risk analysis regarding the sustainability of their organisation and its activities to make it more attractive as a physical activity option and where appropriate promote the Sportville model.	Medium term	Tasman Regional Sports Trust
25. Tasman Regional Sports Trust to work with mainstream sports organisations to promote physical activity opportunities available in sport to the wider community.	Medium term	Tasman Regional Sports Trust

## 5.8.3 Rural sport

<b>Key elements</b>	With the region's population distributed across a large geographic area, costs of travel are a major barrier to participation, and together with other sport management issues threaten the sustainability of rural clubs and facilities. It is known that facilities are not being used to the best advantage of the whole community. This was apparent throughout the Maori Regional Physical Activities research for rural Maori communities.
<b>Goal(s)</b>	<ul style="list-style-type: none"> <li>• To support local sport opportunities and participation in rural districts of the Top of the South region through use of sustainable approaches to support of volunteers, club organisation and facility provision.</li> <li>• Increase national and regional funding to support rural sport.</li> </ul>
<b>Contributing agencies</b>	Regional Sports Organisations, Tasman Regional Sport Trust, Councils, Schools, SPARC

Action	Commence	Lead Agency
26. Councils with support from Tasman Regional Sports Trust to secure the expansion of funding support for rural sport.	Short term	Councils
27. Councils with support from Tasman Regional Sports Trust to identify models for school/community facility partnerships that aim to optimise opportunities for competition, training and other community use.	Medium term	Councils

## 5.9 Activity Friendly Workplaces

### Outcome: Physical activity friendly workplaces

<b>Key elements</b>	Physical activity can have positive effect on the general health of employees and on stress levels and productivity in the workplace. A good employer provides activity friendly environments including workplace facilities for walkers and cyclists. OSH are promoting a work life balance programme.
<b>Goal(s)</b>	<ul style="list-style-type: none"> <li>• Develop awareness and commitment amongst employers to implement physical activity friendly approaches in the provision of opportunities for their employees.</li> <li>• Increase physical activity uptake in the workforce population in the region through collaboration between employers, employees and related agencies including physical activity providers and promoters.</li> </ul>
<b>Contributing agencies</b>	Nelson Marlborough District Health Board - Public Health, West Coast District Health Board (Buller), Community & Public Health (Kaikoura and Buller), Heart Foundation, Cancer Society, Primary Health Organisations, Accident Compensation Commission, Occupational Safety and Health Service (Department of Labour), Ngati Koata Trust, Councils, Tasman Regional Sports Trust, Chamber of Commerce, Employers Associations

Action	Commence	Lead Agency
28. Public Health agencies to support education and professional development workshops to employers, unions and workplace health agencies and services with reference to the implementation of physical activity and activity friendly workplace Policies.	Short term	Nelson Marlborough District Health Board - Public Health
29. Maori health providers support education and professional development workshops to employers where high percentages of Maori are employed with a view to implementing physical activity and physical activity friendly workplaces.	Short term	Maori Health Providers, Maori Regional Physical Activities Roopu

## 5.10 Commercial Health and Fitness Industry

### Outcome: Growing physical activity uptake through collaboration by health and fitness studios

<b>Key elements</b>	Despite the fitness industry being a competitive one, there are opportunities for operators to work together to sustain growth in the industry.
<b>Goal(s)</b>	Increase the uptake of services offered by health and fitness studios to increase physical activity levels in the region.
<b>Contributing agencies</b>	Health and fitness studio operators, Councils, Tasman Regional Sports Trust, Primary Health Organisations

Action	Commence	Lead Agency
30. Fitness NZ to collaborate with health and fitness studio owners across the region to increase the uptake of physical activity particularly of inactive market segments identified by SPARC Obstacles to Action research.	Medium term	Fitness NZ
31. Health and fitness studio owners/operators to cooperate in working with community health providers to make health and fitness programmes attractive to persons faced with health problems i.e. Green Prescription programme clients.	Short term	Health and fitness studio owners/operators, community health providers, Tasman Regional Sports Trust

## 5.11 Regional Collaboration

**Outcome: A collaborative approach to physical activity at the regional level.**

### 5.11.1 Strategy Overview

<b>Key elements</b>	A Strategy Coordinating Group committed to keeping this strategy alive and effective through continuing and committed regional collaboration.
<b>Goal(s)</b>	This Strategy continues to have effect and is reviewed and improved over time.
<b>Contributing agencies</b>	Council's, Nelson Marlborough District Health Board - Public Health, Tasman Regional Sports Trust, Maori Regional Physical Activities Roopu

Action	Commence	Lead Agency
32. Contributing agencies pledge their commitment to the Strategy and form a Strategy Coordinating Group to (a) maintain the life of this Strategy and (b) co-ordinate the implementation of physical activity strategies – particularly communications – across the region.	Short term	Tasman Regional Sports Trust as administrator for the Strategy Coordinating Group

### 5.11.2 Motivation and awareness

<b>Key elements</b>	A range of agencies are using various communication strategies to increase uptake of physically active lifestyles. The recent Obstacles to Action research by SPARC has provided useful data for targeting the segments of the population who are currently identified as not active enough for their health and wellbeing (referred to as “the Target Group” and priority segments namely “Others Orientated” and “Support Seekers”). Some agencies cover only part of the region, but it is essential that all approaches are effective, complimentary, and consistent with the Strategy's vision.
<b>Goal(s)</b>	<ul style="list-style-type: none"> <li>To ensure a consistent, co-ordinated and effective information provision and communications strategy for physical activity is implemented throughout the region.</li> <li>To integrate regional promotion with national initiatives and promotional campaigns targeting an increase in uptake of physical activity.</li> </ul>
<b>Contributing agencies</b>	Council's, SPARC, District Health Boards, Primary Health Organisations, Maori Regional Physical Activities Roopu

Action	Commence	Lead Agency
33. Strategy Coordinating Group through Tasman Regional Sports Trust seek cooperation of collaborating agencies to standardise terminology and messages within the region that are consistent with and integrate with national level physical activity initiatives and promotional campaigns.	Medium term	Tasman Regional Sports Trust, Primary Health Organisations

### 5.11.3 Research and monitoring – participation and trends

<b>Key elements</b>	Planning has been made difficult by a lack of well informed data from a variety of research methods on physical activity that is comparable over the years to provide information on trends and information of physical activity needs particularly of Maori. There has been a need for a more 'whole of physical activity' approach.
<b>Goal(s)</b>	<ul style="list-style-type: none"> <li>• Build on the collaborative research framework already developed to provide data on current physical activity levels and sport participation that is comparable at nation, regional and council levels and is enduring to provide longitudinal data for identification of trends and facilitate impact assessment of initiatives.</li> <li>• Following research completed in Marlborough, undertake further research in the geographical areas of Buller, Nelson, Tasman, and Kaikoura to identify the physical activity needs of Maori of these respective regions.</li> </ul>
<b>Contributing agencies</b>	Councils, SPARC, Nelson Marlborough District Health Board, Te Puni Kokiri, Poumanawa Oranga, Maataa Waka, Primary Health Organisations, Ministry of Social Development. Maori Regional Physical Activities Roopu, Maori Health Providers

<b>Action</b>	<b>Commence</b>	<b>Lead Agency</b>
34. Councils to use key questions from the New Zealand Sport and Physical Activity survey in residents surveys to provide statistically valid district level data on physical activity levels and uptake.	Short term	Councils
35. Strategy Coordinating Group to consider findings and any recommended actions for the entire region from research into the physical activity needs of Maori. Actions arising from this research are to be included in this Strategy.	Short term	Tasman Regional Sports Trust
36. Strategy Coordinating Group to promote and establish a collaborative research framework.	Short term	Strategy Coordinating Group
37. Seek consent from Iwi in the geographical areas of Buller, Nelson, Tasman, and Kaikoura to the recommendations contained in the Maori Regional Physical Activities Roopu research in Marlborough.	Short term	Top of the South Iwi, Poumanawa Oranga, Tasman Regional Sports Trust