

Regional Sports Forum
29th June 2011 held at Papatoetoe Sports Centre

Workshop Notes

Question One - What are the opportunities that exist to improve the sector i.e. what issues/barriers exist and how could these be overcome. With these opportunities are there any “quick wins” that the sector might be able to have?

Key opportunities identified

- Stronger partnerships with the education sector (in particular schools) around shared outcomes i.e. provision of sport and use of facilities. This partnership would be at a strategic and operational level, looking to influence MoE policy as well sharing resources
- Continue to build the Auckland Sports Coalition so that it is recognised inside and outside the sector, delivers a consistent knowledgeable message and is an effective advocacy vehicle for sport
- Ensuring that sport is accessible, in particular to all cultures and ethnicities and that sport is adaptable to fit with new trends in participation i.e. less structured and more local delivery
- Development of “community sports hubs”
- Improved collaboration and communication within the sector
- Improved promotion of the sector, create sector champions, increased media coverage of community clubs and outcomes, highlight successes
- Partner with local government to create a cultural shift around the importance of sport. Educate the sport sector on how to work with local government and develop generic messages for the sector to utilise

Quick Wins

- Forum of sport and health leaders to develop opportunities
- Relevant success stories to Auckland Sports Coalition who deliver them to council
- Development of generic submissions that demonstrate the value and measurable benefits of sport to communities and individuals.

Question Two - What are the current strengths of the sector i.e. what value does the sector bring to the wider community and partners, and what information does the sector need to be able to prove these strengths.

Current strengths

- Sport is accessible to the majority of the community
- Sport brings people together developing a sense of community which has many positive benefits particularly in youth development and the prevention of anti-social behaviour
- Sport creates opportunities for personal development by improving health, providing opportunity to achieve and excel, developing life skills (i.e. time management) and improving educational outcomes
- Lots of people play sport, the sector has strong relationships, lots of intellectual property and a positive economic impact on its communities

Information needed

- Outcome driven success stories
- Quality information on membership and participation numbers
- Economic impact studies
- Studies detailing the positive health benefits of sport and physical activity

Question Three - In what ways should the Auckland Sports Coalition (ASC) advocate on behalf of the sector, should this be just regional or is there a sub-regional role to play i.e. Auckland Council vs Local Board.

Key advocacy approaches

- There needs to be an integrated approach across the sector
- Creation of key messages that can be utilised, creating the big picture while advocating for local outcomes
- Potential actions include the creation of a sector communications strategy, ASC collecting relevant data, working with key decision makers one on one and work with Auckland Council to develop a “sports strategy” that local boards can align to.