

SHORE CITY COUNCIL'S ECONOMIC DEVELOPMENT STRATEGY AND ENTERPRISE NORTH SHORE

Facilitated by North Harbour Sports Council (NHSC) on behalf of the attached Sports

Recent SPARC survey on sport, recreation and physical activity among adults in the North Harbour showed that:

- 80% participated in at least one sport or recognized activity per week
- 33% participated in at least organized competition or event per year
- 40% were member of clubs or centres in order to take part in sport and recreation activities)

Despite this overwhelming evidence that sport is a key component to the lives of people in our community the NHSC considers that the element of what sport brings to the city's identity and lifestyle is not clear within the City Plan and that a more specific focus and strategy needs to be recognized and provided for as a priority in the current and long-term planning for our city.

This lack of recognition is confirmed when considering what has been identified as our city's Community Outcomes. The NHSC believes that the Community Outcomes and their associated measures be amended to better recognise the importance of organised sport.

Within the North Shore City Council's Economic Development Strategy, sport (and leisure) is identified as a key strength in helping achieve the vision of being a "world-class business setting that is recognized domestically and internationally". If this is the case sport needs to be supported practically and financially to a far greater level than before.

The establishment of the NHSC, to represent the needs of sport to the North Shore City, now deserves greater recognition.

Issue

The NHSC notes that \$250,000 per annum is given to Enterprise North Shore in order "to attract organizations to the North Shore that will employ an additional 400 full time equivalent employees and create \$20m in regional GDP growth each year particularly in the technology, education, finance and professional services, health and **sports** areas".

The NHSC suggests that \$100,000 per annum of this funding be given to the sporting sector, via the NHSC or a designated member, to develop any number of initiatives that will support sport into the future as well as ensuring that sport will continue to provide ongoing and new employment and growth to regional GDP. The key to this success will be the NHSC's alignment to the North Shore City Council in delivering these initiatives on a more effective basis than has been the case in the past.

Some of the NHSC's initiatives in being allocated \$100,000 would include:

- The continued collaboration of key sports decision makers to work together
- Develop/commission new research and development on any number of topics related to the impact of sport within the community, e.g. its impact on the economy; its contribution to social cohesion; what current facilities sportspeople use, how they relate to each other, when are they used, when they are idle etc; trends in participation; how much does the education sector provide to the business of sport;
- Provide collective input into an event strategy which delivers quality sporting experiences and environments to all involved
- To ensure levels of service/funding levels are equitable and more consistent for all levels of sport

Recommendations

- That sport and the work carried out by the NHSC be recognized more clearly in the short and long term plan of the NSCC given the level of sport participation
- That \$100,000 be taken from the allocation given to Enterprise North Shore's Targeted Business Attraction Programme and given to support the further development of the North Harbour Sports Council and its initiatives

North Harbour Sports Council Members:

Auckland Athletics
North Harbour Badminton
Auckland Curling
United 1 Soccer
Gymsport Northern
Harbour Sport
Harbour Hockey
Netball North
Auckland Rowing
Auckland Rugby League
Harbour Rugby
North Harbour Softball
Auckland Squash
Auckland Swimming
Tennis Northern
North Harbour Touch
North Harbour Volleyball
North Harbour Table Tennis

Note: The above sports have a combined membership base of 60,000+ members within 132 clubs.