

# Clutha Physical Activity Strategy

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August 2007

# Executive Summary

The Clutha Physical Activity Strategy represents a landmark in the planning for physical activity, sport and active recreation within the Clutha District. Completion of the Strategy is part of a nationwide initiative to enable local authorities to improve their planning for physical activity and was achieved with financial support from Sport and Recreation New Zealand (SPARC). A steering group and a project team provided invaluable input to ensure the Strategy reflected the unique issues and needs of Clutha District.

Consultation included twenty four meetings and focus groups held in local communities in the District, questionnaires to schools (15 responses), clubs and associations (64 responses) as well as a questionnaire for residents (176 responses). In addition, desktop research was undertaken of relevant reports and an inventory of recreation and sport facilities in the District was developed.

Physical activity has become a major issue for New Zealand society as we are increasingly sedentary in our lifestyles with increased levels of obesity and threats from related diseases such as type 2 diabetes. A strong body of evidence exists linking regular physical activity with improved quality of life and health status. Physical activity is present in our daily lives as we do our day-to-day tasks and when we are recreating for enjoyment and satisfaction. Residents of Clutha District have a strong tradition of competing in many sports and participating in outdoor pursuits using the exceptional natural environment in the district.

Implementation of the physical activity strategy will impact on four of the community outcomes identified during the Long Term Council Community Plan process. Many agencies are contributing towards achieving these outcomes and in relation to the physical activity strategy the following are critical stakeholders: Clutha District Council, Sport Otago, Public Health South, Otago Southern Region PHO, Department of Conservation, Otago Regional Council, schools, clubs and associations.

The main goal of the Strategy is:

**Active and healthy communities in Clutha through more people, being more active, more often, life long.**

There are significant issues facing the district that will impact on achieving the goal. The district population is continuing to decline down from 17,172 in 2001 to 16,839 in 2006. However, the rate of decline has significantly slowed between 2001 and 2006 at -1.9% compared to 1996 to 2001 at -4.6%. Some communities have experienced greater declines than others which, for these communities, has significant implications for sustaining sports clubs and facilities.

A SWOT analysis was undertaken and key findings are outlined below.

## Strengths

- The tradition of self-help and volunteering
- Strong network of sports clubs
- Sufficient parks and facilities for most activities

## Weaknesses

- The fragmented provision of facilities in some communities
- Lack of a large multi-court indoor sport centre in the District
- The small population and ratepayer base to support facilities and local club teams in some parts of the District
- Lack of sharing good practice between clubs and associations
- The changing work and lifestyle patterns, such as increasing numbers of dairy farms and as a consequence, sharemilkers.

## Opportunities

- The establishment of the Sport Clutha coordinator position

- Increasing investment in physical activity by health agencies
- Potential of multi-code sports clubs to improve sustainability
- Most inactive residents wanting to be more active

#### Threats

- Greater mobility with residents travelling to Gore and Dunedin for shopping, sport and entertainment
- The sustainability of facilities
- Increasing expectations regarding the quality of facilities
- The lack of adaptation by clubs to meet contemporary needs of members

The main objective of the Strategy is:

**An average 1% annual increase in the level of physical activity in the Clutha population, as measured by SPARC.**

There is a lack of reliable data on physical activity levels and sport and recreation participation in Clutha. However, data for the Otago Southland region indicates that it is similar to the rest of New Zealand. New data will be available in late 2007 from SPARC which will assist in monitoring physical activity levels in the local population.

To assist with planning decisions regarding facilities and open space, a principles led approach has been proposed. These principles and the strategy as a whole will guide Council and other stakeholders in their decision making and inform other funding agencies and trusts as they consider funding allocations towards projects in the District.

The strategy focuses on six main strategic directions with goals and objectives for each as listed in the table below. Walking is the most popular and inclusive physical activity that New Zealanders participate in and was the most consistent call for improvement in provision of opportunities during consultation with local communities throughout the district. Accordingly, it has been identified as a separate strategic direction within the strategy.

Twenty five specific actions have been identified under these strategic directions for implementation at the district level by the key stakeholders. In addition, forty four local actions have also been identified that will only progress with significant local leadership and community support. The local actions are listed in the six local area summaries (appendixes 5.1 to 5.6).

Strategic Direction	Goal	Objectives	Short-term Actions (1 to 2 years)	Medium-term Actions (3 to 6 years)
<b>Health and physical activity</b>	<b>Residents enjoying fair access to active, healthy lifestyles</b>	<ul style="list-style-type: none"> <li>▪ Otago District Health Board and Public Health South work with existing networks to develop health related physical activity initiatives consistent with the Healthy Eating Healthy Action (HEHA) strategy and implementation plan</li> <li>▪ Develop awareness and commitment to adopt and implement inclusive approaches and reduce barriers in the provision of physical activity opportunities within clubs and groups as well as event and facility providers.</li> <li>▪ No Exceptions policy integrated into all relevant planning and funding allocation processes</li> </ul>	<ul style="list-style-type: none"> <li>▪ Advocate to elected representatives, management, planners, coaches/instructors and administrators for adoption of No Exceptions policy and practices in their organisations.</li> <li>▪ Work with national and regional agencies to extend the Green Prescription programme in Clutha and ensure local providers are established in local communities in the district</li> </ul>	<ul style="list-style-type: none"> <li>▪ Support delivery of the Mission On initiatives in Clutha as these evolve</li> <li>▪ Investigate feasibility of a community activity coordinator with a focus on physical activity and nutrition for each community where a Sportfit Coordinator position is already established at an area school or high school with priority for Lawrence, Milton and Owaka.</li> <li>▪ Support development of a series of inclusive community events and seasonal programmes that are selected or developed because they are participation focused, low cost, promote regular physical activity and have an easy entry level with progression to higher levels of intensity and commitment.</li> </ul>
<b>Sustaining volunteers and vibrant sport and recreation clubs</b>	<b>Strong and sustainable sport and active recreation clubs contributing to community cohesion and identity</b>	<p>Maintain vibrant club structures by encouraging:</p> <ul style="list-style-type: none"> <li>▪ Recruitment and retention of club volunteers</li> <li>▪ Training volunteers to increase their capability and capacity to deliver</li> <li>▪ Sustainability of clubs through improved management, promotion and succession planning</li> <li>▪ Rationalisation and merging of clubs/activities where appropriate</li> <li>▪ Adaptation of activity to meet changing demand</li> </ul>	<ul style="list-style-type: none"> <li>▪ Sport Otago (through the Sport Clutha Coordinator) to support clubs and regional sports organisations (RSOs) to increase volunteer capability and capacity through recruitment and training programmes.</li> <li>▪ Sport Clutha Coordinator facilitate twice yearly a forum for sport and recreation organisations (district assns, local clubs, Sport Otago) to address Clutha issues, to identify common factors between clubs that are under stress or declining and establish a 'best practice model' for Clutha implementation.</li> <li>▪ Clutha Recreation Centre Inc continue dialogue between sports groups and organisations, looking at shared facilities, resources and closer links.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Sport Otago (through the Sport Clutha Coordinator) to support willing clubs to help them create workable, sustainable and vibrant club management and administrative structures.</li> </ul>
<b>Walking and cycling</b>	<b>Safer and diverse walking and cycling opportunities in Clutha for transport and recreation</b>	<ul style="list-style-type: none"> <li>▪ An effective and diverse network of walking and cycle paths and routes are accessible across the Clutha District.</li> <li>▪ Planning for walking and cycling opportunities is embedded within land transport planning processes in the District.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Ensure the Regional Land Transport Strategy maximises opportunities for safer walking and cycling on the road network in the District.</li> <li>▪ Key Council staff undertake training to increase understanding of walking and cycling needs, audit processes and provision of appropriate facilities in the District</li> <li>▪ Collaboration between health agencies, Sport Clutha utilising Sport Otago's Halberg Trust Sport Opportunity Advisor, Council, seniors groups and disability groups to ensure specific needs of people with disabilities are met within the network of roads, footpaths, trails, tracks and walkways.</li> </ul>	<ul style="list-style-type: none"> <li>▪ School travel plans are developed to facilitate more walking and cycling by students with priority for schools in the main towns with walkable distances from home to school</li> <li>▪ Identify a designated route for exercise walking in each community and concentrate development on these routes (as core provision for walking).</li> <li>▪ Adopt DoC access grading system for application to tracks and walkways and formats for signs, maps and published material displaying information on track networks and implement changes in replacement and renewal programme</li> </ul>

Strategic Direction	Goal	Objectives	Short-term Actions (1 to 2 years)	Medium-term Actions (3 to 6 years)
<b>Education and Physical Activity</b>	<b>Active lifestyles fostered in education</b>	<ul style="list-style-type: none"> <li>▪ An effective delivery of physical activity, physical education and sport opportunities in early childhood centres, primary and secondary schools.</li> <li>▪ Promote daily quality physical activity in early childhood 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 primary schools.</li> <li>▪ Maintain Sportfit Coordinator positions in secondary and area schools</li> </ul>	<ul style="list-style-type: none"> <li>▪ Develop the capability of schools and early childhood centres (and their communities) to provide quality physical activity opportunities to young people via the Mission On , Active Movement , Active Schools and Sportfit programmes</li> <li>▪ Deliver the Active Movement programme promoting physical activity for the early childhood age group.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Identify and gain support from relevant education, funding and health agencies in the district for the physical activity coordinator concept in primary schools as part of the Mission On initiative.</li> </ul>
<b>Facility and Open Space Planning and Provision</b>	<b>A sustainable network of sport and recreation facilities and open spaces</b>	<ul style="list-style-type: none"> <li>▪ Using the planning principles and assessment process when addressing unmet facility demands and development proposals</li> <li>▪ Using the planning principles to identify facilities for retention as hub facilities</li> <li>▪ Opportunities for residents of Clutha to experience high quality open space resources and experiences within their local community and in the district are maximised and investment in infrastructure development and promotion are co-ordinated.</li> <li>▪ Networks are developed of readily accessible and well promoted and sign posted open-spaces providing a range of outdoor recreation opportunities</li> </ul>	<ul style="list-style-type: none"> <li>▪ Recreation Centre Steering Committee complete the full feasibility study for an indoor facility in Balclutha to provide for informal recreation as well as sport.</li> <li>▪ Pool Committees seek funding support for obtaining expert advice on the best heating solutions from specialist swimming pool engineer for a selected group of pools that would return the greatest benefit to the district population.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Subject to approval to proceed based on the feasibility study and funder commitments develop the covered courts</li> <li>▪ Council review the Reserves Strategy using the Physical Activity Strategy and data as a resource</li> </ul>
<b>Communication and Monitoring</b>	<b>An informed, up-to-date and physical activity aware community and leadership, implementing a responsive Strategy</b>	<ul style="list-style-type: none"> <li>▪ A coordinated communications plan is developed and implemented by the legacy group to promote uptake of physical activity.</li> <li>▪ A legacy group is formed to guide the implementation, monitor progress and review of the Clutha Physical Activity Strategy</li> </ul>	<ul style="list-style-type: none"> <li>▪ Develop a communications plan to facilitate uptake of physical activity</li> <li>▪ Stakeholders establish a legacy group to meet at least annually to monitor and guide implementation of the strategy and the review and renewal of the strategy.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Review and renewal of the Clutha Physical Activity Strategy is synchronised with the Long Term Council Community Plan timetable.</li> </ul>

# Clutha Physical Activity Strategy

## Consultation Draft

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## Report Disclaimer

In preparing this report it has been necessary to make a number of assumptions on the basis of the information supplied to Global Leisure Group Limited. The recommended actions contained in this report are subject to uncertainty and variation depending on evolving events, but have been conscientiously prepared based on consultation feedback and an understanding of trends in the leisure industry.

The author did not carry out an audit or verification of the information supplied during the preparation of this report, unless otherwise stated in the report. Whilst due care was taken during enquiries, Global Leisure Group Limited does not take any responsibility for any errors nor mis-statements in the report arising from information supplied to the author during the preparation of this report.

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## 1. Introduction

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Physical activity has become a major issue for New Zealand society. Research by Sport and Recreation New Zealand (SPARC) shows that 2 out of 5 New Zealanders are not getting enough physical activity frequently enough to stay healthy and enjoy the benefits of an active lifestyle.<sup>1</sup> Encouraging more physical activity is increasing in importance and needs to be planned for because:

- We know we need to be more physically active 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.
- More than 50 per cent of New Zealanders are now either overweight or obese, and more than 30 per cent of New Zealand children can be classified the same.
- 840,000 New Zealand adults are sedentary, more than ever before
- Only 45 per cent 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"
- 6 per cent are classified into an 'inactive group' who cannot be more active because of health conditions or disabilities
- This leaves the 'active group' who are getting enough physical activity to maintain their health

The Physical Activity Strategy addresses how we may help people in Clutha to get enough physical activity in their daily lives to maintain a healthy and enjoyable lifestyle. The strategy 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. Clutha District does not have to do this in isolation as the recently announced Mission On initiative as well as the Healthy Eating, Healthy Action (HEHA) strategy will support our efforts.<sup>2</sup>

Residents of the Clutha District have a tradition of competing proudly in many sports and of undertaking outdoor pursuits using the hills, forests, beaches, coastal waters, rivers and lakes in the District and beyond. The resident population in the Clutha District has been declining and is projected to at best remain static. The challenge for the future lies in ensuring that the communities can sustain local sport activity, and to continue to enjoy a physically active lifestyle, with the smaller population supporting the necessary infrastructure.

Many of the physical activity and facility provision issues facing the District are in common with other rural areas in New Zealand and overseas.

If the goal of the Clutha Physical Activity Strategy is to promote *active and healthy communities in Clutha through more people, being more active, more often, life long*, a clear message from the strategy development process is the need to focus on a manageable number of initiatives that are well resourced, are sustainable and have high levels of commitment from the stakeholders. The key actions in this strategy clearly demonstrate this principle by limiting the action areas to those that are achievable and within the domain of the key action facilitators, namely Clutha District Council, Sport Otago and Public Health South (including the Otago District Health Board).

This strategy brings together visions, outcomes and goals, for physical activity services and local facilities in the Clutha District, by identifying how community agencies, schools, physical recreation and sport organisations, and other associated organisations can work together to maximise the benefits of physical activity.

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<sup>1</sup> SPARC has analysed national research to provide regional profiles such as for the Otago Region, but not to territorial authority level. Dunedin has a majority of the population and is likely to have skewed the results, therefore statistics have been used conservatively in relation to Clutha. 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> Mission-On is a broad-based package of initiatives to give young New Zealanders and their families the tools to improve their nutrition and increase physical activity. It is aimed at children and young people from birth to 24 years. The investment in this programme will be \$67 million over four years. Mission-On builds on the existing cross-government programmes within schools, early childhood education services, and communities around New Zealand. These include Push Play, Active Schools, Fruit in Schools, Active Movement (in early childhood), and Active Communities. For more information go to [www.sparc.org.nz/education](http://www.sparc.org.nz/education)

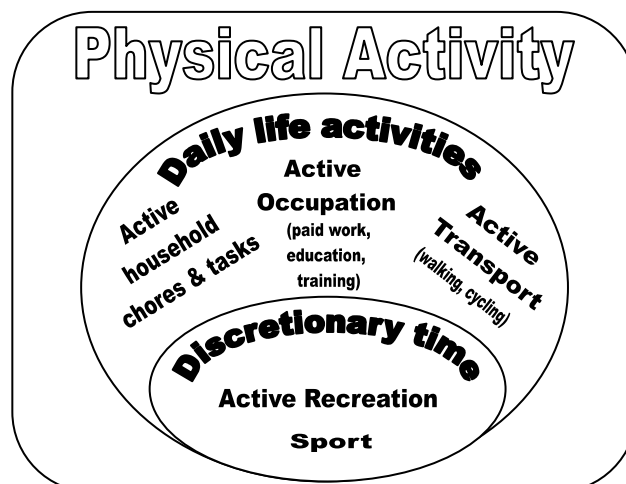
## 2. Background

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### 2.1. Where Does Physical Activity Fit in Our Lives ?

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This diagram illustrates how the scope of the strategy extends beyond traditional sport and active recreation undertaken during discretionary time to include incidental physical activity that occurs when undertaken in our daily lives.<sup>3</sup>



### 2.2. Glossary of Terms

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The following are terms used in the strategy and are not described elsewhere in the report.

- The **lead stakeholder** role is to facilitate progress on actions and is accountable for monitoring and reporting on progress but is not accountable for the actual delivery of the resources needed to implement the action. The lead stakeholder may not be directly involved in all actions related to the goal or outcome.
- A **contributing stakeholder** is an organisation identified as having a role in implementing actions within the strategy this could be providing resources such as personnel, funding or information. The contributing stakeholder is accountable for delivery of the resources and implementation of the action that the organisation agrees to undertake. Note: At this stage organisations have not committed to undertake the actions rather they have been identified as the most likely agents for implementing the required actions.
- The **planning horizon** of the strategy is **ten years** as this is consistent with the Long Term Council Community Plan planning horizon of the Council and takes into account the facilities element within the strategy and facility developments usually need a longer planning timeframe. Accordingly, the timeframe of an action could be initiated in the **short-term** (first two years of the strategy), **medium-term** (3rd to 6<sup>th</sup> years) or **long-term** (7th to 10th year).

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<sup>3</sup> Created by Penny Olsen from Nelson Public Health Team

### 2.3. Physical Activity Levels in Clutha

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There is no reliable data available on physical activity levels of Clutha residents. Regional data for Otago and Southland on sport and active leisure held by SPARC is somewhat dated but does provide some useful insights. The following are some key statistics drawn from *SPARC Facts* that uses data collected in 1997 to 2001 for 982 adults and 273 young people living in the Otago and Southland regions. The full report is available as a PDF and is part of the appendix.

72% of young people in Otago and Southland are active, spending an average of 6.8 hours per week taking part in sports and active leisure. In comparison, 68% of all young New Zealanders are active for an average of 6.6 hours per week.

Girls in this region spend on average almost an hour more taking part in sport and active leisure each week than girls throughout New Zealand (6.6 hours compared with the national figure of 5.8 hours per week).

About two-thirds (67%) of Otago and Southland adults are active. This is similar to the proportion of all New Zealand adults who are active (68%).

There has been a significant fall between 1999 and 2001 in the proportion of women in this region who are sedentary from 16% to 8%, and the proportion of those aged over 50 years who are active has significantly risen from 60% in 1997 to 75% in 2001.

While 67% of adults in this region are active for more than 2.5 hours per week, only about four out of ten adults (38%) are active for 30 minutes or more on at least five days a week.

Six-in-ten young people living in Otago and Southland (60%) are interested in participating in a new sport or active leisure activity. More than half of adults in the region (55%) want to be more active than they are currently.

Over nine-in-ten Otago and Southland young people (94%) take part in some sport or active leisure. The most popular sport for boys is rugby union (35% play) and for girls it is netball (16%). Cycling is the most popular active leisure activity for boys (28%) and for girls it is exercising (31%).

Almost all adults living in Otago and Southland (97%) enjoy some form of sport or active leisure over a year. Golf is the most popular sport for men (28% play) and netball is the most popular sport for women (10%).

Walking is the most common way that both men and women are active in their leisure time although, as in the country as a whole, this activity is more popular with women (81%) than men (63%).

29% of all Otago and Southland adults are involved in sport and active leisure in a capacity other than as a participant. This includes being involved as a coach, referee, official administrator or parent helper, either paid or unpaid.

### 2.4. Motivations and Barriers

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Much research has been done into why we do and don't do enough physical activity. SPARC undertook a major study into Obstacles to Action - A Study of New Zealanders Physical Activity and Nutrition in 2003 and the findings are used to help shape actions and goals in this strategy. (The Otago-Southland regional profile report is available on CD due to the size of the file).

The 'push' factor that often motivates us to do more physical activity or to start exercising is our health. The relationship between regular physical activity (and nutrition) and the improved health of individuals and communities are many. In many settings, healthy action and healthy eating go hand in hand, and strategies to increase community health should not treat these two elements in isolation from each other.

The 'pull' factor that keeps us being physically active is because it is *fun and satisfying* most of the time, often it is *playful and a refreshing contrast* to other parts of our lives, and provides *opportunities for social connection*. The 'pull' factors are attractive and maintain our interest life long.

Physical activity has other benefits for society because it contributes to *greater connectedness, more vibrant communities and offers non-polluting alternative transport(walking and cycling)*..

## **2.5. Demographic Profile**

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The 2006 Census data for population counts were released in early December 2006 and show a continuing decline in the District population down from 17,172 in 2001 to 16,839 in 2006. However, the decline has significantly slowed between 2001 and 2006 at -1.9% compared to 1996-2001 at -4.6%.

There is a wide variation in population change with some area unit populations growing slightly (Kaitangata and Stirling) and the others all declining with Tapanui the most significant decline with 102 less residents.

The major implication for physical activity relates to the viability of clubs and facilities serving and being supported by a declining population particularly in rural townships such as Tapanui, Clinton and Owaka. The stress on clubs from a reduced catchment population is already evident. It is most acute for team sports with some clubs unable to sustain teams particularly at senior level.

NOTE: A wider range of demographic characteristics have been analysed using 2001 Census data and these are in an appendix attached as a separate document.

## 2.6. Swot Analysis

A SWOT analysis was undertaken based on the data gathered in the consultation and research phases.

### STRENGTHS

- Great outdoor recreation opportunities in District
- Strong tradition of self-help and volunteering
- Strong network of sports clubs
- Generally sufficient sports parks and facilities
- Strong cooperation between primary schools e.g. South Otago Primary School Sports Association events and equipment sharing
- Funding from the locally controlled Clutha Licensing Trust
- Funding from the Community Trust of Otago
- There are several examples of successful arrangements where a community share a facility such as Simpson Park in Lawrence and Milton Recreation Centre
- Noticeable number of young people return to play in weekly local sport competitions from Dunedin

### WEAKNESSES

- Lack of benchmark data on physical activity participation in District and local communities
- Small population and rating base to support specialised and high cost sport facilities
- Lack of sufficient indoor sport space to counter cold and wet climate factors, meet quality and comfort expectations
- Fragmented facility provision within some towns in district and at major hub parks, particularly Balclutha and Clinton
- Lack of sharing good practice between clubs and between sports associations
- Lack of critical mass of players in many sports for viable competitions within the district
- Lack of safe (off-road) local walking in most smaller settlements and townships
- Changing work and lifestyles, for example, an increase in dairy farming has been linked to reduced availability of volunteers and participants in affected area of district

### OPPORTUNITIES

- Establishment of Sport Clutha coordinator
- Promotion of physical activity by health agencies
- Increase use of Green Prescriptions by local medical practitioners
- Small and connected communities could look to coordinate more
- Multi-code clubs could improve sustainability of sport in local communities
- School-community partnerships in providing facilities and sports fields
- Development of the Clutha Mata Au Parkway, Chinese mining settlement and rail trail on former Lawrence branch line increasing walking and cycling opportunities in District
- Most insufficiently active residents wanting to be more active

### THREATS

- "Suction effect" of Dunedin particularly in north and Gore in south of District for retail, sport and entertainment
- Sustainability of facilities with small number of users
- Expectations regarding the quality of facilities is increasing
- Lack of adaptation by clubs to meet contemporary needs
- Effect of the Otago Regional Corrections Facility near Milton on local communities is unclear at this time
- Barriers to participation not addressed
- Sustaining Sport Clutha after initial funding commitments end
- Perceived over-supply of Council reserves in some parts of District
- Resistance of Dunedin based teams to travel to play games in Clutha
- Affordable access to sport
- Willingness of organisations to objectively consider joint facilities
- A community perception of a lack of willingness to become involved on a local basis by some central government agencies (e.g. DoC)

### 3. PEST Analysis

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A PEST analysis was undertaken based on the data gathered in Stage 1 research.

#### **POLITICAL**

- Strongly independent local communities with little connection other than at Council level
- Intensely parochial communities
- Perception of “Balclutha capture” of Council spending
- Some communities more orientated to Dunedin or Gore and do not strongly identify with Balclutha or Clutha
- Pressure to rationalise and remove any duplication of facilities and reserves across the district
- Strong self-help tradition reflected in low level of Council involvement in provision
- Government policies impact on local provision by government agencies such as DoC
- Creation of Primary Health Organisation with health promotion role
- Local Government Act requirements of Long Term Council Community Plan planning processes
- Increasing burden on local government to implement legislation

#### **ECONOMIC**

- Local government rate increases ahead of inflation
- Increasing oil prices having impact on leisure related travel
- Strong seasonal work patterns
- Funding from Clutha Licensing Trust and Community Trust of Otago is very important to success of local initiatives
- Low level of grants sought from Otago Community Trust because of lack of substantial projects

#### **SOCIAL**

- Ageing local population with many elderly socially isolated
- Increase in dairy farming has brought in contract milkers who tend to have younger children and tend move on while children are pre-schoolers or junior primary age. The 7 day shift work week of dairying has also reduced availability of farmers to take on volunteer roles or participate in sport.
- “Suction effect” of Dunedin particularly in north of District and Gore in south of District for retail, sport and entertainment
- Most tertiary education undertaken outside the District
- Varying levels of deprivation from area to area in District<sup>4</sup>

#### **TECHNOLOGICAL**

- Growth of sedentary entertainment and recreation through digital technology especially in younger age groups
- Broadband access and mobile phone reception highly variable in district communities
- Increasing car ownership increasing mobility especially of 15 -19 year old age group
- Improved roads shortening travel times and redefining what is “local”

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<sup>4</sup> Deprivation refers to the NZDep index of deprivation.

### 3.1. Stakeholders

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There are a large number of stakeholders identified with an interest or role in the actions listed in the strategy. However, the three the main stakeholders driving the development and implementation of the strategy are:

- Clutha District Council
- Public Health South
- Sport Otago

The roles of the main stakeholders are described below.

#### 3.1.1. *Clutha District Council role*

Council supports public recreation and active leisure opportunities in the Clutha District through provision of parks, reserves, playgrounds and sports grounds, and in some instances public indoor swimming pools. The Department of Conservation, schools, clubs and commercial operations supply most of the remainder.

The Steering Group has identified that Council should focus on:

- Helping communities implement their identified priorities for now and the future (i.e. District Directions community outcomes)
- Promoting physical activity
- Effective and targeted facilities, open space and transport planning, provision, management and maintenance,
- Providing information services as they relate to use of public open space, facilities and services (such as bookings and availability, levels of service and type of opportunity),
- Ensuring efficiency of use and provision of public open space, facilities and services
- Developing and maintaining effective partnerships with other agencies and communities where possible to ensure key open space, facilities and services are appropriately delivered (monitoring and consultation).

Physical activity programmes are an important service and are often better delivered by partner agencies working within individual communities and supported by Council. Some services such as training of coaches are best delivered at the Clutha level by Regional Sports Organisations and/or Sport Otago. The Council does not see itself as a direct provider of these services because of limited resources, but as having involvement and links in roles such as planner, advocate, supporter and catalyst.

#### 3.1.2. *Sport Otago Role*

The role of Sport Otago is to support and promote actions that will get *more people, more active, more often*. Sport Otago established a District Sports Coordinator on October 2006 with assistance from the Clutha Licensing Trust, Community Trust of Otago, the Otago Southern Primary Health Organisation and Council for the first three years of operation and delivery. The Sport Clutha Coordinator with support from Sport Otago specialist personnel will be responsible for achieving the objectives of the draft Sport Clutha Management Plan 2006/07. The objectives are:

- To develop sound planning, operational and accountability practices for the Sport Clutha project
- To encourage effective policy and planning development for sport and physical activity in the Clutha District
- To provide high quality information services and promotional strategies to sport and recreation users
- To improve the delivery of sport and physical recreation through the provision of generic advice and leadership and training

- To continually improve the quality of the coach education process, ensuring that coaches have ongoing pathways for further development
- To increase the recognition and status of coaches to ensure they are valued and that coaching is seen as a rewarding experience
- To provide positive sporting and physical activity experiences for children in order to develop life long habits
- To improve fundamental motor skill levels of children by increasing the number of trained educators/deliverers
- To acknowledge the performance and contribution to sport by people in the region
- To identify and encourage programmes that enable effective community participation in regular physical activity

The Steering Group has identified that Sport Clutha should focus on:

- Up-skilling of volunteers who lead, coach/instruct, manage and administrate sport and other physical activities
- Promoting physical activity through support of a programme of events

### **3.1.3. Public Health South Role**

The role of Public Health South is to implement the HEHA Strategy on behalf of the Ministry of Health and the Otago District Health Board. A key component of HEHA under the *Healthy Action* is supporting and promoting actions that increase the levels of physical activity to achieve health gains for the individual and the community as a whole.

The Steering Group has identified that Public Health South should focus on:

- Committing its resources and network of public health staff and contracted agencies to implement the relevant actions in the Clutha District Physical Activity Strategy and align these actions with the HEHA strategy and implementation plan (2006-2010).
- Promoting physical activity through support and promotion of programmes and events
- Assisting with facilitation of local coordination and delivery of physical activity and nutrition initiatives

### **3.1.4. Otago Southern Region PHO**

The Otago Southern Region PHO has developed a draft strategic plan that reflects the newness of the organisation with a focus on establishing the business and governance. At this stage the Plan does not refer to physical activity. The Plan is to be reviewed during 2007.

### **3.1.5. Department of Conservation (DoC)**

In a physical activity context, DoC is focused on providing opportunities and facilities to cater for a wide range of outdoor recreational needs for visitors on the DoC estate.

### **3.1.6. Otago Regional Council (ORC)**

The ORC like most regional councils has had a focus on protection of the environment and management of natural resources. The ORC has greater self determination of its future role since the last revision of the Local Government Act. There is an opportunity for the ORC to become more involved in recreation planning and

provision. A significant resource under the control of the ORC are the flood banks which have been identified as potential walking routes or are currently in use such as the Blair-Athol Walkway.

### **3.1.7. Schools**

Schools have legislated responsibilities to deliver physical activity and physical education as part of the curriculum. In addition, most schools facilitate extensive extra-curricula sporting and outdoor recreation activity. The level of commitment to these activities and the facilities required to deliver them is determined by the governance and senior management of the school.

### **3.1.8. Clubs and Associations**

Clubs and associations receive support because of their charitable status, open membership and wide recognition of the social benefits through the constructive occupation they provide for members. Most are constrained by the capability and capacity of their volunteer leadership to deliver services to members.

### **3.1.9. Funding Organisations**

Funding organisations are very important stakeholders in any development such as the Physical Activity Strategy, as these are the organisations likely to be approached once the Strategy is confirmed and in place.

Community Trust of Otago and The Trusts Charitable Foundation are two examples of funding organisations the Legacy Group will need to develop close working relationships with.

Depending on the type of activity(ies) developed as a result of the Strategy, other funding partners may be identified through Ministry of Social Development, Department of Internal Affairs, Tindall Foundation, Ministry of Health, and others.

#### 4. Clutha Physical Activity Strategy - Outcomes, Goals and Actions

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This section defines the fit between the desired outcomes and goals of the community and the outcomes, goals and objectives of this strategy.<sup>5</sup> The outcome of the strategy will be physical activity contributing to several of the outcomes listed in the Clutha Community Plan<sup>6</sup> including:

- Outcome 1: Working towards a safer and healthier community
- Outcome 3: Making sure there's plenty to see and do
- Outcome 4: Creating a sustainable environment that's living up to our clean, green image
- Outcome 6: Strong, positive and enterprising communities

The main **goal** (or strategic aim) of the strategy is:

**Active and healthy communities in Clutha through more people, being more active, more often, life long.**

This strategy seeks to support collaboration and efficient provision of facilities and services within the District. It does not seek to override any existing community programmes, groups or initiatives, but does seek to support those initiatives that are likely to increase physical activity levels. Its prime focus is on services and local facilities provided by Council, clubs and schools, recognising that such provision best takes place in partnership with a wide range of community and government agencies.

Therefore the main **objective of this strategy** is:

**An average 1 percent annual increase in the levels of physical activity in the Clutha population, as measured by Sport and Recreation New Zealand.**

Progress against this objective will be measured by the Sport and Recreation New Zealand national physical activity monitor survey and supplemented by regular surveys of ratepayers undertaken by Clutha District Council and any relevant research by Public Health South or the Ministry of Health.

Note: Additional goals and objectives are identified in the strategy to address specific issues.

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<sup>5</sup> An outcome is a result that can be measured. It is the ultimate reason for action. Measurement may require the implementation of a variety of research programmes and it may be difficult to prove causal relationships between actions and outcomes. *However, there should be broad agreement about the validity of the outcome (while there may be disagreement about how to achieve it).*

A goal (sometimes known as a strategic aim) is something that we want to achieve in the future. It is consistent with the outcome but is more specific. In this case, we agree that we desire to have a healthier community for a variety of reasons (personal, social and economic). There are various ways to achieve this (banning smoking in bars is one, eating more fruit and vegetables is another). In this case our goal is to increase community health by encouraging increased levels of physical activity.

An objective is a specific measurable result expected within a particular time period, consistent with a goal. It is a clear "milepost" along the chosen path to the goal. Objectives are quantified and indicate time and agency responsibility.

<sup>6</sup> Outcomes drawn from [Mapping our Direction: Clutha District Council Long Term Council Community Plan 2006-2016](#)

#### 4.1. Health and Physical Activity

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**Goal: Residents enjoying fair access to active, healthy lifestyles.**

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 health risk factors such as obesity and reduce the predicted down-stream cost from lifestyle diseases such as Type II diabetes and cardiovascular disease.

Delivering access to physical activity that is fair to all in our communities is a challenging goal because it means finding ways for our most disadvantaged to participate in an active lifestyle. An implication of fair access is that for some of our most disabled an active lifestyle is not physically possible but for the vast majority some degree of active lifestyle is achievable. Often this will require new approaches and new ways of thinking by leaders and providers of opportunities. Therefore, development of greater awareness of inclusiveness issues and reducing barriers to participation need to be priorities of the Strategy.

The preferred strategy is promotion of effective policies and strategies through education and professional development of elected representatives, management, planners, coaches/instructors and administrators. Access to physical activity opportunities can be enhanced for all of the population if design of organisational systems (such as sport events and leagues) and design of facilities provide access for people with disabilities. Sport Otago hosts an advocate for inclusiveness for people with disabilities with the support of the Halberg Trust. This is a Sport Otago role primarily working with physical activity providers and implementing the No Exceptions strategy developed by SPARC<sup>7</sup>.

The commitment by clubs and other community based physical activity providers to the No-Exceptions Policy still appears to be ‘an exception to the rule’ within Clutha and the Strategy promotes disability access as a compulsory part of any facility or programme development that seeks funding from agencies such as Council or funding trusts.

A non-traditional role that health and social agencies seeking greater inclusiveness can play is in the area of advocating for change in the structures and delivery of sport to make it more inclusive and flexible and more ‘wellness outcome’ orientated. A critical element would be improved service by sport clubs and RSOs for people with disabilities or low incomes. Some form of meaningful incentive or reward for an adaptation that improves the inclusiveness is needed.

Mobility scooter users are increasing in numbers and will continue to increase with the ageing population. Their needs are not well met by current footpath and off-road tracks in the district.

It is essential that health and other agencies with an interest in promoting 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. In many cases, this will involve a change in delivery models for those involved. Therefore, effective joint planning and implementation at the Clutha District level is vital.

A part-time community activity coordinator in various guises was suggested during consultation in Lawrence, Milton and Owaka. This role could have a physical activity and nutrition focus as well as community development approach. This could be additional hours added to the Sportfit Coordinator position already operating at the Area School and hosted by the school but delivering for the wider community. The Coordinator could improve use of the local facilities. It would need a combination of funders

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<sup>7</sup> SPARC launched in May 2004 a revised “No Exceptions” policy see the appendix for fuller explanation

from health agencies, Active Communities Fund of SPARC, funding trust. A user pays component to programmes delivered by the Coordinator would also be needed to make the position sustainable. The position could possibly have a club administration role again mainly funded by user pays.

'Health agencies will have a vital role in delivery of the Mission On initiative. The Government has decided to focus on the first two (of ten) initiatives – Improving *nutrition within the school and early childhood environments* and *student health promotion*. Sport Otago will continue to expand the delivery of green prescriptions within the District'.

A principal role health agencies such as Primary Health Organisations (PHOs) can play is to effectively engage, influence and achieve change in General Practitioner attitudes and practices so that the physical activity option is always "top of mind" as both a prevention and treatment option for their patients. The newness of PHOs has provided an opportunity for a new approach to physical activity (and Green Prescriptions<sup>8</sup> in particular) as part of the health service offered. The Otago Southern Region PHO has already made significant commitment to increasing physical activity uptake through financial support for the Sport Clutha Coordinator position.

Green Prescriptions are an important element for the individual patient but are also potentially influential for the family and friends of the individual in reinforcing healthy lifestyles. An innovation that has been identified is to include an emphasis on daily life physical activity options such as walking to and from work, education and shopping for the individual patient and their family for mutual support. The PHO will be critical in the success of expanding green prescriptions uptake as a treatment option.

Another example of non-traditional roles that health can play is in the area of advocating for change in the structures and delivery of sport to make it more flexible and more 'wellness outcome' orientated. This might be achieved by broadening the current focus on injury prevention/minimisation to possibly some form of reward structure for an adaptation that improves the health benefits for the community.

Support from health agencies and Sport Otago for community participation events such as Splash 'n' Dash (triathlon) is an effective motivating tool as well as opportunity to introduce residents to an activity that requires regular preparatory training. These events need to have easy entry level as well as progression opportunities to place challenges in front of participants and enable them to find their own comfort level. A series of such events throughout the year provide personal challenges that help to maintain regular physical activity. They also enable healthy nutrition messages to be conveyed as part of the event preparation. A 'Blokes Triathlon' to complement the Splash 'n' Dash event has been developed elsewhere in New Zealand with great success. Support for low cost activities such as touch and summer soccer would also be appropriate.

Educating employers to modify work practices and environments to become activity friendly workplaces is an important means of providing opportunities for physical activity in the daily lives of employees and owners. SPARC has developed a programme to support employers and employees to modify their workplace.<sup>9</sup>

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<sup>8</sup> A Green Prescription (GRx) is a health professional's written advice to a patient to be physically active, as part of the patient's health management. Green Prescriptions are available nationwide, thanks to a partnership with general practitioner groups, and funding from SPARC and Pharmac. The programme encourages general practitioners and the community to work together. Key players are: general practitioners, practice nurses, patients, physical activity providers (such as clubs and fitness gyms), regional sports trusts (such as Sport Otago who co-ordinate SPARC's activity programmes), primary health organisations (such as Otago Southern PHO), district health boards, community groups.

<sup>9</sup> The **Activity-friendly Workplaces** scheme has been established to assist employers, human resource managers and anybody wanting to promote health and fitness programmes in the work environment. For more information [www.sparc.org.nz](http://www.sparc.org.nz)

<b>Objective(s)</b>	<ul style="list-style-type: none"> <li>▪ Otago District Health Board and the Public Health South work with existing networks to develop health related physical activity initiatives consistent with the Healthy Eating Healthy Action (HEHA) strategy and implementation plan</li> <li>▪ Develop awareness and commitment to adopt and implement inclusive approaches and reduce barriers in the provision of physical activity opportunities within clubs and groups as well as event and facility providers.</li> <li>▪ No Exceptions policy integrated into all relevant planning and funding allocation processes</li> </ul>
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<b>District Actions</b>	<b>Commence</b>	<b>Contributing Stakeholders</b>
1. Support delivery of the Mission On initiatives in Clutha as these evolve	Medium term	SPARC (lead) Sport Otago, Public Health South, Otago Southern Region PHO
2. Work with national and regional agencies to extend the Green Prescription programme in Clutha and ensure local providers are established in local communities in the district	Short term	Sport Otago (lead), Public Health South, Otago Southern Region PHO, accredited providers
3. Support development of a series of inclusive community events and seasonal programmes that are selected or developed because they are participation focused, low cost, promote regular physical activity and have an easy entry level with progression to higher levels of intensity and commitment.	Medium term	Sport Otago (lead), event organisers, sports such as soccer, touch, triathlon
4. Investigate feasibility of a community activity coordinator with a focus on physical activity and nutrition for each community where a Sportfit Coordinator position is already established at an area school or high school with priority for Lawrence, Milton and Owaka.	Medium term	Sport Otago (lead), Public Health South, Schools, Council (advocate role), funders
5. Advocate to elected representatives, management, planners, coaches/instructors and administrators for adoption of No Exceptions policy and practices in their organisations.	Short term	Sport Otago (lead)

#### 4.2. Sustaining volunteers and vibrant sport and recreation clubs

### Goal: Strong and sustainable sport and active recreation clubs contributing to community cohesion and identity

Clubs and their volunteers are important in maintaining and growing the levels of regular participation in sport and recreation. The support of sustainable club structures, recruitment and retention of volunteers and adaptation of clubs and activities to meet changing trends and demographics were identified as key needs. Supporting clubs means supporting volunteerism, which is very important in towns and smaller communities in the District. Ways of offering support include:

- Providing information about funding sources for activities and assisting with applications (at least once, to share the necessary skills).
- Introducing appropriate and stream-lined administrative systems (including ensuring incorporated societies maintain their legal obligations).
- Creating alliances between similarly-focused individuals and organisations.
- Providing new ideas and directions to clubs who lack strategic direction.
- Mediating the resolution of seemingly intractable problems.
- Ensuring realistic expectations are maintained.
- Recognising and acknowledging the value of volunteer input (affirmations and a pat on the back).

The establishment of the Sport Clutha Coordinator position has greatly increased the capacity to support volunteers and their organisations. There is an opportunity for short-term and intensive involvement of the Coordinator on a rolling basis with communities who want to improve how they organise and deliver sport and recreation.

A recurring theme from schools was the need for training of parents to be effective coaches and club coaches in the appropriate way they operate within a school environment and interact with the students. The Sport Clutha Coordinator was identified as the key actor in making this happen.

<b>Objective(s)</b>	Maintain vibrant club structures by encouraging: <ul style="list-style-type: none"><li>▪ Recruitment and retention of club volunteers</li><li>▪ Training volunteers to increase their capability and capacity to deliver</li><li>▪ Sustainability of clubs through improved management, promotion and succession planning</li><li>▪ Rationalisation and merging of clubs/activities where appropriate</li><li>▪ Adaptation of activity to meet changing demand</li></ul>
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District Actions	Commence	Contributing Stakeholders
6. Sport Otago (through the Sport Clutha Coordinator) to support willing clubs to help them create workable, sustainable and vibrant club management and administrative structures.	Medium term	Sport Otago (lead)
7. Sport Otago (through the Sport Clutha Coordinator) to support clubs and regional sports organisations (RSOs) to increase volunteer capability and capacity through recruitment and training programmes.	Short term	Sport Otago (lead), clubs and RSOs
8. Sport Clutha Coordinator facilitate twice yearly a forum for sport and recreation organisations (district assns, local clubs, Sport Otago) to address Clutha issues, to identify common factors between clubs that are under stress or declining and establish a 'best practice model' for Clutha implementation.	Short term	Sport Clutha (lead)
9. Council endorse the Sportville approach to 'struggling' sport and recreation clubs and, where appropriate, to related facilities.	Short term	Council

#### 4.3. Walking and cycling for transport and recreation

### Goal: Safer and diverse walking and cycling opportunities in Clutha for transport and recreation

Walking is the most accessible and inclusive physical activity option for life long participation. SPARC research shows that walking is the most popular active leisure undertaken away from the home. Walking is especially important as a physical activity option for older adults and complements sport which tends to have heavier participation in younger age groups. Walking is therefore given a high priority in the strategy.

Cycling is increasing in popularity as a recreational activity (particularly mountain biking) and is included with walking because it can share many of the off-road tracks and routes used for walking. However, some specialised bike routes are also needed to separate walkers and cyclists.

Stakeholders need to work together to plan and develop an effective network of paths and walking routes in the District that deliver safer walking opportunities for both daily-life transport and recreation needs. The current and planned network includes paths and routes within the Department of Conservation estate, on Clutha District Council reserves and Otago Regional Council land as well as across private land. Cooperation will be needed from private land owners to extend the network and create iconic tracks, trails and walkways in the District.

Policy and actions of need to be integrated with the Regional Land Transport Strategy for walking and cycling on the road network for promoting active transport options. Schools are a vital player in increasing walking and cycling to and from school and school travel planning needs to be encouraged for both physical activity and sustainable transport outcomes.

Maps are an important way to inform residents and visitors about walking cycling opportunities in the district. Development House in Balclutha is producing a walking map called 'Clutha & Coffees' and a map is being developed by the Lawrence Information Centre.

## Core Provision of Walking Facilities

This is a somewhat theoretical approach but it does provide a useful benchmark of what we need to aim for to achieve an efficient and sustainable provision. We do not have the opportunity to create a 'green field' development rather we will need to gradually retrofit when and where opportunities present themselves. This will be a long term process of incremental change. A suggested core provision for walking could include:

- A floodlit paved footpath of 1,200m if a single straight length or a smaller length if a loop or circuit<sup>10</sup>
- An unpaved off road walking track for long walks could also be specified

<b>Objective(s)</b>	<ul style="list-style-type: none"> <li>▪ An effective and diverse network of walking and cycle paths and routes are accessible across the Clutha District.</li> <li>▪ Planning for walking and cycling opportunities is embedded within land transport planning processes in the District.</li> </ul>
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District Actions	Commence	Contributing Stakeholders
10. Ensure the Regional Land Transport Strategy maximises opportunities for safer walking and cycling on the road network in the District.	Short term	Council (lead) Council, Transit NZ, ORC,
11. Key Council staff undertake training to increase understanding of walking and cycling needs, audit processes and provision of appropriate facilities in the District	Short term	Council (lead)
12. School travel plans are developed to facilitate more walking and cycling by students with priority for schools in the main towns with walkable distances from home to school	Medium term	Schools (lead), Principal's Association, NZ Police, Sport Clutha, Council, Transit NZ
13. Identify a designated route for exercise walking in each community and concentrate development on these routes (as core provision for walking).	Medium term	Sport Clutha (lead), Council
14. Adopt DoC access grading system for application to tracks and walkways and formats for signs, maps and published material displaying information on track networks and implement changes in replacement and renewal programme	Medium term	Council (lead), DoC
15. Collaboration between health agencies, Sport Clutha utilising Sport Otago's Halberg Trust Sport Opportunity Advisor, Council, seniors groups and disability groups to ensure specific needs of people with disabilities are met within the network of roads, footpaths, trails, tracks and walkways.	Short term	Sport Otago (lead), Council, Public Health South, Otago Southern Region PHO, Probus clubs,

<sup>10</sup> Walking at 80m per minute (average speed of a walker) for 30 minutes (the recommended daily exercise time) requires 2,400m linear distance or 1,200m out and back if a single length of footpath, if a circuit of a block the linear distance of actual footpath could be much reduced but the enjoyment factor would also decline from repeated circuits

#### 4.4. Education and Physical Activity

### Goal: Active lifestyles fostered in education

Schools and early childhood centres are a critical provider of facilities and skilled people within Clutha District. They will be supported by the recently announced Mission On initiative being supported by education and health agencies and SPARC at the national level and their agents at the regional level.<sup>11</sup> School and early childhood centres are a critical element in this strategy because they help to set life long patterns of physical activity and teach skills essential for participation in recreation and sport pursuits.

The pre-school age is now being supported with the Active Movement programme supported in Clutha by Sport Otago.<sup>12</sup> The Active movement programme is meeting a critical need for effective advisory support for educators, parents and caregivers to improve the opportunities for physical activity for pre-schoolers.

There is a need for improved delivery of regular and frequent physical activity opportunities in primary schools and effective support and training for teachers and parent volunteers. Clutha Valley Primary School is funding a part time coordinator to organise and manage recreation and sport activities and support teachers with their physical education and quality physical activity programmes.

Sportfit Coordinators are in place in Area Schools, South Otago High School and Tokomariro High School and are making a major difference to activity levels of students.<sup>13</sup> The Sport Coordinators have also found that parents when approached on one-to-one basis and once given some support and training are more confident at leading sport activities. SPARC funding of secondary school Sportfit coordinators has been increased and the role broadened to include provision of physical activity for all students in the school. Some concern was encountered regarding retention of coordinators and provision of in-service training. Another concern that managing the transitions between school and community based sport for students needs to occur at the local level and be supported by the Coordinators.

<b>Objective(s)</b>	<ul style="list-style-type: none"><li>▪ An effective delivery of physical activity, physical education and sport opportunities in early childhood centres, primary and secondary schools.</li><li>▪ Promote daily quality physical activity in early childhood 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 primary schools.</li><li>▪ Maintain Sportfit Coordinator positions in secondary and area schools</li></ul>
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<sup>11</sup> Mission-On is a broad-based package of initiatives to give young New Zealanders and their families the tools to improve their nutrition and increase physical activity. It is aimed at children and young people from birth to 24 years. Mission-On builds on the existing cross-government programmes within schools, early childhood education services, and communities around New Zealand. For more information go to [www.sparc.org.nz](http://www.sparc.org.nz)

<sup>12</sup> Active movement is important for the healthy development of a child's brain - young children learn from movement and being physically active. Active movement also discourages health problems such as diabetes and obesity, and helps build tomorrow's athletes. The Active Movement programme gives parents, caregivers and early childhood teachers and leaders resources and ideas they can use to get infants, toddlers or young children active. For more information [www.sparc.org.nz](http://www.sparc.org.nz)

<sup>13</sup> The Sportfit programme encourages 13 to 18 year olds to be physically active throughout their lives. SPARC invests in more than 400 sport and physical activity coordinators including secondary and area schools in Clutha. For more information [www.sparc.org.nz](http://www.sparc.org.nz)

District Actions	Commence	Contributing Stakeholders
16. Deliver the Active Movement programme promoting physical activity for the early childhood age group.	Short term	Sport Clutha (lead), early childhood centres
17. Identify and gain support from relevant education, funding and health agencies in the district for the physical activity coordinator concept in primary schools as part of the Mission On initiative.	Medium term	Primary School Principals Association (lead), Sport Otago, Public Health South, Otago Southern Region PHO, funders
18. Develop the capability of schools and early childhood centres (and their communities) to provide quality physical activity opportunities to young people via the Mission On , Active Movement , Active Schools and Sportfit programmes	Short term	Sport Otago (lead), Sportfit Regional Sports Director, Public Health South

#### 4.5. Facility and Open Space Planning and Provision

### Goal: A sustainable network of sport and recreation facilities and open spaces

The Clutha District is superbly endowed with outdoor opportunities from river walks, urban parks, tracks and trails and extensive forest and bush areas. 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. Using local natural advantages like great forests, rivers, beaches and surf for school and community activities has high merit rather than trying to duplicate specialised and expensive sports facilities across the district.

Clutha is also generally well endowed with sports facilities, swimming pools, courts and fields and sustaining these assets in good condition is the major issue facing the community in the district. There is a well developed network of facilities and parks. However, there is an apparent imbalance in provision characterised in feedback that:

- Many of the facilities are under utilised due to a decline in participants in the particular activity
- Many clubs are struggling to maintain their facilities with their current income
- An oversupply of clubroom type facilities
- A shortage of heated indoor swimming pools and those with heating systems are often ineffective
- Lack of a multi-court indoor facility in the district for netball and basketball
- The lack of an artificial hockey surface in the district (a training surface is about to be developed on the three old courts at SOHS)
- The lack of a dedicated gymnastics facility in the district

A significant number of residents travel to facilities in Dunedin or Gore to get access to specialised facilities, higher level coaching, and/or suitable competition that often is available at these facilities.

Some communities have established sport hubs based on a major facility such as Lawrence (Simpson Park) immediately adjacent to the school. However, others have multiple clubroom and other facilities on a hub park such as Balclutha Showgrounds or fragmented provision on several sites such as Balclutha, Clinton or Milton.

School facilities are critical facility providers in most communities in the district. There are several examples of school-community partnerships but with mixed feedback as to the success of the arrangements. Some of the issues appear to arise from lack of clarity in the wider community regarding the original agreements or the lack of a durable agreement after the original personnel involved in the development have exited the governance and management of the partner organisations. However, there was general support for the concept of dual provision (that is jointly owned and managed) as an effective way to optimise use of a facility and/or to develop larger or higher quality facilities.

There is a need for a long term approach to gradually consolidate facilities to reduce duplication in provision and to achieve benefits from economies of scale and greater occupancy from shared use, particularly of clubroom facilities. This consolidation will only occur where there is an awareness of the benefits and a willingness or need to take action.

Support for development of an indoor sports facility in Balclutha was found in most parts of the district which see Balclutha as the hub for their sport activity. Other parts of the district were muted in their support but saw merit in the concept as they used facilities in Gore and Dunedin as much or more than facilities in Balclutha. South Otago Netball are planning to renew the surface of their outdoor courts but have delayed this project until the viability of indoor sports is determined.

Fewer schools have pools now and this is reducing the amount of pool time that students are getting to learn and practice their swimming skills because of increased travel time and costs. Heating the existing pools would increase the season length and the pool time per student. Heated pools would also enhance community use during the summer holiday break but would also increase operating costs. Several schools are seeking advice on heating options for their pools and a coordinated approach to providing expert advice on heating would be cost effective.

### **Core Provision of Sport Facilities**

This is a somewhat theoretical approach but it does provide a useful benchmark of what we need to aim for to achieve an efficient and sustainable provision. We do not have the opportunity to create a 'green field' development rather we will need to gradually retrofit when and where opportunities present themselves. This will be a long term process of incremental change. It is recognised that in some situations the distribution and size of land holdings will not permit consolidation on one site but it may mean that some consolidation is possible.

A suggested core provision for sport facilities in towns with an area school or high school could include:

- A floodlit grass sports field (preferably two) for use by rugby, soccer and cricket,
- A floodlit hard court for tennis, netball, basketball (preferably covered to provide all weather and year round use)
- A heated and covered swimming seasonal pool suitable for teaching learn-to-swim programmes.

- Preferably these should all be at one location and co-located adjacent to or as part of a school to maximise use during the day and maximise efficiency for school use.
- Preferably a single social facility/ clubroom should service this cluster of facilities

Milton with Tokomariro High School, Taylor Park and Showgrounds is the closest a major town comes to achieving the standard. Lawrence with the co-location of the Area School and Simpson Park is the closest a smaller town comes to the standard.

## **Planning Principles**

A 'principles-based' planning approach is proposed to guide the assessment, consideration and decision-making process for facility developments. The principles reflect the trends that are impacting on the provision of community facilities in New Zealand, within Clutha District, and the surrounding region. As these are 'trend-based' principles, they will need to be regularly reviewed to maintain relevance in a changing planning environment. However, they represent a 'common sense' approach to facility provision.

In summary, the principles are:

Principle 1: Co-location and shared facilities replacing dispersed and duplicated provision

Principle 2: Partnering to maximise community benefits

Principle 4: Rationalisation of supply of facilities

Principle 5: Improved communication and co-ordination

Principle 6: Redevelopment of compromise facilities to improve functional performance

Principle 7: Fair allocation of capital, based on historical support from funders

Principle 8: Response to local community values

See the appendix for explanatory notes on these principles.

## **Roles for Council**

In providing community facilities and open space Councils may adopt one or several different roles for each facility project. Consideration of these roles becomes important when determining the type and the level of support of facility developments Council may choose to offer.

- Statutory body
- Planner
- Provider and Asset Manager.

- Supporter
- Co-ordinator of opportunities
- Catalyst
- Advocate

See the appendix for explanatory notes on these roles.

<b>Objective(s)</b>	<ul style="list-style-type: none"> <li>▪ Using the planning principles and assessment process when addressing unmet facility demands and development proposals</li> <li>▪ Using the planning principles to identify facilities for retention as hub facilities</li> <li>▪ Opportunities for residents of Clutha to experience high quality open space resources and experiences within their local community and in the district are maximised and investment in infrastructure development and promotion are co-ordinated.</li> <li>▪ Networks are developed of readily accessible and well promoted and sign posted open-spaces providing a range of outdoor recreation opportunities.</li> </ul>
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The actions in the table below relate to a facility issue with relevance to the entire District.

Issue	Consultation summary	Recommended action	Commence	Contributing Stakeholders
<b>Covered multi-court district level facility for indoor sport and informal recreation</b>	<p>Consultation has confirmed the need for covered multi-court facility suitable for netball and basketball. Netball in particular wants to have as much as possible of the play and training activity on covered courts. School age students consulted in Balclutha identified the lack of an indoor facility that is available for informal 'pick up' games as well as formal sport leagues as their most pressing need. The Centennial Swimming pool does provide an indoor recreation option but a 'dry' opportunity is wanted because it is more flexible and can be used for popular activities such as 3-on-3 basketball or shooting hoops.</p> <p>Most facilities suitable for indoor sports in Balclutha are perceived to be heavily booked or lack personnel to supervise informal recreation use. However, the peak times identified by students were Fridays from after school into the evening plus Saturday and Sunday afternoons. Some facilities may have capacity at these times.</p> <p>The facility needs to be well located. The SOHS site by the existing community recreation centre was identified</p>	<p>19. Recreation Centre Steering Committee proceed with a full feasibility study for an indoor facility in Balclutha to provide for informal recreation as well as sport.</p> <p>20. Subject to approval to proceed based on the feasibility study and funder commitments develop the covered courts</p>	<p>Short term</p> <p>Medium to long term</p>	<p>Recreation Centre Steering Committee (lead), schools (in particular SOHS), sport and recreation clubs/organisations, Council, Sport Otago</p> <p>Recreation Centre Steering Committee (lead), schools (in particular SOHS), sport and recreation clubs/organisations, Council, Sport Clutha, funders</p>

Issue	Consultation summary	Recommended action	Commence	Contributing Stakeholders
	<p>as a good option because it is accessible direct from two of the largest schools and most Balclutha residents living within walking distance do not have to cross the State Highway to get to the site.</p> <p>The alternative Showgrounds and Centennial sites are in the flood plain area whereas the SOHS site is elevated.</p>			
<b>Effective heating of swimming pools</b>	<p>There appear to be several swimming pools with heating systems that are ineffective in delivering reasonable length swimming seasons. These pools appear to use solar heating which is a problem with extended periods of cloudy weather. Technology advances may offer an effective alternative to current heating systems.</p> <p>Obtaining expert advice on the best heating solutions from specialist swimming pool engineer for a group of pools would be an efficient and worthwhile process. A selection of swimming pools will need to be made to make the project affordable for implementation of remedial works.</p>	<p>21. Pool Committees seek funding support for obtaining expert advice on the best heating solutions from specialist swimming pool engineer for a selected group of pools that would return the greatest benefit to the district population.</p>	<p>Short term</p>	<p>Swimming Pool Committees/Schools (lead), Council (coordinator), funders</p>
<b>Provision of land for sport and active recreation is reviewed through the Clutha District Reserves Strategy</b>	<p>Council developed a Reserves Strategy in 2003 and has completed a series of reserve management plans for individual Council reserves. Changes in recreation and sport participation patterns encountered during consultation and research for the Physical Activity Strategy means that some reserves and sports fields may need to convert to a new use to better meet current and likely future community needs. This should be undertaken as part of the next review of Reserves Strategy would focus on how much land is needed for sport and active recreation for the district and for each community in the district.</p>	<p>22. Council review the Reserves Strategy using the Physical Activity Strategy and data as a resource</p>	<p>Medium term</p>	<p>Council (lead), wide range of stakeholders</p>

#### 4.6. Communication and Monitoring

**Goal: An informed, up-to-date and physical activity aware community and leadership, implementing a responsive Strategy**

A coordinated approach to the promotion of physical activity is needed including integration with national promotion initiatives and the provision of information on opportunities through the Internet and at key sites. Use existing communication services and emerging technology to regularly disseminate information efficiently and effectively on physical activity opportunities in local communities.

Feedback indicates that:

- School and community newsletters are well read in Clutha communities and are a highly effective method of communicating about events and programmes.
- Notice boards at the information centre, supermarkets and at The Warehouse were suggested as the best locations in Balclutha.
- School-age students identified word of mouth (some via text messaging for those with mobile reception) as the most common information source for things to do. However, none could identify an organised recreation or sport club or event using text technology to communicate with them.
- Probus is strong in Balclutha and could be a conduit to communicate with older adults about physical activity and possibly for recruitment of volunteers to support initiatives.

There is a need to take a ‘whole of District approach’ to make sure that the key stakeholders are working in a cohesive manner to implement the strategy goals and objectives through coordinated action. A legacy group will be formed comprising key stakeholders to guide implementation as well as review and renew the strategy. The intent is for reviews of the strategy to be synchronised with the Long Term Council Community Plan.

<b>Objective(s)</b>	<ul style="list-style-type: none"> <li>▪ A coordinated communications plan is developed and implemented by the legacy group to promote uptake of physical activity.</li> <li>▪ A legacy group is formed to guide the implementation, monitor progress and review of the Clutha Physical Activity Strategy</li> </ul>
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<b>District Actions</b>	<b>Commence</b>	<b>Contributing Stakeholders</b>
23. Develop a communications plan to facilitate uptake of physical activity including: <ul style="list-style-type: none"> <li>▪ Support and enhance a database to encompass all known active recreation and sport activities and organisations across Clutha</li> <li>▪ Use local school and community newsletters to regularly target communities with specific messages about events and programmes as well as the benefits of physical activity.</li> <li>▪ Investigate use of mobile text and internet technology to regularly target young people with specific messages about events and programmes targeted at their age group as well as the benefits of physical activity.</li> <li>▪ Use consistent messages regarding physical activity when communicating with organisations and residents and coordinate with national campaigns such as Push Play</li> <li>▪ Develop a common format for signs, maps and published material displaying information on physical activity opportunities</li> <li>▪ Promote understanding of what is ‘reasonable risk’ to facilitate active lifestyle and outdoor recreation activities</li> </ul>	Short term	Legacy Group (lead), Council, Sport Otago, Public Health South
24. Stakeholders establish a legacy group to meet at least annually to monitor and guide implementation of the strategy and the review and renewal of the strategy.	Short term	Steering Group (lead)
25. Review and renewal of the Clutha Physical Activity Strategy is synchronised with the Long Term Council Community Plan timetable.	Medium term	Legacy Group (lead)



## 5. APPENDICES:

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Separate documents that support the Strategy include:

- Appendices outlining local issues encountered during consultation within individual communities in the District and suggested actions to address these issues. These actions will only progress with significant local leadership and community support.
- An appendix providing explanation of the planning principles suggested for addressing facility issues.
- An appendix providing explanatory notes regarding the range of roles that Council can adopt regarding facility provision.
- Appendices with background data assembled as part of the investigation to develop the Strategy.

**The following appendices outline local issues encountered during consultation within individual communities in the District, and has suggested actions to address these issues. These actions will only progress with significant local leadership and community support. These appendices are separate Adobe PDF documents, available on request, or can be downloaded from the Council website.**

5.1. Greater Balclutha area (includes Stirling and Kaitangata)

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5.2. Greater Lawrence area (includes Tuapeka and Waitahuna)

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5.3. Greater Milton area (includes Tokoiti and Waihola)

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5.4. Greater Catlins area (includes Kaka Point)

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5.5. Rural South Otago area (includes Clinton and Waipahi)

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5.6. West Otago area (includes Tapanui and Heriot)

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**The following appendices are a separate Adobe PDF document available on request, or can be downloaded from the Council website.**

5.7. Planning Principles

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5.8. Roles for Council

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5.9. SPARC “No Exceptions” Policy

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5.10. SPARC Push Play Facts for Otago Southland Region

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5.11. Demographic profile

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## 5.12. Literature Review

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## 5.13. Questionnaire Responses from Clubs, Schools and Residents

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## 5.14. Consultation meeting notes

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## 5.15. Clutha District Facility Inventory

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The inventory holds all of the data on recreation and sport facilities collected from schools, clubs and through site visits. This data is held in a separate Excel document available on request or can be downloaded from the Council website.

## 5.16. Consultation Meetings and Workshop Timetable

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The timetable that show who the consultant met with accompanied by the Sport Clutha Coordinator is a separate Adobe PDF document available on request or can be downloaded from the Council website.

### Key stakeholder interviews were undertaken in Stage 1

Council staff interviews were held both as an information-gathering exercise and as a verification tool. A series of six key stakeholder interviews (external to Council) were completed to ensure the stage 2 consultation net was cast effectively and key stakeholders had buy-in from an early stage of the project. Key issues to be addressed within the plan were also identified.

In stage two of the consultation programme, a total of 24 meetings were held in October 2006. The programme included:

- 3 focus groups with students in Lawrence and Catlins Area Schools and South Otago High School
- 4 focus groups were held with service clubs and staff from workplaces in Balclutha, Clinton, Clutha Valley, Stirling, Lawrence and Milton
- 5 community meetings in Balclutha, Clinton, Milton, Owaka and Waihola
- 4 sector meetings were held with sport associations, recreation, walking and cycling, health and social services
- 8 stakeholder meetings such as school principals