

PHYSICAL ACTIVITY STRATEGY 2008

MARLBOROUGH DISTRICT, NZ





*Keeping you **ahead** of the game* TM

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EXECUTIVE SUMMARY

Background

In 2006, a Regional Physical Activity Strategy was completed for the Top of the South (encompassing Buller, Tasman, Nelson, Marlborough and Kaikoura territorial authorities). Among the priority actions identified in that strategy was the development of district-level activity strategies.

Marlborough District Council, in collaboration with its community partners (including the Nelson Marlborough District Health Board, Tasman Regional Sports Trust, Poumanawa Oranga Ō Te Tau Ihu, Maataa Waka and Kimi Hauora Wairau) share a range of motivating interests in developing and implementing this physical activity strategy. These include, but are not limited to, achieving better health outcomes for the community, strengthening families and maximising the return on community-owned infrastructure.

The aim of this project is to develop a strategy and implementation plan for the Marlborough community that clearly identifies measurable strategic aims for the most effective and efficient delivery of physical activity, maximising uptake by the Marlborough community over the next three to five years.

Methodology and Key Findings

A number of research activities were undertaken prior to developing the strategy. These included a review of existing policies and strategies that impact on physical activity in Marlborough, focus groups with members of the community, a survey of Marlborough residents aged 16 years and older and a survey of regional sports organisations and recreation groups.

Sport and Recreation New Zealand (SPARC) defines regular physical activity as “doing at least 15 minutes of vigorous activity (makes you huff and puff) or a total of 30 minutes or more of moderate activity (causes a slight but noticeable increase in breathing and heart rate) each day for 5 or more days per week”. In 2003, SPARC (in conjunction with the New Zealand Cancer Society) found that 45% of New Zealanders aged 16 years or older were regularly physically active, and their current goal is to have 70% of New Zealanders being regularly physically active.

Generally speaking, Marlborough residents are relatively active, with around three quarters of all respondents (76%) indicating that they are regularly physically active according to SPARC’s guideline. The following table illustrates physical activity levels of different age groups. Note that data for the 16-24 age group are not provided separately due to the low number of responses from this group; they are, however, included in ‘All Respondents’.

Age Group	Undertook 2.5 hours or more of physical activity in the 7 days prior to survey period	Extent to which Marlborough Residents are ‘Regularly Physically Active’	
		Regularly physically active according to SPARC’s guidelines	Thinking of becoming regularly physically active or would like to be more active
25-44 years	94.1%	80.3%	17.6%
45-64 years	91.5%	73.5%	22.3%
65 years & older	87.5%	75.0%	12.5%
All Respondents	91.0%	75.6%	19.0%

Key Issues

Although the majority of residents are regularly physically active, a number of issues arose from the research. The key issues are summarised below:

- **Demographic Changes:**
 - The proportion of Marlborough residents aged 65 years and older are projected to increase to 22% of the population by 2016, and 29% by 2026.
 - A growing number of migrants, particularly from South America, Eastern Europe and Asia, who are employed as seasonal workers on vineyards.
- **Inadequate Facilities:**
 - Lack of adequate swimming pools – e.g. Blenheim Pool is too small; an indoor heated pool is needed in Picton; school pools and other community pools are at risk of closing down due to increasing maintenance costs.
 - Gym fees and membership costs are too expensive.
 - Lack of cycle lanes on roads; some walking and cycling tracks need improving; more walking and cycling tracks are desired; lack of information about tracks.
- **Travel Distances & Costs:** many people have to travel a fair distance to some facilities and sports competitions, particularly where facilities such as gyms and indoor swimming pools are only available in Blenheim.
- **Lack of Time:** lack of time due to work commitments and family responsibilities are key barriers to participation for many residents, in particular, the 25-44 age group.
- **Lack of Information:** lack of information about recreational facilities, programmes and services available within the Marlborough district. There is also a lack of knowledge about who to contact regarding sporting activities.
- **Fragmentation Within the Sporting Industry:** growing fragmentation among sports clubs and recreational groups within the region. A number of issues are seen to contribute to or impact on this: increasing difficulties with recruiting and retaining volunteers and coaches; lack of planning procedures such as strategic planning, recruitment planning, succession planning, etc; and decreasing membership or participant numbers, particularly from the younger age groups.

Physical Activity Strategy and Implementation Plan

The vision of this Physical Activity Strategy is:

Marlborough residents are active, happy and healthy by being more active, more often, lifelong.

The overarching outcome for this Strategy is:

The health and wellbeing of Marlborough residents are improved through active lifestyles.

The main objective of this Strategy is:

An average 1% annual increase in the proportion of Marlborough residents who are sufficiently physically active for health and lifestyle benefits, i.e. who undertake at least 15 minutes of vigorous activity or a total of 30 minutes or more of moderate activity each day for 5 or more days per week.

The diagram below illustrates the key aspects and goals of this Physical Activity Strategy.



1.0 INTRODUCTION

Physical activity is defined as:

“Movement required on a daily basis to sustain health. Physical activity opportunities include, among other things, sport, active recreation, physical education, fitness activities, active transport and play”.

Physical activity has five dimensions:

- **Context:** the descriptive category of physical activity, e.g. sport, physical recreation, physical education, active transport, exercise, fitness activities, play
- **Type:** the mode of physical activity, e.g. aerobic activity or resistance activity
- **Frequency:** how often a person is physically active, e.g. daily
- **Intensity:** the level of exertion, e.g. light, moderate, vigorous
- **Duration:** how long the activity lasts, e.g. 30 minutes

The Ministry of Health’s “Healthy Eating – Healthy Action” background document¹ outlined that, in New Zealand, physical activity is important for reducing the risk of cardiovascular disease (40% of all deaths), some cancers (especially colorectal and breast), type 2 diabetes, obesity, osteoarthritis and osteoporosis, depression and falls in older people. In general, physical activity improves glucose metabolism, reduces body fat and lowers blood pressure. In addition, evidence suggests that recent ongoing participation in physical activity, rather than activity performed in the past, is required for reduction in the risk of ischaemic heart disease.

According to the Ministry of Health², physical inactivity is second only to smoking as a modifiable risk factor for poor health and is associated with 8% of all deaths. Physical inactivity is estimated to account for over 2600 deaths per year in New Zealand, and a 10% increase in physical activity participation could result in 600 fewer deaths per year.

Other benefits of physical activity include³:

- Improved cognitive and educational performance of school students as well as aiding in physiological, skill and social development.
- Strengthened social ties and networks within communities.
- Socialisation of individuals, which helps to reduce crime including youth offending.
- National pride and national identity.
- Economic benefits, e.g. there were 41,000 jobs in the sector in 1999, an increase of 8.1% from 1996; the direct contribution of international tourists to New Zealand to take part in sport and physical leisure activities was \$120m in 1999; more than 500,000 people volunteer their time to sports clubs and organisations which is worth up to \$1.9b per annum.

Sport and Recreation New Zealand (SPARC) has identified a need to improve levels of physical activity throughout the nation, and in doing so, it has called for more effective regional co-ordination in the planning and provision of physical activity and sport across regions to bring the issues into focus, reduce fragmentation of effort, leverage skills, grow leadership capability and better utilise resources. SPARC is, therefore, investing in communities to improve physical activity levels.

¹ “Healthy Eating – Healthy Action: A Background”, Ministry of Health, 2003

² “Taking the Pulse: The 1996/1997 NZ Health Survey”, Ministry of Health, 1999

³ SPARC Facts 1997-2001

1.1 Purpose of this Report

In 2006, a Regional Physical Activity Strategy was completed for the Top of the South (encompassing Buller, Tasman, Nelson, Marlborough and Kaikoura territorial authorities). Among the priority actions identified in that strategy was the development of district-level activity strategies.

Marlborough District Council, in collaboration with its community partners (including the Nelson Marlborough District Health Board, Tasman Regional Sports Trust, Poumanawa Oranga Ō Te Tau Ihu, Maataa Waka and Kimi Hauora Wairau) share a range of motivating interests in developing and implementing this physical activity strategy. These include, but are not limited to, achieving better health outcomes for the community, strengthening families and maximising the return on community-owned infrastructure.

The aim of this project is to develop a strategy and implementation plan for the Marlborough community that clearly identifies measurable strategic aims for the most effective and efficient delivery of physical activity, maximising uptake by the Marlborough community over the next three to five years.

The objectives of the project are to:

- Assess the current provision of physical activity within the Marlborough community.
- Identify issues impacting on the uptake of physical activity within the Marlborough community.
- Consider individual district provision issues in the context of the actions envisaged in the Regional Physical Activity Strategy.
- Develop a strategy for the Marlborough community that clearly identifies strategic aims for the most effective and efficient delivery of physical activity, maximising uptake by the community, and optimising the use of available resources.
- Develop a co-ordinated and coherent implementation plan, which clearly identifies stakeholder actions, responsibilities and outputs.
- Provide a strategic framework upon which councils may seek SPARC Active Communities investment.
- Clearly highlight the potential links between physical activity and community wellbeing (including links to Marlborough District Council's Long-Term Council Community Plan and the PHO's Health Promotion Plan).
- Enhance relationships and co-ordination between all stakeholders in physical activity in the Marlborough community.

1.2 Methodology

In developing this Physical Activity Strategy and Implementation Plan, a number of research activities were undertaken:

1. **Review of Evidence:** a review of relevant research documents, plans, policies and strategies from various local, regional and national organisations was undertaken to obtain an overview of physical activity and the factors that impact on it as it relates to both Marlborough and New Zealand as a nation.
2. **Focus Groups:** seven focus groups, consisting of 6-7 community members per group, were undertaken around the Marlborough district on 18th and 19th July 2007. One focus

group was held in Seddon, one in Picton, one in Havelock, one in Renwick and three in Blenheim (including specific groups representing sports clubs, schools and early childhood providers as well as general community members).

While the seven focus groups were conducted by Impact Consulting Ltd, two additional focus groups were subsequently conducted by Marlborough District Council: one group represented youth, the other group represented senior citizens.

A summary of focus group feedback can be found in Appendix A.

3. **Self-Administered Resident Questionnaire:** a 4-page questionnaire was distributed to a sample of 1000 households around Marlborough. A random sample was selected from Marlborough District Council's database of households within the region, and the questionnaire was to be completed by the person in each household who had the next birthday and was 16 years of age or older. Entry into a prize draw to win a \$200 gift voucher from Stirling Sports (formerly Blenheim Sports World) was offered as an incentive. Questionnaires were posted to households on 3rd August 2007 and respondents were asked to return their completed forms by 24th August.

240 valid questionnaires were returned, giving an overall response rate of 24%. Of these responses, 3% were obtained from the 16-24 age group, 23% from the 25-44 age group, 53% from the 45-64 age group and 22% from the 65+ age group.

4. **Self-Administered Sports Group Questionnaire:** a 2-page questionnaire was distributed to all 89 regional sports organisations / sports associations and recreation groups on Sport Marlborough's database. Entry into a prize draw to win a \$100 gift voucher from Stirling Sports (formerly Blenheim Sports World) was offered as an incentive.

32 valid questionnaires were returned, giving an overall response rate of 36%. Of these responses, 75% were obtained from regional sports organisations / sports associations, 16% from recreational groups and 9% from other types of organisations.

Chapter 3 outlines the results from both the resident survey and the sports group survey. A breakdown of results for each age group from the resident survey are provided, with the exception of the 16-24 age group due to the low response rate.

Appendix B summarises the demographic characteristics of respondents.

2.0 REVIEW OF EVIDENCE

2.1 National Policies

2.1.1 Sport and Recreation New Zealand (SPARC)

SPARC was established in January 2003, following the recommendation of a Ministerial Taskforce on Sport, Fitness and Leisure that a new entity be established to provide clear direction in shaping sport and recreation policy, providing increased levels of funding and leading change in sport and physical recreation. SPARC's vision for New Zealand is:

- To be the most active nation.
- To be winning consistently in events that matter to New Zealand.
- By having the most effective sport and physical recreation systems.

SPARC would like to see all sport and physical recreation organisations operating effectively, individually and collectively, as part of a sport and physical recreation system that achieves outcomes that matter to all New Zealanders. A high level of integration across the recreation sector and a shared understanding of the role of sport and physical recreation organisations in providing for New Zealanders are necessary ingredients to achieving this vision.

SPARC's aim nationally is to get 'more people, more active, more often'. Its underlying objective is to increase the proportion of the population who:

- Do at least 30 minutes of moderate intensity activity or 15 minutes of vigorous activity on 5 or more days per week (regular physical activity, which is considered more beneficial to health),
or
- Undertake a total minimum of 2.5 hours per week of moderate intensity physical activity

SPARC is involved in the following activities:

- Investing in organisations that get great outcomes.
- Partnering with national sport organisations (NSOs), national recreation organisations (NROs), regional sports trusts (RSTs) and many other organisations that have the capability to get people and programmes moving in their areas.
- Providing specialist services and programmes for critical areas across the sector. These include CoachCorp, Business Improvement, and facilities for elite athletes and coaches.
- Developing effective programmes, which are then made available for many different organisations in the education, health and recreation sectors to use and implement. These include Push Play, Green Prescription, He Oranga Poutama and a series of programmes for children and schools, e.g. Active Movement, Active Schools and Mission-On.
- Representing the sector to government in policy formation.
- Providing a research base for the sector, e.g. Obstacles to Action research.

2.1.2 Healthy Eating – Healthy Action Strategy Ministry of Health, 2003

The “Healthy Eating – Healthy Action: Oranga Kai – O ranga Pumau” strategy (HEHA Strategy, 2003) provides an integrated policy framework to bring about changes in the environment in which New Zealanders live, work and play as this relates to nutrition, physical activity and obesity.

The key population health messages, relating to physical activity, that underpin the Strategy and Implementation Plan include:

- Be active every day for at least 30 minutes in as many ways as possible – this should be of moderate intensity, such as brisk walking that makes you breathe somewhat harder than usual.
- Add some vigorous exercise for extra benefit and fitness.
- Aim to maintain a healthy weight throughout life.
- Promote and foster the development of environments that support healthy lifestyles.

The 3 overarching goals of the Strategy reflect the priority population health objectives of the New Zealand Health Strategy: (1). Improve nutrition; (2). Increase physical activity; (3). Reduce obesity.

The approaches to action are to:

- Build healthy public policy
- Create supportive environments
- Strengthen community action
- Develop personal skills
- Reorient services and programmes
- Monitor, research and evaluate

The HEHA Strategy also suggests that encouraging and supporting New Zealanders to be more active requires commitment from key sectors, including recreation, sport, education, transport, environment, health and media. Settings include preschool, kohanga reo/language nests, schools, tertiary institutions, marae, churches, homes, workplaces, public facilities, and the physical environment, including parks, roads, footpaths, gyms, other physical activity facilities, cycleways and communities.

2.1.3 Health and Physical Education in the New Zealand Curriculum Ministry of Education, 1999

The health and wellbeing of students affect their academic achievement, and students' attitudes, values and behaviour affect the people around them. The school curriculum aims to teach students the knowledge, skills, attitudes and values to enjoy a healthy lifestyle and to contribute actively to their own wellbeing as well as the wellbeing of other people and the wellbeing of their communities. They will take increasing responsibility for their own health, they will develop skills to enhance relationships with other people, and they will participate in creating healthy communities by taking responsible and critical action.

The aims of the Curriculum are for students to:

- Develop the knowledge, understandings, skills and attitudes needed to maintain and enhance personal health and physical development.
 - Focuses on personal health and physical development, and understanding personal identity and self-worth. To develop knowledge, understandings, skills and attitudes to meet their health and physical activity needs now and in the future. To learn about influences on their wellbeing and develop self-management skills that enhance health.
- Develop motor skills through movement, acquire knowledge and understandings about movement, and develop positive attitudes towards physical activity.
 - Focuses on the personal movement skills that students develop in a range of situations. Learning by participating in spontaneous play, informal games, cultural activities, creative movement, dance, sport and other forms of activity enables students to strengthen their awareness of their personal identity, to experience the pleasure of physical activity and to develop their awareness and appreciation of the diverse nature of movement. To understand how they move and how to care for themselves, manage competition and make informed choices regarding play, recreation and work. To understand social and cultural factors that influence involvement in physical activity.
- Develop understandings, skills and attitudes that enhance interactions and relationships with other people.
- Participate in creating healthy communities and environments by taking responsible and critical action.

2.1.4 Getting There – On Foot, By Cycle Ministry of Transport, 2005

The Ministry of Transport has developed a national Walking and Cycling Strategy titled: “Getting There – On Foot, By Cycle”. The goals of this strategy are to:

- Create community environments and transport systems that support walking and cycling.
- Encourage more people to walk and cycle, more often.
- Improve safety for pedestrians and cyclists.

Within the Strategy, there are ten priority actions:

- Strengthening foundations for effective action:
 - Encourage action for walking and cycling within an integrated, sustainable approach to land transport.
 - Expand our knowledge and skill base to address walking and cycling.
 - Encourage collaboration and co-ordination of efforts for walking and cycling.
- Providing supportive environments and systems:
 - Encourage land use, planning and design that supports walking and cycling.
 - Provide supportive environments for walking and cycling in existing communities.
 - Improve networks for long-distance cycling.
- Influencing individual travel choices:
 - Encourage positive attitudes towards and perceptions of walking and cycling as modes of transport.
 - Encourage and support individuals in changing their travel choices.

- Improving safety and security:
 - Improve road safety for pedestrians and cyclists.
 - Address crime and personal security concerns around walking and cycling.

2.1.5 New Zealand Disability Strategy & No Exceptions Strategy Ministry of Health (2001) & SPARC (2005)

The New Zealand Disability Strategy (2001) is a long term plan for changing New Zealand from a disabling to an inclusive society. The vision of this strategy is a fully inclusive society, and New Zealand will be inclusive when people with impairments can say they live in “a society that highly values our lives and continually enhances our full participation”.

The No Exceptions Strategy was developed by SPARC in 2005. The vision of the strategy is: “All people participating in the physical recreation and sport activities of their choice”. The No Exceptions Strategy is closely aligned to specific objectives of the New Zealand Disability Strategy, as outlined in the following table:

New Zealand Disability Strategy Objectives (Ministry of Health)	No Exceptions Strategy (SPARC)
Encourage and educate for a non-disabling society (Objective 1)	Advocate recreation and sport for all, including promoting the rights, choices and achievements of disabled people to participate in physical recreation and sport. Recognise the achievements of disabled athletes and promote disabled participants as role models for all New Zealanders.
Foster leadership by disabled people (Objective 5)	Be led, guided and informed by disabled people
Support lifestyle choices, recreation and culture for disabled people (Objective 9) Enable disabled children and youth to lead full and active lives (Objective 13)	Build accessibility for all into organisational frameworks. Share knowledge through resource publication. Support initiatives with tangible resources. Up-skill staff and volunteers who provide physical recreation and sport services. Create supportive and accessible recreation and sport programmes that enable participation by disabled people at every level. Bring people and organisations together to work in partnership.
Collect and use relevant information about disabled people and disability issues (Objective 10)	Collect and disseminate sound evidence.

2.2 Local Policies and Strategies

2.2.1 Census Data for Marlborough District

Demographic	Marlborough District (2001 & 2006)		New Zealand (2006)	
Population	2001: 39,552 2006: 42,549 % change: 8%		2001: 3,737,277 2006: 4,027,947 % change: 8%	
Gender	2006 Male: 50% Female: 50%	2001 50% 50%	Male: 4 Female: 5	9% 1%
Age	2006 Under 15 years: 19% 15-24 years: 11% 25-34 years: 11% 35-44 years: 14% 45-54 years: 15% 55-64 years: 14% 65 years & over: 16%	2001 21% 11% 12% 15% 14% 11% 15%	Under 15 years: 22% 15-24 years: 14% 25-34 years: 13% 35-44 years: 15% 45-54 years: 14% 55-64 years: 10% 65 years & over: 12%	
Ethnicity	2006 European: 78% Maori: 10% Pacific Peoples: 2% Asian: 2% Other: 16% Other primarily consists of 'New Zealander'. % do not add to 100% because, where a person reported more than one ethnic group, they were counted once in each applicable group.	2001 94% 10% 1% 1% 0%	European: 6 Maori: 15% Pacific Peoples: 7% Asian: 9% Other: 1	8% 1% 7% 9% 2% Other includes: 'New Zealand', Middle Eastern, Latin American, African and other. % do not add to 100% because, where a person reported more than one ethnic group, they were counted once in each applicable group.
Employment Status (Population aged 15 years and over)	2006 Employed Full Time: 53% Employed Part Time: 15% Unemployed: 2% Not in Labour Force: 30%	2001 30% 9% 2% 20%	Employed Full Time: 50% Employed Part Time: 15% Unemployed: 3% Not in Labour Force: 31%	
Personal Income (Population aged 15 years and over)	2006 Up to \$10,000: 18% \$10,001-\$30,000: 45% \$30,001-\$50,000: 24% \$50,001-\$70,000: 9% \$70,001 & over: 6%	2001 26% 49% 17% 4% 3%	Up to \$10,000: 21% \$10,001-\$30,000: 37% \$30,001-\$50,000: 23% \$50,001-\$70,000: 10% \$70,001 & over: 8%	

Demographic Projections⁴:
(based on 2001 Census data)

It is projected that Marlborough will be an ageing community, with the median age expected to be 46.8 years in the year 2016 and 51.3 years in 2026. The national median age is not expected to pass 50 years before 2050, if then.

By 2016, it is expected that 22% of Marlborough's population will be aged 65 years and older, up from 15% in 2001 and 18% in 2006. By 2026, it is expected that 29% of the population will be 65 years and older.

2.2.2 Marlborough District Council Long Term Council Community Plan 2006-2016

The Council's Long Term Council Community Plan (LTCCP) sets out the types of activities that Council has planned over the 10 years from 2006 to 2016 to meet the social, cultural and economic wellbeing of the Marlborough community.

Council's Mission:

Enabling social and economic development in balance with environmental and community needs.

State of the Community:

The following statistics were obtained from the 2005 survey of Marlborough Residents Quality of Life (national comparisons were made against data from the national 'Quality of Life Project').

- 64% of residents undertook sports or physical activity with friends or on their own in their free time (39% nationally).
- 19% undertook sports or other physical activity with an organised club (20% nationally).
- Residents in areas of Marlborough other than Blenheim/Renwick and Picton were slightly more likely to undertake sports or physical activity with friends or on their own, but were less likely to take part in sports or other physical activity with an organised club.
- 92% of residents claimed to undertake physical activity at least once a week (with 45% stating they exercise daily).
- 57% of residents found access to a public transport facility easy.

Community Outcomes:

Council has established a number of community outcomes which describe the sort of community that Marlborough could be in the future. These outcomes drive the activities that are planned by Council over the period 2006 to 2016. One community outcome is specifically dedicated to physical activity: **"a community where people of all ages are physically active"**. In addressing this outcome, Council expects to achieve the following:

- More people, more active, more often.
 - Council is responsible for a number of community-owned assets that provide a range of active lifestyle options for the community, where the social and economic return on these assets is fundamentally related to rates and patterns of usage. Council aims to promote the usage of facilities and address barriers to access by providing assistance to sporting and recreational clubs and

⁴ Data obtained from Marlborough District Council Long Term Council Community Plan 2006-2016; projections based on 2006 Census data are not yet available

organisations, including its support for Sport Marlborough, Stadium 2000 and the aquatic facilities in Blenheim and Picton.

- Residents and visitors have access to parks and reserves for recreation, relaxation and physical activity.
 - Management of reserve assets and maintenance of sports grounds for year round use by residents and visitors.
 - Provision of financial grants to operators of aquatic facilities in Blenheim, Picton and Seddon.
 - Operators of Marlborough Stadium aquatic facilities carry out their own demand and supply analysis and community satisfaction surveys.
 - The optimal range of swimming facilities is currently under consideration, with refurbishment of Marlborough's ageing Aquatic Centre urgently required, and a feasibility study for a heated pool in Picton recently undertaken⁵.
- The movement of people and goods within and through the District is convenient, efficient and safe.
- The movement of people and goods on Marlborough's waterways is convenient and safe.

2.2.3 Marlborough District Council Walking and Cycling Strategy 2006-2011

This strategy is the first walking and cycling strategy for the Marlborough district. It was developed by Marlborough District Council, in association with Transit New Zealand, and with the help of many agencies and interest groups. The walking and cycling strategy complements and enhances the valuable walking and cycling opportunities that are currently available.

Walking and Cycling Trends:

The overall trend in Marlborough from Census statistics is that walking and cycling to work have been steadily declining since 1986, with cycling having declined faster than walking. Combined travel to work by the se modes has declined from 30% to 16% (nationally, the decline over this period has been from 16% to 10%).

As at June 2005, preliminary data indicated that 20% of school pupils walk to school, while 18% cycle to school (data not complete; data obtained via school survey).

Vision:

Marlborough people and visitors walk and cycle safely for travel, health and enjoyment.

Objectives and Policies:

1. To encourage and support people in Marlborough to choose walking and cycling for an active and healthy lifestyle.
 - a. To encourage people to walk and cycle for day-to-day trips, tourism, recreation and health.
 - b. To actively promote walking and cycling as normal, desirable and mainstream modes of transport.
 - c. To lead the Marlborough community by example through the Council actively supporting walking and cycling in its day-to-day operation.

⁵ At time of writing, it was understood that progress is underway for the development of a pool in Picton but it is unlikely that it will be built before 2010.

- d. To encourage and support community projects and teamwork that increase walking and cycling in day-to-day living activities.
 - e. To support safety, education and enforcement programmes for walkers, cyclists and motorists.
2. To develop a safe, convenient and attractive travel network for walking and cycling.
 - a. To make new roads and footpaths compatible with the needs of different types of walkers and cyclists.
 - b. To make existing roads and footpaths compatible with the needs of different types of walkers and cyclists, to the extent practicable within the constraints of available resources.
 - c. To ensure that all new urban roads are built with footpaths.
 - d. To ensure that traffic calming and local area traffic management plans support walking and cycling.
 - e. To ensure that Council's safety management system for roads includes the safety needs of walkers and cyclists.
 - f. To ensure that new subdivisions provide convenient and attractive linkages for walkers and cyclists through and between subdivisions.
 - g. To develop off-road and on-road facilities and links for walking and cycling that help integrate the walking and cycling networks.
 - h. To provide walkers and cyclists with good links within the district and with surrounding districts.
 - i. To expand and enhance Marlborough's walking and cycling networks and facilities.
 - j. To adopt best practice guidelines and standards for the design, construction and maintenance of walking and cycling facilities.
 3. To ensure that all relevant strategies and policies, plans and practices for Marlborough include and support walking and cycling.
 - a. To ensure that Marlborough resource management planning, the Regional Land Transport Strategy, the LTCCP, the Conservation Management Strategy and other relevant documents of all stakeholders are consistent with this strategy.
 - b. To ensure to the extent possible that relevant external documents (such as national policy documents and walking and cycling strategies of neighbouring districts) are consistent with this strategy.
 - c. To publish, promote, implement, monitor and maintain this strategy.
 - d. To retain a Walking and Cycling Working Group to assist in implementing this strategy.
 - e. To consider appointing a walking and cycling strategy implementation coordinator who will manage the public delivery of the strategy and who will become the visible face of promoting and developing walking and cycling opportunities in Marlborough⁶.

⁶ Note: this position has been appointed.

2.2.4 Tasman Regional Sports Trust Revised Strategic Plan 2006-2008

Vision:

More People More Active More Often

Mission:

To lead the development of physical activity, recreation and sport across the Top of the South Island.

Goals:

1. The Organisation: to remain a well resourced professional entity, which the community has confidence in.
2. Participation: to develop physical activity and recreation strategies that will encourage more people to be more active, more often.
3. Sport and Recreation Systems: to assist sport and recreation organisations to improve their management and delivery systems with a view to increasing participation and performance.
4. Education: to ensure fundamental skill development at an early age which will lead to healthy lifestyle choices.
5. Strategic: to work strategically with SPARC, Education, Territorial Authorities, District Health Boards, Iwi and other appropriate organisations.

2.2.5 Top of the South Regional Physical Activity Strategy (3 documents), 2005

The aim of this strategy is to identify how physical recreation and sport organisations and other associated organisations can work together to maximise the benefits of physical activity for the region's population.

Physical Activity Trends⁷:

- Top of the South population more active than NZ population
- 57% of the Top of the South are active for at least 30 minutes on five or more days per week (45% nationally).
- Higher levels of confidence around physical activity than the national population.
- High levels of awareness of the facilities and places where formal physical activity opportunities take place; lower levels of awareness of the informal places.
- The key non-environmental barriers are commitment and support (lack of energy, work, family, other things I'd rather do).
- Key environmental barriers are lack of cycle lanes, footpaths, street lighting and heavy traffic.
- Population is receptive to information on physical activity and nutrition. Health professionals are the most trusted sources of information.

⁷ "Obstacles to Action: A Study of New Zealanders' Physical Activity and Nutrition", SPARC, 2003

Vision of the Strategy:

The strategy was developed to advance the uptake and define the role of physical activity in the lives of people living in the Top of the South Region. The vision for the strategy is: *“more people, more active, more often – lifelong in the Top of the South region”*.

Objective of the Strategy:

The Strategy represents a set of regional initiatives aimed at increasing physical activity uptake within the Top of the South administrative area. The objective of the strategy is to achieve: *“an average 1% annual increase in the Top of the South population who are sufficiently physically active for health and lifestyle benefits”*.

Issues and Opportunities

1. Inclusiveness and Access – No Exceptions:

Commentary/Issues/Opportunities:

- Differing philosophical positions regarding how best to provide inclusive physical activity opportunities for the whole community regardless of the level of ability of individual residents.
- Lack of public transport systems.
- Limited resource of most physical activity providers often means limited opportunities for people with disabilities.

Strategic Considerations:

- A Disability Taskforce has recently been formed with disabled people in the group.
- Development of greater awareness of inclusiveness issues.
- Enhanced design of organisational systems (such as sports events and leagues, public transport) and design of facilities.
- Key facilities to assess the inclusiveness of their facilities and policies. Identify/obtain/develop an audit tool for assessment.
- Improved communication about the level of inclusiveness of facilities by way of ‘grading’ in a codified and structured manner and developing a directory of this information.

2. Funding

- Strategy: promotion of this strategy to relevant funding agencies.

3. Physical Activity Planning

- Local/district physical activity plans will focus on service and facility provision within each community with the aim of encouraging physical activity for all.

4. Health and Physical Activity

Commentary/Issues/Opportunities:

- Collaboration among agencies is seen as logical because of the high level of crossover in physical activity outcomes, however, a complicating factor in the health sector is the multiple jurisdictions for health within the Top of the South region – there are 3 district health boards, 2 Public Health agencies and several Primary Health Organisations.
- In the Nelson Marlborough District Health Board area, collaboration on physical activity related health issues is well underway, for example:
 - The Action for Healthy Children project was initiated in January 2004 by the Talking Heads grouping (a group of CEO's of government agencies who meet bi-monthly in Nelson Marlborough to promote networking and intersectoral co-operation) to address the problem of child obesity. The focus is on environmental change to make healthier choices the easier choices for people
 - The creation of PANT (Physical Activity and Nutrition Team) comprising organisations with an interest in achieving health gains through physical activity and nutrition initiatives. PANT now operates as 2 networks, one in Nelson-Tasman and one recently started in Marlborough called **Kanohi Marlborough**.
- Primary Health Organisations are potentially key promoters of many physical activity initiatives by changing General Practitioner attitudes and practices so that the physical activity option is always top of mind. Primary Health Organisations will also be critical in the success of expanding Green Prescription (a health professional's written advice to a patient to be physically active, as part of the patient's health management).
- The establishment of a Maori Development Agency called **Poumanawa Oranga** in the Marlborough, Nelson and Tasman sub-region is working proactively with Maataa Waka, iwi and hapu in the Marlborough area with financial support from Marlborough District Council and Nelson Marlborough District Health Board to research physical activity needs of Maori and to build capacity to deliver appropriate health and physical activity initiatives (see Section 2.2.7).

Strategic Considerations:

- Pursue sub-regional collaboration on initiatives rather than try to create a collaboration process that will have a 'poor fit' for the Top of the South region. The only exception would be to seek collaboration on achieving consistency in the language used and the messages that will be projected to the population.

5. Open Space for Outdoor Recreation and Daily Physical Activity

Commentary/Issues/Opportunities:

- Open space resources in the Top of the South are aplenty and are provided by a range of agencies and, in most cases, operate under different legislative and policy frameworks, various funding programmes and with different standards of provision. Promotion of these resources is seldom co-ordinated, therefore, opportunities for maximising physical activity are not being fully realised.
- High level of confusion regarding access rights to crown land leased for production forestry.
- Absence of an organised structure for organisations involved in open space and outdoor recreation.
- An increasing barrier to outdoor recreation is the perceived risk of injury and misadventure.

Strategic Considerations:

- Clarify public recreation access and forestry closure rights pertaining to Crown leased land.
- Consistent approach to mapping formats, user information, signing and promotions. The application of the New Zealand standard for tracks and outdoor visitor structures by Councils and Department of Conservation is seen as an important first step.
- Increased awareness of user demographics and the impacts of urban expansion.
- Recognition of the social barriers to utilisation, e.g. perceived personal safety.
- Establishing a communication forum to foster communication and collaboration between land managers, conservation groups, commercial operators and recreation user groups.

6. Education and Physical Activity

Commentary/Issues/Opportunities:

- Overall activity levels of children and young people are declining.
- Ministry of Education regulations state a minimum of one hour of quality physical activity per week in all primary and intermediate schools. This is in addition to the regular health and physical education requirements.
- Need for more physical education qualified teachers as well as some paid personnel (co-ordinators) to support but not displace teachers in the delivery of sport and physical activity opportunities.
- Lack of career path and the related issue of lack of retention of co-ordinators.
- Need for greater collaboration and communication between schools and sports to improve transitions between school and community sports clubs.
- Most secondary schools have significant capacity limitations in providing organised sport and physical activity for all students.

Strategic Considerations:

- A branch of Physical Education NZ is active in the region providing occasional professional development and networking opportunities as well as communication on policy issues.
- The Ministry of Education Canterbury region includes the Top of the South. The physical education advisory service is based in Christchurch as part of School Support Services, and will play an important role in training teachers in the physical activity component of the Active Schools initiative.
- Promotion of Active Movement and Active Schools.
- Improving monitoring, providing in-service training and improving retention levels of Sportfit Co-ordinators (which are funded by SPARC).
- Regarding relationships between schools and community sports clubs, local situations are highly variable and action is required on a case-by-case basis at the local club and sub-regional levels.

7. Active Transport

Strategic Considerations (at the sub-regional and district level):

- Professional development of planners and related professionals.
- Educating people in leadership roles within key agencies regarding attitudes to wards cycling and walking provision.
- Development of expertise regarding the planning and design of cycling and walking facilities to enhance utility and safety.
- Use of an expert adviser and/or auditor to assist with the development of cycling and walking facilities.
- Embed into policy and processes.
- Develop an integrated approach to promoting active transport within schools.

8.1. Sport - Volunteers

Commentary/Issues/Opportunities:

- Perceived decrease in volunteers.
- Volunteers are 'ageing'.
- Fear of over-commitment by prospective volunteers.
- Decrease in traditional voluntary administration and coaching by school teachers.
- Lack of succession planning and active recruitment while an incumbent is still in their role.
- Increasing burden on volunteers from Acts of Parliament and their regulations such as the Health and Safety Act.

Strategic Considerations:

- Job descriptions for key roles within clubs.
- Recognition of the contribution by volunteers through awards and enhancing their status within the club.
- An active recruitment programme targeting the baby-boomers.
- More coaching development officers to support the training and development of coaches.
- The Sportville approach has been successfully used to establish a paid club administrator.

8.2 Sport as an attractive and inclusive physical activity option:

Commentary/Issues/Opportunities:

- Need for more time-friendly and lower cost formats for social and entry-level participation.
- A sport needs to be 'cool' to attract young people who lack an existing family connection with the sport.
- Limited opportunities for older adults and people with disabilities.
- Some clubs facing closure through lack of membership and/or high cost burden of their facility.

- Increasing trend towards 'grazing' among young people, where they move from one activity to another with little long-term commitment. A multi-code sports club can provide the variety of activities needed to meet the needs of grazers.
- Growth in 'pay to play' sports reflects time pressures on participants.
- Increasing dependency on gaming machine societies leaves clubs and Regional Sports Organisations vulnerable to any change in distribution policies.

Strategic Considerations:

- Collaborative approach by sports codes to 'grow' the sport market. There is a need for greater collaboration to share facilities as well as experience and knowledge (Sportsville).
- Provide more options, e.g. Friday after-school and evening junior sport activity.
- An active recruitment programme of young participants to join executive committees of Regional Sports Organisation and clubs.

8.3 Rural Sport

Commentary/Issues/Opportunities:

- Travelling distances to sports competitions can be substantial.

Strategic Considerations:

- Provision for local practice facilities.
- Continuing support of the Rural Travel Fund.

8.4 Facility Planning

The need for an administration centre (sports house) should be addressed at the sub-regional level.

9. Active Friendly Workplaces

Commentary/Issues/Opportunities:

- Most worksites do not have facilities for cyclists.
- Limited use of Green Prescriptions as part of the rehabilitation programme for workers suffering from stress related illnesses.
- Need for the formation of a Workplace Physical Activity Group. Physical activity initiatives need to be designed by those who will be undertaking them.

Strategic Considerations:

- Education and professional development of worksite owners, management and other employees.
- Enhanced design of organisational systems (e.g. glide time) and infrastructure (shower and change facilities, bike storage, etc).
- Identify/obtain/develop an audit tool to assess workplaces, and identify physical activity opportunities on-site and in the local area.

- Actions at the sub-regional and local level include selection of key employers to seek co-operation of owners and management to undertake audit and implement improvement strategies.

10. Commercial Health and Fitness Industry

Commentary/Issues/Opportunities:

- Little or no collaboration. There may be benefits to operators in 'growing the market' by being involved in any campaign promoting physical activity and the use of health and fitness studios as an option.

Strategic Considerations:

- A fundamental step in creating a collaborative network is the restart of the regional branch of Fitness New Zealand.
- Operators could provide services for hire for non-members, e.g. storage space for gear and clothing.
- Providing outreach services – taking the service to the people.
- Accreditation of operators as suitably qualified and trained to deal with Green Prescription clients.
- A regionally co-ordinated group of role models that are atypical of the athletic stereotype.

11. Project Governance and Regional Collaboration; Motivation and Awareness; Research and Monitoring

- Tasman Regional Sports Trust is the facilitator of this Strategy.
- A region-wide governance group will be formed to ensure long term ownership and implementation; separate project management groups may also be formed to drive collaborative initiatives.
- No requirement to supplant or supplement current marketing programmes. The focus will be on supporting nationally driven messages and initiatives.
- Councils have indicated a clear preference to using SPARC's New Zealand Sport and Physical Activity Survey to measure physical activity levels of their populations.
- Use of Christchurch's Physical Recreation and Sport Strategy to monitor collective action.

2.2.6 A Strategic Plan for Improving Nutrition and Physical Activity in Nelson Marlborough (NPA) 2007-2012

This plan is a collaborative approach to improving nutrition, increasing physical activity and reducing obesity in Nelson Marlborough. The vision of the plan is to be the first district in New Zealand, and one of the first in the world, to turn around the obesity epidemic.

It is recognised that sedentary lifestyles, poor nutrition and obesity are a growing international phenomenon. Obesity levels have increased sharply in New Zealand in the past quarter century, from 9% of males and 11% of females in 1977 to 20% and 22% respectively in 2003. Almost 18% of adults in Nelson Marlborough are obese.

Environmental factors, such as food supply and increasing dependence on technology, has led to an increase in obesity. The aim of the NPA is, therefore, to support healthier environments and

choices for all people at all points in their life, and to do this through a focus on the family/whanau.

One of the key outcomes of the NPA is the improvement in physical activity rates for adults and children.

In achieving its outcomes, the NPA has developed five action areas, four of which make specific reference to physical activity. These action areas and related strategies are:

- **A healthy childhood**
 - Improve parent nutrition and activity knowledge: support Well Child providers to improve nutritional and physical activity education programmes for parents of young children.
 - Better nutrition at schools and early childhood centres: work with schools and early childhood centres to ensure uptake of the Ministry of Health and Ministry of Education nutrition and physical activity guidelines.
 - More active schools: support all schools to achieve at least 30 minutes of physical activity for all students every day, and increase uptake in active transport.
- **Active neighbourhoods, active lives**
 - Create an activity-friendly environment: ensure design of roads, parks and public amenities supports active lifestyles.
 - Make the active choice the easy choice: encourage policies of easy access to public activity amenities.
 - Support active workplaces: encourage active transport and daily physical activity at workplaces.
 - Stay active through life: work with sports and recreation clubs and non-government organisations to ensure opportunities for teenagers and young people, and to encourage involvement in sport over a longer period of people's lives.
 - Develop local initiatives: operate a community initiative fund to support and encourage communities and non-government organisations to develop local responses to increase physical activity.
 - Support Maori leadership: support and encourage informed leadership from Maori to develop their own responses to improving whanau physical activity.
- **Supporting vulnerable families and people**
 - Improve parent nutrition and activity knowledge: support education initiatives for parents to ensure there is an understanding of appropriate nutrition and activity for children.
 - Build community leadership: support leadership from within communities to lead local responses to improving physical activity and nutrition.
- **Reducing chronic conditions**
 - Increase workforce knowledge: support workforce development initiatives for health sector, social service and physical activity staff on the health benefits of improved nutrition and increased physical activity.
 - Increase knowledge and encourage self management: promote the health benefits of nutrition and physical activity, and develop accessible and effective nutrition and physical activity self management education programmes for people with risk and disease.

- Support healthy lifestyle programmes: support the development and uptake of healthy lifestyle programmes, and support the development of new models for Green Prescription that support family/whanau and a more responsive to Maori.

Supporting the above action areas is a set of universal themes, which are common concepts that will be evident in each action area and across the programme. These universal themes are:

- **Whanau ora:** to think of the 'family unit' rather than the individual as a core customer for public health interventions. There is a need to form partnerships with iwi, focus programmes on whanau and prioritise resources to improve Maori health status.
- **Reducing inequalities:** ensuring programmes work effectively for those most in need.
- **Collaborative leadership:** a whole of society response is required.
- **Evaluation and learning:** formative, process and outcome evaluations will be required, with the evaluation aligning with the Ministry of Health sponsored national HEHA evaluation. Key performance indicators and a specific survey of the Nelson Marlborough population will also need to be developed.
- **Developing the workforce:** investing in the capability of the sector to ensure suitable organisations and individuals are available to deliver on future service needs.
- **Strategic resourcing:** Nelson Marlborough District Health Board will need to invest outside of traditional health areas in order to develop the broad societal response necessary. Other organisations should also be encouraged to contribute resources.
- **Programme management:** effective co-ordination of activities, service delivery contracts and a programme management team to drive the programme development.
- **Building from strengths:** building from existing linkages, resources and goodwill. Nelson Marlborough has a strong history of collaborative action, and many aligned initiatives are already happening.

2.2.7 Maori and Physical Activity in Marlborough Poumanawa Oranga Ltd, 2005

Research was undertaken in 2005 to provide an insight into physical activity among the Maori community in Marlborough.

Physical Activity Levels:

- 82% of the Maori population in Marlborough enjoy some form of sport or active leisure, compared with 92% nationally.
- 69% of Maori in Marlborough indicated they would like to be more active (compared with 56% of Maori nationally and 54% of Europeans locally).

Types of Activities Participated In:

The top 5 sports or physical activities that Maori like best were: Rugby, Netball, Touch Rugby, Rugby League, Waka ama.

Barriers:

- Cost
- Transport
- Whakama (shyness or embarrassment)
- Lack of motivation, which was attributed to other factors such as drug and alcohol abuse and obesity.
- Lack of support from family and friends
- Family and work commitments

Recommendations:

- Investigate employing a Maori Physical Activities Co-ordinator or similar position to increase the uptake of physical activity by Maori in Marlborough.
- This position would be housed within a Maori organisation with the support of Sport Marlborough and the wider Maori community.
- Develop a clearly defined job description for both the person appointed and the Maori community that the position will be serving.
- Undertake research to assess the effectiveness of the mechanisms and interventions that have been implemented as a result of this study.

Strategies to Encourage Increased Participation (as obtained from research feedback):

- Greater encouragement and education about the health benefits of being active for Maori at a younger age.
- More whanau type activities.
- Welcoming environments.
- Reduce costs, and greater access to sponsorship or to some sort of financial backing.
- Greater Maori input and direction at the organisational level of sports and physical activities, i.e. more Maori coaches and administrators.
- More advertising and publicity of Maori sporting events.
- 'By Maori for Maori' activities.

3.0 PHYSICAL ACTIVITY TRENDS

3.1 National Trends

SPARC's guideline for 'regular physical activity' (or sufficient activity to maintain good health) is: *doing at least 15 minutes of vigorous activity (makes you huff and puff) or a total of 30 minutes or more of moderate activity (causes a slight but noticeable increase in breathing and heart rate) each day for 5 or more days per week.*

SPARC has identified that New Zealanders are, generally, not doing enough physical activity. In 2003, SPARC (in conjunction with the New Zealand Cancer Society) found that 45% of New Zealanders aged 16 years or older were regularly physically active according to SPARC's guideline⁸.

SPARC's current goal for 2006/2007 is to have 70% of New Zealanders being regularly physically active⁹. SPARC is currently undertaking the 2007/2008 New Zealand Sport and Physical Activity Survey, and results are due to be released mid-2008.

3.2 Marlborough District Resident Trends

3.2.1 Amount of Physical Activity Undertaken

As outlined in Section 1.2 (Methodology), a sample of Marlborough residents were surveyed about their physical activity. The main trends are as follows:

- The majority of residents (91%) indicated that they undertook 2.5 hours or more of physical activity in the 7 days prior to the survey period.
- Around three quarters of all respondents (76%) indicated that they are regularly physically active according to SPARC's guideline. For comparison purposes, available statistics show that, in 2003, 57% of residents in the Top of the South region and 45% of New Zealanders were regularly physically active⁷. Note, however, that these statistics are now four years old.
- At 80%, the 25-44 age group were more likely to be regularly physically active than the other age groups.
- Around two-fifths of all respondents (19%) indicated that they were thinking about becoming regularly physically active or would like to be more active.

The following table illustrates the proportion of respondents who undertook 2.5 hours or more of physical activity in the 7 days prior to the survey period and the extent to which respondents are regularly physically active. Note that data for the 16-24 age group are not provided separately due to the low number of responses from this group; they are, however, included in 'All Respondents'.

⁸ "Obstacles to Action: A Study of New Zealanders' Physical Activity and Nutrition", SPARC, 2003

⁹ "SPARC Statement of Intent 2006-2009", SPARC, 2006

Age Group	Undertook 2.5 hours or more of physical activity in the 7 days prior to survey period	Extent to which Marlborough Residents are 'Regularly Physically Active'	
		Regularly physically active according to SPARC's guidelines	Thinking of becoming regularly physically active or would like to be more active
25-44 years	94.1%	80.3%	17.6%
45-64 years	91.5%	73.5%	22.3%
65 years & older	87.5%	75.0%	12.5%
All Respondents	91.0%	75.6%	19.0%

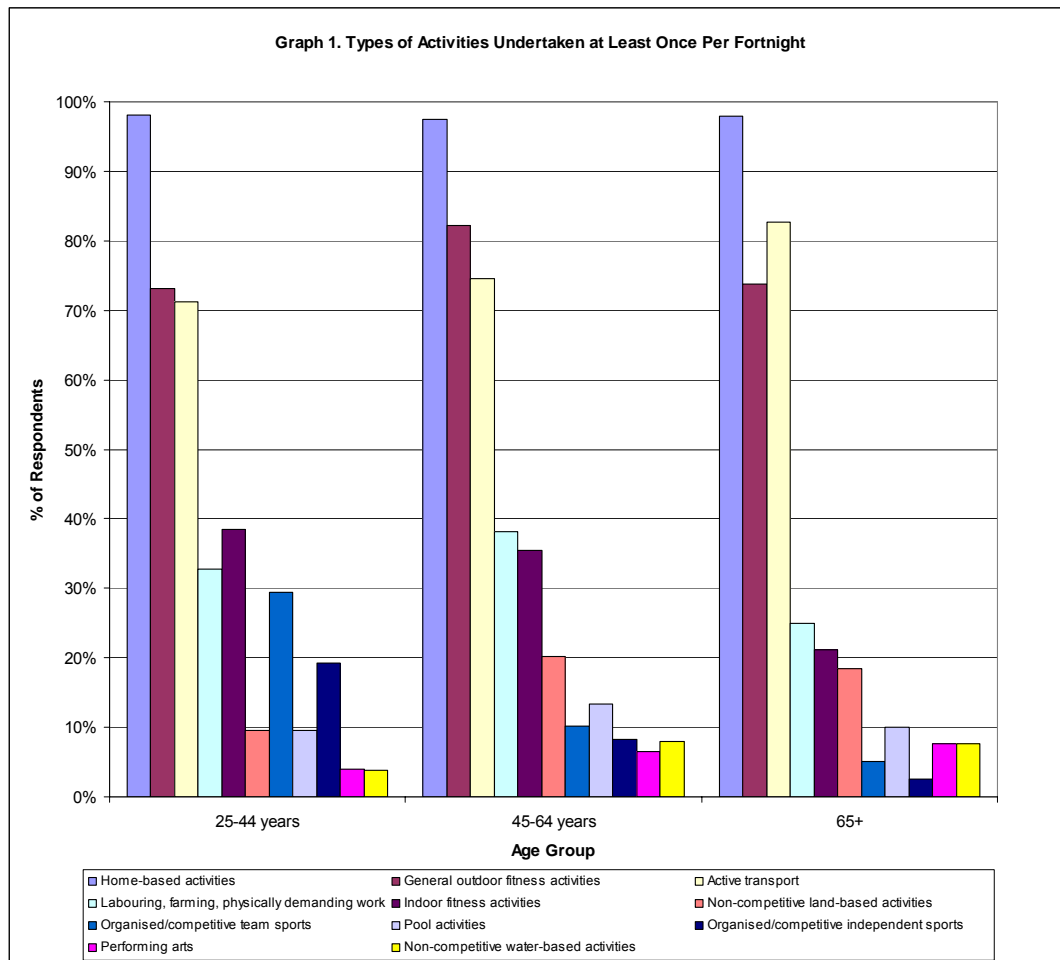
While we do not have sufficient quantifiable data on the physical activity levels of the 16-24 age group, the youth focus group reported high levels of activity, and participation in a range of team-based and individual activities.

3.2.2 Types of Physical Activity Undertaken

Almost all survey respondents (97%) indicated that they undertake **home-based activities**, such as gardening, housework, cleaning the car, etc, at least once per fortnight. The majority of respondents (79% and 76% of respondents respectively) also participate in **general outdoor fitness** activities (such as walking, running and cycling) and **active transport** (walking or cycling as a mode of transport) more than once per fortnight.

Approximately one-third of respondents also participate in **labouring, farming or other physically demanding work** (35%) and **indoor fitness activities** (35%) more than once per fortnight.

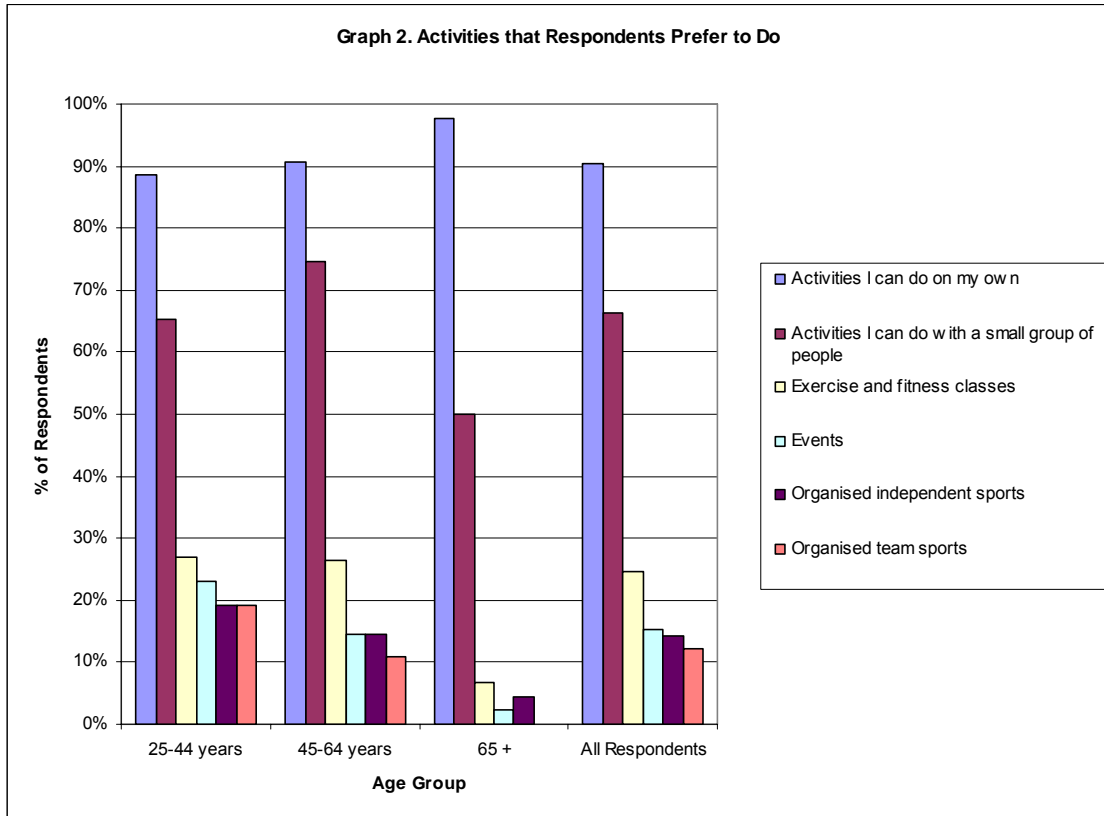
The following graph and Appendix C illustrate the types of activities undertaken more than once per fortnight by the different age groups. Perhaps the most significant difference between the groups is that the 25-44 year age group is more likely to participate in organised/competitive team sports (e.g. netball, rugby, hockey, soccer, cricket, etc) and organised/competitive independent sports (e.g. multi-sport, mountain biking, rowing, etc) than other age groups.



3.2.3 Preferred Types of Activities

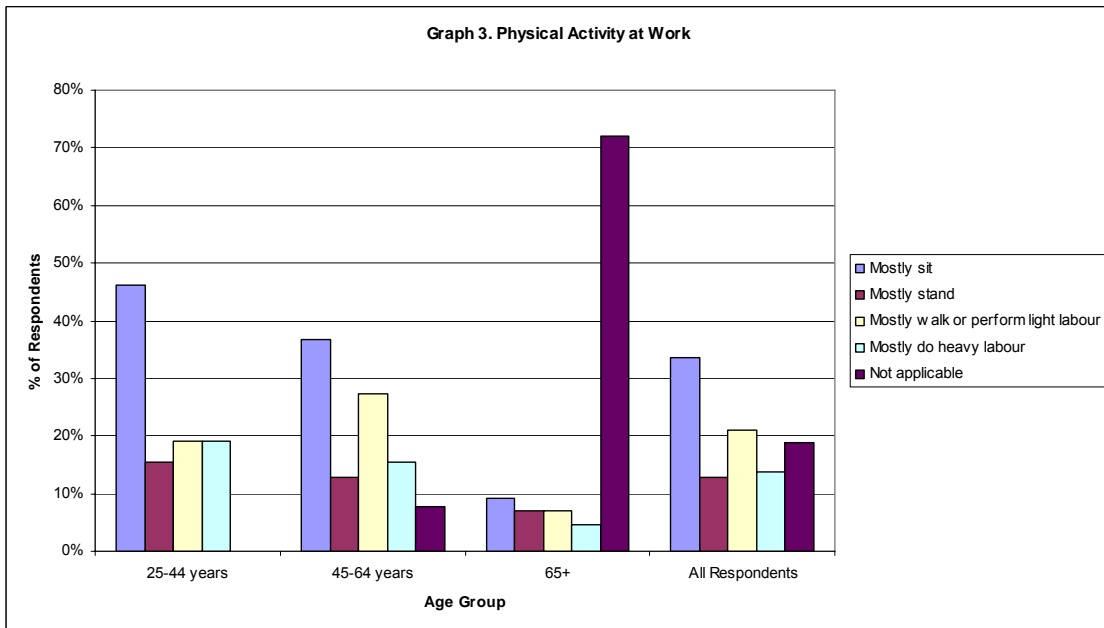
Survey respondents were asked whether they prefer to do activities on their own, activities they can do with a small group of people, exercise and fitness classes, or organised team sports, organised independent sports and/or events.

- The majority of respondents (91%) indicated that they prefer to do activities on their own, and two-thirds of respondents (66%) prefer to do activities with a small group of people.
- One-quarter of respondents (25%) prefer exercise and fitness classes, and just over 10% of respondents prefer events (15%), organised independent sports (14%) and organised team sports (12%).
- The 65+ age group are more likely to prefer activities they can do on their own and activities they can do with a small group of people (98% and 50% respectively).
- In addition to activities they can do on their own and activities they can do with a small group of people, the 25-44 and 45-64 age groups are also likely to prefer exercise and fitness classes.
- Compared to other age groups, the 25-44 age group are more likely to prefer events.



3.2.4 Physical Activity at Work

Around one-third of survey respondents (34%) indicated that they mostly sit while they are at work, while 21% of respondents mostly walk or perform light labour. Graph 3 and Appendix C provide a breakdown by age group.

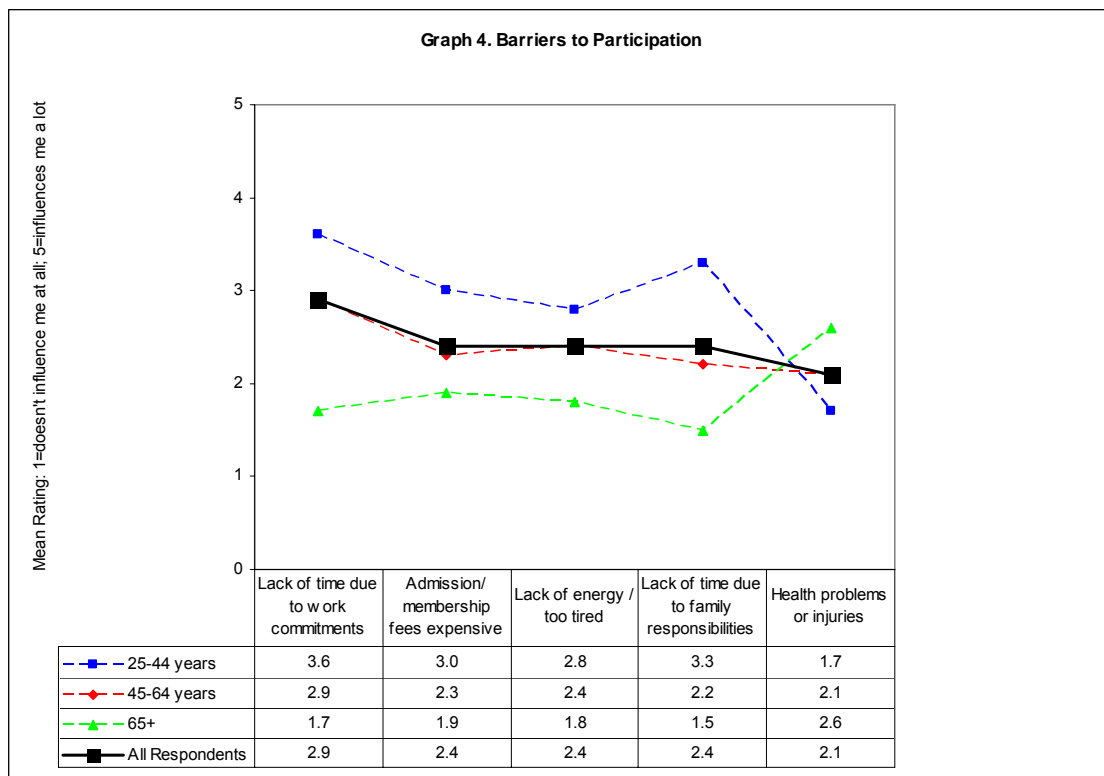


3.2.5 Barriers to Participation

Survey respondents were asked to indicate the extent to which potential barriers to participation influenced their own activity levels. They were presented with a list of potential barriers and were asked to rate each barrier on a scale of 1 to 5, where 1= doesn't influence me at all, and 5=influences me a lot.

- With a mean rating of 2.9, the most significant barrier for all respondents was 'lack of time due to work commitments'.
- 'Lack of time due to work commitments' rated highest amongst the 25-44 age group (3.6) than any other age group. Other barriers that were rated relatively highly by this age group were 'lack of time due to family responsibilities' (3.3), 'admission or membership fees being too expensive' (3.0), and 'lack of energy / being too tired' (2.8).
- The most significant barrier for the 45-64 age group was 'lack of time due to work commitments' (2.9), while the most significant barrier for the 65+ age group was 'health problems or injuries' (2.6).

Graph 4 below illustrates the main barriers to participation for each age group. Appendix C provides full results.



Survey respondents were also asked if there were any activities that they or other members of their household would like to participate in but currently cannot do. The most common types of activities that respondents cannot participate in and the main reasons why are as follows:

- Pool Activities (19% of respondents):
 - No facility in Picton (12 responses)
 - Lack of time (7 responses)
 - Pool (in Blenheim) is too crowded (6 responses)
- Indoor Fitness Activities (18% of respondents):
 - Gym is too expensive (17 responses)
 - Lack of time (7 responses)
 - Travelling distances (6 responses)
 - Lack of motivation (3 responses)
- Active Transport (16% of respondents):
 - Distance between home and work is too great (7 responses)
 - Health problems (6 responses)
 - Lack of time (5 responses)
 - Age (4 responses)
 - Lack of cycle lanes on roads (3 responses)

Respondents were also asked if there were any recreational facilities, programmes or services that are currently not available in their community but which they or other members of their household think should be made available. The most common responses were:

- A swimming pool in Picton, and a bigger pool in Blenheim (22 responses).
- More walking and cycling tracks, improvements to existing tracks and more information about tracks (10 responses).
- Provision of a climbing wall in Blenheim (8 responses).

Barriers that are faced by youth (as identified from the focus groups) include: costs, in particular, transport costs, and lack of awareness of the full range of opportunities that are available.

3.3 Marlborough District Sports and Recreation Group Trends

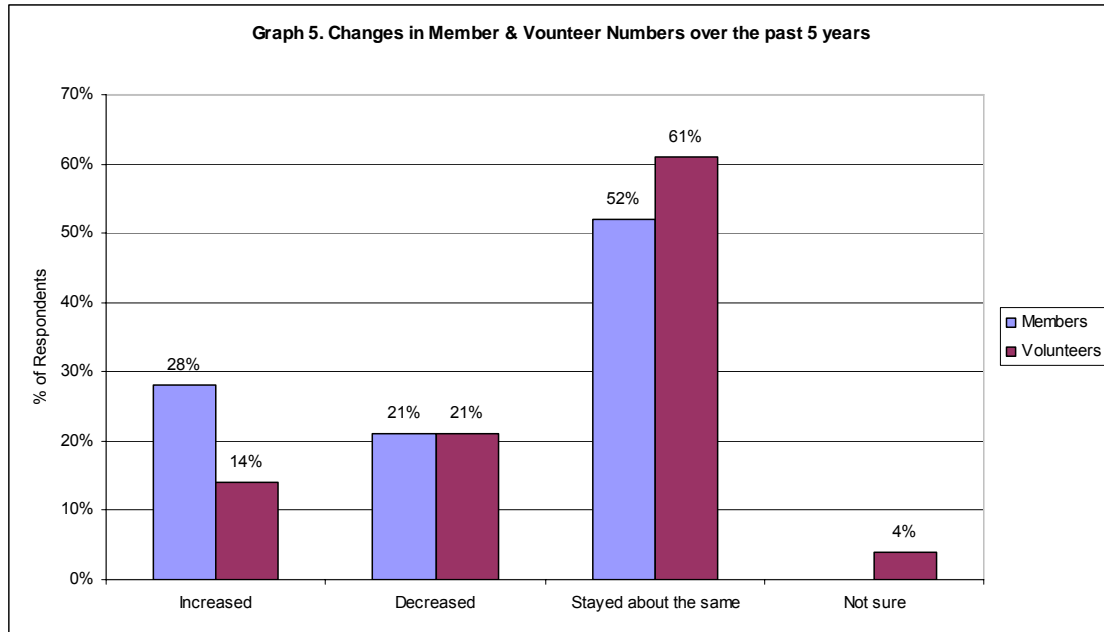
As outlined in Section 1.2 (Methodology), a questionnaire was distributed to regional sports organisations / sports associations and recreational groups that were listed on Sport Marlborough's database. Of the completed questionnaires returned, 24 were completed by regional sports organisations / sports associations, 5 were completed by recreational groups, and 3 were completed by organisations who did not fit into either of the last two categories. The 'other' category has been excluded in the analysis reported in this section, and, due to the relatively low number of responses from regional sports organisations / sports associations and recreational groups, results should be treated as indicative only.

3.3.1 Structure and Organisation

- **Regional Sports Organisations / Sports Associations:** the number of *fee-paying* members belonging to regional sports organisations / sports associations ranged from 0 to 1400, the average being 302. The number of *non-paying* members ranged from 0 to 1200, the average being 82.
- **Recreational Groups:** the average number of *fee-paying* and *non-paying* members belonging to recreational groups was 63 and 2 respectively.

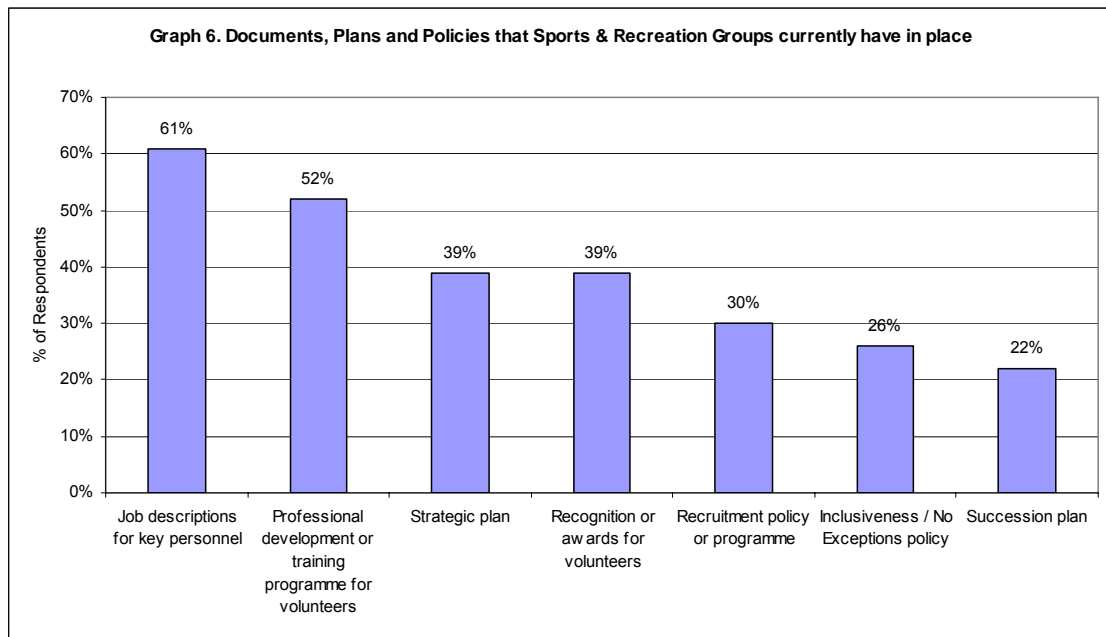
Survey respondents were asked how their membership and volunteer numbers had changed over the past 5 years.

- As Graph 5 below and Appendix C show, approximately one half of respondents indicated that both membership numbers and volunteer numbers had stayed about the same (52% and 61% respectively).
- The proportion of respondents who indicated that their membership numbers had increased was 28%, compared with 14% of respondents who indicated that volunteer numbers had increased.

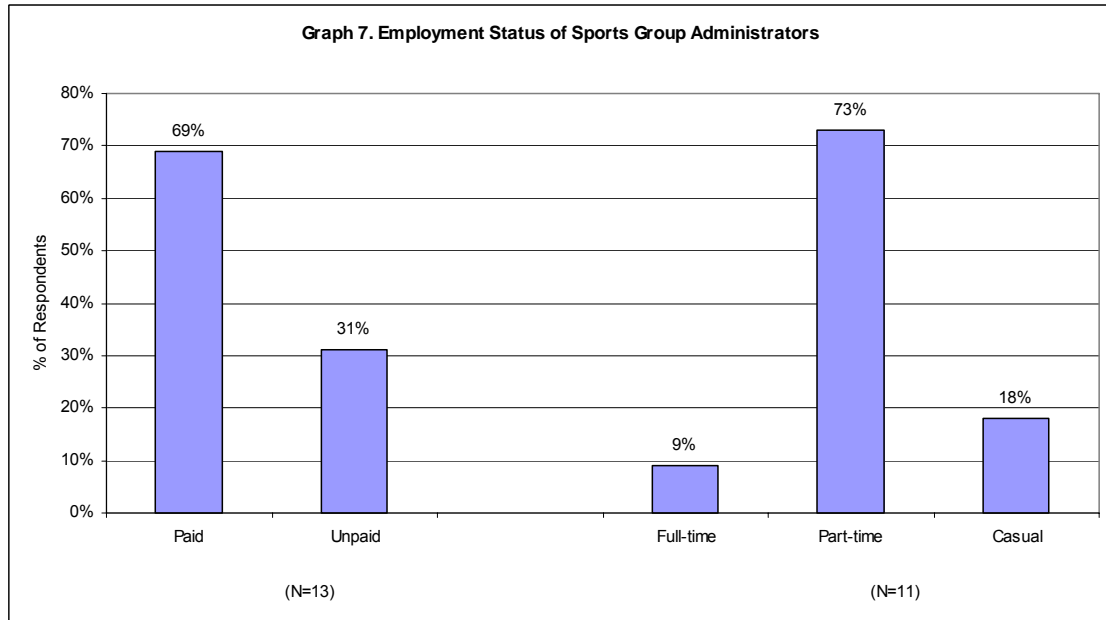


Respondents were asked to indicate what types of documents, plans and policies that their organisation currently has in place.

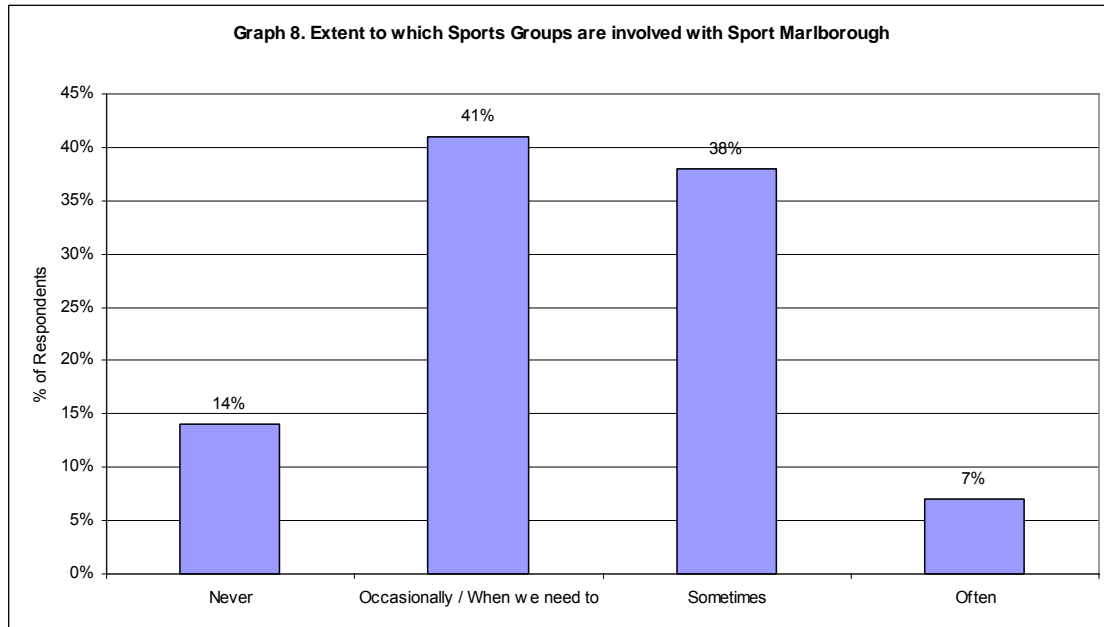
- More than one-half of all respondents indicated that they have 'job descriptions for key personnel' (61%) and 'professional development or training programmes for volunteers' (52%).
- 39% of respondents indicated that they have 'strategic plans' and 'recognition or awards for volunteers' in place.
- The least common document that respondents had in place was 'succession plans' (22%).



When asked if their organisation employs an administrator, 50% of respondents indicated that they do employ an administrator, 69% of which were paid and 73% of which were employed on a part-time basis. It should be noted, however, that the number of respondents was small, thus, results should be treated with caution. Graph 7 and Appendix C illustrate the results.



Respondents were asked to indicate the extent to which they are currently involved with Sport Marlborough. As Graph 8 shows, 41% of respondents are involved with Sport Marlborough occasionally or when they need to, and 38% are sometimes involved.



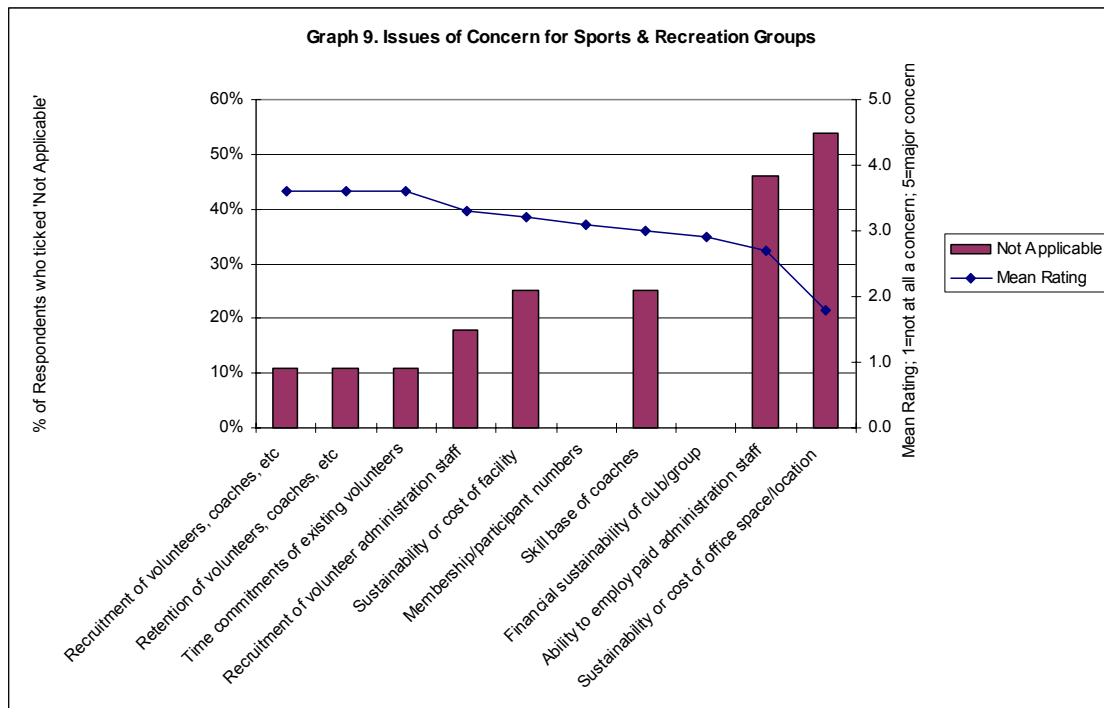
3.3.2 Issues of Concern

Respondents were asked to indicate the extent to which potential issues of concern were actually of concern for their own organisation. They were presented with a list of potential issues and were asked to rate each one on a scale of 1 to 5, where 1=not at all a concern, and 5=major concern.

Most issues were rated relatively highly, with mean ratings for nine of the ten issues assessed ranging from 2.7 to 3.6. The six issues that were rated 3.0 or above were:

- Recruitment of volunteers, coaches, etc (mean rating of 3.6)
- Retention of volunteers, coaches, etc (3.6)
- Time commitments of existing volunteers (3.6)
- Recruitment of volunteer administration staff (3.3)
- Sustainability or cost of facility (3.2)
- Membership/participant numbers (3.1)
- Skill base of coaches (3.0).

Graph 9 below and Appendix C illustrate the results. Note that some issues were not applicable to some respondents, in particular, 'sustainability or cost of office space/location' and 'ability to employ paid administration staff' (54% and 46% of respondents respectively).



Other issues that were identified from the survey and focus groups include:

- Lack of younger members/participants.
- Lack of communication to members/participants.
- Lack of funding for such things as uniforms, coach education and air travel.
- Ageing facilities.
- Event management issues, such as traffic management and finding suitable land to hold events.
- Overlapping of sports codes.

Respondents were asked if there were any facilities, programmes or services that are not currently available in Marlborough but which they would like to see provided. Responses included:

- Administration courses for volunteers, which would cover topics such as traffic management, website development and management, etc.
- Free meeting room for sports clubs and recreation groups.
- Casual activities for people who do not want to join clubs.
- Indoor pool at Queen Charlotte College for public use.
- Cycle lanes on highways.
- Hockey turf.
- Separate sportsfield and facilities for Marlborough Softball.
- BMX Park.
- High profile cricket coaches and players.

When asked how Sport Marlborough could improve the provision of its services and activities, some suggestions were:

- Investigate the establishment of clusters of schools and recruit Development Officers who could coach a variety of sports at these schools.
- Co-ordinate summer and winter sports so that they don't overlap.
- Organise and promote events that are suitable for the general public.
- Provide a means of publicity for clubs.
- Co-ordinate open days.

4.0 SWOT ANALYSIS

4.1 Strengths

- A relatively high proportion of residents who are already regularly physically active, i.e. undertake at least 15 minutes of vigorous activity or 30 minutes of moderate activity on at least 5 days per week. 76% of Marlborough residents meet this guideline compared with 57% of residents in the Top of the South region and 45% nationally.
- A number of strategies/initiatives already in place, with a number of agencies involved.
- Good history of collaboration among agencies within the district.
- Dedicated Sport Marlborough staff to facilitate SPARC initiatives, e.g. Active Movement, Active Schools, Sport Development.
- Sportsgrounds and facilities for outdoor activities such as tramping and mountain biking, are generally considered to be good.
- Stadium 2000 in Blenheim.

4.2 Weaknesses

- Swimming Pools: Blenheim Pool is not big enough, is often overcrowded and has poor ventilation; local/rural pools are not heated; increasing maintenance costs of school pools.
- Swimming lessons are perceived to be expensive and there are not enough of them.
- Gym admission/membership fees are perceived to be too expensive and are a barrier to participation for some residents, particularly the 25-44 age group.
- Roads are considered to be too dangerous for cyclists and school children.
- Most facilities are located in Blenheim and are generally of a good standard, however, facilities in outlying areas are of a lower standard.
- Lack of flexibility in the provision of some services, particularly in terms of opening hours.
- Poor awareness of the recreational opportunities available within the community.
- Decreasing pool of volunteers, and a perception that volunteer workloads are increasing makes it difficult to recruit new volunteers.
- Lack of planning procedures within sports clubs and groups.
- Lack of awareness of Sport Marlborough among some sports clubs and groups.

4.3 Opportunities

- Continue to develop service provision by Sport Marlborough in line with Trust's objectives.
- Develop pools in Picton and Renwick and maintain existing pools.
- Develop recreational pools (e.g. wave pool, hydro slides) and pools for rehabilitation purposes.
- Develop new hockey turf.
- Improvements to walking and cycling tracks.

- Develop a transport system between the main towns to enable access to facilities that are only available in the larger towns.
- Suggestions to improve uptake in physical activity:
 - Identify activities that people would be interested in
 - Increase the frequency of casual 'fun type' events, e.g. beach events, have a go days, School Olympics
 - Develop unstructured, 'pay to play' activities that can be undertaken on a casual basis.
 - Promote what is available within the district

4.4 Threats

- Decreasing number of members belonging to sports clubs.
- Not recognising the needs of the growing immigrant population.
- Increasing compliance and health and safety requirements.
- Increasing use of technology, television and computer games.
- Increasing cost of living.
- Potential need to pay coaches due to lack of volunteers.
- Loss of gaming trust funding.
- Urban drift of major facilities and competitions, which increases the cost of attendance.
- Lack of provision of safe environments in which to recreate.

4.5 Key Issues

Below is a summary of the key issues that have been identified from the research process and which, we believe, need to be addressed in this Physical Activity Strategy.

4.5.1 Demographic Changes

Ageing Population

Census projections indicate that Marlborough will be an ageing community, with the median age expected to be 46.8 years in the year 2016 and 51.3 years in 2026. It is expected that 22% of Marlborough's population will be aged 65 years and older by 2016, and is likely to rise to 29% by 2026.

The implications of an ageing population include a likely increase in isolation for older people who lack access to transport opportunities and increasing disability and health issues (the resident survey identified 'health problems or injuries' as the main barrier to participation for the 65+ age group).

Another implication is the changing demand or requirements for recreational opportunities. Less strenuous activities, such as walking, swimming, tai chi and strength and balance classes, are more likely to be suited to this age group than the likes of structured sports. The sustainability of individual sports clubs, therefore, may be threatened in the future if they do not plan for this changing trend.

Conversely, there are evident trends for older people to remain active longer into their lives, and to seek out our social and physical activities. Opportunities may emerge for clubs and organisations to involve older people in coaching, mentoring, and administration.

Changing Ethnic Groups

Feedback from the focus groups indicated that there are a growing number of migrants to the region (particularly from South America, Eastern Europe and Asia) who are employed as seasonal workers on vineyards. These workers have their own needs and interests in physical activity and recreation, and may also represent a resource for some codes.

4.5.2 Inadequate Facilities

Swimming Pools

A number of comments about swimming pools were made in both the focus group discussions and the survey. The main issues that arose were that the swimming pool in Blenheim is not large enough for the population, and there is a need for an indoor heated swimming pool in Picton. It is understood that progress is currently underway for the development of a pool in Picton but it is unlikely that it will be built before 2010.

In addition, school pools and other community pools are at risk of closing down due to increasing maintenance costs.

Gyms

The main concern with gyms is that admission and membership fees are too expensive. Eighteen percent of respondents from the residents survey indicated they would like to participate more often in indoor fitness activities but the main factor holding them back is the expense.

One of the key barriers to participation for the 25-44 age group was 'admission/membership fees are too expensive'. This barrier rated 3.0 on the 5-point scale where 1=doesn't influence me at all and 5=influences me a lot, and was the third highest rated barrier for this age group (after lack of time due to work commitments and lack of time due to family responsibilities).

Walking and Cycling Tracks

A number of concerns and suggestions were raised about walking and cycling tracks, in particular, there is a lack of cycle lanes on roads (and roads are too dangerous for cycling without cycle lanes), some existing tracks are in need of improvement (including linkages between tracks), more tracks are desired and there is a lack of information about tracks.

Note that a Walking and Cycling Strategy for the Marlborough district¹⁰ has recently been developed, and this should address some of the concerns raised within this project.

4.5.3 Travel Distances and Costs

A number of focus group participants indicated that they have to travel an excessive distance to some facilities and sports competitions. This is particularly evident where facilities, such as gyms and indoor swimming pools, are only available in Blenheim and people have to travel for approximately 30 minutes or more to use such facilities.

¹⁰ "Walking and Cycling Strategy 2006-2011", Marlborough District Council

4.5.4 Lack of Time

'Lack of time due to work commitments' and 'lack of time due to family responsibilities' are key barriers to participation for many residents, in particular, the 25-44 age group, whose mean ratings for each of these barriers were 3.6 and 3.3 respectively (on a scale of 1 to 5, where 1=doesn't influence me at all, and 5=influences me a lot). 'Lack of time due to work commitments' was also the main barrier for the 45-64 age group.

4.5.5 Lack of Information

A number of focus group participants commented on the lack of information about recreational facilities, programmes and services available within the Marlborough district. There is also a lack of knowledge about who to contact regarding sporting activities.

4.5.6 Fragmentation Within the Sporting Industry

There appears to be growing fragmentation among sports clubs and recreational groups within the region. A number of issues are seen to contribute to or impact on this: increasing difficulties with recruiting and retaining volunteers and coaches; lack of planning procedures such as strategic planning, recruitment planning, succession planning, etc; and decreasing membership or participant numbers, particularly from the younger age groups.

There is also a potential opportunity for Sport Marlborough (subject to the resources that may be available to it) to increase its involvement with clubs and groups as some focus group respondents indicated they were not aware of who Sport Marlborough are and what they do. In addition, more than one half, or 55% of respondents from the sports association and recreational groups survey indicated they were never or only occasionally involved with Sport Marlborough.

5.0 STRATEGY & IMPLEMENTATION PLAN

Chapter 2 (Review of Evidence) outlines some of the health and physical activity initiatives that are already underway within the Marlborough district. For ease of reference, Appendix D provides a summary of these initiatives, along with other programmes that are currently being run.

5.1 Strategy Vision

The vision of this Physical Activity Strategy is:

***“Marlborough residents are active, happy and healthy
by being more active, more often, lifelong”***

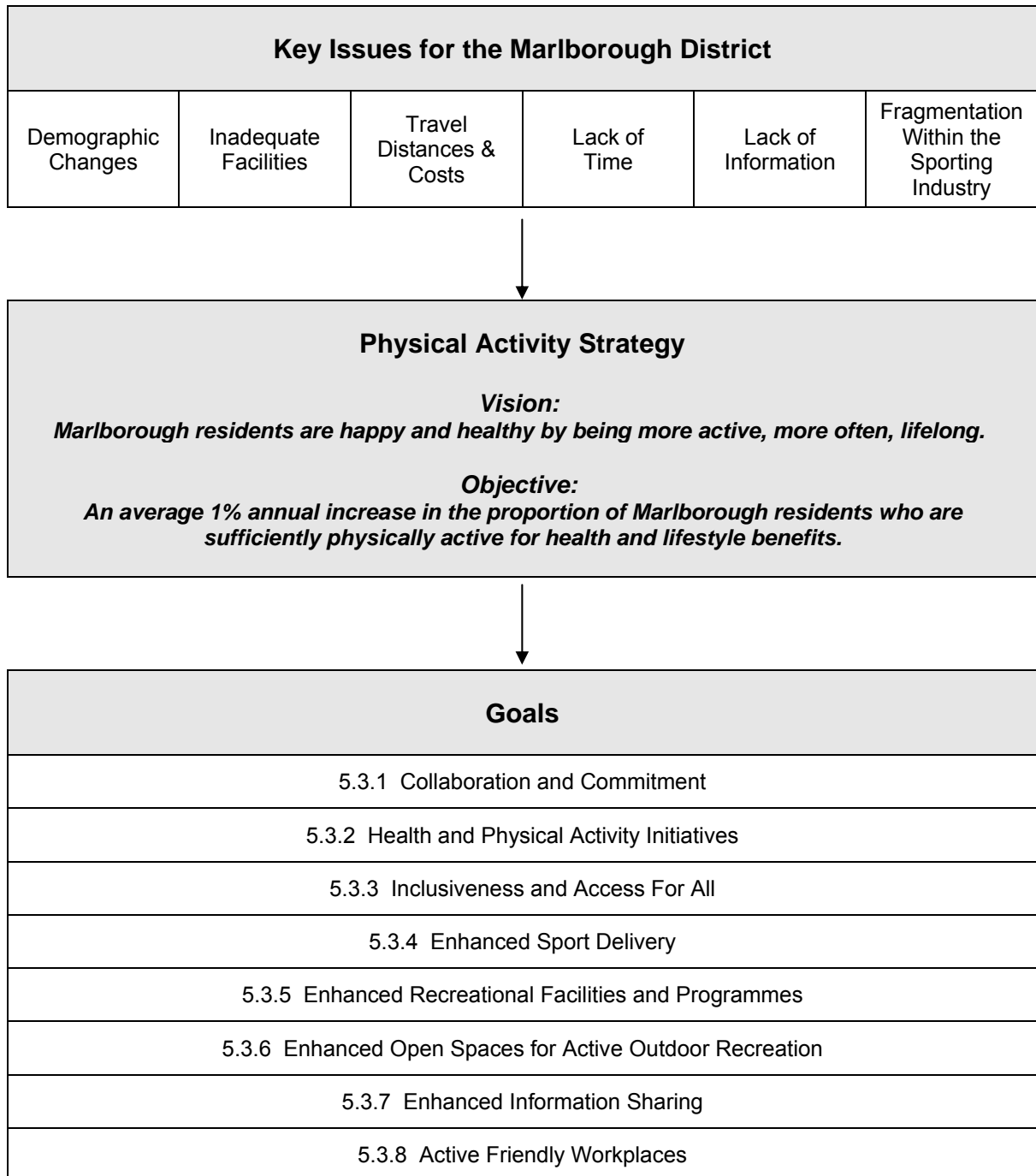
The overarching outcome for this Strategy is: the health and wellbeing of Marlborough residents are improved through active lifestyles.

5.2 Strategy Objective

An average 1% annual increase in the proportion of Marlborough residents who are sufficiently physically active for health and lifestyle benefits, i.e. who undertake at least 15 minutes of vigorous activity or a total of 30 minutes or more of moderate activity each day for 5 or more days per week.

5.3 Goals and Actions

The diagram on the following page summarises the key aspects of this Physical Activity Strategy, and the pages that follow outline the key actions relating to each goal.



Appendices E, F and G provide supplementary information to this strategy - Appendix E summarises residents' preferred sources of information, Appendix F provides a snapshot profile of the different age groups analysed in this project, and Appendix G provides a list of potential sources of funding for this strategy.

The Top of the South Regional Physical Activity Strategy recommends utilising Christchurch's Physical Recreation and Sport Strategy Goal Progress Summary to measure implementation progress of this strategy. See Appendix H.

5.3.1 Collaboration and Commitment

Key Elements	Efforts to increase uptake in physical activity within the Marlborough district will require collaborative input, implementation and monitoring from a range of organisations and agencies. These organisations and agencies will be seen as the 'leaders' of the strategy and will pave the way towards more active lifestyles which will carry through generations to come. Commitment to this strategy, individually and collaboratively, will ensure that this strategy will be implemented effectively.
Goal	To co-ordinate implementation of this Physical Activity Strategy, with all stakeholders and partners working towards the strategy's vision.
Contributing Agencies	Marlborough District Council, Nelson Marlborough District Health Board – Public Health, Tasman Regional Sports Trust, Sport Marlborough, Poumanawa Oranga O Te Tau Ihu, Maataa Waka, Kimi Hauora Wairau (Marlborough PHO)

Actions	Commence	Lead Agency
1. All stakeholders and partners to be committed to this Physical Activity Strategy and to integrate it into their policy and planning procedures.	2008/2009 Ma	Marlborough District Council
2. All stakeholders and partners to 'lead by example' by being physically active themselves and to be supportive of community initiatives that promote physical activity.	2008/2009 Ma	Marlborough District Council
3. Review updated demographic projections for the district based on 2006 Census data (due to be available December 2007).	2008/2009 Ma	Marlborough District Council
4. Identify potential funding sources for community initiatives as well as programmes run by regional sports organisations, sports clubs, recreational groups and disability organisations.	2008/2009 Ma	Marlborough District Council
5. All stakeholders and partners to meet on a regular basis to review and monitor the progress of implementation of this strategy.	2008/2009 Ma	Marlborough District Council
6. Ensure that the changing needs of the community are being addressed by conducting surveys and incorporating a physical activity component into community consultation processes.	2011/2012 Ma	Marlborough District Council

5.3.2 Health and Physical Activity Initiatives

Key Elements	<p>Physical activity and health are inextricably linked. There are already a number of collaborations between health providers and related agencies that are working towards the improvement in health and wellbeing of Marlborough residents. The backbone of all health initiatives is the Ministry of Health's HEHA (Healthy Eating Healthy Action) Strategy.</p> <p>Health providers will be key to promoting health messages to the community, and the involvement of Maori health providers will be necessary in promoting health messages to whānau and the wider Maori community.</p> <p>This goal provides for the sub-regional implementation of the Top of the South Regional Physical Activity Strategy's corresponding goal¹⁰.</p>
Goal	To continue to develop initiatives which aim to increase uptake in physical activity and to achieve health gains.
Contributing Agencies	Nelson Marlborough District Health Board – Public Health, Pōmanawa Oranga Ō Te Tau Ihu, Maataa Waka, Kimi Hauora Wairau (Marlborough PHO), Tasman Regional Sports Trust, Sport Marlborough, Marlborough District Council, Kāwhiri Marlborough, Maori Regional Physical Activities Roopu of Marlborough, Talking Heads network, Health Professionals, Disability Organisations, Physical Activity Providers

Actions	Commence	Lead Agency
7. Continue to develop health-related physical activity initiatives consistent with HEHA ¹¹ .	2008/2009 Nelson	Marlborough District Health Board – Public Health; Kimi Hauora Wairau
8. Work with existing networks of health organisations, disability organisations, sports groups and Maori agencies to share ideas and resources, and to work collaboratively to develop and promote health-related physical activity initiatives and events.	2009/2010 Nelson	Marlborough District Health Board – Public Health; Sport Marlborough
9. Continue to advocate for a kaitiwhakahaere (Maori sports and physical activity coordinator), to be hosted within a Maori organisation with support from Sport Marlborough and the Maori community (as recommended by Pōmanawa Oranga ¹²).	2008/2009 P	ōmanawa Oranga Ō Te Tau Ihu; Tasman Regional Sports Trust

¹¹ "Top of the South Regional Physical Activity Strategy", Global Leisure Group, 2005

¹² "Maori and Physical Activity in Marlborough: Part 2", Pōmanawa Oranga Ltd, 2005

5.3.3 Inclusiveness and Access For All

Key Elements	<p>Physical activity opportunities should be available to all members of the community, including those with disabilities, those on low incomes, migrants and refugees. Less advantaged people are likely to face certain barriers to participating in mainstream recreational activities, and organisational systems and infrastructure need to be designed to enable access by all community members.</p> <p>Feedback from focus groups indicated that there are a growing number of migrants to the region (particularly from South America, Eastern Europe and Asia) who are employed as seasonal workers on vineyards.</p> <p>This goal provides for the sub-regional implementation of the Top of the South Regional Physical Activity Strategy's corresponding goal¹³.</p>
Goal	To ensure that structures are in place to maximise access to recreational facilities and programmes by all members of the community.
Key Issues Addressed	Demographic Changes
Contributing Agencies	Marlborough District Council, Tasman Regional Sports Trust, Sport Marlborough, Nelson Marlborough District Health Board – Public Health, Poumanawa Oranga O Te Tau Ihu, Maataa Waka, Kimi Hauora Wairau (Marlborough PHO), Health Professionals, Kāwhiri Marlborough, Maori Regional Physical Activities Rōpū of Marlborough, Regional Sports Organisations, Sports Clubs, Physical Activity Providers, Disability Organisations, Market Research Consultants

Actions	Commence	Lead Agency
10. Develop a standard No Exceptions policy which regional sports organisations, sports clubs and other physical activity providers can use as a template for their own inclusiveness policies.	2008/2009 Ta	Tasman Regional Sports Trust
11. Investigate the recreational needs of the growing migrant population and seasonal workers.	2009/2010 Ma	Marlborough District Council
12. Work with Volunteer Marlborough to identify ways to recruit, upskill, reward and retain volunteers who work with people with disabilities.	2010/2011 Ma	Marlborough District Council; Sport Marlborough

¹³ Top of the South Regional Physical Activity Strategy”, Global Leisure Group, 2005

5.3.4 Enhanced Sport Delivery

Key Elements	<p>The effective delivery of appropriate sports, particularly within a small community, requires careful planning and execution in order to enhance and promote sustainability of individual clubs.</p> <p>As with many regions around New Zealand, sports delivery within the Marlborough district is faced by a number of issues. These include fragmentation among sports clubs and recreational groups, a decreasing pool of volunteers, falling participant numbers (particularly from the younger age groups) and a lack of planning procedures.</p>
Goals	<ul style="list-style-type: none"> ▪ Enhanced long term sustainability of regional sports organisations and sports clubs through appropriate alliances and efficient operations. ▪ Enhanced relationships between Sport Marlborough, regional sports organisations and sports clubs. ▪ Enhanced delivery of sports and physical activity programmes. ▪ Maintain or enhance sports participation, club membership and sporting participation among school-aged children and youth.
Key Issues Addressed	Lack of Time; Travel Distances and Costs; Fragmentation Within the Sporting Industry
Contributing Agencies	Sport Marlborough, Tasman Regional Sports Trust, Marlborough District Council, Regional Sports Organisations, Sports Clubs, Recreational Groups, Volunteer Marlborough, Schools, Early Childhood Providers, Kimi Hauora Wairau (Marlborough PHO), Health Professionals

Actions – Sport Structure	Commence	Lead Agency
13. Investigate opportunities for developing the ‘Sportville’ concept.	2008/2009	Sport Marlborough
<p>14. Sport Marlborough to develop a communications plan to improve its relationship with regional sports organisations / sports associations, sports clubs and recreational groups. This could include:</p> <ul style="list-style-type: none"> ▪ Hosting regular forums (face-to-face and website forums) to assess sports groups’ needs and to improve Sport Marlborough’s service provision accordingly. ▪ Developing regular newsletters to distribute to sports groups and other interested parties. 	2008/2009 Sp	Sport Marlborough

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Actions – Sport Structure	Commence	Lead Agency
15. Sport Marlborough to develop and co-ordinate ‘health checks’ or an audit tool to ensure selected regional sports organisations undertake appropriate planning procedures (e.g. strategic plans, succession plans, job descriptions, recruitment programmes, training programmes, recognition/awards for volunteers and inclusiveness policies).	2008/2010 Sp	Sport Marlborough; Tasman Regional Sports Trust
16. Continue to implement SPARC-led initiatives, such as Active Movement, Active Schools, Green Prescription, etc.	2008/2009 Sp	Sport Marlborough; Tasman Regional Sports Trust

Actions – Sport as an attractive and inclusive physical activity option	Commence	Lead Agency
17. Selected regional sports organisations to be encouraged to develop fundamental skills based activities which can be utilised by schools with the purpose of getting young people involved in physical activity.	2009/2010 Sp	Sport Marlborough
18. Sport Marlborough to develop a facility on their website that provides information on regional sports organisations, local sports clubs, recreational groups and local events.	2008/2009 Sp	Sport Marlborough
19. Encourage selected regional sport and recreation organisations to investigate the feasibility of developing alternative options to traditional sporting and recreation structures, such as ‘pay to play’ sports and recreation activities. ¹⁴	2009/2011 Sp	Sport Marlborough; Tasman Regional Sports Trust
20. Encourage selected regional sports and recreation organisations to develop effective communication strategies to promote the availability of their activities to targeted age groups and organisations.	2009/2010 Sp	Sport Marlborough

¹⁴ “Top of the South Regional Physical Activity Strategy: Background Report”, Global Leisure Group, 2005

Actions – Volunteers	Commence	Lead Agency
21. Work with Volunteer Marlborough to identify ways to recruit, upskill, reward and retain volunteers.	2009/2010 Sp	ort Marlborough; Tasman Regional Sports Trust
22. Work with selected regional sports and recreation organisations to develop and implement volunteer management strategies.	2009/2011 Sp	ort Marlborough; Tasman Regional Sports Trust

Actions – Rural Sport	Commence	Lead Agency
23. Advocate to Government the expansion of funding support for rural sport and recreation, such as the Rural Travel Fund ¹⁵ .	2008/2009 Ma	rborough District Council;

¹⁵ "Top of the South Regional Physical Activity Strategy", Global Leisure Group, 2005

5.3.5 Enhanced Recreational Facilities and Programmes

<p>Key Elements</p>	<p>Recreational facilities and programmes need to be appropriate, affordable, attractive and available in order to encourage use or uptake by the community. Census projections predict that Marlborough will have an ageing population in years to come, with the 65+ age group making up 22% of the population by 2016 and 29% of the population by 2026.</p> <p>Facilities within the Marlborough district were, generally, considered to be of a good standard, however, since the major facilities are located in Blenheim, it is difficult for many residents in outlying areas to utilise these facilities due to the distance they have to travel.</p> <p>Picton is clearly lacking a suitable indoor heated swimming pool, and many local residents expressed their desire for such a facility. A pool for the Picton community is currently being planned for, however, this is not expected to be completed before 2010, and a possible location has been tagged for the areas between Picton Marina and Memorial Park.</p>
<p>Goals</p>	<ul style="list-style-type: none"> ▪ Ensure that recreational facilities are appropriate, affordable, attractive, accessible and available at suitable times. ▪ Enhance utilisation of facilities.
<p>Key Issues Addressed</p>	<p>Demographic Changes; Inadequate Facilities; Travel Distances and Costs; Lack of Time</p>
<p>Contributing Agencies</p>	<p>Marlborough District Council, Sport Marlborough, Tasman Regional Sports Trust, Schools, Health and Fitness Centres, Physical Activity Providers, Nelson Marlborough District Health Board – Public Health, Kimi Hauora Wairau (Marlborough PHO), Kanohi Marlborough, Age Concern, Schools, Land Transport New Zealand, Transit New Zealand, Bus Companies</p>

Actions	Commence	Lead Agency
<p>24. Identify opportunities for school/community facility partnerships that aim to optimise utilisation for competition, training and other community use. Examples include:</p> <ul style="list-style-type: none"> ▪ Assess the feasibility of collaboration among several schools within a community to maintain just one or two school pools that could also be made available for public use. ▪ Assess the feasibility of making school gyms available for community use. 	<p>2008/2009 March</p>	<p>Marlborough District Council; Schools</p>
<p>25. Undertake a feasibility study of expanding Blenheim Pool.</p>	<p>2008/2009 March</p>	<p>Marlborough District Council</p>

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Actions	Commence	Lead Agency
26. Assess the feasibility of developing a multi-purpose recreational facility in Picton, in conjunction with the current pool development (similar to Stadium 2000 in Blenheim).	2008/2009 Ma	Marlborough District Council
27. Develop cycle lanes on roads, in line with the Marlborough Walking and Cycling Strategy.	2008/2009 Ma	Marlborough District Council
28. Investigate the feasibility of establishing a subsidised public transport system between towns within Marlborough, and promote the benefits of using public transport rather than private vehicles.	2010/2011 Ma	Marlborough District Council; Marlborough Roads
29. Ensure there are appropriate and sufficient programmes for the elderly population (e.g. walking groups, strength and balance classes, tai chi classes, aqua jogging classes) and promote via media sources, health professionals and the Green Prescription programme.	2010/2011 Sp	Port Marlborough; Tasman Regional Sports Trust; ACC
30. Develop and/or promote at-home programmes and resource kits for different groups of the population ¹⁶	2010/2011 Sp	Port Marlborough; Tasman Regional Sports Trust
31. Commence an accessibility audit of all MDC reserves and facilities and develop an upgrade strategy to ensure access compliance.	2010/2011 Ma	Marlborough District Council

¹⁶ Where the target group is young at home mothers and children then this action is covered in action 16 through SPARC Active Movement programme. For older persons, TRST is lead agency for the 3 year planning exercise for older adults. The Marlborough Positive Aging Accord will also be of relevance.

5.3.6 Enhanced Open Spaces for Active Outdoor Recreation

Key Elements	<p>The outdoors provide numerous opportunities to recreate, and the Marlborough district has lots to offer.</p> <p>The Top of the South Regional Physical Activity Strategy identified that opportunities to maximise use of the outdoors were not being fully realised, and that there was a need to standardise information relating to tracks.</p> <p>There are also opportunities to create new tracks within the district to attract both locals and visitors.</p>
Goal	Enhance access to and utilisation of open spaces for physical activity.
Key Issues Addressed	Inadequate Facilities
Contributing Agencies	Marlborough District Council, Department of Conservation, Forestry Land Management Organisations, Land Transport New Zealand, Transit New Zealand, Vineyard Operators

Actions	Commence	Lead Agency
32. Marlborough District Council to work with Department of Conservation to develop a common format for signs, maps and other published material displaying information on tracks ¹⁷ .	2009/2010 Ma	Marlborough District Council
33. Marlborough District Council to work with Department of Conservation and other forestry land management organisations to clarify public recreation access to Crown forestry lease land within the district ¹⁷ .	2009/2010 Ma	Marlborough District Council
34. Develop a audit tool to ensure tracks, amenities and information about tracks are developed and maintained sufficiently and consistently.	2009/2010 Ma	Marlborough District Council
35. Develop linkages between walking and cycling tracks within and between towns. One example would be to develop tracks which link the various vineyards around the Renwick region.	2010/2011 Ma	Marlborough District Council

¹⁷ "Top of the South Regional Physical Activity Strategy", Global Leisure Group, 2005

5.3.7 Enhanced Information Sharing

Key Elements	<p>Promotion of recreational facilities, programmes and services available within the district is required to enhance uptake in physical activity. People need to know what they can do before they can decide to do it, yet, a number of people participating in the focus groups indicated that they did not know what was available within their community. An example of an information gap was in regard to information about walking and cycling tracks. The information does often exist but the format and medium that is being used to convey this information needs to be enhanced. e.g. website improvements, ensuring new developments are covered by the press, increasing range and number of outlets that contain brochures. Council produces free Wither Hills Farm Park and Picton Walk/Bike maps, and these are available at libraries, council and other outlets. District wide walking guides are available from Sport Marlborough for \$7.00 and a Wairau plains bike map is currently being developed by Council and Marl Roads</p> <p>Availability of information through a number of sources will also be required in order to reach different groups of people within the community.</p>
Goals	To increase residents' awareness of recreational facilities, programmes and services available within Marlborough.
Key Issues Addressed	Access to Information
Contributing Agencies	Marlborough District Council, Sport Marlborough, Kimi Haurua Wairau (Marlborough PHO), Health Professionals, Workplaces, Schools, Newspapers, Radio Stations

Actions	Commence	Lead Agency
<p>36. Develop and promote directories and brochures on the range of recreational facilities, programmes and services available within Marlborough.</p> <p>Ensure that information is available on Council's website, Council service centres, visitor centres, libraries and schools, and disseminate information via the preferred information sources identified in the survey (see Appendix E), workplaces, Kimi Haurua Wairau (Marlborough PHO), health professionals and the Green Prescription programme.</p>	2009/2010	Marlborough District Council

5.3.8 Active Friendly Workplaces

Key Elements	68% of Marlborough's population aged 15 years and over are employed either full-time or part-time ¹⁸ . Lack of time due to work commitments is a key barrier to participation in physical activity for many residents (as identified by research, see Section 3.2.5). Workplaces, therefore, provide an opportunity for workers to incorporate physical activity into their day, and for employers to enhance staff morale by being an 'active workplace'. In developing Actions 41-44 below, it was noted that Marlborough is largely made up of small businesses.
Goal	Workplaces to support their employees to be physically active.
Key Issues Addressed	Lack of Time
Contributing Agencies	Sport Marlborough, Marlborough Chamber of Commerce, Workplaces, Sports Clubs, Health and Fitness Centres, Physical Activity Providers

Actions	Commence	Lead Agency
37. Public health agencies to support education and professional development workshops to employers, unions and workplace health agencies and services with reference to the implementation of physical activity and activity friendly workplace policies	2009/2010	Nelson Marlborough District Health Board – Public health
38. Consider extending Sport Marlborough's "Active Workplace" Manual to include profiles of successful 'Active Workplaces' as well as initiatives that support staff to take part in physical activity, e. g. flexible working hours, time off work to coach a sports team, providing bicycles for staff, developing monthly activities/themes.	2009/2010	Sport Marlborough
39. Promote the "Active Workplace" Manual among workplaces and assist employers in implementing initiatives.	2010/2011	Sport Marlborough; Marlborough Chamber of Commerce
40. Investigate the feasibility of workplaces collaborating together to offer lunch-time programmes to workers.	2010/2011	Sport Marlborough; Marlborough Chamber of Commerce
41. Investigate the feasibility of workplaces collaborating with sports clubs to develop inter-workplace competitions and challenges.	2010/2011	Sport Marlborough; Marlborough Chamber of Commerce

¹⁸ Census 2006

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