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Relevant strategic Documentation

National – Sport and Recreation New Zealand (SPARC)

SPARC’s SPARC (Sport and Recreation New Zealand) is the Crown Entity responsible for sport and physical recreation in New Zealand. SPARC provides leadership in research and the development and implementation of policies that recognise the importance of sport and physical recreation to New Zealand.

This involves working with other Government agencies to increase participation and strengthen the sport and physical recreation sector, and ensuring these agencies understand the potential that sport and physical recreation offer as a means to achieve their own objectives and outcomes.

SPARC have produced a strategic plan to set the organization’s direction for the next 6 years.

SPARC’s Strategic Plan sets out goals and outcomes that SPARC aim to achieve by 2015.

Challenges identified by SPARC in delivering the above priorities and that are relevant to pressures faced by MDC / sport provision in Marlborough include;

- **Economic Trends:**
  - Pressure on local government to reduce expenditure;
  - Impact of economic situation on community trust funding;
  - Reducing revenues from gaming trusts;
  - Impact of the economic situation on expenditure of individuals.

- **Cohesion:**
  - Lack of cohesion among community sport providers, particularly between schools and clubs. Resulted in increased competition between schools and clubs to retain young players, & lack of efficiencies of scale to deliver sport and recreation.

- **Volunteers:**
  - There is increasing pressure on the community volunteer base, with concern growing over the retention of skilled volunteers.

- **Infrastructure:**
  - The infrastructure to support the ever-growing seasons and codes wanting to share space and facilities is under strain. Further to this, non-traditional sports and recreation activities have continued to grow over the past years, placing additional pressure on organised sport and recreation to respond to demands for a range of quality experience.

**Sport And recreation New Zealand (SPARC) 2009 -2015 Strategic Plan**

There is a significant amount of evidence that ensuring that communities have the opportunity to maximise activity will have only positive benefits on the whole community. It follows that it is in individual communities best interests to ensure that adequate facilities are provided to maximise these benefits.

SPARC New Zealand current strategic Plan places a significant amount of emphasis on increasing levels of participation within New Zealand and on developing life long habits of activity.

SPARC’s key objectives from this strategy are;\(^{11}\)

**Objectives**

*We want young New Zealanders (0–18) to develop a love of sport and recreation that leads to lifelong participation.*

To achieve this, we will focus on:

- More organised sport and recreation in primary schools – including after-school programmes
- More secondary school students playing sport
- More young people participating in sport and recreation, with an emphasis on participation through clubs

Ensuring young people (aged 0–12) develop the fundamental movement and basic sport skills to participate in sport and recreation for life

**Measures**

\(^{11}\) Sport And Recreation New Zealand Strategy 2009 - 2015
In 2015 our success will be measured by:

- An increase in the number of kids participating in sport and recreation through clubs and organised events
- An increase in the number of primary school and secondary school pupils playing organised sport
- An increase in the level of fundamental movement and basic sport skills in kids under the age of 12 years.

The outcome of providing community infrastructure for sport and recreation can be defined via the following basic categories;

- Participation – All persons
- Elite development - Talented persons who commit significant time and energy to progressing their chosen activity.
- Elite performance- A percentage of participants who achieve ongoing participation at the highest level of achievement available in a chosen sport

Regional – Tasman Regional Sports Trust

The Tasman Regional Sports Trust is one of 17 Regional Sports Trusts operating throughout New Zealand, set up to deliver SPARC’s objectives.

The aim of the Trust is to promote the ‘more people, more active, more often’ philosophy through quality facilitation and delivery of programmes via its 4 satellite offices; Sport Tasman, Sport Marlborough, Sport Buller and Sport Kaikoura.

The Trust works with SPARC, local government, education and health in implementing strategies contained within its Strategic Plan.

Regional Activity Strategies

Top of the South Regional Physical Activity Strategy (2006 - 2016)

The Top of the South Regional Physical Activity Strategy presents a set of regional initiatives aimed at increasing physical activity uptake within the ‘Top of the South’ Tasman Regional Sports Trust’s administrative area.

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

The objective of the Strategy is to achieve “An average 1 percent annual increase in the Top of the South population who are sufficiently physically active for health and lifestyle benefits”.

The Strategy has eleven underlying outcomes, with a number of goals and actions associated to each outcome. The outcomes are listed below;

- Inclusive physical activity opportunities available to the whole community;
- Effective funding of physical activity;
- Effective local planning and leadership for physical activity uptake;
- Healthy, active communities;
- Activity friendly open space for active outdoor recreation and daily life physical activity;
- Active lifestyles fostered in education;
- Active transport options supported in the Top of the South;
- Effective deliver of sport;
- Physical activity friendly workplaces;
- Growing physical activity uptake through collaboration by health and fitness studios;
- A collaborative approach to physical activity at the regional level.

Subsequent to the development of the Regional Physical Activity Strategy each Territorial Authority was charged with developing a district plan (Marlborough Regional Physical Activity Strategy) to underpin the regional strategy.

Tasman Regional Sports Trust – Strategic Plan 2008 – 2010

The Trust’s Strategic Plan identifies the target areas of work that the trust needs to be involved in across the top of the south region. The underlying intent of the Strategic Plan has a focus on getting people physically active in a vigorous way for at least 30 minutes per day.
The Strategic Plan’s mission is;

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

The Strategic Plan identifies 5 goals that underpin the work of the Tasman Regional Sports Trust:

− **Goal A: The Organisation**
  To remain a well resourced professional entity, which the community has confidence in and sees as an essential facilitator of sport, recreation and physical activity throughout the Top of the South Island.

− **Goal B: Participation**
  To develop sport, recreation and physical activity strategies that will encourage more people to be more active, more often.

− **Goal C: 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.

− **Goal D: Education**
  To ensure all young people from early childhood to secondary school age are given the opportunity to adopt physical activity as a health, lifestyle choice.

− **Goal E: Strategic**
  To work strategically with SPARC, Government organisations, education, territorial authorities, health authorities, iwi, and other appropriate organisations.

The primary community outcomes that have a direct influence on sport and recreation and the provision of sports facilities in the Marlborough region include:

− **Fun and recreation**: A community that has fun.
− **Physical activity**: A community where people of all ages are physically active.

The community outcomes that have a secondary impact on sport and recreation, and the provision of sports facilities in the Marlborough region include:

− **Health Choices**: A community where people are served by a health infrastructure that is suited and responsive to their needs, and where they can make health choices for their own lifestyles.
− **Essential services**: A community that is served by a strong infrastructure of essential services, where daily life and business is able to be conducted safely and easily.
− **Knowledge and learning**: A community where knowledge and learning is prized.
− **Positive aging**: A community where people can age positively, where older people are highly valued for their experience, wisdom and character, and where they are recognised as an integral part of families and communities.
− **Positive youth**: A community where young people are vibrant and optimistic, encouraged to take up challenges, and supported in their lifestyle choices.

The above community outcomes also contribute to achieving objectives and goals of the national and regional physical activity strategies.

**Marlborough District Council Long Term Council Community Plan (2009-2019)**

The LTCCP, prepared under the Local Government Act (2002), represents the overall planning framework for all the activities the Council is involved in. Prioritising how these activities are managed, developed and used, is in part, determined by the community, through consultation, and subsequently through the development of community outcomes for council activities.

**Marlborough District Council - Open Space Strategy (Draft) 2008**

Council Open Space Strategy 2008 (Draft) sets out the Council’s vision and goals for the provision and management of open spaces, and the actions it proposes to achieve them.

The Strategy provides the rationale for Council investments in open spaces, and the approach
it intends to take in delivering community benefits. It helps to resolve decisions involving alternative options, and helps guide decisions on the choice of priorities.

Council’s vision for Marlborough’s open spaces is for ‘Marlborough’s communities and visitors experience the benefits of the District’s open spaces’.

Marlborough’s favourable climate and ‘outdoor recreation lifestyle’ that Marlborough is widely known for is conducive to an active, healthy population.

The Strategy has identified five strategic goals and associated actions to ensure the District’s open spaces are well managed, that the use of open spaces is fostered and promoted, and to achieve the strategy’s vision. These goals are:

1. Integrate the management of MDC Council open space assets with other Council activities.
2. Build strong relationships with stakeholders.
3. Be responsive to the changing needs of the community.
4. Promote the use of existing open space assets.
5. Consistently apply all elements of the planning framework.

The vision and goals of the draft OSS also provide directive for the provision of sports facilities and appropriate management of these to encourage a high level of physical activity within the Marlborough communities.

Marlborough District Physical Activity Strategy (2008)

This strategy was developed to develop and implement the objectives and actions that impact on the Marlborough community, identified in the Tasman Regional Physical Activity Strategic Plan (2008 – 2010) and the Top of the South Regional Physical Activity Strategy (2005).

The Strategy and Implementation Plan identifies measurable strategic aims for the most effective and efficient delivery of physical activity, maximising up take by the Marlborough community over the next three to five years.

The overarching outcome for the Marlborough District’s Physical Activity Strategy is: ‘the health and wellbeing of Marlborough residents are improved through active lifestyles’. The objective of the Strategy is to achieve an average 1% annual increase in the proportion of Marlborough residents who are sufficiently physically active for health and lifestyle benefits.

The implementation plan includes a number of goals and actions identified to achieve this objective and the goals are listed below:

1. Collaboration and Commitment;
2. Health and Physical Activity Initiatives;
3. Inclusiveness and Access For All;
4. Enhanced Sport Deliver;
5. Enhanced Recreational Facilities and Programmes;
6. Enhanced Open Spaces for Active Outdoor Recreation;
7. Enhanced Information Sharing;
8. Active Friendly Workplaces.

Marlborough District Council - Walking and Cycling Strategy 2010

This strategy has been developed to show what facilities the Marlborough District Council currently have and what is proposed in Marlborough, to encourage walking and cycling as safe, environmentally friendly, healthy and enjoyable travel and recreation options.

The strategy outlines what Marlborough District Council will do to make it easier and safer for people to walk and cycle and gives some background about why this is important for the future of Marlborough. The strategy identifies prioritised implementation, education and promotion initiatives and aims to reflect the public’s wishes for walking and cycling provision.

The document’s vision is to see:

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“Marlborough’s people and visitors walking and cycling for travel, health and enjoyment”.

The vision can be achieved by focusing on three key objectives:

1. Encourage and support people in Marlborough to choose walking and cycling for an active and healthy lifestyle and an improved environment.

2. Develop a safe, convenient, attractive and integrated network for walking and cycling.

3. Ensure that all relevant strategies, policies, plans and practices for Marlborough include and support walking and cycling.
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27. Marlborough Football - [http://www.marlboroughfootball.co.nz/](http://www.marlboroughfootball.co.nz/)
33. Marlborough Tennis - - [http://www.marlboroughtennis.co.nz/](http://www.marlboroughtennis.co.nz/)

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