

Physical Activity Strategy and Implementation Plan

for

Central Otago

1 July 2006 – 30 June 2009

**Impact Consulting Ltd
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1 Executive Summary

Introduction

Central Otago District Council, Sport Central, Public Health South and the Central Otago Principals Association commissioned Impact Consulting Ltd to develop a Physical Activity Strategy and Implementation Plan for Central Otago.

SPARC's (Sport and Recreation New Zealand) aim nationally is to get 'more people, more active, more often'. Its underlying campaign 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

Currently, 68% of Central Otago residents believe that they generally meet the above guideline for regular physical activity. This means that 32% of the population are not doing enough activity or not doing anything at all.

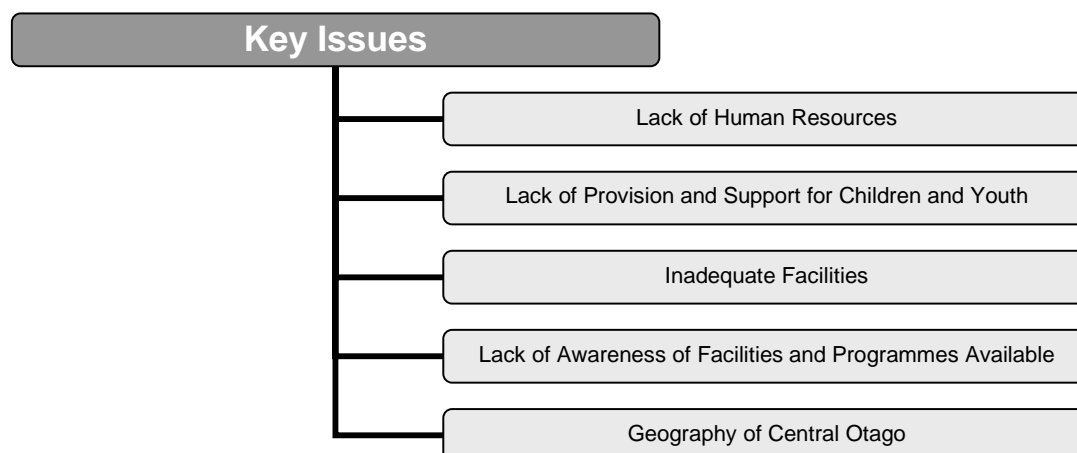
The purpose of this project was to clearly identify measurable strategic aims for the most effective and efficient delivery of physical activity, maximising participation by the community over the next three to five years. The objectives of the project were to:

- Assess the current provision of physical activity (including recreation facilities, services and programmes) within the Central Otago District
- Identify issues impacting on the community's participation in physical activity within the Central Otago District
- Highlight the potential links between physical activity and community wellbeing
- Develop a strategy that identifies strategic aims for the most effective and efficient delivery of physical activity, maximising uptake by the Central Otago community
- 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
- Propose a framework for enhanced relationships and ongoing co-ordination between all stakeholders in physical activity in the Central Otago community
- Recommend opportunities for a rationalisation of Council recreation facilities
- Recommend future recreational facilities needs over the next 3-5 years and indicative for the following 5 years

In developing this Physical Activity Strategy and Implementation Plan, a number of research activities were undertaken, including a review of existing research and literature, 11 focus group forums, 14 personal and telephone interviews and a survey distributed to a random sample of 500 households around the region.

Key Issues

The key issues arising from our research are as follows:



- **Lack of Human Resources** (paid and volunteer): sports coaches, referees, administrators, as well as regional facilitators
- **Lack of Provision and Support for Children and Youth:**
 - Lack of support from parents and a lack of 'grass roots' teaching
 - Lack of Sports Co-ordinators in schools
 - Primary schools are poorly equipped for indoor activities
 - Declining number of 11-12 year old youth participating in sports
 - Difficult for Sport Development Officers from Sport Otago and other regional sports organisations to access schools
- **Inadequate Facilities:**
 - Several facilities in need of upgrading
 - Poor management of facilities
 - Roading issues, such as uneven footpaths, inadequate street lighting, inadequate pedestrian crossings and traffic lights, inadequate cycle lanes
- **Lack of Awareness of Facilities and Programmes Available**
- **Geography of Central Otago:** remoteness of some towns means people have to travel to larger towns to participate in recreational activities, but this is difficult for some people because of time and cost.

Central Otago Physical Activity Strategy

The Central Otago Physical Activity Strategy is a three year strategy (July 2006 to June 2009) which attempts to address the above issues. Four strategic aims were identified, with the overarching goal being to:

**Maximise uptake of physical activity by the Central Otago community,
whereby physical activity is a way of life for the people of Central Otago.**

The four aims which drive the strategies and actions are as follows:

1. **Regional Collaboration:** Ensure a structured and coherent regional approach towards improving physical activity levels in the Central Otago region
2. **Infrastructure:** Provide the relevant infrastructure required to meet the needs of a more active population
3. **Supporting Social Environments:** Facilitate supportive social environments that encourage physical activity as part of Central Otago's lifestyle
4. **Increased Participation:** Increased participation in physical activity, particularly among the inactive groups of the community, for the benefit of their own health and wellbeing

Key strategies and actions have been developed within each of these four aims, along with recommended timelines and key agencies responsible for implementing the actions. The diagram on the following page provides a snapshot of the key strategies as they relate to each of the four aims. The key priorities for Year 1 (1 July 2006 – 30 June 2007) are:

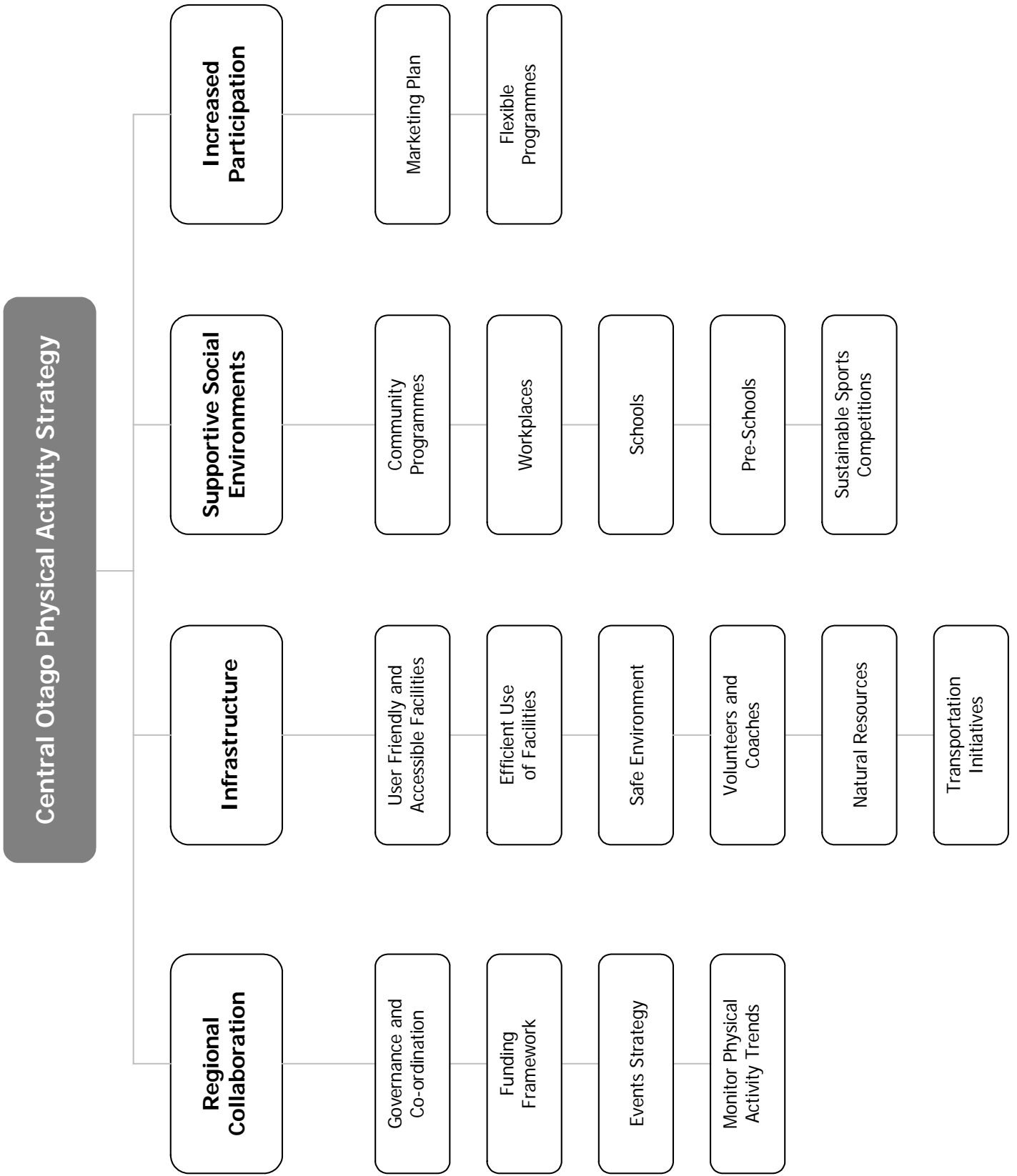
- **Governance and Co-ordination:** establish an appropriate governance structure to oversee, administer and implement the Plan
- **Funding Framework:** develop a funding framework to ensure effective implementation of the Plan
- **User Friendly and Accessible Facilities:** ensure that facilities within the region are user friendly and easily accessible
- **Schools:** enhance physical activity opportunities within primary and secondary schools
- **Safe Environment:** create a safe environment for which to undertake general physical activities

There are a number of halls within the region which could be used for the delivery of recreational programmes. We do not recommend rationalising any facilities until the stakeholders obtain a clearer picture of which recommendations will be adopted from this strategy and the extent to which the community responds to the recommendations. A comprehensive financial review is also recommended before facilities can be rationalised. We envisage that an indication of which facilities can be rationalised could be obtained within 2-3 years.

Framework for SPARC Active Communities Funding Application

Two initiatives have been recommended for applying to SPARC for Active Communities funding:

- **Rural Delivery (\$140,000 per year for 3 years + \$10,000 recruitment expenses):**
 - Recruitment of Activity/Sports Co-ordinators who would service multiple schools within the region, to motivate students to be physically active and to facilitate sporting and recreational opportunities.
 - Recruitment of 'mobile' programme deliverers who would travel around the various towns to deliver activity programmes and exercise classes.
- **Facilitator to Educate and Motivate (\$50,000 per year for 3 years + \$5000 recruitment expenses):** recruitment of a Facilitator who would educate people about physical activity and motivate them to become involved by developing and distributing information kits, facilitating public workshops and facilitating one on one consultations.



2 Introduction

2.1 Benefits of Physical Activity

Physical activity is defined as:

“Movement required on a daily basis to sustain health. Physical activity opportunities include, amongst 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 document (2003) 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.

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.

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. A 10% increase in physical activity participation could result in 600 fewer deaths per year (Ministry of Health, 1999).

Other benefits of physical activity include (SPARC Facts 1997-2001):

- 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 NZ 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

A number of key agencies within Central Otago were interviewed about the relevance of physical activity to Central Otago people. Participants were asked how important they thought physical activity is to the wellbeing of Central Otago people. There was consensus that a positive link exists between physical activity and wellbeing, providing physiological, cognitive and social benefits. Some of the benefits that participants quoted include:

- Pumps oxygen into the brain and lungs, helps with co-ordination and motor skills
- Social interaction, belonging, friendship, encouragement from others
- Sense of pride, self esteem, discipline; achievement in sports boosts self confidence, which improves attitude and achievement in other areas of life, such as school

2.2 National Trends and Policies in Physical Activity

2.2.1 SPARC

SPARC (Sport and Recreation New Zealand) has identified that New Zealanders are not doing enough physical activity. SPARC's Sport and Physical Activity Surveys (SPARC 2003) found that:

- In 2001, 70% of New Zealand adults were physically active or took part in at least 2.5 hours of physical activity in the previous 7 days. However, almost 60% do not meet the recommended level of at least 30 minutes of moderate intensity activity a day.
- Approximately one third of all New Zealanders participate in organised sporting activities.
- 66% of young people were active in 2000/01, compared to 69% in 1997/98. The proportion of young people who are sedentary (no activity within last 2 weeks) has increased from 8% to 13% over the same time period.
- Women are less active than men throughout their lifespan, especially from 25-34 years.
- People with disabilities have lower participation rates and perceive barriers to their involvement in physical activity and sport.

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's goal for 2005/06 is to have 43% of NZ adults active for at least 30 minutes for 5 or more days per week. 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. These include Push Play, the Activator, Green Prescription and a whole series of programmes for children and schools
- Representing the sector to government in policy formation
- Providing a research base for the sector.

A number of national governing bodies have also recognised the need to develop policies to improve physical activity amongst New Zealand's population. A summary of key national policies are outlined below:

2.2.2 Ministry of Health

The "Healthy Eating – Healthy Action: Oranga Kai – Oranga Pumau" strategy (HEHA Strategy) 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 NZ 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.

2.2.3 Ministry of Education

The health and wellbeing of students affects 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.
- Achievement objectives: personal growth and development, regular physical activity, safety and risk management, and personal identity and self-worth.
- 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.
 - Achievement objectives: movement skills, positive attitudes and challenge, science and technology, social and cultural factors.
- 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.

2.2.4 Ministry of Transport

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

2.3 Purpose of this Report

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.

Central Otago District Council, Sport Central, Public Health South and the Central Otago Principals Association commissioned Impact Consulting Ltd to undertake this Physical Activity Strategy and Implementation Plan for Central Otago because the Central Otago community currently lacks strategic focus and co-ordination in the provision of physical activity. The purpose of the Strategy and Plan is to clearly identify measurable strategic aims for the most effective and efficient delivery of physical activity, maximising participation by the community over the next three to five years.

The objectives of the project were to:

- Assess the current provision of physical activity (including recreation facilities, services and programmes) within the Central Otago District
- Identify issues impacting on the community's participation in physical activity within the Central Otago District
- Highlight the potential links between physical activity and community wellbeing
- Develop a strategy that identifies strategic aims for the most effective and efficient delivery of physical activity, maximising uptake by the Central Otago community
- 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
- Propose a framework for enhanced relationships and ongoing co-ordination between all stakeholders in physical activity in the Central Otago community
- Recommend opportunities for a rationalisation of Council recreation facilities
- Recommend future recreational facilities needs over the next 3-5 years and indicative for the following 5 years

2.4 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 Central Otago and New Zealand as a nation.
2. **Focus Groups:** 11 focus groups, consisting of 6-7 people per group, were undertaken around Central Otago. A range of people from each of the six wards (Alexandra, Roxburgh, Earnsclough, Maniototo, Cromwell and Manuherikia),

representing students, senior citizens, people with disabilities, elite sportspeople, event organisers, sports clubs and the general public, were recruited to participate in this exercise. Six topics were discussed during these one-hour forums, an outline of which is presented in Appendix A.

3. **Personal Interviews:** telephone or personal interviews were conducted with 14 key agencies, including Central Otago District Council, Public Health South, Sport Central, Central Otago Principals Association, Central Otago Rural Education Activity Programme, Central Otago Recreation Users Forum, Roxburgh Area School, Cromwell Primary School, Dunstan High School, Department of Conservation, Otago Regional Council, Child Youth and Family, Alexandra Parents Centre and South Link Health. Appendix B contains copies of these interview questions.
4. **Self-Administered Questionnaire:** an 8-page questionnaire was distributed to a sample of 500 households around Central Otago. A random sample was selected from Central Otago 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 13 years of age or older. Entry into a prize draw to win a \$200 gift voucher from Central Otago Sports Depot Ltd was offered as an incentive. Questionnaires were posted on 16 December 2005, and respondents were asked to return their completed forms by 16 January 2006. The response rate was 22%. See Appendix C for a copy of the questionnaire and a summary of respondents' demographic information.

3 Current State of Physical Activity in Central Otago

3.1 Key Characteristics of Central Otago

Central Otago is a unique and special lifestyle destination for both residents and visitors. Its competitive advantage lies in its landscape, its opportunities for recreational and leisure pursuits, its climate, heritage and primary production. There are also opportunities for various trails (heritage, wine, food, biking, connections between towns, rivers and lakes etc).

The Central Otago District is a very large territorial area (approximately 10,000km² and third largest in NZ) with a small population. This results in the following impacts:

- A small rating base from which Council can fund recreational initiatives
- Significant distance for many residents, particularly those in rural areas, to travel to facilities and events. Most organised sports in Central Otago involve the rotation of games between towns.

3.1.1 Economy

As described in Central Otago District Council's Long Term Council Community Plan (LTCCP), 2004, Central Otago is undergoing rapid and fundamental economic and social change – it has moved from a primarily pastoral farming economy to a more balanced and diversified economy that has been driven largely by the wine industry, renewed investment in horticulture, introduction of new crops, development of more value added manufacturing industry and the expansion of tourism. Central Otago has a significant influx of domestic visitors over the summer months, who are significant users of the district's facilities and their use contributes to the physical activity of residents in the Otago and Southland area. A significant proportion of houses in some Central Otago towns, particularly in Clyde, Alexandra, Cromwell and Naseby, are holiday houses.

As a result of a growing economy, there are more businesses, more jobs (13% growth in employment over the year to June 2003), higher incomes, growing population, and investment in facilities and services.

While some major community assets have been created (e.g. Alexandra Aquatic Centre) the present rate of new infrastructural development is at risk of falling behind that necessary to sustain continued economic growth and meet community expectations (Central Otago District Council LTCCP, 2004).

3.1.2 Residential Growth

- Of Central Otago's 14,500 residents, 65% live in the district's more urban areas, particularly Alexandra, Clyde, Cromwell, Naseby, Ranfurly and Roxburgh (Census 2001, in Central Otago District Council Walking and Cycling Strategy, 2004).
- Resident population is growing at 0.8% per year.
- Growing number of retirees moving to the area.
- A low proportion of 20-30 year olds live in the region
- Developers have concentrated more on the high-end, lifestyle segment of the market.
- Cromwell's population is expected to grow at a faster rate than Alexandra because there is more land available for residential growth and because of Cromwell's proximity to Queenstown and Wanaka where living costs are higher. Cromwell is, therefore, expected to expand as a transport and service hub of Central Otago.

- Expected growing demand for higher density residential accommodation in Alexandra because of ageing population, eventual constraints on the spatial expansion of the town and a broadening of accommodation preferences.
- Growth in the Maniototo and Teviot Valley growth is minimal.
- Growth in the popularity of lifestyle blocks in Earnscliffe/Manuherikia and rural areas of Cromwell including Bannockburn and Pisa Moorings.
- Clyde will remain primarily a residential town.
- Ophir is not likely to experience higher density residential development.

3.1.3 Land Use

- A significant amount of land used for activities such as walking, mountain biking and running occurs on private land, in particular, on crown pastoral lease land in which access is through the goodwill of leaseholders.
- A number of Council's reserves and recreational facilities are maintained by the community through trusts and committees particularly in rural areas.
- Central Otago District Council currently has 145 parks and reserves, covering 740 hectares (Central Otago District Council LTCCP 2004, p43).
- The Department of Conservation is an important provider of open spaces and track and trail networks in Central Otago used by residents and visitors.
- Central Otago is a popular area for outdoor recreational events, such as the Gold Rush.
- The open space and pedestrian greenways are a special characteristic of Cromwell.

3.2 Key Agencies Involved in the Provision of Physical Activity

Central Otago is well positioned for improving physical activity levels within its community. The stakeholders of this project have incorporated physical activity into their policies, and there are a number of agencies and groups in the region who are involved in facilitating physical activity. A summary of the key agencies who currently have an impact on the provision of physical activity are outlined below.

3.2.1 Central Otago District Council

The Central Otago District Council's 2004 Long Term Council Community Plan (LTCCP) sets out the Council's outcomes for the 10 years from 2004 to 2014, as well as the intended activities to be carried out, how and when the work will be done and how much it will cost. As outlined in the Council's 2004 LTCCP, there are three themes that the community want for Central Otago as a place to live, work and play are:

- A thriving economy
- A safe and healthy community – wide range of quality services and facilities for all age groups; accessible opportunities for recreation, arts and culture; always consider community needs in future planning
- A sustainable environment that provides good quality of life.

The issues that Council face to 2014, as they relate to the provision of physical activity, are as follows:

- **Extension of Cromwell Swim Centre** – includes therapeutic pool, gym and meeting room. Total costs estimated to be approximately \$1.5m, with \$1m coming from capital donations. Work is planned for 2005/2006
- **Cromwell Golf Club and Racecourse Grants** – the Board has earmarked \$200k in 04/05 and \$100k in each of the next 3 years to upgrade the racecourse facilities. It also intends to grant \$150k to the golf club in 04/05, all of the above being subject to land sales.
- **Maniototo Park** – the Maniototo Community Board will investigate the recreation requirements for the park and the amount of land required. The Board may choose to relinquish part of the park's reserve status.
- **Roxburgh Swim Centre** – scheduled to be upgraded or replaced in Year 2 of the LTCCP (2005/2006), with a budget of approximately \$1m. The Board will enter extensive consultation with the public on whether the pool should be repaired, replaced or if a new site is required.
- **Roxburgh Town Hall** – the Roxburgh Entertainment Centre Improvement Committee has plans to further upgrade the Town Hall with extensive renovations of the kitchen, supper room and main hall. The estimated capital cost of between \$620,000 and \$650,000 will be funded via donations and fundraising. However, ratepayers will have to pay future depreciation, insurance and other costs, estimated to be around \$28,000 a year or about \$28 per ratepayer.
- **Access to Outdoors** – a rapid increase in subdivision of rural land owing to residential and viticultural development, as well as tenure review resulting in an increase in the Department of Conservation estate in the high country, has led to a perceived decrease in access to waterways and a heightened expectation for access to the high country. Coupled with a general trend for active recreation in natural open spaces rather than urban reserves, Central Otago District Council has considered methods to ensure appropriate access to high country and waterways is maintained to service these activities. Developers and the Department of Conservation will be encouraged to allow for such access in their development plans. Central Otago District Council will also review its current reserve land holdings and, where possible, reinvest to gain or protect access opportunities.

A Walking and Cycling Strategy was written for the Central Otago District in 2004. Similar to the Ministry of Transport's national Walking and Cycling Strategy, the vision of this strategy is:

Central Otago is a safe, pleasant and comfortable place for walking and cycling, where people of all ages choose to walk and cycle for transportation, tourism, sport and recreation.

The objectives of the strategy are to:

- Maximise the role of walking and cycling as transport
- Develop a safe, convenient and attractive transport infrastructure which encourages and facilitates walking and cycling
- Ensure that Central Otago District Council strategies, policies, plans and practices support walking and cycling

An Implementation Programme is included in the Walking and Cycling Strategy, which outlines specific actions and timelines for implementation.

3.2.2 Sport Central / Sport Otago

Sport Otago is the Regional Sports Trust for Otago, and it is the major supplier of sport and recreation services and expertise to the Otago region, as well as a leading advocate on the wide range of issues affecting this sector. Its major objective is to fully develop sport and

physical activity levels in Otago by working alongside a variety of sporting and leisure groups in the province.

Sport Otago's goals are to:

- Increase the number of people living physically active lifestyles.
- Improve the quality of sport and recreation delivery systems at all levels.
- Increase participation and achievement in sport and physical recreation, thus building healthy, confident people.
- Provide leadership to key stakeholders, generating a strong sense of regional unity and identity.
- Provide direction and alignment to sport and recreation strategies and decision making.

Sport Otago facilitates the implementation of SPARC's initiatives within the region. It allocates 50% of its resources to the delivery of programmes, activities and events, 30% to advocacy, leadership and guidance for regional policy and decision making, and 20% to the provision, accessibility and communication of information.

Sport Otago's programmes include:

- **CoachForce:** a nationwide project initiated by SPARC which is designed to focus on the important role that coaching plays at all levels of New Zealand sport. The Otago regional CoachForce programme currently includes development officers for hockey, athletics, swimming and biking
- **Active Schools:** a nationwide initiative which aims to assist schools to develop and deliver sustainable quality education and physical activity within the school community
- **Fundamental Skills:** a project designed to measure the competence of primary school aged children in performing a series of basic motor skills.
- **Sporting Chance:** a programme to assist young people from financially disadvantaged backgrounds to participate in their chosen sporting activities. Sporting Chance helps school aged youth to obtain sports footwear, clothing, and other essential equipment, while also covering sports fees where appropriate
- **Halberg Sport Opportunity:** the Halberg Sport Opportunity Programme aims to ensure that people with a disability receive equal opportunities to participate, enjoy, and achieve in their choice of sport or active leisure activity
- **Sport Development:** Sport Development covers a broad spectrum of activities designed to enhance the delivery of sport in the region. The Sport Development team offer support and training to volunteers, coaches, officials, and administrators, while also assisting sporting groups with funding advice, strategic and business planning services, and issues such as organisational structure and governance
- **Active Families:** a support programme designed to help parents & caregivers provide fun opportunities for their children to be active and to make healthier lifestyle choices
- **Walking School Bus:** Sport Otago is attempting to encourage children to walk to school as part of their daily routine. A Walking School Bus is a group of children walking to school escorted by a parent "driver" along a safe and pre planned route
- **Green Prescription:** a written prescription from a General Practitioner or Practice Nurse for a patient to get more active as part of his or her health management

Sport Central is Sport Otago's regional office for the Central Otago district, and is geared to servicing the sport and recreation needs of this region and co-ordinating access to the range

of services available through Sport Otago. Established in 2002, Sport Central is a partnership between Sport Otago, Sport Southland, the Central Otago District Council, and the Queenstown Lakes District Council, with support from the Community Trust of Otago and the Community Trust of Southland. Sport Central undertakes the following activities:

- Working closely with schools and education providers, health agencies, regional sports organisations, clubs, community organisations and the media
- Providing the first point of contact for information and enquiries
- Facilitating local training opportunities for volunteer administrators, managers and coaches
- Identifying local needs and solutions with local community sport and recreation providers and assist them to develop appropriate strategies
- Co-ordinating the sharing of good management practice between clubs, sports codes and communities
- Assisting with the co-ordination of local events and facilities and generating publicity and media coverage
- Introducing appropriate community based programmes to encourage greater participation
- Assist local club and recreation providers with funding applications.

3.2.3 Public Health South

Public Health South is owned and governed by the Otago District Health Board, and delivers public health services within Otago and Southland. Public Health South offers services to populations rather than individuals and aims to create or advocate for healthy social, physical and cultural environments. Its broad aim is to influence the wider environment to get more people more active, more often through long term lifestyle change.

Public Health South provides an educational role, and promotes and delivers health services based on various national and international frameworks, including the Ministry of Health's "Healthy Eating Healthy Action" Plan (which underpins the delivery of Public Health South's work), Ministry of Transport's walking and cycling strategy "Getting There – On Foot, By Cycle", Ottawa Charter, and the World Health Organisation.

Strategies used by Public Health South to promote healthy nutrition and regular physical activity include:

- Working with the community to raise awareness about healthy food choices and about the lifelong benefits of regular physical activity.
- Advocating for and assisting schools, workplaces, tertiary institutions and the food industry to provide and promote healthy food choices and regular physical activity.
- Providing easily accessible and credible information and advice about food, nutrition and physical activity to health professionals, teachers and other key agents of change.
- Developing strategic alliances and interagency networks to promote healthy food choices and involvement in physical activity.
- Advocating locally and nationally for better public policies that impact on nutrition and physical activity.

Some of the projects that Public Health South are involved in include:

- Working alongside the "Health Promoting Schools" team which is a collaborative effort between schools and Public Health South, and aims to involve all members of

the school community to work together to promote good health and wellbeing. This includes both the formal and informal curricula in health, the creation of a safe and healthy school environment, the provision of appropriate health services and the involvement of the family and wider community in efforts to promote health. Public Health South provides support and resources to teachers and provides current nutrition and physical activity information for the Health Promoting Schools newsletter.

- Working with the Heart Foundation to develop a nutrition and physical activity newsletter for early childhood centres in Otago and Southland.
- Has worked alongside Public Health Nurses to develop a nutrition and physical activity resource kit for workplaces, and is advocating for the application of the Healthy Eating Healthy Action Implementation Plan in workplaces.

3.2.4 Schools

The Central Otago district currently offers ten primary schools, three secondary schools, 1 area school and 2 kindergartens. The development of physical activity strategies within schools does not appear to be consistent across the region, with some schools having developed strategies already, while other schools have yet to formally develop strategies.

The extent to which extra curricular recreational activities are offered also varies between schools, with some schools employing full-time or part-time Sports Co-ordinators or 'motivators' to co-ordinate and encourage physical activity, while other schools offer limited opportunities for physical activity. In some schools, teachers are proactively encouraging their students to be more physically active (e.g. co-ordinating recreational trips, providing 10-minute 'brain breaks' where children take a break from their classroom activities and go outside to participate in fitness activities for 10 minutes). However, the extent to which initiatives are being developed seems to be dependent on the interests of individual teachers.

SPARC's Active Schools programme is aiming to assist schools develop a curriculum resource, provide professional development to lead teachers and support whole-of-school physical activity programmes. In the Otago region, Active Schools is being implemented primarily in Dunedin from 2006, and is most likely to be implemented in Central Otago in 2007. This initiative should help to address some of the gaps in the provision of physical activity in schools.

3.2.5 Other Agencies

A number of other agencies are also involved in the provision of physical activity in Central Otago. These include:

- **Alexandra Parents Centre:** provides programmes for preschool children (e.g. junior gym, aqua play and music and movement) as well as parent education. The Centre currently has 40 members, who pay an annual fee of \$60, or \$30 if they hold a Community Services Card. Delivery of programmes is reliant on the available expertise within the area, however, there is potential to work more closely with skilled people and organisations, such as Sport Central, to provide other programmes. Encouraging mothers to be more active, by way of organising walks, is another opportunity that the Centre may consider pursuing.
- **Central Otago REAP** (Rural Education Activity Programme): a Ministry of Education and Tertiary Education Commission funded organisation that facilitates educational opportunities in the Central Otago region. REAP operates across the entire community spectrum, offering programmes for early childhood (e.g. facilitating playgroups), primary and secondary school aged children (e.g. art courses), adult education, as well as recreational courses when the demand arises. REAP typically offers programmes and courses in response to community needs. In addition to their

educational role, REAP are in a position to facilitate networking opportunities, directing people to the appropriate provider, whether it be for physical activity, the arts, education, or parenthood.

- **Central Otago Recreation Users Forum:** a local forum of outdoor recreational users who organise recreational trips, discuss problems relating to outdoor recreational activities (e.g. access to land), etc. The forum currently consists of 47 official members, most of whom are associated with recreational organisations. They hold two public meetings a year, plus meet when the need arises. In terms of encouraging physical activity, the forum can provide an educational role, by informing people about the access to public land and organising trips such as 4WD fundraising trips.
- **Department of Conservation:** a central government organisation responsible for the maintenance of walking and tramping tracks and huts. With the tenure review currently taking place on crown leased pastoral land in the high country, DOC has an opportunity to take over some of this land. As access to this land is currently through the goodwill of private landowners, DOC ownership would ensure public access and, therefore, remove residents' doubts about their ability to use this land for recreation in the future.
- **Otago Regional Council:** responsible for flood protection works, maintenance of lakes and rivers and to ensure that the environment is suitable for recreation (i.e. control of degradation). The Otago Regional Council has, in the past, held field days to promote the use of certain recreational resources and environmental awareness. Given Central Otago's abundance of natural resources, field days held in conjunction with the Otago Regional Council could be considered to promote physical activity.
- **South Link Health:** an IPA (independent practitioner association), one of a growing number around the country set up to support general practice. This support takes many forms from contracting with the government, to offering a range of educational, financial, and pastoral support services. South Link Health works closely with the five PHO's (public health organisations) in Otago, including Rural PHO in Central Otago, to provide appropriate services to its members. These PHO's obtain funding from the Otago District Health Board which, in turn, funds South Link Health's contracting of services. PHO's are funded \$2 per resident within their area.

South Link Health occasionally receives proposals for the funding of community initiatives. It is currently undergoing a scoping exercise to assess the state of health needs within the community, and there is a very positive potential to involve South Link Health and Rural PHO in the implementation of this Physical Activity Strategy, by way of funding as well as working collaboratively to achieve mutual outcomes.

3.3 Facilities

As outlined above, Central Otago is blessed with a stunning landscape and offers ample opportunities for outdoor recreational activities. It also offers a number of excellent indoor facilities, some of which have the potential to attract a higher number of users if upgraded and/or were better managed.

The following table provides an indication of the number of recreational facilities and clubs currently available within Central Otago. A more detailed Provisions Register is available in Appendix E.

Ward	Recreation Facilities	Sports Clubs/Groups	Commercial Services	Recreation Locations
Roxburgh	8 (6 halls)	5	-	6
Alexandra	2	35	3	9
Cromwell	6	28	1	13
Manuherikia	3	4	1	7
Maniototo	6 (3 halls)	22	-	-
Earnsclough	2 (1 hall)	12	-	2
All Wards	-	10	-	See below

Recreation Facilities = buildings, structures, courts, etc, e.g. pools, halls

Sports Clubs/Groups = sports clubs, association or physically active groups

Commercial Services = business or organisation for financial gain, e.g. gym, tennis coaching business

Recreation Locations = natural resources or open land activity location, e.g. lake, river, park or reserve

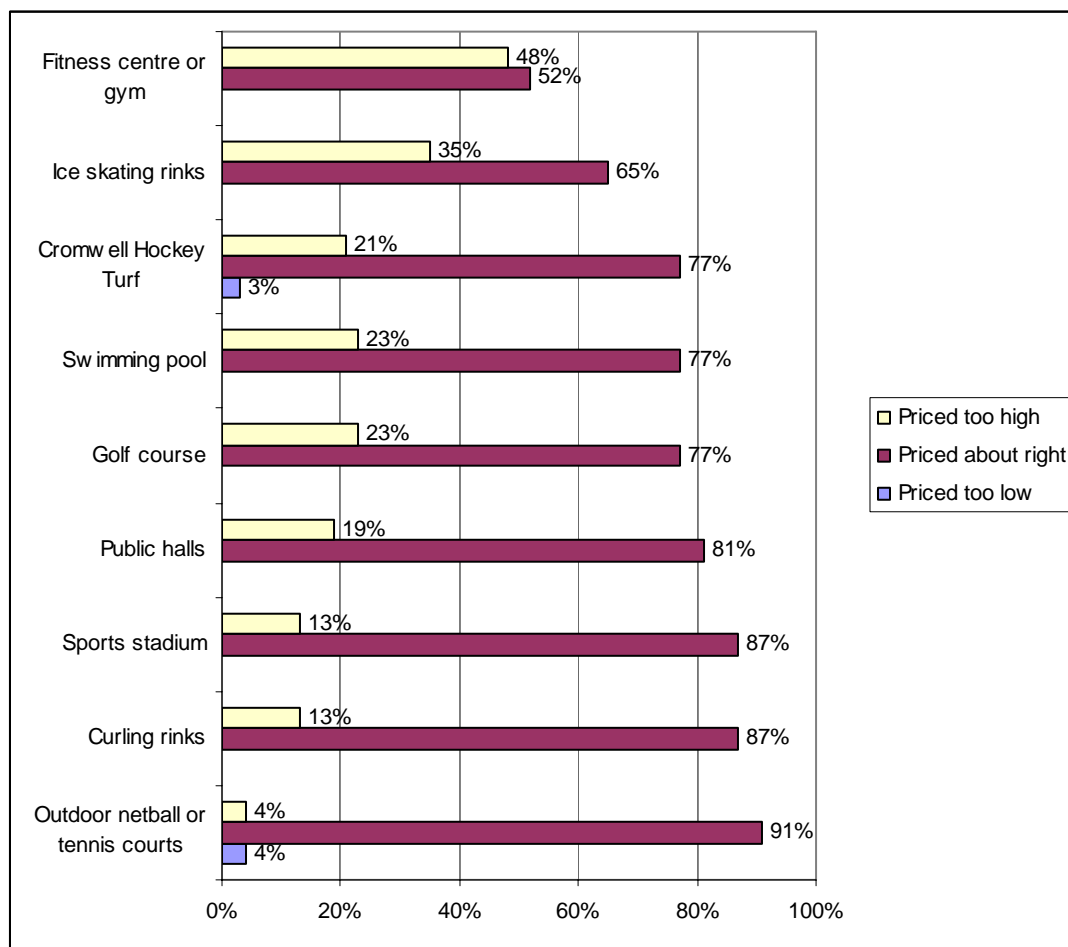
Some notes to consider from the above table are as follows:

- Halls typically have low usage
- In addition to the number of Recreation Locations summarised in the table, there are also:
 - 7 short tracks
 - 38 day tracks
 - 13 backcountry tracks
 - 195 conservation areas/reserves/covenants
 - The Rail Trail
 - 53 historic sites, special locations used for walking, tramping and shooting
 - 52 marginal strips by rivers, lakes, creeks, etc
 - 6 rivers
- Whilst schools have not been included in the above summary table, they are included in the complete Provisions Register in Appendix E. Some points to note are:
 - Cromwell College and Maniototo Area Schools both offer gymnasiums, however, only one (Cromwell College's) is available to the community, while Maniototo Area School's two gyms are for school use only.
 - Roxburgh Area School offers a small gymnasium/hall which is the size of half a basketball court. It is used for various sporting activities, but does not have a weights room. It is open from 8am to 9pm on weekdays, and open on weekends as needed.
 - Dunstan High School does not have a gymnasium.
 - Whilst primary schools generally provide playgrounds, playing fields, sand areas, and court areas, there appears to be a lack of provision for indoor recreational activities within primary schools.

3.3.1 Pricing of Facilities

Survey respondents were asked to indicate what they thought about the pricing of recreational facilities in their neighbourhood. They were asked to indicate whether the facilities were priced too low, about right or too high. Most facilities were generally priced 'about right', however, a relatively large proportion of respondents felt that the following facilities were priced too high:

- Fitness centres - 48% indicated that fitness centres were priced too high
- Ice skating rinks - 35% indicated that ice skating rinks were priced too high.



3.4 Regional Trends in Physical Activity

Approximately two-thirds (68%) of Central Otago residents believe that they generally meet SPARC's recommended guidelines for physical activity, i.e. 15 minutes of vigorous activity or 30 minutes of moderate activity or brisk walking for 5 or more days per week. This represents a significantly higher proportion of the population doing 'enough' physical activity than SPARC's nationwide goal of 43%.

However, when asked about their physical activity undertaken in the 7 days prior to completing the questionnaire (in December 2005 / January 2006; see Appendix C), just 48% of respondents indicated they undertook 15 minutes of vigorous activity or 30 minutes of moderate activity or brisk walking for 5 or more days. This proportion of residents who *actually* undertook the recommended amount of physical activity in the last 7 days was lower than the proportion of residents who thought they generally did meet the guidelines (68%).

This could be due to the holiday period (which may have disrupted some people's normal daily routine or they simply may not have undertaken recreational pursuits).

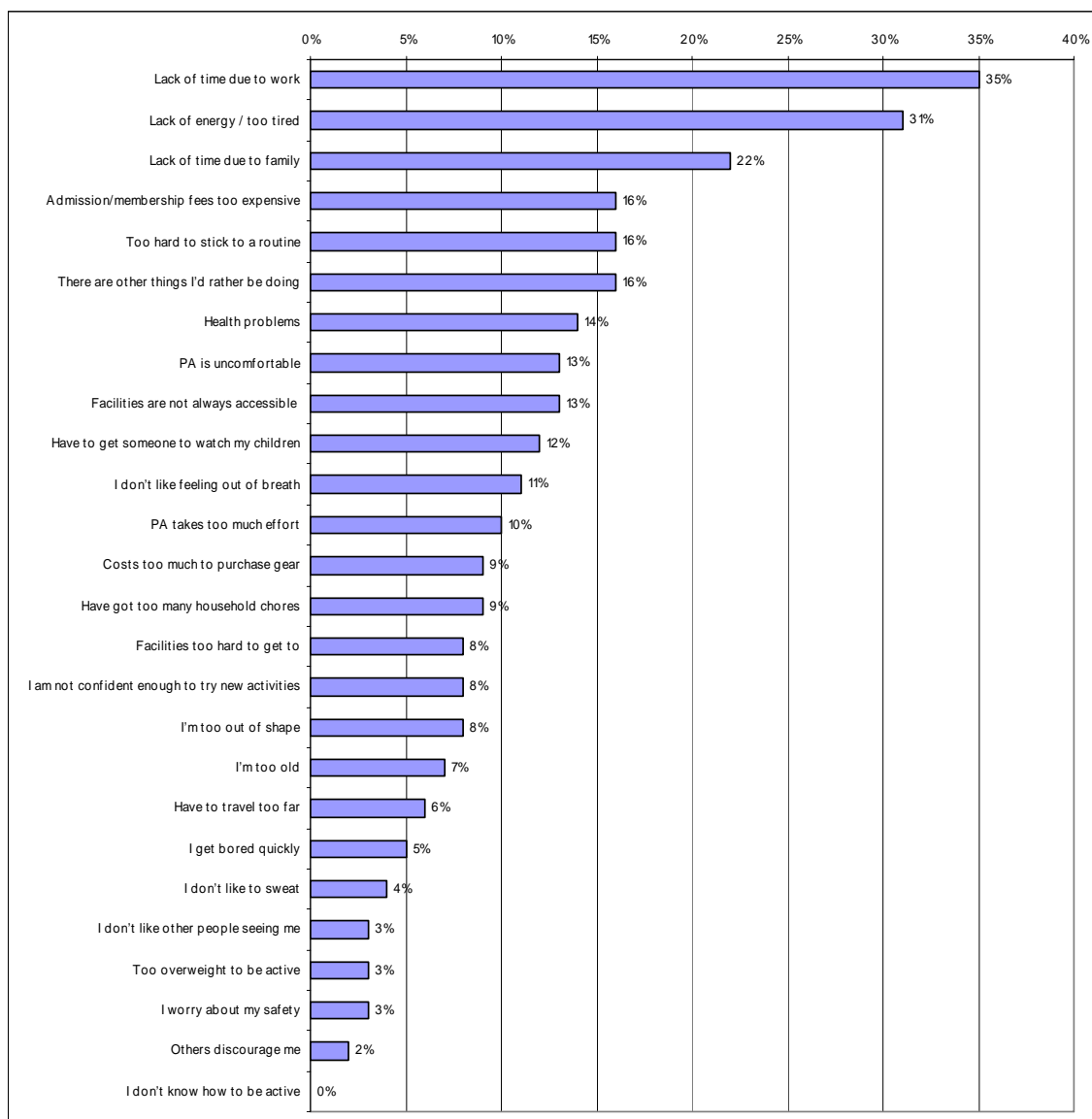
- Approximately one-third of respondents (32%) are usually either inactive or contemplating being active: 18% intend to become active within the next six months, and 14% do not intend to become active in the next six months.
- In the workplace, 15% of respondents report that their job involves heavy labour. About a third (34%) report that their employment involves light activity such as walking.
- Twenty percent of school pupils walk to school, while 17% cycle to school (Central Otago District Council Walking and Cycling Strategy, August 2004).

While the proportion of Central Otago residents who believe they meet SPARC's recommended guidelines for physical activity is higher than SPARC's nationwide targeted proportion of the population, there is still a significant proportion of residents (32%) who are not doing enough or not doing anything at all. In addition, less than half of all school pupils walk or cycle to school. In attempting to increase the proportion of residents participating in physical activity, including the proportion of students who walk or cycle to school, the barriers outlined in Sections 4 and 5 must be considered. The Central Otago Walking and Cycling Strategy 2004 (MWH New Zealand Ltd) also provides some useful recommendations and a detailed implementation plan for improving the environment for walking and cycling.

4 Barriers to Participation

Survey respondents were presented with a number of possible barriers to participation in physical activity, and were asked to indicate the extent to which each one influenced their own activity levels. Respondents rated each possible barrier on a scale of 1 to 5, where 1=doesn't influence me at all, 5=influences me a lot. The most common barriers to participation rated 4 or 5 were:

- Lack of time due to work commitments (35%)
- Lack of energy/too tired (31%)
- Lack of time due to family commitments (22%)



Other common barriers that focus group and personal interview participants spoke of were:

- Travelling time and cost; lack of public transportation
- Costs of access to and use of facilities and equipment
- Personal safety – uneven footpaths, bikers on footpaths, speeding street cars
- Lack of street lighting – e.g. lighting on the opposite side of the street to footpaths
- Poor standard of some facilities

Common Barriers for People with Disabilities

There are also a number of barriers for people with disabilities. These include:

- No appropriate facilities for wheelchair sports
- Insufficient wheelchair access at Cromwell Pool
- Lack of pedestrian crossings and traffic lights
- Lack of programmes
- Lack of wheelchair facilities at some venues
- No swimming coaches

5 Strengths, Weaknesses, Opportunities and Threats

This section outlines the feedback from focus group and interview participants which has been organised into key strengths, weaknesses, opportunities and threats pertaining to the provision of physical activity in the Central Otago district. Survey findings have also been incorporated where appropriate.

Central Otago offers a range of positive aspects, such as the beauty of its natural landscape, which lends itself to an abundance of outdoor recreational opportunities, and the variety of facilities, activities and programmes available to the community. There are some weaknesses, however, that need to be addressed in order to lift participation levels in physical activity.

5.1 Strengths

- Variety of sports, facilities and sports grounds available in Central Otago
- Natural environment i.e. scenery, landscape, fantastic backdrop for recreation, climate
- Good walking and biking trails
- Good programmes for senior citizens, e.g. tai chi, strengthening classes
- Central Otago Rural Education Activity Programme offers good programmes as they respond to community needs
- Good outdoor programmes
- Sport Central provides excellent encouragement and facilitation of physical activity

5.2 Weaknesses

5.2.1 Inadequate Facilities and Amenities

- Roading: uneven footpaths, inadequate street lighting, inadequate pedestrian crossings and traffic lights, inadequate shoulder lanes / cycle lanes, presence of 'boy racers'
- Lack of maintenance and upgrading of facilities, in particular, Molyneux Stadium, Cromwell Memorial Hall, Cromwell Swim Centre, Roxburgh Swim Centre, Roxburgh Town Hall
- Lack of quality management of facilities
- Lack of childcare at recreational facilities
- Lack of maintenance of natural resources, e.g. litter around lakes, rivers, etc
- Lack of amenities and shade/shelter near natural recreation locations
- Barriers on walking tracks are not wide enough for mountain buggies
- Lack of quality mountain biking tracks
- A number of buildings and halls are under-utilised, particularly in Roxburgh
- Lack of programmes in Roxburgh

5.2.2 Lack of Human Resources

- Lack of support staff for Sport Central, who currently does not have enough time to: focus on 'high level' strategic planning and marketing; service the Ranfurly and Roxburgh areas; develop/facilitate team sports
- Lack of experts, coaches, referees, volunteers and other administrators. Some volunteers have been involved for many years, however, there is a decreasing number of people putting their hands up to help
- Lack of succession plans and continuity of support, therefore, expertise of coaches and trainers does not carry through once they leave
- Lack of resources to facilitate Green Prescriptions
- Public Health South have not been able to adequately service Ranfurly and outer towns

5.2.3 Lack of Awareness

- Lack of awareness of Sport Central volunteer courses
- Lack of information, communication and knowledge about facilities, programmes and events

5.2.4 Geography

- Isolation of towns makes delivery of programmes difficult
- Costs and time associated with travelling to participate in activities.
- Lack of competition in the immediate area; distance and costs to get to competition

5.2.5 Lack of Physical Activity Provision for Children and Youth

Survey respondents who had children under 13 years of age in their household were asked to rate the extent to which they were satisfied with a number of facilities, programmes and services that are available for children on a scale of 1 to 5, where 1=very dissatisfied, 5=very satisfied. Respondents expressed concern about a number of facilities (i.e. gave a rating of 1 or 2). These included:

- Safety of roads for walking and cycling (42%)
- Safety of recreational facilities (33%)
- Information about what facilities, programmes and activities are available for children (30%)
- Standard of local playgrounds (25%)

Focus group and interview participants also provided some useful feedback regarding the lack of provision of physical activity for children and youth:

- Primary schools are poorly equipped for indoor activities
- Lack of physical activity in secondary schools
- Lack of development of basic movement and co-ordination skills at an early age; not setting lifestyle recreation habits and not having the ability to 'explore'
- Lack of parent support and involvement, both on the sidelines and in the administration of sports

- A greater number of youth are dropping out of sport - it appears that children in years 7 and 8 are not being adequately catered for as there is a declining number of children in this age group participating in sports. Thirteen to fifteen year olds are also at risk of dropping out of sporting activities.
- Growing curriculum, which means PE is competing with more and more subjects, and teachers don't have enough time to support sports outside of school time

5.2.6 Insufficient Services

- No public transport
- Lack of sports medicine at the elite level
- Lack of walking groups in some areas

5.3 Opportunities

5.3.1 Incentives

Survey respondents were presented with a number of statements relating to factors that may encourage people to be more physically active. They were asked to rate each statement on a scale of 1 to 5, where 1=not at all likely to encourage increased activity, 5= very likely to encourage increased activity. Incentives and training support were the most common factors rated 4 or 5:

- Free or low-cost gym membership (37%)
- Health insurance companies rewarded customers with lower premiums (36%)
- Having someone to do physical activity with (30%)
- Someone was able to support/check on participants' progress (27%)
- A rewards programme where participants could earn points towards free things like magazines, clothes and travel (24%)
- Someone was able to show participants how to use recreational equipment (21%)

Other incentives that focus group and interview participants spoke of included:

- Encourage businesses and organisations to support their staff in facilitating sport – e.g. The Terrace School provides its staff with paid leave to support their own children in sport
- Recognise the efforts of volunteers
- Provide spot prizes at events to encourage the general public to participate

5.3.2 Marketing and Promotion

- Educate parents and the community about the importance of physical activity and how to get involved. Getting back to basics – positive attitudes towards physical activity should be encouraged from a young age, within the family home.
- Develop a regional marketing campaign.
 - Employ role models or elite athletes to promote physical activity.
 - Encourage goal setting
 - Develop an events strategy
- Encourage sports groups to increase their promotion; establish a management committee representing different sports

- Provide information on: what facilities and programmes are available and how to access them (for all groups), how to access funding (e.g. travel grants, pub charities), and guidelines/manuals for event organisers
- Create an environment to introduce people to new sports and activities – show people how to use equipment, etc, and provide demonstrations in the form of expos/show days/'have a go' days /'bring a friend' days to introduce people to activities
- Target programmes at wider age groups, e.g. dancing is currently aimed at young children, but many older children are also interested
- Promote activities as fun and social
- Encourage people to participate with friends and family and get involved in support groups
- Develop an identity or icon for Alexandra that distinguishes it from other towns, e.g. Biking, Rail Trail
- Review pricing strategies at some facilities: 48% of survey respondents indicated that gyms were priced too high, and 35% of respondents indicated that ice skating rinks were priced too high.
- School newsletters to include features on teachers' and students' achievements and involvement in physical activity.

5.3.3 Strategic Alliances

- Encourage sports and recreation groups to work together to fundraise and to improve utilisation of facilities
- Work with schools to utilise facilities more efficiently, e.g. school gyms and school pools. 60% of survey respondents indicated that school gyms should be made available to the community on weeknights and weekends, while 62% indicated that school pools should also be available to the community (these respondents gave a rating of 4 or 5 on a scale of 1 to 5, where 1=definitely should be available and 5=definitely should be available).
- Encourage organisations to promote physical activity, e.g. through newsletters, etc
- Encourage local businesses to sponsor or subsidise sports people, e.g. assist with travel costs, etc
- Encourage health professionals to refer people to appropriate programme co-ordinators
- Primary schools working with high schools to ensure primary school initiatives are continued at high school

5.3.4 Human Resources

- Employ a paid sports facilitator/co-ordinator to provide educational programmes, act as a central contact and to provide networks
- Sports Co-ordinators for schools – Dunstan High School and Roxburgh School both have a sports co-ordinator (full time and part time respectively), and both report that this role has enhanced physical activity for their pupils.
- Encourage teachers to incorporate physical activity into the day (e.g. 'brain breaks' or 10 minutes of daily fitness) and be more involved in leisure time activities, e.g. lunch time activities, sports coaching etc.
- School teachers will receive professional development in Physical Education in 2006/2007 as part of SPARC's Active Schools initiative.
- Employ 'motivators' to come into schools at lunch breaks to encourage children to be active

5.3.5 Improve Facilities and Programmes

- Potential for new/improved safe, scenic and well maintained tracks and trails, e.g. tracks by the Clutha River. Provide signage and maps on tracks.
- Develop a multi-purpose sports centre
- Develop water sports (lakes and rivers); ski boat club
- Bring city teams/athletes to the country for competitions and tournaments
- Initiate “challenge” events e.g. walk x number of steps per week
- Develop home-based programmes
- Out-of-school-care providers to provide organised activities. Secondary school students or university students could be employed to facilitate these activities.
- Develop youth group facilities and programmes
- Establish a ‘fitness circuit’ for children, which could be made available to the community also
- Develop programmes for young children
- Encourage schools to develop ‘School to Home’ programmes, whereby children take home what they learn at school and share with their families.

5.3.6 Opportunities for People with Disabilities:

- Discount voucher system, e.g. two for the price of one to cater for supervisors
- Whilst people with disabilities have access to discounted taxi vouchers, a shuttle service would be much more cost effective
- Include people with disabilities in mainstream activities
- Provide seating at sporting venues
- Provide twilight and early morning activities (which provide better access and avoids extremes of temperature during the day)
- Extend opening hours at pools
- Create more Special Olympics opportunities
- Recruit more volunteers/support people
- Share workloads – e.g. swapping office workers with field workers for a day
- Encourage goal setting; valuing physical activity in ourselves and in the workplace
- Initiate “challenge” events and inter-group challenges

5.4 Threats

5.4.1 Facilities and Programmes

- Spreading activities too thin / providing too many options mean that some activities may not be financially viable
- Private ownership of land means that continued access to tracks is not guaranteed, and increased usage of this land threatens its sustainability, e.g. Central Otago District Council has had to close some roads for a period of time due to high usage by 4WD's.
- Increased numbers of horse riders on the Rail Trail damages the surface, therefore, may not be feasible to allow horses on the trail in the future

- Growing usage of waterways poses a potential conflict in recreational uses (e.g. fishing versus boating), as well as an increasing risk in pest management and bio-security issues.
- Increased usage of stop-banks by 4WD and motorbikes could cause them to be lowered, and would, therefore, require increased maintenance.

5.4.2 Infrastructure

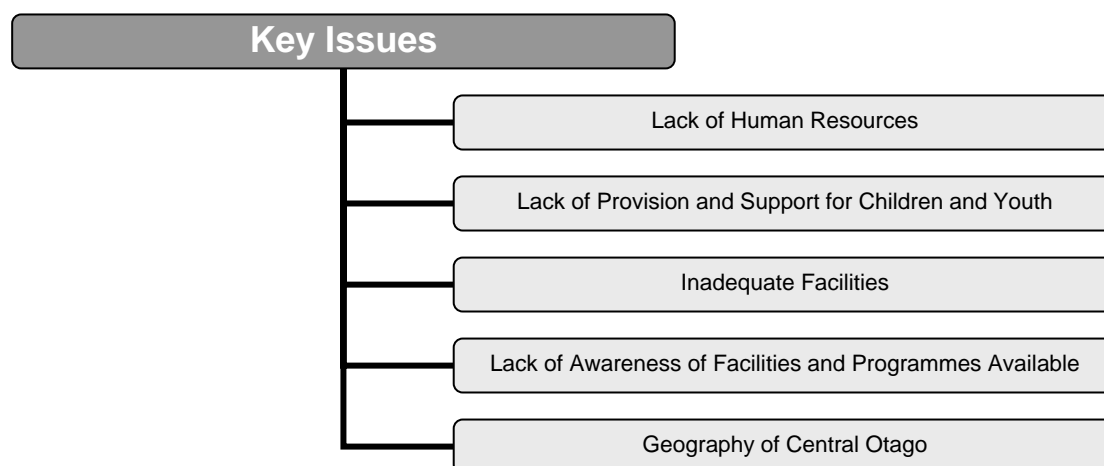
- Lack of infrastructure that is capable of handling large groups that may come to the region for tournaments and competitions
- Increased health and safety regulations and 'red tape' that is associated with organising events
- Parochialism of community boards
- Rising petrol costs
- Reduced pool of funding available for schools, e.g. government has allowed national bodies to apply for pub charity funding, reducing the total amount available for schools

5.4.3 Physical Activity for Children and Youth

- Sustainability of school sport teams willing to combine
- Increased demands from the school curriculum

6 Key Issues Impacting on Physical Activity in Central Otago

Assessment of the research findings has resulted in identifying a number of key issues impacting on physical activity in Central Otago. These are outlined below.



6.1 Lack of Human Resources

There appears to be a lack of people (paid and volunteer) to facilitate physical activity within the region. This includes sports coaches, referees and administrators, as well as regional facilitators.

A lack of resources at the club level has resulted in a fragmented approach to club administration. In some clubs, the same volunteer has been involved for many years, however, in most clubs there is a decreasing number of volunteers and, hence, a loss of expertise. This poses a risk to the viability of some sports if they do not have sufficient support. In addition, since there is a lack of handover or succession plans, the continuity of administrative support and expertise is inadequate.

A lack of resources at the regional level is apparent at Sport Central, whose current resources (one Regional Co-ordinator and one Administrator) has been focused more on the 'delivery' of physical activity, with insufficient time to concentrate on strategic issues and planning. As a result, some issues arising from this include:

- Inability to facilitate Green Prescriptions within the region
- Physical activity in some rural towns are not being developed adequately
- Inadequate planning and marketing
- Insufficient monitoring of regional trends and, therefore, lack of development of some recreational activities, in particular, team sports

(Note: at time of writing, Sport Central was awaiting confirmation of funding for an additional staff member)

6.2 Lack of Provision and Support for Children and Youth

There are a number of issues relating to the level of provision of physical activity for children and youth:

- Lack of support from parents and a lack of 'grass roots' teaching. A number of people in the focus groups and interviews suggested that support from the home is important to encouraging physical activity, however, many felt that there appears to be a lack of support from parents, including lack of teaching of active lifestyle habits, lack of teaching of basic movement and co-ordination skills, lack of support on the sidelines and lack of assistance with the administration of sports.
- Lack of Sports Co-ordinators in schools. The level of encouragement of participating in physical activity in schools is highly dependent on the interests of individual teachers. With a growing curriculum, Physical Education and general physical activities during lunch times and out-of-school hours are competing against other activities for teachers' time. Schools who either employ full time or part time Sports Co-ordinators or whose teachers have an interest in physical activity have shown to be proactive in developing initiatives to promote physical activity.
- Primary schools are poorly equipped for indoor activities – no schools in the Provisions Register (Appendix E) had suitable facilities for indoor recreational activities, and many schools find it expensive to hire community halls for this purpose.
- There is a declining number of 11-12 year old youth participating in sports, and 13-15 year old youth are at risk of dropping out of sporting activities.
- It has sometimes been difficult for sport development officers from Sport Otago and regional sports organisations to access schools to talk to students about their sports. Schools have been somewhat reluctant to openly accept such initiatives

6.3 Inadequate Facilities

A number of facilities in Central Otago are in need of upgrading as they are cold, dark and/or simply out of date. Key facilities that need upgrading include Molyneux Stadium, Cromwell Memorial Hall, Cromwell Swim Centre, Roxburgh Pool and Roxburgh Town Hall. As per the Central Otago District Council's LTCCP (2004), funds have been budgeted to address these facilities, which should have greater potential for higher usage rates when upgraded and made more user-friendly for the community. There are also a number of empty buildings and under-utilised halls in the region, particularly in Roxburgh.

The management of facilities is also an issue in Central Otago, where some facilities are not readily accessible by the public, for example, Clyde tennis courts are always locked, and Molyneux Stadium is only open to the community in the evenings because schools use it during the day. If the co-ordination or schedule of activities within some facilities were better managed, these facilities would offer greater opportunities for increased participation in physical activity and would, therefore, be utilised more efficiently.

Roading issues also need to be addressed in order to create a safer, more user-friendly environment for such activities as walking and cycling. These issues include: uneven footpaths, inadequate street lighting, inadequate pedestrian crossings and traffic lights, and inadequate shoulder lanes and cycle lanes. The Central Otago Walking and Cycling Strategy (2004) provides a detailed implementation plan for developing a suitable environment for walking and cycling.

6.4 Lack of Awareness of Facilities and Programmes Available

Feedback from focus groups and interviews have shown that there is a lack of awareness among Central Otago residents of the types of recreational facilities available within the region. In addition, it would appear that some promotional efforts are not reaching their targets, for example, Sport Central have advertised coaching courses in the past, however, feedback shows that people have not been aware of them.

There is huge potential in developing cohesive marketing and educational plans to encourage people to be more active and to let people know about the types of activities they can participate in and where they can go to do it. Because a lack of time and a lack of energy are barriers to participation for a significant proportion of the community, people need quick, ready access to this information.

6.5 Geography of Central Otago

Because of the sparse layout of Central Otago and the remoteness of some towns within the region, many people have to commute to other towns in order to participate in recreational activities. For some people, the cost of petrol and the time it takes to travel is an issue, particularly when people do not have enough time on their hands as it is. And although some distances are not far relative to distances that people travel in larger New Zealand cities, people hold a perception that they do have to travel a long way.

Some people also have to travel out of Central Otago to compete in sports due to the lack of competition within the region.

7 Physical Activity Needs in the Next 3-5 Years and Beyond

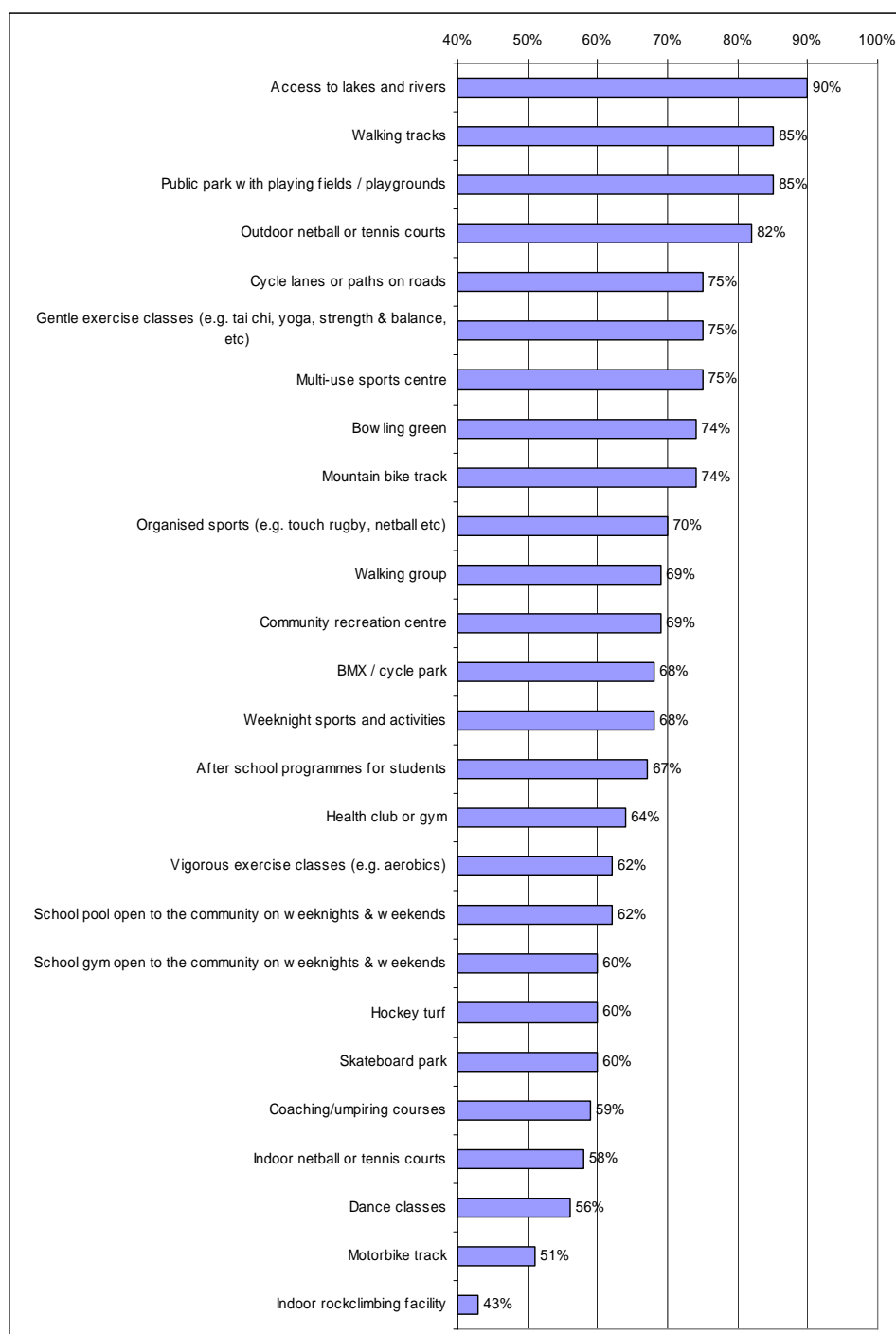
Survey respondents were asked to think about their community's recreational, sporting and physical activity needs in the next 3-5 years. Twenty-six different types of recreational facilities and programmes were listed, and respondents were asked to indicate the extent to which they thought each should be available within their neighbourhood or within 30 minutes drive of where they live. They were asked to rate each facility/programme on a scale of 1 to 5, where 1=definitely should not be available, and 5=definitely should be available.

For each of the facilities/programmes listed, with the exception of indoor rockclimbing facility, more than 50% of respondents gave a rating of 4 or 5 (43% gave a rating of 4 or 5 for indoor rockclimbing facility). The top four facilities, where more than 80% of respondents gave a rating of 4 or 5, were:

- Access to lakes and rivers (90%)
- Walking tracks (85%)
- Public park with playing fields/playgrounds (85%)
- Outdoor netball or tennis courts (82%).

These facilities/resources are already available within the region, however, Central Otago District Council, Department of Conservation, the Otago Regional Council and other key stakeholders must ensure that they will be available to the community in years to come.

The following graph illustrates the proportion of respondents who rated 4 or 5 for each facility/programme.



Facilities and programmes shown in the above graph which are currently not available or not adequately available within Central Otago include:

- Limited walking tracks
- No cycle lanes
- Limited exercise classes in some wards
- Two multi-use sports centres (Molyneux Stadium and Cromwell Memorial Hall) need upgrading
- Uncertain future access to mountain biking tracks
- Only one commercial gym

- Not all school pools and gyms are open to the public
- Lack of dancing classes for secondary school aged children
- No indoor rockclimbing facility

The Physical Activity Strategy that follows will attempt to address some of the above limitations in facilities/programmes. Research suggests that there is potential to utilise existing halls and facilities more efficiently than at present as (a). many halls within the region are currently under-utilised, (b). primary schools do not have adequate indoor recreational facilities, and (c). Central Otago District Council's LTCCP indicates that the current rate of infrastructural development is at risk of falling behind that necessary to sustain continuing economic growth. As the population grows, so too will the need for additional recreational programmes and suitable facilities from which to deliver these programmes.

It has also been suggested that some people have short time spans and do not like to commit to seasonal or annual club memberships. Combined with the finding that the 2 main barriers to participation are lack of time and lack of energy, activities which offer casual participation and do not require commitments from the individual should be developed and/or promoted to this group of people.

7.1 Indicative Physical Activity Needs Beyond 5 Years

Central Otago's population trends show that the region is an increasingly popular location for retirees. Whilst a variety of recreational programmes are currently being offered for this age group (e.g. balance and strength exercise classes such as tai chi), the region needs to ensure that the needs of this age group will be continued to be catered for.

There is also an opportunity to investigate the development of new walking and biking tracks around the region. While this is not a key issue at present, future access to the hinterland for mountain biking is somewhat uncertain, and there is potential to enhance recreational opportunities for the community by way of developing new walking tracks.

The growing influx of visitors to the region has placed strain on some essential infrastructural aspects during the summer months, e.g. Rail Trail, walkways. While a significant economic benefit is created by an increasing number of visitors using these recreational activities, as well as many other traditional activities, the requirement to expand and enhance the infrastructure is becoming evident. This includes public conveniences, accommodation, refreshment providers, etc.

8 Physical Activity Strategy and Implementation Plan

The overarching goal of this Physical Activity Strategy and Implementation Plan is to:

“Maximise uptake of physical activity by the Central Otago community, whereby physical activity is a way of life for the people of Central Otago”

In achieving this goal, 4 strategic aims have been developed:

1. Regional Collaboration: Ensure a structured and coherent regional approach towards improving physical activity levels in the Central Otago region
2. Infrastructure: Provide the relevant infrastructure required to meet the needs of a more active population
3. Supportive Social Environments: Facilitate supportive social environments that encourage physical activity as part of Central Otago’s lifestyle
4. Increased Participation: Increased participation in physical activity, particularly among the inactive groups of the community, for the benefit of their own health and wellbeing

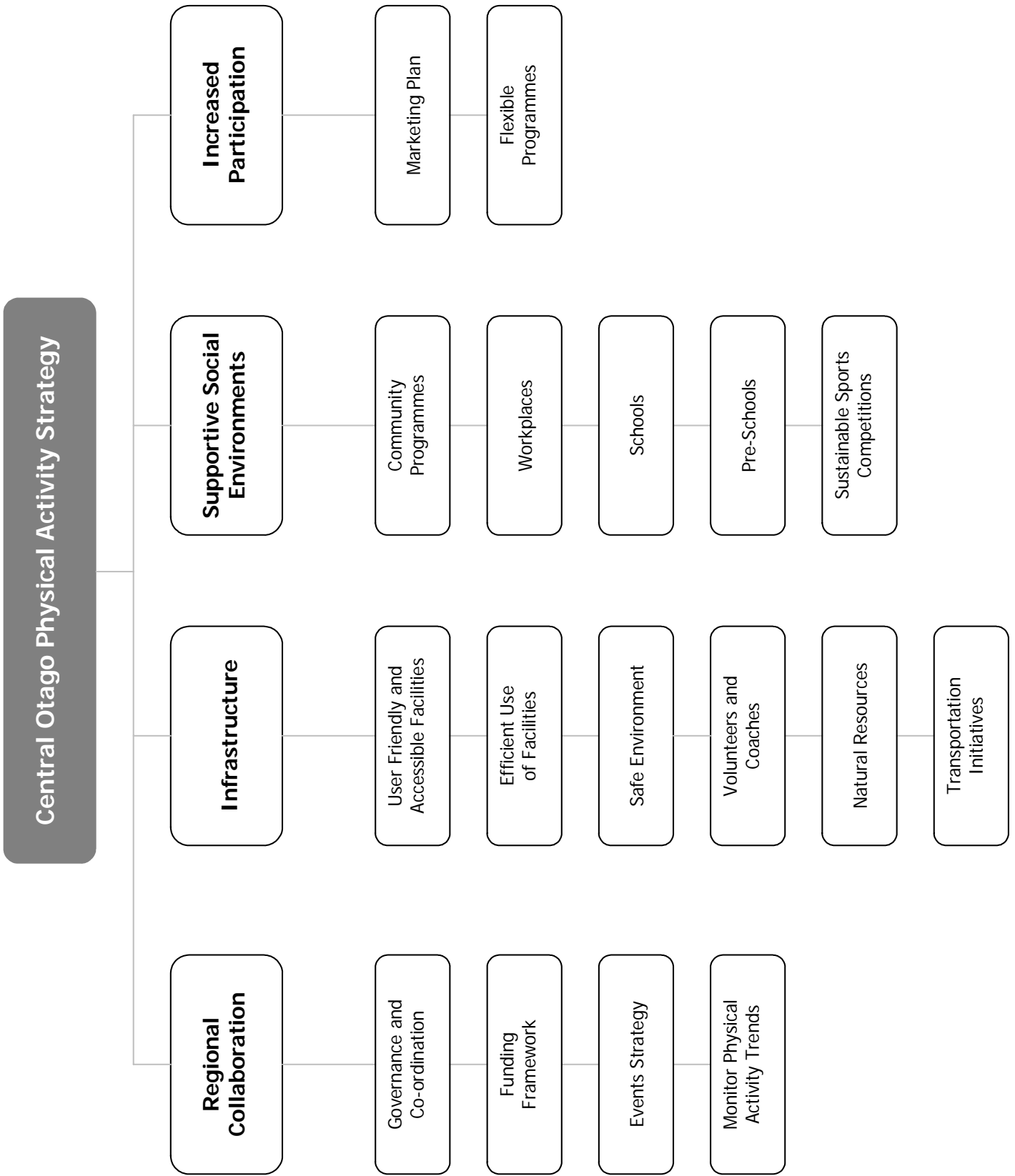
Key strategies and actions have been developed within each of these four aims. The diagram on the following page provides a snapshot of the key strategies as they relate to each of the four aims, whilst the pages that follow provide more detail as to the recommended actions for achieving those strategies, along with timelines for when those actions should be undertaken and which agencies should be responsible for undertaking the actions.

The overall initial timeline for implementing this Physical Activity Strategy is three years, July 2006 to June 2009. We recommend a review of this Strategy (and of physical activity trends within the region) be undertaken at the end of the three year period, with a view to updating it accordingly, i.e. addressing regional changes and trends with regards to recreational needs and activities.

Each strategy is given a priority rating as per the following guideline:

- Priority 1: Strategy to be undertaken 1 July 2006 – 30 June 2007
- Priority 2: Strategy to be undertaken 1 July 2007 – 30 June 2008
- Priority 3: Strategy to be undertaken 1 July 2008 – 30 June 2009

Please note that the suggested timelines within the Strategy are indicative. Some actions within the strategy may already exist to some extent (with the need for enhancement), therefore, the Project Team may deem it appropriate to bring forward the timelines for these actions (such that it does not impact on other priorities).



8.1 Strategic Aim 1: Regional Collaboration

Ensure a structured and coherent regional approach towards improving physical activity levels in the Central Otago region.

Outcomes:

- A co-ordinated approach towards implementing the Plan, with all partners working towards the mutual goal of improving physical activity levels
- A broad range of partners involved in the Plan, including local authorities, regional sports trusts, regional sports organisations, recreational and sports groups, the health sector, the education sector
- Reduced 'parochialism' of individual wards
- Greater efficiencies and reduced duplication of efforts

Strategy	Actions	Timeline	Partners
<p>1. Establish an appropriate governance structure to oversee, administer and implement the Plan</p>	<ul style="list-style-type: none"> a. Retain the current Steering Committee for governance and key decision making and to gain and maintain political buy-in b. Retain the current Project Team as the lead group to oversee and control the project c. Recruit a Project Director (full time position) to manage and co-ordinate implementation of the Plan d. Establish a Legacy Group or working party of stakeholders and partners who will play a key role in implementing the Plan and maintaining project impetus e. Establish a Memorandum of Understanding to formalise relationships and funding commitments from stakeholders and partners f. Conduct quarterly meetings with key stakeholders to assess the progress of implementation of this Plan, and to update the Plan as deemed necessary g. Individual partners to make physical activity a key part of their policies and strategies 	<p>Priority 1 Jul 06 - Aug 06</p>	<p><u>Lead Agency:</u> Central Otago District Council</p> <p><u>Support Agencies:</u> Sport Central Public Health South Central Otago Principals Association Community boards</p>

Strategy	Actions	Timeline	Partners
<p>2. Develop a funding framework to ensure effective implementation of the Plan</p>	<p>a. Document all possible sources of funding which the Project Team could approach for implementing initiatives, e.g. SPARC, Central Lakes Trust, Community Trust of Otago, Rural PHO/South Link Health, Department of Internal Affairs, gaming trusts. Appoint the Project Director to be responsible for:</p> <ul style="list-style-type: none"> ○ Identifying sources of funding ○ Overseeing or assisting with the preparation of applications ○ Ensuring buy-in of involved groups/organisations to outputs specified in applications ○ Monitoring budgets <p>b. See Section 9 for a recommended framework for applying to SPARC for Active Communities funding</p> <p>c. Develop a handbook which outlines all possible sources of funding (including criteria, application details, etc) to assist financially disadvantaged individuals and groups participate in physical activity, e.g. SPARC's Rural Travel Fund, Community Trust of Maniototo, Community Trust of Southland Sport, Halberg Trust, Skeggs Foundation, Winston Churchill Memorial Trust Travelling Fellowships, Sport Otago's 'Sporting Chance' Programme, Work and Income's OSCAR (Out of School Care and Recreation) subsidy</p>	<p>Priority 1 Aug 06 - Oct 06</p>	<p><u>Lead Agency:</u> Central Otago District Council</p> <p><u>Support Agencies:</u> Sport Central Central Otago Principals Association Public Health South New Zealand Recreation Association SPARC Sports clubs and organisations South Link Health Advertising agencies</p>

Strategy	Actions	Timeline	Partners
<p>3. Develop an Events Strategy</p>	<ul style="list-style-type: none"> a. Provide a mechanism for event organisers to promote their events <ul style="list-style-type: none"> o Develop an Events Calendar page on the CODC website, with links to appropriate providers, and investigate opportunities for reciprocal links o Incorporate an Events section in CODC newsletters o Send Events information with rates demands o Advertise upcoming events on radio and newspapers b. Promote events as fun and social and give away spot prizes to encourage non-elite people to participate. Use non-elite athletes as role models, including local politicians, health professionals, commercial figures and other inspirational examples c. Develop 'beginner' or less intensive events for the average participant, such as the SHE Triathlon, Special K Triathlon, fun runs d. Identify charitable organisations who would be willing to be associated with events and encourage event organisers to work with them to enhance the profile of their events e. An Events Guide needs to be available for event organisers to inform them of regulations, expectations, traffic management, who to contact for advice, etc. Approach major event organisers within the region, e.g. Gold Rush, to ascertain whether such a guide already exists and whether the stakeholders of this project could adapt that guide for general use by other event organisers. If no guide exists, one will need to be developed. 	<p>Priority 3</p> <p>Jan 09 - Mar 09</p>	<p><u>Lead Agency:</u> Central Otago District Council</p> <p><u>Support Agencies:</u> Sport Central Event organisers</p>

Strategy	Actions	Timeline	Partners
<p>4. Monitor physical activity trends within the community</p>	<p>a. Conduct a 4-yearly survey, at the completion of this Physical Activity Strategy, to assess the physical activity trends and needs of the community, by using the results from this project's survey as base data. The methodology should reflect that utilised in this project in order to obtain useful comparison data.</p>	<p>Priority 3 Dec 09 / Jan 10 (we recommend conducting the survey in December / January as this was the period over which the survey for this current project was conducted)</p>	<p><u>Lead Agency:</u> Central Otago District Council</p> <p><u>Support Agencies:</u> Public Health South Sport Central Central Otago Principals Association Sports clubs and organisations Recreational groups and organisations Central Otago REAP Community boards Market research agencies</p>

8.2 Strategic Aim 2: Infrastructure

Provide the relevant infrastructure required to meet the needs of a more active population.

Outcomes:

- Adequate availability and standard of facilities, programmes and services
- Suitable resources at facilities
- Adequate access to and maintenance of natural resources

Strategy	Actions	Timeline	Partners
<p>1. Ensure that facilities within the region are user friendly and easily accessible.</p>	<p>a. Develop a manual of recommended facility standards and inclusions, and encourage existing and new facilities to adhere to these recommendations. This manual should include lighting, heating, seating, storage space, changing rooms, toilets, disability access, etc, as well as recommendations on appropriate opening hours, concession fee structures (for children, students, senior citizens, people with disabilities, Green Prescription clients, beneficiaries), availability of instructors to demonstrate use of equipment, and childcare services. It should also include recommendations for open spaces, e.g. walking tracks should be x metres wide, barriers on walking tracks should be x metres wide to fit mountain buggies, etc.</p>	<p>Priority 1/2 Oct 06 – Oct 07</p>	<p><u>Lead Agency:</u> Central Otago District Council</p> <p><u>Support Agencies:</u> Sport Central Department of Conservation Otago Regional Council Recreational facilities Recreational groups and organisations Sports clubs and organisations Central Otago Principals Association Central Otago Principals School Sports Association Schools Community</p>

Strategy	Actions	Timeline	Partners
<p><i>... continued</i></p>	<p>b. Upgrade key facilities:</p> <ul style="list-style-type: none"> ○ Molyneux Stadium (\$1m has been allocated for 05/06 as per LTCCP) - upgrades should include heating, lighting, updating, improved management, co-ordination of activities, review of opening hours, disability access and amenities ○ Cromwell Memorial Hall (\$400k has been allocated as per LTCCP, work deferred to 06/07) – upgrade should include lighting, heating and updating ○ Cromwell Swim Centre (\$1.5m has been allocated for 05/06 as per LTCCP) – works include a therapeutic pool, gymnasium and meeting room). A good quality weights room should also be provided. ○ Roxburgh Swim Centre - \$1m has been allocated for 05/06 as per LTCCP ○ Roxburgh Town Hall – upgrades will include renovations to kitchen, supper room and main hall as per LTCCP; the estimated capital cost of \$620k to \$650k will be funded via donations and fundraising, however, ratepayers will have to pay future depreciation, insurance and other costs. The upgrade should also heating and lighting 		

Strategy	Actions	Timeline	Partners
<p>... continued</p>	<p>c. Assess the feasibility of developing a recreation centre within the Roxburgh Town Hall. Alternative sites would be Roxburgh Memorial Hall or Roxburgh Entertainment Centre</p> <p>d. Investigate the feasibility of developing an indoor/outdoor youth recreation area which could consist of outdoor facilities (e.g. skateboard ramps, a climbing wall, courts, etc), as well as organised, structured programmes (particularly for the 11-15 year old age group, such as dance classes) run from an adjacent indoor venue.</p>		
<p>2. Utilise facilities more efficiently</p>	<p>a. Investigate the feasibility of the 'Sportsville' concept where multiple sports share office space and facility space. The Otago Sports House could be used as a model from which to develop this concept. Molyneux Park is one example of a suitable site for which to develop a Sportsville.</p> <p>b. Work closely with schools to upgrade/develop facilities which could be made available for both school and community use, e.g. Roxburgh Area School gymnasium, Maniototo Area School gymnasium (including the provision of gym equipment and the development of indoor rockclimbing walls within these gyms), development of fitness circuits at primary schools, use of community halls</p>	<p>Priority 2</p> <p>Jul 07 – Oct 07</p>	<p><u>Lead Agencies:</u></p> <p>Sport Central</p> <p>Central Otago District Council</p> <p><u>Support Agencies:</u></p> <p>Sports clubs & organisations</p> <p>Recreational facilities</p> <p>Central Otago REAP</p> <p>Community boards</p> <p>Central Otago Principals Association</p> <p>Schools</p>

Strategy	Actions	Timeline	Partners
<p>... continued</p>	<p>c. There are a number of halls within the region which could be used for the delivery of recreational programmes. We do not recommend rationalising any facilities until the stakeholders obtain a clearer picture of which recommendations will be adopted from this strategy and the extent to which the community responds to the recommendations. A comprehensive financial review is also recommended before facilities can be rationalised. We envisage that an indication of which facilities can be rationalised could be obtained within 2-3 years.</p> <p>d. Assess the feasibility of utilising at least the following halls for the delivery of programmes and activities: Omakau, Becks, Lowburn, Millers Flat, Tarras Memorial, Patearoa (see Action 6a below).</p>		
<p>3. Create a safe environment for which to undertake general physical activities</p>	<p>a. Develop and implement security procedures and control vandalism at playgrounds, bike parks, skateboard parks, playing courts, etc</p> <p>b. Discourage boy racers and support the Police in their control so that people feel comfortable and safe walking around their neighbourhood</p> <p>c. Upgrade footpaths and ensure adequate street lighting and pedestrian crossings (refer to 'Central Otago District Council Walking and Cycling Strategy', August 2004)</p>	<p>Priority 1</p> <p>Feb 07 – Jun 07</p>	<p><u>Lead Agency:</u> Central Otago District Council</p> <p><u>Support Agencies:</u> Otago Regional Council Transit NZ Property developers Child, Youth and Family Police</p>

Strategy	Actions	Timeline	Partners
... continued	<p>d. Ensure adequate cycle lanes (refer to 'Central Otago District Council Walking and Cycling Strategy', August 2004)</p>		
<p>4. Recruit and support volunteers, coaches, administrators, referees</p>	<p>a. Promote and co-ordinate Sport Otago's 'CoachForce' and 'Sport Development' programmes and other relevant coaching courses. These can be promoted through sports clubs, school newsletters, Chamber of Commerce newsletters and general media</p> <p>b. Provide recognition for coaches and volunteers, e.g. award ceremonies, prizes, publicity</p> <p>c. Develop succession plans for future volunteers, coaches, and other administrators to ensure the provision of consistent service and support</p>	<p>Priority 2</p> <p>Jul 07 – Sep 07</p>	<p><u>Lead Agency:</u></p> <p>Sport Central</p> <p><u>Support Agencies:</u></p> <p>Sport Otago</p> <p>Sports clubs and organisations</p> <p>Sports administrators</p> <p>Schools</p> <p>Central Otago District Council</p> <p>Central Otago Principals School</p> <p>Sports Association</p> <p>Chamber of Commerce</p>
<p>5. Improve and maintain recreational opportunities near natural resources, including walking and biking tracks, lakes, rivers, mountains</p>	<p>a. Ensure adequate access to walking tracks, e.g. easy to get to, barriers are wide enough for mountain buggies and wheelchairs</p> <p>b. Ensure adequate amenities near natural resources, e.g. toilets, water fountains, shelter, rubbish bins</p> <p>c. Educate users on the environmental sustainability of natural resources, i.e. how to care for and minimise the impacts on natural resources</p>	<p>Priority 2</p> <p>Jul 07 – Sep 07</p>	<p><u>Lead Agencies:</u></p> <p>Central Otago District Council</p> <p>Otago Regional Council</p> <p>Department of Conservation</p> <p><u>Support Agencies:</u></p> <p>MAF</p> <p>Farm owners</p> <p>Land developers</p> <p>Recreational groups and organisations</p>

Strategy	Actions	Timeline	Partners
... continued	<p>e. Define high country areas for different activities, such as mountain biking, horse riding, 4WD, and upgrade access roads in the high country for 4WD's so as not to ruin tracks for future access to the high country for undertaking recreational activities</p>		
<p>6. Develop initiatives to combat transportation difficulties</p>	<p>a. Recruit 'mobile' service providers who would travel to the different towns within the region to deliver recreational programmes (See Application to SPARC, Section 9)</p> <p>b. Promote SPARC's Rural Travel Fund to sports clubs, inform them about travel equalisation systems, and assist them to advocate for the adoption of these systems</p> <p>c. Develop carpool schemes</p> <p>d. Investigate the feasibility of providing a regular shuttle service between towns within the region</p> <p>e. Investigate the feasibility of providing a shuttle service for sports teams on an ad hoc basis</p> <p>f. Investigate the feasibility of providing a shuttle service for people with disabilities</p>	<p>Priority 2</p> <p>Sep 07 – Dec 07</p>	<p><u>Lead Agencies:</u></p> <p>Central Otago District Council</p> <p>Sport Central</p> <p><u>Support Agencies:</u></p> <p>Otago Regional Council</p> <p>Sports clubs and organisations</p> <p>Schools</p> <p>Parents</p> <p>Businesses</p> <p>Disability organisations</p> <p>Recreational facilities</p>

8.3 Strategic Aim 3: Supportive Social Environments

<p>Facilitate supportive social environments that encourage physical activity as part of Central Otago's lifestyle.</p>			
<p>Outcomes:</p> <ul style="list-style-type: none"> Physical activity considered part of everyday life for Central Otago residents Different environments support and encourage the community to be physically active Build, strengthen and maintain social networks 			
Strategy	Actions	Timeline	Partners
<p>1. Develop programmes and activities which can be undertaken in social settings</p>	<p>a. Develop targeted programmes and activities for different groups of people, e.g. senior citizens, young children, families</p> <p>b. Develop and promote walking groups</p> <p>c. Organise guided special interest public walks, e.g. historic walks, Rail Trail</p> <p>d. Develop and co-ordinate social sporting competitions</p> <p>e. Develop programmes aimed at people with disabilities and their support workers, e.g. Special Olympics, recreational challenges/competitions, discount voucher systems (two for the price of one)</p>	<p>Priority 3</p> <p>Jul 08 – Dec 08</p>	<p><u>Lead Agencies:</u></p> <p>Sport Central</p> <p><u>Support Agencies</u></p> <p>Central Otago District Council</p> <p>Sport Otago</p> <p>Recreational groups and organisations</p> <p>Child Youth and Family</p> <p>Schools</p> <p>Out-of-school care providers</p> <p>Community organisations such as Age Concern, youth groups</p> <p>Central Otago REAP</p> <p>Central Otago Rail Trail Trust</p> <p>Disability organisations</p>

Strategy	Actions	Timeline	Partners
<p>2. Develop promotional material and run seminars to encourage workplaces to support and encourage their staff to be physically active</p>	<ul style="list-style-type: none"> a. Promote Public Health South's nutrition and physical activity resource kits amongst workplaces b. Encourage employers to give staff time allowances for activities relating to physical activity, e.g. time off to coach, time off to support their children in sports and recreational activities c. Encourage employers to sponsor staff to participate in events d. Provide information on how staff can increase physical activity throughout their working day e. Encourage employers to offer their staff free or subsidised memberships to recreational facilities, such as gyms or swimming pools, as part of their employment contract f. Incorporate physical activity features in company newsletters g. Organise recreational challenges and field trips for staff, and incorporate recreational activities in social functions h. Encourage employers to facilitate on-site physical activity programmes with their employees 	<p>Priority 2</p> <p>Jan 08 – Mar 08</p>	<p><u>Lead Agencies:</u></p> <p>Public Health South Chamber of Commerce</p> <p><u>Support Agencies:</u></p> <p>Sport Central Central Otago District Council Businesses and organisations Recreational facilities, including gyms Event organisers Local businesses</p>

Strategy	Actions	Timeline	Partners
<p>3. Enhance physical activity opportunities within primary and secondary schools by developing promotional material and running workshops</p>	<p>a. Assess various primary schools' successful initiatives to increase physical activity and develop a model to be adopted by all primary schools, e.g. a sample of The Terrace, Cromwell Primary and Mount Aspiring Schools' initiatives include: education outside the classroom, 10 minute brain breaks to go outside to do some form of activity, utilising a teacher or outside provider to co-ordinate lunch time activities and to motivate children to be active. These initiatives should also include activities which focus on basic movement and co-ordination skills</p> <p>b. Recruit 2 FTE mobile Activity Co-ordinators and 1 FTE mobile Sports Co-ordinator to promote and facilitate physical activity within primary and secondary schools respectively (see Application to SPARC, Section 9):</p> <ul style="list-style-type: none"> o Work with Public Health South to encourage schools to become a Health Promoting School o Develop School to Home programmes whereby students take home and share with their families what they learn at school about physical activity o Facilitate participation in SPARC's Active Schools Programme o Co-ordinate lunch time activities, motivational programmes and recreational field trips, e.g. ski trips, Rail Trail 	<p>Priority 1</p> <p>Nov 06 – Jun 07</p>	<p><u>Lead Agencies:</u></p> <p>Central Otago Principals Association</p> <p><u>Support Agencies:</u></p> <p>Public Health South</p> <p>Sport Central</p> <p>Central Otago District Council</p> <p>Schools</p> <p>Central Otago Principals School Sports Association</p> <p>Otago Secondary Schools Principals Association</p> <p>Ministry of Education</p> <p>Sport Otago</p> <p>SPARC</p> <p>Sports clubs and organisations</p> <p>Independent sports co-ordinators</p> <p>Event organisers</p> <p>Parents</p>

Strategy	Actions	Timeline	Partners
<p>... continued</p>	<ul style="list-style-type: none"> ○ Support and encourage walking and cycling to school by facilitating the provision of bike racks, promoting to students and parents, and working with Sport Central to develop walking buses ○ Invite Sport Development Officers from Sport Otago and other sports organisations to talk to and demonstrate to students about their sports ○ Invite role models to speak to students to promote physical activity and encourage participation ○ Incorporate physical activity features in school newsletters, publicise teachers' and students' achievements and involvement in physical activity ○ Collaboration between schools to establish sports teams where appropriate ○ Organise events and tournaments (within school, between schools, parent-child events) ○ Advocate for travel equalisation systems, and assist with funding applications, such as SPARC's Rural Travel Fund, Sport Otago's Sporting Chance Programme <p>c. Consult parents, caregivers and the community when developing physical activity strategies</p>		

Strategy	Actions	Timeline	Partners
<p>4. Enhance physical activity opportunities within preschools and early childhood centres</p>	<ul style="list-style-type: none"> a. Provide programmes which focus on basic movement and co-ordination skills b. Provide programmes which involve physical activity for both child and parent, e.g. walking groups, field trips c. Be advocates of SPARC's Active Movement programme, and distribute Active Movement resources to parents 	<p>Priority 2 Feb 08 – Apr 08</p>	<p><u>Lead Agencies:</u> Sport Central Preschools</p> <p><u>Support Agencies:</u> Public Health South Parents centres Parents Central Otago REAP Ministry of Education</p>
<p>5. Ensure the sustainability of sports competitions and structured sporting opportunities</p>	<ul style="list-style-type: none"> a. Establish networking opportunities for sports clubs to create an environment of collaboration and working together to achieve efficiencies in the administration and operation of their sports. As an example, complementary sports codes (such as water sports, team sports, winter sports, summer sports) could work together to promote, fundraise, etc b. Develop incentives to attract new members to sports clubs c. Develop programmes to retain club members, e.g. developing club identity and morale, social functions, recruit good coaches and volunteers d. Invite city sports teams from the likes of Dunedin and Invercargill for sports competitions and tournaments e. Monitor sporting trends and develop new competitions where appropriate 	<p>Priority 3 Jul 08 - Sep 08</p>	<p><u>Lead Agency:</u> Sport Central</p> <p><u>Support Agencies:</u> Sports clubs and organisations Businesses Schools Event organisers</p>

8.4 Strategic Aim 4: Increased Participation

Increased participation in physical activity, particularly among the inactive groups of the community, for the benefit of their own health and wellbeing

Outcomes:

- Greater awareness of the importance of being physically active
- Increase the proportion of the population who are 'regularly physically active' (i.e. 15 minutes of vigorous activity OR 30 minutes of moderate activity (including brisk walking) per day for at least 5 days per week) from 68% to 72% by the end of 2009
- Decrease the proportion of the population who are either inactive or contemplating being active from 32% to 28% by the end of 2009
- Greater awareness of the types of activities available around Central Otago

Strategy	Actions	Timeline	Partners
<p>1. Develop a Marketing & Education Plan to encourage the community to be more active more often</p>	<p>a. Recruit a Facilitator to educate and assist the inactive sectors of the community to become active. This would involve changing attitudes and behaviours, and stimulating motivation for participating in physical activity. A series of stages are involved in becoming more physically active (see Appendix D)</p> <ul style="list-style-type: none"> ○ Develop and distribute information kits ○ Run a series of structured workshops ○ Provide one on one consultations <p>(see Application to SPARC, Section 9)</p> <p>b. Invite appropriate role models (elite and non-elite) to assist in promoting physical activity, through speaking engagements, profiling, endorsement of promotional messages, etc. Identify local identities who would be willing to volunteer their time for this cause</p>	<p>Priority 2</p> <p>Jul 07 – Dec 07</p>	<p><u>Lead Agency:</u> Central Otago District Council</p> <p><u>Support Agencies:</u> Sport Central Public Health South SPARC Marketing agencies Media Otago Regional Council Department of Conservation Central Otago Rail Trail Trust Chamber of Commerce Central Otago Recreational Users Forum Central Otago REAP</p>

Strategy	Actions	Timeline	Partners
<p>... continued</p>	<ul style="list-style-type: none"> <li data-bbox="485 353 877 808">b. Regular, ongoing publicity about physical activity, e.g. what's happening in the region, new developments (local, regional and national), sporting and athletic successes of individuals within the community. The local newspaper could contain a regular feature on physical activity, which would include a section on facilities and programmes available within the region <li data-bbox="485 831 877 1189">c. Promote the use of pedometers and encourage people to gradually increase the number of steps they walk per day until they reach at least 10,000 steps per day. Organising regional challenges could be one way of encouraging people to walk more and use their pedometers to achieve their targets. <li data-bbox="485 1211 877 1883">d. Establish a comprehensive database of recreational facilities, programmes, services, groups and clubs, to be housed at CODC. This database shall be made available to the community via the CODC website and computers at public places such as visitor centres and public libraries. Promote this database/website via a range of media, e.g. CODC stationery, CODC vehicles, radio, newspapers, print media produced by CODC and other stakeholders and partners. The Provisions Register in Appendix E could be used as base information. 		

Strategy	Actions	Timeline	Partners
<p>... continued</p>	<p>f. Introduce people to new activities</p> <ul style="list-style-type: none"> o Hold annual expos and 'have a go' days where various sporting and recreational organisations provide an opportunity for the community to try new activities o Co-ordinate field trips for beginners, to introduce them to new activities, e.g. mountain biking, kayaking <p>g. Send physical activity related information with rates demands, and offer incentives such as discount vouchers</p> <p>h. Encourage commercial recreational providers to instigate incentives for existing and potential clients, e.g. rewards programmes or financial incentives such as pay for 10 sessions, get the 11th free; pay for 1 person, bring a friend for half price</p>		
<p>2. Develop programmes and activities which are less likely to be restrained by time commitments</p>	<p>a. Develop programmes and activities which can be undertaken on weeknights</p> <p>b. Develop and promote sports and activities that involve casual participation and don't require commitments on the part of the individual</p> <p>c. Develop and promote home-based programmes and activities</p>	<p>Priority 2</p> <p>Jan 08 – Mar 08</p>	<p><u>Lead Agency:</u> Sport Central</p> <p><u>Support Agencies:</u> Sports clubs and organisations Recreational groups and organisations Central Otago District Council Recreational facilities</p>

8.5 Implementation Plan and Estimated Budget

8.5.1 Priority 1 Strategies: 1 July 2006 – 30 June 2007

Strategy	Timeline	Budget	Lead Agency	Page Reference
Establish an appropriate governance structure to oversee, administer and implement the Plan	Jul 06 – Aug 06	\$97,500*	CODC	39
Develop a funding framework to ensure effective implementation of the Plan	Aug 06 – Oct 06	\$5,000	CODC	40
Ensure that facilities within the region are user friendly and easily accessible	Oct 06 – Oct 07	\$12,000 (+ \$3.9m LTCCP)	CODC	43-45
Enhance physical activity opportunities within primary and secondary schools**	Nov 06 – Jun 07	\$112,000*	COPA	51-52
Create a safe environment for which to undertake general physical activities	Feb 07 – Jun 07	\$5,000	CODC	46-47

8.5.2 Priority 2 Strategies: 1 July 2007 – 30 June 2008

Strategy	Timeline	Budget	Lead Agency	Page Reference
Utilise facilities more efficiently	Jul 07 – Oct 07	\$24,500	SC + CODC	45-46
Recruit and support volunteers, coaches, administrators and referees	Jul 07 – Sep 07	\$2,000	SC	47
Improve & maintain recreational opportunities near natural resources (tracks, lakes, rivers, mountains)	Jul 07 – Sep 07	\$4,000	CODC + ORC + DOC	47-48
Develop a Marketing & Education Plan to encourage the community to be more active more often**	Jul 07 – Dec 07	\$73,000*	CODC	54-56
Develop initiatives to combat transportation difficulties**	Sep 07 – Dec 07	\$50,000*	SC + CODC	48
Develop promotional material and run seminars to encourage workplaces to encourage staff to be active	Jan 08 – Mar 08	\$5,000	PHS + Chamber of Commerce	50
Develop programmes and activities which are less likely to be restrained by time commitments	Jan 08 – Mar 08	\$3,000	SC	56
Enhance physical opportunities within preschools and early childhood centres	Feb 08 – Mar 08	\$2,000	SC	53

8.5.3 Priority 3 Strategies: 1 July 2008 – 30 June 2009

Strategy	Timeline	Budget	Lead Agency	Page Reference
Develop programmes which can be undertaken in social settings	Jul 08 – Dec 08	\$3,000	SC	49
Ensure the sustainability of sports competitions and structured sporting opportunities	Jul 08 – Sep 08	\$3,000	SC	53
Develop an Events Strategy	Jan 09 – Mar 09	\$4,000	CODC	41
Monitor physical activity trends within the community	Dec 09	\$6,000	CODC	42

Abbreviations for Lead Agencies:

CODC = Central Otago District Council
 SC = Sport Central
 DOC = Department of Conservation

COPA = Central Otago Principals Association
 PHS = Public Health South
 ORC = Otago Regional Council

* Some costs within these strategies (i.e. salaries) will be ongoing

** Consider SPARC Active Communities Fund (see Section 9)

8.5.4 Implementation Plan for which Central Otago District Council is Lead Agency

Strategy & Actions	Timeline	Budget	Partner Lead Agency	Page Reference
Establish an appropriate governance structure to oversee, administer and implement the Plan	Jul 06 – Aug 06			39
a. Retain the current Steering Committee for governance and key decision making and to gain and maintain political buy-in				
b. Retain the current Project Team as the lead group to oversee and control the project				
c. Recruit a Project Director (full time position) to manage and co-ordinate implementation of the Plan		\$45,000 pa + \$50,000 overheads		
d. Establish a Legacy Group or working party of stakeholders and partners who will play a key role in implementing the Plan and maintaining project impetus				
e. Establish a Memorandum of Understanding to formalise relationships and funding commitments from stakeholders and partners				
f. Conduct quarterly meetings with key stakeholders to assess the progress of implementation of this Plan, and to update the Plan as deemed necessary		\$2,500		
g. Individual partners to make physical activity a key part of their policies and strategies				
Develop a funding framework to ensure effective implementation of the Plan	Aug 06 – Oct 06			40
a. Appoint the Project Director to identify sources of funding, prepare applications, ensure buy-in of groups involved in applications, monitor budgets				
b. Apply to SPARC for Active Communities funding (see Section 9 for recommended initiatives)				
c. Develop a handbook which outlines all possible sources of funding to assist financially disadvantaged individuals and groups participate in physical activity		\$500		
Ensure that facilities within the region are user friendly and easily accessible	Oct 06 – Oct 07			43-45
a. Develop a manual of recommended facility standards and inclusions, and encourage existing and new facilities to adhere to these recommendations		\$2,000		
b. Upgrade key facilities, including Molyneux Stadium, Cromwell Memorial Hall, Cromwell Swim Centre, Roxburgh Swim Centre, Roxburgh Town Hall		\$3,900,000 (LTCCP)		
c. Assess the feasibility of developing a recreation centre within the Roxburgh Town Hall. Alternative sites would be Roxburgh Memorial Hall or Roxburgh Entertainment Centre		\$5,000		
d. Investigate the feasibility of developing an indoor/outdoor youth recreation area		\$5,000 ¹		

¹ Consider Department of Internal Affairs Significant Community Based Projects Fund

Strategy & Actions	Timeline	Budget	Partner Lead Agency	Page Reference
Create a safe environment for which to undertake general physical activities	Feb 07 – Jun 07			46-47
a. Develop and implement security procedures and control vandalism at playgrounds, bike parks, skateboard parks, playing courts, etc		\$5,000		
b. Discourage boy racers and support the Police in their control so that people feel comfortable and safe walking around their neighbourhood				
c. Upgrade footpaths and ensure adequate street lighting and pedestrian crossings (refer to 'Central Otago District Council Walking and Cycling Strategy', MWH NZ Ltd, August 2004)				
d. Ensure adequate cycle lanes (refer to 'Central Otago District Council Walking and Cycling Strategy', MWH NZ Ltd, August 2004)				
Utilise facilities more efficiently	Jul 07 – Oct 07		Sport Central	45-46
a. Investigate the feasibility of the 'Sportsville' concept where multiple sports share office space and facility space. Molyneux Park is one example of a suitable site		\$2,500		
b. Work closely with schools to upgrade/develop facilities which could be made available for both school and community use		\$20,000 ²		
c. Obtain a clear picture of which strategies are adopted, assess community response to these strategies and undertake a financial review prior to rationalising facilities		\$2,000		
d. Assess the feasibility of utilising at least the following halls for the delivery of programmes and activities: Omakau, Becks, Lowburn, Millers Flat, Tarras Memorial, Patearoa				
Improve & maintain recreational opportunities near natural resources (tracks, lakes, rivers, mountains)	Jul 07 – Sep 07		Otago Regional Council + DOC	47-48
a. Ensure adequate access to walking tracks, e.g. easy to get to, barriers are wide enough for mountain buggies and wheelchairs				
b. Ensure adequate amenities near natural resources, e.g. toilets, water fountains, shelter, rubbish bins				
c. Educate users on the environmental sustainability of natural resources, i.e. how to care for and minimise the impacts on natural resources		\$1,500		
d. Define high country areas for different activities, such as mountain biking, horse riding, 4WD, and upgrade access roads in the high country for 4WD's		\$2,500		

² Consider Department of Internal Affairs Significant Community Based Projects Fund

Strategy & Actions	Timeline	Budget	Partner Lead Agency	Page Reference
Develop a Marketing & Education Plan to encourage the community to be more active more often	Jul 07 – Dec 07			54-56
a. Recruit a Facilitator to educate and assist the inactive sectors of the community to become active, by developing information kits, running workshops & providing consultations		\$50,000pa ³ + \$5k recruiting expenses		
b. Invite appropriate role models (elite and non-elite) to assist in promoting physical activity		\$10,000		
c. Regular, ongoing publicity about physical activity				
d. Promote the use of pedometers and encourage people to gradually increase the number of steps they walk per day until they reach at least 10,000 steps per day				
e. Establish a comprehensive database of recreational facilities, programmes, services, groups and clubs, and make available via CODC website, libraries, visitor centres, etc				
f. Introduce people to new activities by organising expos and co-ordinating field trips				
g. Send physical activity related information with rates demands, and offer incentives such as discount vouchers		\$5,000		
h. Encourage commercial recreational providers to instigate incentives for existing and potential clients		\$3,000		
Develop initiatives to combat transportation difficulties	Sep 07 – Dec 07		Sport Central	48
a. Recruit 'mobile' service providers who would travel to the different towns within the region to deliver recreational programmes		\$35,000pa + \$5k recruiting expenses ⁴		
b. Promote SPARC's Rural Travel Fund to sports clubs, inform them about travel equalisation systems, and assist them to advocate for the adoption of these systems		\$1,500		
c. Develop carpool schemes		\$1,500		
d. Investigate the feasibility of providing a regular shuttle service between towns within the region		\$7,000		
e. Investigate the feasibility of providing a shuttle service for sports teams on an ad hoc basis				
f. Investigate the feasibility of providing a shuttle service for people with disabilities				

³ Consider SPARC Active Communities Fund (see Section 9)

⁴ Consider SPARC Active Communities Fund (see Section 9)

Strategy & Actions	Timeline	Budget	Partner Lead Agency	Page Reference
Develop an Events Strategy	Jan 09 – Mar 09	\$4,000		41
a. Provide a mechanism for event organisers to promote their events				
b. Promote events as fun and social, give away spot prizes and use non-elite athletes as role models to encourage non-elite people to participate				
c. Develop 'beginner' or less intensive events for the average participant				
d. Identify charitable organisations who would be willing to be associated with events and encourage event organisers to work with them to enhance the profile of their events				
e. Develop an Events Guide				
Monitor physical activity trends within the community	Dec 09			42
a. Conduct a 4-yearly survey, at the completion of this Physical Activity Strategy, to assess the physical activity trends and needs of the community		\$6,000		

8.5.5 Implementation Plan for which Central Otago Principals Association is Lead Agency

Strategy & Actions	Timeline	Budget	Partner Lead Agency	Page Reference
Enhance physical activity opportunities within primary and secondary schools by developing promotional material and running seminars	Nov 06 – Jun 07			51-52
a. Assess various primary schools' successful initiatives to increase physical activity and develop a model to be adopted by all primary schools		\$2,000		
b. Recruit 2 FTE 'mobile' Activity Co-ordinators and 1 FTE Sports Co-ordinator to promote and facilitate physical activity within various primary and secondary schools respectively		\$105,000pa + \$5k recruiting expenses ⁵		
c. Consult parents, caregivers and the community when developing physical activity strategies				

⁵ Consider SPARC Active Communities Fund (see Section 9)

8.5.6 Implementation Plan for which Sport Central is Lead Agency

Strategy & Actions	Timeline	Budget	Partner Lead Agency	Page Reference
Recruit and support volunteers, coaches, administrators and referees	Jul 07 – Sep 07	\$2,000		47
a. Promote and co-ordinate Sport Otago's 'CoachForce' and 'Sport Development' programmes and other relevant coaching courses				
b. Provide recognition for coaches and volunteers, e.g. award ceremonies, prizes, publicity				
c. Develop succession plans for future volunteers, coaches, and other administrators to ensure the provision of consistent service and support				
Develop initiatives to combat transportation difficulties	Sep 07 – Dec 07	See CODC	Central Otago District Council	48
a. Recruit 'mobile' service providers who would travel to the different towns within the region to deliver recreational programmes				
b. Promote SPARC's Rural Travel Fund to sports clubs, inform them about travel equalisation systems and assist them to advocate for the adoption of these systems				
c. Develop carpool schemes				
d. Investigate the feasibility of providing a regular shuttle service between towns within the region				
e. Investigate the feasibility of providing a shuttle service for sports teams on an ad hoc basis				
f. Investigate the feasibility of providing a shuttle service for people with disabilities				
Develop programmes and activities which are less likely to be restrained by time commitments	Jan 08 – Mar 08	\$3,000		56
a. Develop programmes and activities which can be undertaken on weeknights				
b. Develop and promote sports and activities that involve casual participation and don't require commitments on the part of the individual				
c. Develop and promote home-based programmes and activities				
Enhance physical opportunities within preschools and early childhood centres	Feb 08 – Mar 08	\$2,000		53
a. Provide programmes which focus on basic movement and co-ordination skills				
b. Provide programmes which involve physical activity for both child and parent, e.g. walking groups, field trips				
c. Be advocates of SPARC's Active Movement programme, and distribute Active Movement resources to parents				

Strategy & Actions	Timeline	Budget	Partner Lead Agency	Page Reference
Develop programmes which can be undertaken in social settings	Jul 08 – Dec 08	\$3,000		49
a. Develop targeted programmes and activities for different groups of people, e.g. senior citizens, young children, families				
b. Develop and promote walking groups				
c. Organise guided special interest public walks, e.g. historic walks, Rail Trail				
d. Develop and co-ordinate social sporting competitions				
e. Develop programmes aimed at people with disabilities and their support workers, e.g. Special Olympics, recreational challenges/competitions, discount voucher systems				
Ensure the sustainability of sports competitions and structured sporting opportunities	Jul 08 – Sep 08	\$3,000		53
a. Establish networking opportunities for sports clubs to create an environment of collaboration and working together to achieve efficiencies in their sports				
b. Develop incentives to attract new members to sports clubs				
c. Develop programmes to retain club members, e.g. developing club identity and morale, social functions, recruit good coaches and volunteers				
d. Invite city sports teams from the likes of Dunedin and Invercargill for sports competitions and tournaments				
e. Monitor sporting trends and develop new competitions where appropriate				

8.5.7 Implementation Plan for which Public Health South is Lead Agency

Strategy & Actions	Timeline	Budget	Partner Lead Agency	Page Reference
Develop promotional material and run seminars to encourage workplaces to encourage staff to be active	Jan 08 – Mar 08	\$5,000	Chamber of Commerce	50
a. Promote Public Health South's nutrition and physical activity resource kits amongst workplaces				
b. Encourage employers to give staff time allowances for activities relating to physical activity				
c. Encourage employers to sponsor staff to participate in events				
d. Provide information on how staff can increase physical activity throughout their working day				
e. Encourage employers to offer their staff free or subsidised memberships to recreational facilities as part of their employment contract				
f. Incorporate physical activity features in company newsletters				
g. Organise recreational challenges and field trips for staff, and incorporate recreational activities in social functions				
h. Encourage employers to facilitate on-site physical activity programmes with their employees				

9 Framework for SPARC Active Communities Funding Application

The closing date for the next round of Active Communities funding is **30 September 2006**. However, Councils are expected to submit their expression of interest before this time so that SPARC can work with them to ensure applications are mutually agreeable. Expression of interest forms are available on SPARC's website: <http://www.sparc.org.nz/partners-and-programmes/active-communities/funding/active-communities-investment>.

As outlined in Section 6, the key physical activity issues facing Central Otago are:

- Lack of human resources
- Lack of provision and support for children and youth
- Inadequate facilities
- Lack of awareness of facilities and programmes available
- Geography of Central Otago and the remoteness of some Central Otago towns, making it difficult for some people to go to specific places to participate in recreational opportunities

Our recommendation is to apply for funding for the following initiatives:

Rural Delivery - \$140,000 per year for 3 years + \$10,000 recruitment expenses

- Recruitment of 2 FTE mobile Activity Co-ordinators and 1 FTE mobile Sports Co-ordinator (3 full time equivalent positions) who would service multiple primary and secondary schools within the region, to motivate students to be physically active and to facilitate sporting and recreational opportunities. The purpose of this initiative is to encourage schools to eventually employ their own Activity/Sports Co-ordinators. The Central Otago Principals' Association would play a key role in co-ordinating this process.
 - For primary schools, an Activity Co-ordinator would involve organising lunch time activities, motivating children to do some form of physical activity during breaks, co-ordinating educational material (from organisations such as Public Health South, Sport Central) which students can take home to share with their families, organising field trips, inviting speakers/role models to the school (including well known sportspeople), etc.
 - For secondary schools, a Sports Co-ordinator would involve liaising with sports clubs, working closely with other schools to establish sports teams where appropriate, be proactive in inviting Sport Development Officers from Sport Otago and other sports organisations to speak to students, inviting other speakers/role models to the school (including well known sportspeople), organising events within schools and between schools, advocating for travel equalisation systems, co-ordinating recreational field trips, co-ordinating educational material, promoting and facilitating funding mechanisms (e.g. SPARC's Rural Travel Fund, Sport Otago's Sporting Chance programme), co-ordinating newsletter features, etc.

These Co-ordinator positions will work closely with each participating school to establish key activities to be undertaken. Once a structure has been set up for each school, the Co-ordinator will be required to maintain records of the activities they undertake, the number of students participating, etc, and prepare a performance report at the end of each year.

At the end of the 3-year period, a review of this programme should be undertaken. This review could take the form of interviewing teachers, sports clubs and other key agencies, as well as conducting focus groups/surveys with parents.

- Recruitment of 'mobile' programme deliverers (1 full time equivalent position) who would travel around the various towns within the region to deliver activity programmes and exercise classes. As there is a lack of programmes in some areas, and it is difficult for some people to travel to the larger towns, why not bring the programme to them? Many towns within the region have community halls, therefore, looking for a venue should not be a problem. Types of programmes/classes that could be delivered include: dance classes, tai chi, yoga, balance and strength classes for senior citizens, aerobics, youth activities, etc. Educational material about physical activity could also be distributed to participants of these programmes.

Sport Central, Public Health South and Central Otago District Council would all be involved in developing this initiative, with Sport Central assisting to identify appropriate deliverers and the types of courses that would be suitable for different towns, Public Health South supplying educational material, and Central Otago District Council facilitating access to and management of community halls.

As this is a pilot initiative, participants will be charged just a small fee. Over time, however, as the programmes become more popular, it would become a commercial activity and participants will be charged a more appropriate fee to participate.

Programme deliverers will need to keep accurate records of the types of classes delivered, number of participants, etc.

Facilitator to Educate and Motivate - \$50,000 per year for 3 years + \$5000 recruitment expenses

As outlined in Section 3.4, a significant proportion of the population in the Central Otago district (32%) are currently not doing enough physical activity (i.e. according to SPARC's recommended guidelines of 30 minutes a day for 5 or more days per week) or not doing anything at all. In targeting the inactive groups within the community, an educational and motivational programme should be developed to assist them to become physically active. This includes educating people about the benefits of physical activity, changing attitudes towards physical activity, how to become active, and what facilities/programmes are available to them. Physical activity should be promoted as a way of life, and that it is something to be enjoyed, not endured. Different types of physical activity will suit different people.

This application to SPARC is for a resource (1 full time equivalent position) who would work closely with Sport Central, Public Health South and Central Otago District Council (eventually becoming a Sport Central staff member) to develop information kits, facilitate public workshops and facilitate one on one consultations on how to become active, developing personal exercise programmes and monitoring progress. This initiative utilises concepts from the Active Families and Green Prescriptions programmes.

The overall goal for the district is to reduce the proportion of inactive residents from 32% to 28% by the end of 2009. In achieving this goal, and assuming that Active Communities funds will be approved for this resource to begin in January 2007, this initiative should aim to recruit 2.5% of the population to the workshops and/or one on one consultations by June 2009.

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