

The Auckland Approach to Community Sport

Co-creating a world-class sport system in Auckland, community by community

The challenge

How do we take Auckland – a diverse, complex, sprawling and rapidly growing city – and make it the most active city in the world?

How do we help our city's young people – our friends, our students, our sons and daughters, our grandkids – to be active for life?

And how do we make the most of limited resources, unlock new sources of support, and connect a wider range of people and organisations to help build a world class sport system in Auckland?

In short, community by community.

The *Auckland Approach to Community Sport* represents a shift in how community sport is delivered across a complex environment. It depends upon a unified and targeted approach, and one that develops a community's ongoing ability to engage people and increase participation through varied quality opportunities.

The *Auckland Approach* identifies "Communities of Activity," neighbourhoods and suburbs where we can involve communities in shaping delivery and connect those programmes and facilities with potential participants. We're working to co-create a world-class community sport system for Aucklanders.

What's new in this approach?

The *Auckland Approach* is more targeted than ever before, puts the community at the centre of decision making and aligns the approach from Auckland communities right up to national level.

That strategic alignment is fundamental and has been a core focus of Aktive since its creation in 2014. Shared services are providing a more efficient back office for the sector, extra funding has been unlocked, and Auckland now has a strong and unified voice when decisions affecting Auckland are being made.

Importantly, the investment and the thinking behind the *Auckland Approach* is underpinned by blueprints in five key strategic areas: advocacy; young people; coaching and talent development; sector development, and spaces & places. Genuine collaboration between Aktive, RSTs, government agencies, Auckland Council and Sport New Zealand formed those plans.

Think regionally, act locally

Since its formation, Aktive – Auckland Sport & Recreation has led a move towards stronger alignment and collaboration in the Auckland sport and recreation sector.

With Aktive investing millions of dollars into the region, the importance of getting bang for buck for taxpayers, ratepayers and our young people is clear.

Guided by Aktive, there is now a commitment among core organisations like Auckland's Regional Sports Trusts (RSTs) and including key players such as Sport NZ and Auckland Council on the strategic priorities and best approaches for Auckland as a whole. The *Auckland Approach to Community Sport* brings this to life, neighbourhood by neighbourhood.

Think locally, act regionally

A key to the success of the Auckland Approach to Community Sport will be capturing best local practice and sharing these insights across Auckland.

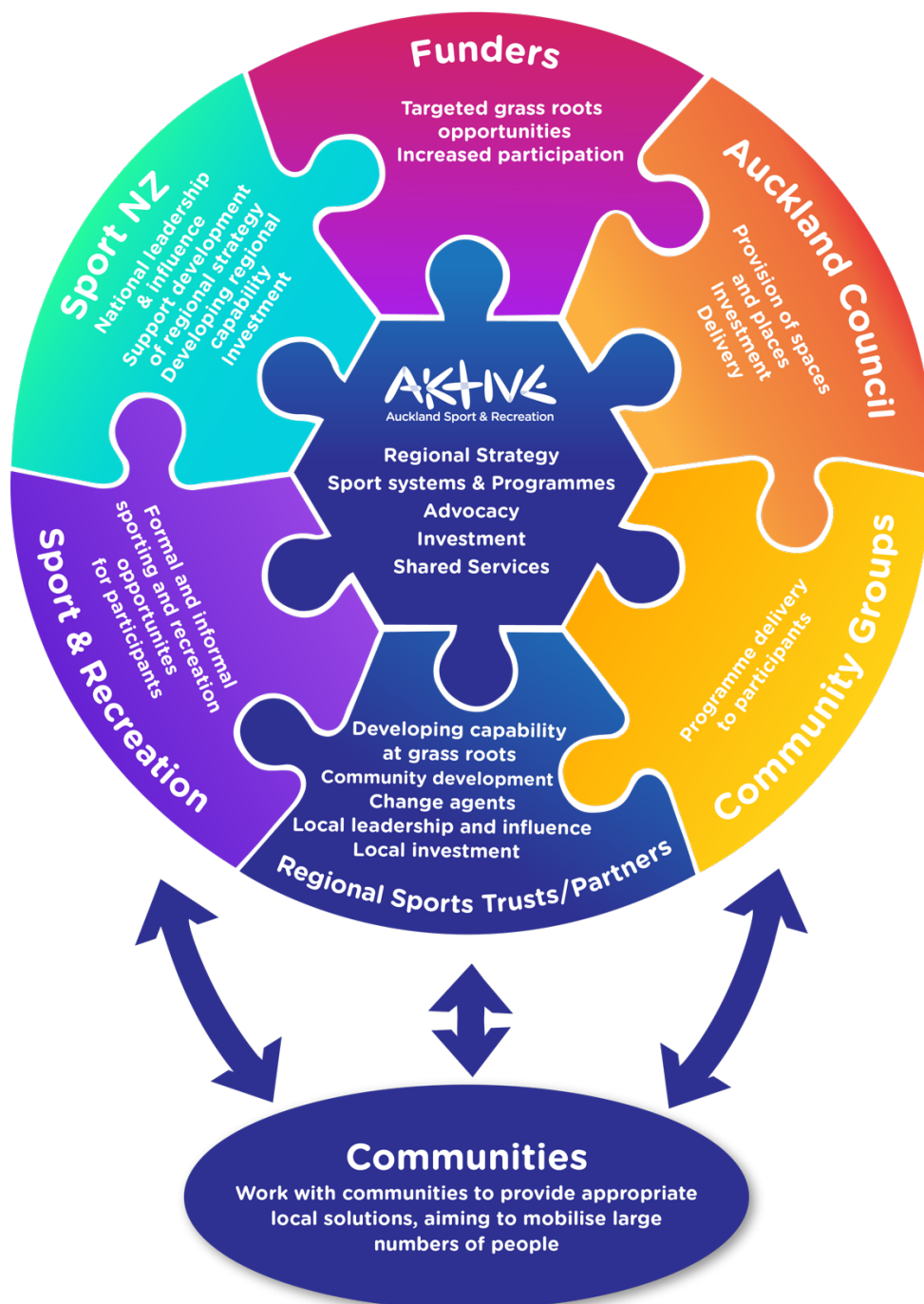
An early example of that has been *ActivAsian*, which targets Auckland's large and growing Asian population. First launched by Harbour Sport, the programme is now being developed across the city, with local lessons being scaled for greater impact and modified according to local capability and strengths

A collective stocktake across the sector identified the best of what Active and Auckland's RSTs were already doing and what other approaches could be introduced to create a best practice approach for Auckland.

To bring these plans to life, Active channels investment through its local partners, notably Sport Auckland, Sport Waitakere and Harbour Sport, with a network of partners being set up for the Counties Manukau area. These agents are charged with building the capability of organised sport and other organisations who in turn are mobilising people on the ground.

Who does what?

We have formed a collaborative group under the banner of The Auckland Approach to Community Sport - our blueprint for success. The core participants are RSTs, Active, Sport NZ, Auckland Council and Funders.



Where do we start?

First, we target areas where we can have the greatest impact. That means focussing on young people (aged 5-18) who, when engaged in the right way, can develop a love for physical activity that lasts a lifetime and brings positive health and wellbeing outcomes for themselves, their families and their community.

It also means focussing our efforts on groups with the lowest participation rates: girls aged 10-18, Māori, Samoan, Indian, Chinese, and those who live in low socio-economic areas.

How are we going about it?

RSTs have identified communities in their own catchment areas that meet the above criteria and are also connecting the dots between facilities, schools, other leisure providers, sports clubs and community groups - particularly those already engaged with young people - and even other sources of funding. A Community Sport Engagement Manager in each RST is leading this work.

At the heart of a community of activity is the participant. So, we involve those local participants and communities in determining their aspirations for sport and physical activity. Local people support the design, delivery and creation of the programmes, opportunities and activities so that they build on the strengths and interests in their communities, while still being safe and stage appropriate for a child or young person.

The *HERA – Everyday Goddess* programme is an example of an initiative that has been co-designed with teenage girls every step of the way.

Using their local knowledge RSTs will work on the ground to build a system around participants and their needs. The gap in a certain area might be access to appropriate spaces to play, the lack of quality coaches or volunteers or programmes that just don't fit what local young people need or want.

In building a network of existing and new partners the community, with support from RSTs, will start to unlock more flexible and appealing solutions.

The *Move it Youth Project* in Ranui tapped into new funding to create and then expand a holiday programme that has now had four years under its belt and seen significant social impacts for the community as well as health, education and employment benefits for the young people involved.

Meanwhile, Aktive will continue to work to attract new funding, find efficiency savings and advocate at the highest levels of local and central government for the needs of the sport and recreation sector in New Zealand's biggest city. Aktive will also continue to lead collaboration between RSTs, organised sport, council, the ministries of health and education, Sport New Zealand and other agencies to review and refine the *Auckland Approach to Community Sport*.

How do we make it last?

The idea is not just to be successful in one community but to see this success continue when we move on to the next community. We're building a system rather than just delivering an initiative.

We work with others in the community – it could be a school, sports club, national sporting body, charity, facility, church, commercial provider or the Council – anyone who can add to the success of the activities in that community. We'll also strengthen to ability of people like teachers, coaches, administrators and volunteers in that community to deliver the programmes and then to grow and shape them, creating a lasting legacy.

Sport Matters

We will continue to work across the whole of Auckland.

Guided by the blueprint plans we will help National and Regional Sports Organisations, clubs, schools and community groups in key areas such as governance and leadership, organizational capability, facility planning, and coach development.