

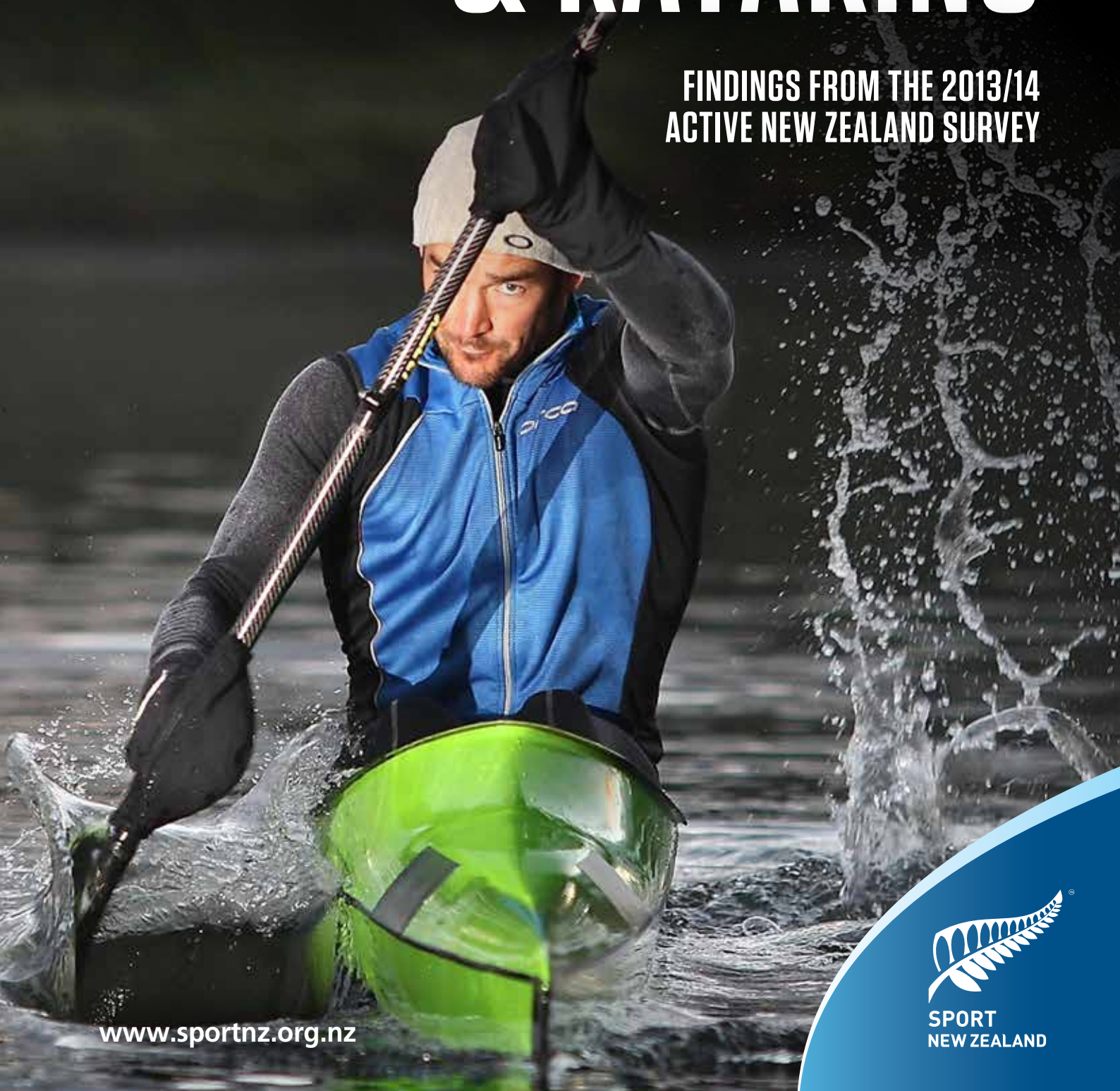
**ACTIVE NEW ZEALAND
SURVEY SERIES**

Te Rangahau Korikori o Aotearoa

**Sport & Active
Recreation Profile**

CANOEING & KAYAKING

**FINDINGS FROM THE 2013/14
ACTIVE NEW ZEALAND SURVEY**



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**SPORT
NEW ZEALAND**

Introduction

Content

This sport profile presents information about participation in canoeing and/or kayaking ('canoeing/kayaking') among New Zealand adults aged 16 years and over. It is primarily compiled from information collected through the 2013/14 Active New Zealand Survey¹ and includes:

- participation levels
- participant profile
 - demographic profile
 - history of participation in the sport
 - participation in other sport and recreation activities
- participation patterns
 - seasonal participation
 - frequency of participation
 - location of participation
- ways participants take part
 - different ways that participants take part
 - participation with other participants
 - payment types
 - membership of a club or centre
 - coaching and use of instructional resources
- motivations for and barriers to participation.

Methodology

The survey

The Active New Zealand Survey consisted of two parts:

- The first part (the **Main Survey**) was a 30-minute in-home interview, with answers recorded on laptop computers; this was completed by all 6,448 adults.
- The second part (the **Follow-up Survey**) was a further 10-minute interview which people could complete at home straight after the Main Survey or at a later time by phone; this was completed by 6,195 adults.

Sample

A total of 6,448 adults aged 16 years and over took part in the 2013/14 Active New Zealand Survey. The 6,448 interviews were completed over a 12-month period from April 2013 to March 2014 to capture participation in seasonal sports and activities.

As not everyone selected for interviews took part, some groups (based on gender, age and ethnicity) were under- or over-represented in the survey responses. To account for this, the responses are adjusted, or weighted, using information on the make-up of the New Zealand population from the 2013 Census. This weighted data is reported in this sport profile.

¹ Note: Trend information is not available for canoeing/kayaking due to insufficient data being available for analysis from one or both of the 1997/98 New Zealand Sport and Physical Activity Survey and the 2007/08 Active New Zealand Survey.

Citation

Sport New Zealand. (2015). *Sport and Active Recreation Profile: Canoeing & Kayaking – Findings from the 2013/14 Active New Zealand Survey*. Wellington: Sport New Zealand. This document is available on the Sport New Zealand website: www.sportnz.org.nz.

Among the survey respondents, 462 reported participating in canoeing or kayaking at least once during the 12 months preceding the interview. The numbers of canoeists/kayakers that answered each question vary according to their frequency of participation in the sport, and/or if they took part in the **Follow-up Survey**.

Table 1 shows the unweighted bases for survey respondents that reported participating in canoeing or kayaking in relation to the content of this profile report.

Table 1: Unweighted survey bases of adults who participated in canoeing/kayaking

Survey base	Number	Report content
Main Survey All participants	462	Participation levels Demographic profile Participation in other sport and recreation activities Seasonal participation Frequency of participation
Main Survey Participants (over a month)	335	Location of participation Different ways participants take part Participation with other participants Payment types Membership of a club or centre Motivations for participation
Follow-up Survey Participants (over a month)	321	History of participation Coaching and use of instructional resources

Information reported

All findings relate to the New Zealand adult population aged 16 years and over. Each specific sport profile is based on responses from at least 100 sport participants and has a relative error of less than 20 percent unless stated otherwise.

More information about the analysis and statistical significance of findings is outlined in Appendix 1.

The results in this report are subject to rounding error. In some cases, percentages that should sum to 100% sum to just under or over 100%. In other cases, the estimated number of participants by sub-group (eg, men and women) may not add up to all participants.

Key Points to Note

Definitions of sport and key variables

For this report, sport is defined broadly and is inclusive of the different ways people participate, from casual participation through to organised competition, and includes active recreation like going for a mountain bike ride.

Some response categories in charts and tables may be abbreviated. See Appendix 1 for more information on definitions of key variables.

Ethnic groupings

In the 2013/14 Active New Zealand Survey, respondents were able to identify with multiple ethnicities. Consequently, the same person could be represented in different ethnic groups. In this report, so that percentages add to 100% and respondents are in a mutually exclusive group, we report on groups of respondents that identified with a single ethnicity only (eg, Māori only), and those that identified with two or more ethnicities (eg, Māori and a Pacific ethnic group). This approach enables comparisons to be made between ethnic groups (eg, Māori only compared with Pacific only).

It should be noted that 'Pacific only' means one ethnic group only (eg, Tongan only, or Samoan only, and not a mix; a respondent identifying as Tongan **and** Samoan will be grouped with two or more ethnicities). Likewise 'Asian only' and 'Other Ethnicity only' means those respondents identified only one ethnicity that corresponds to these broad groups.

Socioeconomic background

The New Zealand Index of Socioeconomic Deprivation (NZDep) was used as a proxy measure of the socioeconomic background of participants. Results are shown for three deprivation bands: low (ie, the least deprived), medium and high (ie, the most deprived). See Appendix 1 for more information.

A Quick look at Participants

Who

- Compared with all adults, more men, mid-aged adults (ie, those aged 40 to 54 years) and those of New Zealand ethnicity only took part in canoeing/kayaking.
- Almost half (44.1%) of adult canoeists/kayakers took up the activity at age 35 or over.
- Canoeists/kayakers took part in many other activities (8.0 on average), with the most common being those of a recreational nature (walking, swimming, cycling and jogging/running).

When

- Over half (22.7%) of canoeists/kayakers took part in the sport on one to two days a week.
- Canoeing/kayaking was most commonly undertaken in the summer months of December through to February. It peaked in January.

Where

- Virtually all canoeists/kayakers (99.1%) took part in the sport in one or more natural settings, the most popular being *in or on the sea* (67.0%) and *in a river* (31.0%).
- Very few canoeists/kayakers (6.6%) were a *member of a club* for the purpose of taking part over the last 12 months.

How

- Almost all canoeists/kayakers (96.4%) took part in the sport on a *casual basis*.
- The most common payment method was *per visit, entry or hire* (11.5%). Most canoeists/kayakers (82.8%) took part at some point for free.

Why

- Adult canoeists/kayakers primarily took part for reasons of enjoyment (92.6%), followed by fitness and health reasons (39.5%).



Findings

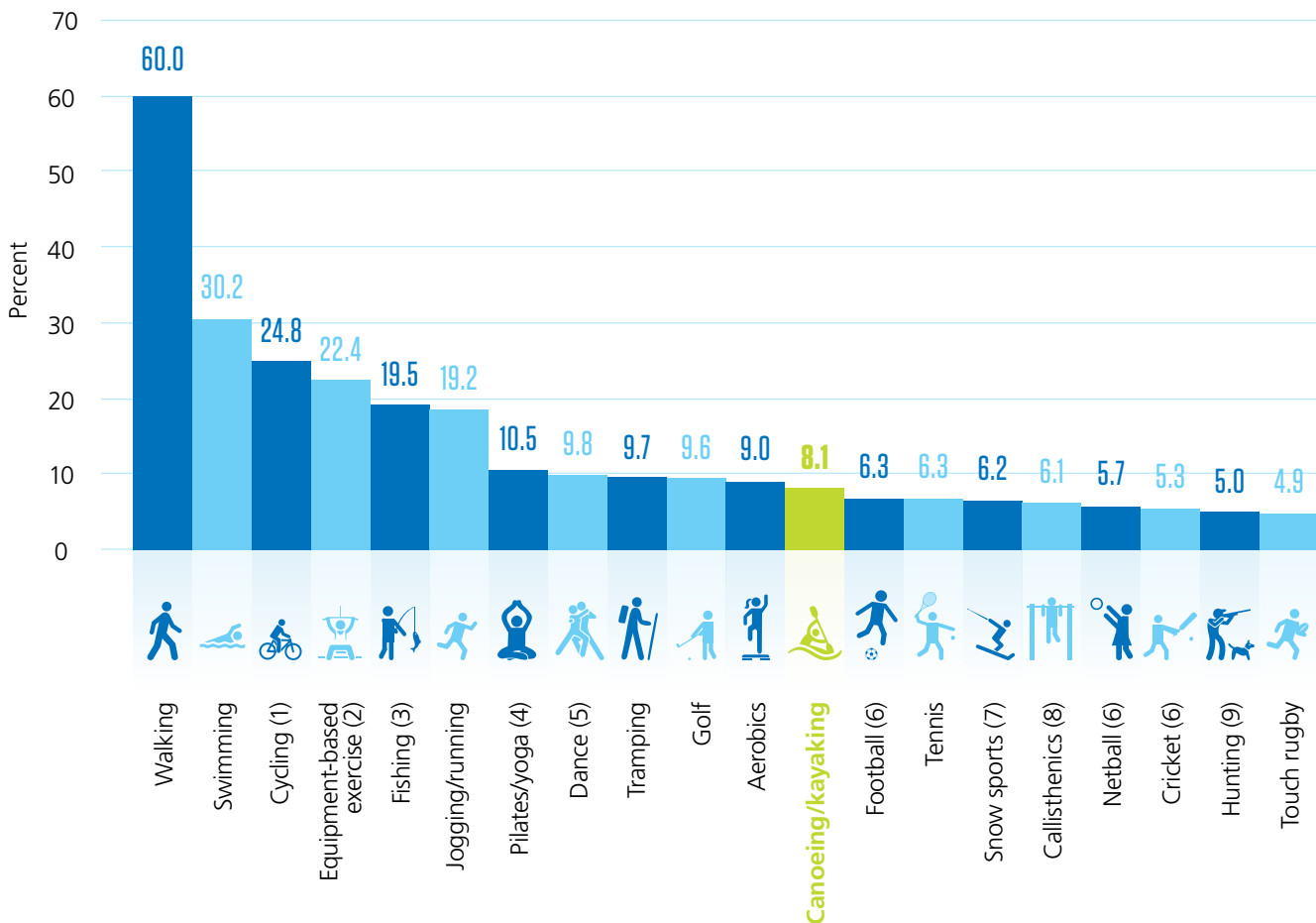
Participation levels

2013/14 participation levels

Over 12 months, almost 1 in 10 (8.1%) of all New Zealand adults aged 16 years and over (around 270,000 people) participated in canoeing or kayaking at least once. Among the various sport and recreation activities, canoeing/kayaking had the 12th highest participation rate.

Figure 1 presents the 20 sport and recreation activities with the highest participation levels among all New Zealand adults².

Figure 1: Sport and active recreation activities with the highest participation levels over 12 months



Notes:

- (1) Cycling includes mountain biking and cycling.
- (2) Equipment-based exercise includes the use of exercise equipment (eg, exercycles, treadmills, weights) at home or at the gym.
- (3) Fishing includes freshwater and marine fishing.
- (4) Pilates/yoga includes both at home or at the gym/class.
- (5) Dance includes several dance genres (eg, ballet, hip-hop, ballroom, modern, tap). It does not include club/rave/disco.
- (6) Includes both indoor and outdoor versions of the activity.
- (7) Snow sports includes skiing and snowboarding.
- (8) Callisthenics includes callisthenic exercise classes, exercises at home or at the gym.
- (9) Hunting includes hunting and deerstalking/pig hunting.

² Figure 1 is based on information presented in the document titled *Sport and Active Recreation in the Lives of New Zealand Adults*, which is available at www.srknowledge.org.nz/researchseries/active-new-zealand-20132014/. Participation is irrespective of intensity, duration and frequency.

Profile of Participants

Demographic profile

Table 2 presents demographic information about participation in canoeing and/or kayaking. For example, among all men in New Zealand, 1 in 10 (9.5%) participated in canoeing/kayaking at least once over 12 months.

Lower proportions of adults aged 70 years or over, those of Māori, Asian or Pacific only ethnicities, and those that are at home but not looking after children participated in canoeing/kayaking.

Large numbers of canoeists/kayakers were aged 40 to 54 years, of New Zealand European ethnicity only, lived in major urban areas, and worked (either full-time or part-time).



Table 2: Proportion of all New Zealand adults (aged 16 years and over) who participated in canoeing/kayaking at least once over 12 months

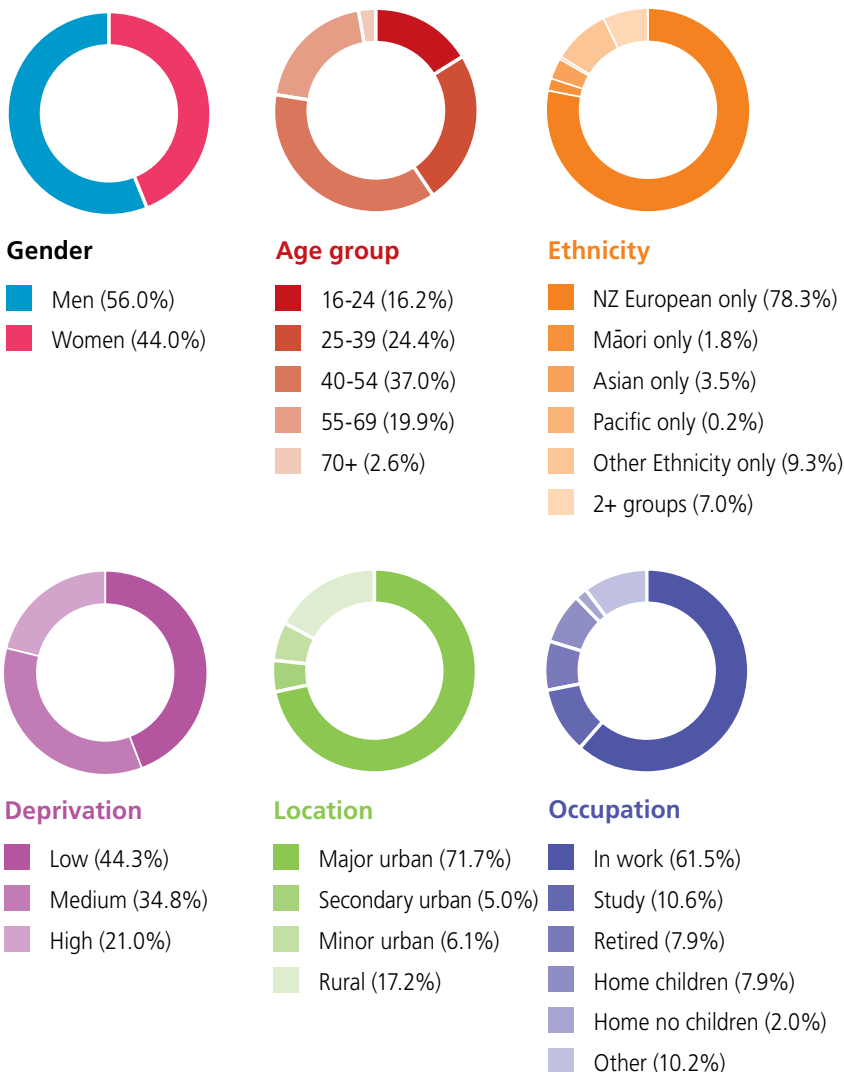
Canoeists/kayakers		
	%	Estimated number
All adults (age 16+)	8.1	270,000
Gender		
Men	9.5	151,000
Women	6.9	119,000
Age (years)		
16-24	8.3	44,000
25-39	8.3	66,000
40-54	10.9	100,000
55-69	7.7	54,000
70+	1.8	7,000
Ethnicity		
NZ European only	9.8	211,000
Māori only	2.8	5,000
Asian only	2.9	10,000
Pacific only	0.3	<500
Other Ethnicity only	10.1	25,000
Two or more ethnic groups	7.0	19,000
Deprivation		
Low	11.1	119,000
Medium	8.3	94,000
High	5.1	57,000
Location^a		
Major urban	8.3	193,000
Secondary urban	5.6	13,000
Minor urban	6.2	16,000
Rural	9.7	47,000
Occupation		
Full-time or part-time work	9.2	166,000
Studying	10.4	28,000
Retired	4.2	21,000
At home looking after children	6.2	21,000
At home not looking after children	3.4	5,000
Other	12.6	28,000

^a See Appendix 1 for more information.

Figure 2 presents demographic information about canoeists/kayakers, while the table to the right presents demographic information for all New Zealand adults. For example, among all people who participated in canoeing/kayaking 56.0% were men, while 48.0% of all New Zealand adults (aged 16 years or over) are men. Compared with all New Zealand adults³, the profile of canoeists/kayakers has:

- more men and fewer women
- more adults aged 40 to 54 years old and fewer older adults (ie, aged 70 years or older)
- more adults of New Zealand European ethnicity only, and fewer of Māori, Asian or Pacific only ethnicities
- more who lived in areas of low deprivation and fewer who lived in areas of high deprivation
- a similar geographic (ie, location) split
- fewer retired people and those that are at home but not looking after children.

Figure 2: Demographic profile of adults who participated in canoeing/kayaking



All NZ Adults (age 16+)	
Gender	%
Men	48.0
Women	52.0
Age (years)	
16-24	15.9
25-39	23.8
40-54	27.6
55-69	20.9
70+	11.8
Ethnicity	
NZ European only	64.8
Māori only	5.3
Asian only	10.0
Pacific only	4.2
Other Ethnicity only	7.5
Two or more ethnic groups	8.1
Deprivation	
Low	32.4
Medium	33.9
High	33.7
Location	
Major urban	70.2
Secondary urban	7.3
Minor urban	8.0
Rural	14.5
Occupation	
Full-time or part-time work	54.4
Studying	8.3
Retired	15.4
At home looking after children	10.4
At home not looking after children	4.8
Other	6.6

³ Confidence intervals (at the 95% level) have been used to indicate if significant differences exist between sport participants and all adults.

History of participation in the sport

Just under 7 out of 10 canoeists/kayakers (68.1%) in the past 12 months have been canoeing/kayaking for a year or longer, while just over 1 in 10 (12.3%) started for the first time in the last year, and 2 out of 10 (19.7%) re-started after not canoeing/kayaking for a year or more (see Figure 3).

Over 5 out of 10 canoeists/kayakers (53.7%) have taken part in the sport for five years or less, while almost 2 out of 10 (16.8%) have taken part for 6 to 10 years (see Figure 4).

Figure 3: Take-up canoeing/kayaking in the past 12 months

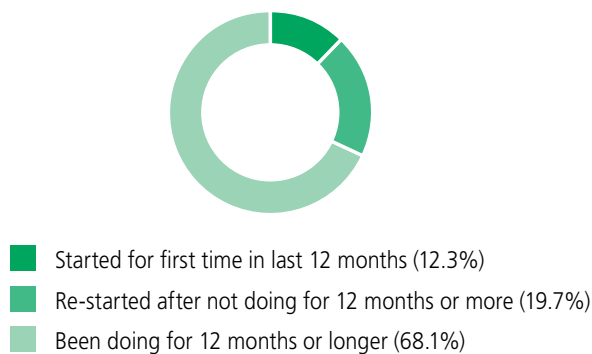


Figure 4: Length of time taken part in sport

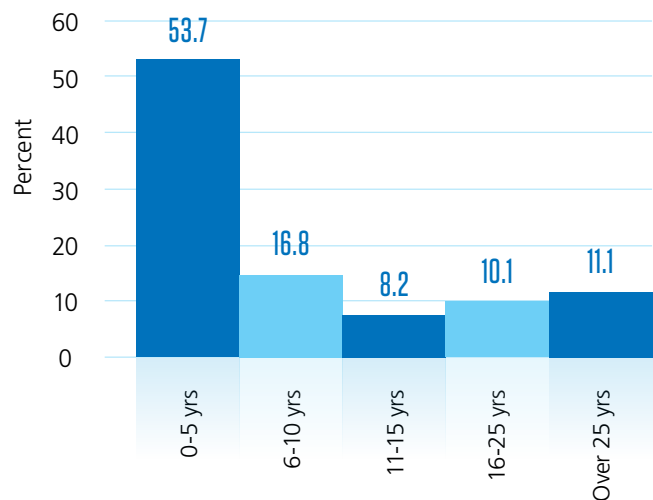
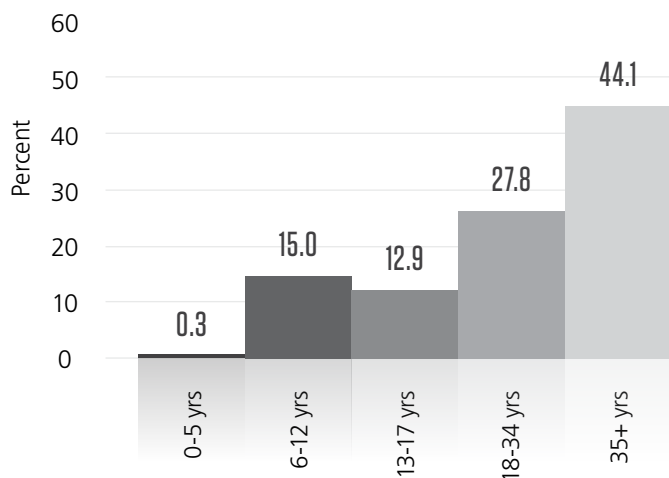


Figure 5 shows the estimated age at which canoeists/kayakers started in the sport. The most common starting age was when over 35 years old (44.1%), with just under 3 out of 10 (27.8%) having started between 18 and 34 years old. Similar proportions started between the ages of 6 and 12 (15.0%) or 13 and 17 (12.9%) years old.

Figure 5: Estimated starting age of those participating in canoeing/kayaking



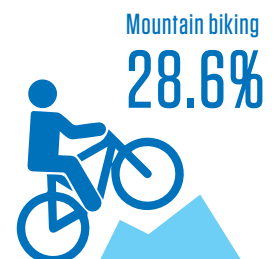
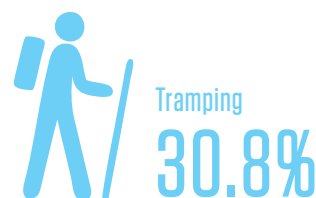
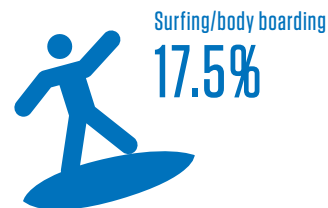
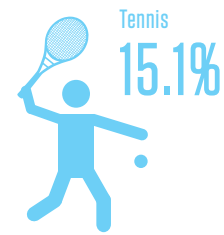
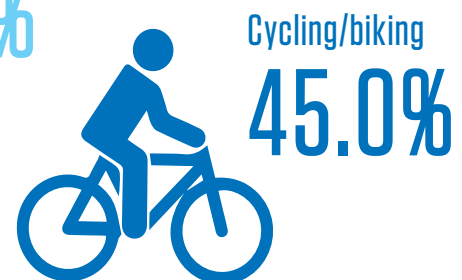
Participation in other sport and recreation activities

On average, adults who participated in canoeing/kayaking at least once over 12 months took part in 8.0 different sport and recreation activities over 12 months (the national average⁴ is 4.0).

Table 3 shows the top 10 other activities undertaken by canoeists/kayakers, and the proportion of canoeists/kayakers who took part in them. Around 6 out of 10 canoeists/kayakers went walking (63.1%) and swimming (58.1%), while cycling/biking was the third most common other activity undertaken, by 45.0% of canoeists/kayakers.

Table 3: Ten most common other sport and active recreation activities that canoeists/kayakers take part in at least once over 12 months

Canoeists/kayakers	
	%
Walking	63.1
Swimming	58.1
Cycling/biking	45.0
Jogging/running	39.0
Fishing (marine/saltwater)	34.1
Tramping	30.8
Mountain biking	28.6
Exercising at home	20.6
Surfing/body boarding	17.5
Tennis	15.1



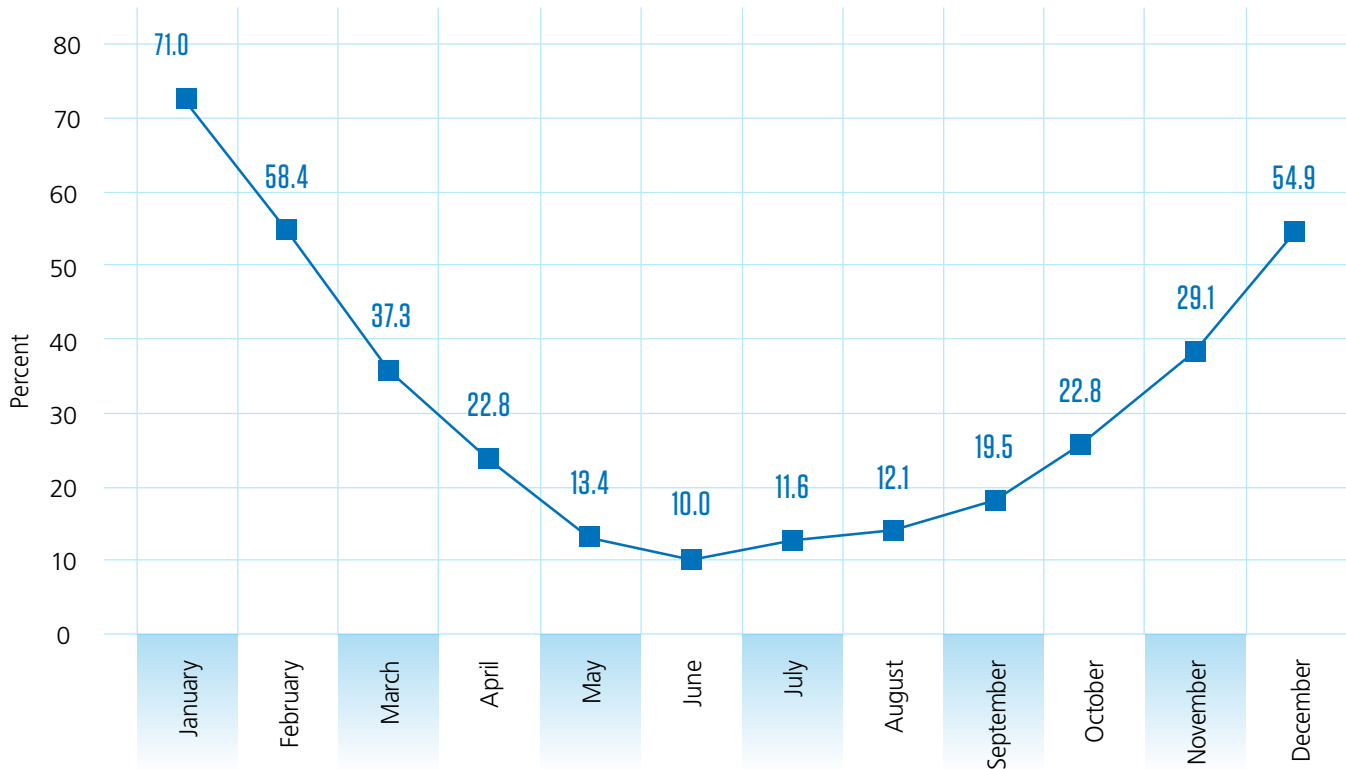
⁴ The national average is calculated for all adults, including those who did not take part in any activities.

Participation Patterns in the Sport

Seasonal participation

Overall, canoeists/kayakers most commonly participated during January (see Figure 6). Participation was lowest during May to September.

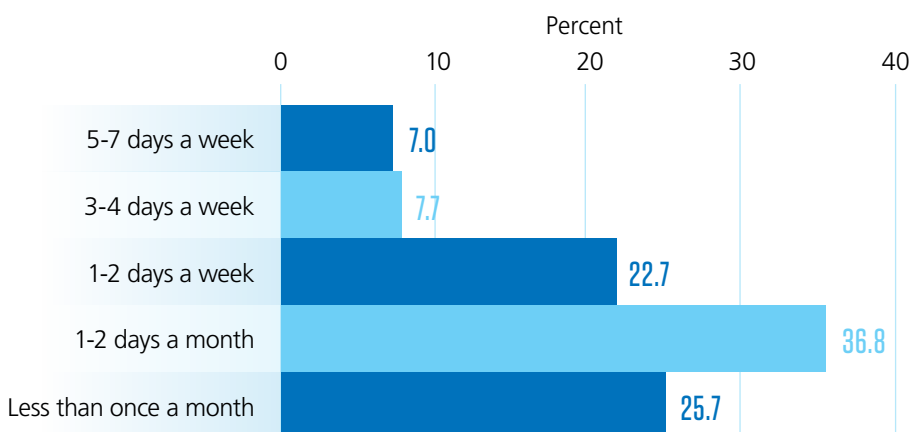
Figure 6: Seasonal participation in canoeing/kayaking



Frequency of participation

Canoeists/kayakers most commonly participated in the sport on one to two days a month (36.8%), with similar proportions participating in the sport less than once a month (25.7%) or on one to two days a week (22.7%, see Figure 7).

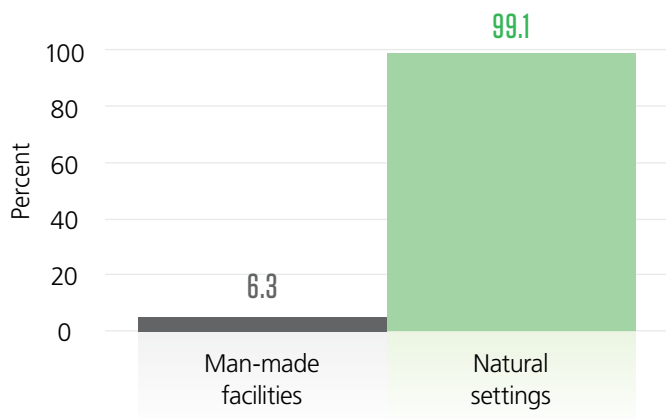
Figure 7: Frequency of participation in canoeing/kayaking



Location of participation

Almost all canoeists/kayakers (99.1%) took part in the sport in one or more natural settings. The most common locations were *in or on the sea* (67.0%), followed by similar proportions identifying *on or in a river* (31.0%), *on or in a lake* (25.0%) and *at a beach or by the sea* (20.7%). Almost 1 in 10 (6.3%) participated in/on man-made facilities, but most commonly at *an indoor pool or aquatic centre* (4.6%, see Figure 8 and the table to the right of it).

Figure 8: Type of location in which adults participate in canoeing/kayaking



Canoeists/kayakers	
Man-made facilities	
	%
At an indoor pool or aquatic centre	4.6
At an outdoor pool	2.7
Indoors or outside at a home	0.6
Indoors or outside at a marae	0.1
Natural settings	
	%
In or on the sea	67.0
On or in a river	31.0
On or in a lake	25.0
At a beach or by the sea	20.7
By a river	2.4
By a lake	1.1
Outdoors at a park in a town or city	0.7
In the countryside or over farmland	0.7
In the bush or a forest	0.6

Note: Respondents could provide more than one answer.

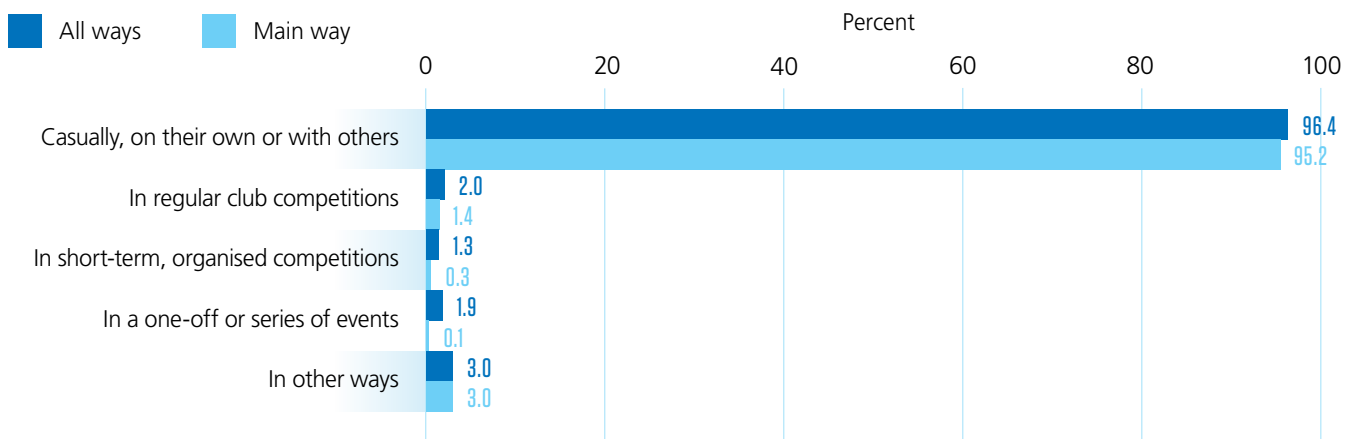


Ways Participants Take Part in the Sport

Different ways that participants take part

Almost all canoeists/kayakers (96.4%) participated on a *casual basis, either on their own or with others*, and this was also the main way they participated (95.2%, see Figure 9). Small numbers participated in *regular club* or *short-term competitions* or *events*.

Figure 9: Ways in which canoeing/kayaking participants take part



Note: Respondents could provide more than one answer.

Participation with other participants

Canoeists/kayakers most commonly did not participate in the sport in any organised group (59.8%, see Table 4). When they did so, this was most commonly *arranged by the people who took part in the sport* (29.5%).

Table 4: Participation with other participant groups

Canoeists/kayakers	
	%
A group arranged by the people who take part in the activity	29.5
A sports team that is part of a sports club	2.8
An organised group set up by an organisation (eg, local council)	2.2
A work-related sports team	0.2
Another type of sports team (like a church team)	0.1
Other type of group	5.9
None	59.8



Note: Respondents could provide more than one answer.

Payment types

Table 5 shows canoeists/kayakers most commonly participated in the sport for free (82.8%) with just over 1 in 10 (11.5%) paying on a *per visit, entry or hire basis*.

Table 5: Payment types when taking part in canoeing/kayaking

Canoeists/kayakers	
	%
Could do the activity without paying – it was free	82.8
Paid per visit, entry or hire	11.5
Paid by way of membership at a sport or physical activity club	2.6
Paid for a concession card	1.3
Paid entry costs for a competition or event (as an individual or team member)	0.8
Paid using a community discount card that gives cheaper entry costs	0.4
Paid by way of membership at a gym, swimming pool or recreation centre	0.2
Other payment type	1.1

Note: Respondents could provide more than one answer.

Membership of a club or centre

Over the previous 12 months, canoeists/kayakers were most commonly not a *member of any club, gym or centre* for the purpose of doing the sport (93.4%, see Table 6). Fewer than 1 in 10 were members of *any type of club, centre or gym*. Most commonly of these, 5.1% belonged to a *sport or physical activity club*.

Table 6: Membership of a club, gym or centre to take part in canoeing/kayaking

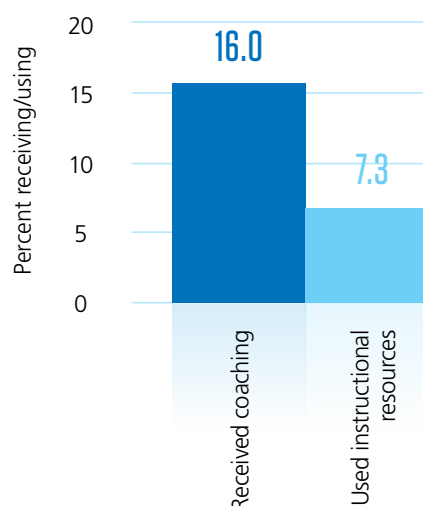
Canoeists/kayakers	
	%
Member of ANY club/gym/centre	6.6
Member of sport or physical activity club	5.1
Member of gym or fitness centre	0.7
Member of community leisure or recreation centre	0.6
Member of other type of club	0.3
Not a member of any club/gym/centre	93.4

Note: Respondents could report being a member of each of the four types of club.

Coaching and use of instructional resources

Figure 10 shows that almost 2 out of 10 canoeists/kayakers (16.0%) received coaching for the sport to help improve their performance in the past 12 months, and almost 1 in 10 (7.3%) used instructional resources (online or other books or videos).

Figure 10: Receipt of coaching and use of instructional resources by canoeing/kayaking participants

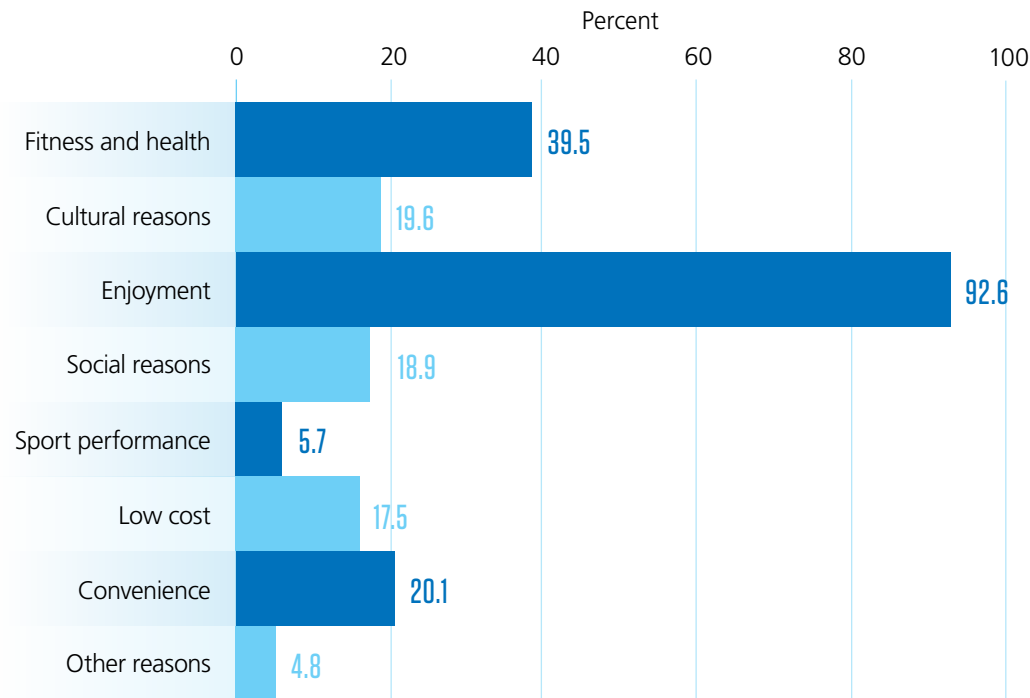


Motivations for and Barriers to Participation

Reasons for taking part

Over 9 out of 10 canoeists/kayakers (92.6%) participated in the sport for the enjoyment or the fun of it, followed by 4 out of 10 (39.5%) participating for fitness and health reasons (see Figure 11). Similar proportions of canoeists/kayakers (2 out of 10 each) identified that they participated in canoeing/kayaking for convenience (20.1%), cultural reasons (19.6%) and social reasons (18.9%).

Figure 11: Reasons for participating in canoeing/kayaking



Note: Respondents could provide more than one answer.



Interest in trying new activities and barriers to trying

Figure 12 shows that, among all adults, almost 5 out of 10 (46.8%) want to try a new sport or activity. Most commonly this includes just under 3 out of 10 (28.0%) who want to try a new recreational activity (including canoeing/kayaking, but also see below for how activities have been grouped). Almost 1 in 10 (6.3%) want to try a team-based sport and over 1 in 10 (12.5%) want to try some other type of sport. Figure 13 shows that 6 out of 10 (59.8%) of those wanting to try a new sport or activity would most like to try a new recreational activity, over 1 in 10 (13.5%) would most like to try a new team-based sport and almost 3 out of 10 (26.7%) would most like to try a type of 'other' sport.

Figure 12: Proportion of all adults wanting to try any new sport or activity, and type of sport/activity

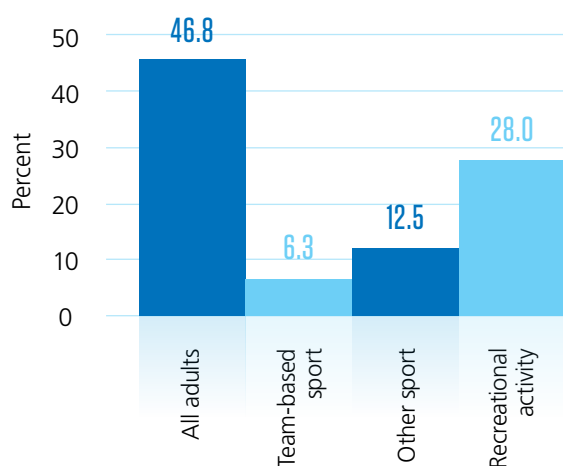
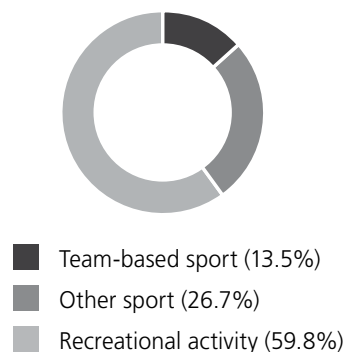


Figure 13: Of those wanting to try a new sport or activity – type of activity would most like to try



Notes:

Team-based sport includes such sports as netball, rugby, football, basketball, cricket, touch rugby and volleyball.

Other sport includes such sports as tennis, golf, martial arts, badminton, bowls and motorsports.

Recreational activity includes walking, fishing, swimming, cycling, jogging/running, dance, canoeing/kayaking; it excludes gardening and 'non-active activity'.

The main barriers to adults trying a new recreational activity (including canoeing/kayaking) were a lack of time, identified by over 5 out of 10 adults (53.5%), and affordability (26.9%, see Table 7).

Table 7: Barriers to trying recreation activities

All adults who would most like to try a new recreational activity	
	%
Lack of time	53.5
Too costly/can't afford it	26.9
No facilities/parks nearby	8.7
Poor health/disability/injury	8.3
Don't have anyone to do the activity with	6.4
Don't know where to go or who to contact to do the activity	6.2

Notes:

Only barriers identified by more than 5% of respondents are listed.

Respondents could provide more than one answer.

For those adults interested in trying each type of new activity, cost appeared to be a more prominent barrier to trying a new recreational activity than it was to those interested in trying a new team-based sport. On the other hand, poor health, disability or injury appeared to be less of a barrier for those interested in trying a new recreational activity than it was to those interested in trying a new team-based sport.

Interest in doing more of existing activities and barriers to doing more

Figure 14 shows that, among existing participants, over 4 out of 10 (42.7%) were interested in doing more of a sport or activity that they currently participated in. This includes over 3 out of 10 (33.1%) who were interested in doing more of a recreational activity, while fewer than 1 in 10 each of those participating in a team-based sport or an 'other' sport (including canoeing/kayaking) would like to do more of that sport (3.7% and 5.9%, respectively). Figure 15 shows that just under 8 out of 10 (77.6%) of those wanting to do more of an existing sport or activity would most like to do more of an existing recreational activity, just under 1 in 10 (8.6%) would most like to do more of an existing team-based sport and over 1 in 10 (13.8%) would most like to do more of an existing type of 'other' sport.

Figure 14: Proportion of all adults wanting to do more of an existing sport or activity, and type of sport/activity

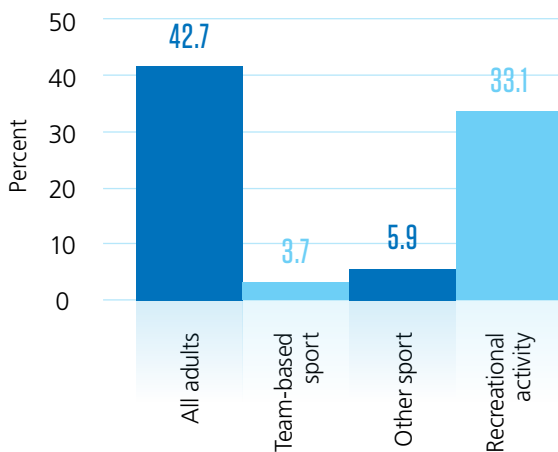
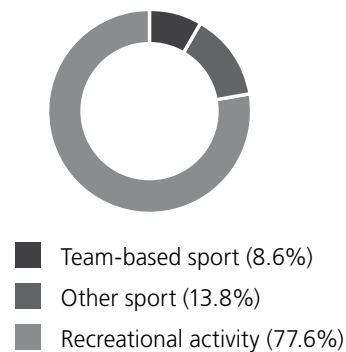


Figure 15: Of those wanting to do more of an existing sport or activity – type of activity would most like to do more of



Notes:

Team-based sport includes such sports as netball, rugby, football, basketball, cricket, touch rugby and volleyball.

Other sport includes such sports as tennis, golf, martial arts, badminton, bowls and motorsports.

Recreational activity includes walking, fishing, swimming, cycling, jogging/running, dance, canoeing/kayaking; it excludes gardening and 'non-active activity'.

The main barriers to participants doing more of an existing recreational activity were a lack of time, identified by almost 7 out of 10 adults (66.3%), and affordability (11.0%, see Table 8).

Table 8: Barriers to doing more recreation activities

Participants who would like to do more of a recreational activity	
	%
Lack of time	66.3
Too costly/can't afford it	11.0
Poor health/disability/injury	6.0

Note:

Only barriers identified by more than 5% of respondents are listed.

Respondents could provide more than one answer.

For those participants interested in doing more of each type of existing sport or activity, cost appeared to be less of a barrier to those interested in doing more of a team-based sport than it was to those interested in doing either a type of 'other' sport or a recreational activity.

APPENDIX 1

Notes on Analysis and Statistical Significance

Statistically significant results

Figures from sample surveys like the Active New Zealand Survey (ANZS) are subject to variation that arises from using a randomly drawn sample rather than surveying the total population of interest. It should be noted that analyses to determine whether results in this report are statistically significant have typically **not been calculated**.

Notes on Definitions of Key Variables

New Zealand Index of Socioeconomic Deprivation (NZDep)

NZDep is an index of socioeconomic deprivation that combines nine variables (household income, including eligibility for means-tested benefits, household ownership, family structure, employment, qualifications, number of bedrooms per household, access to a telephone and access to a car).

The Index is applied to each meshblock (the geographical units used at the first stage of ANZS sample selection). NZDep2006 has been used for the purpose of this reporting, as NZDep2013 was not available at the time of sample selection.

The Index is a scale from 1 to 10. Each point on the scale includes 10% of the New Zealand population. The lower the number the less deprivation; the higher the number the more deprivation.

For the purpose of this report, adults have been grouped into three deprivation bands: low (1-3), medium (4-7) and high (8-10) deprivation.

Location

The definitions of the locations used by Statistics New Zealand are:

- Main urban – minimum population of 30,000 and over
- Secondary urban – populations of 10,000 to 29,999
- Minor urban – populations of 1,000 to 9,999, effectively smaller towns
- Rural – remaining areas (eg, townships, crossroad villages), with populations below 1,000.

Further information

Further information about the Active New Zealand Survey methodology and/or other reports are available from: www.srknowledge.org.nz/researchseries/active-new-zealand-20132014/

Main reasons for participating

Those who answered questions about why they participated in different sports/activities were prompted using a showcard with a range of possible reasons. For each activity, respondents could choose more than one of the prompted reasons and/or provide other reasons. Specific reasons were grouped under more generic headings on the showcard; these are reported on in this report. The following table shows the reasons that appeared on the showcard.

Generic reason	Specific reason
Fitness and health	To keep fit (not just to lose weight)
	To lose weight/get toned
	To relieve stress
	To help with an injury
	To help with a disability
	It provides me with a physical challenge
Cultural reasons	It's a way I can connect with my culture
	To support my friends and family to take part
Enjoyment	Just to enjoy it/It's fun to do
Social reasons	To meet with friends
	To meet new people
	To be part of a club
	To be part of a team
Sport performance	To train/improve performance
	To take part in competition
Low cost	It doesn't cost much to do
Convenience	I don't need to join a club
	I don't need to join a gym
	I can take part when the time suits me
	I can easily get to places close by to do the activity



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