

Economic value of sport and recreation to the Auckland region report – Key facts

Sport and recreation (including volunteered services) make a significant contribution to the Auckland economy

\$1.76 Billion

per annum, or 2.2%, to the regional GDP.

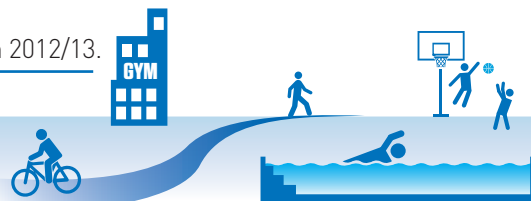


2.7% (17,822) of all those who are employed in the Auckland region work in sport and recreation related occupations or industries. Of those, almost **10,000** people work in sport and recreation occupations, reporting an estimated annual income of **\$354 million**.

Auckland Council spent **\$81.2 million** on new sport and recreation facilities in 2012/13.



Volunteers contribute a total of **22.1 million hours** of service to the Auckland sport and recreation sector each year, which is worth an estimated **\$337.3 million**.



Read the full **Economic value of sport and recreation to the Auckland region** report at www.sportnz.org.nz/research

Sport and active recreation in the lives of Auckland adults – Key facts

78% of adults in the Auckland region (**853,795**) take part in sport and recreation in any given week – compared to **74%** nationally. **71%** want to do more or try something new, this is higher than the national rate of **65%**.



Participants identifying as Asian take part in fewer activities (**average of 3.3 activities**) compared to all adults (**4.2**). However interest in trying a new sport or recreation activity is higher for Asian participants compared with all participants.

Adults living in the most deprived areas participate in **3.7** sport and recreation activities per year, compared with **4.7** activities per year for people living in the least deprived areas.



Walking is the most popular sport and recreation activity for Aucklanders, followed by **swimming** and **equipment-based** exercise.

The most popular team sports in the region were **football**, **netball**, **touch rugby** and **basketball**.



A lack of time is by far the main reason participants give for not doing more sport and recreation activities, either for trying a new activity (**54%**), or doing more of an existing activity (**63%**).



Each year, around **308,880** Auckland adults volunteer in the sport and recreation sector with volunteering levels higher among Pacific peoples.



Read the full **Sport and recreation in the lives of Auckland adults** report at www.sportnz.org.nz/research

Auckland Sport and Recreation Strategic Action Plan – Annual Report 2015

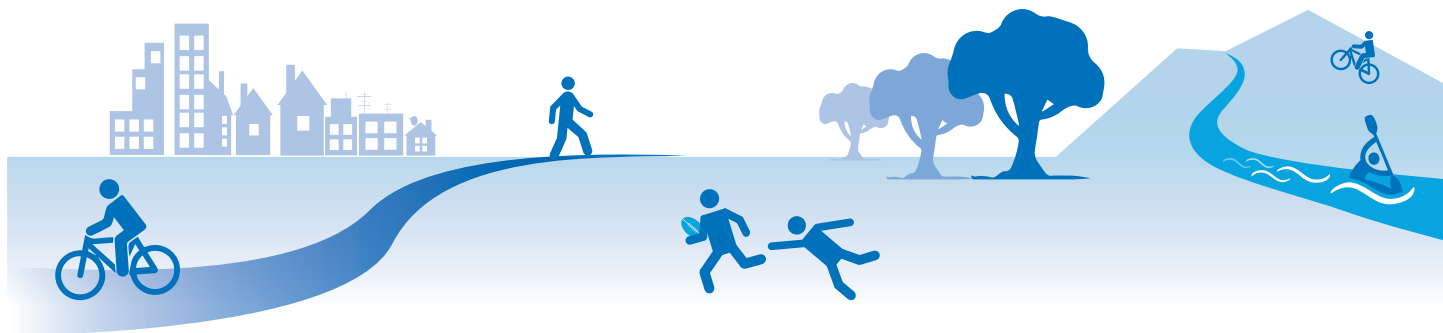


Launched in March 2014, the Auckland Sport and Recreation Strategic Action Plan (ASARSAP) is Auckland's guide to plan, design and deliver recreation and sport opportunities.



The shared vision is Aucklanders: more active, more often with four priority areas around **participation, infrastructure, excellence in sport and sector development.**

Progress in the implementation of ASARSAP:



- Auckland Council's acquisition of **626** hectares of additional open space land for public enjoyment, recreation and sport.
- Development of **18km of new mountain bike tracks** and **17km of walking tracks.**
- Auckland Council and Sport NZ investment in a **new pool development at the AUT Millennium Institute** meeting the needs of the community and high performance athletes.

- The opening by Auckland Council of a **new swimming pool in Otahuhu**, the completion of the redevelopment of Mt Albert Aquatic Centre and the expected completion of a new swimming pool in Albany in 2016.



New Sport NZ investment, through Aktive – Auckland Sport & Recreation, of **\$6.3M** over five years initially targeting increased community sport and recreation participation in Indian and Samoan communities, within Auckland.

Strong and effective sector advocacy and support led by Sport NZ and Aktive to address concerns impacting sport and recreation participation in the Unitary Plan development process.



\$450,000 per annum of realisable savings (net of costs) through Aktive shared services and procurement. A target of **\$1m** (net of costs) per annum has been set by the end of 2017.

Aktive coach and talent development programmes have been recognised as world leading.



Auckland Investors Forum set up to establish strategic alignment for future opportunities.

For more highlights from the **Auckland Sport and Recreation Strategic Action Plan – Annual Report 2015** visit www.aucklandcouncil.govt.nz/sportandrecreation or visit www.aktive.org.nz