

PERSPECTIVES ACROSS THE SYSTEM

from sector stakeholders and everyday New Zealanders



"When people are driving 80km an hour past [children on bikes], it drives me insane...there's no re-do with their lives, so it's just not worth it."
- Tracey | **Opportunity 03**

"Dirty rivers - can't swim!"
- Sector stakeholder | **Opportunity 03**

"There's a disconnect between what they're saying in the signing of a glossy document at a national level, and what it really means on the ground."
- Regional Sports Trust stakeholder | **Opportunity 04**

"The number and complexity of stakeholders is huge."
- Regional Sports Trust stakeholder | **Opportunity 06**

"Signal that the organisation as a whole is inclusive of all genders. Something as simple as that [means] for trans people...okay, that's a space I can go to because clearly someone there knows I might exist."
- Taylor | **Opportunity 03**

"There's an incredible amount of resource going into improving the conversation between [clubs and schools]."
- Council stakeholder | **Opportunity 06**

"There's too often a focus on developing the elite. Kids are narrowing their choices earlier and only a small group are provided with opportunities. We had 110 students try out for two volleyball teams - what can you do?"
- School Principal | **Opportunity 02**

"Sport New Zealand could play a role in fostering those conversations and increasing the visibility of active disabled people so that they feel it's for them."
- James | **Opportunity 05**

"Encourage any kind of activity and don't assume who might be interested in different activities. Whatever level is beneficial - as little or as much as you want to."
- Everyday New Zealander | **Opportunity 01**

"Most populations aren't exposed to rowing, equestrian, cycling, sailing, athletics - but they're the ones we fund the most."
- Sport New Zealand staff | **Opportunity 02**

"[Physical activity] has lost the connection to who we are and who Papatūānuku is and all our Atua. It's become about what we do. That lack of connection...is at the root of a lot of our issues, but what we've tried to address is the symptoms of it."
- Sport New Zealand staff | **Opportunity 01**

"Grants from Sport NZ is great, but how are they feeding that into our communities? We're in a low socio-economic community, and can't assume people have the skills to write a business case."
- Council stakeholder | **Opportunity 07**

"We fixate on the traditional model - bricks and mortar [and] building assets to provide these solutions. Instead we need to shift towards, what outcome are we trying to achieve? And then how do we best invest in it?"
- Council stakeholder | **Opportunity 02**

OPPORTUNITIES

to support the transition to a more inclusive physical activity system

See 'System-level Opportunities' report for more detail.

01 Move outside the box

Read more on page 11.

02 Understand and fund participation outcomes

Read more on page 13.

03 Advocate for policies across the system

Read more on page 15.

04 Translate frameworks into tangible practices

Read more on page 17.

05 Provide platforms for diverse role models

Read more on page 19.














06 Help organisations work better together

Read more on page 21.

07 Re-frame Sport New Zealand's role and relationships

Read more on page 23.

KEY

-  **Government organisations**
e.g. Sport New Zealand, Ministries of Social Development, Health, Youth, Housing, Oranga Tamariki, Department of Conservation, New Zealand Transport Agency, Accident Compensation Corporation
-  **Non-Government Organisations**
e.g. YOYCE, national disability organisations, YMCA, Recreation Aotearoa
-  **National & Regional Sporting Organisations (NSOs & RSOs)**
e.g. Badminton New Zealand, Badminton Taupō
-  **Atua Māori**
e.g. Papatūānuku, Tāwhirimātea, Hinemoana, Tangaroa, Ranginui, Haumia-tiketike, Rongo ma Tāne, Tāne Mahuta, Tangaroa
-  **Territorial Authorities**
Local and district councils
-  **Regional Sports Trusts**
e.g. Sport Wellington, Invercargill
-  **Sports clubs**
e.g. Rugby, Netball, Cricket, Football
-  **Iwi, Hapū, Papakainga, Marae**
-  **Community and private providers**
-  **District Health Boards**
-  **Professional franchise owners**
e.g. Phoenix
-  **Homes, neighbourhoods, streets**
-  **Online**
e.g. Media, social media, influencers