

Active Me – Kia Tū: Findings from October 2022 Evaluation results

Tamariki and Rangatahi experiences:

Due to Active Me – Kia Tū funds:

- 96% of tamariki and rangatahi have had the chance to do a physical activity of their choice
- 92% were able to do an activity they weren't previously able to
- 96% have been enjoying the physical activity they've been doing.

Active Me – Kia Tū has created opportunities and choice for participation in physical activity:

Active Me – Kia Tū has allowed tamariki and rangatahi the chance to do the physical activities they want to. Prior to Active Me – Kia Tū, 85% of parents and caregivers reported that their child's physical activity choices were limited by a lack of money. After accessing AMKT, 84% of parents and caregivers reported that the financial barrier to participation had been significantly reduced.

Impact on Wellbeing for Tamariki and Rangatahi:

- 99% of parents and caregivers report that their tamariki and rangatahi are more confident.
- 97% have improved health.
- 91% are enjoying school more.

Impact on Wellbeing for Parents, Caregivers and Whānau:

As a result of Active Me – Kia Tū:

- 99% parents, caregivers and whānau feel better supported.
- 95% feel less stressed.
- 98% feel better about themselves as a parent or caregiver.
- 100% has found the funding 'very helpful' for their whānau.

School Champions:

A School Champion is a Variety contact person at a school who assists parents and caregivers with understanding their grants and submitting claims. Of those surveyed, 76% of school champions observed benefits for tamariki and rangatahi because of Active Me – Kia Tū, most commonly reporting 'inclusion and belonging', 'improved self-confidence or self-esteem', 'improved physical fitness' and a 'sense of purpose' as the areas of change.

Net Promoter Score:

Across all of Variety's programmes, the Net Promoter Score (NPS) is used to measure the satisfaction levels of parents and caregivers. The Active Me – Kia Tū programme is 95%.