

# Tū Manawa Active Aotearoa

## Insights from July 2020 to June 2024

Tū Manawa is an activation fund developed to promote physical activity in local communities – to improve the play, active recreation and sport opportunities for tamariki and rangatahi.



# \$64M



# 18

\$64 million has been distributed over the 4 years (July 2020 to June 2024) by 18 Regional Sports Trusts across Aotearoa.



### Our shared commitments

The Tū Manawa network works together guided by these eight shared commitments to maximise the impact of the fund for our young people.

- Te Ao Māori**  
Learn what it takes to work in a bicultural way. Use Te Whetū Rehua to guide us in different settings and kaupapa.
- Staying connected**  
Keep building our network, the relationships and the practice, sharing our knowledge, resources and insights. Protect the mana of our Tū Manawa relationships.
- Building networks**  
Identify new partnerships and find 'funding friends' for co-investment and support.
- Innovate**  
A greater willingness to experiment and think differently about how the fund can be used.
- Being locally led**  
Engage communities, tamariki and rangatahi. Taking a place-based approach that recognises difference. A one size doesn't fit all.
- Flexibility**  
Review our funding portfolios. As a network, consider how we can move towards greater flexibility in funding agreements, multi-year funding and removing barriers to accessibility.
- Environment**  
Adopt an environmental lens over our investments and work collectively to reduce our impact on the climate.
- Tell our story**  
Amplify the work that we do. Tell the stories of Tū Manawa, its impact and our learnings.

### Key numbers

Applications received: **8,828**

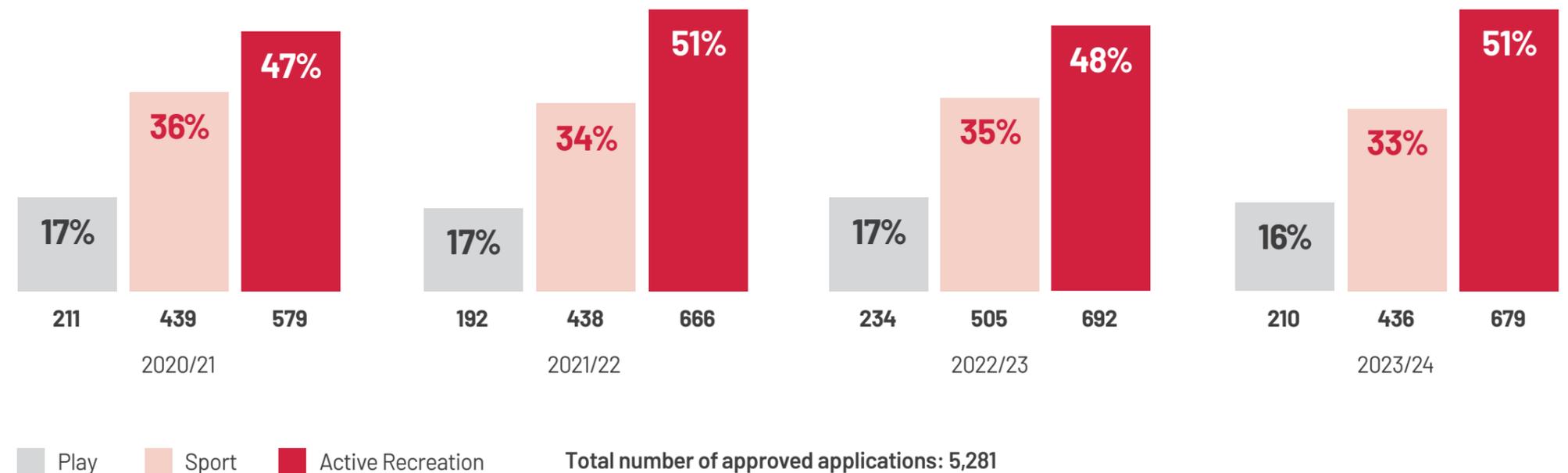
Projects funded: **5,281**

Estimated tamariki and rangatahi: **1.98m**

\* The participation figures in this infographic are approximate and from year 2 onwards. They may be influenced by one-off events and incomplete data from some providers.

### Applications by type and year

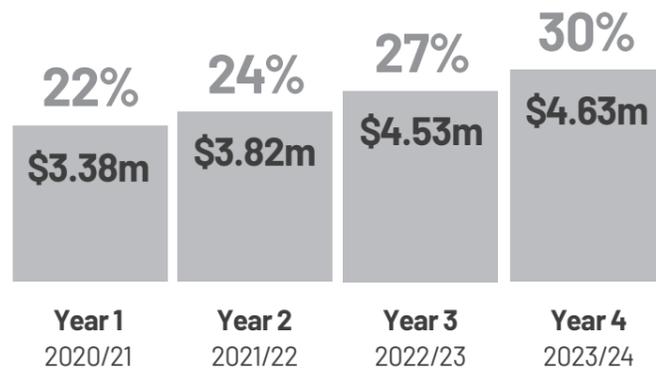
Over the 4-year period, the proportion of applications against each activity type (play, active recreation and sport) remained consistent.



# The impact and outcomes for tamariki and rangatahi

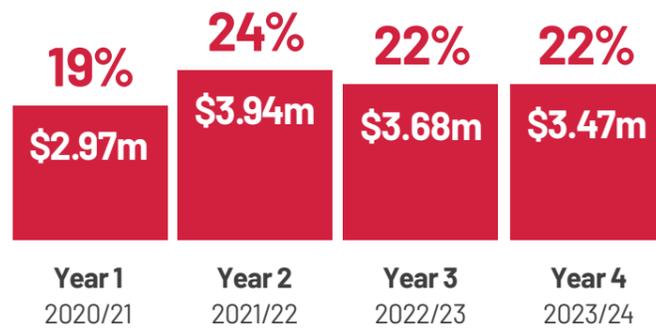
## The impact journey for Māori

A growing kaupapa Māori pathway now makes up 30% of approved applications, supporting culturally relevant approaches for Māori.



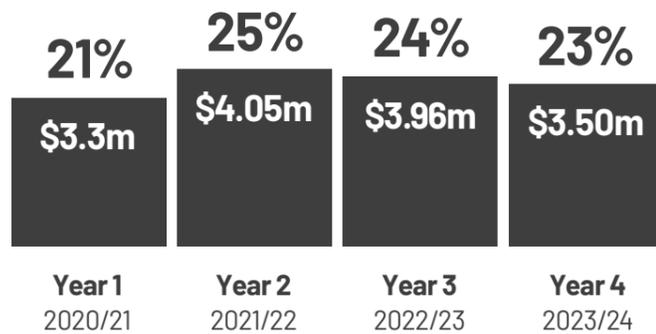
## The impact journey for young women (19-24 years)

Opportunities have increased for young women to engage in quality physical activity experiences that reflect their interests and needs.



## The impact journey for disabled tamariki and rangatahi

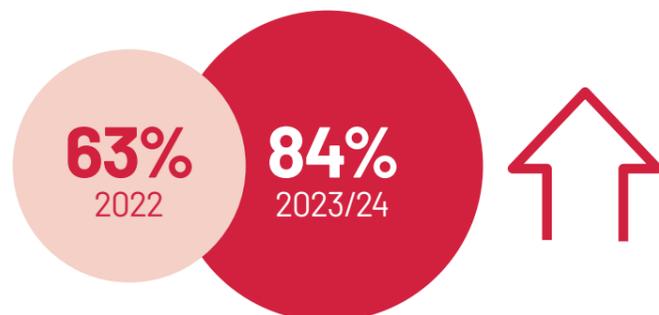
There has been a shift toward greater inclusion, with more disabled tamariki and rangatahi accessing opportunities designed to support their participation and wellbeing.



1. The percentages are the value of approved applications versus the total \$ value of all approved applications.
2. Applications can cover multiple groups.

## Outcomes achieved for young people

The proportion of projects that met or exceeded their outcomes increased from 63% in 2022 to 84% in 2023/24.



## New partnerships activate former refugee and migrant wellbeing



Tū Manawa funding has enabled Regional Sports Trusts to form new partnerships, reaching communities they might not have accessed otherwise and use physical activity to improve community health and wellbeing.

One such initiative is THINK Hauora's RIMA wellbeing programme in the Manawatū, which uses physical activity to empower former refugees and migrants, fostering confidence, connections, and a sense of belonging.

The programme, co-designed with the community, created three initiatives: a youth soccer programme, a have-a-go sports programme for young women, and family-oriented activity sessions.

These initiatives have seen significant growth in participation with many former refugees and migrant young people joining in in wider physical activity offerings and clubs, boosting their confidence.

A whānau approach supports Bhutanese families to reconnect through sports like badminton and basketball, overcoming barriers like demanding work schedules.

This culturally inclusive and accessible programme, aligned with the community's needs, has enabled wider engagement and impact.

## Transformative rafting adventure for disabled young people



Tū Manawa focuses on supporting individuals who face greater barriers to being active, including disabled young people. A remarkable project in Tasman highlights the impact of this support, showcasing not only how participation in activities can make a difference but also how it encourages disabled youth to rethink physical activity in empowering ways.

The project involved 20 disabled rangatahi and tamariki embarking on a transformative two-day rafting journey along the Arnold and Grey Rivers. Tetraplegic mentor Jezza Williams, from the MakingTrax Foundation, led the expedition, inspiring participants with his philosophy that anything is achievable with the right mindset. The team adopted thoughtful strategies to eliminate barriers. For Jaxon, a custom harness made the adventure accessible despite his muscular dystrophy. Pixie, initially hesitant, received wraparound support that fuelled her enthusiasm and fostered friendships. Post-event reflections revealed heightened passion for the outdoors, resilience in tackling challenges and a drive to embrace future opportunities.

## Back in the game – empowering youth through sport



Tū Manawa projects use physical activity to unlock the potential of young people. Inspector Aron McKeown, NZ Police Youth and Community Manager in Waitemātā, has seen this impact through a collaboration involving iwi, the community and government agencies. This initiative supports at-risk youth who have offended, along with their whānau, by introducing them to sport.

Delivered in partnership with Aktive, the project helps participants build confidence, resilience and connections through activities like boxing, rugby, waka ama and equestrian. Since 2022, 114 young people have taken part, with 89% showing a decrease in offending. Tū Manawa funding helps remove barriers by paying for gear and participation costs. By working closely with whānau to ensure tailored support and trust, the programme not only reduces offending but also strengthens families and communities. As Aron puts it, "We're empowering young people through sport and getting them back in the game."

## What impact are we seeing after three years?

Each year, we assess achievements against the kākano to puāwai progression scale to see what's changing over time.



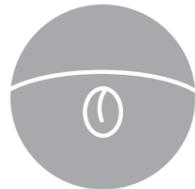
**Te Puāwai**  
The Flower



**Te Puanga**  
The Bud



**Te Pihinga**  
The Shoot



**Te Kākano**  
The Seed

## Tū Manawa has shown improvements each year

	Impact	Progress	
<p><b>Giving effect to Te Tiriti</b></p> <p><b>Partnerships with Māori and whether Māori are appropriately included in decision-making processes</b></p>	<p>Improvements in partnerships with Māori and decision-making processes.</p> <ul style="list-style-type: none"> <li>Strengthened relationships with Māori organisations.</li> <li>Reduced application barriers.</li> <li>Increased Māori representation on funding panels.</li> <li>More kaupapa Māori approved applications.</li> </ul>	<ul style="list-style-type: none"> <li>2023/24: Te Puanga with some evidence of Te Puāwai</li> <li>2022/23: Te Puanga</li> <li>2021/22: Te Pihinga</li> </ul>	<p><b>“ Tū Manawa has allowed us as an organisation to work in a more whānau-based way ... it’s allowed us to get a lot deeper into communities and actually make some impact. ”</b></p> <p>Regional Sports Trust staff</p>
<p><b>Using Tū Manawa resources</b></p> <p><b>Support to deliver and the approach to allocating the funding that aligns with community need</b></p>	<p>Improvements in the funding approach.</p> <ul style="list-style-type: none"> <li>Inclusion of participant voices in funding decisions.</li> <li>Improved financial management with clearer decision-making criteria.</li> <li>Targeted funding for regional priorities.</li> <li>Reduced maximum funding amounts to distribute funds more widely.</li> </ul>	<ul style="list-style-type: none"> <li>2023/24: Te Puanga</li> <li>2022/23: Te Puanga</li> <li>2021/22: Te Pihinga</li> </ul>	<p><b>“ The other success factor, which I think has been really important, is getting a lot more young people’s voice, whether it be on the panel or designing the project. ”</b></p> <p>Regional Sports Trust CEO</p>
<p><b>Efficient and equitable Tū Manawa processes</b></p> <p><b>How accessible the funding is for communities</b></p>	<p>Enhanced funding processes by building stronger relationships with a wider range of organisations.</p> <ul style="list-style-type: none"> <li>Implementing ‘open round’ applications to align with provider timelines.</li> <li>Increasing support for high-quality applications.</li> <li>More feedback to unsuccessful applicants.</li> <li>Significantly integrated across Regional Sports Trust teams, supporting strategic goals and expanding its reach.</li> </ul>	<ul style="list-style-type: none"> <li>2023/24: Te Puanga with some evidence of Te Puāwai</li> <li>2022/23: Te Puanga</li> <li>2021/22: Te Pihinga</li> </ul>	<p><b>“ The connections with staff have continued far beyond the initial project. We are now working alongside on a city-wide play committee, achieving further outcomes beyond this project. ”</b></p> <p>Tū Manawa applicant</p>
<p><b>Creating opportunities with Tū Manawa</b></p> <p><b>Whether the funded opportunities meet the fund’s aims</b></p>	<p>Improvements in funded applications meeting the fund’s aims.</p> <ul style="list-style-type: none"> <li>Increased proportion of applications for disabled young people and young women.</li> <li>More funding for programmes offering a series of events rather than one-off opportunities.</li> <li>Regional Sports Trusts transitioned from a funding role to a partnership approach with organisations.</li> </ul>	<ul style="list-style-type: none"> <li>2023/24: Te Puanga with some evidence of Te Puāwai</li> <li>2022/23: Te Puanga</li> <li>2021/22: Te Pihinga with some evidence of Te Puanga</li> </ul>	<p><b>“ So grateful. We had many tamariki, including Māori, try our sport for the first time; some will join us permanently. Our new parents were so very grateful for the programme we ran, which spread into the community. ”</b></p> <p>Tū Manawa applicant</p>
<p><b>Making a difference with Tū Manawa</b></p> <p><b>The evidence used to monitor outcomes achieved by projects as well as links to wider outcomes</b></p>	<p>Projects demonstrating links to wider outcomes.</p> <ul style="list-style-type: none"> <li>The proportion of projects that met or exceeded their outcomes increased from 63% in 2022/23 to 84% in 2023/24.</li> <li>Analysis shows that the benefits created through Tū Manawa exceed the money invested.</li> </ul>	<ul style="list-style-type: none"> <li>2023/24: Te Puanga</li> <li>2022/23: Te Pihinga with emerging evidence in Te Puanga</li> <li>2021/22: Te Pihinga with limited evidence in some areas</li> </ul>	<p><b>“ The group of rangatahi got to experience something they never have before. This improved not only their physical health but also their mental health and social skills. ”</b></p> <p>Regional Sports Trust staff</p>

## How we will ensure ongoing impact for young people

- Continue to address community needs, involve young people and support those who are less active.
- Enhance post-project reporting, applicant feedback and insights from Regional Sports Trusts – this will promote continuous learning, development and accountability.
- Optimise the value derived from Tū Manawa opportunities and relationships to maximise impact and strengthen community connections.
- Prioritise bicultural pathways and improve cultural competency.
- Further develop the Tū Manawa network community of practice by promoting best practices and innovative fund distribution.

