

# STRATEGY 2022-26

**RAUTAKI 2022-26**





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# FOREWORD

## A message from our Chair

The Sport Bay of Plenty Board is pleased to deliver the new strategic plan for 2022-2026. The comprehensive planning process received the full cooperation and endorsement of all board members and we now look forward to supporting the team to deliver against the plan.

Ultimately this plan allows us as an organisation to be very clear in our kaupapa and provides a guide to our work. We heard very clearly from our team that the challenge was to bring greater simplicity and focus to what is a complex sector and diverse community. I believe we have achieved this through the new strategy by being insights-driven and community-led.

I would like to thank our partners for their contribution to the plan and their continued support of our work. Working together towards our vision enables us to *'contribute to the enhanced wellbeing of the Bay of Plenty'*.

Thank you to our team for their passion and commitment. Aply led by Heidi Lichtwark and the senior management team, I feel confident this plan will further amplify the work we do for the people of the Bay of Plenty - Waiariki.

Ngā mihi nui,

Tom Elvin  
Board Chairperson

## A message from our Chief Executive

During the development of this strategic plan I have been struck by how it both looks ahead to a transformative future, and back for guidance on the purpose of our regional sports trust.

When Sport Bay of Plenty was established in 1987 there was a very clear intent to support the enablers of physical activity in our rohe. That intent remains strong today.

Our Strategic Plan 2022-26 signals a new era in our mahi. Inactivity has increased across Aotearoa in the last 15 years. Research and insights also paint a compelling picture about the populations and communities that have fallen behind in terms of opportunities and participation.

Shifting the dial requires a focussed and deliberate effort from all players. This plan is therefore very deliberate in its goals to get the less active more active, and to draw on partnerships and advocacy to create a highly collaborative, capable and functioning physical activity system in the Bay of Plenty.

Thanks must go to our board for their willingness to take such brave steps into a new era, and for the time they put into assessing and analysing our strategic intent. Guided by a focussed strategic plan, and with the support of a great team and partners, I'm confident we will succeed in our mission to *transform lives through physical activity*.

Ngā mihi,

Heidi Lichtwark  
Chief Executive

# VISION AND MISSION

## Matakitenga me Whakatakanga

### **Vision** | Matakitenga

Contributing to the enhanced wellbeing of the Bay of Plenty

### **Mission** | Whakatakanga

Transforming lives through physical activity

*Kia whakahaumakotia ai te oranga mā te korikori*

# THE VALUE OF BEING ACTIVE

Inactivity has increased across New Zealand in the past 15 years<sup>1</sup>. Common barriers for all ages include competing interests or commitments, feeling too tired or lacking energy and struggling with motivation.



Inactivity is the fourth biggest risk for non-communicable diseases i.e. stroke, diabetes, most cancers, heart disease.<sup>2</sup>



Physical inactivity continues to cost New Zealand upwards of \$1.3 billion every year.<sup>3</sup>

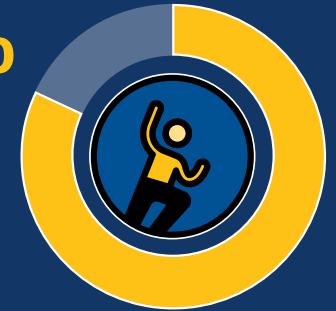
Research shows physical activity has enormous benefits to our health, mental wellbeing and sense of social and community connectedness

1. Ministry of Health. 2019. Annual Data Explorer 2018/19: New Zealand Health Survey. <https://minhealthnz.shinyapps.io/nz-health-survey-2018-19-annual-data-explorer/>
2. Bull, F., & Bauman, A. (2011). Physical Inactivity: The “Cinderella” Risk Factor for Non-Communicable Disease Prevention. *Journal of Health Communication*, 16 (Suppl 2): 13-26
3. The costs of physical inactivity: Toward a regional full-cost accounting perspective. 2010. [www.waikatoregion.govt.nz/assets/PageFiles/25488/The\\_Costs\\_of\\_Physical\\_Inactivity.PDF](http://www.waikatoregion.govt.nz/assets/PageFiles/25488/The_Costs_of_Physical_Inactivity.PDF)
4. Sport New Zealand. The value of sport. 2017. [www.sportnz.org.nz/resources/the-value-of-sport/](http://www.sportnz.org.nz/resources/the-value-of-sport/)

## Research | Rangahau

# 82%

agree that physical activity helps motivate people and create a sense of purpose<sup>4</sup>



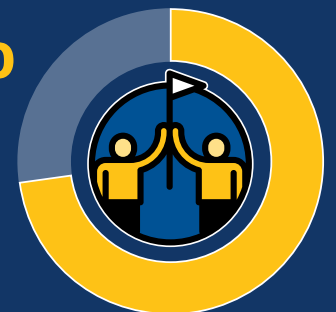
# 84%

of people agree that physical activities bring people together and promote a sense of belonging<sup>4</sup>



# 73%

agree that sport and physical activities help build vibrant and stimulating communities<sup>4</sup>



# OUR COMMUNITY

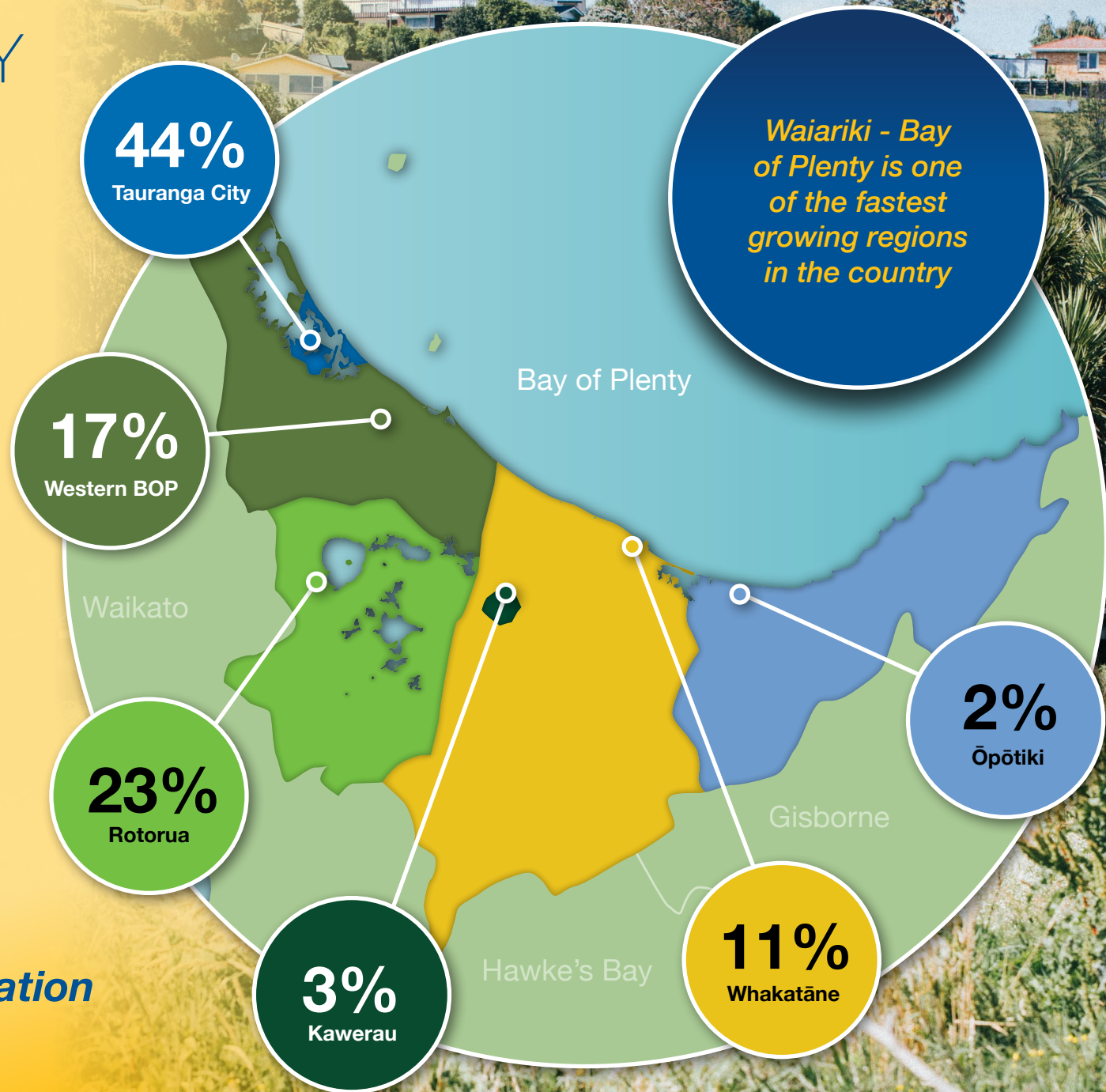
## The Bay of Plenty | Waiariki

In 2020 over 335,000 people called Waiariki – Bay of Plenty home, and just over a quarter of the population was aged under 19.

We're also a diverse community. Twenty-nine per cent of Waiariki – Bay of Plenty's population is Māori – significantly higher than the national average of 16 per cent. Tangata whenua in Waiariki whakapapa to ngā rohe o Mātaatua, Te Arawa and Takitimu waka.

Recognising the diversity of our communities, Sport Bay of Plenty is on a journey to develop our cultural competency and understand our commitments under Te Tiriti o Waitangi.

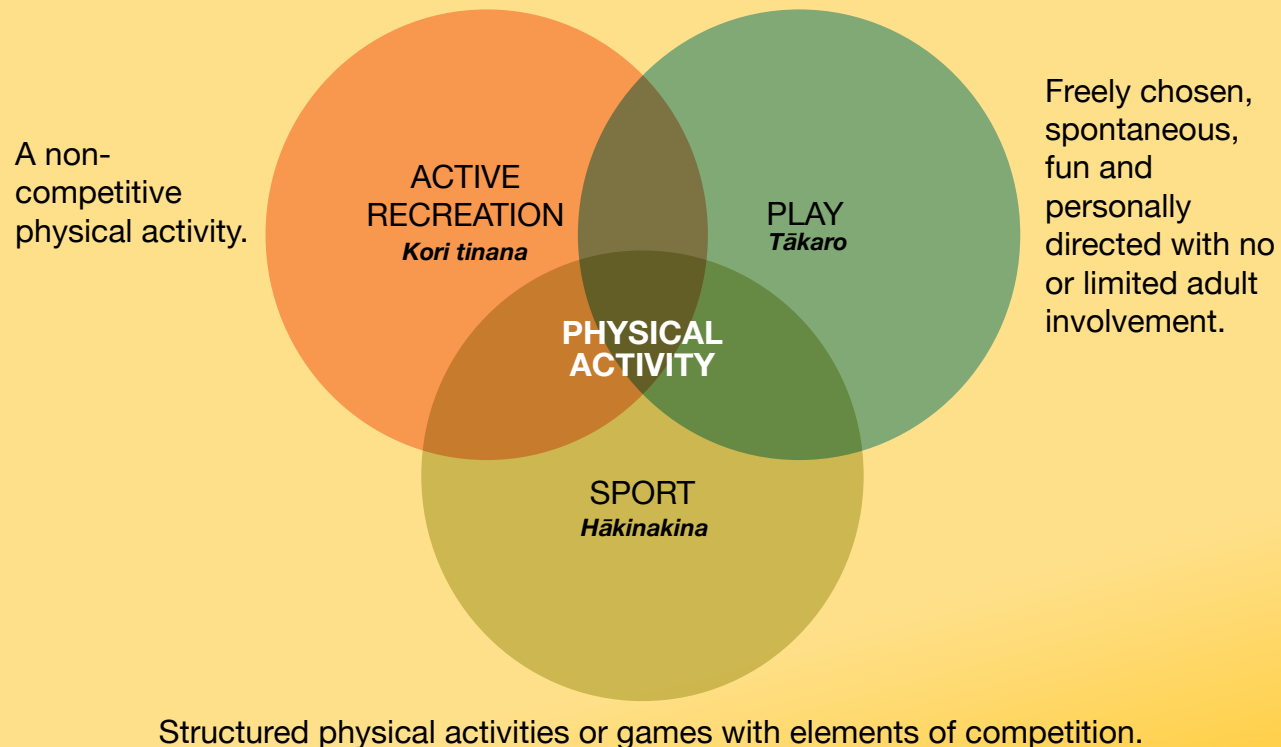
### *Percentage of BOP population in each of the six districts*



# OUR AREAS OF WORK

For more than 30 years we have been helping people across Waiariki – Bay of Plenty get active.

Our mahi is not just limited to sport, though. Our team is also out there supporting active recreation in all its forms, and encouraging play and unstructured activity in your neighbourhood. Why? Because we know physical activity improves lives and that our community benefits the most when they have a range of options to choose from.





# OUR STRATEGY 2022-26

Tō Mātou Rautaki 2022-26

## OUR STRATEGIC GOALS

Ō MĀTOU RAUTAKI WHĀINGA

- The less active are more active
- The Bay of Plenty has a highly collaborative, capable and functioning physical activity system

## OUR GUIDING PRINCIPLES

NGĀ PAE ĀRAHI

- Insights and evaluation
- Physical literacy
- Collaboration
- Te Tiriti o Waitangi
- Cultural competency
- Learning, development & innovation



# OUR STRATEGIC PRIORITIES

## Ō MĀTOU RAUTAKI AROTAHI WĀ

### TARGETING THOSE WITH THE GREATEST NEED

Arotahi ki te hunga whakaarotau

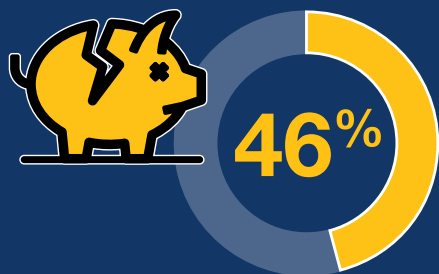
**We'll focus on and support people and groups who have low participation levels**

We're working to reduce barriers and facilitate access to physical activity opportunities for those who face greater inequities and lower participation levels. Our initiatives and programmes will work directly and alongside these groups to improve engagement with physical activity.



### Our focus areas

**People living in selected high deprivation communities**



of people living in high deprivation are less active than those in low deprivation

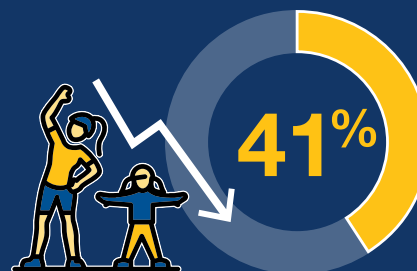
**People at risk of long-term health conditions**



*Happier, Healthier people*

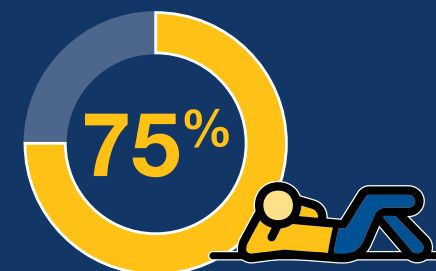
physical activity reduces rates of disease such as cancer, heart disease, type 2 diabetes and obesity – and improves life expectancy

**Girls and young women | Kōhine (ages 10 to 17)**



of 10 to 17 year-old females are not meeting physical activity guidelines

**Youth | Rangatahi (ages 15 to 17)**



75% of 15 to 17 year-olds in Waiariki – Bay of Plenty are not meeting physical activity guidelines

# OUR STRATEGIC PRIORITIES

## Ō MĀTOU RAUTAKI AROTAHI WĀ

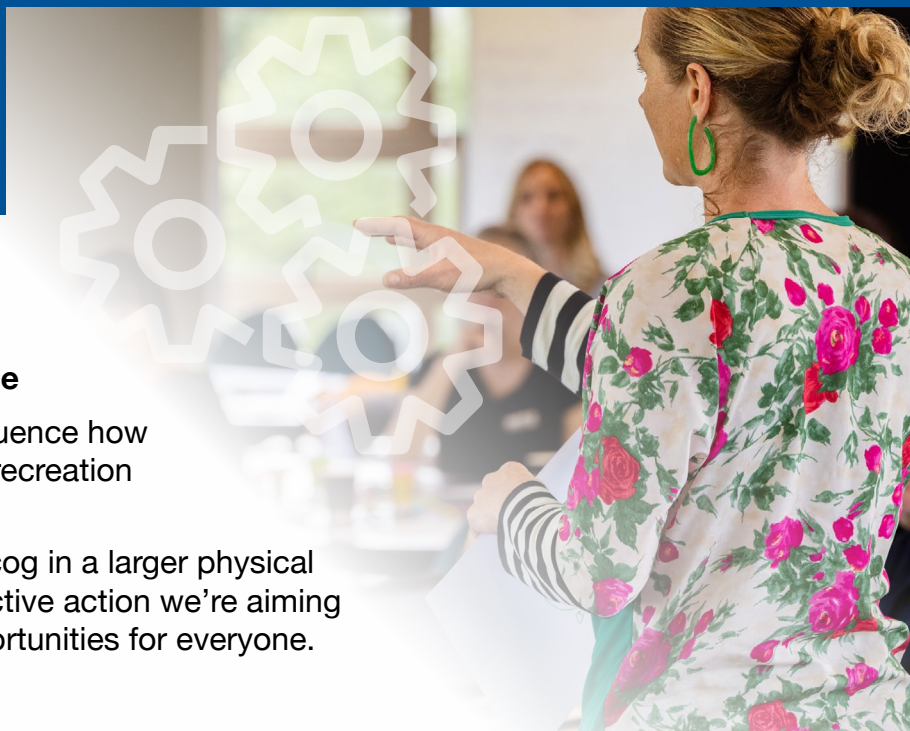
### ADVOCATING FOR A STRONGER SYSTEM

Kōkiritia i te pūnaha kaha ake

#### We'll build a strong physical activity system through advocacy and influence

When we talk about a physical activity system, we mean all the players who influence how people are active in the Bay of Plenty. This includes councils, health, sport and recreation organisations, community groups and funding bodies.

As the regional sports trust for the Bay of Plenty we understand we're just one cog in a larger physical activity system. But by developing strong connections and advocating for collective action we're aiming to build enough momentum across the system to improve physical activity opportunities for everyone.



#### Our focus areas



Develop a Bay-wide play, active recreation and sport strategy which will provide the foundations for stakeholder focus and priority actions



Facilitate collaboration and capability building across the sector



Identify community-led approaches to ensure systems growth



Influence system change to ensure all tamariki have access to quality physical activity options



Advocate for sustainable and agile investment from funding partners into physical activity opportunities



Through our role as a funder, influence the system to create efficiencies that ensure increased participation





Email: [admin@sportbop.co.nz](mailto:admin@sportbop.co.nz) | Phone: 07 578 0016 | [sportbop.co.nz](http://sportbop.co.nz)