

Sport & Recreation Matters to the Bay of Plenty

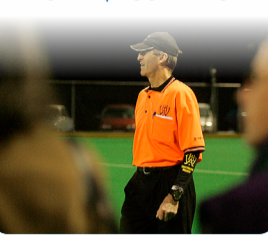


Sport and recreation adds value

\$337 million per year or 2.9% of regional GDP

3,500 people work in the industry earning \$60 million

53,000 volunteers invest 7 million hours worth \$100 million

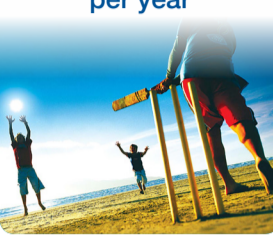


People love to play in the Bay

94% of young people spend 3+ hours per week

72% of adults participate once a week

Adults take part in 3.9 different activities per year



The outdoors is our greatest asset

We have the highest preference for outdoor pursuits in New Zealand

87% participate in natural settings

Also, 87% participate at built facilities



People want to try and do more

Only 58% of men and 51% of women meet NZ physical activity guidelines

69% are interested in doing more or something new

70+ activities they would like to try



Help keep sport and recreation growing. Please continue to invest in the outdoors and facilities.

Sport & Recreation Matters



Trend towards casual pay-to-play

98% take part on their own or with friends and family

95% take part in free activities

17% take part in regular club competitions

4% take part in events



90% take part for fun and fitness

51% convenience

49% social reasons

48% low cost

32% cultural reasons

28% sport performance



Councils play a vital role in recreation

Most popular places to take part are:

53% at parks in towns or cities

48% on paths, cycleways or walkways

47% at the beach or by the sea

41% indoors or outside at home



Clubs and school sport are thriving

Clubs have **73,000** members over the age of 5

18,000 secondary and **22,000** primary students represent their school in sport

Bay of Plenty hosts many national and international sporting events

Health Matters



Bay of Plenty DHB

54% of adults meet physical activity guidelines

32% obese
35% overweight

Higher smoking and cholesterol than New Zealand

21% current smoking

12% high cholesterol



Lakes DHB

48% of adults meet physical activity guidelines

34% obese
33% overweight

Higher smoking and blood pressure than New Zealand

24% current smoking

19% high blood pressure



Demographic and social health drivers

High proportion of Maori and elderly

More people living in areas of deprivation

Lower average personal incomes

More people in part-time work

Maori have higher mortality and hospitalisation rates



Physical activity improves health

Moderate physical activity reduces risk of:

Type 2 diabetes by **35% to 50%**

Cardiovascular disease, coronary heart disease and strokes by **20% to 35%**

Help us encourage more people to be more active, more often.

Sport & Recreation

Active New Zealand Survey 2013/14. Regional Profile Bay of Plenty Region. Sport New Zealand, 2015.
Bay of Plenty Club Membership Data. Sport Bay of Plenty, 2016.
Bay of Plenty Participation Data. Sport Bay of Plenty, 2016.
NZSSSC Representation Census 2016. NZSSSC, 2016.
The Economic Value of Sport and Recreation to the Bay of Plenty. Sport New Zealand, September 2015.
Young People's Survey 2011. Sport New Zealand, 2012.

Health

Let's Get Moving. A new physical activity care pathway for the National Health Service. September 2009.
New Zealand Health Survey 2011-2014. Ministry of Health, May 2015.



Sport Bay of Plenty

more people, more active, more often

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