

CASE STUDIES

Tū Manawa Active Aotearoa

Case study #1 – play project

KEY INFO

- **Applicant:** BayActive (a division of Bay Venues Limited)
- **Project:** Get more tamariki moving.
- **Funding from round 1 Major Fund:** \$24,004.
- **Total planned no. of tamariki activated:** 1800

WHAT WAS THE NEED?

BayActive's pinnacle programmes for children - *Tumble Time* and *Funky Fun Days* - have been providing positive experiences to young people for years. Some of the responses from kids who have participated in these activities said, "It's heaps of fun" or "We really like how we can just play" and "We love the variety of activities."

Observation: BayActive noticed that these opportunities were not very accessible to students from schools from high deprivation areas.

A forum was held at Trustpower Arena with targeted schools who have a high number of students who are consistently missing out: Te Puke, Arataki, Gate Pa, Welcome Bay, and Merivale schools. During this forum, BayActive outlined the proposed programme to the schools.

Insight gained: Feedback from the schools about the programme was very positive. It was made apparent that schools were unable to provide the level of equipment, venue, staffing or expertise for a programme of this calibre. Children and families also indicated that the all-inclusive programme (which will cater for students at all levels and variety of needs) would definitely appeal.

What are they going to do?

- Provide 2 'Active Play' sessions for all students in 2021. sessions will follow a free play model and allow children to freely select what activities they do.
- Subsidise costs associated with these sessions – travel, entry, venue use, etc.

What do they hope to achieve?

Bay Active will work with the five targeted schools to:

Outcome #1: Enhance the children's development of fundamental movement skills and holistic well-being (physical literacy) in a fun way through play.

Outcome #2: Create and reinforce a positive association with physical activity for each child who participates in the programme to cultivate a life-long love of movement and physical activity

Outcome #3: Improve children's resilience, independence and leadership through play.

Case study #2 – active recreation/kaupapa Maori

KEY INFO:

- **Applicant:** Tātai Ora Charitable Trust
- **Project:** Mauri tū, Mauri ora
- **Funding from round 1 Major Fund:** \$60,000
- **Total planned engagements with young people:** 7490

WHAT WAS THE NEED?

Tātai Ora has been observing sedentary behaviours and social & cultural disconnection of many tamariki and rangatahi within the whānau for many years.

Insights gained: In the lead up to planning their project and application, they spoke with two key groups of stakeholders:

1. 10 whānau/community leaders who expressed a strong desire for this kaupapa. They believed there was a great opportunity to, “Include te reo Māori and involve kaumatua to share pūrākau, their stories and our whakapapa” and therefore strengthen the connection to active pursuits and its relationship with our wellbeing.
2. Six tamariki and eight rangatahi about what activities they liked and didn’t like other than sport. This is some things they shared:
 - a. *Tamariki (ages 6/7/9/10):*
 - i. “I love kapa haka”; “We could play games up da pā”; “Kiwi tag”; “It’s fun catching eels”; “Can we go for kicks?”
 - b. *Rangatahi (ages 15/16/ 17):*
 - i. “Haka is mean!”; “I reckon we could have a noho and do some activities”; “Mau rakau”; “I don’t like running, hate it!”; “Da whānau could jump in too?”; “Playing tag is hard out.”

What are they going to do?

- Work with six local schools to co-design activities with tamariki and rangatahi, including whanau
- Deliver these activities to:
 - 5,810 tamariki (Y1-12) and 1,680 rangatahi (Y9-13) engagements.
 - We anticipate that 10-15% of these will be first time experiences for participants.

What do they hope to achieve?

Outcome #1: Strengthen physical and mental wellbeing, while strengthening their connection to te ao Māori.

Outcome #2: Connect tamariki/rangatahi and whānau with te taiao (the natural environment) and sites of cultural significance as places and spaces for recreational enjoyment that promotes holistic wellbeing.

Outcome #3: Support whānau assertion of mana motuhake – developing a stronger association with outdoor and recreational activities that strengthen collective and holistic wellbeing.

*For outcomes to be measured the insights gained formed a baseline to then compare at the conclusion of the project.

Case study #3 – sport

KEY INFO

- **Applicant:** Reporoa College
- **Project:** Sport accessibility for year 7-13 students.
- **Fast fund amount approved:** \$5,000
- **Approximate number young people currently missing out to be activated:** 80

WHAT WAS THE NEED?

Reporoa College is a rural school that has students that come from a wide geographical area. Their location also mean students require transport to most activities, which can be a major barrier to sport and physical activity.

Insights gained: The school surveyed the student body (240 students) and found that the cost associated with travelling to and from sport is the main barrier to participation.

The other key barrier they identified was not having access to any of the equipment required for the (typically non-traditional) activities they want to participate in at school. For example, waka ama is a hugely popular activity with roughly 60 students showing interest. However, Reporoa College does not possess sufficient life jackets to enable participation.

What are they going to do?

- Purchase waka ama equipment (life jackets)
- Deliver approximately 40 waka ama sessions, activating 60 rangatahi
- Subsidise cost of travel for 60 less active students in 42 different sports events or leagues to

What do they hope to achieve?

Outcome 1: Increase participation in waka ama and other non-traditional sport activities

Outcome 2: Increase fitness and help students develop healthier routines

Outcome 3: Create a sense of belonging as playing sport in a group has a greater positive social benefit by interacting with others