Sport Bay of Plenty is asking:

What will a happy, healthy and active community look like in the future?

We are taking a strategic view of the future of Sport and Recreation in the Bay of Plenty, and need your help.

Please consider the following information and provide your feedback on the three questions.

Here are some things we know about the Bay of Plenty…

Demographics

The Bay of Plenty is growing overall, centred on Tauranga City and Western Bay, with stability and decline elsewhere. Urbanisation continues.

Tauranga City is attracting families and retirees, surrounded by the amenities of the Western Bay. Rotorua is holding steady in size, while Whakatane, Opotiki and Kawerau are losing people.

Ageing population trends mean there will be more older people than children from 2026. Younger people will need to make up workforce and skill shortages.

The population will switch over to decline as lower birth rates mean the population is not naturally replacing itself. Growth will be increasingly dependent on inward migration.

The Bay of Plenty has a higher proportion of Maori people than many other regions in New Zealand, with younger adults and larger families of young children.

Sport, health and recreation

54% active

Sport and active recreation are changing. Delivery models are being modified to meet changing consumer preferences. Around the world, people are spending less time being active, and more time being sedentary.

Family changes

More women working mean traditional household processes have changed, with less time for sporting pursuits. Family structures have also changed, with more single parent and blended families.

Food changes

Food has changed, with more processed and sugary foods becoming everyday staples. These are impacting on overall health and dental health at all ages but especially in younger children.

Health issues

Health issues are rising, with long term conditions like obesity, diabetes and heart problems increasing, largely due to poor diet choices, sedentary behaviour and physical inactivity.

Technology options

Advent of technologies via the internet and smartphones mean people are spending a lot more time attached to their devices. Technology also offers greater options for encouraging sport and recreation.

98% casual

In sport and physical activity, individual pursuits have overtaken traditional sport structures. People prefer participating in their own time, at their own pace.

Young people love sport

Involvement in sport is thriving with significant growth in clubs and schools. The greatest challenge is retaining youth to be actively engaged into adulthood.

Pay to play

Adults mainly enjoy walking, swimming, fishing and cycling, along with the gym, team sports and one or more annual events to keep them in the game. Pay to play options are becoming more attractive.

20% in clubs

Clubs remain vital hubs for communities. Some are struggling to retain and grow long term memberships, and manage the issues that come with ageing facilities and reduction in income.

Quality coaching

Coaching is the backbone of organised sport. Quality coaching is the biggest sustainer of participation in sport. Volunteers are in higher demand and coaches are role models for young people.

Fitness and fun

There is a growing divide between those who do, and those who don't. Overall participation has declined, yet those who participate do so often. Fitness and relaxation are the main motivators.

The Bay of Plenty is a rich natural environment for recreation and sport, with the highest number of people active outdoors in natural settings. Our temperate climate and growing network of sporting infrastructure are valuable assets.

Sport and recreation make a massive contribution to regional employment and GDP, via volunteers and paid employees. They also build community spirit, Baywide connections, and personal wellbeing.

Councils are dedicated to investing in keeping our population active and healthy. They recognise the importance of sport and recreation, and allocate capital spend in long term budgets for facilities and infrastructure.

Traditional funders require greater accountability for their investment, while facing a decline in monetary sources such as gaming funding. Sport and recreation are competing with other sections for share of a smaller pie.

Health and sport objectives are converging, with physical activity recognised as crucial in reducing risk factors for many health issues. Health funding is targeting initiatives that effect long term personal change.

1. What can Sport Bay of Plenty influence that would make the biggest difference in the future…

2. Name some things that will have a significant impact on Sport Bay of Plenty in the future…

3. What should Sport Bay of Plenty:
    - Keep doing?
    - Stop doing?
    - Start doing?

Please submit your feedback through the online form on the website.

Thank you for taking the time to consider the future of Sport and Recreation in the Bay of Plenty.

You are in the draw to win a $100 voucher from Podium Podiatry and Footwear.