

Get Aktive Auckland!

Aktive Strategic Plan to 2024

Sport, Active Recreation and Play in a COVID-19 Environment

Auckland

Tāmaki Makaurau

The world's most active city

Te tāone ngangahau rawa o te ao

COVID-19 restrictions, rising unemployment and financial constraints continue to create challenges for the sector in Auckland. Many codes and communities are experiencing membership decline and a knock-on effect to their financial viability and, in some cases, COVID-19 has accelerated existing, underlying issues. This means we must continue to front-foot the effort to help organisations to collaborate more effectively to reduce costs and increase community participation.

As the region's strategic and system lead, Aktive supports the sport and active recreation sector and community through our insight-led strategies, policies, resources, advocacy and shared services.



Aktive's equity approach, investment and efforts

Unless we work together to change this, we predict that 1.5 million Aucklanders will be underactive or inactive by 2040. **480,000 of these will be tamariki and rangatahi. And these overall numbers hide inequities: people with disabilities, women and girls, those of Asian and Pacific ethnicities, and those living in low socio-economic areas, are less active.**

Evidence also shows that organisations and individuals in lower socio-economic areas have been most adversely affected by COVID-19.

This underscores the importance of our equity approach and why our investment and efforts will be strongly focused on the people and communities that are missing out.

That's why we are prioritising tamariki (5 to 11 years) and rangatahi (12 to 18 years) in the period to 2024 and will take an equity focus with our investment to:

- Influence young people's thinking and behaviour
- Positively impact adult influencers' thinking and behaviour
- Strengthen Tāmaki Makaurau's play, sport, active recreation and physical education systems
- Increase our reach into underactive ethnicities, low socio-economic communities, people with disabilities, women and girls.

RAUTAKI MATUA STRATEGIC PRIORITY	WHAINGA OUTCOMES 2024	2024 KPI
1 Underactive Aucklanders are More Active <i>Kia kaha ake te kori tinana a ngā tāngata kāore i te kaha ki te kori tinana</i>	Underactive or inactive young people's (5-18) 4 participation rates in play, sport, active recreation and physical education are significantly increased Underactive or inactive young females' (5-18) 5 participation rates in play, sport, active recreation and physical education are significantly increased Sport and recreation organisations have young people as their top participation priority	11.0 hours (average) of activity per week for Auckland young people (5 to 17 years) 8% of Auckland young people meet physical activity guidelines Auckland is ranked in top half (out of 14) within New Zealand in terms of young people's (5 to 17 years) physical activity 10.0 hours (average) of activity per week for Auckland young females 7% of Auckland young females meet physical activity guidelines (to set) % of sport and recreation organisations where participation by young people (5 to 17 years) is a top priority (to acquire) % of organisations that implement Auckland Accessible and Inclusive Physical Activity Guidelines
2 Anywhere, anytime activity <i>Kia kori tinana, ahakoa te wā, ahakoa te wāhi</i>	Play, sport and active recreation providers adapt to the needs of young people (tamariki and rangatahi) in designing more relevant, flexible and accessible offerings	(to set) % of sport and recreation organisations make changes to their offerings and programmes for young people
3 Great spaces and places <i>He tūhoropaki me ngā tūwāhi tino pai</i>	Aktive is recognised for its advocacy and advice on sport and recreation facilities in Auckland	80% of organisations place high value on Aktive's advocacy for sport and recreation
4 Keeping pace with a changing Auckland <i>Kia oma tahi me te panoni haeretanga o Tāmaki</i>	Sport and recreation organisations have more inclusive leadership Sport and recreation organisations are using technology and shared resources to increase participation and improve organisational efficiency	75% of sport and recreation organisations represented by, at least, 40% of both genders on governance board (or organising committee) (to set) % of sport and recreation organisations adapting their offerings for specific community needs (with examples) 8 new knowledge-sharing event and resources provided by Aktive on technology (to set) % of sport and recreation organisations that have introduced new technology to meet member or participant needs (with examples)
5 Partnering with Māori <i>Kia mahi tahi me te Māori</i>	Partner to increase "as Māori" leadership in play, active recreation and sport Increase participation by Māori in play, sport and active recreation	(to set) # of Māori organisations that adopt Te Whetū Rēhua 6.0 hours (average) of activity per week for Auckland Māori Adults (18+) 12.0 hours (average) of activity per week for Auckland young people (5 to 17 years)
6 Together we go further <i>Kia koke i roto i te kōuitanga</i>	Collaboration is extended across public, private, not-for-profit, educational and sport and recreation organisations with a focus on young people	(to acquire) # of engagements (touch points) between Aktive and sport, play, active recreation and education (to set) # of engagements (touch points) between delivery partners and play, sport and active recreation organisations in the preceding year
7 Leading the conversation <i>Kia arahi i ngā wānanga kōrero</i>	National and regional agencies invest more in making Aucklanders active Adult influencers understand the importance of their role in tamariki and rangatahi leading active lives Tamariki and rangatahi participate in opportunities supported through funding	(to set) % of major agencies that increased their investment into helping Aucklanders be more active (to set) # of organisations that implement Good Sports (to set) # of organisations financially supported through Community Resilience Fund (to set) # of tamariki and rangatahi participated in opportunities supported by the funds

Making it count

Aktive has plans and measures linking to our long-term Strategic Framework to 2040 and strategic priorities. Our 2020-24 plan sets a strong platform for these priorities to help reach our long-term goals for Auckland and Aucklanders.

For our detailed Strategic Plan to 2024, including initiatives and measures, please visit aktive.org.nz/about-us

