

Aktive's Long-term Strategic Framework to 2040

Te pou tarāwaho rautakitanga ki 2040

Auckland

The world's most active city

Te tāone ngangahau rawa o te ao

Tāmaki Makaurau

Being physically active has a positive effect on society, improving the wellbeing of people and communities and contributing to the hauora (health and wellbeing) of our young people. Participation in sport, play and active recreation leads to healthier bodies and minds, stronger communities and a stronger economy.



Auckland is one of the world's most liveable cities. People have a variety of opportunities to be physically active as part of daily life, and it is home to some great spaces for sport, play and active recreational activity.



The majority of Aucklanders participate in some form of physical activity in any given week.

This is supported by a well-established sport and recreation sector, including 300,000+ volunteers.

The ways in which Aucklanders participate in physical activity is changing. Challenges between now and 2040 could reduce physical activity levels and have a negative impact on health, including:

- Unmet sport and active recreation needs from a changing population
- A fast-growing city
- Growing income disparities
- Changing technology
- Rising obesity levels
- Environmental change, and
- Ongoing funding shortfalls and an associated failure to meet future demand.

Given this, tough decisions will be needed on future investment into the sport and recreation sector.

Aucklanders' levels of activity are below World Health Organisation guidelines. **Unless we work together to change this, we predict that 1.5 million Aucklanders will be underactive or inactive by 2040.** That's more than the populations of Wellington, Christchurch, Hamilton, Dunedin, Invercargill and Tauranga combined. Of these, 480,000 will be inactive young Aucklanders (aged 17 and under) who could fill Eden Park ten times over.

These people are Aktive's priority. We aim to strengthen Auckland's sporting and recreational systems and environments so that these people lead more active lives through sport, play and active recreation, making Auckland the world's most active city.

Aktive's Strategic Priorities

Ngā whakaarotau rautakitanga o Aktive

To achieve this vision, we will focus on seven equally important strategic priorities.



Implementing our Strategic Framework

Te whakatinanatanga o te pou tarāwaho

We will use this framework to inform our business planning and implementation in the following ways:

- Drive the development of our short and medium-term plans and associated KPIs and reporting
- Underpin our Board's governance oversight
- Inform decisions about organisational capabilities and resources

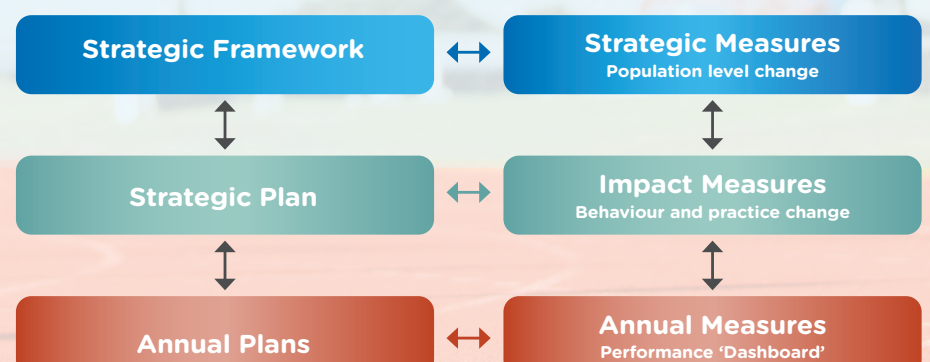
Aktive's Strategic Planning and Monitoring Framework

Te pou tarāwaho o te mahere me te pūrongo

This framework will inform Aktive's strategic plans, and annual plans, with associated reporting.

Strategic Planning and Evaluation Framework

Auckland - the world's most active city



For our detailed Strategic Framework, please visit aktive.org.nz/strategy