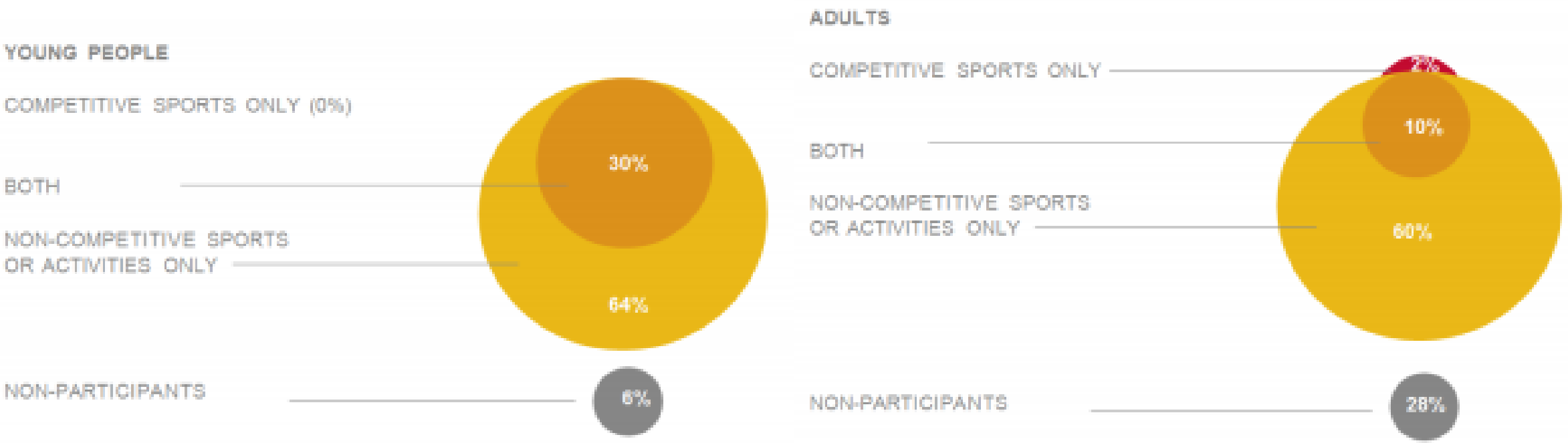
Recreation Aotearoa

October 2019

FIGURE 5: WEEKLY PARTICIPATION IN COMPETITIVE AND NON-COMPETITIVE SPORTS AND ACTIVITIES



Results are from 2018
Base: All respondents aged 5 and over

TABLE 13: PERCENTAGE WHO HAVE PARTICIPATED IN EACH SPORT OR ACTIVITY IN THE 12 MONTHS PRIOR AMONG ADULTS IN 2018

		AGE						GENDER		ETHNICITY			
% PARTICIPATED 12 MONTHS	TOTAL	18–24	25–34	35–49	50–64	65–74	75+	Male	Female	European	Māori	Pacific	Asian
Walking	85%	88%▲	90%▲	87%▲	85%	79%▼	66%▼	81%▼	88%▲	86%▲	83%	86%	82%▼
Gardening	47%	25%▼	44%▼	51%▲	54%▲	53%▲	44%▼	42%▼	51%▲	51%▲	43%▼	29%▼	34%▼
Running/jogging	38%	70%▲	61%▲	47%▲	22%▼	6%▼	2%▼	40%▲	36%▼	37%▼	39%	52%▲	44%▲
Individual workout using equipment	38%	60%▲	51%▲	40%▲	31%▼	19%▼	11%▼	39%▲	37%▼	37%	42%▲	48%▲	39%
Swimming	35%	46%▲	42%▲	41%▲	29%▼	21%▼	11%▼	32%▼	36%▲	36%▲	37%▲	32%	30%▼
Playing games (eg, with kids)	32%	32%	45%▲	48%▲	21%▼	15%▼	6%▼	28%▼	35%▲	33%▲	36%▲	39%▲	28%▼
Day tramp	23%	29%▲	29%▲	28%▲	22%▼	12%▼	4%▼	24%▲	22%▼	26%▲	19%▼	15%▼	15%▼
Road cycling	19%	18%	17%▼	24%▲	22%▲	15%▼	6%▼	22%▲	16%▼	21%▲	17%▼	10%▼	11%▼
Group fitness class (eg, aerobics, crossfit)	18%	28%▲	28%▲	21%▲	11%▼	8%▼	11%▼	11%▼	25%▲	18%▲	21%▲	26%▲	16%▼
Yoga	16%	20%▲	24%▲	19%▲	12%▼	7%▼	3%▼	8%▼	23%▲	17%▲	14%	11%▼	17%
Mountain biking	14%	13%	15%	22%▲	14%	5%▼	1%▼	20%▲	10%▼	17%▲	11%▼	6%▼	6%▼
Marine fishing	14%	12%▼	16%▲	17%▲	15%▲	10%▼	4%▼	21%▲	8%▼	15%▲	17%▲	11%	7%▼
Canoeing/kayaking	12%	15%▲	14%▲	15%▲	11%	5%▼	1%▼	12%▲	11%▼	13%▲	10%▼	6%▼	6%▼
Golf	11%	13%▲	11%	11%	10%	11%	8%▼	17%▲	5%▼	12%▲	11%	7%▼	8%▼
Dance/dancing (eg, ballet, hip hop)	9%	17%▲	12%▲	9%	7%▼	6%▼	4%▼	4%▼	14%▲	8%▼	12%▲	18%▲	13%▲
Surfing/body boarding	9%	15%▲	10%	13%▲	7%▼	2%▼	0%▼	11%▲	7%▼	11%▲	9%	5%▼	4%▼
Table tennis	8%	19%▲	9%	9%▲	6%▼	3%▼	2%▼	10%▲	7%▼	8%▼	8%	9%	12%▲
Rugby	2%	8%▲	4%▲	2%▼	1%▼	0%▼	0%▼	4%▲	1%▼	2%▼	5%▲	10%▲	1%▼

▲▼ Significantly higher/lower than the total
Results are from 2018
Base: All respondents aged 18-plus

We Want to do More Outdoor Recreation

TABLE 15: PERCENTAGE WHO ARE INTERESTED IN TRYING OR DOING MORE OF AN ACTIVITY AMONG ADULTS IN 2018

% INTERESTED IN TRYING OR DOING MORE OF	TOTAL	AGE						GENDER		ETHNICITY			
		18–24	25–34	35–49	50–64	65–74	75+	Male	Female	European	Māori	Pacific	Asian
Day tramp	15%	16%	18%▲	19%▲	15%	10%▼	3%▼	14%▼	16%▲	16%▲	16%	14%	10%▼
Yoga	14%	17%▲	18%▲	16%▲	12%▼	7%▼	2%▼	8%▼	19%▲	13%▼	15%	15%	16%▲
Swimming	13%	15%▲	16%▲	15%▲	13%	12%▼	5%▼	12%▼	15%▲	12%▼	14%	15%	20%▲
Overnight tramp	13%	20%▲	17%▲	18%▲	11%▼	4%▼	1%▼	14%▲	12%▼	15%▲	13%	12%	7%▼
Individual workout using equipment	11%	12%▲	14%▲	12%▲	11%	7%▼	3%▼	10%	11%▲	10%▼	13%▲	16%▲	13%▲
Group fitness class (eg, aerobics, crossfit)	10%	15%▲	15%▲	12%▲	8%▼	5%▼	3%▼	6%▼	14%▲	10%▼	11%	15%▲	13%▲
Pilates	10%	12%▲	14%▲	11%▲	9%▼	5%▼	2%▼	3%▼	16%▲	10%▲	9%	11%	9%
Canoeing/kayaking	10%	16%▲	12%▲	11%▲	8%▼	4%▼	1%▼	9%	10%	10%▲	12%▲	10%	6%▼
Running/jogging	8%	9%	11%▲	11%▲	7%▼	3%▼	1%▼	8%	8%	7%▼	9%	14%▲	15%▲
Mountain biking	8%	11%▲	11%▲	11%▲	7%▼	2%▼	0%▼	10%▲	6%▼	8%▲	8%	10%	7%
Skiing	8%	15%▲	11%▲	10%▲	5%▼	2%▼	0%▼	8%	8%	8%▲	7%	6%	9%
Road cycling	7%	6%	8%	8%▲	7%	6%	3%▼	7%	7%	7%▼	7%	9%	9%▲
Marine fishing	7%	7%	9%	8%	8%▲	6%▼	2%▼	10%▲	5%▼	7%▼	10%▲	9%	6%▼
Tennis	7%	11%▲	11%▲	9%▲	5%▼	2%▼	1%▼	7%	7%	7%▼	8%	10%▲	9%▲
Dance/dancing (eg, ballet, hip hop)	6%	8%▲	8%▲	7%▲	6%	4%▼	1%▼	2%▼	9%▲	6%▼	7%	7%	9%▲
Golf	6%	5%	6%	7%▲	7%▲	4%▼	2%▼	8%▲	4%▼	6%	7%	5%	5%
Surfing/body boarding	6%	10%▲	9%▲	6%▲	4%▼	1%▼	0%▼	6%	5%▼	6%▲	7%	6%	4%▼
Snowboarding	6%	15%▲	11%▲	7%▲	1%▼	0%▼	0%▼	7%▲	5%▼	6%	8%▲	8%	7%
Rugby	1%	4%▲	2%▲	1%▼	0%▼	0%▼	0%▼	2%▲	1%▼	1%▼	2%▲	7%▲	1%

▲▼ Significantly higher/lower than the total
Results are from 2018
Base: All respondents aged 18-plus

Note: Unlike the question for young people, this was asked of all respondents and they were able to select multiple activities

Understanding Barriers - Outdoor Activity Fund 2019-20

Purpose - The purpose of the fund is to enhance diversity and inclusion in outdoor recreation, and to connect people with their culture through the outdoors

- **Funding boosted by Sport NZ to $150,000**
- **35 Applications - $750,000 requested**
- **12 projects funded**
- **Audiences:**
  - Māori
  - Pasifika
  - Asian
  - Rangatahi
  - Young women
  - Low socio-economic

Keep your eye out for case studies to come

Outdoor Activity Fund Learnings:

- Partner with organisations that have relationships with target audience
- Involve participant's family in the experience
- Openly communicate programme activity early so no surprises
- Make programme less daunting at beginning with choice to stay on
- Understand and embrace the culture of the target audience
- Te Ao Māori an awesome platform for engaging people in the outdoors
- Social outcomes, and feeling a sense of belonging and safety, are key considerations
- Focus on building the capability of programme facilitators/leaders

Top impacts/challenges on recreation for outdoor sector:

- Environmental changes – biodiversity crisis and climate change affecting access to recreation
- Social changes – social inequity barriers to participation
- Workforce/training – workforce shortages, workforce development required

Recreation Aotearoa currently consulting on the evolution of our strategic plan. New strategy to commence 1 July 2020 to address impacts/challenges.

Thank you