



PALMERSTON NORTH CITY COUNCIL

AGENDA

PLAY, RECREATION & SPORT COMMITTEE

1PM, WEDNESDAY 20 OCTOBER 2021

COUNCIL CHAMBER, FIRST FLOOR,
CIVIC ADMINISTRATION BUILDING,
32 THE SQUARE, PALMERSTON NORTH

MEMBERS

Billy Meehan (Chairperson)

Leonie Hapeta (Deputy Chairperson)

Grant Smith (The Mayor)

Brent Barrett

Patrick Handcock

ONZM

Zulfiqar Butt

Karen Naylor

Vaughan Dennison

Bruno Petrenas

Low Findlay QSM

AGENDA ITEMS, IF NOT ATTACHED, CAN BE VIEWED AT

pncc.govt.nz | Civic Administration Building, 32 The Square

City Library | Ashhurst Community Library | Linton Library

Heather Shotter

Chief Executive | PALMERSTON NORTH CITY COUNCIL

PLAY, RECREATION & SPORT COMMITTEE MEETING

20 October 2021

ORDER OF BUSINESS

1. Apologies

2. Notification of Additional Items

Pursuant to Sections 46A(7) and 46A(7A) of the Local Government Official Information and Meetings Act 1987, to receive the Chairperson's explanation that specified item(s), which do not appear on the Agenda of this meeting and/or the meeting to be held with the public excluded, will be discussed.

Any additions in accordance with Section 46A(7) must be approved by resolution with an explanation as to why they cannot be delayed until a future meeting.

Any additions in accordance with Section 46A(7A) may be received or referred to a subsequent meeting for further discussion. No resolution, decision or recommendation can be made in respect of a minor item.

3. Declarations of Interest (if any)

Members are reminded of their duty to give a general notice of any interest of items to be considered on this agenda and the need to declare these interests.

4. Public Comment

To receive comments from members of the public on matters specified on this Agenda or, if time permits, on other Committee matters.

(NOTE: If the Committee wishes to consider or discuss any issue raised that is not specified on the Agenda, other than to receive the comment made or refer it to the Chief Executive, then a resolution will need to be made in accordance with clause 2 above.)

5. **Presentation - Sport New Zealand** Page 7

6. **Confirmation of Minutes** Page 9
 "That the minutes of the Play, Recreation & Sport Committee meeting of 14 April 2021 Part I Public be confirmed as a true and correct record."

7. **Update on Manawātū GymSports Incorporated's Proposal for a New Gymnastics Facility** Page 13
 Memorandum, presented by Julie Macdonald - Strategy & Policy Manager.

8. **Sport Manawātū - Annual Report 2020/21** Page 23
 Memorandum, presented by Julie Macdonald - Strategy & Policy Manager.

9. **Sports Event Partnership Fund Review and Sports Events Retention and Attraction Plans** Page 125
 Memorandum, presented by Julie Macdonald - Strategy & Policy Manager.

10. **Committee Work Schedule** Page 149

11. **Exclusion of Public**

To be moved:

"That the public be excluded from the following parts of the proceedings of this meeting listed in the table below.

The general subject of each matter to be considered while the public is excluded, the reason for passing this resolution in relation to each matter, and the specific grounds under Section 48(1) of the Local Government Official Information and Meetings Act 1987 for the passing of this resolution are as follows:

General subject of each matter to be considered		Reason for passing this resolution in relation to each matter	Ground(s) under Section 48(1) for passing this resolution

This resolution is made in reliance on Section 48(1)(a) of the Local Government Official Information and Meetings Act 1987 and the particular interest or interests protected by Section 6 or Section 7 of that Act which would be prejudiced by the holding of the whole or the relevant part of the proceedings of the meeting in public as stated in the above table.

Also that the persons listed below be permitted to remain after the public has been excluded for the reasons stated.

[Add Third Parties], because of their knowledge and ability to assist the meeting in speaking to their report/s [or other matters as specified] and answering questions, noting that such person/s will be present at the meeting only for the items that relate to their respective report/s [or matters as specified].

PRESENTATION

TO: Play, Recreation & Sport Committee

MEETING DATE: 20 October 2021

TITLE: Presentation - Sport New Zealand

RECOMMENDATION(S) TO PLAY, RECREATION & SPORT COMMITTEE

1. That the Play, Recreation & Sport Committee receive the presentation for information.

SUMMARY

Mr Colin Stone, Regional Partnerships Manager – Central for Sport New Zealand will make a presentation about their priorities, investment and partnership with Sport Manawatu.

ATTACHMENTS

NIL

PALMERSTON NORTH CITY COUNCIL

Minutes of the Play, Recreation & Sport Committee Meeting Part I Public, held in the Council Chamber, First Floor, Civic Administration Building, 32 The Square, Palmerston North on 14 April 2021, commencing at 9.00am

Members Present: Councillors Billy Meehan (in the Chair), Leonie Hapeta, Brent Barrett, Zulfiqar Butt, Vaughan Dennison, Lew Findlay QSM, Patrick Handcock ONZM, Karen Naylor and Bruno Petrenas.

Non Members: Councillors Susan Baty, Rachel Bowen, Renee Dingwall, Lorna Johnson, Orphée Mickalad and Aleisha Rutherford.

Apologies: The Mayor (Grant Smith).

Councillor Vaughan Dennison left the meeting at 9.31am during consideration of clause 10. He entered the meeting again at 9.38am during consideration of clause 12. He was not present for clauses 10 and 11 inclusive.

9-21 Apologies

Moved Billy Meehan, seconded Leonie Hapeta.

The COMMITTEE RESOLVED

1. That the Committee receive the apologies.

Clause 9-21 above was carried 15 votes to 0, the voting being as follows:

For:

Councillors Billy Meehan, Leonie Hapeta, Brent Barrett, Susan Baty, Rachel Bowen, Zulfiqar Butt, Vaughan Dennison, Renee Dingwall, Lew Findlay QSM, Patrick Handcock ONZM, Lorna Johnson, Orphée Mickalad, Karen Naylor, Bruno Petrenas and Aleisha Rutherford.

10-21 Presentation - Manawatu GymSports Incorporated

Mrs Kim Fenn, Club Manager, made a presentation about Manawatu GymSports Incorporated, its history until establishing the gym at 93 Malden Street in February 2018, how the facilities were upgraded, the services currently provided and its achievements and challenges.

GymSports offers 75 recreational classes per week. The club also offers competitive gymnastics for boys and girls, running 44 sessions per week.

Mrs Fenn expressed that the club focused on allowing everybody to take part and worked hard to keep fees low and engage with the community. The club has achieved substantial growth during the last years, from 292 gymnasts in 2015 to 890 in 2021. It is now the fourth largest club in New Zealand.

Mrs Fenn pointed out that GymSports was facing constraints in relation to

occupancy and its carpark. Having a bigger building of 2,000m² with additional carparks, as suggested by Gymnastics New Zealand, will allow the club to further improve its services and cater for the increasing demand. GymSports is seeking help from the Council with land in order to be able to move forward with developing a building project.

In discussion, Elected Members requested that the Chief Executive engage with Manawatu GymSports and report back to this Committee.

Councillor Vaughan Dennison left the meeting at 9.31am.

Moved Billy Meehan, seconded Leonie Hapeta.

The **COMMITTEE RESOLVED**

1. That the Play, Recreation & Sport Committee receive the presentation for information.

Clause 10-21 above was carried 14 votes to 0, the voting being as follows:

For:

Councillors Billy Meehan, Leonie Hapeta, Brent Barrett, Susan Baty, Rachel Bowen, Zulfiqar Butt, Renee Dingwall, Lew Findlay QSM, Patrick Handcock ONZM, Lorna Johnson, Orphée Mickalad, Karen Naylor, Bruno Petrenas and Aleisha Rutherford.

Moved Rachel Bowen, seconded Billy Meehan.

2. That the Chief Executive engage with Manawatu GymSports to discuss their future needs and report back to the Play, Recreation & Sport Committee.

Clause 10-21 above was carried 12 votes to 2, the voting being as follows:

For:

Councillors Billy Meehan, Brent Barrett, Rachel Bowen, Zulfiqar Butt, Renee Dingwall, Lew Findlay QSM, Patrick Handcock ONZM, Lorna Johnson, Orphée Mickalad, Karen Naylor, Bruno Petrenas and Aleisha Rutherford.

Against:

Councillors Leonie Hapeta and Susan Baty.

11-21

Confirmation of Minutes

Moved Billy Meehan, seconded Karen Naylor.

The **COMMITTEE RESOLVED**

1. That the minutes of the Play, Recreation & Sport Committee meeting of 24 February 2021 Part I Public be confirmed as a true and correct record.

Clause 11-21 above was carried 13 votes to 0, with 1 abstention, the voting being as follows:

For:

Councillors Billy Meehan, Leonie Hapeta, Brent Barrett, Rachel Bowen, Zulfiqar Butt, Renee Dingwall, Lew Findlay QSM, Patrick Handcock ONZM, Lorna Johnson, Orphée Mickalad, Karen Naylor, Bruno Petrenas and Aleisha Rutherford.

Abstained:

Councillor Susan Baty.

12-21 Draft Play Policy 2021 (Rēhia Papaioea! Play Palmy, Play!) - deliberations and adoption

Memorandum, presented by Julie Macdonald - Strategy & Policy Manager.

Councillor Vaughan Dennison entered the meeting again at 9.38am.

In discussion, Elected Members requested a report on recent shade audit information and findings, as well as that the Play Policy annual implementation monitoring report includes specific information on amenity in play spaces, both with particular attention to distribution across neighbourhoods.

Moved Billy Meehan, seconded Karen Naylor.

The COMMITTEE RECOMMENDS

1. That Council adopts the Play Policy 2021 (Rēhia Papaioea! Play Palmy, Play!), included as attachment 1 to the memorandum titled 'Draft Play Policy 2021 (Rēhia Papaioea! Play Palmy, Play!) – deliberations and adoption' presented to the Play, Recreation & Sport Committee on 14 April 2021.

Clause 12-21 above was carried 15 votes to 0, the voting being as follows:

For:

Councillors Billy Meehan, Leonie Hapeta, Brent Barrett, Susan Baty, Rachel Bowen, Zulfiqar Butt, Vaughan Dennison, Renee Dingwall, Lew Findlay QSM, Patrick Handcock ONZM, Lorna Johnson, Orphée Mickalad, Karen Naylor, Bruno Petrenas and Aleisha Rutherford.

Moved Brent Barrett, seconded Patrick Handcock ONZM.

2. That with reference to the Sun Protection Policy 2010, the Chief Executive report to the Play, Recreation & Sport Committee on recent shade audit information and findings, with particular attention to neighbourhood-level availability of shade in public places.
3. That the Play Policy annual implementation monitoring report includes specific information on amenity in play spaces, with particular emphasis on equitable distribution among neighbourhoods.

Clauses 12-21 and 12.2-21 above were carried 15 votes to 0, the voting being as follows:

For:

Councillors Billy Meehan, Leonie Hapeta, Brent Barrett, Susan Baty, Rachel Bowen, Zulfiqar Butt, Vaughan Dennison, Renee Dingwall, Lew Findlay QSM, Patrick Handcock ONZM, Lorna Johnson, Orphée Mickalad, Karen Naylor, Bruno Petrenas and Aleisha Rutherford.

13-21 Committee Work Schedule - April 2021

Moved Aleisha Rutherford, seconded Karen Naylor.

The **COMMITTEE RESOLVED**

1. That the Play, Recreation & Sport Committee receive its Work Schedule dated April 2021.

Clause 13-21 above was carried 15 votes to 0, the voting being as follows:

For:

Councillors Billy Meehan, Leonie Hapeta, Brent Barrett, Susan Baty, Rachel Bowen, Zulfiqar Butt, Vaughan Dennison, Renee Dingwall, Lew Findlay QSM, Patrick Handcock ONZM, Lorna Johnson, Orphée Mickalad, Karen Naylor, Bruno Petrenas and Aleisha Rutherford.

The meeting finished at 10.02am

Confirmed 20 October 2021

Chairperson

MEMORANDUM

TO: Play, Recreation & Sport Committee

MEETING DATE: 20 October 2021

TITLE: Update on Manawatū GymSports Incorporated's Proposal for a New Gymnastics Facility

PRESENTED BY: Julie Macdonald - Strategy & Policy Manager

APPROVED BY: David Murphy, Chief Planning Officer

RECOMMENDATION(S) TO PLAY, RECREATION & SPORT COMMITTEE

1. That the report titled 'Update on Manawatū GymSports Incorporated's proposal for a new gymnastics facility' presented to the Play, Recreation and Sport Committee on 20 October 2021 be received for information.

1. ISSUE

Manawatū GymSports Incorporated (MGI) made a presentation to the April meeting of the Play, Sport and Recreation Committee outlining its achievements and current challenges.

To better cater for the increasing demand for gymnastics, MGI is planning to purpose-build a new 2000m² gymnastics facility and require a site, potentially on Council land, for this proposal.

Following the presentation, the Chief Executive was instructed to report back to the Committee on MGI's future needs.

2. BACKGROUND

Founded in 1976, MGI has operated out of several locations and, since 2018, has been based in an industrial building located on Malden Street. This building is 1190m² and is leased by MGI.

MGI offers a full range of gymnastics activities ranging from pre-school to competitive level. Numbers have grown 31% since 2020 and provide sessions for nearly 17,500 people a year.

At the April presentation, MGI identified that the Malden Street building has several constraints that limit occupancy and the ability to host major gymnastics competitions, including insufficient carparking.

Sport Manawatū and Council staff met with MGI's manager to discuss the proposal further. Staff also provided guidance on Council processes regarding sports facility planning and community occupancy/leasing.

3. MANAWATŪ-WHANGANUI REGIONAL SPORTS FACILITY PLAN

A key consideration in the development of any new sports facility is the direction provided in the Manawatū-Whanganui Regional Sports Facility Plan (RSFP). The recommended approach is to 'explore developing a sub-regional facility in either Whanganui or Palmerston North'. It is noted that within the RSFP gymnastics facilities are categorised as 'specialised facilities' due to their unique requirements, such as permanent/ fixed equipment and building height.

Integral to the implementation of the RSFP is the application of the investment decision-making process that guides facility proponents, and decision-makers such as Council, to consider the merits of the proposal against a range of criteria. A critical part of this process is establishing a demand-based case for the facility as well as considering how the proposal aligns with national, regional and local plans and strategies.

The facility investment process can be summarised as:

1. **Facility Concept Outline:** summary of the proposed project/key facts by Council and/or sports code/community (PROCEED/STOP)
2. **Preliminary Feasibility Assessment:** high level assessment of test needs and viability of the facility concept (PROCEED/STOP)
3. **Detailed Feasibility Assessment:** examines all areas of the potential facility development (PROCEED/STOP)
4. **Memorandum of Understanding:** sets out stakeholders/partners' expectations.
5. **Detailed Business Case:** financial implications of the proposed development in greater detail (PROCEED/STOP)
6. **Partner and Funding agreements:** negotiation between parties to the facility development

The PROCEED/STOP commentary shows there is a key decision point at the end of each process step.

Sport Manawatū plays a key co-ordinating role in the implementation of the RSFP and this role is included within the funding agreement with Council. Proponents with proposals for sports facilities serving a regional, sub-regional or national/international role are guided through this decision-making process by Sport Manawatū staff. Council staff play a supporting role in the process as moving through the process steps may require Council decision-making about the level of investment or support requested by the proponent group. Higher level sports facilities will serve district and local needs, and therefore Council is involved at all stages of discussion.

4. FACILITY CONCEPT OUTLINE

The first stage of the investment decision-making process is the preparation of a Facility Concept Outline (FCO). This briefly describes the proposal and outlines the key facts such as indicative capital and operational costs, and possible locations. A key part of the FCO is to outline the perceived need for the facility and how it aligns with the strategic direction of regional and national sports organisations and with Council's own priorities.

MGI has prepared an initial FCO (attached). Key features of this are:

- Provision of specialised equipment in a fit-for-purpose facility to cater for competitive gymnastics in a safe manner
- A proactive committee and management team that has already secured \$200,000 towards the building project
- Strong club growth and now being the fourth largest club in the country
- Attraction of gymnasts from a wide geographic catchment
- An openness to accommodate other compatible uses whilst also acknowledging the need for specialist equipment that can't be shifted and therefore limits shared use options (other than common areas such as administration and toilets/changing facilities)
- An explanation of the current constraints of the layout and how a new purpose-built facility would overcome these
- Specific building heights to cater for competitive gymnastics and trampolining
- An indicative building cost of \$3.4 million based on Gymnastics NZ guidance for a regional hub facility
- Potential to host more events that provide an economic benefit to the City
- A keenness to be considered in Arena Manawatū development opportunities
- Seeking Council land to build on and lease to give assurances about proceeding with the building project
- A plan to fundraise for the balance of the capital build costs

MGI hopes to have a new facility plan confirmed within the next five years.

The criteria for assessing the FCO are:

- Degree of alignment the facility proposal has with national, regional and local plans and strategies (including the RSFP)

- Degree to which projected needs are met
- Track record of the proponent organisation

More work is required by Council and Sport Manawatū to assess the FCO against these criteria.

5. OTHER FACTORS TO CONSIDER ALONGSIDE MANAWATŪ GYMSPORT'S PROPOSAL

Council is shortly to review the Arena Master Plan to confirm the remaining projects. The redevelopment of Arena 5 (replacement of the Bell and Barber Halls) is a potential opportunity for a new gymnastics facility to be considered.

Through the 10-year plan two programmes were approved that will inform MGI's proposal as it progresses through the initial phases of the investment decision-making process. These are:

- The review of the Palmerston North parts of the RSFP (to occur in year 1) followed by an overall review of the RSFP in year 2;
- An indoor courts/sports needs assessment (to occur in years 3/4).

Council is also about to consult on the draft Support and Funding Policy that includes processes for determining new community occupancies on Council property. As MGI has requested Council land for the building project then further discussion on land requirements will be required alongside the RSFP process.

6. NEXT STEPS

Sport Manawatū and Council staff will continue to work with MGI on the initial FCO submitted to provide advice and seek any clarification needed.

Staff propose to report back to the Committee in early 2022 with further advice on progressing the proposal following the RSFP process (by applying the assessment criteria outlined above to this first stage of work in the decision-making process) and to further consider suitable Council land or facility development projects as part of this proposal.

7. COMPLIANCE AND ADMINISTRATION

Does the Committee have delegated authority to decide? If Yes quote relevant clause(s) from Delegations Manual 167.2	Yes
Are the decisions significant?	No
If they are significant do they affect land or a body of water?	No
Can this decision only be made through a 10 Year Plan?	No
Does this decision require consultation through the Special Consultative procedure?	No

Is there funding in the current Annual Plan for these actions?		Yes
Are the recommendations inconsistent with any of Council's policies or plans?		No
The recommendations contribute to Goal 2: A Creative and Exciting City		
<p>The recommendations contribute to the achievement of action/actions in Active Communities</p> <p>The action is: Contribute to pre-feasibility or needs assessment work (as required by Council's commitment to the Regional Sports Facilities Plan)</p>		
Contribution to strategic direction and to social, economic, environmental and cultural well-being	<p>The RSFP was endorsed by Council in 2018 and the investment - decision-making process has guided a number of proposals. Applying this process consistently ensures that the Council's strategic direction is a key consideration and that there is a linkage made to social well-being.</p>	

ATTACHMENTS

1. Manawatū Gymsports facility outline [↓](#) 



Facility Outline – Manawatu GymSports

Description of Proposal and Key Facts

We are the only non-profit gymnastics sports club in Palmerston North. We are an Incorporated Society and are looking to build a purpose built gymnastics facility to meet our growing membership and participation numbers and continue to be able to offer programmes in the wider community. In doing so this would additionally allow us to provide a vital missing piece of equipment for our gymnasts; a soft foam pit for bar, rings, vault and beam work. As our competitive gymnasts grow in numbers and the skill level increasing, this is becoming a **key health and safety issue**.

Our club is run by a **strong team** of volunteers who form our committee. This team works closely with our management team that is made up of our Club Manager, Recreational Head Coach, Junior Women's Artistic Gymnastics (WAG) Head Coach, Senior WAG Head Coach, Men's Artistic Gymnastics (MAG) Head Coach. The structure of the club is made up with the committee overseeing strategic governance of the club, and our management team overseeing operational activities.

As part of the club's strategic plan, the committee and management team have been proactively planning toward ownership of our own building that is fit for purpose and able to meet our overall club strategic mission of providing our community with quality gymnastics programmes in a fun, safe environment, where all gymnasts, coaches and volunteers, can reach their potential, grow and be challenged. We are building our savings and currently have just over **\$200,000** in a building saving reserve, that we are actively contributing to, growing this sum.

We have been operating since 1976 with both a strong operational and governance ability. At the start of 2016 we had begun work on growing our club, we had a membership of 291. By the start of 2018 that had grown to 433 which saw us needing a bigger space, so we made plans to move. We set up our new home in Malden Street at the end of 2018 ready to begin in Term 1 of 2019 - by then with a roll of 647. When we presented to PNCC in Term 1 2021, our numbers had grown to 890; since then we have continued growing and now have **956 enrolled members** for Term 3 of 2021. We are currently the 4th largest club in New Zealand, with North Shore, TriStar (Auckland) and Christchurch above us. We have the largest number of athletes in NZ for Women's Competitive and the 2nd largest for Men's Competitive. We are definitely holding our own in growth and performance.

In addition to our enrolled members, we have had

- an average of 336 people per week, attending casual sessions
- 2,473 one-off attendances during Term 2 for holiday programmes, schools and birthday parties.

Our facility is used **7 days a week** from 9am to late each day, with our latest class finishing at 9.30pm. We are open, and offering a variety of programmes **50 weeks** of the year. This includes

- PreSchool
- Recreational
- Tumbling
- Trampoline
- Recreational Competitive
- Full Competitive (WAG and MAG)

- Coached Adult classes and open Adult sessions
- Birthday parties
- Holiday programmes
- Holiday sessions for external providers
- School programmes
- Special needs programmes.
- Early childhood sessions

In Term 2, we provided **24,988 hours of training** in our facility across all that we offer. Due to the size of our building and facility constraints, we are now having to turn down school bookings, as we cannot accommodate schools and preschool at the same time. We are also limited now in our recreational classes, with a waitlist for these. We attract gymnasts from as far as Wanganui, Levin and Dannevirke to train with us as well as a large number from Feilding, Pahiatua, Marton, Foxton and other areas in the wider region.

While our competitive programme has seen growth and success, both regionally and nationally, we are now in a position where we are having to cap our competitive programme due to the safety risks associated with not having a foam pit to further the skills that our gymnasts are needing to achieve. To mitigate this we have had to find an interim solution for our gymnasts, which has included travelling to Wellington to train in Wellington where they have access to a pit. This is not a long term viable option, as our competitive gymnasts who require this type of equipment are already training in house, for between 9-15 hours per week. From a wellbeing perspective this is not sustainable for our gymnasts or coaches.

Shared Facilities

We are often constrained when we work to progress our sports needs, as the focus for sports facilities is more so aligned toward multi-use. As a committee, we understand and appreciate the need for creating and gaining the most value from facilities where practical, however, due to the nature of our specific equipment, we are limited in terms of being able to share space. Moving our equipment would take days, and there is the potential for this to be damaged in the process. The club has made a significant investment in providing our community and our gymnasts with the highest quality equipment we can, for both their ongoing development, as well as their safety needs.

We are using the space for **74 hours a week**, Monday to Sunday, which leaves little free time or capacity for any other group to use this area. We can of course look at sharing with another group to make use of shared common areas such as parking, changing rooms and toilets, and we are open to considering any options for this. We have proactively been in touch with the Climbing Wall group to see if we could find some common ground and would happily have Feilding Gym locate with us if that suited them. We are very happy to be considered as part of any co-sharing facility.

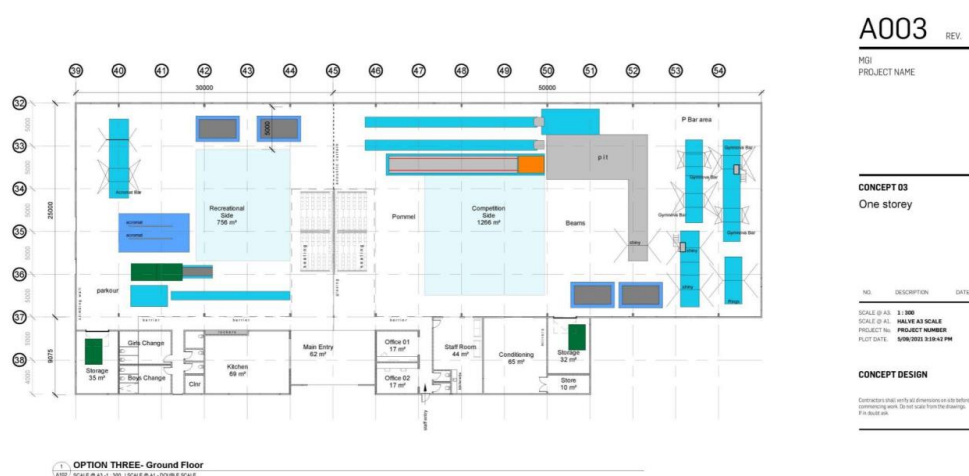
Facility Concept

One issue that we face currently is that our building is set up as effectively two gymnastics spaces. During the day we use one side as our PreSchool space, as the layout and equipment is safe and appropriate in this area for this age group. When we have no preschool classes on site, we run school's programmes across both spaces. However, we are unable to offer smaller school bookings at the same time as preschool because our facilities are open plan, and due to this it would not be safe for either group to do so. As a result, we are turning down school bookings, as there is no room left in the timetable to be able to accommodate them.

After school we use both spaces for recreational and competitive gymnastics. We are bursting at the seams at this point in the day, and have groups struggling to find space to train. To manage this we have had to restrict recreational gym for all classes, so now, have a waitlist.

A new construction and what we are proposing would allow us to have a similar layout to what we currently have and how we utilise this during the day for schools, and after school for a combination of competitive and recreational. The proposed, would have an additional space similar to our current preschool space, that would be separated with a wall and seating between the two spaces. This would enable us to run programmes at the same time, all day and provide the capacity to expand our numbers both after school and on weekends. It would also allow us a designated space to include a pit with rings, bar, vault and beam over it increasing safety and opportunity for our athletes. We would also be able to increase our equipment to cater for our growing numbers. Holiday programmes would also be larger - again, we have had to turn down many bookings for these as all of our sessions fill up.

For us to operate within the competitive gymnastics programme we require a minimum ceiling height of 6.5m, with a desirable minimum height of 8m, - which we need as we run competitive boy's (MAG) programmes so the rings take up and require this level of space. For our trampoline classes a minimum height of 10m, and a desirable minimum height of 12m.



Indicative Costs

Gymnastics NZ Facility Guide suggests we should be considering a Regional Hub Facility, which meets the needs of all codes that we offer for a wider regional catchment. Their indicative build cost for this is \$3,420,000 (2016 figures).

Proposed facility location

In February 2016 we began talks with PNCC and Arena Manawatu to inquire to understand what the proposed redevelopment of the arena may look like, and if there was the possibility of the club being considered as part of this. At this time, these talks have not progressed much further. We are still keen to be considered in any opportunities located at the Arena, should these arise.

In the 2018 Manawatu-Whanganui Regional Sport Facility Plan it stated that within the 1-3 year timeframe that Sport Manawatu and PNCC would look to “Explore developing a regional or sub-regional hub for gymsports”. We have continued to engage with this group throughout this time in an attempt to progress any opportunity for us, unfortunately at this stage we have been unable to make any progress. The club is still very much interested in being considered in this space, and open to meaningful conversation.

Throughout this time, we have continued to grow our club in terms of members with a yearly enrolled number of 1,360 for 2016 compared to 3,376 for the last 12 month period.

We continue to offer employment opportunities to coaches in the region, with a team of 28 working for us now. All of these coaches are in continued education with Gymnastics NZ, have police vetting, first aid qualifications and have completed Child Safety training.

Over this timeframe the operational and strategic governance functions of the club have continued to go from strength to strength, all providing a strong, financially stable, future focused active contribution to the Manawatu-Whanganui community.

Potential Governance and Management Structure

We have a team who will be working on this project for our club that comprises of

- Brendon Munford (Club President and providing corporate knowledge)
- Mark Sullivan-Jones (Club Vice-President)
- Jane Donaldson (Club Treasurer, Chartered Accountant)
- Kim Fenn (Club Manager)
- Karina Field (Committee Member)
- Kylan Taylor (Head of MAG, providing gymnastics knowledge),
- Claire Gesterkamp (Coach, Judge and Architect)

The governance of our club will continue under our current committee structure and the management of operations will also continue as per our current model outside of this project. This is made up of:

- Club President
- Club Vice President
- Club Manager
- Club Treasurer
- Club Secretary
- 8 Committee Members.

We host 4 competitions a year, attracting 489 entrants nationally. These gymnasts also bring coaches, officials and spectators with them, but our building is limited in terms of numbers and what we can offer. Having a more suitable facility would enable us to offer events that would attract greater numbers to our events, provide a greater experience for those involved, further increasing our reputation of being a club of choice for attendance to competitions, and attract visitors to the region and positively contribute to the regional economy.

Financial Assistance

We are seeking assistance from PNCC in terms of land, based on a peppercorn ground rent to give us assurity around safety of building. We would then endeavour to fund the building costs ourselves via a combination of grant applications, fundraising and finance options.

Thank you for taking the time to consider this outline.

MEMORANDUM

TO: Play, Recreation & Sport Committee

MEETING DATE: 20 October 2021

TITLE: Sport Manawatū - Annual Report 2020/21

PRESENTED BY: Julie Macdonald - Strategy & Policy Manager

APPROVED BY: David Murphy, Chief Planning Officer

RECOMMENDATION(S) TO PLAY, RECREATION & SPORT COMMITTEE

1. That the report titled 'Sport Manawatū - Annual Report 2020/21' presented to the Play, Recreation and Sport Committee on 20 October 2021 be received for information.
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1. ISSUE

In July 2019 a new three-year funding agreement was entered between Sport Manawatū and the Council. A strategic partnership plan forms part of this agreement and includes outcomes aligned to Council's strategic direction, particularly as expressed in the Active Community, Active and Public Transport, Events and Festivals, and Economic Development Plans.

Six and twelve-month reports are required under the agreement. The six-month progress report, to the end of December 2020, for year two of the agreement was presented to Committee February 2021.

Attachment 1 is Sport Manawatū's annual report to the Council for the period from 1 July 2020 to 30 June 2021. Attachment 2 is Sport Manawatū's audited accounts.

Attachment 3 provides an analysis of the measures of success for outcomes relevant to the funding agreement and an assessment of how Sport Manawatū is tracking against these. This analysis is also briefly summarised in section 3 of this report).

Attachment 4 provides an analysis of the relevant Council Plan measures that relate to the outcomes in the funding agreement.

2. BACKGROUND

Sport Manawatū is an independent charitable trust and receives multiple and diverse sources of funding, including from Ihi Aotearoa - Sport New Zealand, the Palmerston North City Council, other councils in the region, the MidCentral District Health Board, and community trusts. Sport Manawatū works towards meeting

several different investment outcomes through its activities and, therefore, this report includes activities that aren't solely funded through Council's funding agreement.

Council has funded Sport Manawatū since the early 1990s. Over time the grant has increased as services were added, including strategic plan implementation, event support, and active transport promotion. Changes in the level of grant funding has reflected organisational changes by Council (such as fluctuations in in-house versus outsourced delivery models) as well as Council policy changes (including changes to community outcomes and the Community Funding Policy).

The funding agreement outcomes, based on Council's 2018 strategic direction are:

1. *Palmerston North has the most active community in New Zealand.*
2. *People have the skills to safely and confidently cycle, and walk, on our active transport network and system (roads, footpaths, shared paths, cycleways).*
3. *Everyone is encouraged to be active by playing and being active in sport and recreation facilities (places and spaces) across our City.*
4. *Sports and community sport events create social and participation opportunities as well as economic benefits.*

These outcomes guide Sport Manawatū's reporting. Some of the activities and priorities that were in the previous fee for service contract have been incorporated into the outcomes within the current 2019-22 funding agreement.

3. ANNUAL REPORT 2020/21 – YEAR TWO PROGRESS TOWARDS OUTCOMES

The degree to which Sport Manawatū's success measures have been met for each outcome area is summarised in the table below and expanded on in attachment 3. This assessment has been developed as an outcome of ongoing discussion with Sport Manawatū. The work of Sport Manawatū over the past very challenging months is particularly acknowledged.

Outcome 1: Palmerston North has the most active community in NZ		
Success measure	Summary comment	Conclusion
1. Proof of up-skilling and innovation in the sector through training initiatives, opportunities and activities	Evidence of the provision of training initiatives, activities and opportunities is provided, and this measure has been met.	Met
2. Establishment of the Active Community Forum	This forum was not established although there is evidence of other similar activities including the Play, Recreation and Sport sector conference and the 'See Her Be her' women and girls' events. More evidence of the impact on community wellbeing/social connectivity is required to fully meet this	Partially met

	measure of success.	
3. Track levels of physical activity and compare these to other regions	The data provided by Sport Manawātū is useful and improvements to data presentation will enable clearer interpretation.	Partially met
4. Evidence of a community activity plan for identified suburbs	More evidence of an implementation plan/approach and key results are required to fully satisfy this success measure. Insights obtained from data will also help understand what suburbs are least inactive and need targeted support.	Partially met
5. Documented evidence of programme uptake and benefits	This measure was partially met as evidence was not consistently reported across all programmes. In future reporting, measures should record the benefits as well as the uptake e.g. participant numbers.	Partially met
6. Documented evidence of the application of funds and benefits to recipients	Evidence of the application of the Active Communities Fund is provided in the report. A fund recipient story documents the types of benefits received through this funding and therefore partially meets the success measure. More evidence of the fund's benefits could be provided in future reporting.	Partially met
7. Evidence that insights/research is influencing decisions on Council's places and places	Sport Manawātū has shown an increased emphasis on the value of evidence and research to inform decisions and has been involved in several Council decision-making processes.	Partially met
8. Distribution to the sector of relevant information and research leading to good decisions	Like the measure above, it is hard to definitively link the distribution of information to good decision-making. There is a range of information distributed by Sport Manawātū through various means not been covered in the report.	Partially met
9. Track participation in sport and active recreation activities and events	While the sports code data presented in the report provides a useful year-on-year comparison and broadly shows what sports are experiencing growth, stability or decline, the reliability of this data is uncertain. Sport Manawātū provides no analysis of this data in its report nor reports on any events (apart from those supported by the Sports Event Partnership Fund). While some tracking of participation is evidenced in the report, improvements could be made.	Partially met

10. Evidence that the community is easily accessing the information and resources they need to be active	This measure has been partially met based on the reported information.	Partially met
11. Demonstration or examples of the implementation of the RSFP recommendations	The comprehensive information and examples reported demonstrates that this measure has been met.	Met
12. Create a tool to help determine future sport facility provision needs	While it is acknowledged that some tools have been developed, these require more refinement. An iterative approach has been taken as sports facility work is dynamic and involves many different elements to determine needs e.g. data and demographic analysis. This measure is partly met and requires further work.	Partially met
Outcome 2: People have the skills to safely and confidently cycle, and walk, on our active transport network and system (roads, footpaths, shared paths, cycleways)		
13. Evidence that people's (particularly children's) cycle skills are improving through evaluation of the relevant programmes	This measure is being met based on the reported information.	Met
Outcome 3: Everyone is encouraged to be active by playing and being active in sport and recreation facilities (places and spaces) across our city		
1. Evidence that communities (children and adults) prioritise outdoor play in the home, community, school and club	This measure is difficult to meet without a bespoke measurement tool and this has not been provided in the report. Design of a survey (or similar) will be further discussed with Sport Manawātū to further contribute to meeting this measure.	Not met
Outcome 4: Sports and community sport events create social and participation opportunities as well as economic benefits		
1. Retention of North Island and national secondary school sports events.	While this measure was partially met, it is understandable in the current Covid-19 impacted environment that not all events were retained. It is noted that some school-aged events were supported through the SEPF but not at the national or North Island level of competition normally retained by the City.	Partially met
2. Increase in economic benefits from sporting events supported by Sport	There was demonstration of an increase in the economic benefit accruing from SEPF-supported events compared to the previous	Met

Manawatū/Council (through the allocation of the Sports Event Partnership Fund	2019/20 annual report.	
3. Monitor the social benefits of other community-based events supported by Sport Manawatū i.e. Ethkick, Pasifika Volleyball.	While there is some capture of the social benefits in the report, it is understood through discussion with Sport Manawatū that monitoring each of these opportunities happens informally rather than through the routine capture of data. More discussion on how these benefits can be better measured is required and could include a requirement for event organisers to provide an assessment in their funding applications or post-event reports.	Partially met
Overall assessment of performance for 2020/21: Sport Manawatū has demonstrated good progress towards meeting the success measures in the funding agreement. There is a wide range of activities and priority areas described in the annual report with the success measures providing clarity for performance monitoring. In many cases Sport Manawatū has provided good quantitative data but there are opportunities to improve the way this information is presented, and analysed, to better demonstrate the impact of its work. Additionally, there could be improvements made to the collection of qualitative data to enable better fulfilment of the success measures. Staff will work with Sport Manawatū to clarify reporting expectations and any improvements that need to be made. This may involve re-visiting the success measures so they are easier to report against.		

4. COUNCIL'S PLAN MEASURES

The funding agreement between Sport Manawatū and the Council requires the Council to report back on the high-level measures in Plans that relate to the outcomes. The rationale for this is to see evidence of behaviour change that both Sport Manawatū and the Council have contributed to. Attachment 4 provides an analysis of the relevant Council Plan measures that relate to the outcomes in the funding agreement.

5. OTHER MATTERS

There are some other matters that Sport Manawatū has not reported on but are worth noting for the 2020/21 year:

- Sport Manawatū commissioned consultants Third Bearing to prepare reports using unspent SEPF funds from 2019/20: one reviewed the administration of the SEPF and developed attraction and retention plans for sports events; the other was a bid document aiming to secure the 2022 National Touch Tournament. Council approved this funding in October 2020.

- A Regional Sports Facility Plan roadshow took place in December 2020 organised by Sport Manawatū at Fitzherbert Park, to provide an opportunity for the sports sector to understand more about the respective roles Council and Sport Manawatū have in navigating through the decision-making process outlined in the RSFP.
- Sport Manawatū hosted a sector forum for consultation on the Council's 10-year plan Palmy 2021-31 in April 2021.
- Sport Manawatū shifted office in April 2021 to a more high-profile city centre location and re-branded shortly afterwards.

6. NEXT STEPS

Council and Sport Manawatū staff continue to work closely together on the wide - ranging activities and initiatives covered by the funding agreement and to reach agreement on priorities.





Negotiations on a new funding agreement and partnership plan will also commence early in 2022. Sport Manawatū will present its next report to Council for the six months ending in December 2021 in 2022.

7. COMPLIANCE AND ADMINISTRATION

Does the Committee have delegated authority to decide? If Yes quote relevant clause(s) from Delegations Manual 167.2	Yes
Are the decisions significant?	No
If they are significant do they affect land or a body of water?	No
Can this decision only be made through a 10 Year Plan?	No
Does this decision require consultation through the Special Consultative procedure?	No
Is there funding in the current Annual Plan for these actions?	Yes
Are the recommendations inconsistent with any of Council's policies or plans?	No
The recommendations contribute to Goal 2: A Creative and Exciting City	
The recommendations contribute to the achievement of action/actions in Active Communities The action is: Carry out regular monitoring and reporting with Sport Manawatū	
Contribution to strategic direction and to social, economic,	A strong working relationship with Sport Manawatū is essential in meeting a range of strategic outcomes sought by the Council. The delivery of actions, priorities and outcomes in the Active Community Plan requires close collaboration with Sport Manawatū who are well-positioned in the community to deliver

environmental and cultural well-being	relevant services. The funding agreement and strategic partnership plan guides services and activities delivered to the community.
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ATTACHMENTS

1. Sport Manawatū - Annual report to Palmerston North City Council (June 2020 - July 2021) [↓](#) 
2. Sport Manawatū Annual Audited Accounts for 2020/21 [↓](#) 
3. Sport Manawatū Annual report - officer assessment of success measures 2020/21 [↓](#) 
4. Council Plan measures - 2020/21 [↓](#) 



Palmerston North City Council

June 2020 - July 2021

EXECUTIVE SUMMARY

The role of Sport Manawātū is to support the Council to achieve its aspiration of having a connected, vibrant, and thriving city, through the mediums of play, active recreation, and sport. This report presents progress during the past 12-months against the Sport Manawātū contracted key result areas for the Palmerston North City Council, with specific detail supporting our partnership agreement.

Highlights of our achievements during this period include:

1. PALMERSTON NORTH IS THE MOST ACTIVE COMMUNITY IN NEW ZEALAND

- Sport Manawātū played host to the inaugural play, active recreation, and sport (PARS) sector conference on 30 October with 65 people attending.
- 61 residents were supported financially through the Active Communities Fund.
- Sport Manawātū allocated \$390k from the Tu Manawātū Active Aotearoa fund to city-based schools, community, and sport and recreation groups.
- \$327,000 from the Community Resilience fund 2 was allocated to city-based sport and recreation groups in response to the financial impacts of COVID-19.
- 233 children attended the Sport Manawātū summer holiday programme.
- 278 people participated in the Workplace Challenge.

2. PEOPLE HAVE THE SKILLS TO SAFELY AND CONFIDENTLY CYCLE AND WALK ON OUR ACTIVE TRANSPORT NETWORK AND SYSTEM

- 966 students completed Grade 2 BikeReady on-road instruction.
- 205 primary school students took part in the inaugural Walk and Wheels week held in November with the initiative designed as a follow up to our cycle skills programme.

3. EVERYONE IS ENCOURAGED TO BE ACTIVE BY PLAYING AND BEING ACTIVE IN SPORT AND RECREATION FACILITIES ACROSS OUR CITY

- Nine community Pop Up 'Places to Play' aimed at promoting play and promoting local parks and reserves were held across the city.
- Sport Manawātū, through the Workplace Challenge, increased resident utilisation of the many fantastic open spaces and walkways we have in the city.

4. SPORTS AND COMMUNITY SPORT EVENTS CREATE SOCIAL OPPORTUNITIES AND ECONOMIC BENEFITS

- National Sporting events contributed \$7.5 million value add to this city's economy.

1. PALMERSTON NORTH IS THE MOST ACTIVE COMMUNITY IN NEW ZEALAND

Deliver training, seminars, and programmes to the sector

Sector Leadership – supporting and growing Play, Active Recreation and Sport opportunities

Sport Manawātū worked with Regional Sport Organisations (RSO) GM group to establish a shared calendar of seasons expanded from the activity calendar that was put together following the COVID-19 lockdown. This was expanded into the 2021 winter season in conjunction with the Secondary School principals' group to look at shorter seasons and stricter start and ends to seasons. Consequences of not adhering to this have led to some discussion on forming a Collective Group with a Terms of Reference that will mandate and agree on principles to allow this to move forward. The Palmerston North City Council (PNCC) parks team is also involved in regular RSO discussions that have led to revised service level agreements.

Monthly meetings continue for the GM RSO group. The group is now an established network that collaborate and supports. An example of this was the July Holiday programme, which was repeated in January 2021 with 12 Sport and Active Recreation groups participating.

Professional development series has continued with the GM RSO group. This has been a partnership with Massey University School of Management. Topics that we have delivered include:

- Organisational culture – building strong, cohesive, and productive teams- Dr Fatimia Junaid
- Having difficult conversations- Phil Ramsay
- Self-Awareness and Leadership- Prof. Sarah Leberman
- Attracting & selecting employees –Robyn Mason
- Getting the best out of your employees/volunteers (motivation/engagement) Robyn Mason

Governance Support

A project was undertaken with Massey University with a working group establishing a terms of reference to explore new opportunities to support our Sport and Recreation sector by codesigning responses to identified needs. Meetings were held and consultation with both RSO's with facilitated workshop and interviews undertaken with Governance boards. The working group meets regularly to look at possible scenarios. Jacob Oram and Mark Cleaver facilitated a workshop with RSO representatives discussing the areas of Governance, Operations and Community engagement. Feedback from this workshop was shared with the participants of the PARS conference.

Following that feedback, we proceeded to engage with the seven RSO's at a governance level and interviews were held with the Chair and boards of those RSO's with further feedback received. The work has been submitted back to the working group to form the next steps from here on where to with the project groups work. The quicker than expected return to play following lockdown has impacted on the ability to look at how we could have done things differently. The time needed to work with the RSO's at both a governance and operations level has meant we did not achieve the ability to do things differently due to BAU commencing and the focus returning to status quo quicker than was expected.

RSO Support

Targeted support has been given to the Manawatu Rugby Union (MRU) and Netball Manawatu post lockdown and worked with Devlin, Cameron, and Hayes (DCH) and HR consultants to support the development of Strategic planning for the MRU and an organisational staffing review for Netball

Manawatū and Manawatū Rugby has engaged with DCH to review their strategic direction. Netball Manawatu no longer requires HR support as changes have been made to their structure with the resignation of a staff member. The CEO/Board of Sport Manawatu met with the Chair of MRU to discuss the opportunity to explore different operating models rather than going down the traditional path of jumping straight into recruiting the role without exploring different options. A Sport Manawatu board member was involved on the panel to recruit the new MRU Chief Executive. The appointed CE who has just begun the role appears highly skilled and we look forward to working with her in her tenure with Manawatū Rugby.

Sports Partnerships – collaborating with sports to enhance the participant experience

Manawatū-Whanganui Golf (MWG) has a long-standing relationship with SM, utilising shared services model as a tenant in the SM building. In more recent years a partnership with NZ Golf (NZG) with the Lower North Island regional manager based in the SM building. SM has worked on a case study aimed at highlighting the benefits of strong relationships and how SM supported several joint initiatives that MWG and NZG developed and introduced to the region over the last 12-months. These initiatives included:

- She Loves Golf - This is an introduction programme for ladies who would like to give golf a go. SM supported this programme with promotion, and support through the SM Coaching Adviser for the coaches designing and delivering the coaching sessions.
- Super 6's festival - The Manawatū Golf Club hosted the Charles Tour Super 6's event earlier this year. The format of the tournament was completely unique as it is likely the first professional tournament in the world that had men and women competing against each other for the same prize money. After attending the SM Women & Girls breakfast earlier in the year NZG approached SM to partner not just with the tournament but with the Women & Girls week of golf activities that supported this event.

Governance – supporting codes to build strong foundations

- The GM Hockey Manawatū has completed the Sport Wellington Leading leaders training and has delivered his project to the group. This will be delivered in 2021 throughout the Manawatū with an intention to support club sustainability.
- A priority in the Hockey Manawatū Partner Plan was the appointment of an independent chair. An MOU was signed whereby SM employed Mark Cleaver as an independent Chair of the Board for a 12-month period with the project serving as a pilot for supporting governance across RSO's in the region. This to date has been hugely successful, highlighted with the support required for the newly appointed GM of Manawatū Hockey when COVID-19 hit. Sport Manawatū is currently drafting a case study with assistance from evaluators Allan and Clarke on the benefits of this programme and future recommendations.

Regional Leadership – Multisport Holiday Programme

Towards the end of 2019, Sport Manawatū started a General Manager's (GM) group for Regional Sport Organisations (RSO) that had (a) paid position(s) within their organisations as a way of bringing the GMs together to address common themes and issues arising that could be worked through across the board instead of facing them alone. This group had been going for about six months before COVID-19, with meetings taking place once a month. When lockdown hit New Zealand in March 2020 those monthly meetings moved to once a week to keep up with the ever-changing world of sport we were living in at the time.

These meetings included discussions about the financial struggles RSOs were going through due to the loss of income with no competitions being held, who was receiving government wage subsidy, what competition could look like in the future, and anything else they were going through. As New Zealand started coming out of lockdown and back down the levels the idea of some sort of collaboration experience came up during these discussions, which is where the idea of a holiday programme came from. Manawātū Cricket were very proactive with sending through a proposal, and planning began quickly after that. With a short window from that proposal being sent on 19 May 2020, and the holidays starting 6 July 2020 there was not much time to organise the event.

This initiative came about as a COVID-19 relief package to help RSO's and Active Recreation providers raise funds during this time and put sport back in the front of people's minds. With sport starting back up around this time it was a great way for kids to try out these sports before committing to them through school or club teams. Discussions quickly started with the idea of two holiday programmes being run at the same time: an indoor programme and an outdoor programme. The outdoor programme involved Hockey Manawātū, Manawātū Rugby, Manawātū Cricket, Netball Manawātū, and Central Football. The outdoor program was the main event that required the most planning as it was the first big collaboration project Sport Manawātū had done with multiple stakeholders. Meetings started through zoom as we were still in Alert level 3 at the time, with the zoom sessions often having a better turn out than face to face meetings. The indoor programme was much of a copy of the outdoor, and involved OnBoard Skate, Badminton Manawātū, Volleyball Manawātū, and Basketball Manawātū.



Photo: Children listening intently to MCA Operations Manager James Lovegrove

One of the main goals for the programme was collaboration between the codes and other providers, so GMs, coach developers and coaches could work together during this process as well as outside of the holiday programme. The other goal was based on participation, diversity, and inclusion to provide young people with an opportunity to participate in a range of different sports rather than specialising in one or two sports, which fits nicely with the Sport New Zealand version of the 'Balance is Better' philosophy. The programme was available to students from year three through to year 13. This was a big age range and not the original year groups we wanted to focus on, but due to low registration numbers, we decided to open it up to a younger audience. The outdoor and indoor programmes were run on different weeks to provide the participants with an opportunity to participate in nine different sports across the holiday period.

The RSOs had a goal of registering 250 Year 3+ young people for each of the holiday programmes. This was a big number and proved difficult to reach as we were short on time to promote the programmes. Communication was sent to all primary, intermediate, and secondary schools in the Mid-Central region, but there was not as much buy in from the schools as we thought there would be. There were a few different possibilities as to why this was; communication was not passed on by the schools, the window for promotion was not long enough to get the word out, it was the first holidays after COVID-19 restrictions were lifted so families were taking that opportunity to go on holiday outside of Manawātū, and it was right before calving season for the outlying Districts when most of them take that opportunity to travel away before their farming lives get busy again.

In the end, 117 registered for the outdoor (including 15 sponsored spaces), while 116 registered for the indoor (including 31 sponsored spaces) programmes. This was a manageable number of young people for the coaches to deal with when split into smaller groups, and if the numbers were any higher it would have been difficult for the coaches to handle within the sessions. More sporting options across two weeks meant more opportunity for children to gain a range of knowledge across the nine different sport and active recreation providers. We were also lucky enough to have CET Arena as a wet weather option for the outdoor programme, as on the last two days it was pouring down and would have been a miserable experience for the kids had we not had the indoor venue available to use. A survey was sent out to the parents and children who attended the programmes a couple of weeks after the holidays had finished. We had a lot of positive feedback, and many saying they would participate in the programme if it was run again.

2021 Kids Holiday Programme

The January Holiday programme was one of our most ambitious projects this year. After a successful Multisport/activity programme held in July, we decided to expand our network of providers and deliver a quality holiday programme catering to 233 tamariki and rangatahi.

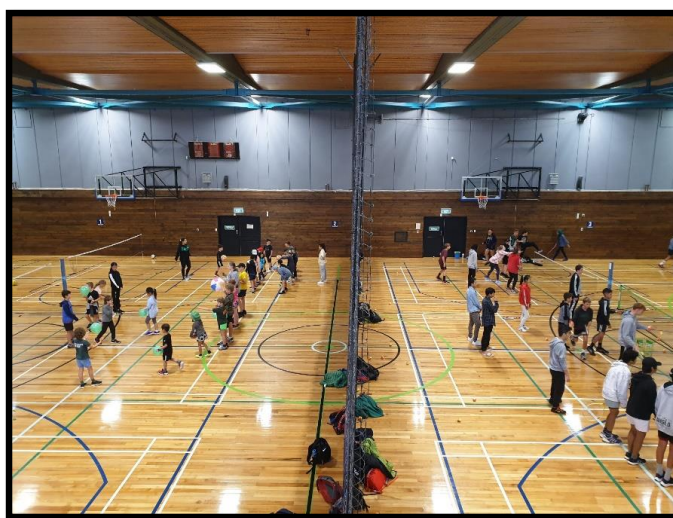


Photo: January holiday programme held at Massey University

The objectives of the programme were:

- Promote collaboration: Engage RSOs and other activity and service providers to deliver a quality product to our tamariki and rangatahi.
- Increase active participation: Engage 250+ participants.
- Provide quality coaching experiences: Engage and develop local coaches.
- Support Diversity and Inclusion: Actively include participants that would not traditionally be involved in this type of programme because of either income or socio-cultural backgrounds.
- Promote Play: Include and feature “Play” as an important part of the curriculum of activities.

Some of the participants benefitted through the council’s Active Communities fund. A full report can be obtained by contacting Emma Carey (Secondary School Sport Advisor) emmac@sportmanawatu.org.nz

Coach Development

As part of the ongoing support for RSOs coach development programmes, Sport Manawātū continued to develop coach developers (the coaches of the coaches), which included individual support and workshops. The workshop’s included a virtual workshop presented by Pat Barwick former NZ Women’s Hockey team coach and Sport NZ Master Trainer on developing mentoring programmes for coaches. This was followed with a face-to-face session on unpacking the information and the practical applications of mentoring.

Sport Manawātū were requested to support sport specific coach developer training which included a NZ & CD cricket coach developer training programme hosted in Palmerston North with three trainers, eight coach developers, and Golf NZ coach development programme in an advisory capacity.

Sport Manawātū, in collaboration with the RSOs, coach developers, and other partners, delivered a workshop to support the coaches that delivered the Holiday Programme’s activities. 20 coaches and five coach developers from different RSOs participated in the workshop.

Sport Manawātū were requested to assist and deliver content for RSO coaching development workshops/courses which included:

- MCA development coaching courses attended by over 35 coaches.
- Supported Hockey Manawātū – delivered a coach development camp with 12 coaches and 30 players, which included players and Coach developers from other sports to support the coaches in practical delivery.
- Supported Hockey Manawātū – Cognitive coaching session delivered by Mark Borgers HNZ performance coach attended by eight coaches.
- Organising Kyle Mclean coaching consultant from “Thriving Kiwi Coaches” to deliver a session on games-based coaching, attended by 10 coaches from the following sports golf, table tennis, netball, rugby, Touch, football hosted at Massey SRI.
- Supported UCOL coaching paper consulted and delivered coach development session. Games based approaches eight students attended the practical session in delivering Games based approaches.

Coach Developer Training (January to June 2021)

Coach developers respond to coaches' needs and the context in which they operate by providing and facilitating a range of formal and non-formal learning opportunities. This can include facilitating workshops, observation, mentoring, providing reviews and feedback. A new series of coach developer training workshops were delivered, this series supported 14 coach developers from RSO's including MCA, CD Cricket, MRU, Netball, Hockey, Sport Manawātū, Swimming, Table Tennis and Golf.

Workshop topics included.

- Self-Awareness and Emotional Culture deck
- Self-development module
- Influence
- Leadership Challenge
- Reflective practice

Some quality feedback from the participants:

"It's been great building supportive cross code relationships".

"Fantastic sharing to understand what I don't know, I'm enthusiastic to learn more".

"Sessions are well structured and flow on well session to session".

"Great environment, variety of content, challenging and hands on".

Supporting Secondary School Youth

- Manawātū Secondary School Swimming Championships were supposed to be held in March 2020; however, these were postponed and later held in July once restriction levels eased. Many schools from Palmerston North took part in this competition.
- Sport Manawātū hosted the third Sport Co-ordinator meeting of the year in September with Sport co-ordinators from Girls High, Boys High, Freyberg, and Longburn Adventist College in attendance. The end of year Sport Co-ordinator function was held at Speights Ale House in December and had great attendance, with Girls High, Awatapu, Freyberg, Queen Elizabeth College, and Longburn Adventist College Sport Co-ordinators also attending.
- School Sport NZ hosted a national conference on September 21st and 22nd, which was available online to Sport Staff in schools across the country. Workshops were focused on Balance is Better, teacher coaches, reviewing School Sport plans, prioritising athlete well-being, and other focuses on rangatahi. These workshops are now available online for anyone that could not attend the conference on those dates.
- Freyberg started up their Sport Council again in September, the Secondary School Advisor went along to support the students and understand what their wants and needs are for the school and how Sport Manawātū can help.
- Sport Manawātū is putting a video together as part of a project for the Ministry of Youth Development. This video showcases youth participation in sport, active recreation, and play. A project team has been put together from four different schools, including students from Awatapu, QEC, and LAC. The team have named themselves "Active Rangatahi" and will be gathering videos and images to put into one big promotion video to use in the Manawātū.
- Sport Manawātū, in partnership with Manawātū Cricket Association, hosted the inaugural Leavers Cup in October, which is a tournament that aims to provide a transition link for schoolboys with clubs in their final years at school. Manawātū local cricket clubs were umpires for the tournament. This allowed the clubs to create a relationship with the schools. The teams that took part were school teams that do not normally have teams in any of the Manawātū Cricket Premier Men's Competition. Awatapu College and Cornerstone Christian School were two of the four schools involved in this tournament.

- The Secondary School advisor worked with all Sport Coordinators in Manawātū to gather data for the 2020 NZ Secondary School Sport Census. The census will give us an idea on how COVID-19 has impacted the participation of students and teachers involved in sport. This data has been collated from all schools across NZ. All 10 Palmerston North schools provided data for this.
- The Secondary School Advisor has also been gathering information around the state of school sport within each school. The bigger picture is to understand what secondary school sport looks like, and what we want it to look like going forward. Gathering this information from each school will help understand where they are at right now, where they would like to be, and how we help them get there. Most schools see sport benefiting students' wellbeing, providing opportunities for all student abilities, and having more intra-school opportunities. This is something we will be working towards in 2021.
- Sport Manawātū hosted the Play, Active Recreation, and Sport conference in October. One of the sessions was a Youth Panel that discussed topics such as their experience of sport and active recreation at school, how it has affected them, and what suggestions they have for organisations that are trying to engage more with youth. On the panel we had one student from Freyberg High School, another from Girls High, one from Feilding High School, and a couple that have already left school but are still considered "youth". The information these students shared was very insightful, mainly around how much a coach can affect the enjoyment of that sport, and how to use social media to engage youth.
- The Secondary School Advisor attended Longburn Adventist College sports prize-giving in November, and Queen Elizabeth College sport prize-giving in December.
- The Manawatu Inter-Secondary School Athletics (MISSA) was held on 20 March 2021 with 14 out of 20 schools across the Manawātū region competing. With MISSA being cancelled last year it was great to see over 400 athletes participating in track and field events with many records being broken on the day. Angus Lyver, from Palmerston North Boys' High School, was the Supreme winner of the event.
- A smaller Principals' Group was established comprising four Principals including Chris Moller from Queen Elizabeth College, Tracy Walker from Palmerton North Girls' High School, and David Bovey from Palmerston North Boys' High School. This group meets once a month throughout the year and discusses and address important topics within the School Sporting system. Manawātū Secondary School Sports Awards, competition structures, and parent information/sideline behaviour have been key topics within these meetings.
- Sport Coordinator meetings have been held once a term, with many Sport Coordinators from Palmerston North City schools regularly attending these meetings.
- Manawātū Secondary Schools Cross Country was once again held this year out at Manawātū College in May, with most schools participating. Good numbers from Palmerton North Boys' High, Palmerston North Girls' High, Freyberg High School, Awatapu College, Queen Elizabeth College, St Peter's College, Cornerstone Christian School, and Longbrun Adventist College.

Women and Girls Programme

The See Her Be Her programme is a multi-year programme focussing on inspiring, creating, partnering, and delivering quality opportunities in sport and active recreation for females. Below is more information about the overarching purpose and pillars of the programme.

Programme Vision

- Building stronger communities through diversity and inclusion in sport and active recreation.
- Te hanga hapori kaha ake | Building a stronger community.

Purpose

- More women and girls participating at all levels in sport and active recreation.

Focus area

- Diversity and inclusion

Three Pillars

1. Leadership | Hikitai Te Ha o Hineahuone (Uplift the presence of Hineahuone)
 - a. We will influence leaders within sporting organisations to develop quality experiences for all women and girls.
 - b. To develop female leaders in our sport and active recreation sector.
 - c. We will influence leaders within our sporting organisations and communities to get a gender balance on sporting boards.
2. Value & Visibility | Tau Ai Te Ha O Hineahuone (Make manifest the presence of Hineahuone)
 - a. We will influence leaders in the community to promote women and girls to be more visible.
 - b. We will provide role models (ambassadors) to influence the youth and community to increase value and visibility.
 - c. We will influence sporting organisations to have clear high-performance pathways.
3. Participation | Hapaitia Te Ha O Hineahuone (Take hold of the presence of Hineahuone)
 - a. We will influence sport and active recreation providers to provide equal opportunities.
 - b. To have women and girls active everyday through play, active recreation, and organised sport.
 - c. We will support and education staff, volunteers and sport and active recreation providers to deliver quality experiences.

Programme Initiatives

Back in 2019, Sport Manawātū hosted the first-ever Festival for Women and Girls (W&G) in sport and active recreation which contributed to a multi-year commitment to plan and deliver W&G festivals. The 2020 festival was held 27 October to 01 November and involved interaction from 15 regional sporting organisations including active recreation facility operators with 'Have a go' experiences running throughout the week. The festival started with the launch of The Changing Room series, with local adventure racer Kym Skerman.

This was followed by an 'engaging Youth breakfast' which comprised of three speakers in a panel style format. The next event was the relaunch of 'WICKED', the women in coaching programme with guest speaker Yvette McClausland-Durie sharing her journey as New Zealand Netball Coach. The festival was aimed at improving opportunities, experiences, and outcomes for young women and girls in sport and active recreation. The 2020 festival week overall was hugely successful. The festival week connected

with over 100 women and girls across three different events. We received some fantastic feedback from participants including great ideas for future events.

Key learnings

Unfortunately, the 'have a go experiences and the change of format did not hit our target market. This was debriefed and changes will be made for the future. In addition, the timing of the festival will need to be considered in more detail including a thought of moving from a week-long event to a possible month-long event as a way to engage and support more women and girls.



Photo: SM staff and stakeholders with guest speaker Silver Ferns coach Yvette McCausland-Durie (centre).

Women in Sport Series in Partnership with the Manawātū Rugby Union January to June 2021

This three-part series was delivered in collaboration with the Manawātū Rugby Union. The series was open to anyone that has a role in female sport or who wanted to know more about roles in female sport. The aim of the series was to showcase or leaders in female Sport and Active Recreation and encourage the community to support women in all aspects of sport and active recreation. The series was a huge success, with not only securing some amazing speakers, the collaboration with the Manawātū Rugby union was a huge success.

Series one topic was Women in coaching which showcased three amazing women who are excelling in their chosen sport. Tamara Reid told us about her journey to become the only high-performance female coach for Triathlon in New Zealand. Ashleigh-Kate Araroa-Waerea from Netball Manawātū shared her story of her journey and her aspirations and pathway to becoming a high-performance coach. Marina Canterbury finished the evening with her experiences and showed us the NZ Rugby pathway for women in rugby. The evening attracted over 50 participants to this event.

Series two topic was coaching females. We had a panel of coaches who coach both female and male athletes who spoke about the differences in coaching them. The coaches were, Yvette McCausland-Durie, Varnia Wolfgramme, Caleb Agew-Jones, Fusi Feaunati as well as Selica Winiata who spoke from an athlete perspective from bring coaches by male and female coaches. Some great discussion where had, and the desired outcome is for females to have a better-quality experience, so they continue to play sport. This evening attracted over 60 participants to the events which was a huge turnout and shows that people are interested in learning more about female athletes.

Series three was all about different roles for females in sport and active recreation. Andrea Jackson (MRU CEO) spoke about her role in governance and her journey to get to where she is at now. Kelly Evans discussed the business of Athlete management, Varina Wolfgramme from NZ Rugby talked about her role as New Zealand participation manager and the last speaker was Brittany Andrews who discussed her role as Referee development officer for MRU. It was great to showcase so many of our local ladies in leadership roles with our sporting environment with an average of 40 people attended each evening.



Images: material promoting the Women in Sport series held in Palmerston North

We received some fantastic feedback from the attendees and will look forward to working again with the Manawātū Rugby union and other regional sporting organisation to bring awareness around the importance of females in sport and active recreation and to improve their experiences.



Photos: attendees having fun and gaining knowledge from the Women in Sport series

The Changing Room

This is an ongoing series that showcases local women doing amazing things in sport and active recreation. We had Alicia Johnson, Alicia has a business Feel Good Fitness and specialises in women returning to activity after children and busting those myths and giving some great advice to inspire women to get active again. With ten mothers attending was a great turn out to be able to give them the confidence to get out and be active again.

Feedback from the attendees was that they needed more of these evenings to help them to return to exercise and also more women only events to break down those barriers and build confidence.

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Images: promotional material (left) and Alicia Johnson (right) sharing her knowledge and experiences

COORDINATE AN ACTIVE COMMUNITY FORUM

2020 Sector Conference

Sport Manawātū hosted the inaugural Play, Active Recreation and Sport (PARS) sector conference. Insight from stakeholders indicated that the following topics would be of interest:

- Sector overview
- Balance is Better
- Engaging Youth
- Sector Leadership
- Funding
- Wellness
- Future of Sport
- Facilities

The key themes for the conference included **Balance is Better** and **Thinking Differently**. A key PNCC outcome from the conference was for the sector to build its capacity and capability whilst becoming more self-sustaining. We were fortunate to secure the support of Rodney Wong, governance specialist to share his thoughts on planning for sport and futures thinking, and Dr Johanna Wood who shared her story as New Zealand Football President securing the FIFA Women's World Cup alongside Australia. We also had support from Keegan Aplin-Thane and Ann-Marie Mori who shared the council's approach to Play policy and integration.

Sector Impact

Anecdotal feedback and Survey Monkey results in general indicated the conference was well received, with a desire to hold these on an annual basis. 97% of respondents were either satisfied or very satisfied with their experience (NPS of 50 is excellent in terms of the rating system).

"I have been to most of the SM conferences over the last few years which have been really good, this year I was engaged all day. I really enjoyed it, and it was the best I've been too" (MW Golf)



Image: PNCC Officers sharing insights into the councils Play policy

Our target attendance for the conference was to engage over 100 stakeholders however we ended up with approximately 65 attendees on the day. There was a diverse range of people representing Sport, TA's, School, Clubs, Tertiary, Cultural and Active Recreation providers. On reflection, the project team felt there was some mitigating factors that had an influence on the small number of attendees, including time of year, competing activities including summer sport competitions, and a shortened working week with a public holiday scheduled on the Monday (Labour Day).

The community now has a broader understanding of the Balance is Better (BiB) approach, and the sector have indicated a willingness to collaborate to embrace the BiB principles. However, more work is needed in this area to get wider community understanding. Engaging youth to present or be part of the panel provided some powerful and unfiltered feedback to the sector on how they can engage and keep youth involved in sport and active recreation.

“The youth panel hit us between the eyes telling us what we have got wrong” (conference participant)
Thinking Different We challenged ourselves to be different and offer a variety of experiences which included using technology to zoom in presenters. In addition, an activation session which was getting people out of the room and engaging in play like they were back in the school yard or hanging with their mates. The zoom presentations went well, and the activation was well received with everyone engaged in the opportunity to play and take a break from the conference room.

“Awesome to have a play section in between all the speeches” (conference participant)

Some highlights participants took away from the event:

“Very strong consistent message throughout, but the two that stuck with me the most was the Rodney Wong presentation and the physical activity session”.

“Skateboard Bailey was very articulate, and the Rodney Wong session was different and challenging and a strong finish with president of NZF”.

“Interaction with different codes. Rodney Wong's presentation in understanding other people”.

DELIVER ACTIVITIES THAT ARE COMPLEMENTARY INITIATIVES AIMED AT INCREASING COMMUNITY PARTICIPATION

Support an Active City

Sport Manawātū continues to gather play, active recreation, and sport insights relating to participation preferences across the city. As an organisation, we need to develop a deeper understanding of what people want, and why, Sport Manawātū is supporting the development of a sport and recreation sector that is adaptive and responsive to the needs of participants (participant-focused).

To be adaptive and responsive, the sector and our region needs to be able to:

- target participants with the right services and approaches to respond to the changing trends in participation.
- deliver quality experiences that engage our community in sport and active recreation for life.

The data provides us with a benchmark in which to assess current physical activity preferences. We would expect to see a decrease in resident inactivity through well planned and structured interventions. This outcome would allow us to achieve our vision of Everyone Active and contributes positively towards the council's goal of exceeding the national average for physical activity by 2021. The information comes from a range of data sources including:

- Statistics NZ.
- Active NZ survey (Sport NZ).
- School Sport New Zealand sports participation data.
- Ministry of Education.
- Ministry of Health.

The following tables represent a snapshot of resident behaviours over seven consecutive days and are disaggregated by key demographics to better illustrate how we might better prioritise resources. Importantly, we need to understand that any benchmarks differ across the demographics presented. Any targets set must consider natural limits or 'ceiling' effects, which will limit any gains that can be made or that it may take proportionally greater resources to affect any measurable improvement. Conversely, where there are substantial differences between Palmerston North/ Manawātū region, and national or the best-performing benchmarks, there is an opportunity to make more cost-effective improvements in physical activity.

Based on Table 1, 28.5% of Palmerston North residents are inactive, reflecting somewhat between 28,000 and 32,000 people (table 2). This is 1.6% higher than the national population and 4.5% higher than the best performing RST (North Harbour). However, this difference varies across the displayed demographic groups, with the gap in inactivity between Palmerston North and North Harbour being:

- better for the Tertiary population (4.5% lower)
- smaller for young adults (1.4% higher)
- moderately larger for primary aged children (3.9% higher) and young families (4.8% higher)
- much larger for older families (5.9% higher), secondary (7.2% higher) and older adults (9.1% higher)

% Inactive	Palmerston North City	North Harbour	Total
Primary (5 – 12)	11.6%	7.7%	7.2%
Secondary (13 – 17)	17.3%	10.1%	10.8%
Young Adults (18 - 34)	27.2%	25.8%	28.0%
Older Adults (35 – 64)	35.5%	26.4%	32.8%
Tertiary (PTEs, ITPs, wānanga, uni, workplace training)	27.5%	32.0%	26.8%
Young Families	33.9%	29.1%	30.8%
Older Families	30.2%	24.3%	28.0%
Low (1-3)	28.4%	23.5%	26.9%
Medium (4-7)	28.7%	24.7%	26.9%
High (8-10)	28.3%	23.9%	26.9%
Total	28.5%	24.0%	26.9%

Table 1. % Inactive across key demographic groups.

Palmerston North is between 4 and 4.9% more inactive compared to North Harbour across the three deprivation categories and between 1.4% and 1.8% more inactive compared to the national proportions (Table 1). While this suggests that there are stronger factors driving differences in inactivity than deprivation (age being a key driver), deprivation is a relatively crude indicator. Communities have greatly varied demographic characteristics (e.g. more younger families or economically vulnerable households) and more solutions need to be developed at the community level based on a better understanding of community characteristics.

% All ethnicity, all deprivation	Palmerston North City
Inactive	28.5
Walking for sport or leisure	50.9
Running/jogging	26.5
Gardening	20.0
Playing games	19.7
Individual workout	22.0
Cycling/biking	11.7
Swimming	10.6
Group exercise class	7.7
Playing	6.7
Dance	7.3

Table 2. Top 10 most popular activities

Table 3 and 4 summarises estimates of the inactive population size across four age groups and three deprivation categories. Given the small sample sizes of the Active NZ survey, a range is given rather than an actual number. It is likely that the values given here are conservative (i.e. too small) as the sampling error of the Active NZ survey for the inactive estimates in each age and deprivation category were not available when this report was compiled. More accurate estimates will be available in the future.

What these population ranges are useful for, is to give insights into what additional resources would be required for a given reduction in inactivity. For example, if we were to reduce the levels of inactivity reported for the 13- to 17-year-old age group by 3% there would be somewhere between 20 and 40 secondary more active (with a consequent larger demand on clubs, infrastructure, etc). If the 35–64-year-old population is targeted for a 3% decrease in inactivity (this group also had the largest difference when compared to North Harbour), there would be an additional 290 to 340 older adults impacting the sector. Overall, somewhere between 800 and 1000 people, based on Census 2018 figures and conservative population estimates, would enter the activity sector if a 3% target were achieved.

% Inactive	Primary 5yo - 12yo	Secondary 13yo - 17yo	Young Adults 18 - 34yo	Older Adults 35 - 64yo	Total
Palmerston North City	11.6%	17.3%	27.2%	35.5%	35%
Active NZ sample	42	17	55	145	306
Error²	13.4%	21.1%	11.7%	7.2%	5%
Population³	9,087	5,739	23,613	29,529	85,716
Inactive range (95% CI)	913 – 1,195	783 – 1,202	5,671 – 7,174	9,728 – 11,238	28,501 – 31,501

Table 3. % Inactive and estimated population size by age.

% Inactive	Low (1-3)	Medium (4-7)	High (8-10)
Palmerston North City	28.4%	28.7%	28.3%
Active NZ sample	76	120	74
Error¹	10%	7.9%	10.1%
Population²	21,249	31,635	31,725
Inactive range (95% CI)	5,431 – 6,638 people	8,362 – 9,797 people	8,071 – 9,885 people

Table 4. % Inactive and estimated population size by deprivation.

There is overwhelming evidence that indicates residents living in socially deprived communities are more likely to be inactive compared with residents from affluent communities. Initial investigations of communities across the city and examples where positive long term social benefits have been achieved indicate that community interventions must involve cross sector partnerships for example health, education, social development with community organisations/champions. Lessons learned examples from our attempts to employ this approach and progress developments locally are documented in our Roslyn project summary outlined following section.

IDENTIFY UP TO THREE PRIORITY SUBURBS TO MONITOR AND PROGRESS PHYSICAL ACTIVITY

Empowering Active Communities

We highlighted in our previous six-month report, a project targeting the Roslyn suburb aimed at increasing physical activity levels for residents who were not meeting the national guidelines. We discussed various intervention models and shared some of the challenges involved with the delivery of organisational lead programmes that fail to convert to long-term community owned successes. Three stakeholder meetings have taken place, which have involved identifying key community champions and groups. The meetings originally led to the group landing on an initiative involving a Playstreets concept involving neighbourhoods facilitating ‘play based’ activities within cul-de-sacs. SM along with council staff from the placemaking team, and other local agencies planned to partner with the Roslyn Reach Group, Neighbourhood Support, and community champions to help test the model. Unfortunately, some local residents were not happy to play host to the concept, so the event was cancelled. Further to this outcome, we’ve gained some key learnings from our community stakeholders discussions including:

1. The stakeholders’ agreement that Roslyn will be unresponsive to external influence.
2. The diversity of people that needs help.

Stakeholders’ unresponsiveness to external influence

The first and most important learning was that all the stakeholders we met with agreed to the proposition that the Roslyn population is highly unresponsive to “externals’ influence”. This meant that it didn’t matter if we showed up to deliver programmes or even offer help, the community will simply not respond to us because “we are not one of them”. Proof of this was the planned PNCC/REACH “Street Party” initiative that did not go ahead due to the neighbours’ rejection and lack of interest.

The challenge imposed by this assertion is, in our informed opinion, the biggest one to overcome. The reason is that there is no trusting relationship (yet) with the community at large. There are two main ways we are approaching this challenge:

Building relationships and trust with the community

We have been achieving this by slowly offering services and options for entertainment that are free of charge and that come with no strings attached. An example of this is the successful Pop-Up Play initiative that we have held through term 4. These initiatives have allowed us to be seen in the community, to offer play opportunities to anyone that is interested and finally (and most importantly), to talk to people, while gathering important insights. This is a slow process, but it is basic to cement our presence in the community and to start building a trusting relationship with all stakeholders.

Leveraging already existing trust and relationships from already established institutions/stakeholders

This is an easier and faster way to achieve the same outcome, which needs to be taken with the utmost precaution. On the one hand, we want our presence and influence to change the behaviour of inactive community members. However, we must achieve this without compromising the trust that our potential proxies have built through much effort during the last several years. On the other hand, we must retain our identity and values throughout the process without compromising the quality of our services or the ideals that drive us to achieve our vision.

We have made a cautious approach to this method by leveraging existing trust to gather insights into the preferences of targeted communities within Roslyn. We will take the learnings from these insights and use them to start catering to larger pools of the population. The second finding from our conversations with stakeholders was the diversity of people who need help with getting active.

There are groups with different religious, socio economic, cultural, etc. backgrounds that are struggling with getting active. Three prime examples are: the Teen Parent Unit (TPU), caregivers from the Playgroup on Vogel, and the many educational institutions in Roslyn.

- The TPU, based in Vautier Park, is struggling to get their students active. The TPU, which is attached to an early childhood centre, is an initiative established to promote the provision of ongoing education for young parents.
- The teachers who work at the local TPU are facing challenges related to the students' lack of physical activity, which translate into low academic performance, low engagement, and in some cases, depression.
- Caregivers from the Playgroup on Vogel have been identified as a segment of the Roslyn population that requires assistance to become active. This group has a wide range in ages, from young mothers to elderly grand mothers who take care of their grandchildren.
- We have started gathering insights via face-to-face conversations with more stakeholders and people from the community. This has been achieved through the facilitation of Pop-Up Play activations in different parks and reserves within Roslyn to continue building trust and acceptance within the local community. We hope to leverage the trust from our stakeholders to gather insights via surveys to people at public events like 'Movies at the Park' and 'Whacky Water Day'.
- There are five schools in Roslyn: three primary, one intermediate and one high school. We will support these schools in different ways. We will work with the primary and intermediate schools to implement the Healthy Active Learning initiative. This initiative, which focuses on ways to deliver quality physical activity experiences to students, will place us in an ideal position to cultivate good relations with teachers and school principals.
- We are continuing to work with Freyberg High School to gather insights into activity preferences, frequency, and options for a selected group of rangatahi. These insights will allow us to understand what the market wants and how we can fulfil their needs for physical activity.

Active Roslyn

While the information above may appear challenging, it simply reinforces the need to spend time developing key relationships alongside community. We acknowledge that this is not an overnight fix, it would be easy for us to roll out an activity programme however the issue here is community ownership and sustainability. The organisation also needs to factor in how this approach will impact on staff time and resourcing and our ability to focus on long term outcomes rather than quick wins that don't translate to long-term outcomes. The approach however does provide us with a litmus of what we need to do going forward and how we integrate learnings when we start working with other priority suburbs.

Sport Manawātū has done some important work to establish and strengthen its relationship with some of the Roslyn Suburb's stakeholders mentioned above. This should not indicate that our work is finished. It merely means that we have opened a crack on that door that several months ago seemed immovable. The valuable partnership we have developed with Church on Vogel (CoV) and the House Next Door (HND) started with conversations about ways in which SM could make funding accessible to these charities. Palmy's Active Communities Fund was the conversation starter that led to an in-depth conversation about the needs and challenges facing the Roslyn community.

Our findings and failures (stated above) taught us great lessons; mainly, that access to the community had to be achieved through third party stakeholders with a consolidated reputation within the segment of the population we were intending to reach, and that any programmes we intended to introduce should be designed in collaboration with the end participant or demanded by them. With these valuable lessons

in mind, we deepened our conversations with the stakeholders we felt we had better rapport with, i.e., the Teen Parent Unit (TPU), House Next Door (HnD), and Freyberg High School.

These conversations led to the delivery of the following Roslyn based programmes:

- Active Teens and Active Teens/Young Parents (TPU),
- HND Active, and
- Prep to Play Programme (Freyberg High School).

Active Teens (as described in a later section of this report) is a SM programme that encourages teens to try different play, active recreation, and sport activities. The rest of the programmes were custom made in collaboration with participants and are being delivered by third party stakeholders through the SM managed Tū Manawa fund. The Tū Manawa fund (administrated by SM on behalf of Sport NZ), is a great tool that has allowed us to leverage opportunities to secure a foothold into the mentioned community organisations. Sport Manawatu, via the Tū Manawa Fund administrator and other staff, advises and helps applicants with their projects to have a better chance of success.

An Engaged Community

Whacky Water Day is an event we've been supporting for a number of years and again provided us with an opportunity to be in front of the Roslyn community. We had numerous conversations with passers-by about their activity preferences and their access to information. Through these conversations we:

- Confirmed our hypothesis that external programmes would most likely be unwelcomed by the community,
- Learned that many of the attendees were not from Roslyn, and finally,
- Learned that a great majority of attendees (who talked to us) did not get their news online (social media or otherwise).

The third learning was significant in that it gave us a clue on the next step to reach those vulnerable community members. SM in conjunction with HND, are going to release the "Roslyn Newsletter". This newsletter will be placed in key locations of the community (places of high foot traffic like the library, the church, dairies, etc.), where people told us they learned more about 'what's happening' in Roslyn. Although we will not fully control the content of the Newsletter, we will be in a good position to include content and to modify it once we have feedback about it. The Roslyn Newsletter will include content friendly to a wide segment of the population, along with upcoming events and other content provided by key stakeholders. The newsletter will be issued quarterly and in the medium to long term we will also release it digitally, which will open the door to collect other information and/or to survey the Newsletter readers.

We are confident that this is a positive development that can be circulated in other communities and that can bear results as positive as those we have had with the Roslyn stakeholders and community. Based on insights gathered in 2019, Awapuni is another targeted community we have started to extend our learnings to activate inactive people and keep them in the loop with a newsletter and other community led initiatives supported by SM and other city-based physical activity groups.

DELIVER GREEN PRESCRIPTION AND ACTIVE FAMILIES

working with those most in need of physical activity

The Green Prescription programme (GRx) is about engaging individuals who are currently inactive and would benefit from an increased level of physical fitness. The programme helps to support participants with their health and fitness goals by linking them to appropriate and sustainable physical exercise options, whilst giving them the skills and education to make healthy nutrition and lifestyle choices.

One component of GRx is to support sustained positive health outcomes for participants upon graduation from the programme. Education on the opportunities available in the community is key to supporting this outcome, and is achieved through collaboration with local health agencies, sports clubs, and recreation providers. Progress during the last 6-months includes:

- 1039 participants living in Palmerston North were referred to the GRx programme during the past 12-months.
- 507 participants graduated from our initial 10-week GRx programmes. Graduates need to complete at least 50% of the term programme.
- We continue to work successfully alongside some key stakeholders to identify priority groups to develop specific GRx programmes.
- The GRx team continue to collaborate with Massey University to formulate workshops that focus on 'identifying and managing psychological barriers to lifestyle change'.
- Palmerston North participants continue to benefit from health education and nutritional guidance via GRx phone support.

Green Prescription Industry Training Solutions (ITS) classes

Over the past 12-months, the GRx team has delivered a condensed version of the GRx programme to ITS, a Private Training Establishment (PTE) working closely with Ministry of Social Development. Instead of the normal ten-week, ten-session programme, ITS sessions were presented with a six-session version over three weeks, with class delivery twice a week. Despite the various GRx programmes we deliver throughout the region having the same (or very similar) content based around helping participants make healthy eating choices and increasing their activity levels. Topics covered included:

- 25 participants registered.
- Course Outline/ Assessing needs/wants for programme/walk around Te Marae o Hine.
- Healthy Eating/Healthy Food Plate/ Yoga.
- Healthy Eating/Fat content of common foods/Resistance Bands.
- Healthy Eating/Weight Training (CLM Fitness Studio).
- Cooking Demonstration.
- Importance of Sleep/Sleep Apnea/Sleep Clinic.

ITS Relationship

Sport Manawātū has had a relationship with ITS for several years now. ITS runs a good programme and operates under a relaxed and friendly atmosphere, which was a pleasure to be a part of. All participants appeared motivated and showed a willingness to engage and share their experiences and opinions, and to take part in whatever exercise options we offered.

Green Prescription Maternal Programme

We continue to deliver a strong and effective GRx Maternal programme in Palmerston North. The program continues to grow in numbers which is reflected in the increasing support received from health care providers. We received a total of five new Maternal referrals during the reporting period. The programme continues to be a collaborative approach with the Diabetes Trust with a mutual aim to 'Improve women's

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health during pregnancy and the postnatal period through promotion of healthy eating and physical activity’.

Below is feedback from one of the Maternal GRx participants:

‘I am so thankful for the opportunity of having Kat take me through some water fitness during my pregnancy. Not only was it nice to have someone encouraging but she is also a mother to two children and made things easy and relatable through the whole experience as she knew what it was like to be pregnant, and she was always interested in how me and baby were tracking along. I was standing full time as a hairdresser and was finding it hard to find or make time to do any exercises especially the further I got into my pregnancy with all the added weight. Doing the movement in the pool was the best thing I could have done as all the pressure was taken off my back and legs and I was able to keep fit while looking after my joints and baby. I would highly recommend this to any pregnant woman as it encouraged me to keep up with moving around all the way through till baby was born. Thank you for all your support through the pregnancy Kat you were very often the highlight of my day!’

-Ameka

New Kiwi’s Healthy Lifestyle Programme 2020

The GRx team united again with the Manawātū Diabetes Trust to deliver our fourth 5-week GRx/Healthy Lifestyle programme to local refugee learners at the ELP (English Learning Partners) school. The benefits of such a programme to this specific audience was initially identified through discussions with the Red Cross. The aim was to provide support to migrant refugees in the Manawātū by providing education around adapting to the kiwi way of life through healthy lifestyle choices. 76 former refugees participated in the 2020 programme.

Feedback received from programme participants shaped the content presented through the 5-weeks. New topics introduced were ‘Sleep’, ‘Primary Health Services - Medications & your pharmacy’, ‘Oral health’, and ‘Mental Health and Wellbeing’. The Active team thoroughly enjoyed working with the group and based on feedback consider this 5-week program a great success. We look forward to watching the program participants flourish and better their health through healthier lifestyle changes.



Photo: Half of the new ‘Kiwi’ group celebrating their graduation

New Kiwi's Healthy Lifestyle Programme 2021

Over 80 'New Kiwis' from the English Learning Partners (ELP) School attended the 6-week programme run at the start of the year in partnership with the Manawātū Horowhenua Tararua (MHT) Diabetes Trust. The aim of the 'New Kiwis Healthy Lifestyle Programme' ('New Kiwis') is to provide support to 'New Kiwis' in the Manawātū by providing education and support around adapting to the kiwi way of life through healthy lifestyle choices. The programme consists of two parts; first is an educational seminar, run by the MHT Diabetes Trust that includes covering topics like sleep, primary health services - medications and your pharmacy, oral health, mental health, and wellbeing. The second part run by Sport Manawātū is an active session. The 'New Kiwis' had a go at backyard cricket. Smiles and laughter filled Te Marae o Hine - The Square as the 'New Kiwis' picked up golf clubs, bats and balls and began playing.



Photo: 'New Kiwis' trying SNAG golf in Te Marae o Hine

"Seeing first-hand what a positive impact this programme has had on this community has been incredibly rewarding. Being able to work with this group and watch them become more confident in managing their health and well-being over the weeks and years that we have been working with them is really special," says Katrina Gemmell, Sport Manawātū's Health Team Leader & Green Prescription Advisor.

Programme impact snapshot

Surveys were conducted pre- and post-programme. Below are some of the results obtained:

- Pre-course knowledge 50.4% (average); post-course knowledge 70.7% (average).
- Course participants were asked: Has your confidence increased in managing (your) health and well-being since attending the programme: 98.5% of participants responded with **YES**.
- Participants were asked things that they would like to change as a result of attending the programme. Common themes that came through were: More exercise, eat more vegetables, Drink water, Brush your teeth 2 times/day, check your medications, use lemon picture (visualisation & mindfulness), and cooking healthier meals.
- After attending the programme 98.5% of participants say their confidence has increased in managing their health and well-being.
- Jacqui Thompson from MHT Diabetes Trust says, "The 'New Kiwis' are absolutely delightful to work with."
- The 'New Kiwis' programme has been running for 5 years and some 'New Kiwis' continue to come back to the programme every year.

- The programme continues to be reviewed and improved yearly based on feedback from the participants.

Community Group Strength and Balance

One of the ways Sport Manawātū is helping residents to live stronger for longer is by supporting the development of community group strength and balance exercise classes targeting those over the age of 55 years throughout the Midcentral DHB catchment.

- There are now 26 strength and balance classes (15 providers) endorsed to deliver sessions at various locations in Palmerston North.
- We continue to connect and engage with existing exercise providers across the city to promote community classes.
- We work closely with community stakeholders directly impacted by falls, including ACC, the Midcentral DHB Safe Mobility Council, and Falls prevention team to promote the benefits of the programme and improve alignment to health clinicians.
- Identifying and developing initiatives alongside providers to support a range of activity options.

Pickleball 'Have a Go'

In mid-November, we teamed up with a group of Pickleball representatives from Hastings to facilitate a 'Have a Go' session for our GRx participants at CET Arena. The morning was a great success, with well over 40 people over the age of 55 years in attendance. After the session, many participants enquired into how they could continue playing locally. We have directed them to the Massey club that runs sessions twice a week. Overall, it was a very successful event. Pickleball has proven to be a sport that accommodates a range of ages and abilities.



Photo: attendees during a Pickleball 'have a go' session

Active Families –Engaging whānau most in need of physical activity

The GRx Active Families is a community-based health programme shaped and delivered to support play and physical activity uptake in tamariki and rangatahi aged 4 – 17 years and their whānau/families. The programme provides support, guidance, and opportunities to create positive healthy lifestyles through regular physical activity and healthy eating. This is achieved through education, nutritional guidance, goal setting and on-going support in a culturally appropriate setting. The programme aims to provide support to a minimum of 90 children, youth, and their families for a period of up to 6-12 months.

- 44 children/youth and their whānau living in Palmerston North have either been referred or self-referred to the Active Families programme in the last six months.
- Program delivery has been centred on the secondary schools, alternative education programmes and in the community. We continue to use our great community facilities around the city. These included Terrace End School, the Esplanade and Takaro Park.
- We promoted the use of local parks, reserves, and playgrounds, along with the opportunity to become involved in organised sport.

Active Teens programme

Active Teens in Palmerston North is being delivered in one Secondary School and four alternative education programmes encouraging teens to have a go at various sports including badminton, volleyball, netball, and cycling. We are also encouraging these groups to enjoy the many walks in Palmy and to use the different equipment available in the many parks dotted around the city.

Active Families programmes

Active Families Palmerston North in Term 1 started off with a good group of families, but attendance varied over the term. Sessions were planned with play in mind so that families could have a go at activities with the programme first, and then continue with them at home, parks or by joining organised sport.



Photo: Active Families playing at the Terrace End School Hall

Home-Led support programme

We continue to offer our families home-led support emailing physical activity ideas and challenges to the families and teens so that they continue to be active even if they can't attend an organised session.

REPLAY Sport

REPLAY started in February 2017, founded by The McLean family in Palmerston North. Upon having a clean out at home one weekend a corner of the garage was found to be accruing a steady supply of out-grown, pre-loved, unused sports gear. Now over 3 years later, over 12,000 pieces of sports equipment consisting of balls, boots, bats, sticks, shin pads and sneakers have been received and redistributed within the city, Manawatū, Whanganui, Rangitikei & Ruapehu Districts.



The McLean's still have the same goal, to reduce barriers to being active, help keeping kids stay happy & healthy and helping the environment along the way too. Replay Sport continue to support our programmes by donating equipment for use at home, in parks, or within alternative education programmes. The

opportunity be practise with donated equipment at home or in parks encourages our whanau to start looking to participate in organise sport.

Photo: looking forward to being active in January thanks to Replay Sport

EID Festival

Held earlier in the year, the Manawātū Multicultural Council organised the Multi-Cultural EID ADHA Fair to celebrate and showcase the Muslim community in Palmerston North in August, with the festival hosted at CET Arena. The organising committee contacted SM to help provide active entertainment to the festival attendants. This was a great opportunity for SM and its sports/active entertainment partners to get involved and showcase their activities to a growing sector of the population that has not been fully explored or tapped into. Unfortunately, the event organisers were forced to limit sport/activity providers due to C-19 related regulations, which, by the time the organisers had to decide, limited the space for activities. SM, in conjunction with PNCC supported the festival with a Pop-Up Play station where participants (mostly tamariki) spent hours playing and having a good time.

Everyone Active Festival

The Everyone Active Festival (EAF) was rescheduled for 28 March 201 following last year's cancellation due to COVID-19. The purpose of the event was:

- To make a city wide "club open week" (or Have a Go -HaG- Week) where Sport, Play and Active Rec (SPAR) providers could showcase their facilities and services to people,
- To bring both, people and providers to a single venue and showcase all the SPAR options on offer in Palmy.

Festival Objectives

The key objectives of the festival where to engage a target of 30 recreation and non-traditional sporting providers and have them support a week of 'Have a Go' activities. The result led to us securing the services of 25 different providers offering a total of 31 'Have a Go' participant opportunities. The second objective was to attract over 1,000+ attendees to the event, situated at the Railway land between Pioneer Highway and Church Street. It was difficult to judge total numbers engaged on the day however the location encouraged residents to drop in from there drive or walk into or out of town.

A detailed report can be obtained from the Palmerston North Recreation Advisor Victor Romero victorr@sportmanawatu.org.nz



Photo: Todd Karipa owner of Manawātū Highwire (centre) with EAF attendees

Humphries Construction Workplace Challenge

The Humphries Construction Workplace Challenge (WPC) was a Sport Manawātū initiative designed to motivate people to do 10,000 + steps each day for a four-week period. The WPC leveraged on teamwork, healthy-active life principles, and the promise of prizes at the end of the event to keep the 278 participants engaged and compliant with the activities proposed throughout the challenge.

Challenge Objectives

1. Engage the Palmerston North City Workforce to get active by taking 10,000+ steps each day throughout the challenge.
2. Create awareness about the Palmerston North walkways within participants.
3. Promote our sponsors and supporters throughout the challenge.
4. Offer Healthy-Active living information and promotions to participants.
5. Promote team spirit and camaraderie within each participating team.



Photos: award recipients being recognised for their achievements during the Workplace Challenge

WORKING WITH RANGITĀNE O MANAWATŪ TO DEVELOP A PHYSICAL ACTIVITY PLAN DESIGNED TO ENCOURAGE WHANAU TO BE MORE ACTIVE

In March 2020, SM began working on a Māori Participation Framework to support Play, Recreation and Sporting aspirations for whānau, hapu, and iwi of our region. This framework supports our commitment to our Tiriti o Waitangi, and Diversity and Inclusion policies. The framework is intended to help shape the future direction to achieve mutually supportive outcomes in partnership with Rangitāne, including iwi from within our wider region. Initial investigations have provided a general view of Māori participation in physical activity at a broad national level, and we have begun the process of capturing participant feedback from whānau involved in our various programmes. The Board Chair and CEO have met with Mana Whenua Hauora, which is convened by the Midcentral DHB. There is strong interest in a partnership approach between Mana Whenua and Sport Manawātū however, the first step and commitment was having Māori representation on the Board. This decision was expected by the Mana Whenua Hauora at the beginning of 2021 however the Māori Ward developments had priority over the timing. We hope to revisit the discussion in the up-coming months. It is anticipated, that Sport Manawātū will work closely with the Mana Whenua Hauora for ongoing support and guidance around our intent to value and appropriately resource our relationships with iwi, hapu, and Māori social services as partners in building a valued, connected, and resourced sport and active recreation sector.

Coordinate the Active Communities Fund

Established by the Council in 2018, the Active Communities Fund aims to remove financial barriers to enable individuals, families, caregivers, children, and youth the opportunity to be more active, more often. The fund aims to remove barriers to participation through the provision of:

- Activity related costs.
- Activity related equipment not provided through a club, school, or activity provider.
- Activity uniform, clothing, or footwear.
- Facility fees or Event costs.
- Access to one on one or small group coaching.
- Opportunities that support a life-long love of being physically active.
- Travel related costs to enable participation, and
- Funding may be given retrospectively on a case-by-case basis.

The panel assesses applications on a case-by-case basis and meets a minimum of four times annually. Sport Manawātū promote the programme through its website and social media platforms including Facebook. A promotional flyer was distributed earlier in the year, and we have changed the application form to an online form, which makes it easier for applicants to apply. We also began carrying out reviews with groups and recipients to understand how the fund has made an impact on their lives.

Ten applications were received during the last six-month period taking the total number of fund recipients to 61. They included:

Active Communities Fund Applications 01 July 2020 – 30 June 2021			
Applicant	Programme/Activity	Amount Funded	Participants
Kung Fu Academy	Sports Fess/uniforms	\$2,600	7
Red Cross	Equipment (BB shoes)	\$115	1
Red Cross	Equipment (BB shoes)	\$112	1
Gymsports	Fees, equipment, uniform	\$500	1
Green Prescription	Membership Fees	\$500	1
*Holiday Sports Programme	Programme Fees	\$2,018	29
Snapback Gym	Membership and fees	\$643	3
Inclusive TKD Manawātū	Uniforms and fees	\$1,750	11
Red Sox Football Club	Fees	\$310	1
Basketball	Fees	\$400	1
Queen Elizabeth College	Leadership camp fees	\$2,500	5
Totals		\$11,447	61

***Note:** a total of 50 places were approved for the Holiday sports programme however only 29 were used.

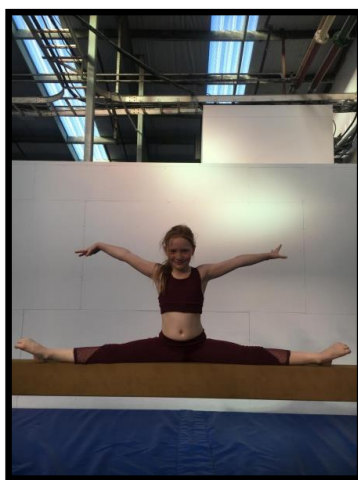
Active Communities Fund Recipient Story

19th January 2021

Letter of Thanks for Support of Kahlia Creedy

To Whom It May Concern

We wish to extend our thanks for the donation that was made from the Active Communities Fund towards Competitive Gymnastics Training fees for Kahlia Creedy. The \$500 contribution was used to pay for all of Kahlia's training fees in Term 4 of 2021 and towards the term fee in Term 1 2021.



Kahlia has built a real love for gymnastics over her time here at Manawatu Gymsports. The last term has seen her progress in a new level of competitive gymnastics, which has allowed her to learn a whole new set of skills. She's made some amazing progress on beam, which is an apparatus that doesn't always come easy to her. Kahlia thrives on apparatus that use her strength and power; however, beam requires a gymnast to slow down and have more control. So, seeing her progress in this area has been really great.

Gymnastics has not only allowed Kahlia to learn new gymnastics skills but has also helped her develop characteristics that benefit other areas of life, too. She has developed great perseverance, learning not to get discouraged when struggling to master a new skill. It takes a long time to master new skills in gymnastics - a lot of preparation work is put in before a gymnast even attempts a new skill, and when a new skill is eventually attempted a gymnast will often fail over and over before succeeding. Kahlia stays positive and works hard, knowing that if she doesn't give up, then her hard work will eventually pay off. She's also greatly improved her ability for focus, making sure not to get distracted when working independently by all that's going on around her. These skills will continue to serve her well in other areas of her life and in the future.

Kind regards

Kim Fenn
Club Manager

Coordinate Tū Manawa Active Aotearoa Funding

Tū Manawa Active Aotearoa provides funding for programmes or projects delivering play, active recreation, and sport experiences for tamariki and rangatahi. It is particularly focused on groups where barriers cause them to be less active. The purpose of the Tū Manawa Active Aotearoa Fund is to provide quality experiences that are accessible, create a lifelong love of being active and meet the needs of tamariki and rangatahi. The fund has a particular focus on:

- Children and young people in higher deprivation communities.
- Girls and young women (5-18) and disabled children and young people (5-18).
- Demand/Needs led programmes.
- Local Led Delivery based, and
- Significant leveraging opportunities through collaborative partnerships.

The activation fund helps to cover programme or service delivery costs including:

- Programme or project delivery e.g. venue or equipment hire, transport.
- Equipment as part of the programme or service.
- Officials, where these are required for the delivery.
- Programme Delivery supporting staff wages e.g. activity leader, coordinator.

Sport Manawatū have an annual allocation of \$737,500 to distribute across our central region.

Organisation	Project	Funding Granted
SnapBACK Gym	Tamariki / rangatahi toa Toe Fuatana o Tupulaga Talavou bringing strength to our youth	\$22,000
Te Aroha Noa Community Services	Te Aroha Noa Mentoring Academy - Sports Programme	\$10,000
Te Kura o Takaro School	Takaro BJJ/MMA Sport and Recreation Programme	\$10,000
Mana Tamariki	Te Kawa o te Ora	\$10,000
B12 Sports Club	Shelley Naylor Realty Touch Module - Encouraging girls & women to engage in Sport & Recreation	\$6,540
Church on Vogel Community Trust	CoV Table Tennis Club	\$1,943
Dsport Incorporated	Kids Get Active	\$2,940
Manawatū Afghan Society Inc	Young Afghan Sports Initiatives	\$4,500
Awatapu College: Special Needs s.n.A.a.p	s.n.A.a.p - Special Needs Awatapu activity programme	\$6,000
Special Needs Department, Awatapu College	Life Tasting Sports Programme	\$14,000
Surf Life Saving New Zealand	Extracurricular beach safety with High Dep Schools	\$9,995
Onboard Skate Inc	Jedi Skateboard Academy	\$12,000
Parafed Manawatū	Parafed Programmes	\$23,000
Manawatū Regional Volleyball Association	Kiwi Volley	\$20,000
Manawatū Cricket Association	Multiple Projects - Community Delivery and Activation	\$39,500
Manawatū Rugby Union	Manawatū Multi Sport Holiday Programme	\$22,500
Manawatū Badminton Association	Badminton Time	\$34,000

Freyberg High School	Prep to Play Football program	\$4,000
Massey University	Like a Massey Girl, Young Woman's Program	\$5,500
Newbury School	Aqua Play	\$5,306
Local Impact Limited	Sensei Shane: Empowering Tamariki Programme for Primary Schools	\$3,500
Central Football	Street Football and Young Woman Coach development	\$7,750
Longburn Adventist College	LAC Sports	\$5,260
YMCA Central	Mauri ora, kai ora - healthy energy (active) for life.	\$30,000
HND Community Trust	HND Active Program	\$56,066
Whakatipuria Teen Parent Unit, Freyberg High School	Active Teens/Young Parents	\$4,300
Kung Fu Academy NZ 永恒强功夫	KUNG FU FOR YOUTH	\$3,950
Riverdale School	Hākinakina program	\$2,250
IHI Ltd-Trading As-Manawatu Highwire	Whanake-To Grow	\$3,387
Palmerston North City Council	Youth Space longboard & skateboard making project	\$9,930
Total		\$390,117

Volunteer Appreciation Day

Volunteer Appreciation Day was celebrated in Palmerston North on 19 September 2020. Our team went to PNCC parks and sports grounds to hand out a token of our appreciation to all those people who volunteer their time and effort so that people can continue enjoying their favourite physical activities throughout the year. Over 300 cookie time biscuits were distributed at grounds across the city. The following stories encapsulate the spirit of the day and encourage us to keep supporting our partners and stakeholders.

National Volunteer Week 20 - 26 June 2021

7:30 am. Wendy Watts dons the vest that identifies herself as "Race Director" for the 174th edition of the Palmerston North Park Run. A few other people arrive and repeat the same actions as Wendy, but they do it with orange vests that identify them as volunteers of the event. This team of volunteers starts pulling cones and other equipment that help mark the area where runners should go through when they finish their run so that their times get registered in the Parkrun record books.

After set-up is complete, Wendy pulls out the loudspeaker and addresses the quickly growing crowd: "Can you please come closer so you can hear me?". Wendy's history at Parkrun spans over three years now. She is an expert in every aspect of the race and shows it when addressing the runners with the confidence and familiarity that only experience can afford to leaders.

"Are there any runners from other Parkruns?". After welcoming the 'Park runners' from other places, Wendy informs participants: "today is a very special Parkrun because we have Luke Scott trying to break the (Parkrun) record. So, please keep to the left because when he turns around after halfway, he will be racing through the left!".

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After this announcement, Wendy ushers participants to the start line and calls the traditional “ready, set, go!” that saw Luke Scott and his crew sprinting past the start line followed by scores of enthusiastic runners that tried to keep pace with Luke but that sooner or later realized that this was not their time to break the Parkrun record.

By this time, some of the volunteers are already out on the course, while the rest spared a couple of minutes to share some thoughts about the event, take a picture and thank Sport Manawātū for the cookies (volunteer week cookies!). They acknowledged the great effort in building this event by certain key people but emphasized Kate Sothern’s contribution to get the event off the ground since its inception in Palmy over three years ago.

All the volunteers seemed on edge, all willing for Luke to break the record. People seemed to lose hope when at 13’52 Luke was spotted. All volunteers started screaming in support to try and give a little encouragement to Luke, who, by the way, crossed the line at 14’26”, breaking the New Zealand Parkrun record by three seconds! 8:45am. Vautier Park looks like an ant nest from the road above.

Hundreds of Secondary School aged girls from many schools in the region gather, like most Saturdays during terms two and three, to play school Netball. By this time, most of the girls have warmed up and debriefed with their coaches, umpires are finishing their coffee or tea, and parents and other spectators try to find the best place to watch the upcoming game.

Both, coaches, and umpires have a quick debrief a couple of minutes before the familiar sound of the siren goes off marking the start of the games.

Coaches, who are teachers that volunteer their time to look over these netball teams, loudly shout suggestions to their players, while umpires blow their whistles when the rules of the game suffer a transgression. To the uninitiated spectator this looks like a maddening cacophony, but we know better. This orderly chaos brings much enjoyment to thousands of kids during the weekends, and God only know what we would do without it! What would we do without the unsung heroes that make it possible week in, week out? Thank you, Volunteers!



Photo: Wendy Watts (left) and the team of volunteers that make Park Run possible in Palmy.

Community Resilience Fund Phase 2

The Community Resilience Fund 2.0 (CRF 2.0) brought a much-needed support to organisations affected by COVID-19. Sport Manawātū administrated the CRF 2.0 on behalf of Sport New Zealand (SNZ), who, granted our region \$420,000 to support organisations. As the days and weeks elapsed, it was abundantly clear that those funds would run out and we would not be able to provide the support that organisations desperately needed.

After receiving similar feedback from most RSTs, SNZ decided to open the wallet and top up the fund. This enabled us to provide help to all eligible organisations that requested it. In the end, SM allocated \$489,743 to organisations within our regional boundary, \$326,813 of which supported city-based sport clubs. The following table outlines PNCC based organisations who were approved CRF 2.0 assistance:

Organisation	Amount
Ashhurst Bowling Club Inc	\$1,048
Ashhurst Scout Group	\$2,713
Basketball Manawatū	\$25,000
Bike Manawatū Inc	\$2,203
Freyberg Cricket Club Incorporated	\$5,297
High School Hockey Club PN Incorporated	\$8,714
Hockey Manawatū Incorporated	\$25,000
Ice Breaker Aquatics INC	\$9,851
Kiwi West Aquatics Incorporated	\$6,407
Manawatū Badminton Association Incorporated	\$4,970
Manawatū Cricket Association Incorporated	\$18,761
Manawatū Foxton Cricket Club	\$2,127
Manawatū GymSports	\$21,739
Manawatū Lawn Tennis Club	\$7,367
Manawatū Smallbore Rifle Association	\$1,232
Netball Manawatū	\$15,406
NZ Deerstalkers Association (Manawatū Branch) Inc.	\$1,840
Northern Club (Manawatū) Inc.	\$4,378
Old Boys Cricket Club (PN) Incorporated	\$4,792
Palmerston North End Association FC Incorporated	\$4,953
Palmerston North Golf Club Inc	\$24,174
Palmerton Cricket Club	\$3,590
Parafed Manawatū	\$1,630
PN Marist Football Club	22,500
Red Sox Sports Club Incorporate	3,000
Roslyn Scout Group	2,760
SANZ Milson Scout Group	3,299
Scouts NZ	3,000
Scouts NZ Camp Kilsby committee	2,095
SnapBACK Gym	3,750
Southern Cross Taekwon-Do Academy	2,000
Table Tennis Manawatū Inc	5,000
Taekwondo Manawatū	7,060
Takaro Association Football Club Incorporated	4,731
Takaro Sports Club Inc	3,836
Target Shooting New Zealand Inc	17,263
Tennis Manawatū Incorporated	1,846
The Marist Club (PN) Inc	8,478
The Palmerston North Squash Club Incorporated	25,000
United Cricket Club Incorporated	5,000
Total	\$326, 813

Club Membership and Participation Data

Code	2014	2015	2016	2017	2018	2019	2020
Netball	5,116	3,097	3,687	2,549	3,312	4,200	3,750
Manawatū Rugby Union	4,231	4,231	3,385	3,945	3,629	3,669	4,562
Central Football	4,003	4,052	1,969	2,223	2,686	3,200	3,353
Futsal			2,653	1,788	317	288	350
Manawatū Cricket	3,561	2,123	2,343	1,531	1,018	1,460	1,460
Golf	3,415	1,165	1,051	1,638	1,589	1,516	1,779
Touch Rugby	2,958	3,072	2,578	2,452	3,342	3,330	3,572
Hockey Manawatū	2,388	2,388	2,455	2,560	3,007	5,100	5,684
Basketball Manawatū	2,296	2,296	2,660	2,450	2,632	3,180	3,010
Central Squash	2,186	2,186	278	396	398	402	424
Swimming Manawatū Inc	775	775	441	544	860	676	518
Tennis Manawatū	732	450	450	299	401	244	487
Manawatū Gymsports	621	327	332	535	1,045	750	1,146
Rugby League (MRL)	577	667	320	502	646	698	425
Bike Road	300	550	278	168	134	151	146
Bike MTN			722	787	843	576	559
PN Athletic and Harrier	280	251	251	363	210	190	321
Special Olympics	275	177	259	173	277	147	149
Kiwi Canoe Polo Club	263	259	285	249	321	316	283
Triathlon	198	292	290	889	1,050	99	158
Badminton Manawatū	189	352	218	492	186	199	180
Manawatū Striders	184	184	191	176	133	100	75
Orienteering	50	42	30	43	43	22	44
Volleyball			1040	950	975	1,156	1,828
Softball Manawatū						1,327	1,122
Tae Kwon Do						200	105
Surf Lifesaving						82	55
Table Tennis						120	350
Bowls	735	664	332	309	309	272	355
TOTAL	35,333	29,779	28,498	28,011	24,982	33,912	36,399

PROVIDE LEADERSHIP ADVICE ON PLANS AND PROJECTS THAT ENHANCE OPPORTUNITIES FOR COMMUNITIES TO BE ACTIVE AND ENHANCE DECISION-MAKING

Work with Council staff and stakeholders including presenting to Councils Play, Sport and Recreation committee on issues /projects impacting the sector or community

Consultation

Earlier in the year, Sport Manawātū were involved in the council's community workshop to express our views on sector priorities relating to the council's review of programmes relating to the up-coming 10-Year Plan. The council invited Sport Manawātū management including board members to outline their priorities for our sector and identify innovative options that would enable discussions and questions between all those stakeholder groups involved. Sport Manawātū will be involved with assisting council coordinate a 10-Year Plan consultation workshop with our sector groups.

CET Arena Masterplan

Sport Manawātū have in the last 12-months been involved on the CET Arena Masterplan Steering Group as a community stakeholder. Sport Manawātū's other role when required is to provide guidance on the RSFP investment decision making process and key work stages for sport facility developments. Our position becomes relevant should demand led projects require external investment. In addition, our role is to feedback on community utilisation of the facility. A review of the Masterplan Plan is scheduled to occur before December 2021.

10-Year Plan submission

Sport Manawātū also presented on the Councils 10-Year Plan with specific reference to:

- Acknowledging Council and its investment and valued support to encourage city residents to be physically active.
- Investment into infrastructure including key sporting facilities, cycling, and walking networks, and parks and reserves.
- Providing financial assistance to residents to be physically active.
- Supporting Play based activations and infrastructure across the city.
- Exploring demand-based opportunities associated with key facility complexes which aims to improve participant sport and recreation experiences.
- Supporting the attraction and retention of strategic sporting events to the city with wider reaching economic and community benefits.
- acknowledging PNCC as a valued partner who have consistently supported our efforts to provide access and opportunities for our community to be physically active.

PROVIDE INSIGHTS / RESEARCH ON LOCAL TRENDS AND ISSUES IMPACTING ON THE COUNCILS' SPACES AND PLACES

Aquatic Facilities

Sport Manawātū have facilitated a series of meetings between the council and aquatic groups to address concerns relating to facility access, demand challenges and the impact of local facilities not being fit for purpose to meet national standards to host events. Swimming clubs in particular have highlighted issues regarding pool scheduling. Proponents have suggested that while swimming membership numbers are positive, increasing numbers are prohibitive as facilities are struggling to cope with the current demand. The council are investigating the possibility of conducting a needs assessment of all council owned

facilities including schools to identify whether future aquatic developments need to be brought forward in the 10-year plan.

CET Arena – the city’s major indoor sports venue

Sport Manawātū continue to engage with operations staff from CET Arena on a quarterly basis to discuss facility utilisation and address initiatives that support national sporting events and community sport.

Topics discussed during this period included:

- Investigating how we might support regional sporting priorities to offset the cancellations occurring with national sporting events in the city (Volleyball, Basketball, etc) due to COVID-19.
- The management of activities under COVID-19 level 2 restrictions to maximise benefits to community sport. This included a roll in/roll out system that appears to be working well.
- John has worked with the Jets to limit the impact on the NBL competition affecting community sport in 2021. Negotiated nine home games with most fixtures to occur on a Sunday evening!
- Seasonal use on the outdoor spaces have reduced somewhat however there has been an increased use from Boys High and Manukura of the artificial turf. This increase is perhaps a reflection on the schools wanting to protect their playing facilities for regional/national fixtures.
- Discussed an outcome from the Regional Sport Facilities Plan steering group to undertake a user survey of the city’s indoor facilities.
- Facilitated an Indoor Sport user group meeting attended by sporting codes, and council representatives to address demand challenges.

Sport Readiness Project

SM are supporting Council and RSL consulting to progress a project that will enable parties to understand data requirements needed to inform future facility planning needs. Additionally, the parties are also wanting to improve the way trend-based data is captured and how the information will ensure an evidenced based approach is applied to sector needs. The outcomes will enable us to:

- Assist in a fair and needs based allocation of resources
- Show where current and future demand is greater than supply
- Identify growth centres and areas of decline
- If importance of data collection/collation for planning is promoted to codes, it should allay their suspicions
- Provide a factual context when codes lobby for additional resources or investment
- Team numbers should be the basis for team sports rather than membership numbers
- Identify incentives / mechanisms to ensure data provision by codes

A range of sources are used currently to assist parties with verifying community demand of facilities however there are both benefits and negative aspects to single sources. A benefit of having trend-based data is that it will mitigate point in time plans, consider other ways to view participation, consider population changes and moves from aging data to actual! This piece of work will also contribute to information required to assist with understanding user demands of Indoor and Aquatic assessment programmes confirmed in the 10 Year Plan. The value of the approach should see improvements in the way information is captured relevant in timing with sports seasonal transition between winter and summer ensuring up-to-date and time relevant club facility utilisation data is readily accessible.

ACT AS THE 'SHOP FRONT' FOR THE COMMUNITY TO BETTER ACCESS SECTOR OPPORTUNITIES

Maintain a website and social media presence that is up to date

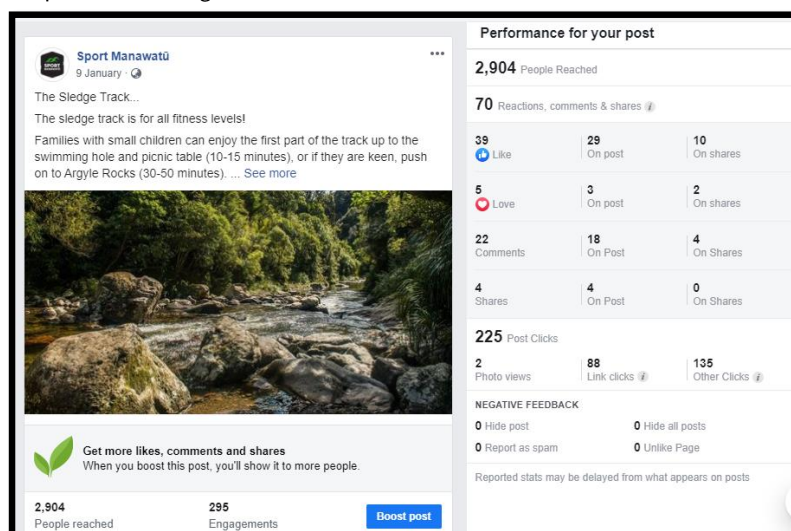
Sport Manawātū provide information to our communities through several communication channels: website, Facebook, Instagram, and e-newsletter. The website continues to be a key avenue for providing information to users. A total of 80,147 people visited the site during this reporting period. The homepage alone attracted 17,986 views.

Alongside the website, we post regularly on Facebook, and we are working to increase our profile on Instagram. Our Instagram page currently has 1,092 followers and our Facebook page has over 7,872 followers and grows weekly. We post a range of information from local clubs/organisations to Sport NZ funding, to promoting local parks and reserves.

Social media promotion of local walkways and cycleways

Since January 2021, Sport Manawātū posts #weekendwalks to showcase the local walks and/or cycleways for the area.

The post with the highest reach for Palmerston North has been:



Maintain online database of clubs and facilities

Sport Manawātū maintains a database of clubs on its website, ensuring our community can connect directly with our regional sport and activity providers. The site provides information relevant to specific groups including sports seeking assistance with governance training, parent and teacher support, and organisations seeking funds for programmes/initiatives.

Page Name	Total Views
Home	17,986
Multi-Sport Holiday Programme	4,216
Tu Manawa Active Aotearoa	2,575
Our People	2,394

Green Prescription pages (including health referrals)	4,399
Contact	1,484
Humphries Construction Workplace Challenge	1,134
Upcoming Events	1,105
SeeHerBeHer	962
Funding	843

PROVIDE REGIONAL LEADERSHIP FOR THE DEVELOPMENT, RATIONALISATION, OR OPTIMISATION OF SPORT FACILITIES

Regional Sport Facilities Plan (RSFP)

Sport Manawātū believes it is fulfilling its responsibilities and demonstrating its value in delivering on the Implementation Plan that has been agreed by the RSFP Steering Group. Sport Manawātū is in a unique position to oversee a number of regional and sub-regional projects, share valuable learnings that are benefiting the sector long term, and crucially playing our part in making sure every Council dollar is invested wisely for maximum return in benefits to the community.

SM have led a one region approach to facility planning and decision making ensuring that projects are assessed and agreed by the steering group. This has involved coordinating three steering group meetings throughout the year to guide council officers involved with facility projects through the RSFP decision making process. In addition, SM led the review of key RSFP projects to determine regional, sub-regional and local level priorities, and to assess whether council priorities for investment into facilities had changed following the global pandemic during 2020 - 21. Little change was identified from the review. Other outputs where SM have provided guidance and offering support on a range of RSFP related projects throughout the year:

- Sitting on the steering group involved with the CET Arena Masterplan phase 2 developments which was completed in March 2021.
- Guidance on the feasibility assessment of artificial turf which is proposed within the upcoming 10 Year Plan.
- Advice to council and guidance to proponent groups involved with the proposed demand assessment of indoor sport users in Palmerston North (proposed 10 Year Plan)
- Advocacy for covered bowling green which has not been elevated in the 10 Year Plan.
- Guidance for (Netball and Tennis RSO's) on their concept outline for a covered facility at Vautier Park (proposed 10 Year Plan)
- Providing feedback on the Horowhenua Aquatics Strategy review including Foxton pool options assessment as part of the upcoming Long-Term Plan (LTP)
- Guidance to HDC on the Donnelly Park multisport development and feasibility assessment (LTP) including the Foxton Pool upgrade
- Guidance to TDC and the project steering group investigating a Dannevirke Sport and Recreation hub
- Guidance to the Manawātū District Council regarding a demand/feasibility assessment of indoor court options (ongoing LTP project)
- Taumarunui High School/Community indoor pool structure upgrade funding support

SM have progressed the development of a Schools Ministry of Education (MoE) facility partnership framework. This has involved assistance from our Insights and Evaluation consultant, with further support from a schools and steering group representatives. The MoE/School's framework information

was presented to the steering group for review, and it was agreed that the additional information relating to the framework will be incorporated within the concept outline work stage when the RSFP is reviewed in 2021-2022. SM initially spoke with Chris Moller (Secondary School Sport Chair and Principle of Queen Elizabeth College) to discuss the need for a school's partnership framework. Chris provided examples overseas where shared use school/community facilities have worked successfully. The Rototuna model in the Waikato appears to be a good working model however several key points were identified including:

- The project clearly needs to support a gap in the facility network identified in the RSFP (optimise existing first before building new)
- Joint management of a school/community shared use facility appears to be the best operational model.
- Track record of the proponent group/School needs to be assessed and given weight - a community engagement plan might be a valuable assessment tool.
- EOI may be a good tool to start the conversations to identify potential partners as opposed to schools coming forward with how the community might benefit from a new development.
- A possible measure to assess partnership value is school decile level. It is likely that higher decile schools will be capable of raising capital investment whereas lower decile schools will be in a marginalised position and are thus reliant on grants.
- Identifying the point at which the MoE is consulted regarding consent. The facility project would need to demonstrate the benefits to the school/students.

Allan and Clarke assisted SM with collating information relevant to the formation of the framework. This was discussed with steering group members and the future intention is that the school's partnership framework will be included as additional content within the key works stages guidelines of the RSFP process. This will be coordinated as part of the plans review between 2021-2022.

MOE/SCHOOLS FRAMEWORK INFORMATION - INVESTMENT ASSESSMENT FRAMEWORK

The following information sets out a range of considerations that may be beneficial when establishing an assessment framework for investing into a sport facility involving the MoE/School partnerships. The aim of which is to assist decision makers determine how they might invest into sport facilities involving MoE/Schools. The framework should provide a step-by-step process and criteria necessary to help inform facility planning incorporating key principles of the RSFP framework and determining identified need/gap.

Improving levels of physical activity

Three key aspects to support/encourage/enable physical activity are:

- **Quantity** – which refers to:
 - Frequency – how often people are physically active
 - Intensity – how strenuously people are physically active
 - Time – how long people are physically active
 - Type – how people are physically active
- **Experience** – the quality of the experience of being physically active is important for:
 - increasing the likelihood of people continuing to engage

- realising broader outcomes from being physical activity such as improved self-confidence, building social connections, mental health, and affirmation of cultural identity
- **Cultural vitality** – enabling people to engage in activities in a cultural context appropriate to them.
 - When undertaking a stocktake of facilities and developing a framework to assess decision-making concerning investment decisions – the aim is to create the opportunity for people to achieve all three of these as this will support long-term engagement in being physical active. They are also important for their engagement in physical activity to contribute to broader outcomes that contribute to wellbeing (this takes us beyond Sport for sports sake type of thinking). Broader outcomes include improved health (both physical and mental), greater social connectedness, and affirmation of cultural identity.

The behaviour change model sets out the five components that are determinants of physical activity:

- Intra-personal (individual), which include knowledge, confidence, motivation, and competence
- Inter-personal (Personal Relationships) – refers to whānau, friends, coaches and teachers that influence a person's behaviour
- Social and Cultural Norms – refers to organisational practise, community structures and cultural background that influences people's behaviour. In Sport NZ's model this is referred to as community and covers:
 - Diversity in the range of organisations promoting opportunities for physical activity
 - Organisational culture that enables physical activity
 - Use of existing social structures and institutions to develop local initiatives
- Physical Environment – refers to spaces & places, infrastructure, and access. This includes:
 - Access to physical activity options that are safe
 - Connections between people through physical activity settings
 - Connections between people and their surrounding environment through physical activity.
- Policies and Programmes – refers to national and local regulations and organisational policy

In terms of the Framework for accessing facilities, this will largely sit within the Physical Environment component. However, the other four components all need to be work together to enable improved physical activity levels. The information below sets out the key considerations in relation to these.

Framework considerations

Physical environment

The information outlined below has been extracted from recreation facility evaluation tools with the intention to assist the steering group think about the different aspects of the facility that need to be taken into consideration (existing or new development). This includes whether there are any outdoor sports field/facilities, parks, and a swimming pool. Some key considerations when assessing a physical facility include:

- **Attractiveness:**
 - is the facility well-lit?

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- does it appear to have been well maintained, including clean? If not, what investment would it require to bring it up to be adequate
- is it free from litter?
- What equipment is needed/will be provided? Is currently existing equipment in good condition?
- Are there broader facilities available, such as restrooms, drinking fountains, cafe? If you're considering broader community access – is there space for a creche so that parents with young children can attend programmes?
- **Access:**
 - How easy is it to access the facility? Is it within walking distance (say within 1 km of people's homes)? Are there safe cycling routes? Are there public transport options nearby? Is free car parking available?
 - Do people feel safe accessing the facility – for example, is the entrance to the facility well lit, is it clear from rubbish and debris, is the environment conducive for accessing the facility after nightfall, is the setting around the facility attractive and inviting?
 - What hours will it be available for the wider community?
 - Will it provide the necessary facilities to enable people to engage in activities that are culturally appropriate and meaningful to them?
 - Will accessing the facility be affordable?

Programmes and policies

Along with the actual physical premises/facilities, consideration needs to be given to broader programmes and policy settings to support the success of the facility. In part, assessing this will depend on what outcomes is trying to be achieved through the investment in a new facility or renovations.

Questions for this might include:

- What types of programmes may be offered? In what ways will these cater for different needs – such as different stages of life, different cultural needs, different needs based on gender?
- Class times – what is the likelihood of the available programme times meeting the local community's needs? (What are the primary times local community need access – early morning, throughout the day, early-mid evening, will it be open late enough?)
- Is the facility flexible enough to support broader sporting/active recreation activities for pupils outside of school hours?
- Will these programmes/policy settings help support a greater sense of connectedness to the community, the school/Kura, within whānau?
- What policy settings will be established to ensure the school can access the facilities at the times and way they need to, including H&S issues vs broader community access needs?
- Who will be responsible for the upkeep/maintenance of the building, equipment and/or general day-to-day running including keeping it clean, safe etc? Where will the funding for ongoing maintenance etc come from?
- How does it contribute to broader programmes and policies at a school, local council, and national level? For example, what contribution (if any) will it make to women and sport? For improving physical activity levels among teenage girls. Etc.

- How does the facility contribute to longer-term local council strategic plans in relation to the supply of recreational facilities and/or other infrastructure provisions?
- What is the opportunity cost of investing in this facility vs another option?

Interpersonal and community

Considerations for this might include, to what extent, if at all, would the facility provide:

- access to instruction?
- access to childcare during physical activity? Include options in which small children can also be involved?
- opportunities to engage in physical activity with others.
- programmes that specifically target families/whānau?
- Opportunities to engage in both organised and less formal physical activity options? For example, how easy might it be for a group to access a space and equipment? How affordable would this option be?

Broader considerations

Some broader considerations that may be beneficial to consider, include:

- What are the opportunity costs of investing in a shared facility (or the facility option under consideration)? For example, if it is a single facility with no broader facilities (such as a park, playground etc) what are the implications? This could include considering usability/ ability to meet broader needs? Could this impact on the likelihood/frequency of people accessing the facility?
- How could additional capital (if needed) be raised? This is particularly relevant in less affluent areas.
- To what extent does it contribute to addressing broader inequities across the council area/city?

What is the likelihood that the facility will support specific outcomes – such as increasing the amount of physical activity by people (or communities) who do not meet WHO minimum physical activity guidelines?

SM led Funders Forums

SM have coordinated two funders' forums allowing RSFP steering group members to share regional/national intelligence with funders on key projects. Funders noted that grant applications are significantly down on previous years, perhaps due to the Governments COVID-19 recovery packages. The two Funders workshops involving regional and national funders have been a successful way of sharing intelligence; particularly with helping to identify funders' priorities, in addition to providing an overview of our key sector projects from a SM/TA perspective. SM had initially scheduled two workshops annually however due to funders and TA feedback; they are now scheduled every 3 – 4 months.

The value of the Regional Funders forum

"Over the last 18 months I have been extremely impressed with the work Sport Manawātū do to co-ordinate, organise and lead the sector in their area. As a large funder of sport and physical activity in the region it is of great value that we can align investments, understand strategic importance, and select the right projects to support. Value lies in both successful projects being delivered but also in relationships developed and understanding of the class 4 sector. Whilst we see this co-ordination in a couple of other RSTs it is not across the board nationally and Sport Manawātū do an excellent job managing the multiple agendas and prioritising the key projects in the area".

Regional Funders forum stakeholder - Tom Smith, National Funding Manager, Lion Foundation

Sub-regional and localised level facility support

Sport Manawātū has assisted the PNCC in our decision making with advice and recommendations on a number of key project areas. Projects that we have advised on include:

- Artificial Turf – the RSFP has guided PNCC's decision to include new artificial turf as a programme in the 10-year plan. This includes evaluation of community demand and a feasibility assessment.
- Indoor court concept outline – PNCC and Sport Manawātū have continued to work collaboratively to investigate options related to the relevant work stage.
- Merge of Bowls Clubs - assistance in merging bowls clubs which now provides PNCC the opportunity to use the Terrace End proceeds to help fund recreational projects elsewhere.
- Investment Framework - provided information to PNCC on the investment decision making process and guidance to council members as to what support should be considered.

Manawātū Gymsports

Sport Manawātū facilitated a meeting with council and Kim Fenn, Facility Manager of Manawātū Gymsports on Malden Street concerning facility issues brought on by an increase in club membership. The facility has become too small, and the club are wanting to know whether Gymsports are included within any future indoor sport development at CET Arena. The club are wanting to know whether they might be considered for any future indoor facility development and have been made aware that council have proposed a programme line as part of the 10 Year-Plan that would investigate indoor sport facility demands.

Multisport Netball and Tennis covered facility

Sport Manawātū have been involved in several meetings involving representatives from both Netball and Tennis who have expressed an interest to gather support for a covered facility located at Vautier Park. SM have provided guidance and direction on the proposed concept outline, with a need to gather evidence to support the proposal. The indoor court demand assessment programme Council proposed in the 10 Year Plan will investigate demand on indoor space to determine whether we indeed need to explore additional developments alongside our existing network of indoor facilities. This would ultimately validate the codes position for it to be considered a viable proposal.

City Climbing Wall Project

In March 2020, SM led a meeting of community members to assess whether there was support for a facility following the closure of the Vert-X Indoor climbing wall located on Park Road. SM proceeded to make enquiries with various organisations around the country to investigate a range of operating models. Unfortunately, COVID-19 then interrupted our efforts to progress further face to face meetings. A number of other priorities surfaced which pushed out efforts to build on the work undertaken. In April this year, a follow up meeting with individuals based in the city was organised to transition the project from SM to a community group with a desire to champion the facility concept outline. Further discussions have occurred between SM, the project group along with the Operations Manager of Y Central to rehome the climbing infrastructure currently in place at the old site which will be making space for other facility users. SM have also engaged a contact with the New Zealand Army who we hope will assist the group with the disassembly and storage of the infrastructure on a short to medium term basis. SM have assisted the group with guidance on the Regional Sport Facility Plan key work stages and decision-making framework, including assistance on using the new Sports Hub guide <https://www.thehubguide.org.nz/#get-started> which has been developed by Sport NZ to help groups identify hub opportunities, support shared use facilities, increase utilisation, and identify mutual beneficial partnerships.

2. PEOPLE HAVE THE SKILLS TO SAFELY AND CONFIDENTLY CYCLE ON OUR ROADS, SHARED PATHS, AND CYCLEWAYS

Facilitate and promote cycle skills education programmes

Sport Manawātū and council have continued to progress actions within this outcome area relating to becoming an NZTA BikeReady national cycle skills region. The NZTA BikeReady programme centres on quality standards and measures which includes spending more instructional time with individual participants. The programme includes an increase in funding that will greatly assist with building local capacity (developing more quality cycle skills instructors and getting more children riding a bike).

Sport Manawātū with feedback from NZTA have prioritised Year 5 and 6 students believing they have the required maturity and mental acumen to benefit from the BikeReady programme. We have also gained valuable insights through school pre-programme surveys to support this rationale. The move to using student surveys has provided us with a tool to determine who we respond to and how our intervention best achieves both council and SM cycling outcomes.

We have begun to identify programme benchmarks in addition to developing a case study to assess students, teachers, and parents' attitudes and behaviours to cycling. The case study will be developed and presented at the review point of our three-year partnership agreement in 2022. Sport Manawātū in partnership with council are monitoring progress as part of a long-term study to address the decline of children riding a bike.

A total number of 1317 students received cycle skills instruction in Palmerston North in the last 12-months. 966 students completed Grade 2 (on road) BikeReady instruction.

The schools we partnered with throughout this annual period include:

- Parkland school
- Riverdale school
- Longburn school
- Winchester school
- Somerset school*
- Hokowhitu school
- Ashhurst school
- College Street school
- Winchester Street
- Awapuni school
- Palmerston North Intermediate Normal school

*Denotes schools that are in the process of or have developed School Travel Plans with assistance from the Council and contractor Via Strada.

Student Insights and there value of Cycling

School attended

Just over half of the participants attended College Street school (53.16%, 168 participants) when they completed their cycle skills programme. Another quarter of participants attended each of Hokowhitu school (23.10%, 73 participants) and Winchester Street school (22.15%, 70 participants).

Bike riding frequency

One in three participants (27.94%, 88 participants) reported riding their bike more often following the cycle skills programme. However, half (52.38%, 165 participants) reported riding their bike the same amount. Participants from Winchester Street school (38.24%, 26 participants) were twice as likely as participants from Hokowhitu school (16.44%, 12 participants) to report riding their bike more often following the cycle skills programme.

Reasons for bike riding

The two most endorsed reasons for bike riding were:

1. Play or recreation (59.11%, 185 participants)
2. Move around town (37.38%, 117 participants)

There were no school differences in the two most endorsed reasons for bike riding between the three schools.

Participants from Winchester Street school (21.43%, 15 participants) and College Street (18.07%, 30 participants) were twice as likely as participants from Hokowhitu school (9.86%, 7 participants) to report riding their bike for competitive sport.

Participants from Hokowhitu school (23.94%, 17 participants) and Winchester Street school (22.86%, 16 participants) were almost twice as likely as participants from College Street school (13.25%, 22 participants) to report riding their bike to get to and from school.

Reasons for not bike riding

The two most endorsed reasons for not bike riding were:

1. Busy schedule (44.57%, 119 participants)
2. Lack of interest (17.23%, 46 participants)

The overall two most endorsed reasons for not bike riding were also the two most endorsed reasons for participants from both Hokowhitu school and College Street school. However, the two most endorsed reasons for participants from Winchester school are: busy schedule (35.38%, 23 participants) and safety (27.69%, 18 participants).

Safety is three times more important for participants from Winchester Street school than it is for participants from College Street school (9.72%, 14 participants) and Hokowhitu school (7.55%, 4 participants). There were similar proportions of participants from each school who reported not owning a bike.

Change in confidence

Over three quarters of participants (77.96%, 237 participants) reported feeling more confident riding a bike following the cycle skills programme. Participants from College Street school (82.82%, 135 participants) were slightly more likely than participants from Hokowhitu school (73.13%, 49 participants) and Winchester Street school (71.07%, 49 participants) to report feeling more confident riding a bike following the cycle skills programme.

NZTA BikeReady programme review

Sport Manawātū hosted representatives from NZTA as part of a review of our BikeReady instruction in November. The review involved two and half days of observations assessing instructor delivery and student development. The review panel believed the programme was delivered by a great team of instructors who had good rapport with the students, the teachers, and each other.

Ensure there is coordination of walking and cycling related events and activities

Sport Manawātū collaborated with the Greasy Chain Charitable Trust to deliver a community participation initiative alongside the Gravel n Tar UCU event scheduled in January 2021. The Family Fun Ride took place from the He Ara Kotahi bridge, following the Bridle Track to Memorial Park where a variety of activities led by council will be in place. Unfortunately, there was an extremely poor turnout, and in our view was impacted largely by family commitments and school holidays, and the large number of competing events over this weekend.

Walk and Wheels Week 2020

What a fantastic week to walk or ride to/from school! The inaugural event was held 02 November and was aimed at encouraging children to either walk, wheel or cycle to school over five consecutive days. The event attracted 205 Palmerston North school children with the initiative designed as a follow up to our cycle skills programme, which aims to get children active by riding to school while using the city's active transport network. Walk and Wheels week also provided children with an opportunity to become more independent (those walking or riding by themselves) and to strengthen parental relationships (those walking riding with their parents). Walk and Wheels week had the added benefit of working on increasing the children's resilience. Ms. Schreiber, a teacher from Ashhurst School commented:

"Many children decided to walk or ride even on the days it rained, and it was pretty cold out there".

Ms. Schreiber's class took second place with an 80% participation rate.

The weather was not the only challenge for children during Walk and Wheels week. Some children had to figure out how to participate when the distance or location would make it impractical. Ms. Hacking from Parkland School said:

"A few of these children live several kms. away from the school and would need to cross some high-speed roads. To get past this obstacle, these children made their parents get them closer to school and allow them to ride/walk for a few kms. Some parents had to pack their kids' bikes in the car so that they could bike to school".

Ms. Hacking's class took first place with an impressive 90% participation rate!

Students of these two classes will get to go to their local pool and have a great time as a reward for their fantastic effort throughout the first Palmy Walk & Wheels Week!



Photo: students from Parklands school holding up their participation certificate

Provide support for Teachers involved with the Bikes in Schools programme

The cycle skills advisor works with teachers to support their professional development using Grade 1 skills instruction to get more children within selected schools riding a bike.

- We have worked with senior classes and three teaching staff from Longburn School. The programme was delivered in November 2020. We aim to be back there to complete the on-road training component in the first half of 2021.
- We attended the opening of the Awapuni school track and aim to work with their teachers early in 2021 to get them upskilled to instruct using their track and bikes.
- We delivered a Grade 1 and basic Grade 2 instruction to Somerset Crescent Yr5/6 students which included teacher involvement to get them ready for Bikes in Schools.
- Somerset (Te Kura o Wairau) and Central Normal were selected for the Bikes in Schools programme. We will commence teacher training once the school have received their bike purchases.
- Russell Street school has been endorsed as having the Bikes in Schools in 2021. We will also be looking at including them on our BikeReady programme list.

3. EVERYONE IS ENCOURAGED TO BE ACTIVE BY PLAYING AND BEING ACTIVE IN SPORT AND RECREATION FACILITIES ACROSS OUR CITY

Increase awareness of opportunities to be active in Council's sport and recreation facilities, parks, and reserves.

Develop a Play Action Plan to implement actions from the Council's Play Policy Play Framework

In 2019, Sport Manawātū conducted a survey to identify the behaviours of children and beliefs of teachers involved with a play-based learning model. In addition, further insights were gathered to help identify the importance of Play as a cornerstone to be physically active for life. Discussions with Council and our Regional Sport Trust network has supported the development of a draft Play framework. The framework looks at play for children and adults as a continuum, identifies focus areas including safe places, promotion, and advocacy. Most importantly, it encourages outcomes that require parents to give time, place, and permission for children to explore. During the past 12-months, the Palmerston North Recreation Advisor along with our Play Systems Lead have delivered a range of localised play initiatives including Pop-Up 'Places to Play' events aimed at increasing resident's utilisation of Council outdoor assets around the city.

Workplace Challenge

An important aspect of the Workplace Challenge was to help showcase the city's pathway networks and open spaces. We showcased Palmerston North's pathway network by enticing participants to do their walks on one of the 22 pathways listed on the most current "Discover City Pathways 2016" resource available on the PNCC website. If participants chose to do their walk on one of the pathways, then they would get 10 extra points. We showcased Palmerston North open spaces by challenging teams to get out and play in one of the city's parks. Teams who did this would get bonus points toward the final tally. We also organised a "Pop up Play" at Te Marae o Hine on the last Friday of the challenge.

A number of Challenge participants enjoyed walking on the pathways and playing at the parks. Some of them mentioned that they didn't know that Palmy had so many pathways to walk and parks to play. This was an aspect of the challenge that worked really well because it directly impacted many of our strategical outcomes, and it is something we intend to continue showcasing in future editions of the challenge.



Photo: Workplace Play in the Park

Pop-ups and Places to Play

As part of our Active for Life initiative, we delivered for a series of city-wide 'Places to Play' pop up events. The initiative aims to highlight the great parks, reserves, and recreation spaces we have around the city, while encouraging families to be active together within these great spaces. On this occasion, we used the YMCA Community Play Trailer (funded by Sport Manawātū through Sport NZ's Tū Manawa Active Aotearoa fund).

Pop up Play: Awesome Awapuni

Sport Manawātū supported the Awesome Awapuni community open day mid-March at the Awapuni Community centre to promote the many different programmes and physical activity opportunities available to the residents of Awapuni. The staff enjoyed the opportunity to engage with close to 50 residents throughout the day where we set up a play area for Tamariki and their whānau to experience play. We had a range of equipment from Replay Recycled Sports Gear available to use, and with this equipment, we were able to leave a Basketball with a group of children who had started up a mini game at the existing hoop to continue to play with after the event finished. It was great to see so many of the children in attendance stop on their way past to play, with a couple having to be dragged away to leave.

Pop up Play: Community Tennis Courts, Massey University

Sport Manawātū provided support to Hockey Manawātū through the recent international hockey tournament held in Palmerston North. After the advocacy of play by Sport Manawātū staff, Hockey Manawātū were really keen to get a Pop-Up play running alongside one of the day games for close to 200 children who were in attendance with parents at the match. Calling on the great community resource for play, The YMCA Play Trailer was bought along filled with a range of different equipment and play gear for the children to use how they pleased. Alongside of this, the pop-up also provided the opportunity for a few Secondary School students currently undertaking community service for service awards to come along and get involved and engage with the children. The play area was buzzing throughout the entire match and feedback about the pop-up was overwhelming positive with a nudge toward an ongoing demand for some type of play opportunity. Sport Manawātū looks forward to working with Hockey Manawātū and other RSO's to look at the possibility of implementing play opportunities within their sporting BAU in the future.



Photo: A Play Pop Up at Massey University organised in collaboration with PNCC and Hockey Manawātū

Pop-Up Play: Milverton Park

Teaming up with Replay Recycled Sports Gear, we set up at the park with sports equipment of all types for families to use to play together, while others enjoyed playing on the great playground. Sports equipment proved popular with everything from Hockey sticks to Cricket sets, balls of all types to Frisbees available to use. Should any of the 40 residents who attended on the day be motivated by a specific piece

of sporting equipment, they were able to take it home to use as a family in the future. We also had available our PassSport fundamental movement skills and games booklets (reported earlier under Active Families) that families could work through. It was great to see so many families attend and get involved. We had families playing catch, others learning to hit a ball, and children using their imaginations coming up with new ways to play with equipment. The Milverton Park venue offered a variety of play opportunities; and its central location ensured we were visible to passing traffic who may have seen us and stopped to play. For future Places to Play pop ups, we will look at identifying parks in the different suburbs around the city to highlight the great opportunities each suburb has to be active in their own neighbourhoods, while connecting families together in their areas.

Pop-Up Play: Papaioea Park

Again, with the great support from Replay Recycled Sports Gear, we were able to set up a Pop-Up Play at Papaioea Park within the October school holidays. This Park was chosen to allow the use of equipment on the big field, the existing playground, and the great outdoor gym for everyone in the family to come along and get active. The event allowed us to engage with those who attended, to gather insights into what physical activity they were currently doing or was available to them. Families took advantage of the equipment with some using the cricket cage, multiple games of catch, mini games of Football and Vortex, and great obstacle courses being created for all ages to complete. A highlight from the event was a reminder about sometimes it is just allowing the space for play rather than a huge amount of equipment; with one young lady ignoring all the available equipment and instead using cut grass to make bird beds and nests for all the birds around. A reminder that nature play is a vital type of play for our Tamariki and something to think about with future planning. Close to 20 residents attended the Pop-Up Play.

Pop-Up Play: Clyde St/Vogel St Reserve

As part of our target suburb project, we delivered a Pop-Up Play at one of the reserves within the Roslyn suburb as a chance to engage with the community. We used this as a chance to talk to the members of the community about their Play habits, wants, and motivations within their neighbourhood. This Pop-Up Play attracted mostly children from the neighbour and the youth group from the local Church, so the insights gathered were from the children's points of view. It highlighted simple barriers to ongoing play such as the Basketball Hoop in the reserve being too high for the children to play with, or the lack of water available should they want to stay and play for a while. After the popularity of the chalk obstacle courses drawn all over the footpath



at the event, we then gave a couple of the children who lived by the reserve the challenge that if the rain washed the obstacles away, they could keep the chalk provided and come back out to draw up some more. Sport Manawātū staff drove past a week later after rain and new obstacles were drawn back out on the path by the reserve. Twenty residents attended the Pop-Up Play.

Photo: Clyde/Vogel Street Reserve Pop-Up

Pop-Up Play: Rangiora Ave Reserve

As a continuation of our Roslyn suburb project, we delivered a Pop-Up Play at another Roslyn Park located centrally to the Rangiora neighbourhood within the suburb. With a playground and big open space, it allowed multiple play options for all ages to come along and play. We had families who had seen the Pop-Up Play advertised at the Roslyn Library come along, school children walking home, and neighbourhood children all come along to get involved. It was great to see the park being used by neighbourhood children

who did let us know they do frequent the park quite often on their way home or after school. The pop-ups provide a great opportunity for children in the neighbourhood to play and connect with others in their community. Fifteen residents attended the Pop-Up Play.



Photos: Rangiora Ave Pop-Up



Photo: Braving the weather at Milverton

Pop-Up Play: Milverton Park

As part of the inaugural Play week at the beginning of December, we held a Pop-Up Play at Milverton Park as a promotion for Play and its importance especially in the development of our Tamariki. Scheduling of Play week coincided with the last week of school for the year, coupled with bad weather meant the attendance at this Pop-Up Play was low. This was a good learning for us around the perceived barriers of weather and outdoor play, as well as parent influence on play for Tamariki. This Pop-Up Play also provided an opportunity for Anne-Marie Mori to use the event as a gateway to engage with the community around the proposed draft Play Policy and was unfortunate this did not work out. We were able to show though that play can take place no matter the weather and that water play is a great type of play when the weather is not the best. Unfortunately, the weather had a major impact on attendees with less than 10 residents braving the cold.

Pop-Up Play: Te Marae o Hine



Photo: Shooting hoops in Te Marae o Hine

Our final Pop-Up Play for the year and Play week was a lunch time in Te Marae o Hine. Setting up to make use of the existing Basketball hoop on one side of the square, we laid out a variety of equipment thanks to Replay Recycled Sports Gear. Again, this event provided an opportunity for Anne-Marie to come along and engage with those who were playing, and she was able to chat with a couple of groups around the draft Play Policy. We had a few groups of teenagers who were in town come through and play with some of the equipment, with an impromptu game of touch starting up. We also had a family who were waiting for the bus service that engaged also – showing a possible future opportunity. Foot traffic through the square was great with many people walking through on lunch breaks etc. a great learning for us to think about the Play opportunities for all ages and not just children. Close to 20 residents stopped by the Pop-Up Play.

4. SPORTS AND COMMUNITY SPORT EVENTS CREATE SOCIAL OPPORTUNITIES AND ECONOMIC BENEFITS FOR THE CITY

Build strategic partnerships with sport and recreation providers, organisations, and other stakeholders to successfully host national and North Island school sport events

Administer the Sports Events Partnership Fund on behalf of Council including the establishment of an advisory group comprising Sport Manawātū, PNCC, and CEDA representatives to assess and approve applications.

Sports Event Partnership Fund

A panel comprising representatives from Sport Manawātū, CEDA, and Council was established in July 2019 to jointly make decisions on hosting sporting events in the city. The desired approach enhanced the existing administrative process to ensure that funding decisions were made within a strategic context and improve coordination among event funders. Events funded during the period included:

Sports Event Partnership Fund: 01 July 2020 – 30 June 2021				
Organisation	Event	Value Add income	Participants/ Spectators	Amount Funded
Manawatu Badminton Association	Various Regional Events	\$143,590	260/130	\$2,500
Manawātū Gymsports	Various Gymnastics Events	\$105,129	369/600	\$1,975
SquashGym	Squash NZ B Grade Superchamps	\$149,624	200/200	\$6,122
Basketball Manawātū	Basketball Manawatu Regional Secondary Schools Championships	\$79,178	180/420	\$14,857
NZ Central Southern Muslim Youth & Sports Association	Muslim Inter District Games 2020	\$161,980	576/200	\$4,000
Manawātū Strength Club	Manawatu Strongest Man/Woman	\$0	18/1000	\$465
SquashGym	SquashGym Summer Open and PSA	\$48,846	157/50	\$1,600
Manawātū Cricket Association	CD Stags First Class Cricket Matches	\$166,824	150/1000	\$7,037
Manawātū Cricket Association	Central Districts Under 15s Girls Cricket Festival	\$116,789	127/80	\$4,967
Manawātū Triathlon	Manawatu Jr. Triathlon Festival	\$113,153	460/200	\$2,000
Manawātū Softball Association	Lower North Island U15 Softball Tournament	\$396,774	501/600	\$4,883

Manawatū Cricket Association	Manawatu 125th Anniversary Celebrations	\$101,465	210/150	\$4,346
Racketlon NZ	NZ Racketlon Championships 2021	\$26,166	80/25	\$2,500
The Bhutanese Society of NZ	Tenzin Hillary Cup	\$128,083	562/600	\$6,700
Palmerston North Marist FC	Ethkick and Ethsport	\$0	594/600	\$5,000
Manawatū Golf Club	Brian Green NZ Super 6s	\$169,971	288/350	\$15,000
NZ Majors Leisure Marching	NZ Nationals Leisure Marching	\$270,396	750/110	\$2,296
Volleyball NZ	NZ Secondary Schools Volleyball Championships	\$2,536,114	2510/1500	\$40,000
Manawatū Softball Association	Secondary Schools Div. 2 Softball Nationals	\$306,348	252/600	\$3,837
Athletics Manawatū Wanganui	NZ Athletics Inter Provincial Competition	\$199,612	565/250	\$6,293
Manawatū Cricket Association	Cultural Cricket Festival	\$102,244	476/40	\$4,346
SquashGym	Squash NZ Doubles Championships	\$97,986	145/220	\$5,640
Manawatū Mountain Bike Club	MTB Regional Competition	\$392,274	439/900	\$21,422
Netball Central	Pulse vs. Tactix	\$50,428	298/1000	\$10,000
Parafed Manawatū	1st Rd NZ Wheelchair Rugby Competition	\$222,785	455/300	\$3,515
Hockey NZ	Sentinel Homes Trans-Tasman Hockey Series	\$1,130,168	195/6000	\$45,000
Manawatū Badminton Assoc.	Manawatu Badminton Regional Events	\$182,277	450/150	\$4,528
TOTALS:		\$7,398,204		\$230,829

Note: The allocation of funds used to develop the Attraction and Retention Plan and the Bid Document for Touch Nationals is not reflected in these accounts. The total allocation amounted to \$35,000.

SEFP Impact - recipient feedback

One of the challenges we face when administrating the fund is getting people from a diversity of backgrounds to work together to deliver an event. This only gets more complicated when we add international visitors. The Sentinel Homes Trans-Tasman Hockey Series is a prime example of this. After over a year of not hosting an international event of any type in New Zealand (due to C-19), Hockey Manawātū raised their hand to deliver the Trans-Tasman Hockey Series here, in Palmy. Much hard work went into this event, which showed how nimble organisations can be when properly motivated and when working toward the same outcome.

"I cannot say thank you enough for your huge role and support towards making the Sentinel Homes Trans-Tasman hockey series a massive success for us, Massey University, Palmerston North, the greater Manawātū region, Hockey New Zealand and for our sport.

From turning a new facility into a stadium, attracting huge community support and crowds, unbelievable media coverage, and engaging volunteers, together we have created memorable experiences for the teams, spectators and all involved. We could not have asked for a more enjoyable and successful event, and to see the power of great teamwork and community engagement.

You have been fantastic to work with, and we really appreciate what you have done to help deliver this event."

Feedback from Neil Ulrich, GM of Hockey Manawātū

Ensure that for supported events there is improved experience for participants and visitors including through the use of tikanga and Te Reo Māori

Sport Manawātū for several years has progressed its partnership with Rangitāne (mana whenua in Papaioea) to ensure where appropriate tikanga Māori and Te Reo are incorporated into events in Palmerston North city. This has involved Rangitāne as mana whenua leading the Powhiri process for Basketball Nationals, Volleyball Nationals, and more recently the 2020 World under 18 Softball Championships. Unfortunately, due to the impact of COVID-19 earlier in the year, several events previously supported by Rangitāne were either postponed for late 2021 or cancelled outright. Significantly, Sport Manawātū acknowledges the role of Māori culture, both from an events perspective integrating tikanga when welcoming sporting and non-visitors to the city and recognising Rangitāne's custodial position as mana whenua. Rangitāne will continue to play a critical cultural role when national sporting events resume here in the city.

SEFP Attraction and Retention Plan

Following council's approval during the reporting period \$32k of the fund to be committed to supporting the development of a Sporting Event Fund Attraction and Retention plan, Sport Manawātū in collaboration with council officers have progressed two planning workshops to discuss and capture key information required for the plan's development. This has included teasing out our current challenges, examining what we have in place now and determining what we need to have in place moving forward. The attraction and retention plan has been completed and we are currently examining the recommendations to determine how we proceed as an administrator of the fund.



CONTACT US

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Palmerston North 4410
PO Box 797, Palmerston North 4440
P +64 6 357 5349
W www.sportmanawatu.org.nz



**ATTACHMENT 2 – SPORT MANAWATŪ – ANNUAL AUDITED
ACCOUNTS FOR 2020/21**

INDEPENDENT AUDITOR'S REPORT**To the Board of Trustees of Sport Manawatu Charitable Trust****Unqualified Opinion**

We have audited the financial statements on pages 4 to 21 of Sport Manawatu Charitable Trust, which comprise the statement of financial position as at 30 June 2021, and the statement of comprehensive revenue and expenses, statement of changes in net assets and cash flow statement for the year then ended, and notes to the financial statements.

In our opinion, the financial statements present fairly, in all material respects, the financial position of the Sport Manawatu Charitable Trust as at 30 June 2021, and its financial performance and its cash flows for the year then ended in accordance with *Public Benefit Entity Standards Reduced Disclosure Regime (PBE Standards RDR)* issued by the New Zealand Accounting Standards Board.

Basis for Unqualified Opinion

We conducted our audit in accordance with International Standards on Auditing (New Zealand) (ISAs (NZ)). Our responsibilities under those standards are further described in the *Auditor's Responsibilities for the Audit of the Financial Statements* section of our report. We are independent of Sport Manawatu Charitable Trust in accordance with Professional and Ethical Standard 1 *International Code of Ethics for Assurance Practitioners (including International Independence Standards) (New Zealand)* issued by the New Zealand Auditing and Assurance Standards Board, and we have fulfilled our other ethical responsibilities in accordance with these requirements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our unqualified opinion.

Other than in our capacity as auditor we have no relationship with, or interests in, Sport Manawatu Charitable Trust.

Responsibilities of the Board of Trustees for the Financial Statements

The Board are responsible on behalf of Sport Manawatu Charitable Trust for the preparation and fair presentation of the financial statements in accordance with *Public Benefit Entity Standards Reduced Disclosure Regime (PBE Standards RDR)*, and for such internal control as the Trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the Board are responsible on behalf of Sport Manawatu Charitable Trust for assessing the Trust's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the Board either intend to liquidate Sport Manawatu Charitable Trust or are to cease operations, or have no realistic alternative but to do so.

Auditor's Responsibilities for the Audit of the Financial Statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (NZ) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in

CKS AUDIT

the aggregate, they could reasonably be expected to influence the decisions of users taken on the basis of these financial statements.

A further description of the auditor's responsibilities for the audit of the financial statements is located at the XRB's website at:

https://xrb.govt.nz/Site/Auditing_Assurance_Standards/Current_Standards/Page8.aspx

Restriction on Responsibility

This report is made solely to the Board, as a body, in accordance with section 42F of the Charities Act 2005. Our audit work has been undertaken so that we might state to the Board those matters we are required to state to them in an Auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the Board as a body, for our audit work, for this report, or for the opinion we have formed.

CKS Audit

CKS Audit
5 October 2021

Sport Manawatu Charitable Trust
Financial Report
For the year ended
30 June 2021

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Directory

Board of Trustees

Shayne Harris

Nathan Hopcroft

Barbara Cameron

Danielle Balmer

Sandra Lynch

Rafea Naffa

Craig Purdy (resigned 17 September 2020)

Nolan King (resigned 17 September 2020)

Fenella Devlin (resigned 27 July 2021)

Registered office

40 The Square

Palmerston North

New Zealand

Nature of business

Developing sport and active recreation in the Manawatu region.

Auditor

CKS Audit

Charities Commission Registration number:

CC29800

Statement of Comprehensive Revenue and Expenses

Sport Manawatu Charitable Trust

For the year ended 30 June 2021

	Notes	2021 \$	2020 \$
Revenue from non-exchange transactions			
Local Government grants		562,976	505,265
Sport NZ funding		756,296	645,000
Health grants		574,244	614,364
Other grants	5	114,453	140,727
		<u>2,007,969</u>	<u>1,905,356</u>
Revenue from exchange transactions			
Programmes		77,055	40,943
Interest income		11,224	36,130
Other operating income		117,394	125,874
		<u>205,673</u>	<u>202,947</u>
Total revenue		<u>2,213,642</u>	<u>2,108,303</u>
Expenses			
Staff costs		1,545,742	1,460,905
Administration and transport		288,925	286,452
Programmes		287,010	197,269
Interest expense		14,436	17,371
Depreciation	13	66,128	69,148
Loss on disposal of assets		11,955	0
Total expenses		<u>2,214,196</u>	<u>2,031,145</u>
Total surplus / (deficit) for the year		<u>(554)</u>	<u>77,158</u>
Other comprehensive revenue and expenses		-	-
Total comprehensive revenue and expenses for the year		<u>(554)</u>	<u>77,158</u>

These financial statements should be read in conjunction with the notes to the financial statements and the Audit Report.

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Statement of Changes in Net Assets**Sport Manawatu Charitable Trust****For the year ended 30 June 2021**

	Accumulated comprehensive revenue and expenses \$	Total equity \$
Opening balance 1 July 2019	1,212,219	1,212,219
Total comprehensive income	<u>77,158</u>	<u>77,158</u>
Closing equity 30 June 2020	<u>1,289,377</u>	<u>1,289,377</u>
Opening balance 1 July 2020	1,289,377	1,289,377
Total comprehensive income	<u>(554)</u>	<u>(554)</u>
Closing equity 30 June 2021	<u>1,288,823</u>	<u>1,288,823</u>

These financial statements should be read in conjunction with the notes to the financial statements and the Audit Report.

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Statement of Financial Position

Sport Manawatu Charitable Trust

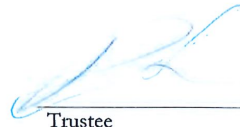
As at 30 June 2021

	Notes	2021 \$	2020 \$
Current assets			
Cash and cash equivalents	7	920,016	1,444,200
Investments	8	530,660	319,755
Receivables and prepayments from exchange transactions	9	30,388	35,394
Receivables from non-exchange transactions	10	264,144	259,268
		<u>1,745,208</u>	<u>2,058,617</u>
Non-current assets			
Property, plant, and equipment	13	203,040	209,607
		<u>203,040</u>	<u>209,607</u>
Total assets		<u>1,948,248</u>	<u>2,268,224</u>
Current liabilities			
Trade and other creditors	11	147,114	321,688
Income in advance		71,667	117,517
Funds held on behalf	15	181,655	296,384
Finance leases	14	75,962	85,880
Employee entitlements	12	103,133	95,456
		<u>579,531</u>	<u>916,925</u>
Non-current liabilities			
Finance leases	14	79,894	61,922
		<u>79,894</u>	<u>61,922</u>
Total liabilities		<u>659,425</u>	<u>978,847</u>
Net assets		<u>1,288,823</u>	<u>1,289,377</u>
Equity			
Accumulated revenue and expenses		<u>1,288,823</u>	<u>1,289,377</u>
Total equity		<u>1,288,823</u>	<u>1,289,377</u>

Signed for and on behalf of the Board of Trustees who authorised these financial statements for issue on 5 October 2021:



Trustee



Trustee

These financial statements should be read in conjunction with the notes to the financial statements and the Audit Report.

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Cash Flow Statement

Sport Manawatu Charitable Trust

For the year ended 30 June 2021

	Notes	2021 \$	2020 \$
Cash flows from operating activities			
<i>Receipts</i>			
Sport NZ grants		776,484	650,000
Local government grants		585,913	530,668
Health provider grants		573,318	613,456
Other grants		25,407	291,471
Programmes		68,939	68,413
Other income		106,207	130,744
Wage subsidy received	11	0	165,881
Interest received		14,351	39,159
		<u>2,150,619</u>	<u>2,489,792</u>
<i>Payments</i>			
Suppliers		497,693	500,848
Staff costs		1,537,434	1,485,059
Interest paid		14,436	17,371
GST		67,948	(44,905)
Wage subsidy repaid	11	165,881	0
Net funds held on behalf		114,730	139,626
		<u>2,398,122</u>	<u>2,097,999</u>
Net cash flows from operating activities		<u>(247,503)</u>	<u>391,793</u>
Cash flows from investing activities			
<i>Receipts</i>			
Disposal of fixed assets		0	0
		<u>0</u>	<u>0</u>
<i>Payments</i>			
Purchase of fixed assets		24,313	14,541
		<u>24,313</u>	<u>14,541</u>
Net cash flows from investing activities		<u>(24,313)</u>	<u>(14,541)</u>
Cash flows from financing activities			
<i>Receipts</i>			
		0	0
		<u>0</u>	<u>0</u>
<i>Payments</i>			
Finance leases		41,463	42,947
Deposits into term investments		210,905	9,584
		<u>252,368</u>	<u>52,531</u>
Net cash flows from financing activities		<u>(252,368)</u>	<u>(52,531)</u>
Net increase / (decrease) in cash and cash equivalents		(524,184)	324,721
Cash and cash equivalents at 1 July		1,444,200	1,119,479
Cash and cash equivalents at 30 June	7	<u>920,016</u>	<u>1,444,200</u>

These financial statements should be read in conjunction with the notes to the financial statements and the Audit Report.



Notes to the financial statements

Sport Manawatu Charitable Trust

For the Year ended 30 June 2021

1 Reporting entity

The reporting entity is Sport Manawatu Charitable Trust (Sport Manawatu). Sport Manawatu is domiciled in New Zealand and is a charitable organisation registered under the Charitable Trusts Act 1957, and the Charities Act 2005.

The financial statements of Sport Manawatu are presented for the year ended 30 June 2021.

These financial statements and the accompanying notes summarise the financial results of the activities carried out by Sport Manawatu, which develops sport and active recreation in the wider Manawatu area.

These financial statements have been approved and were authorised for issue by the Board of Trustees on 5 October 2021.

2 Statement of compliance

The financial statements have been prepared in accordance with Generally Accepted Accounting Practice in New Zealand (NZ GAAP). They comply with Public Benefit Entity International Public Sector Accounting Standards (PBE IPSAS) and other applicable financial reporting standards as appropriate that have been authorised for use by the External Reporting Board for Not-For-Profit entities. For the purposes of complying with NZ GAAP, the Trust is a public benefit not-for-profit entity and is eligible to apply Tier 2 Not-For-Profit PBE IPSAS on the basis that it does not have public accountability and it is not defined as large.

The Board of Trustees has elected to report in accordance with Tier 2 Not-For-Profit PBE Accounting Standards and in doing so has taken advantage of all applicable Reduced Disclosure Regime (RDR) disclosure concessions.

3 Summary of accounting policies

Changes in Accounting Policies

There have been no changes in accounting policies. All policies have been applied on bases consistent with those used in the previous years.

The significant accounting policies used in the preparation of these financial statements are:

3.1 Basis of measurement

These financial statements have been prepared on the basis of historical cost.

3.2 Functional and presentational currency

The financial statements are presented in New Zealand dollars (\$), which is the organisations functional currency. All financial information presented in New Zealand dollars has been rounded to the nearest dollar.

Notes to the financial statements

Sport Manawatu Charitable Trust

For the Year ended 30 June 2021

3.3 Revenue

Revenue is recognised to the extent that it is probable that the economic benefit will flow to the organisation and revenue can be reliably measured. Revenue is measured at the fair value of the consideration received. The following specific recognition criteria must be met before revenue is recognised.

Revenue from non-exchange transactions

Donations

Donations are recognised as revenue upon receipt and include donations from the general public, donations received for specific programme or services, or donations in-kind. Donations in-kind include donations received for services, goods, and volunteer time, and is recognised in revenue and expense when the service or good is received. Donations in-kind are measured at their fair value as at the date of acquisition, ascertained by reference to the expected cost that would be otherwise incurred by Sport Manawatu.

Grant revenue

Grant revenue includes both contract income from Government entities and grants given by other charitable organisations, philanthropic organisations, and businesses. Grant revenue is recognised when the conditions attached to the grant has been complied with. Where there are unfulfilled conditions attaching to the grant or contract, the amount relating to the unfulfilled condition is recognised as a liability and released to revenue as the conditions are fulfilled.

Revenue from exchange transactions

Event income

Entrance fees for functions and events are recorded as revenue when the function or event takes place.

Interest income

Interest revenue is recognised as it accrues, using the effective interest method.

3.4 Financial instruments

Financial assets and financial liabilities are recognised when the organisation becomes a party to the contractual provisions of the financial instrument.

The organisation derecognises a financial asset or, where applicable, a part of a financial asset or part of a group of similar financial assets when the rights to receive cash flows from the asset have expired or are waived, or the organisation has transferred its rights to receive cash flows from the asset or has assumed an obligation to pay the received cash flows in full without material delay to a third party; and either:

- the organisation has transferred substantially all the risks and rewards of the asset;
- or

Notes to the financial statements

Sport Manawatu Charitable Trust

For the Year ended 30 June 2021

- the organisation has neither transferred nor retained substantially all the risks and rewards of the asset, but has transferred control of the asset.

Financial Assets

Financial assets within the scope of NFP PBE IPSAS 29 Financial Instruments: Recognition and Measurement are classified as financial assets at fair value through surplus or deficit, loans and receivables, held-to-maturity investments or available-for-sale financial assets. The classifications of the financial assets are determined at initial recognition.

The categorisation determines subsequent measurement and whether any resulting income and expense is recognised in surplus or deficit or in other comprehensive revenue and expenses. The organisations financial assets are classified as either financial assets at fair value through surplus or deficit, or loans and receivables. The organisations financial assets include: cash and cash equivalents, short-term investments, receivables from non-exchange transactions, and receivables from exchange transactions.

All financial assets except for those at fair value through surplus or deficit are subject to review for impairment at least at each reporting date. Financial assets are impaired when there is any objective evidence that a financial asset or group of financial assets is impaired. Different criteria to determine impairment are applied for each category of financial assets, which are described below.

Financial assets at fair value through surplus or deficit

Financial assets at fair value through surplus or deficit include items that are either classified as held for trading or that meet certain conditions and are designated at fair value through surplus or deficit upon initial recognition. The organisations investments equities fall into this category of financial instruments.

Loans and receivables

Loans and receivables are non-derivative financial assets with fixed or determinable payments that are not quoted in an active market. After initial recognition, these are measured at amortised cost using the effective interest method, less any allowance for impairment. The organisations cash and cash equivalents, short-term investments, receivables from non-exchange transactions, receivables from exchange transactions and non-equity investments fall into this category of financial instruments.

Impairment of financial assets

The organisation assesses at the end of reporting date whether there is objective evidence that a financial asset or a group of financial assets is impaired. A financial asset or a group of financial assets is impaired and impairment losses are incurred if there is objective evidence of impairment as a result of one or more events that occurred after the initial recognition of the asset (a 'loss event') and that loss event has an impact on the estimated future cash flows of the financial asset or the group of financial assets that can be reliably estimated.

For financial assets carried at amortised cost, if there is objective evidence that an impairment loss on loans and receivables carried at amortised cost has been incurred, the amount of the loss is measured as the difference between the asset's carrying amount and the present value



Notes to the financial statements

Sport Manawatu Charitable Trust

For the Year ended 30 June 2021

of the estimated future cash flows discounted at the financial asset's original effective interest rate. The carrying amount of the asset is reduced through the use of an allowance account. The amount of the loss is recognised in the surplus or deficit for the reporting period.

In determining whether there is any objective evidence of impairment, the organisation first assesses whether there is objective evidence of impairment of financial assets that are individually significant, and individually or collectively significant for financial assets that are not individually significant. If the organisation determines that there is no objective evidence of impairment for an individually assessed financial asset, it includes the asset in a group of financial assets with similar credit risk characteristics and collectively assesses them for impairment. Assets that are individually assessed for impairment and for which an impairment loss is or continues to be recognised are not included in a collective assessment for impairment.

If in a subsequent period, the amount of the impairment loss decreases and the decrease can be related objectively to an event occurring after the impairment was recognised, the previously recognised impairment loss is reversed by adjusting the allowance account. If the reversal results in the carrying amount exceeding its amortised cost, the amount of the reversal is recognised in surplus or deficit.

Financial liabilities

The organisations financial liabilities include trade and other creditors (excluding GST and PAYE), employee entitlements, and deferred income (in respect to grants whose conditions are yet to be complied with).

All financial liabilities are initially recognised at fair value (plus transaction cost for financial liabilities not at fair value through surplus or deficit) and are measured subsequently at amortised cost using the effective interest method except for financial liabilities at fair value through surplus or deficit.

3.5 Cash and cash equivalents

Cash and cash equivalents are short term, highly liquid investments that are readily convertible to known amounts of cash and which are subject to an insignificant risk of changes in value.

3.6 Short term investments

Short term investments comprise term deposits which have a term of greater than three months and therefore do not fall into the category of cash and cash equivalents.

3.7 Property, plant, and equipment

Items of property, plant, and equipment are measured at cost less accumulated depreciation and impairment losses. Cost includes expenditure that is directly attributable to the acquisition of the asset. Where an asset is acquired through a non-exchange transaction, its cost is measured at its fair value as at the date of acquisition.

Notes to the financial statements

Sport Manawatu Charitable Trust

For the Year ended 30 June 2021

Depreciation is charged on a straight-line basis over the useful life of the asset. Depreciation is charged at rates calculated to allocate the cost or valuation of the asset less any estimated residual value over its remaining useful life:

• Plant and equipment	9% - 67%
• Leased assets	27% - 33%
• Computer Hardware	30%
• Computer Software	40%
• Furniture & Fittings	20%

Depreciation methods, useful lives, and residual values are reviewed at each reporting date and are adjusted if there is a change in the expected pattern of consumption of the future economic benefits or service potential embodied in the asset.

3.8 Leases

Classification and treatment

Leases in terms of which Sport Manawatu assumes substantially all the risks and rewards of ownership are classified as finance leases.

Finance leases

Upon initial recognition the leased asset is measured at an amount equal to the lower of its fair value or the present value of the minimum lease payments. Subsequent to initial recognition, the asset is accounted for in accordance with the accounting policy applicable to that asset.

Operating leases

Leases that are not finance leases are classified as operating leases. Operating leases are not recognised in the statement of financial position. Payments made under operating leases are recognised in surplus or deficit on a straight-line basis over the term of the lease. Lease incentives received are recognised as an integral part of the total lease expense, over the term of the lease.

Determining whether an arrangement contains a lease

At the inception of an arrangement Sport Manawatu determines whether such an arrangement is, or contains a lease. This will be the case if the following two criteria are met:

- The fulfilment of the arrangement is dependent on the use of a specific asset(s), and
- The arrangement contains a right to use the asset(s).

At inception or on reassessment of the arrangement, Sport Manawatu separates payments and other consideration required by such an arrangement into those for the lease and those for other elements on the basis of their relative fair value. If Sport Manawatu concludes for a finance lease that it is impracticable to separate the payments reliably, then an asset and liability are recognised at an equal amount to fair value of the underlying asset. Subsequently the liability is reduced as payments are made and an imputed finance cost on the liability is recognised using Sport Manawatu's incremental borrowing rate.



Notes to the financial statements

Sport Manawatu Charitable Trust

For the Year ended 30 June 2021

3.9 Employee benefits

Liabilities for wages, salaries, and annual leave are recognised in surplus or deficit during the period in which the employee provided the related services. Liabilities for the associated benefits are measured at the amounts expected to be paid when the liabilities are settled.

3.10 Income tax

Due to its charitable status, the organisation is exempt from income tax.

3.11 Goods and services tax (GST)

Revenues, expenses, and assets are recognised net of the amount of GST except for receivables and payables, which are stated with the amount of GST included.

The net amount of GST recoverable from, or payable to, the Inland Revenue Department is included as part of receivables or payables in the statement of financial position.

Cash flows are included in the statement of cash flows on a gross basis and the GST component of cash flows arising from investing and financing activities, which is recoverable from, or payable to, the Inland Revenue Department is classified as part of operating cash flows.

3.12 Equity

Equity is measured as the difference between total assets and total liabilities. Equity is made up of the organisations accumulated surplus or deficit since its formation.

4 Significant accounting judgements, estimates, and assumptions

The preparation of the organisations financial statements requires management to make judgements, estimates, and assumptions that affect the reported amounts of revenues, expenses, assets, and liabilities, and the accompanying disclosures, and the disclosure of contingent liabilities. Uncertainty about these assumptions and estimates could result in outcomes that require a material adjustment to the carrying amount of assets or liabilities affected in future periods.

Judgements

In the process of applying the organisations accounting policies, management has made the following judgements, which have the most significant effect on the amounts recognised in the financial statements:

Notes to the financial statements

Sport Manawatu Charitable Trust

For the Year ended 30 June 2021

Estimates and assumptions

The key assumptions concerning the future and other key sources of estimation uncertainty at the reporting date, that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next financial year, are described below. The organisation based its assumptions and estimates on parameters available when the financial statements were prepared. Existing circumstances and assumptions about future developments, however, may change due to market changes or circumstances arising beyond the control of the organisation. Such changes are reflected in the assumptions when they occur.

Useful lives and residual values

The useful lives and residual values of assets are assessed using the following indicators to determine potential future use and value from disposal:

- The condition of the asset.
- The nature of the asset, its susceptibility and adaptability to changes in technology and processes.
- The nature of the processes in which the asset is deployed.
- Availability of funding to replace the asset.
- Changes in the market in relation to the asset.

The estimated useful lives of the asset classes held by the organisation are listed in Note 3.7.

Provision for doubtful debts

The estimation of the provision for doubtful debts at year end is based on reviewing the accounts receivable ledger and establishing a provision for those overdue accounts that are recorded as greater than 90 days overdue, and that are believed to be unrecoverable.

5 Other grants

	2021	2020
	\$	\$
Eastern Central Community Trust	106,120	106,120
New Zealand Community Trust	8,333	2,012
Lion Foundation	0	32,595
	<u>114,453</u>	<u>140,727</u>



Notes to the financial statements**Sport Manawatu Charitable Trust****For the Year ended 30 June 2021****6 Auditor's remuneration**

CKS Audit provides audit services to the organisation. No non-audit services are provided by CKS Audit.

Total amount recognised as an audit expense was \$6,000 (2020: \$5,500).

7 Cash and cash equivalents

Cash and cash equivalents include the following components:

	2021	2020
	\$	\$
Cash at bank	90,774	416,478
Short-term investments with maturities of less than 3 months	829,242	1,027,722
Total cash and cash equivalents	920,016	1,444,200

8 Investments

	2021	2020
	\$	\$
Investments – Maturing within 12 months of balance date	530,660	319,755
	530,660	319,755

9 Receivables and prepayments from exchange transactions

	2021	2020
	\$	\$
Accounts receivable	24,411	27,022
Provision for doubtful debts impairment	(105)	(734)
Prepayments	4,883	4,780
Accrued income	1,199	4,326
	30,388	35,394



Notes to the financial statements**Sport Manawatu Charitable Trust****For the Year ended 30 June 2021****10 Receivables from non-exchange transactions**

	2021	2020
	\$	\$
Accounts receivable	128,394	139,268
Accrued income	135,750	120,000
	<u>264,144</u>	<u>259,268</u>

11 Trade and other creditors

	2021	2020
	\$	\$
Accounts payable	139,630	80,856
Provision for return of wage subsidy	0	165,881
Accrued expenditure	9,421	8,940
GST payable	(1,937)	66,011
	<u>147,114</u>	<u>321,688</u>

On 8 April 2020 Sport Manawatu received wage subsidy support based on the estimated decline in revenue during the entitlement period. After the entitlement period, once actual revenue had been determined, Sport Manawatu no longer met the requirements of the wage subsidy support. Thus, the amount received was repaid on 2 July 2020.

12 Employee entitlements

	2021	2020
	\$	\$
Annual leave entitlements	84,890	82,347
Accrued payroll expense	18,243	13,109
	<u>103,133</u>	<u>95,456</u>



Notes to the financial statements
Sport Manawatu Charitable Trust
For the Year ended 30 June 2021

13 Property, plant, and equipment

2021	Cost / Valuation \$	Accumulated Depreciation \$	Net Book Value \$
Plant & equipment	33,698	18,367	15,331
Computer equipment	52,835	29,332	23,503
Furniture & fittings	24,651	8,889	15,762
Finance Lease Assets	237,355	88,911	148,444
Total	<u>348,539</u>	<u>145,499</u>	<u>203,040</u>

2020	Cost / Valuation \$	Accumulated Depreciation \$	Net Book Value \$
Plant & equipment	111,207	84,113	27,094
Computer equipment	109,548	77,682	31,866
Furniture & fittings	42,651	38,145	4,506
Finance Lease Assets	256,171	110,030	146,141
Total	<u>519,577</u>	<u>309,970</u>	<u>209,607</u>

Reconciliation of the carrying amount at the beginning and end of the period:

2021	Opening Balance \$	Additions \$	Disposals \$	Depreciation \$	Closing Balance \$
Plant & equipment	27,094	780	6,235	6,308	15,331
Computer equipment	31,866	7,694	3,050	13,007	23,503
Furniture & fittings	4,506	15,839	2,669	1,914	15,762
Finance Lease Assets	<u>146,141</u>	<u>103,554</u>	<u>56,352</u>	<u>44,899</u>	<u>148,444</u>
Total	<u>209,607</u>	<u>127,867</u>	<u>68,306</u>	<u>66,128</u>	<u>203,040</u>

Notes to the financial statements**Sport Manawatu Charitable Trust****For the Year ended 30 June 2021****14 Finance leases**

Sport Manawatu has entered into finance leases for vehicles and a photocopier. As at the reporting date, Sport Manawatu has entered into the following non-cancellable finance leases:

	2021	2020
	\$	\$
<i>Current</i>		
Motor vehicles	66,012	76,922
Photocopier	9,950	8,958
Total current	75,962	85,880
<i>Non-current</i>		
Motor vehicles	79,016	51,094
Photocopier	878	10,828
Total non-current	79,894	61,922
Total finance leases payable	155,856	147,802

Future minimum finance lease payments:

	2021	2020
	\$	\$
Not later than one year	85,855	98,073
Later than one year and no later than five years	89,958	64,884
Later than five years	0	0
Total finance leases payable	175,813	162,957

15 Funds held on behalf

	2021	2020
	\$	\$
PNCC Sports Event Partnership Fund	96,437	152,972
Sport NZ KiwiSport Fund	0	131,104
Sport NZ Tu Manawa Active Aotearoa Fund	83,491	0
Other funds	1,727	12,308
	181,655	296,384

At 30 June 2021 \$72,848 of the Tu Manawa Active Aotearoa funds had been allocated but not collected. At 30 June 2020 \$131,104 of the KiwiSport funds had been allocated but had not been collected.



Notes to the financial statements**Sport Manawatu Charitable Trust****For the Year ended 30 June 2021****16 Commitments, Contingencies, and Guarantees and Security***Capital commitments*

At balance date Sport Manawatu had the following major capital commitments.

	2021	2020
	\$	\$
Server replacement	0	8,906
Total major capital commitments	0	8,906

Operating commitments

At balance date Sport Manawatu had the following major operating commitments:

	2021	2020
	\$	\$
Customer relations management application	0	4,080
Total major operating commitments	0	4,080

Sport Manawatu has entered into operating leases for premises, photocopier/printer, telecommunications equipment, vehicle systems, and a storage facility. As at the reporting date, Sport Manawatu has entered into the following non-cancellable operating leases:

	2021	2020
	\$	\$
Not later than one year	59,696	81,989
Later than one year and no later than five years	4,560	7,250
Later than five years	0	0
Total operating leases payable	64,256	89,239

Contingencies

There are no contingent assets or liabilities at reporting date.

Guarantees and security

There are no guarantees or securities at reporting date.

Notes to the financial statements**Sport Manawatu Charitable Trust**

For the Year ended 30 June 2021

17 Related party transactions

Related Party	Description of the Transaction	2021 Value of transaction	2021 Amount outstanding	2020 Value of transaction \$	2020 Amount outstanding \$
Nolan King	Trustee of Sport Manawatu until 17 September 2020 who is a trustee of Longburn Adventist College, which receives grants from Sport Manawatu.	0	0	6,132	0
Shayne Harris	Trustee of Sport Manawatu who is an employee of Manawatu District Council (MDC). Sport Manawatu receives grants from MDC.	96,658	6,658	90,000	0
Barbara Cameron	Trustee of Sport Manawatu who was a councillor of Manawatu District Council (MDC). Sport Manawatu receives grants from MDC.	96,658	6,658	90,000	0
Barbara Cameron	Trustee of Sport Manawatu who was a board member of MidCentral District Health Board (MCDHB). Sport Manawatu receives grants from MCDHB.	490,172	41,049	550,560	40,244
Tania Garrett	Employee of Sport Manawatu who is a board member of Parafed Manawatu, which receives grants from Sport Manawatu.	23,000	0	5,000	0
Tania Garrett	Employee of Sport Manawatu who is a board member of Parafed Manawatu. Sport Manawatu receives salary recovery, office lease recovery, and management fees from Parafed Manawatu.	35,462	16,496	27,502	2,634

Notes to the financial statements

Sport Manawatu Charitable Trust

For the Year ended 30 June 2021

Key Management Personnel

As at balance date the key management personnel, as defined by PBE IPSAS 20 Related Party Disclosures, are the members of the governing body which is comprised of the Board of Trustees, Chief Executive Officer, General Manager Business, General Manager Operations, and General Manager Partnerships. No remuneration is paid to members of the Board of Trustees. The aggregate remuneration of key management personnel and the number of individuals, determined on a full-time equivalent basis, receiving remuneration is as follows:

	2021	2020
Total remuneration	451,925	504,536
Number of persons	4	5

Remuneration and compensation provided to close family members of key management personnel

During the reporting period no remuneration or compensation was provided by the organisation to employees who are close family members of key management personnel.

18 Covid-19

On 11 March 2020, the World Health Organisation declared the outbreak of COVID-19 (a novel Coronavirus) a pandemic. Two weeks later, on 26 March, New Zealand increased its COVID-19 alert level to level 4 and a nationwide lockdown commenced. On 28 April level 4 transitioned to level 3. As part of this lockdown, some of the Trust's activities were reduced.

On 17 August 2021, a full lockdown was ordered by the New Zealand Government in respect to the Covid 19 Delta outbreak. For the North Island (below Auckland), the lockdown at level 3 and 4 was for a period of three weeks. During this period some of the Trust's activities were reduced.

While these disruptions were temporary with the alert levels subsequently being lifted, there is some uncertainty around further changes in alert levels and any additional impacts on the Trust.

19 Events after the reporting date

The Board of Trustees and management is not aware of any other matters or circumstances since the end of the reporting period, not otherwise dealt with in these financial statements that have significantly or may significantly affect the operations of Sport Manawatu.

**REPORT OF THE INDEPENDENT AUDITOR
ON THE SUMMARY FINANCIAL STATEMENTS**

To the Board of Trustees of Sport Manawatu Charitable Trust

Unqualified Opinion

The summary financial statements on pages 1 to 3, which comprise the statement of financial position as at 30 June 2021, the statement of comprehensive revenue and expenses, statement of changes in net assets and cash flow statement for the year then ended, and notes to the summary financial statements, are taken from the audited financial statements of Sport Manawatu Charitable Trust for the year ended 30 June 2021. In our opinion, the accompanying summary financial statements are consistent, in all material respects, with the audited financial statements, in accordance with PBE FRS 43: *Summary Financial Statements* issued by the New Zealand Accounting Standards Board.

Summary Financial Statements

The summary financial statements do not contain all the disclosures required by Public Benefit Entity Standards Reduced Disclosure Regime (PBE Standards RDR). Reading the summary financial statements and the auditor's report thereon, therefore, is not a substitute for reading the audited financial statements and the auditor's report.

The Audited Financial Statements and Our Report

We expressed an unmodified (unqualified) audit opinion on the financial statements in our report dated 5 October 2021.

The Board of Trustees' Responsibility for the Summary Financial Statements

The Board are responsible on behalf of the entity for the preparation of the summary financial statements in accordance with PBE FRS-43: *Summary Financial Statements*.

Auditor's Responsibility

Our responsibility is to express an opinion on whether the summary financial statements are consistent, in all material respects, with the audited financial statements based on our procedures, which were conducted in accordance with International Standard on Auditing (New Zealand) (ISA (NZ)) 810 (Revised), *Engagements to Report on Summary Financial Statements*.

Other than in our capacity as auditor we have no relationship with, or interests in, Sport Manawatu Charitable Trust.

CKS Audit

CKS Audit
5 October 2021

Sport Manawatu Charitable Trust
Summary Financial Statements
For the year ended 30 June 2021

Statement of Comprehensive Revenue and Expenses
For the year ended 30 June 2021

	2021	2020
	\$	\$
Revenue		
Revenue from non-exchange transactions	2,007,969	1,905,356
Revenue from exchange transactions	205,673	202,947
Total revenue	2,213,642	2,108,303
Expenses		
Staff costs	1,545,742	1,460,905
Programmes	287,010	197,269
Interest expense	14,436	17,371
Loss on disposal of assets	11,955	0
Other expenses	355,053	355,600
Total expenses	2,214,196	2,031,145
Other comprehensive revenue and expenses	-	-
Total comprehensive revenue and expenses for the year	(554)	77,158

Statement of Financial Position
As at 30 June 2021

	2021	2020
	\$	\$
Current assets		
Cash and cash equivalents	920,016	1,444,200
Investments	530,660	319,755
Receivables and prepayments from exchange transactions	30,388	35,394
Receivables from non-exchange transactions	264,144	259,268
	1,745,208	2,058,617
Non-current assets		
Property, plant, and equipment	203,040	209,607
	203,040	209,607
Total assets	1,948,248	2,268,224
Current liabilities		
Trade and other creditors	147,114	321,688
Income in advance	71,667	117,517
Funds held on behalf	181,655	296,384
Finance leases	75,962	85,880
Employee entitlements	103,133	95,456
	579,531	916,925
Non-current liabilities		
Finance leases	79,894	61,922
	79,894	61,922
Total liabilities	659,425	978,847
Net assets	1,288,823	1,289,377
Equity		
Accumulated revenue and expenses	1,288,823	1,289,377
Total equity	1,288,823	1,289,377

These summary financial statements should be read in conjunction with the notes to the summary financial statements and the Audit Report.

1



Sport Manawatu Charitable Trust
Summary Financial Statements
For the year ended 30 June 2021

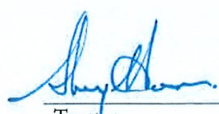
Statement of Changes in Net Assets
For the year ended 30 June 2021

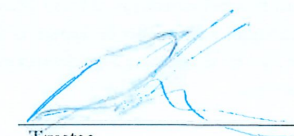
	Accumulated comprehensive revenue and expenses \$	Total equity \$
Opening balance 1 July 2019	1,212,219	1,212,219
Total comprehensive income	<u>77,158</u>	<u>77,158</u>
Closing equity 30 June 2020	<u>1,289,377</u>	<u>1,289,377</u>
Opening balance 1 July 2020	1,289,377	1,289,377
Total comprehensive income	<u>(554)</u>	<u>(554)</u>
Closing equity 30 June 2021	<u>1,288,823</u>	<u>1,288,823</u>

Cash Flow Statement
For the year ended 30 June 2021

	2021 \$	2020 \$
Net cash flows from operating activities	(247,503)	391,793
Net cash flows from investing activities	(24,313)	(14,541)
Net cash flows from financing activities	(252,368)	(52,531)
Net increase / (decrease) in cash and cash equivalents	(524,184)	324,721
Cash and cash equivalents at 1 July	<u>1,444,200</u>	<u>1,119,479</u>
Cash and cash equivalents at 30 June	<u>920,016</u>	<u>1,444,200</u>

Signed for and on behalf of the Board of Trustees who authorised these summary financial statements for issue on 5 October 2021:


 Trustee


 Trustee

These summary financial statements should be read in conjunction with the notes to the summary financial statements and the Audit Report.

Sport Manawatu Charitable Trust
Summary Financial Statements
For the year ended 30 June 2021

Notes to the Summary Financial Statements

1. The reporting entity is Sport Manawatu Charitable Trust (Sport Manawatu). Sport Manawatu is domiciled in New Zealand and is a charitable organisation registered under the Charitable Trusts Act 1957, and the Charities Act 2005.
2. The full financial statements on which this summary is based, have been prepared in accordance with Generally Accepted Accounting Practice in New Zealand (NZ GAAP). They comply with Public Benefit Entity International Public Sector Accounting Standards (PBE IPSAS) and other applicable financial reporting standards as appropriate that have been authorised for use by the External Reporting Board for Not-For-Profit entities. For the purposes of complying with NZ GAAP, Sport Manawatu is a public benefit not-for-profit entity and is eligible to apply Tier 2 Not-For-Profit PBE Standards on the basis that it does not have public accountability and it is not defined as large.
3. The Board of Trustees has elected to report in accordance with Tier 2 Not-For-Profit PBE Accounting Standards and in doing so has taken advantage of all applicable Reduced Disclosure Regime (RDR) disclosure concessions.
4. The summary financial statements have been extracted from the full financial statements and are presented in New Zealand dollars. The summary financial statements of Sport Manawatu including: Statement of Comprehensive Revenue and Expense; Statement of Financial Position; Statement of Changes in Net Assets; and Cash Flow Statement cannot provide a full understanding due to their summary nature. The understanding can be obtained only by reference to the full financial statements of Sport Manawatu.
5. A copy of the full financial statements may be obtained on request from Sport Manawatu, 40 The Square, Palmerston North or from sportmanawatu.org.nz/about/reports.
6. A list of related party transactions is included in the full financial statements.
7. At balance date Sport Manawatu had major operating commitments of \$64,256 (2020: \$89,239).
8. There are no contingent assets or liabilities at the reporting date.
9. The full annual financial statements of Sport Manawatu have been audited by CKS Audit who have issued an unmodified audit report in respect to the financial statements on 5 October 2021. CKS Audit have audited these summary financial statements and found them to be consistent with the full financial statements.
10. These summary financial statements are in compliance with PBE FRS-43: Summary Financial Statements.
11. These summary financial statements have been approved and were authorised for issue by the Board of Trustees on 5 October 2021.



ATTACHMENT 3 - ANALYSIS OF SUCCESS MEASURES IN THE PNCC/SPORT MANAWATŪ FUNDING AGREEMENT FOR THE 2020/21 YEAR

	Sport Manawatū's role in outcome area	Success measures - officer comments
Outcome 1: PN has the most active community in NZ	<ul style="list-style-type: none"> Support the capacity, capability and sustainability of play, sport and active recreation clubs, organisations and codes ("the sector") in order to improve participation and activity rates Facilitate bringing together stakeholders (health, education) to improve physical activity levels Development of stronger communities using Play, Recreation and Sport <p>Priority areas</p> <ul style="list-style-type: none"> Deliver training, seminars/conferences and programmes to the sector* Co-ordinate an Active Community Forum or similar opportunity to bring together sport, play and active recreation stakeholders and partners e.g. Regional Sports Conference 	<p>1. Proof of up-skilling and innovation in the sector through training initiatives, opportunities and activities - Sport Manawatū has provided many examples in its report of training initiatives, opportunities and activities designed to improve the sector's capability and capacity. An example is the co-ordination of a Regional Sports Organisation General Manager group including a professional development series for this group.</p> <p><i>Conclusion: Evidence of the provision of training initiatives, activities and opportunities is provided and this measure has been met.</i></p> <p>2. Establishment of the Active Community Forum - whilst an active community forum has not been organised, Sport Manawatū has instead, in discussion with staff, provided targeted multi-year opportunities for women and girls through the 'See Her Be Her' programme. This approach aligns with Sport NZ's release of the 'Women and Girls in Sport and Recreation' strategy in 2018. In late 2020 Sport Manawatū organised a 'Play, Recreation and Sport' sector conference with the key themes of 'balance is better' and 'thinking differently'. This is a key sector forum that brings together a wide range of participants with Sport Manawatū noting that the conference was well-received with 97% of the respondents either satisfied or very satisfied with their experience.</p> <p><i>Conclusion: This forum was not established although there is evidence of other similar activities including the Play, Recreation and Sport sector conference and the 'See Her Be her' women and girls' events. More evidence of the impact on community wellbeing/social connectivity is required to fully meet this measure.</i></p> <p>3. Track levels of physical activity and compare these to other regions – Sport Manawatū has presented insights data for the City highlighting levels of inactivity (and comparing the City with North Harbour and to the rest of New Zealand) and the City's most popular forms of physical activity. Understanding these statistics enables Sport Manawatū to develop participant-focussed and targeted approaches to its services and activities that are aiming to address inactivity – particularly when understanding how many people are involved.</p> <p><i>Conclusion: Tracking this type of data is useful but the improvements to the way it is presented to enable clear interpretation should be addressed for this success measure to be met.</i></p>
	<ul style="list-style-type: none"> Deliver, or support through allocation of funding grants, locally-led community initiatives to increase physical activity levels for particular individuals, whanau/families or communities, or areas, within the City <p>Priority areas</p> <ul style="list-style-type: none"> Identify up to three priority suburbs and monitor progress of increased physical activity over the next three years Deliver Green Prescription and Active Families programmes* Deliver activities and other complementary initiatives aimed at increasing community participation Co-ordinate Kiwi Sport funding for the Regional Sports Trust region* [replaced by Tu Manawa Active Aotearoa Funding] Co-ordinate the Active Communities Fund (for low income access to opportunities) Work with Rangitāne o Manawatū to develop a physical activity plan designed to encourage whānau to be more active. <p>*indicates contribution from other organisations/partners</p>	<p>4. Evidence of a community activity plan for identified suburbs – Sport Manawatū has provided an honest account about the challenges of implementing intervention models, such as a community activity plan, into the Roslyn community without having firstly established relationships with community stakeholders. Despite these challenges, Sport Manawatū report that they have now established good connections with stakeholders, that led to three Roslyn-based physical activity-based programmes. Sport Manawatū's reflections on the experience of targeting a suburb will be valuable for initiatives being considered in other parts of the City (such as in Awapuni).</p> <p><i>Conclusion: More evidence of an implementation plan/approach and highlighting key results is required to fully satisfy this success measure. Insights obtained from data will also help understand what suburbs are least inactive and need targeted support.</i></p> <p>5. Documented evidence of programme uptake and benefits – Sport Manawatū has provided good evidence of the number of participants supported through the GRx and Active Families programmes and resultant health and well-being benefits. It also supported several community participation events including an 'Everyone Active Festival' on the Railway Land in March 2021 that showcased many active opportunities available in the City. Sport Manawatū acknowledged that it was hard to gauge numbers that engaged with the festival; however, the event provided a good foundation for future festivals. The programme impact snapshots provide good evidence for the new Kiwis healthy lifestyle programme.</p>

	Sport Manawatū's role in outcome area	Success measures - officer comments
	<p>• Provide leadership advice on plans and projects that enhance opportunities for communities to be active and enhance decision-making.</p> <p>Priority areas</p> <ul style="list-style-type: none"> • Work with Council staff and other stakeholders including presenting to Council's Sport and Recreation Committee on issues and/or projects impacting the sector or community • Provide insights/research on local trends and issues impacting on Council's Places and Spaces <p>• Act as the "shop front" for the community to better access sport and active recreation opportunities in the City</p> <p>Priority areas</p>	<p>Conclusion: This measure was partially met as evidence was not consistently reported across all programmes. In future reporting, measures should record the benefits as well as the uptake e.g. participant numbers.</p> <p>6. Documented evidence of the application of funds and benefits to recipients - Sport Manawatū has shown the allocation of Council funding that support people to overcome barriers to being physical active. The Active Communities Fund was over-subscribed in 2020/21 and supported 61 people; last year the fund was fully subscribed and supported 80 people.</p> <p>Conclusion: Evidence of the application of the Active Communities Fund is provided in the report. A fund recipient story documents the type of benefits received through this funding and therefore partially meets the success measure, although more evidence of the benefits could be provided or summarised in future reporting.</p> <p>7. Evidence that insights/research is influencing decisions on Council's places and places – Sport Manawatū have placed increased emphasis on the importance of evidence and research to inform decisions on Council's plans and projects. The Regional Sports Facility Plan (RSFP) process and input into needs assessments and feasibility studies are heavily reliant on data e.g. Sport NZ Active NZ surveys, local membership and participation data (see measure #9 below). Sport Manawatū and the Council have recognised that this is an area that needs more attention. The 'Sport Readiness' project outlined in the report is designed to improve data capture in order to provide a solid evidence-base for decision-making.</p> <p>Conclusion: Sport Manawatū have shown in its report an increased emphasis on the value of evidence and research to inform decisions and have been involved in a number of Council decision-making processes. While it is difficult to definitively prove what influence Sport Manawatū has had on Council decisions it concluded that it has partially met this measure.</p> <p>8. Distribution to the sector relevant information and research leading to good decisions - This is a difficult measure to demonstrate, however, Sport Manawatū has provided examples of its participation in Council's planning processes including the Arena Master Plan Steering Group (where it both represents the view of the sport and recreation sector as well as providing guidance on the RSFP decision-making process). It has also facilitated meetings with indoor sports users and aquatic groups to discuss concerns as well as inform groups of the RSFP and 10-year plan processes (and proposed sports facility-related programmes).</p> <p>Conclusion: Like the measure above, it is hard to definitively link the distribution of information to good decision-making. There is also likely to be a range of information distributed by Sport Manawatū via various means and this has not been fully described in the report. Despite this it is assumed that there is a co-relation between the two and therefore this measure has been partially met.</p> <p>9. Track participation in sport and active recreation activities and events - Membership and participation data has also been presented in the annual report for 29 sport and recreation codes collected over the last seven years. Sport Manawatū and Council are currently working on a 'Sport Readiness' project that aims to educate the sector on better data collection and to better explain how the data is used to inform decision-making.</p> <p>Conclusion: While the sports code data presented in the report provides a useful year-on-year comparison and broadly shows what sports are experiencing growth, stability or decline, the reliability of this data is uncertain. Sport Manawatū provides no analysis of this data in its report nor reports on any events (apart from those supported by the Sports Event Partnership Fund). While some tracking of participation evidenced in the report, this is an area where improvements could be made. This measure has been partially met</p> <p>10. Evidence that the community is easily accessing the information and resources they need to be active - Sport Manawatū uses a range of information sources for the community to access information such as its website and social media channels. There is evidence captured in the report of the number of views and followers of these channels. While not noted in its report, Sport Manawatū also shifted office in April 2021 to</p>

	Sport Manawatū's role in outcome area	Success measures - officer comments
	<ul style="list-style-type: none"> Ensure staff are available to assist the community to meet their play, sport and active recreation needs Maintain a website and social media presence (e.g. Facebook) that is up-to-date and informative Maintain databases of clubs and facilities to ensure they are current 	<p>a more high-profile city centre location on The Square - Te Marae o Hine, and re-branded shortly after this shift.</p> <p><i>Conclusion: This measure has been partially met based on the reported information.</i></p>
	<ul style="list-style-type: none"> Provide regional leadership for the development, rationalisation or optimisation of sports facilities <p>Priority areas</p> <ul style="list-style-type: none"> Co-ordinate the implementation of recommendations in the Regional Sports Facility Plan (RSFP) Provide advice to Council and sports facility proponents on the investment decision-making framework 	<p>11. Demonstration or examples of the implementation of the RSFP recommendations - Sport Manawatū has led the implementation of the recommendations in the Manawatū-Whanganui Regional Sport Facility Plan (RSFP) since it was finalised in 2018. The RSFP includes a decision-making process to assist with sports facility development proposals. Sport Manawatū is funded by Council through programme #1422 to carry out this co-ordination role. In its report Sport Manawatū's role has included co-ordination of a cross-council steering group, organising a separate funders' forum and working with several facility proponents to navigate through Plan's processes. The benefits of using this approach have been evidenced in the report through descriptions of a number of projects including: a proposed gymnastics facility (Manawatu GymSports Inc.), covered courts for tennis and netball (Netball Manawatū and Manawatū Lawn Tennis Club), a climbing wall, an artificial football turf (Central Football) and on-going work facility improvement work for outdoor bowls. Council and Sport Manawatū staff have recently compiled a list of facility projects to better track each one's progress and ensure that it is clear which organisation is leading the process, and which one is supporting the process.</p> <p><i>Conclusion: The comprehensive information and examples reported demonstrate that this measure has been met.</i></p> <p>12. Create a tool to help determine future sport facility provision needs - While some tools have been developed by Sport Manawatu staff to assist with the implementation of the decision-making process in the RSFP, there is still a need to refine these, simplify the decision-making process and confirm what information is expected of proponent groups at each of the process steps. This work will be discussed with Sport Manawatū in more detail particularly as the RSFP is being reviewed in two stages over the next two years.</p> <p><i>Conclusion: While it is acknowledged that some tools have been developed, these require more refinement. An iterative approach has been taken due to sports facility work being dynamic and involving many different aspects to determine needs e.g. data and demographic analysis. This measure is partly met but one that requires further work in discussion with Sport Manawatū.</i></p>
Outcome 2: people have the skills to safely and confidently cycle and walk on our active transport network and system	<ul style="list-style-type: none"> Be one of the main behaviour change agents (advocates) for active transport including promoting the benefits of walking and cycling for recreation and commuting Play a supportive role in engaging with active transport stakeholders such as NZTA, Horizons Regional Council, adjoining Councils, advocacy groups etc. <p>Priority areas</p> <ul style="list-style-type: none"> Run and promote cycle skills education programmes (through the national Bike Ready programme) Ensure there is co-ordination of walking and cycling related events and activities Provide support for the Bikes in Schools programme 	<p>1. Evidence that people's (particularly children's) cycle skills are improving through evaluation of the relevant programmes - This years' annual delivery target was of 660 programme participants (grade 2) was exceeded with a total of 1317 participants receiving instruction with 966 of these receiving grade 2 instruction. Waka Kotahi reviewed Sport Manawatū's Bike Ready instruction in November 2020 with good feedback received on the programme delivery. Sport Manawatū has survey insights from participating schools that showed that a third of participants reported riding their bike more often following cycle skills instruction, and over three quarters of participants (78%) reported feeling more confident riding a bike following the instruction.</p> <p><i>Conclusion: It is considered that this measure is being met based on the reported information.</i></p>

	Sport Manawatū's role in outcome area	Success measures - officer comments
Outcome 3: everyone is encouraged to be active by playing and being active in sport and recreate in facilities across our City	<ul style="list-style-type: none"> Increase awareness of opportunities to be active in Council's sport and recreation facilities, parks and reserves <p>Priority areas</p> <ul style="list-style-type: none"> Develop a Play Plan to implement actions from the Council's Play Policy 	<p>1. Evidence that communities (children and adults) prioritise outdoor play in the home, community, school and club - Sport Manawatū's report demonstrates the delivery of a range of localised play initiatives including a series of 'pop-up places to play' that aimed to showcase local opportunities in Council's parks and reserves network.</p> <p><i>Conclusion: This measure is difficult to meet without a bespoke measurement tool, such as a survey or capturing participant voice, being carried out. Design of a survey (or similar) will be further discussed with Sport Manawatū to meet this measure.</i></p>
Outcome 4: sport and community sport events create social opportunities and economic benefits	<ul style="list-style-type: none"> Build strategic partnerships with recreation and sport providers, organisations (e.g. national and regional sports organisations) and other stakeholders to successfully host national and North Island school sports events Facilitating a collaborative approach ensures the City continues to attract and retain sports events <p>Priority areas</p> <ul style="list-style-type: none"> Administer the Sports Events Partnership Fund on behalf of /with Council including the establishment of an Advisory Group comprising Sport Manawatū, PNCC and CEDA representatives to assess and approve applications. Develop a retention plan for North Island and National Secondary School Sports events Ensure that for supported events there is improved experience for participants and visitors including through the use of tikanga and Te Reo Māori 	<p>1. Retention of North Island and national secondary school sports events - One national secondary school sports event (volleyball) usually retained on an on-going basis was supported through the SEPF during the reporting year. Sports events funded through the Sports Events Partnership Fund have been heavily impacted on by COVID-19 restrictions. Although Sport Manawatū has a key role in administering the SEPF, meeting this measure is beyond Sport Manawatu's control in the current environment.</p> <p><i>Conclusion: While this measure was partially met, it is understandable in the current Covid-19 impacted environment that not all events were retained. It is noted that some school-aged events were supported through the SEPF but not at the national or North Island level of competition normally retained by the City.</i></p> <p>2. Increase in economic benefits from sporting events supported by Sport Manawatū/Council (through the allocation of the Sports Event Partnership Fund) - In its report, Sport Manawatū has estimated that the 27 sporting events supported through the Sports Event Partnership Fund have contributed an estimated \$7.4 million to the City's economy over the past year; this compares to the previous year's estimated economic benefit of \$6.8 million from 13 SEPF supported events. The economic benefit calculations used in the report are based on the Fresh Info events economic model.</p> <p><i>Conclusion: This success measure has been met as there was demonstration of an increase in the economic benefit accruing from SEPF-supported events compared to the previous 2019/20 annual report.</i></p> <p>3. Monitor the social benefits of other community-based events supported by Sport Manawatū i.e. Ethkick, Pasifika Volleyball - there are a number of community events described in the annual report (e.g. Pickleball 'have-a-go', EID festival and the Everyone Active Festival, and workplace challenges) that all have a range of social benefits.</p> <p><i>Conclusion: While there is some capture of the social benefits in the report, it is understood through discussion with Sport Manawatū that monitoring each of these opportunities happens informally rather than routinely capturing data. More discussion on how benefits can be better recorded is required for this measure to be met and could include a requirement for event organisers to provide an assessment in their funding applications or post-event reports.</i></p>

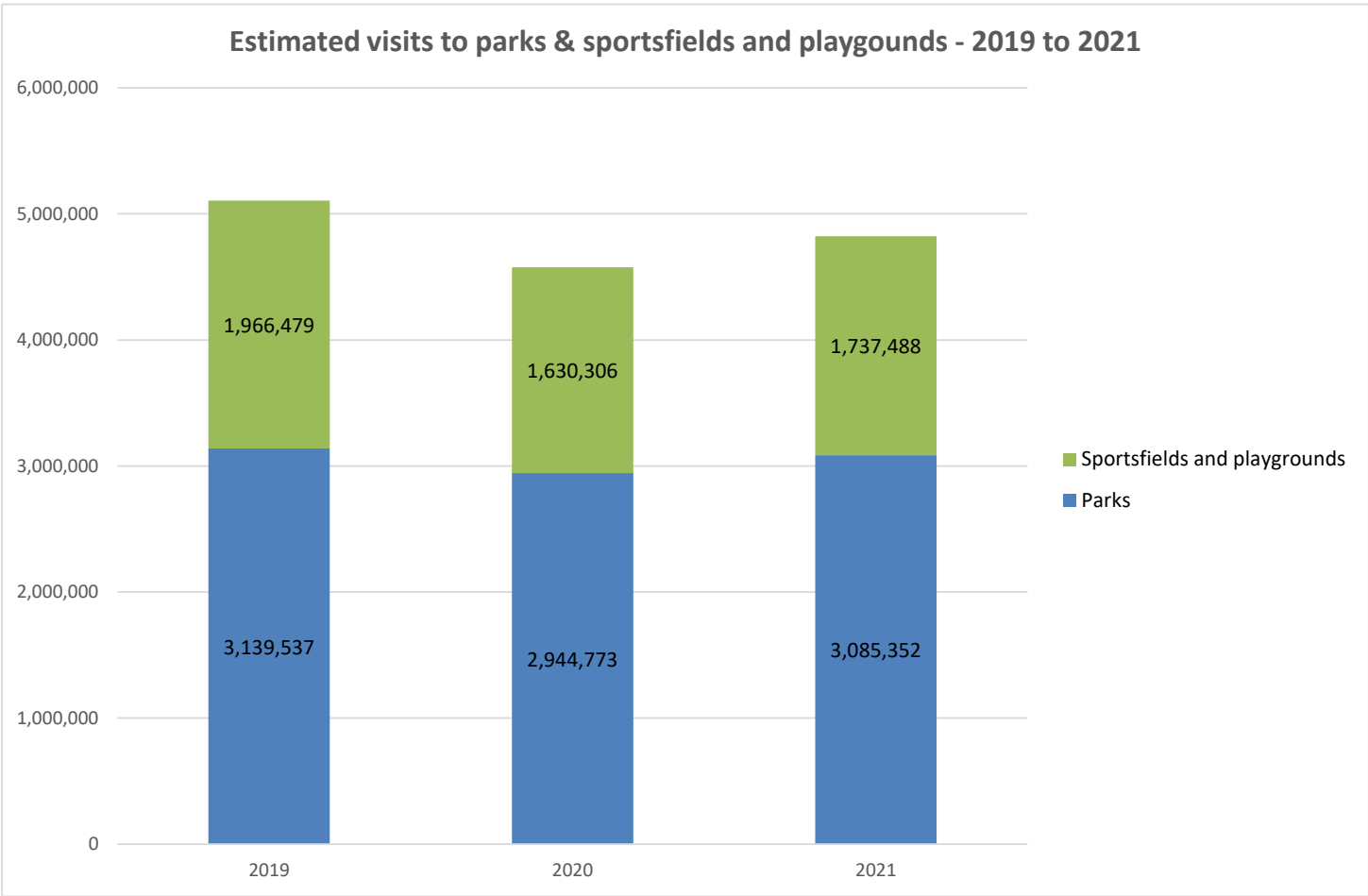
ATTACHMENT 4 - Strategic Partnership Plan Outcomes – PNCC high level measures (from relevant Council Plans)

Outcomes	High level measures (at Plan level)	Description of measures									
1. Palmerston North has the most active community in NZ	Increase participation rates for all adults in sport and recreation (Active Community Plan)	<div>PARTICIPATION RATES (PHYSICAL ACTIVITY)</div> <div><p>Physical activity (Palmerston North and region) (2017 and 2018)</p><table border="1"><thead><tr><th>Age group</th><th>Palmerston North</th><th>Manawatu Regional Sports Trust</th></tr></thead><tbody><tr><td>Young people</td><td>~92%</td><td>91.9%</td></tr><tr><td>Adults</td><td>73%</td><td>69.6%</td></tr></tbody></table><p>Source: Active NZ Survey 2017 and 2018</p><p>This graph shows the percentage of respondents who reported being physically active in the previous seven days. It compares the Palmerston North City Council area to the wider Manawatu Regional Sports Trust area which includes Horowhenua District Council, Manawatu District Council, Palmerston North City Council and Taranaki District Council. This graph shows that adults (age 18+) in Palmerston North are more likely to report participating in physical activity than in the regional population overall. There is not a significant difference in the participation levels of young people (age 5 to 17).</p><p>Source: PNCC City Dashboards/Active NZ surveys</p><p>Comment: Covid-19 has disrupted the Active NZ surveys carried out by Sport NZ - Ihi Aotearoa; therefore, these figures cannot be updated.</p><p>Sport NZ has confirmed a PNCC-only physical activity measure based on the combined results of the 2017 and 2018 Active NZ surveys. The percentage of PNCC adults participating in any form of physical activity (including participation in sport and recreation) is 73% compared to 69.6% for the Manawatu region. Physical activity levels for young people (5-17) is higher than for adults at 91.9% but is less than young people in the region overall. These percentages will be used as the benchmark for measuring physical activity over the period of the Sport Manawatu/PNCC funding agreement as there is no measure for 2019/20.</p></div>	Age group	Palmerston North	Manawatu Regional Sports Trust	Young people	~92%	91.9%	Adults	73%	69.6%
Age group	Palmerston North	Manawatu Regional Sports Trust									
Young people	~92%	91.9%									
Adults	73%	69.6%									
2. People have the skills to safely and confidently cycle, and walk, on our active transport network and system (roads, footpaths, shared paths, cycleways)	Increase in cyclists Increase in pedestrians (Active and Public Transport Plan)	<div>ACTIVE TRANSPORT – WALKING AND CYCLING</div> <div><p>Source: Statistics New Zealand</p><p>Comment: The source of this information is the 2018 census and so this table has not been updated since reporting on the last annual report.</p><p>In 2018, 1,446 or 3.4% of the City's people biked to work and 1,083 or 5.9% biked to education; both of these figures are higher than the national average. In terms of walking/jogging in 2018, 2,895 or 6.8% used this means to get to work and 3,387 or 18.4% walked/jogged to get to education. The 2018 Census percentage figures will be used as the benchmark for measuring means of travel to work and education over the period of the Sport Manawatu/PNCC funding agreement as there is no measure for 2019/20.</p></div>									

3. Everyone is encouraged to be active by playing and being active in sport and recreation facilities (places and spaces) across our City

Increase in use of parks, sportsfields and playgrounds

PARKS, SPORTSFIELDS AND PLAYGROUNDS USE



Source: PNCC Annual Resident's surveys 2018/19, 2019/20 & 2020/21 – extrapolated from *Parks, Reserves and Open Spaces: Visit Frequency* data and population estimates

Comments: Visits to Council's parks and greenspaces are estimated to be over 3,000,000 and over 1,700,000 visits to sportsfields and playgrounds for the 2020/21 year. These figures are higher than the previous year but are lower than two years ago. Lower numbers in 2020 potentially reflect COVID-19 lockdown and restrictions on accessing some public places.

	<p>Increase in use of Central Energy Trust Arena for community sport and active recreation</p>	<div><div><div><div><div><div><h3>CENTRAL ENERGY TRUST – COMMUNITY SPORT AND RECREATION</h3><h4>CENTRAL ENERGY TRUST ARENA - COMMUNITY EVENTS - SPORTS - 2017/18 TO 2020/21</h4><div><div><div>■ event hours</div><div>■ number of events</div></div><div><div><div><div>8775</div><div>2471</div></div><div>2017/18</div></div><div><div><div><div>9157</div><div>2782</div></div><div>2018/19</div></div><div><div><div><div>6570</div><div>2169</div></div><div>2019/20</div></div><div><div><div><div>8160</div><div>2832</div></div><div>2020/21</div></div></div></div></div></div></div><div><p>Source: PNCC</p><p><u>Attendance:</u></p><ul style="list-style-type: none">• 130,949 people attended or participated community sport events at CETA in 2021/21.• 177,573 people attended or participated community sport events at CETA in 2019/20.• 195,800 people attended or participated community sport events at CETA in 2018/19 (source: https://performance.envio.com/dashboard/Palmerston-north-city-dashboards/Goal-5139-Goal-5139-LongTermTarget-5345).<p>Source: Palmerston North City Council</p><p>The following classifications are used for measuring types of events to determine publicly attended events, closed community activities and purely commercial use. Public and Community events are each split between sport and non- sport related activity.</p><ul style="list-style-type: none">• <i>Public Events- Sport: Sports events where the public can attend and may be charged an admission fee. Examples: Mitre 10 Cup, Speedway, Silver Ferns, Super Rugby, Rose City Ballroom Dancing & Roller Derby</i>• <i>Public Events- Non-Sport: Events other than sports events where the public are able to attend and may be charged an admission fee. Examples: Home Show, Women's Lifestyle Expo, Big Boys Toys, Rail X, Red Cross Book Sale, Concerts, Pidgeon & Poultry Show, Sort It Expo, PN Cat Show</i>• <i>Community Events- Sport: Regular club/ school users where local clubs/ associations organise weekly competitions, events or seasons for community participation. Example: PN Basketball, Manawātū Club Rugby, Marist Summer Soccer, Trainings, School sports tournaments, PN Volleyball, PN Table Tennis, PN Badminton</i>• <i>Community Events- Non-Sport: Organisations/ not for profit/ community groups organise events based around community participation. Examples: PNBHS Prizegiving, Rotary Club lunches/ dinners, Muslim Association, Church Services, Westmount School</i>• <i>Commercial Events: Events organised by private or commercial organisations for invited guests only. Examples: Business Trade Shows, Weddings, Business Dinners, Seminars, Business Training</i>• <i>National Sports Events: National Sports Tournaments organised by National bodies for Regional, North Island or National Championships. Examples: National Secondary School Volleyball, National Youth Futsal Championships, AA Basketball Championships, New Zealand Junior Team Badminton Championships, New Zealand Secondary School Table Tennis Championships.</i><p>Comment: In terms of the community sport event hours at CETA, these increased from 2017/18 to 2018/19 but decreased in 2019/20 due to COVID-19 restrictions. The 2020/21 year has seen the numbers recovering but there are still on-going impacts from Covid-19 impacting on participation and attendance. As noted for 2019/20, in 2020/21 the 'community events – sport' category, in terms of both hours of use and number of events, has the greatest proportion of use for all event categories.</p></div></div></div></div></div></div></div>
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Increase in use of aquatic facilities
(Active Community Plan)

AQUATIC FACILITY USE

Use of Council's aquatic facilities - 2017/18 to 2020/21

Year	Lido Aquatic Centre	Freyberg Community Pool	Splashhurst	Total
2017/18	388,982	147,287	0	536,269
2018/19	379,030	178,501	0	557,531
2019/20	316,824	156,068	18,650	491,542
2020/21	379,020	191,282	36,923	607,225

Source: Community Leisure Management

Comments:

In 2020/21 there were over 600,000 visits to Council's pools: Splashhurst Community Pool, Lido Aquatic Centre and Freyberg Community Pool. This number is up on the previous year which was impacted on by COVID-19 restrictions.

<p>4. Sports and community sport events create social and participation opportunities as well as economic benefits</p>	<p>Increase in number of North Island and national school sports events</p> <p>Increase in participation in community events (Events and Festivals Plan)</p>	<h3>NORTH ISLAND AND NATIONAL SCHOOL SPORTS EVENTS</h3> <p>In 2020/21 there was one national secondary school events supported by the Sports Events Partnership Fund:</p> <ul style="list-style-type: none"> Secondary School Volleyball National Tournament (CETA) <p>There were also a number of age-grade sports events held over the year:</p> <ul style="list-style-type: none"> Basketball Manawatu regional secondary school championships (CETA) CD U15 girls cricket tournament (Ongley, Manawaroa and Fitzherbert Parks) Manawatū junior triathlon festival Lower North Island U15 softball tournament and secondary school Div 2 softball nationals (Colquhoun Park) <p>Source: Sport Manawatū Annual report 2020/21</p> <h3>COMMUNITY EVENTS (SPORT & RECREATION FOCUSED)</h3> <p>Ethkick football tournament – 350 participants (2020) ; 54 teams (Feb 2021 at CETA)¹ Super 7 series (fun run and walk) – 1500 people per event (2020); estimated at 1500 (Jan/Feb 2021) ² Park Run - 160 (average) finishers a week (2020 & 2021)³ Palmy I Tri'd the Tri Series - average of 750 participants over 5 weeks (2020); estimated 750/week for Feb 2021 series⁴ Weet-bix Kids Tryathlon - more than 2200 children (aged 7-15) in 2019; event was cancelled in 2020 due to Covid-2019; event was held in March 2021 – number unavailable</p>
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¹ <https://www.stuff.co.nz/manawatu-standard/news/124312783/palmerston-norths-ethkick-adds-fair-play-points>

² <https://www.stuff.co.nz/manawatu-standard/news/300203215/runners-and-walkers-get-into-stride-as-popular-event-begins>

³ <https://www.parkrun.co.nz/palmerstonnorth/>

⁴ <https://www.stuff.co.nz/manawatu-standard/news/300221576/kids-tri-series-expects-record-numbers>

MEMORANDUM

TO: Play, Recreation & Sport Committee

MEETING DATE: 20 October 2021

TITLE: Sports Event Partnership Fund Review and Sports Events Retention and Attraction Plans

PRESENTED BY: Julie Macdonald - Strategy & Policy Manager

APPROVED BY: David Murphy, Chief Planning Officer

RECOMMENDATION(S) TO PLAY, RECREATION & SPORT COMMITTEE

1. That the report titled 'Sports Event Partnership Fund Review and Sports Events Retention and Attraction Plans' including the 'Sports Event Partnership Fund Review – prepared for Sport Manawatū (June 2021) by Third Bearing Ltd' presented to the Play, Recreation & Sport Committee on 20 October 2021 be received for information.

1. ISSUE

The purpose of this report is to share the findings of the report 'Sports Event Partnership Fund Review – prepared for Sport Manawatū (June 2021) by Third Bearing Ltd' (attachment 1).

The report findings will be used to inform future decisions on how the Sports Event Partnership Fund (SEPF) will be administered. Council's funding agreement with Sport Manawatū, which has responsibility for administering the fund, is in the last year of a three-year term. It is therefore timely to consider any impacts of the report's recommendations in upcoming negotiations for a new agreement.

The report will also guide decisions on which organisation is best placed to lead the sports events attraction and retention activities recommended in the report.

2. BACKGROUND

The administration of the SEPF is currently outsourced to Sport Manawatū through its funding agreement with Council. In October 2020 the Council approved a request from Sport Manawatū to commission a report on the Sports Event Partnership Fund using carried-forward funds from 2019/20. Local consultants, Third Bearing, were employed to prepare the report that focused on:

- Preparing an attraction and retention plan for secondary school and other events, and

- Reviewing the administrative aspects of the Sports Event Partnership Fund

One of the outcomes sought from this work was to clarify organisational roles and responsibilities for sports event attraction and retention activities. Sports event attraction and retention activities (related to the SEPF) are currently determined by the resources available within Council and Sport Manawātū at any given time.

It is noted that the SEPF is a contestable fund within the draft Support and Funding Policy currently being prepared for public consultation. Feedback on the SEPF through this policy process will potentially further shape the fund's priorities and guide administrative aspects at a high level. However, more detailed fund administrative matters are the responsibility of the decision-making panel made up of Sport Manawātū, Council and the Central Economic Development Agency (CEDA) staff operating under a Terms of Reference.

3. REPORT RECOMMENDATIONS

The report (attachment 1) identified four key recommendations with more detailed recommendations included within the body of the report:

1. *The SEPF should shift from the current administrative focus to one that includes a more strategic focus.*
2. *There needs to be a clearer split in the fund between high-value sports events and those of less priority.*
3. *Some way needs to be found to provide additional funds to attract additional sports events.*
4. *Wider players need to be included on the panel, helping to reinforce 're-cycling' and create more representation by those who benefit.*

It is noted that (with respect to the third recommendation) an additional \$40,000 for the SEPF was agreed through the 10-year plan (programme 2114) from 2021/22. This takes the total annual amount of funding in the SEPF to \$260,000.

4. CONSIDERATIONS FOR FUTURE FUND ADMINISTRATION AND IMPLEMENTATION OF THE ATTRACTION AND RETENTION PLANS

With the findings of the report now available, Sport Manawātū and Council staff have begun discussing potential options for the funding agreement negotiations. As part of this options exercise, the following matters are being considered:

- Whether the current outsourcing model is the best way to administer the fund given its multiple purposes, priorities and alignment to different strategic and organisational goals;
- Whether the SEPF panel's responsibilities should be expanded through its Terms of Reference to take a more strategic function and work on the implementation of the attraction and retention plans (as recommended in the report);

- The resourcing impacts on the respective organisations involved in the SEPF to implement the attraction and retention plans. For example, can this work be accommodated within the new funding agreement with Sport Manawatū or are more resources required;
- Upcoming feedback on the SEPF's role and priorities received through the consultation and deliberations process on the draft Support and Funding Policy.
- Whether changes are made to the structure and administration of the SEPF to better reflect Council's strategic intent (through funding agreement negotiations, where appropriate).

5. NEXT STEPS

Decision-making on the policy direction for the SEPF through the draft Support and Funding Policy will coincide with the beginning of negotiations on a new funding agreement with Sport Manawatū.

Sport Manawatū and Council staff will continue to assess the advantages and disadvantages of the options under consideration. Further analysis is required, along with confirmation of the policy context for the SEPF, before a preferred option is taken into funding agreement negotiations next year. Resourcing implications will also be considered alongside the selected option and reported back to Council for further decision-making if necessary.

6. COMPLIANCE AND ADMINISTRATION

Does the Committee have delegated authority to decide? If Yes quote relevant clause(s) from Delegations Manual 167.2	Yes
Are the decisions significant?	No
If they are significant do they affect land or a body of water?	No
Can this decision only be made through a 10 Year Plan?	No
Does this decision require consultation through the Special Consultative procedure?	No
Is there funding in the current Annual Plan for these actions?	Yes
Are the recommendations inconsistent with any of Council's policies or plans?	No
The recommendations contribute to Goal 1: An Innovative and Growing City	
The recommendations contribute to the achievement of action/actions in Economic Development	
The action is: Attract, fund and manage events which bring significant economic benefit to the city (through the Major Events Fund, Art Event Fund and Sports Event	

Partnership Fund)	
Contribution to strategic direction and to social, economic, environmental and cultural well-being	The Sports Event Partnership Fund supports operational costs for sports events hosted in Palmerston North that have an economic benefit and enhance community connectedness and health outcomes (goals 1 and 2). The findings of the report on the fund will inform future decisions on how it should be administered to deliver on Council's strategic intent.

ATTACHMENTS

1. Sports Event Partnership Fund Review - prepared for Sport Manawatū (June 2021) [↓](#) 



Sports Event Partnership Fund Review

PREPARED FOR SPORT MANAWATŪ

June 2021
Version: Final

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1. Introduction

Appointment and Terms of Reference

Sport Manawātū commissioned Third Bearing Limited to undertake a review of the Sports Event Partnership Fund (SEPF) to ensure that the SEPF was being administered as effectively as possible and that the attraction and retention of sports events to Palmerston North City is well coordinated and leverages the strengths of the City and SEPF partners.

There were four main parts to the Terms of Reference:

- > Recommend improvements to the SEPF and its administration (including the SEPF panel)
- > Develop a Sport Event Attraction Plan
- > Develop a Sport Event Retention Plan
- > Define key roles/responsibilities in relation to the areas above.

Work Programme and Reporting

The assignment was commissioned in March 2021 with a draft report delivered on May 2021. Comments on the draft were received from Sport Manawātū and Palmerston North City Council (PNCC), and a final report was issued on 18 June 2021.

Our work was carried out by Julie Keane and Tyson Schmidt.

Methodology

Our work consisted of three main approaches:

- > Interviews with SEPF panel members (and other representatives of their organisations), event organisers, industry, and Regional Sports Organisations.
- > Review and analysis of material provided to us by Sport Manawātū and PNCC.
- > Wider research of other local authority sport event-related funds and potential sport events that could be attracted to the City.

Our work did not constitute an audit and the work undertaken does not allow us to present any opinion in terms of any potential misappropriation, fraud, or other mismanagement related to the SEPF.

A list of the key people we interviewed is provided below:

Sport Manawātū	Tania Garratt
	Victor Romero
	Stuart Robinson
	Brad Cassidy
	Lynley Montgomery
PNCC	Ann-Marie Mori
	John Lynch
	Luke McIndoe
CEDA	Linda Stewart
	Janet Reynolds
Volleyball New Zealand	Toni-Maree Carnie
Accommodation Association NZ	Sally Attfield

Swimming Manawātū	Dianne Farmer
Golf NZ	Dayne Bulloch
Central Football	Donald Piper
Hastings District Council	Kev Carter
Hamilton City Council	Gary Ho
Porirua City Council	Helen Brookes
Christchurch City Council	Brooke Jones

Abbreviations

The following abbreviations are used throughout the text:

NSO – National Sports Organisation
 RSO – Regional Sports Organisation
 SEPF – Sport Event Partnership Fund
 PNCC – Palmerston North City Council
 CEDA – Central Economic Development Agency
 MBIE – Ministry for Business, Innovation and Employment
 CET – Central Energy Trust
 CBD – Central Business District

Probity

Sport Manawātū and PNCC officers provided initial background information and were interviewed for this project. A number of other stakeholders, including event organisers who have applied to the SEPF, were also interviewed. We have considered the advice and requests from all parties involved but are satisfied that none have inappropriately influenced our report or its conclusions.

Acknowledgements

The co-operation and assistance of the people we interviewed for this project is gratefully acknowledged.

Disclaimer

Third Bearing Limited has prepared this report in accordance with the instructions of its client on the basis that all data and information that may affect its conclusions have been made available to us. No responsibility is accepted if full disclosure has not been made. We do not accept responsibility for any consequential error or defect in our conclusions resulting from any error, omission or inaccuracy in the data or information supplied directly or indirectly. Images used in this report were made available to us by Sport Manawātū and we have relied on their copyright and clearance processes.

This report has been prepared solely for our client for the stated purpose. Third Bearing Limited, its officers, agents, subcontractors and their staff owe no duty of care and accept no liability to any other party, make no representation or warranty as to the accuracy or completeness of the information or opinions set out in the report to any person other than to its client including any errors or omissions howsoever caused, and do not accept any liability to any party if the report is used for other than its stated purpose.

2. Overview of findings

SEPF Administration

1. The SEPF is currently best described as passive and administrative in focus. It is passive in terms of the SEPF receives applications rather than applications being actively sort, and administrative in that the assessment of applications follow a well prescribed process.
2. Our view is that the SEPF could be more effective if a more strategic approach was developed alongside its administrative functions. This would require the panel to agree and action attraction and retention plans, and also take a longer-term approach with strategically important sports events.
3. We found that the criteria being applied by the panel during deliberations aligned with the objectives for the SEPF as outlined in the Terms of Reference, and that the process was well documented. We do note that the scoring criteria have changed from that outlined in the original Terms of Reference, but not to the extent that this will have changed any funding outcomes.
4. There is little differentiation in terms of the process – all applications follow the same process regardless of strategic importance or scale of funding being asked for. This can lead to a high level of consistency of consideration across applications, but does mean that the scale of administrative effort for each application is largely the same. Finding ways to tailor effort to the scale and nature of each application may help free up human resource to be more strategic in approach. It is evident that the relationship Sport Manawātū has with the applicant is of importance; the quality of applications received and the time spent to process does differ if the relationship is strong i.e time to process is shorter due to the knowledge of the organisation and the event.
5. We did not find any systemic issues in terms of funding being applied to applications that did not meet SEPF criteria. There were a small number of instances where the level of funding received did not clearly align with assessment scoring – usually this was a result of high scoring events not applying for as much as lower scoring events. We only found one event being declined funding: in fact, there is an argument that the funding criteria could be more rigorously applied resulting in fewer events being funded, helping to create some headroom in the SEPF for retention and attraction. There was one other instance where funding was provided to an event where it had not received panel approval.
6. If a more strategic approach is to be taken to the SEPF – including retention and attraction of events being more actively pursued – then we recommend that additional voices are added to the SEPF panel. We did not see evidence of industry and business being represented in SEPF decisions. This could be rectified through the inclusion of representatives from the likes of the Chamber of Commerce and/or Hospitality Association of New Zealand as part of the panel. Industry would increase their awareness of how important sporting events are to the local economy, and could help contribute to the City's value proposition when attracting and/or retaining events.

7. We looked at how other local authorities manage funds similar to the SEPF. In terms of size of fund, the SEPF compares well and is not under-funded in our view. Some other local authorities have a wider mix of funds that can be applied to smaller lower-value events which means their versions of the SEPF can be more tightly targeted to higher-value¹ events.

Retention plan

8. We could not find evidence of a retention plan other than consistent funding of national secondary schools events 'by default'. Our view is that the funding cap of the SEPF makes any retention plan difficult to achieve alongside any growth goal or active attraction efforts.
9. If retention was to be a clear goal for the SEPF, we would expect to see:
 - > a targeted approach which places retention effort on the events that deliver the greatest benefit to the City (as defined by the scoring criteria)
 - > a retention approach would be agreed by SEPF partners for each of the strategic sports events, given that each event is likely to have different requirements and drivers in terms of retention
 - > responsibility for managing the relationship with the identified strategic sports events would be assigned, and actions to support the retention approach clearly assigned.
10. One of the most important retention tools would be the ability to sign sports events under a multi-year agreement. This would remove the need for the event organisers to make annual applications, and allow for a higher-level relationship where all parties can work toward leveraging benefits wider than what the SEPF can provide. For example, in return for a multi-year agreement, the SEPF panel may agree to assist the event organiser to obtain local sponsorship and support (thereby lessening the requirement for SEPF funding). Aligning these multi-year agreements with Sport Manawātū's three year contract with PNCC would provide assurance that the funding committed to these events is included in PNCC's Long Term Plan.

Attraction plan

11. We did not find any actively coordinated efforts to attract new events under the SEPF. We are aware of one-off instances where an opportunity presented itself and groups associated with the SEPF organised themselves to take advantage of the situation, using the SEPF as part of the toolkit (i.e. earmarking funds as part of the offer). However, these one-off instances are not replicated as part of a strategic attraction approach by SEPF partners.
12. There are a number of opportunities to attract additional sports events using the SEPF. We have listed potential attraction targets in Appendix 1. Some of these will require long-term relationship building to position the City for when the events become available (i.e. once their current location is relinquished), and others will require a more opportunistic approach to 'pitch' for events to relocate.

¹ As assessed by the SEPF matrix criteria.

2. Overview of findings

13. However, given the capped and passive nature of the SEPF, this will either require:
 - > an increase in funding available through the SEPF
 - > applications to be made to other funding avenues such as the Major Events Fund or other community funds
 - > a reduction in funding of lower-value applications in order to reallocate this to attracting additional higher-value sports events
 - > a model where multi-year contributions to events reduce over time, freeing up funds to be applied to new events (on the basis that the reduction would be replaced by industry or community support).
14. Our view is that the third and fourth options should be pursued first to ensure value-for-money from existing SEPF funding.
15. Successful retention and attraction plans would include:
 - > maximising the relationships that the City already holds with strategic sports partners (volleyball, softball, basketball etc)
 - > active engagement with National Sports Organisations (NSOs) at least biannually, with both a retention and attraction focus
 - > agreeing on common areas of importance – in our view these are secondary school events and events of significant economic benefit as highlighted by the SEPF Terms of Reference
 - > taking a multi-year view to the SEPF, helping to lock-in the highest-value events for as long as possible and ensuring funding of medium and low-value events does not crowd-out attracting higher-value ones.
16. Attached is a possible retention and attraction plan based on the above points. This will need to be adapted and expanded depending on the rating criteria the SEPF panel chooses.

Recommendations

17. We have identified four key recommendations as part of our work on the SEPF and outline these below. More detailed recommendations are included in the body of the report.
- A. **The SEPF should shift from the current administrative focus to one that includes more of a strategic focus.**

Administration of the SEPF is currently passive in nature, with the panel assessing applications that are sent in. The panel or the SEPF partners do not have any strategic plans on how to attract key sporting events or how to retain them. The panel should meet at least once a year to confirm its strategic intentions in terms of both attraction and retention of events, and agree responsibilities for actions to implement these. We recognise that this shift will require additional resourcing to be successful – this additional resource would be applied to the coordination of SEPF parties, facilitating strategic direction decisions, helping to build relationship across the sector, assisting with bid development.

B. **There needs to be a clearer split in the fund between high-value sports events and those of less priority**

While the scoring system provides a good degree of transparency around priority for funding, it is possible for sports events in the 'middle-band' of the criteria to be funded for a variety of different reasons. For example, a strategically important national event that returns high economic benefit but only has a one year contract and makes a poor application may score the same as a regional event with lower economic benefit but has a multi-year contract and a high quality application. While this may lead to the correct funding decision in the short-term, over time we would expect to see the strategically important event receiving more prominence or effort as part of attraction and retention plans.

C. **Some way needs to be found to provide additional funds to attract additional sports events**

Events tend to receive the same level of funding every year from the SEPF. Given that the fund is capped, this can lead to oversubscription and very little room to fund new events. We recommend that the SEPF panel work with PNCC to identify which of the following options can be implemented to provide sufficient funding to continue to attract events to the City:

- > increase funding available through the SEPF
- > fund some current SEPF events through the Major Events Fund or other community funds
- > reduce funding of lower priority applications in order to reallocate this to attracting additional higher-value sports events
- > implement a model where multi-year contributions to events reduce over time, freeing up funds to be applied to new events (on the basis that the reduction would be replaced by industry or community support).

D. **Wider players need to be included on the panel, helping to reinforce 'recycling' and create more direct representation from those that benefit**

To reinforce the 'recycling' approach we recommend extending membership of the SEPF panel to include industry and business representation (e.g. Chamber of Commerce, Hospitality Association of New Zealand). These groups currently benefit from the events being funded by the SEPF and should have a voice in the decision-making. These groups are also key for developing wider community relationships with the events (including in-kind or other funding support), lessening the pressure for funding from the SEPF. We did not find evidence of these groups being represented by the current members of the panel.

3. SEPF Administration

SEPF objectives

18. The purpose and priorities of the SEPF are clearly outlined in the current Terms of Reference. Its purpose is to support operational costs for sports events hosted in Palmerston North particularly those that reinforce economic growth and/or community spirit. Applications are assessed against four main priorities that influence funding decisions:
 - > To attract and retain national secondary school events to the region.
 - > To attract and retain events that drive a significant economic impact to the region (i.e. events that attract 200+ visitors to the region who stay at least one night).
 - > To support events that enhance community spirit, with a further focus on new events and events that have the potential for growth. The event must be available to large parts of the community and in some way encourage people to get more active, more often.
 - > To attract events that are of significant national and/or international importance, and positively profile the region.
19. Each application is assessed using a matrix system that scores against five criteria:
 - > Economic Benefit²
 - > Importance
 - > Application Quality
 - > Strategic Benefit
 - > Term.
20. The Terms of Reference recognises stakeholder priorities and of particular note are the Sport Manawātū strategic partnerships with:
 - > Softball
 - > Cricket
 - > Hockey
 - > Netball
 - > Rugby League
 - > Volleyball and
 - > Basketball.
21. Assessment of strategic priorities has identified the attraction and retention of secondary school events remains a priority for Sport Manawātū, PNCC and CEDA. Whilst it has been identified as a priority we have not been able to find any actively coordinated approach to ensuring events are attracted or retained.

² One round of SEPF applications have been assessed through the new Event Economics model which was introduced to evaluate the social and economic impacts of events. One of the key objectives of Event Economics is to provide a transparent and repeatable event evaluation process that can be applied consistently within cities, and across cities. We note that the introduction of this new assessment model has meant that caution needs to be exercised when comparing economic benefit to previous years of the SEPF due to earlier tools calculating this differently.

Responsibilities and relationship management

22. Sport Manawātū are responsible for the administration of the SEPF on behalf of PNCC. The Sport Manawātū Palmerston North Recreation Advisor is the key administrator of the SEPF, providing a relationship management service to the applicant and the SEPF panel. This person is also responsible for preparing assessments of applications for consideration by the SEPF panel. This role appears to be passive and administratively-focussed following a clearly prescribed process. On occasion we note that contact may be made directly by event applicants to other parties such as Council staff, elected members and other Sport Manawātū staff however they are referred on to the administrator for follow up.
23. We have established that relationships exist between venue operators, NSO's, and Regional Sports Organisations (RSO's). Those we spoke to were aware of the SEPF and referral to the fund might occur if funding to support the event was required.
24. There is evidence that strong relationships exist with key events that have been coming to the City for a number of years and have received ongoing support through the SEPF.
25. There appears to be a more reactionary position taken to establishing relationships with most new applicants as opposed to an active position. This is likely due to the lack of a strategy driving the attraction and retention of sport events to the City, the current level of resourcing allocated to administering the SEPF, and the capped nature of the SEPF.

Wider context for the SEPF

26. The SEPF is a contestable fund that has set criteria for assessment and has a cap on the level of funding available (\$217,000 for FY 20/21). Part of the SEPF is funded through a 10 Year Plan programme and as such is subject to adjustment depending on Council's priorities. The remainder of the funding is allocated through an operational budget. Our research shows that funding for similar funds comes from Local or Central Government and is administered by a panel of people representative of Council and external parties relevant to the sector.
27. The Major Events Fund administered by PNCC is a contestable fund and is designed to support the attraction, development and growth of events in the City. The main objective of the fund is to drive sustainable growth in domestic visitation and promote Palmerston North's unique identity to a wider audience.
28. Council's investment through the Major Events Fund is targeted with a specific focus on events that:
 - > Promote domestic tourism and increase visitor nights, promoting longer stays and increased tourism activity, and generating visitation in the shoulder or low seasons
 - > Telling and showcasing Palmerston North's unique story

3. SEPF Administration

- > Generate positive media exposure for the region
 - > Generate opportunities to leverage the City's profile and/or create a long-term legacy for the City, and
 - > Contribute to a diverse range of events across the region's wider event landscape.
29. The Major Events Fund has a minimum application level of \$10,000 and is capped at \$30,000, provided the event meets the criteria, sporting event applications would be considered through this fund. From the total funding pool of \$200,000, year to date (2020/21) allocation from this fund to sport and sporting related activities is \$120,000 (which includes Teams Champs, Team NZ Fan Zone (cancelled due to Covid L2), Rural Games, Gravel and Tar).
30. Other funding sources such as gaming trusts and community trusts provide investment into the sporting sector to support events. Grants from these organisations are generally of a lower level however still valuable to the sector. Funding through sponsorship and business is an additional source of funding to the sector, these opportunities require significant time to establish relationships and to provide return on investment.
31. A comparison of other cities sports event funding options has shown that the current SEPF funding level per head of capita is comparable to other locations. Most Councils reviewed have multiple funding options for events (sports and non-sports). Generally all grants have a funding cap determining which fund you would apply too, for significant events the key drivers to the level of funding provided appear to be economic impact and increased profile.

Council	Event investment	Population ³	Per/Head capita
Palmerston North City Council	\$461,117	84,639	5.45
Wellington City Council	396,000	202,737	1.95
Christchurch City Council	658,350	369,006	1.78
Manawātū District Council	\$55,000	15,222	3.61
Tauranga City Council	\$560,000	136,713	4.06
Porirua City Council	\$110,000	56,559	1.94
Kapiti Coast District Council	\$200,000	53,673	3.73
Rangitikei District Council	\$25,000	45,309	0.55
Hastings District Council	\$56,000	81,537	0.69
Rotorua Lakes Council	\$100,000	71,877	1.39
Nelson City Council	\$451,000	50,880	8.27

³ Census 2018 data

32. Wellington City Council currently operates two funds, a SEPF with similar criteria to that of PN with a pool of funding of \$151,000. They also operate a Wellington Venues subsidy fund with a pool of \$245,000 which allows for Wellington venues and facilities to be more accessible to Wellington-based community groups. The Wellington Venues subsidy supports free or low-cost events with wide community benefits, removing the pressure placed on the SEPF to cover these. Wellington City Council is also able to access the regional version of PNCC's Major Events Fund.

Local leverage opportunities

33. The review process has identified that there is limited coordination with regards to sport event planning in the City. There are minimal touch points between organisations involved in the sporting event sector and therefore leveraging opportunities are not well established.
34. The SEPF and its process is a starting point to understanding what relationships could be established and how they strategically would benefit the event sector in the future. Some RSO's are well equipped to deliver and support major sporting events, with others reliant heavily on volunteers. Some NSO's also have limited capacity to deliver events and are reliant on the support of the RSO and the wider community to deliver large scale events. Events are a conduit to increase capability of organisations and individuals through training and upskilling. Exposure to funding processes and sponsorship management are a skill that can be developed through event management activity.
35. Identifying and leveraging strategic partnership opportunities would be a recommended focus if the SEPF took a more strategic approach. If resource was allocated to focus more strategically on event attraction and retention, identifying leveraging opportunities would form part of this direction. Creating networking opportunities with event organisers and stakeholders will build strong relationships and provide visibility of how sporting events contribute to the local economy.
36. Event requirements can also drive the need for upgrades to facilities to cater for the needs of an event. This can provide a legacy for the City and the users of the facility for future years to come. An example of this for the City would be the developments at Colquhoun Park for the World Junior Men's Softball event. The legacy of these developments have positioned the City well for hosting softball events in the future, and provide a base from which future events can be actively attracted and retained.

Review of the sports events fund application process

37. We have reviewed the SEPF application process and find it to be a well-documented and structured approach. It is very mechanical by its nature whereby all applications follow the same assessment process regardless of strategic importance or scale of funding being requested.

3. SEPF Administration

38. There are clear criteria set out for applicants to follow and these are template driven which for predominately volunteer based organisations to complete is an added advantage. It also provides for consistency of completion regardless of skill capability of the applicant, this is aligned to the assessment matrix where quality of application is assessed.
39. There are no systemic issues in terms of funding being applied to applications that did not meet the SEPF criteria. We did recognise that a small number of funding allocations did not clearly align with the assessment scoring, in most cases this was reflective of the level of funding requested by the applicant. We were only able to find one example of an application being declined and the reason for the decline was that if a grant was made the event would be profit making.⁴ One further application was assessed by the SEPF panel as not scoring high enough for funding, but was subsequently granted. This did not cause other events to be denied funding as the SEPF was undersubscribed that year.⁵
40. The Investment Agreement provided to a successful applicant establishes expectation on the delivery of the event, the investment level, payment terms and reporting requirements. We noted that a portion of funding (20%) is withheld until the final report is received, due 8 weeks after the completion of the event. This report is a standardised template and requires accountability reporting against what was originally submitted. We were unable to find evidence that funding had been withheld due to non-delivery, but were advised that on occasion reports had not been received resulting in non-payment of the 20%. This funding was retained in the fund for further distribution.
41. The Terms of Reference for the SEPF clearly defines real and perceived conflicts and the process that will be followed if a conflict is declared. We were able to assess this process through interviews with SEPF panel members and are confident that this is being managed in accordance with the Terms of Reference.
42. We noted that the Terms of Reference will require updating in some areas:
- > The eligibility criteria stipulates that applications must be received at least eight weeks before the event is due to take place, we understand that a degree of flexibility is applied to this by the panel so would recommend an amendment to this clause.
 - > The assessment scale will require updating to reflect the new Event Economics matrix scoring system and alignment to the Tier Prioritisation Scale.
 - > The membership list requires updating to reflect current panel members.

43. Emerging issues that have been identified are the level of funding allocated from the fund to cover venue hire and the future challenges around managing oversubscription to the fund. Determining the key priorities for funding allocation in the future will assist develop an understanding of how these issues can be managed.

Allocation of administrative duties

44. The Terms of Reference outlines the responsibilities of the SEPF Panel, the Fund Administrator and the Chair. Assessment of these roles and responsibilities shows a clear expectation for each position.
45. Currently there are 5 panel members – 3 representatives from Sport Manawātū, 1 from PNCC and 1 from CEDA. In its current form the panel appear to be fulfilling a very passive approach to funding allocation. If the SEPF took a more strategic approach where the attraction and retention of events were being actively pursued, we would recommend that additional parties are introduced to the panel.

SEPF Panel membership	
Sport Manawātū	3 (including Chair)
PNCC	1
CEDA	1
Total	5

46. We believe that Sport Manawātū are best positioned to continue administering the SEPF on behalf of Council. This is based on their knowledge of the sporting sector and in the assessment of the capability of organisations to deliver on expectations. We do however note that if moving to a more strategic focus additional resourcing will be required to develop more active relationships with key event providers. The coordination of key parties, the establishment and maintenance of relationships to support the sector and developing strategic alignment with the sector are all components required to build the City's position in the sporting event market.

⁴ We could not identify any criteria under the Fund which suggests an event must be not-for-profit to receive funding.

⁵ We understand that consideration is being given to covering this contribution from other funding sources, allowing the event to be supported but also ensuring that SEPF funds are only applied to events that meet the stated criteria.

3. SEPF Administration

Alignment of SEPF outcomes to Council strategic direction

47. There are two key documents driving the strategic focus for events in the City. Both are currently in draft form but for the purposes of this review have been used to establish alignment.
48. The first key document is the Draft Connected Communities Plan that identifies the importance of Events and Festivals to the City. It recognises that community events bring significant benefits to Palmerston North people and provide opportunities to support community identity, and to celebrate our City. A strong events sector enables these benefits to be realised.
49. Relevant to this review, below is where the City sees itself currently:
 - > Council support for events and festivals includes the provision of facilities, dedicated funding, equipment and advice.
 - > The City is a central and accessible location for national and regional events. National secondary sports tournaments and major regional sports events are regularly held in Palmerston North, capitalising on the sports infrastructure already in the City.
 - > There is limited coordination of funding and advice available for community events.
 - > Palmerston North has an extensive and diverse events programme, but many events are centralised over the warmer months with limited provision throughout the rest of the year.
50. Against this current state the Council has indicated what it wants to achieve:
 - > Palmerston North has a full events calendar that caters well for different sectors of the City's population.
 - > Palmerston North is an easy place to hold events and provides resources, coordinated funding and tools for community members and event organisers to build capability, plan, market and deliver events within the City.
 - > Council support for events is clear, accessible, and user-friendly.
 - > Palmerston North has varied calendar of Local and Programmed community events that reflect and build on the City's identity.
 - > Council venues accommodate the varied needs of community events and are community-focused in their services.
51. Given the above focus areas there is good strategic alignment when considering the sports events space. Council's support for the sector still remains strong and this plan identifies willingness to continue to develop in this area.
52. We note the Draft Connected Communities Plan refers to "Administer events grants in line with the draft Community Support Policy coming out for consultation soon", and that the SEPF is noted as one of the funds being considered under this policy. We understand Council propose to seek approval to consult on a draft Community Support Policy in August 2021, allowing PNCC staff an opportunity to address issues highlighted in a recently completed business assurance review on funding.

How SEPF links to Strategic Partner strategies

Goal 1: An innovative and growing city

Draft Economic Development Plan

- Annual programme of major events provides incentive for people to visit Palmerston North and bring significant economic benefits to the City

Goal 2: A creative and exciting city

Draft Connected Communities Plan

- Importance of Events and Festivals to the City.



Draft Strategic Plan 2021-2025

- Regional Leadership, it identifies the management and allocation of SEPF funding.
- Partnership and Collaboration identifies a strong and diverse range of partnerships and collaborations adding value across the sector organisations with a focus on Strategic Fund allocation.



Statement of Intent 2020-21:

Profile the region to attract people, business and investment

- Profiling the region's vibrancy through events

3. SEPF Administration

53. The second key document is the Draft Economic Development Plan. This plan contributes to the Council's goal of an innovative and growing City, and records several key points of note for this review:
- > Palmerston North has a reputation problem and no clear strategic position or agreed identity for City marketing.
 - > Visitor spending comes mostly from the domestic visitor sector, with a high share of visitors staying with friends and family. This cushioned the City during the pandemic lockdown from the drop in turnover experienced by cities with greater dependence on international visitors.
 - > The annual programme of major events provides an incentive for people to visit Palmerston North and bring significant economic benefits to the City, but there is not a co-ordinated calendar of major events in Palmerston North.
54. Council identifies in this plan that they will work collaboratively with industry to develop and implement the City's strategic position. It is identified that they propose to:
- > Attract, fund and manage events which bring significant economic benefit to the City
 - > Provide a central point of contact and event management resource to support the delivery of major events in the City 2021/2022
 - > Develop and implement a growth and retention plan for major events.
55. These actions align with the review we have undertaken and support the future growth of the sector.
56. PNCC also expresses its strategic intentions in relation to sports event retention and attraction through its funding agreement with Sport Manawātū. This recognises that Sport Manawātū is best placed to engage with the sports sector as it leverages wider relationships that it holds with the likes of NSOs. The relevant points from the Sport Manawātū 2020/21 operational plan includes:

Strategic/Contract Outcome	Actions (what will we do?)	Key result indicators (what will success look like)
Sports and community sport events create social opportunities and economic benefits	<p>Administer the Sports Events Partnership Fund on behalf of/with Council including the establishment of an Advisory Group comprising Sport Manawātū, PNCC and CEDA representatives to assess and approve applications.</p> <p>Develop a retention plan for North Island and National Secondary School Sports events.</p> <p>Ensure that for supported events there is improved experience for participants and visitors including through the use of tikanga and Te Reo Māori</p>	<p>Retention of North Island and national Secondary school events.</p> <p>Increase in economic benefits from sporting events supported by Sport Manawātū/Council (through the allocation of the Sport Events Partnership Fund)</p> <p>Monitor the social benefits of other community-based events supported by Sport Manawātū ie Ethkick, Pasifica Volleyball.</p>



4. Retention of sports events

Retention in the context of sports events

57. Retention in the context of sports events needs to take account of the natural growth and decline of sporting codes, and that a number of codes aim to 'rotate' their events around locations (sometimes in very short timeframes). Expecting to retain 100% of events in this context is unrealistic in our view. Ensuring that enough new events are attracted to the City to replace any events that are not retained is a more realistic expectation, but requires a more strategic and long-term approach that links retention and attraction thinking. For example, each year the SEPF panel should identify events that are likely to be lost over the coming 3-5 years due to factors that are unable to be influenced, and ensure that sufficient new attraction 'targets' are being pursued to replace them.

Key events to be retained

58. We have not found any evidence that a targeted event retention approach has existed in the past. While a number of events have been retained (and the SEPF is noted by event organisers as one of the reasons for retention), this has not been driven by a coordinated, agreed plan. Given that there are a number of new indoor facility developments occurring around the country that will pose a threat to the City's point of difference (see below), a more active retention plan should be developed.
59. The SEPF identifies four main priorities that will influence retention decisions:
- > To attract and retain national secondary school events to the region.
 - > To attract and retain events that drive significant economic impact to the region (i.e. events that attract 200+ visitors to the region who stay at least one night).
 - > To support events that enhance community spirit, with a further focus on new events and events that have the potential for growth. The event must be available to large parts of the community and in some way encourage people to get more active, more often.
 - > To attract events that are of significant national and/or international importance, and positively profile the region.
60. While all four points are reflected in strategic documents of SEPF partners, in our view only the first two are key drivers behind retention at this stage. Given that most secondary school sports events generate significant economic impact due to the number of participants, these should be the singular focus in the first instance. Non-secondary school sport events that generate significant economic impact would be next in priority. Events that enhance community spirit and those primarily targeting regional profile were not assessed as generating significant enough economic benefit to warrant retention effort.
61. When determining the events to retain, in addition to the core SEPF criteria, consideration should be given to two other factors:
- > Opportunity to secure events for multiple years (including the number of years previously hosted and how much longer is possible)
 - > Time of year the event is run, taking into account any gaps in the overall events calendar.
62. The currently hosted events that score well against current SEPF criteria and also fit with the two above criteria are:
- > NZSS Basketball Champs
 - > NZSS Volleyball Nationals
 - > NZ Junior Badminton Teams Champs
 - > NZSS Road Cycling Champs Region
 - > Rugby Barbarians 1st XV Champs - Top 4 (Boys, Girls, Co-Ed)
 - > NZ Youth Futsal Nationals
 - > NZSS Girls Gillette Venus Cup Cricket Tournament
 - > NZSS Football Girls Grant Jarvis Tournament
 - > NZSS Hockey Girls Jenny Hair Cup and Hatch Cup
63. Under the old economic benefit assessment model (prior to Event Economics) these nine events were estimated to generate over \$15 million in social and economic benefit for the City.
64. Other events that have been secured for future years that will require future funding from the SEPF include:
- > Touch Nationals
 - > Central Pulse Netball
 - > Brian Green Super 6's Golf Tournament; and
 - > Fastball 45 National League Softball.
65. Palmerston North already punches above its weight in terms of hosting secondary school events. An assessment of the 2021 School Sport New Zealand Event Calendar shows there are 261 events on the calendar. Of these only 160 events are suitable for City hosting (removal of South Island events and those that require facilities that our City does not have (such as open water)). The City has suitable facilities to host 63 of the 160 events identified. Fifteen events have been allocated to the City in 2021 – nearly a quarter of the total number that could potentially be held here. Given it is unrealistic to expect every event to be held in the City (and timing of events means this would not be physically possible), this is an impressive proportion of school events.
- | | |
|-----|--|
| 261 | Events on the 2021 School Sport New Zealand Event Calendar |
| 63 | Events that could be held in the City |
| 15 | Of the 63 events are held in our City (24%) |

4. Retention of sports events

66. The SEPF grants made to existing secondary school events was identified in interviews as key to the retention of these events. However, in our view funding is only one part of the retention equation. Success in retaining key events is also a result of strong relationships with NSO's, ensuring sufficient facility provision, and ensuring that RSO's have the capability to deliver these events. Our proposed retention plan attached recommends assessing each of these factors for existing significant events and assigning responsibility for managing them.
67. When considering the retention opportunities for events in the City, the level of funding available in the SEPF makes any retention plan difficult to achieve if the fund is also required to support attraction of new events to the City. Currently the SEPF funding pool is \$217,000 (for the 2020/21 FY the amount available for allocation is \$297,171, due to funds being carried over from the previous year). Allocation of funds to date shows that \$295,329 has been granted to support 25 events/activities.
68. Currently there are two multi-year contracts in place (Golf and Netball) committing \$25,000 of the fund in the 2021/2022 financial year. We understand that whilst formal agreements may not be in place with long term events that the City has hosted, intentions of longer-term commitments have been signaled. For the 2021/22 financial year, if fulfilment of the intended commitment is made, 100% of the funding pool would be utilised, leaving no ability to commit significant money to attract new events.
69. There are a number of lower scoring and community events (as judged by the criteria discussed above) that could be declined funding in future years in order to create headroom to attract new, higher-value events at the same time as retaining the key events noted above. This approach is discussed further in the attraction section of this report.

Reasons for successful retention of sports events

70. As a City we have an established reputation for hosting large secondary school events that has been formed over many years. This reputation has contributed to our well established calendar of events.
71. A key to the retention of large secondary school events can be attributed to the indoor facilities that are on offer in the City. There are very few locations that can cater for large scale indoor events under one roof that require multiple courts. In addition to indoor venues, the City has good quality purpose-built facilities and green space for hosting large scale outdoor events.
72. Events cannot happen without local involvement by committed people. Long term retention of some of the events hosted in the City can be attributed to the capability of the RSO that supports the event (and wider support from Sport Manawātū, PNCC and other community members). RSO's can play varying roles depending on the level of support provided by the NSO. An RSO may be required to event manage an event if the NSO does not provide any resource to deliver. They

may be required to support an event with volunteers and officials and in some cases may be required to raise funds to support the event. Sport Manawātū is required to develop the capability and capacity of RSO's and clubs within the region. When considering future event retention/attraction consideration of the capability of the organisation should be assessed.

73. The central location of Palmerston North makes it easy for large teams and groups to travel affordably by car or bus to sports tournaments or fixtures. Palmerston North is at the centre of New Zealand's second largest population hub and is located within a three-hour drive of over one million people, making it an easy place to drive to for many. The airport is only a short 10-minute drive from the CBD, with excellent flight connections to all major centres.
74. Palmerston North City offers a diverse range of accommodation options with something to suit all people, whatever the budget.

Competition to retention of sports events

75. Our point of difference as a City is the covered court space that is available at Central Energy Trust Arena providing for large court-based events to be held under one roof. Other venues around the country are investing in large covered court space, which could in time remove our point of difference.
76. Tauranga's Trustpower Bay Park facility provides 13,000m² of covered space compared to CET Arena's 11,900m². As the Hub of Entertainment in the Bay of Plenty, Trustpower Baypark has an extensive portfolio of venues that can accommodate activities and events of a similar size and scale of CET Arena.
77. The Edgar Centre in Dunedin - the main hall has 14,400m² of floor space that could accommodate:
 - > 14 tennis courts, or
 - > 7 basketball courts, or
 - > 21 netball courts, or
 - > 10 volleyball courts, or
 - > 16 football/futsal courts.
78. Napier's Pettigrew Green Arena is undergoing a significant indoor space expansion project. The end result will provide for 11 basketball courts (currently three) in one location, a significant threat to future hosting of large basketball tournaments for the City.
79. Event organisers are looking for ease of navigation when bringing events to the City. One of the interviews conducted with an NSO made us aware of a region that has a one-stop shop coordination approach to events, providing linkages to facilities, accommodation providers, funding streams and activity providers. This type of approach is very attractive and valued by the NSO's and could provide a future threat to Palmerston North if coordination of the sector in the City is not improved.

4. Retention of sports events

80. The funding available to the sector in the City is currently at a reasonable level when compared to other regions. If other Council's increase the level of funding available to the sporting sector this could result in events being lost.

Venue	Size
CET Arena, Palmerston North	11,900m ²
Trustpower Bay Park, Tauranga	13,000m ²
Edgar Centre, Dunedin	14,400m ²
Pettigrew Green Arena, Napier (now)	7,500m ²
Pettigrew Green Arena, Napier (proposed, estimate)	15,000m ²

Examine what sport events have we lost as a City and reasons why

81. Being able to determine if we have 'lost' events to the City has been problematic. There are a number of events that are no longer held in the City for various reasons such as those outlined below. We did not find any evidence of 'exit interviews' being conducted with event providers when an event is 'lost', making it hard to identify trends or patterns across time.
82. The event providers we talked to indicated that the main reasons for the City having 'lost' sport events are:
- > Event rotation – some NSO's have a rotation policy where events will move to different venues removing any bias and dispersing the financial onus on some teams if having to travel significant distances.
 - > Timing – when preparing a calendar of events for a code it is often necessary to consider changing dates to fit the schedule. This can create challenges for the venue and in some cases we have lost events due to venues being unavailable for the proposed dates.
83. A smaller number of event providers we talked to indicated that reasons for the City having 'lost' their sport events were:
- > Hosting capability – we have lost events to the City due to hosting capability and capacity. For an RSO to run an event on behalf of or to support the NSO takes significant time and resource. This is difficult for a volunteer organisation and as a result some have opted out resulting in the loss of the event to the City. The sporting sector is driven by key people within each organisation, often an individual or several individuals will be key to securing and retaining events and will have strong relationships with the NSO. If these people move on, the focus of the organisation may move away from event hosting to focus more on their community-based activity.
 - > Funding – when trying to attract or retain profile events the offer to support with funding is now part and parcel of a proposal. The City is up against very large players in the market and having funding as part of the package is essential.
 - > Market competition – for high profile events, the City is up against the major metropolitan cities that have significant population bases to support a large audience. The City has had success in hosting high profile, low economic return events in the past but have lost these events due to them moving to the larger cities and venues with greater capacity.
 - > Facility capacity – recently the City 'lost' the NI Secondary Schools Swimming Champs. This event has previously been hosted in the City for over 40 years. We understand the reason the event was lost to the City was venue capacity. The event is being run at the Wellington Regional Aquatic Facility that has the capacity to run swim meets for up to 500 competitors. By comparison the event has previously run at Freyberg Pool that has a capacity of 180 competitors, we understand entries for this years event are currently over 330.



Sports Event Partnership Fund Review

5. Attraction of sports events

Defining 'attraction' in the context of sports events

84. We have viewed attraction not only from the perspective of bringing in new sports events that the City has not previously hosted, but also ensuring the City continues to be considered for those events that cycle through different locations around the country. This definition requires SEPF partners to consider:
- > Attraction closely linked to retention. For example, the City may host an event that has a policy of shifting venue every year. If this event comes back to the City every five years, this can be termed a success both from a retention perspective (it was retained as part of its natural cycle) and also an attraction perspective (the City ensured it remained an attractive proposition for the event to return to).
 - > Taking a longer-term view of how events cycle, with flow-on considerations for relationship management with event providers and also how to factor these cycles into the SEPF funding approach.

Strategic direction for sports events in the City

85. We have determined a strong alignment with strategic direction across all three parties. Specifically, and as noted in earlier sections of this report, there is a clear direction that a continued focus on secondary school events and events that support economic growth should remain the focus.
86. PNCC have an existing programme in the Draft 2021-2031 Long Term Plan that supports school sports event funding, which partly makes up the SEPF. We understand this is effectively allocated to Sport Manawātū through their funding agreement. Whilst up for debate through the Long Term Plan process, we understand that there is a high likelihood that it will be retained due to its importance to the City.
87. PNCC's Creative and Liveable Strategy 2018 has a goal to build Palmerston North's national and international reputation as a creative and exciting place to live, work and study. It aims to achieve:
- > A creative City renowned for its visual and performing arts, events, food, festivals, sporting events and great cultural institutions.
 - > A City that has great places for people, and the attractions, recreation options and experiences of a big City without the hassle and cost.
 - > We will promote our City's strength in sport development, capability and participation.
88. CEDA have successfully applied for funding to support the growth of the Secondary school event space. Through the Regional Events Fund allocation from Central Government, CEDA have indicated to MBIE that they will be investing in the development and implementation of a strategy focused on secondary school sports, which was identified as a priority market in the Manawātū Destination Management Plan, and the Manawātū Conference and Business Events Strategy.

89. It is outlined within their agreement with MBIE that they will spend \$17,000 in the 2021/22 FY, and \$17,500 in the 2022/23 FY on 'Secondary School Sports, implementation of the Secondary Sport Strategy for retention and attraction.' We understand that this will link closely with the SEPF activities.
90. In the Sport Manawātū Draft Strategic Plan 2021 – 2025 there are strategic links under two Strategic Priorities:
- > Regional Leadership, it identifies the management and allocation of SEPF funding.
 - > Partnership and Collaboration identifies a strong and diverse range of partnerships and collaborations adding value across the sector organisations with a focus on Strategic Fund allocation.

Who is best placed to lead sports event bid development?

91. There are a limited number of sport events bids developed each year. This makes it difficult to justify specialist resource in any single organization, and emphasizes the need to leverage strengths across organisations. Assuming that the SEPF panel lifts to take a strategic position around retention and attraction, and takes a more active role in doing so, our view is that the SEPF Panel is best to assign responsibility for leading bids to one of its partner organisations based on the nature of the bid.
92. Sport Manawātū maintains strong relationships with NSO's and RSO's, helping to ensure sector and sport context for any bid document. Currently there is no specific role within Sport Manawātū to facilitate bids and implement them if successful, but there is event management capability within the organization which provides a good understanding of what is required to deliver an event. Sport Manawātū also has the greatest understanding of the capability of the sport organisations involved in the bid process (i.e. the NSO and/or RSO). While Sport Manawātū does not maintain a standing resource to develop bids, it is able to bring together internal and external resource to develop a bid (as evidenced recently with the bid to secure the Touch Nationals). There would still be a requirement for the organisation to outsource layout and printing of any document (this role could be filled by PNCC given existing capability inhouse).
93. The PNCC Venues Team has relationships with some RSO's and NSO's, primarily developed as part of use of Council facilities. Having access to wider resources within Council can also be useful for bid activity – for example, the Events and Marketing team would be of benefit to the layout and design of bid documents. Venues staff currently deliver between 6-8 commercial events per year so have capability in delivery and understanding of event management within their own facilities. In 2020 the City produced an information booklet titled 'Palmerston North City Sporting Events and Tournaments'. The document provides extensive information on what the City has to offer and highlights the major City's facilities, a valuable resource for the development of any future bids.

5. Attraction of sports events

94. CEDA have limited relationships with the sporting sector. Their role is to market the City to drive visitation and to produce collateral to assist with the promotion of the City. Having updated collateral provides value to the bid document process. CEDA do develop bid documents for the business and conferencing sector which could be adapted to meet the needs of a sports event bid document. They are best placed to provide data on things such as accommodation and visitor information which is a critical detail for any bid document.
95. RSO's have very limited capacity and in some cases capability to develop a comprehensive bid document. There are very few RSO's that have paid staff, and most often they are run by volunteers. It would be a significant ask of these organisations to undertake the facilitation, preparation and implementation of a bid process. However, they would form a very important part of any working group established to formulate a bid.

Capacity and capability to develop/ support bids

96. Sport Manawātū has chosen to not resource event attraction/retention/implementation with a single role. Instead there are roles across the organisation that have significant linkages and insights to key parts of the sector that add significant value when determining capability. Across the current structure there are roles that:
- > Have strong relationships with NSO's and RSO's
 - > Directly link to Secondary schools and New Zealand Secondary Schools Sports Council
 - > Have close links with funding agencies
 - > Work to increase the capability of organisations
 - > Market and deliver community events
 - > Administer funding schemes; and
 - > Contribute to the future planning of sports facilities.
97. With this broad spectrum of work occurring within the sector, in our opinion Sport Manawātū are best placed in terms of sector understanding and relationships than other organisations.
98. PNCC have resource across several areas of their organisation through Venues, Events and Marketing.
- > The Venues Team provide a full service event delivery model at PNCC owned venues ie CET Arena and the PN Conference and Function Centre. The team has extensive knowledge of the events industry (not just sport), and deliver 6-8 commercial events per year. Between February to December they operate at full capacity.
 - > The Events Team provide resource in the planning management, funding, and delivery of activations and City-wide events. Their event delivery is focused on community good activity and they currently do very little in the sports space. Currently this team is down two staff, it is understood that these roles are to be replaced however is subject to internal review. Once these roles are replaced there is confidence that they

will be satisfied with the capacity to deliver on current expectation.

- > The Marketing Team can provide extensive knowledge in event promotion and engagement. Their primary focus in this space is on promotion and marketing of PNCC owned facilities. They are able to develop and produce marketing collateral that could provide value to the bid process.
 - > Council also has a responsibility to manage the Major Events Fund. This fund is a contestable fund designed to support events that showcase Palmerston North as a destination, increase City visitation, and generating positive exposure that makes residents #PalmyProud. Sports events are eligible to apply to the Major Events Fund if they meet the criteria.
99. An effective approach to the development of any bid proposal could be the establishment of a committee/ working party that could consist of the lead agency (either Sport Manawātū/CEDA/PNCC), the venue owner, the RSO if applicable and other interested parties (i.e. funders, key stakeholders). This approach would allow for open dialogue, the establishment of strong relationships and collaboration between the parties to reach a common goal. There is no evidence currently of a collaborative approach being taken – everyone is working in isolation to each other. We recognise that this is likely attributed to the fact there is no strategy driving this type of approach and no dedicated resources within SEPF partner organisations.

City's value proposition to attract sporting events

100. The City has a number of factors that add to its overall value proposition for attracting sporting events. These include (but are not limited to):
- > Palmerston North is an innovative and connected urban centre with a rich arts and theatre scene, short travelling distances, and has everything you need to organise a successful event.
 - > Palmerston North City is the geographical centre of New Zealand, 140km north of Wellington. It is part of New Zealand's second-largest population hub, with more than one million people located within a two-hour (200km) radius.
 - > With a population of around 90,000 people, Palmerston North City is large enough to provide big-city facilities without the traffic congestion, access difficulties and high costs of other major centre.
 - > The City has an extensive portfolio of sporting venues and facilities to host just about any sports tournament or event. Outside of a tournament, visitors to Palmerston North City can experience our diverse events calendar and a strong selection of leisure activities.
 - > Palmerston North boasts a vibrant and connected urban city within a compact CBD, making it easy to get around and the perfect place to hold a sporting event or tournament.

5. Attraction of sports events

- > The City is easily accessible with regular flights from all major centres, and is an easy drive from Wellington, and central and lower North Island destinations.
 - > The central location of Palmerston North makes it easy for large teams and groups to travel affordably by car or bus to sports tournaments or fixtures.
 - > Palmerston North is more than equipped to cater for events, with the capacity to accommodate more than 3000 guests across 45 hotels and motels between 3 – 4+ stars and all located within just 5km of the CBD.
 - > The City has capable RSO's and a proactive regional sports trust that work closely with the sector to build their capability.
 - > The City provides many funding streams to support the events sector and are well positioned compared to other centres.
 - > The City is a top destination for shopping enthusiasts being located centrally in the lower North Island. With the largest shopping mall in the region located in city centre and bespoke shops within the CBD, visitors can find everything from high-end designers, major brands to unique handcrafted local products.
101. We note that none of these form a unique value proposition that places the City above and beyond other likely competitors. Depending on the sport event, some of the factors above are more important than others, and the combination of factors is often specific to the nature of the individual event. Having a well-coordinated, constructive and welcoming approach to sport event retention and attraction is an important additional factor that is currently missing from the City's value proposition. All the components for this currently exist (and come together when individual bids are required), but a more strategic and active approach is required to ensure this is applied across all retention and attraction activities.
- What events could the City attract?**
102. We have identified a number of opportunities to attract additional sports events using the SEPF (see Appendix 1). Attraction of these events will take time and investment in the establishment of relationships with event organisers and the associated NSO.
103. Three prominent attraction targets should be:
- > North Island Junior Secondary School Volleyball event could be one to target on the basis that it is in November (i.e. is not in a congested part of the City's current calendar) and meets the strategic direction of the SEPF by being a secondary school event
 - > University and Tertiary Sport NZ (UTSNZ) manage an extensive event calendar. UTSNZ is a not-for-profit organisation that enables competition and workforce opportunities for tertiary students in sport. They are responsible for the National Tertiary Championship and the Challenge Series. Generally these events sit outside of peak calendar times which would support the increased utilisation of City facilities.
 - > Softball NZ have signalled its intent to bring more softball events to the City. This is an opportunity that should be supported given the significant investment made in the development of the facilities at Colquhoun Park. Softball is also one of the current strategic sporting partners under the SEPF.
104. However, successful attraction of these events requires the City to overcome a number of barriers that our work has identified:
- > There is currently no organisation tasked for actively leading the attraction of sporting events to the City
 - > In some cases there is limited capability in RSOs to deliver significant events. RSOs often have limited access to funding and are predominantly volunteer run.
 - > Limited pool of funding available through SEPF for attraction once the current years events are funded.



5. Attraction of sports events

Improving 'participant experience' for sports events

105. Event participants are looking for a memorable experience, often influenced by value-add opportunities (i.e. facility provision, food, entertainment, accommodation, accessibility, ease of movement between venue and accommodation). Affordability will always be a driver for the sector – secondary schools look for best bang for buck – lower decile schools need affordability to be the highest priority. Their experience at the event will be memorable for different reasons, driven by success/failure at the event, comradeship and friendships that are developed. The facility the event is held at will also determine positive or negative memory, if an outdoor event, weather can be a significant contributor to a participant's experience.
106. Event organisers are looking for ease of operation. Support through funding, relationship management, providing local knowledge and contacts contributes significantly to this. Depending on the organisation running the event (i.e. the NSO or RSO), volunteers to support the running of the event are also a fundamental requirement. This can often be a constraint in some cases where the RSO is required to support the NSO who may be running the event. NSO's may have budget to support officials with accommodation, food and travel but at a more local level additional volunteers required may have to pay their own way and take annual leave to assist. Funding can be applied for to offset some of these costs however predominately funding will be applied for to cover venue hire and operational costs.
107. Added value activity for event organisers such as engagement with the community, support by local council and RST's is seen as an enticement. Marketing of events is not always a priority for the event organizer however provides increased exposure to the local population that the event is on. If funding has been granted by the local council, often a necessity is to engage with the public, marketing through local social media platforms and utilisation of signage can support this requirement.
108. A standardised portfolio of offerings should be established, working with local providers to gain their buy in to such an approach will take time as relationships will need to be built. This could be as simple as a 'welcome pack' for all event participants that includes discounts at shopping venues and samples of food and beverages from City businesses.
109. Greater leveraging of the accommodation providers in Palmerston North could also be pursued as part of offering increased value to sporting events. The New Zealand Accommodation Association has local representation in the form of a Regional Accommodation Chair and a local Palmerston North representative. However, there is no coordination between the motel sector and the sporting sector, limiting the opportunities to increase occupancy levels through the offering of event accommodation packages. We do note that current occupancy levels remain relatively high especially during the week, and that weekend events would be preferable by industry.



Sports Event Partnership Fund Review

Appendix 1

Potential Attraction Targets

We have identified a number of opportunities to bring back or attract sports events using the SEPF. Attraction of some of these events will take time and investment in the establishment of relationships with event organisers and the associated NSO.

We have assessed potential events against criteria that includes, but is not limited to:

- strategic link
- multi day
- economic return
- time of year
- priority sport
- profile; and
- long term opportunity

The panel may choose to alter this criteria based on future priorities.

NB: This list is not exhaustive, the matrix score has not been used as new/returning events have not been assessed against the new model.

Volleyball	NI Junior Secondary Schools
Softball	NZSS Softball – Division 1 NZ Fast 45
Squash	Cousins Shield Mitchell Cup
Touch	NZSS Bunnings Touch Championships Bunnings Nationals
Football	NZSS Football Boys Lotto Premier Tournament NZSS Football Girls Lotto Premier Tournament NZ Youth Futsal Nationals
Rugby League	NZRL Secondary School Tournament
Netball	NZ Secondary Schools Netball Champs
University and Tertiary Sport NZ events	Volleyball Netball Hockey Basketball Badminton Football Sevens

Sports Events Partnership Fund Attraction & Retention Plan



The opportunity

Palmerston North City currently attracts a high number of sporting events that contribute to our economic and social wellbeing. The City has a particular strength in secondary school events, attracting nearly a third of the potential events. We also have a good value proposition in terms of indoor & outdoor facilities, and the supporting infrastructure for competitors and support crews.

An opportunity exists around:

- becoming more strategic. We can be more targeted, coordinated, and planned with our efforts to ensure we get as much from the resources we have available.
- becoming more active. With the right plan, we can shift our efforts from an administrative focus to one that actively pursues events and engages with providers.

Objectives

- 1. MAXIMISE ECONOMIC BENEFIT**
This plan prioritises the SEPF criteria related to economic benefit to the City. It does this in an inclusive way, seeking to maximise the economic benefit even if the events have been selected or chosen on the basis of other criteria.
- 2. LEVERAGE EXISTING STRATEGIC PARTNERSHIPS**
The City holds a number of strategic partnerships with important sporting codes. Rather than invest in building new relationships with codes, this plan focuses on building on existing relationships, later iterations of this plan will likely shift the focus to developing new partnerships.
- 3. ENGAGE INDUSTRY AND BUSINESS IN SPORTS EVENT ATTRACTION AND RETENTION**
Successfully attracting and retaining sports events requires a 'whole-of-City' approach. Competitors don't just come for the sporting facilities – they come for the accommodation, shopping, and non-sporting activities. Industry and businesses who benefit most from major sporting events needs to be involved in attraction and retention efforts.

Strategic fit

- This Plan directly supports four key strategic documents:
- A.** PNCC's Connected Communities Plan recognises that events bring significant benefits to the City, providing opportunities to support community identify and to celebrate our City.
 - B.** PNCC's Economic Development Plan notes Council will work collaboratively with industry to develop and implement the City's strategic position, including attracting, funding and managing events that bring significant economic.
 - C.** Sport Manawātū's funding agreement and operating plan which emphasises the attraction and retention of national sporting events to the City, and the relationship with national and regional sporting organisations (NSOs & RSOs).
 - D.** CEDA's goal in its Statement of Intent to profile the region to attract people, business and investment, and the supporting Manawātū Destination Management Plan that has a focus on growing visitor activity and value for the benefit of our community.

Key actions and examples

GENERAL			
Establish bi-annual strategic meetings of the SEPF panel to agree and monitor the attraction and retention plan	Eg Review SEPF terms of reference to record bi-annual meetings	● Attraction focus	● Retention focus
Identify resourcing requirements and responsibilities	Eg Assess current capability and capacity within partner organisation, determine lead responsibility for Plan actions	● Attraction focus	● Retention focus
MAXIMISE ECONOMIC BENEFIT			
Identify key school sporting events and actively target them	Eg Review School Sport NZ event calendar and assess capability to attract new events considering RSO capability, facility capacity etc	● Attraction focus	● Retention focus
Establish multi-year arrangements with event providers	Eg Engage with NSO to offer a multi-year contract for significant events	● Attraction focus	● Retention focus
Identify sporting events that can fill calendar gaps	Eg Assess gaps in the event calendar and target events to fill the gaps	● Attraction focus	
LEVERAGE EXISTING STRATEGIC PARTNERSHIPS			
Identify other event opportunities with existing strategic partners	Eg Work with strategic partners to identify new event opportunities that fit with future aspirations and capability	● Attraction focus	
Regularly meet with NSOs to ensure existing events are retained	Eg Establish an annual meeting schedule with key NSO's to assess satisfaction level and identify any risks	● Attraction focus	● Retention focus
ENGAGE INDUSTRY AND BUSINESS			
Include relevant industry and business representatives in SEPF deliberations	Eg Establish who from industry and business could add value to the SEPF panel	● Attraction focus	
Work with relevant industry and business representatives to identify their contribution to the 'tool-kit' for events	Eg Develop a list of value-added activity to support the event experience within the city	● Attraction focus	● Retention focus

COMMITTEE WORK SCHEDULE

TO: Play, Recreation & Sport Committee

MEETING DATE: 20 October 2021

TITLE: Committee Work Schedule

RECOMMENDATION(S) TO PLAY, RECREATION & SPORT COMMITTEE

1. That the Play, Recreation & Sport Committee receive its Work Schedule dated October 2021.

ATTACHMENTS

1. Play, Recreation & Sport Work Schedule - October 2021 [!\[\]\(e6ddc77b791299d975007937cebef274_img.jpg\)](#) 

PLAY, RECREATION & SPORT COMMITTEE

COMMITTEE WORK SCHEDULE OCTOBER 2021

Item No.	Estimated Report Date	Subject	Officer Responsible	Current Position	Date of Instruction/ Point of Origin
1	October 2021	Sport Manawatu Annual Report (1 July 2020 to 30 June 2021) to Palmerston North City Council	Chief Planning Officer		
2	October 2021	Update Report on engagement with Manawatu GymSports Incorporated	Chief Planning Officer		
3	2022	Progress report: Sport Manawatu - Six month report (1 July 2021 to 31 December 2021) to Palmerston North City Council	Chief Planning Officer	Annual Update	
4	2022	Update Report on engagement with Manawatu GymSports Incorporated	Chief Planning Officer	Update made to October 2021 meeting. Further report will be mad when further information is available	14 April 2021 Clause 10-21
5	2022	Shade Audit – Information and Findings Report	Chief Infrastructure Officer		14 April 2021 Clause 12-21
6	2022	Play Policy Annual Implementation Monitoring Report	Chief Planning Officer	Annual Update	14 April 2021 Clause 12-21

Oasis # 13973736