

## Memorandum

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**To:** The Chair of the Youth Advisory Panel  
The Chair of the Seniors Advisory Panel  
The Chair of the Disability Advisory Panel  
The Chair of the Pacific Peoples Advisory Panel  
The Chair of the Rainbow Communities Panel  
The Chair of the Ethnic Peoples Advisory Panel

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**Subject:** **Consultation on *Increasing Aucklanders' Participation in Sport: Investment Plan 2019-2039***

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**From:** Nancy Chu - Principal Analyst, Parks and Recreation Policy

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### Purpose

1. To encourage engagement in the upcoming consultation on Auckland Council's draft plan for sport investment - *Increasing Aucklanders' Participation in Sport: Investment Plan 2019-2039*.

### A new investment plan will help the council respond to the changing needs of the community

2. Auckland is experiencing rapid population growth and social change. Our diverse communities have different preferences and requirements for sport and recreation activities.
3. The draft *Increasing Aucklanders' Participation in Sport: Investment Plan 2019-2039* is the council's response to these changes. It sets out a new approach to regional investment in sports facilities, programmes and services for Aucklanders over the next 20 years.
4. The plan will:
  - target communities of greatest need and address disparities
  - deliver a broad range of programmes, services and facilities that respond to the diverse needs of Auckland's communities
  - address population growth and changing sport preferences through regular assessments of, and changes to, programmes, services and facilities.
5. The draft plan has three main sections:
  - Section one: 'Why we invest' explains the reasons for having an investment plan and the strategic context.
  - Section two: 'What we invest in' explains the outcomes sought from the council's sports investment, the scope and focus of that investment and the principles that will guide future investment decisions.
  - Section three: 'How we will work' explains the investment framework that will be adopted to achieve the outcomes.

### The views of communities have helped shaped the draft plan

6. The plan is based on consultation in 2016 with advisory panels, sports sector organisations, local boards and the public. Common themes that emerged from this consultation have been incorporated in the plan, in particular:
  - equity-based investment targeting communities and demographic groups with the greatest need
  - developing multi-sport hubs rather than single-sport facilities
  - ensuring return on investment
  - encouraging growing cultural sports
  - using outcomes such as health, wellbeing and sustainability as measures of success.

7. Page 6 of the attached draft plan provides the chronological timeline for developing the plan.

### **Achieving the desired outcomes requires putting people at the heart of our investment**

8. The plan sets out a targeted, people-centric approach to increase sport participation in Auckland. Future sport investment will focus on meeting the needs of three distinct groups of people.

**1. People who already play sport:**

There will be more fit-for-purpose facilities and programmes to keep them actively involved in sport.



**2. People who play a new sport (like futsal)**



Currently there are limited opportunities to play, but in the future, there will be more fit-for-purpose facilities and programmes that cater to new and emerging sports.

**3. People who currently do not participate in sport**

Auckland Council will create more opportunities and make it easier for them to take up sport.



9. A key step towards increasing sport participation rates in these targeted groups is through addressing disparities.

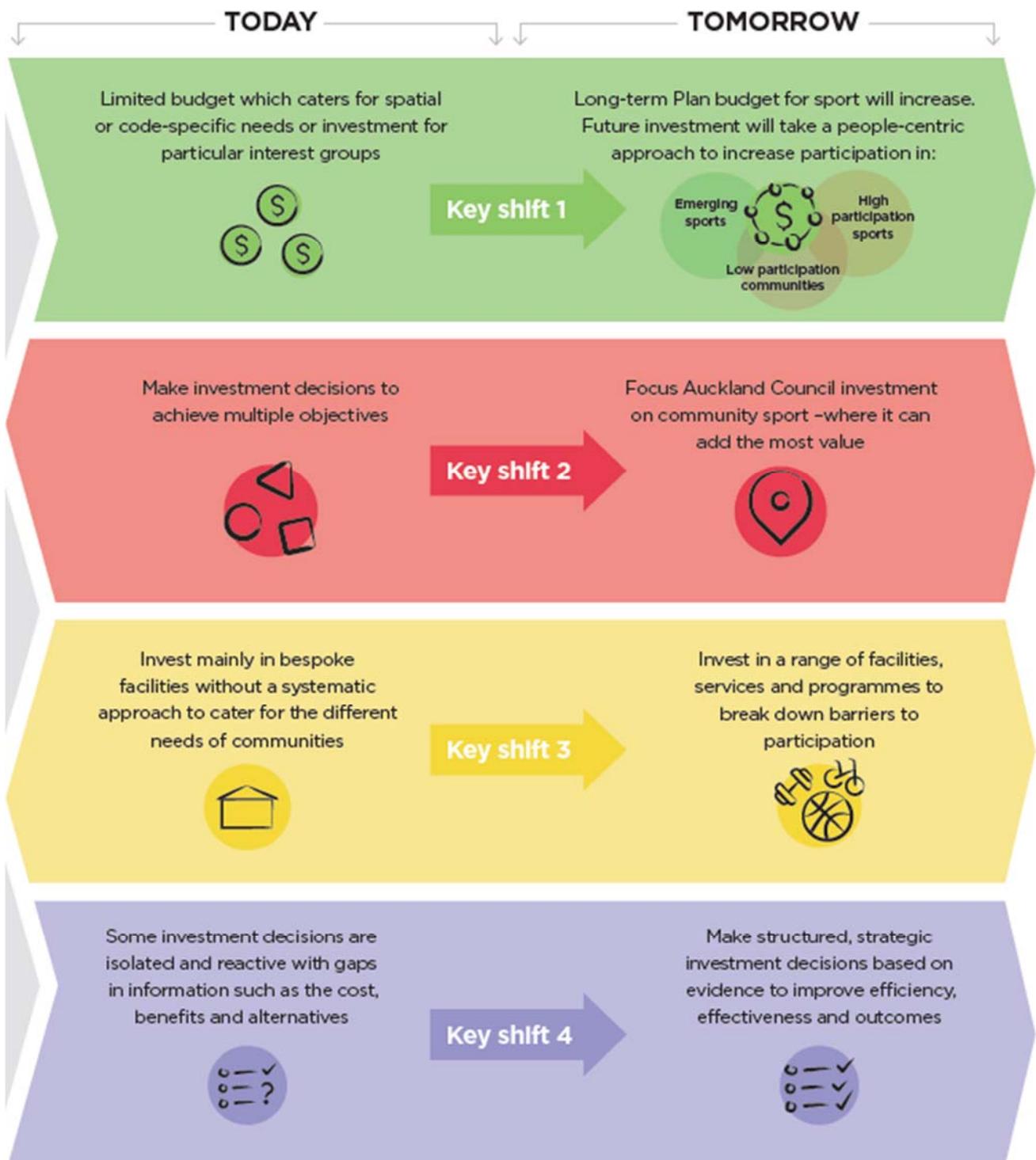
10. Decision-makers will use a set of principles to prioritise multiple investment projects. 'Equity' has the highest weighing to ensure all Aucklanders enjoy the same outcomes. The full list of principles includes:

- Equity (40 per cent of assessment) – Sport investment should ensure equity of outcomes across the population regardless of age, gender, ethnicity, socio-economic status or where people live.
- Outcome-focused (30 per cent) – There needs to be a clear line of sight between each investment and the outcomes it delivers.
- Financial sustainability (30 per cent) – Investment decisions need to be financially sustainable for council and sports organisations.
- Accountability (10 per cent) – Auckland Council has responsibility to act in the best interests of Auckland.

## There will be changes to the way we currently invest in sport

11. The draft plan sets out four key shifts in our approach as illustrated in Figure 1 below.

Figure 1: Key shifts



## Next steps

12. As part of the consultation process, staff would like to meet with advisory panels during March and April 2019. The indicative public consultation timeline is outlined in Table 1 below.
13. During the meetings, staff will invite the panels to formally indicate their support for the draft plan and provide feedback on a list of consultation questions (see Attachment).
14. To assist the implementation of the plan, staff will also seek information on particular community groups to understand their needs. The questions include:
  - what are the key barriers for participation for the community group you are representing?
  - what facilities/programmes do they need to increase participation?
15. Feedback from the advisory panels will be summarised, alongside other feedback received during the consultation, for consideration of the Environment and Community Committee in June 2019.

**Table 1: Indicative dates for public consultation processes**

Deliverable	Milestone
Media release	18 March 2019
Workshops with local boards	February and March 2019
Workshops with advisory panels and sports sector	March and April 2019
Analysis of feedback and revise plan for final adoption	April and May 2019
ECC meeting seeking adoption of the final plan	11 June 2019

Attachment: Increasing Aucklanders' Participation in Sport: Investment Plan 2019 - 2039