



GREYTOWN  
TRUST LANDS  
*Growing the Community since 1871*

# **SPORT AND ACTIVE RECREATION FUNDING STRATEGY**

**November 2018**

**“Sport is an activity involving physical exertion and skill in which an individual or team competes against another or others for entertainment.”**

**“Recreation is an activity done for enjoyment when one is not working.”**

*Definitions from the Oxford English Dictionary*

**“Active recreation is activity of a physical nature, involving movement and exertion, which is primarily undertaken for enjoyment in a non-competitive environment.”**

*Greytown Trust Lands Trust*

## **Introduction**

The Greytown District Trust Lands Trust has budgeted to spend \$140,000 in the current 2018/19 financial year in support of sport and active recreation. The way in which this grant funding is allocated has little changed over the last 5 to 10 years.

The current Board of Trustees has agreed to a review of its sport and active recreation strategy to identify whether the present strategic focus of the funding remains valid and, if not, to set about determining what its strategic priorities should be over the next 3-5 years in order to ensure the focus of its funding remains relevant and delivers the best possible return in meeting the needs of the Greytown community. It has at the same time also expressed a desire to better determine the effectiveness of its funding allocations by putting in place a regular review process for evaluating the outcomes achieved.

This new funding strategy document is the result of that review.

## **Background**

### ***Current community sport and active recreation participation***

Greytown residents engage in a wide range of sport and recreation activities. Supported by Greytown based clubs incorporated as societies, or under less formal arrangements offered by private individuals or community groups, most of these activities are provided for in Greytown. However, a number are accessed outside of Greytown due to factors such as location of coaching support or lack of appropriate facilities.

Relevant sport and recreation activities taken up by Greytown residents include:

- A mix of team-based competitive outdoor sport such as rugby, soccer, cricket, netball, hockey, baseball and other sport like golf, tennis, swimming, bowls, croquet and petanque which, although involving a competitive element, tend to be enjoyed more at a social level;
- Organised indoor sport and activities encompassing basketball, volleyball, badminton, squash, gymnastics, martial arts, wrestling, pilates, yoga, tai chi, dancing in its various forms, and scouting;
- Activities of a less structured but still active nature ranging from keep-fit (gym), jogging/walking/tramping, cycling in its various forms, hunting (fishing/shooting), horse riding through to skateboarding.

Because a significant number of residents engage in one or more activity it is extremely difficult to establish from club membership the true number of residents who benefit from access to and participation in sport and active recreation. A very crude assumption is that 50% of the local population participates in at least one sport or active recreation activity.

### ***Sport and active recreation facilities provision***

The Greytown “community” facilities used by residents for sport and recreation include:

- Soldiers Memorial Park (owned by South Wairarapa District Council) - used by senior and junior club soccer and cricket, swimming, tennis, croquet and petanque;
- Bowls Club grounds (owned by the Trust) - used by bowls;
- Greytown School grounds (owned by the Ministry of Education) - used for all primary school sports and by junior and senior club hockey, junior club soccer and netball;
- Rugby Club grounds (owned by the Trust) – used by senior and junior club rugby, and for occasional touch rugby;
- Rugby Club facilities (owned by Greytown RFC) - used by Greytown community gym;
- Kuranui College grounds (owned by the Ministry of Education) - used for all secondary school outdoor sports plus junior club rugby, senior and junior club netball, senior hockey, baseball and occasional fitness circuit;
- Kuranui College Gym (MoE) – used for all secondary school indoor sports and by taekwando and basketball;
- Scout Hall, Kuratawhiti Street (owned by Scouts NZ) - used for scouts, mixed martial arts and occasional junior soccer training;
- St Johns Hall, Main Street (owned by the Order of St John) - used for tai chi, yoga and karate;
- St Andrews Church (owned by St Andrews Church Trust) – used for pilates and yoga;
- Greytown Rail Trail (owned by the Trails Trust) – used by the community at large for walking, jogging, running and cycling.

Commercially operated facilities offering strength conditioning and keep-fit services are:

- Greytown Health & Fitness Studio
- Strength Nation Gym (moving to Carterton in the near future).

Examples of sport and recreation activities undertaken by Greytown residents at venues elsewhere which provide facilities that are not on offer in Greytown or are better or more appropriately geared up to meet demand are hockey, golf, shooting, swimming, gymnastics, badminton, squash, wrestling and horse riding.

### ***Current Trust funding***

In 2017/18 the Trust provided the following annual funding in support of sport and active recreation in the community:

- Financial assistance towards sport co-ordination undertaken by the Greytown Sport & Leisure Society (“the Society”) - \$24,000;
- Annual bulk funding to the Society for distribution to its 14 member organisations<sup>1</sup> - \$28,000;
- Rent remission to two clubs – Bowls and Rugby – whose grounds (not facilities) are owned by the Trust - \$68,000;

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<sup>1</sup> Covering Bowls, Bridge, Community Gym, Cricket, Gliding, Hockey, Netball, Rugby, Scouts, Junior Soccer, Senior Soccer, Swimming, Tennis, Trails Trust

- Ad hoc community grants to individuals attending tournaments as Wairarapa or NZ representatives to subsidise their travel and accommodation expenses - \$3,000; and
- An ad hoc community grant to a GSLS member club to assist with a capital project - \$3,000.

Sport co-ordination financial assistance takes the form of a subsidy of the annual salary of the Society's executive officer who undertakes the co-ordination role.

Annual bulk funding is allocated by the Trust to Society members to assist in covering their major operating costs, based on the recommendation (not necessarily accepted) of the Society's Board.

Rent remission to the Bowls and Rugby Clubs takes the form of a subsidy, currently 95%, of the annual rent due under the respective perpetual leases of the grounds they occupy.

## **Review process and findings**

### ***Process***

The process of identifying the current and future sport and active recreation needs of the Greytown community has involved obtaining evidence from the following sources to help inform future strategy:

- Review of demographic and economic data relating to the Greytown area;
- Review of the latest trends for participation in sport and active recreation identified by SportNZ;
- Analysis of membership and other data collected by the Society in respect of its member organisations.

### ***Demographic and economic data***

According to the most recent census for which data is available (2013) Greytown has 2,202 residents. Their median age is 50 which is 5 years older than the rest of the South Wairarapa; 28% were older than 65 and 18% were under 15. Population figures covering the period 2000 to 2016 show the number of 0-14 year olds has not changed, while there has been a minimum 50% increase in numbers across all age bands from 45 onwards. In other words the population of Greytown has on average been getting older.

A number of large housing subdivisions are at the preliminary development stage. These developments, when realised, hold the potential to double the Greytown population in the next 10 to 20 years.

Currently, new residential sections with building covenants are fetching a premium price of up to \$250,000 each, tending to attract high net worth professionals settling in Greytown for lifestyle or (semi) retirement reasons. Such new residents are likely to take part in more social and leisurely, but less organised outdoor activities like golf, tennis, bowls, walking and cycling and indoor activities like yoga and dancing.

Anecdotally though there is a sense of increasing numbers of young families choosing to make their homes in Greytown since the 2013 census. Over time this influx could drive down the average population age, leading to more participation in junior team sports and possibly more interest in up and coming activities seen by a younger generation as being different and exciting or more challenging.

While it remains in part a service town for the outlying rural region Greytown has achieved more profile in recent times as a day-trip or weekend destination. From an active recreation perspective cycle and walking trails are a particular drawcard for visitors, whose resulting spending benefits the local economy.

### ***Latest sporting trends***

The most recent data collected produced by SportNZ over a period of 16 years from 1998 to 2014 has highlighted the following participation trends at a national level:

#### *About participants*

- 91% of participants say that fitness and health is a key reason they take part in sport and recreation activity while 88% say they take part for enjoyment;
- Men and younger adults 16 to 24 participate the most while women and older adults (over 50) participate less;
- Lack of time is by far the number one reason participants say they do not take part in more sport and recreation, with cost being a distant second;
- There is a steep decline in how much (52%) and how often (20%) young people participate between the age of 12 and 18.
- The level of weekly participation in sport and active recreation by adults over 18 has fallen by 8% across all age ranges.

#### *About the activities they take part in:*

- The most popular activities of a sport and active recreation nature are walking (60% of participants), swimming (30%), cycling (25%), equipment based exercise (22%), fishing (20%), jogging/running (19%) and pilates/yoga (11%);
- The most popular sports are in descending order golf, soccer, tennis, netball, cricket and touch rugby;
- The preferences of secondary school students, who represent the future generation of adult participants, show that between 2011 and 2017 the range of sport and recreation activities they engage in has not only increased but that participation in previously unheralded activities like basketball and futsal has gained ground at the expense of traditional activities like rugby, cricket and netball.

#### *About the organisation of the activities they take part in:*

- Sports club membership has fallen on average by 11% whereas gym membership has increased by 4%;
- 4 out of 10 participants have received some form of coaching or instruction;

- 91% of participants say they have taken part in sport or recreation using one or more man-made facilities, the most popular being a path, cycleway or walkway in a town or city.

### **Membership data**

While it is by no means fully representative of the range of sport and recreation activities enjoyed by Greytown residents, the registered membership data provided by the Society for its member clubs indicates the following trends over the four years to 2017:

- An overall increase in participation of approximately 30%, the highest increases being registered by tennis (184%), cricket (115%), hockey (65%), soccer (56%) and rugby (51%);
- Society member clubs showing a decline in membership are bowls, netball, gliding and scouts.

In regard to local participation in 2017:

- Registrations across all Society supported sport and active recreation activities were approximately 1,000.
- The top three clubs in terms of registered players are soccer (220), rugby (160) and cricket (140), with hockey (130) a close fourth.

Because data is not available to identify the numbers of those taking part in organised sport and recreation activities with clubs who are not Society members or those participating in unstructured activity like walking, jogging, cycling, swimming and keep-fit, it is difficult to draw conclusions from a comparison of Greytown with national trends and numbers.

## **The proposed new strategic priorities**

The Trust's purposes, set out in the legislation governing its activities, allow for the Trust to promote the well-being of the community. The Trust's vision for Greytown District therefore promotes "A community that is encouraged and enabled across all ages to participate in and enjoy an active and healthy lifestyle".

With this in mind, and arising from its analysis of the review findings, the Board of Trustees has confirmed the following four new strategic priorities will drive its future sport and active recreation funding:

1. Supporting the co-ordination of sport and active recreation enjoyed by Greytown residents.
2. Improving the capability, support and retention of those involved in delivering and administering sport and active recreation.
3. Increasing opportunities for resident participation in sport and active recreation.
4. Collaborating with others in the provision of more and better sport and recreation facilities.

The logic for selecting these priorities is set out in more detail as follows.

### ***Support for co-ordination***

Running a sport club or organisation can be a time consuming and sometimes onerous obligation especially when the organisers are unpaid volunteers. Providing a support network to help relieve clubs of some of this burden and at the same time ensure as far as possible they are able to function in an efficient, economic and effective way is considered by the Trust to be of vital benefit to securing the future of the sport and active recreation community.

The co-ordination role performed by the Society, which has merited commendation from commentators, has been instrumental in introducing standardised systems and processes across a number of clubs and organisations. These have reduced duplication of effort, put in place good communication and networking protocols, resulted in a more professional and less competitive approach to fund-raising and sponsorship activities and ultimately enabled a focus on simple enjoyment of the sport or recreation activity by those participating.

Trustees wish to see this important role continue.

### ***Improved capability, support and retention***

Notwithstanding the success of the Society's co-ordination role, maintaining if not improving the "soft" infrastructure that supports community involvement in sport and active recreation at local level is seen as crucial by Trustees. They are supported in this view by SportNZ who place strong emphasis on the need to ensure that everyone participating in sport enjoys being involved as the result of receiving a quality experience.

The risk otherwise is that people, particularly younger people, will drift away from participating in sport to engage in other potentially less active forms of recreation, which would run counter to the Trust's desired outcome of a fit and active community.

With this in mind Trustees therefore wish to do more to improve the capability and skills of coaches, volunteers and administrators whose contribution is critical to securing people's enjoyment of their chosen activity. This could for example involve supporting attendance on relevant training courses.

They also wish to assist clubs in supporting and retaining volunteers with the objective of offsetting the risk posed to continuity of club management by lack of recognition or "responsibility overload" resulting in regular turnover in coaching and administrative positions.

### ***Increased opportunities for participation***

SportNZ data highlights significant changes in the levels of participation in sport and active recreation over time for a variety of reasons – for example, a preference for less structured activity that better fits with people's lifestyles and time commitments, and to a certain extent a desire for different and more interesting challenges. They also show that people, particularly young people, are participating in a wider range of activities and engaging in different ways than their predecessors.



Understanding that helping people satisfy their various sport and active recreation needs will help maintain if not grow participation in future, SportNZ advocates providing more opportunities for them to become engaged. For their part Trustees are of the view more needs to be done locally to support clubs and organisations in the community who are in the position to develop more or new participation in physical recreation. This might involve providing support for the marketing of new or improved opportunities for engagement in sports or active recreation activities.

### ***Collaboration in order to provide better facilities***

There is recognition by Trustees that the Trust's sport and active recreation funding could stretch much further if the existing facilities in Greytown were able to be rationalised, preferably in one multi-use location, enabling more efficient usage and management of costs by clubs. However, funding the capital costs associated with the development of a new multi-use facility are certainly way beyond the present financial resources of the Trust, and in all likelihood no single funder would be able to get such a project under way.

Trustees agree with SportNZ's general assessment that the way forward in the provision of future facilities that better serve the needs of their communities is through implementation of a collaborative approach with other potential funders. With that in mind, while not necessarily involving any major commitment of funding at this stage, Trustees have identified the development of partner relationships as a key priority if progress is to be made.

This is the stance it has recently taken with a submission to the South Wairarapa and Carterton District Councils seeking funding for a feasibility study in support of a collaboration between the Trust, Kuranui College Board of Trustees and the Ministry of Education over development of a new sport facility on College grounds. Trustees see the Trust's main role in such a collaboration as being not one of capital development funder but potentially as provider of financial assistance towards the on-going operating and maintenance costs of such a facility once built.

## **How the proposed new strategy will be implemented**

### ***Allocation of funding available for distribution***

At the beginning of each financial year, the Board of Trustees will determine the total budget to be allocated to sport and active recreation related funding. This sum could vary year on year depending on the Trust's financial performance, which will in turn be influenced by implementation of its property strategy.

The major portion of the allocated sum will be "top sliced" to provide funding for sports co-ordination and rent remission grants. At this stage Trustees see achievement of the facilities collaboration priority as being action rather than funding focussed. That said, funding could potentially still be applied from the sports and active recreation allocation on an ad hoc basis, subject to the limitations of the Trust's overall grants budget. This leaves the remaining annual funding to be allocated to the Trust's other two priorities.

This funding will be contestable, with applications being considered on their merit. This will allow Trustees to adopt a flexible funding approach from one year to another.

### ***Funding purposes and reporting requirements***

#### **Top sliced funding**

Although the allocated figures will likely change over time, funds currently proposed to be earmarked next financial year are:

	\$
For sport co-ordination	45,000 <sup>1</sup>
For club rent remissions	<u>66,263<sup>1</sup></u>
Total	<u>111,263</u>

<sup>1</sup> These are indicative figures only.

#### *Sport co-ordination*

This funding will continue as a subsidy towards the salary of the Society's Executive Officer. It will be paid over to the Society on a quarterly basis.

The Society will continue to be required to report quarterly to Trustees regarding the health of its member clubs. However, this will be extended to cover not just Society members, as at present, but also non-member clubs and organisations that otherwise meet Society membership requirements eg. are an incorporated society.

#### *Club rent remissions*

The Trust currently remits 95% of the rents due under perpetual leases covering the Trust lands occupied by the Bowls and Rugby Clubs. These financial arrangements are a product of historical decisions taken by previous Trust Boards that, while they may have been considered appropriate at the time they no longer fit equitably when considered against all other community funding.

However, in recognition of the immediate adverse implications for the two clubs of unwinding these financial arrangements Trustees have undertaken for now to continue applying them, although not necessarily at the current rate as this is not sustainable. The intention is to phase them out and replace them with a mechanism for allocating funding that better fits with the Trust's priorities and responsibilities. This could involve exploring options for relieving the two clubs of the burden of occupation of the lands. The Trust will consult with the two clubs on a process and timing for implementing this change.

The ultimate expectation is the funding allocated to club rent remissions will become part of the contestable bulk funding referred to below. This may result in a fundamental shift in the type and level of financial support received by all clubs in future.

## **Bulk funding**

The funding, currently budgeted at \$29,000, that remains from the sports and active recreation annual allocation, will be made available to the Society for distribution to initiatives proposed by any eligible club or organisation operating in Greytown that are consistent with the achievement of the Trust's priorities. This represents significant change.

First, the current method of distribution based on Society member operating costs will cease and the funding will become contestable.

Second, eligibility is to be determined in future not just by Society membership but by reference to whether a club or organisation meets the Society's membership criteria even though they are not members eg. is an incorporated society. This means the Society will at the very least need to establish contact with these clubs to invite funding applications. It will be for the Society to encourage such eligible clubs and organisations to "join the fold" and become members benefiting from the services the Society provides.

Third, the success of future applications by eligible clubs and organisations for grants from bulk funding will be determined by their degree of fit with the new strategic priorities. This will help promote flexibility from year to year around how the funding is applied. Degree of fit will be decided by Trustees in consultation with the Society. The funding will then be released to the Society for distribution to the successful applicants.

Fourth, the successful applicants will be required to report back to the Society (who will in return report back to the Trust) on the outcomes achieved with their initiatives before the next round of bulk funding is made available by the Trust.

## **In conclusion**

The Trust is as committed as ever to assisting in the development of a community that is encouraged and enabled across all ages to participate in and enjoy an active and healthy lifestyle. This new strategy is about improvement and refocusing strategic priorities to ensure that sport and active recreation funding is equitable, transparent, and focussed on the areas of need that the Trust believes are relevant to Greytown's situation now and into the immediate future.

In future, when funding proposals are presented to Trustees for consideration, they will be referenced to the agreed new priorities set out in this strategy document. To ensure the priorities remain relevant and the desired outcomes are being delivered, an evaluation process will be applied so Trustees can gauge the impact the Trust's funding is having on sport and active recreation being delivered in and to the community.