



## SPARC's commitment to cultural well-being

Sport and Recreation New Zealand (SPARC) is the government agency tasked with the encouragement and support of sport and recreation in New Zealand. SPARC believes that sport and recreation are fundamental to the wellbeing of all New Zealanders, providing positive health, economic, social and cultural outcomes. Below are some of the ways that SPARC works in the community to encourage participation in physical activity and sport for cultural well-being. For more details on each of these programmes, please click on the link.

- Sport and recreation activities are an important way for New Zealanders to express their unique identities and to improve cultural well-being. SPARC invests in over 100 sport and recreation organisations like swimming, cycling, athletics, netball, soccer and cricket.
- **He Oranga Poutama** (HOP) is a SPARC initiative for developing healthier active lifestyles for Maori by enhancing enthusiasm for sport, physical recreation and active leisure. It is aimed at all Maori of all ages from kaumatua to mokopuna. *He Oranga Poutama* has established a national network of kaiwhakahaere throughout the country to assist and facilitate physical activity initiatives out in the regions. The kaiwhakahaere network includes key stakeholders such as regional sports trusts and iwi organisations.
- The SPARC **Active Communities Investment Scheme** invests in projects aimed at getting Kiwis active at a local level. Created by SPARC to challenge and support organisations, primarily councils, to come up with innovative and collaborative ways of increasing physical activity in their areas, the scheme is worth up to \$10 million over three years. Successful projects are announced by SPARC twice yearly. Examples of successful projects are: *Active Friendly Environments* (North Shore City Council) which examines the impact of environment on people's levels of physical activity and ways to make the city more "activity friendly"; and *Stepping Out* (Whangarei, Kaipara and Far North District Councils) which focuses on the development of an innovative community-based, multi-strategy with a key emphasis on increasing walking in the Northland area.
- **Physical Activity Planning Service** The New Zealand Recreation Association/SPARC Physical Activity Planning Service provides professional services to territorial authorities. Over 20 territorial authorities have already registered an interest in the service, with more applications expected throughout the year. The service is designed to develop and enhance the recreation industry capability through three main initiatives: Physical Activity Plan Development; Peer Review Service; and Training and Mentoring. This means that territorial authorities will be able to develop and implement physical activity and recreation programmes more effectively in their areas.
- **Moving through Sport** is a national policy that provides a framework and guidelines for delivering sport for young New Zealanders. It's about starting young people in sport, making them want to stay in sport and helping some of them go all the way. It caters for young people from childhood to late teens and includes the programmes and philosophies developed by SPARC since 1988. SPARC also works with young people of all ages through initiatives in early childhood, primary and secondary schools through programmes such as **Active Schools**, **SportFit**, and **Active Movement**. These programmes encourage our young people to engage in quality physical activity that will lay the groundwork for being active throughout their lives.
- **Towards an Active New Zealand** is a national policy framework being developed to provide an update on what we know about our participation in physical activity and sport, outline what is currently being done to address issues around participation and recommend next steps for developing a work programme to address issues