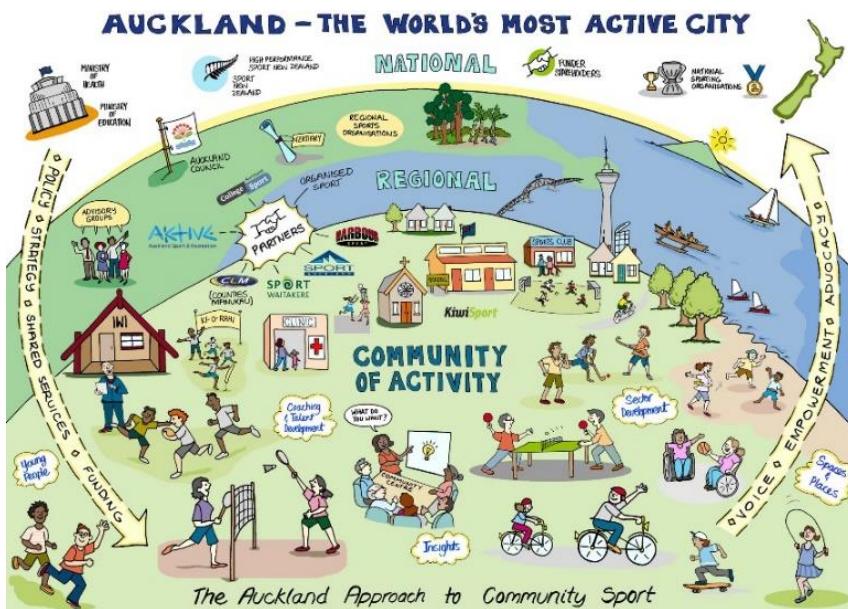


The Auckland Approach to Community Sport

INDUCTION

Our vision for co-creating a world-class sport system in Auckland

The Auckland Approach to Community Sport is a targeted, scalable community sport system.



It's about working together with a targeted approach and developing a community's, sector's and iwi's ability to engage people and increase participation in sport and recreation.

It includes initiatives that meet Tāmaki Makaurau's growing, diverse population and changing needs.

This strategy has been endorsed and embraced by Sport New Zealand, Auckland Council, Foundation North, NZCT and all major up-stream funders.

The Auckland Approach to Community Sport

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The team

The Auckland Approach to Community Sport brings together a coalition of providers with distinct roles as shown on this diagram.

For example, Aktive sets the regional strategy for sport and recreation for Auckland; and Regional Sports Trusts/Partners CLM Community Sport, Harbour Sport, Sport Auckland and Sport Waitākere focus on building capabilities in their respective communities.

Sport New Zealand, Auckland Council and College Sport Auckland are also key stakeholders.

Other groups involved include schools, sports clubs, regional and national sports organisations, charities, facilities, churches, and commercial providers.

Community is at the cornerstone of *The Auckland Approach to Community Sport*, so these groups work together and with communities to build on the success of sports and recreation activities in those communities and provide local solutions that aim to mobilise large numbers of people.

Strategic Priority Delivery Areas

The Auckland Approach to Community Sport focuses on five main areas:

- Advocacy** – attract new funding, find efficiency savings and advocate at local and central government for the sport and recreation sector;
- Schools and communities** – more of Auckland's young people participating in sport and recreation;
- Coaching and Talent Development** – programmes, support and resources for coaches, athletes and organisations;
- Sector Development** – improved club, regional sport and recreation capability;
- Spaces and Places** – improved access to spaces and facilities for all Aucklanders.

Target Groups

The target priority groups are:

- **Young People 5-18 years;**
- **Girls 10-18 years;**

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- Indian, Māori, Chinese and Samoan ethnicities.

There is a strong focus on helping **children and low participation communities** to be more active, as well as building the capability of sector providers and volunteers, including coaches.

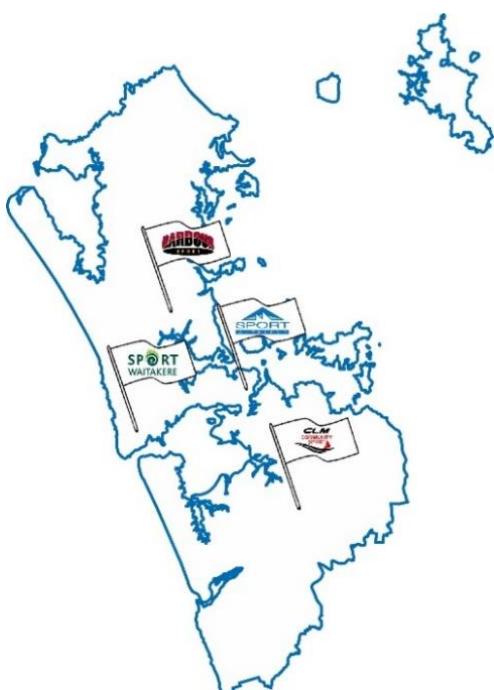
Regional Approach and Local Lens

As a group, we work across a growing, increasingly diverse Tāmaki Makaurau. *The Auckland Approach to Community Sport* places an increased emphasis on the need to 'ask, not tell', along with the co-creation of solutions with the community.

The roles and responsibilities across key partners are as follows:

- **Aktive** is responsible for setting the regional strategy, sport systems and programmes, advocacy, investment and shared services.
- The **Regional Sports Trusts/Partners** focus on building capabilities in their respective communities:
 - **CLM Community Sport** is responsible for Counties Manukau (excluding Howick – Pakuranga);
 - **Harbour Sport** is responsible for North Harbour;
 - **Sport Auckland** covers central Auckland and the Howick community;
 - **Sport Waitākere** operates in West Auckland.

Within these areas, we also recognise identified '**Communities of Activity**.' These have been identified due to their strong alignment to the target groups and are areas where we focus significant efforts to help shape delivery and connect initiatives, programmes and facilities with potential participants through a locally-led approach.



In 2019/20, the following geographic communities across Auckland, aligned to target priority groups, have been identified:

CLM Community Sport	Sport Auckland
Clendon-Weymouth	Howick
Mangere East	Inner City
WERO - Facility	Mt Roskill
Otara-Papatoetoe	Tamaki-Maungakiekie
Papakura East	
Pukekohe North	
Pulman Park - Facility	
Harbour Sport	Sport Waitākere
Albany-Fairview	Glen Eden-Oratia
Birkenhead-Beach Haven	Lincoln North
Glenfield	New Lynn-Avondale
Helensville	
Northcote	

A word on 'delivery'

The word 'delivery' can cause confusion. *The Auckland Approach to Community Sport* represents a shift away from direct delivery to the end participant or member, and into system building activity through sector and community intermediaries (who deliver opportunities to the end participant or member).



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However, this still involves 'delivery' - usually of capability building assistance - to those sector and community intermediaries.

Aktive does not see itself having a role in delivery to the end participant, or in delivering to intermediaries who are working at the community level; however there will be occasions when Aktive does "deliver" to those intermediaries and even end participants. This will typically be with region wide opportunities, or with pilot projects during the development stage, for example:

- Aktive's Chairs' Roundtable is offered to the Chairs of all National Sport Organisations (NSOs), Regional Sport Organisations (RSOs) and Regional Sports Trusts (RSTs);
- Aktive's pilot initiatives (such as HERA and Good Sports) work with end participants during the development stage, so that knowledge about what works on the ground is built.

Once this knowledge is obtained from pilot initiatives, the insights and processes are packaged into a toolkit and key community partners are engaged to carry on the work with intermediaries (who are in turn in contact with the end participant or member). Aktive's work on the ground ceases at that point, and its focus reverts to regional strategy and oversight.

Here to help

The Auckland Approach to Community Sport is an exciting and dynamic approach to sport and recreation in the diverse, rapidly growing city of Tāmaki Makaurau – with the goal to make it the most active city in the world.

We continue to build on relationships, boost capabilities and work together to co-create a world-class sport system in Auckland, community by community.

Here are the key contacts in each partner organisation working across *The Auckland Approach to Community Sport* – if there is a local need then please refer to the Regional Sports Trust/Partner; and for regional/strategic requirements please contact Aktive:

Aktive	Debbie Curgenven Community Sport Manager	debbie.curgenven@aktive.org.nz	021 243 0082
CLM Community Sport	Bernie Tovio Community Sport Engagement Manager	bernie@clmnz.co.nz	021 275 2077
Harbour Sport	Richard Casutt Sport Capability & Business Development Manager	richardc@harboursport.co.nz	0274 799 565
Sport Auckland	Scott Tibbutt General Manager	scott@sportauckland.co.nz	623 7957
Sport Waitākere	David George Community Sport Manager	david.george@sportwaitakere.nz	021 688 354

