



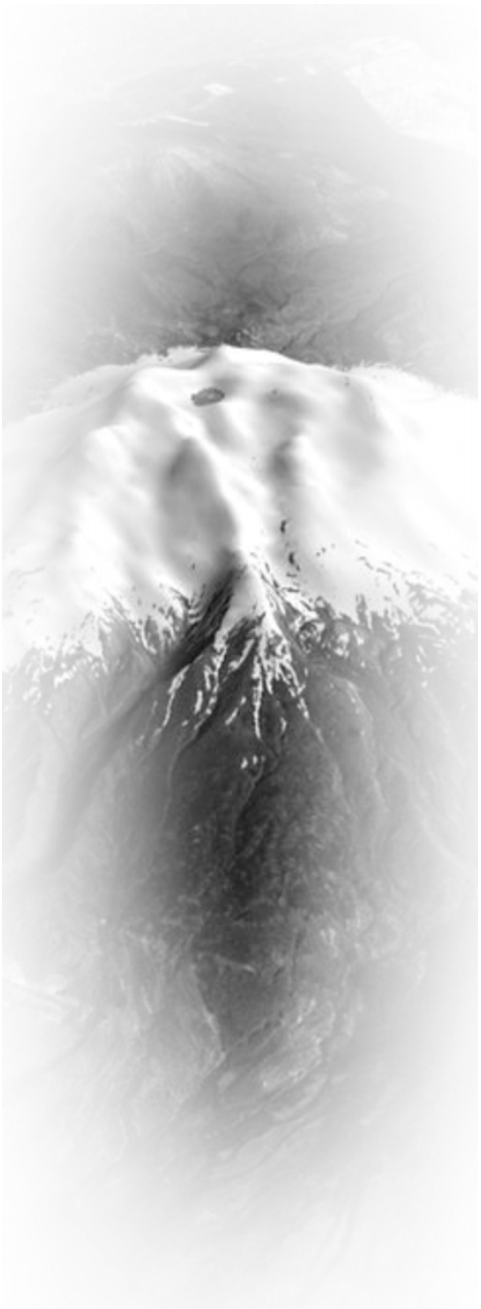
# *Ruapehu - Unique, United and Active*

A Physical Activity

Strategy for the people  
of Ruapehu



February, 2008



***“Ruapehu- Unique, United and Active”***

**Ruapehu District  
Physical Activity Strategy**

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## Introduction

The benefits of physical activity on the physical and mental health of individuals and on the wider community's well-being are well researched and documented. Physically active people have a lower risk of high blood pressure, heart disease, diabetes and obesity. Physically active communities are more productive and spend less on health care. Given New Zealand's historical and cultural traditions, physical activity and in particular, sport is deeply ingrained in our national psyche. However, research conducted by Sport and Recreation New Zealand (SPARC) indicates two out of five New Zealanders are currently not doing enough physical activity at a frequency to remain both healthy and enjoy wider active lifestyle benefits.

Organisations across the Ruapehu District have long understood the importance of increasing physical activity levels, but have until now been working largely in isolation. To address these issues the following organisations have collaborated to prepare this three year strategy:

- Sport Wanganui
- Sport Waikato
- Ruapehu District Council
- Waikato District Health Board
- Whanganui District Health Board
- Department of Conservation
- Halberg Trust
- Hinengakau Development Trust
- Ngati Rangi Community Health Centre
- Central King Country Principals Association
- Ruapehu College
- Ruapehu Alpine Lifts

The aim of this strategy is to increase the collaboration of the strategy partner organisations. It also aims to assist them in prioritising their future direction for facilitating sport and physical activity in the Ruapehu district.

This strategy seeks to increase the level of physical activity in the Ruapehu district by focusing on local solutions and shared resources.

The framework for the development of the strategy is outlined in Appendix 1 of this document.



## Our Vision

The strategy's vision is:

**“Ruapehu – Unique, United and Active”.**

This vision encapsulates the need for all stakeholders to work collaboratively to build tailored solutions for encouraging more people to be more active, more often. This strategy document represents the first step towards this end vision.

## Strategy Goals

This strategy focuses on achieving the following five strategic goals:

1. Create or Improve Access to Physical Environments and Facilities
2. Stakeholder Organisations Work Collaboratively
3. Easy Access to Information on Physical Activity Opportunities
4. Improve Access to External Support
5. Engage Targeted Populations

The five strategic goals were prioritised and developed through the research and consultation stages of the strategy.

## Strategy Implementation

The strategy is accompanied by a separate detailed implementation plan (Appendix X), which outlines the agencies responsible for each strategy and action, target completion dates and key performance indicators. A strategy implementation group will be formed to implement the strategy while a high level steering group will audit progress biannually.

A black and white photograph showing a dirt path winding through a dense forest. Several people are walking along the path, some carrying backpacks. The forest is filled with various types of trees and ferns, creating a lush and natural environment.

## Monitoring and Evaluation

This strategy is accompanied by a separate detailed Monitoring and Evaluation Plan (Appendix X).

The ongoing monitoring and evaluation of any strategy is essential to ensure that it is achieving what it set out to do. The absence of effective monitoring and evaluation is often the reason a strategy is not implemented to best effect. These issues are addressed in the strategy's implementation plan which includes clear monitoring and evaluation approaches, with four levels of objectives.

- Data collection - utilising where possible existing surveys such as SPARC's tri-annual survey to monitor physical activity participation levels in the Ruapehu District.
- Impact of this strategic plan as a whole evaluated in terms of the success it has in realising the goals and strategies.
- The effectiveness of the collaboration of the strategy partners.
- A review process to ensure that new information can be considered so that it remains a 'living' strategy.


## Background

The Ruapehu District has a varied and unique spectrum of physical activity opportunities available to its residents.

Informal opportunities such as walking in native forests, trekking alpine territory, skiing, snowboarding, swimming, kayaking, canoeing, wilderness fishing and hunting are some of the many opportunities that are accessible to the local community, something which is unique to the Ruapehu District.

Formal opportunities also exist within the traditional sporting codes. For example rugby, golf and soccer clubs through to the more localised ski and tramping clubs also exist.

However, there are limited significant indoor physical activity facilities within Ruapehu with only 1 public indoor aquatic facility in the north of the district and only one public indoor leisure facility in the south of the district.



**SPARC Facts** contains the latest facts and figures about how active young people and adults living in the main regions in New Zealand are and how active they want to be.


This profile is part of a series of Regional Sport Trust profiles that provides detailed information on the sport and physical activity patterns among sport trust regions in New Zealand. (Please note some Regional Sport Trust regions have been grouped for this analysis including this profile).

The Ruapehu District falls under the Wanganui Regional Sports Trust boundary for the SPARC Facts.

This profile summarises the results for the Taranaki, Wanganui and Manawatu combined areas.

The SPARC Facts for the Taranaki, Wanganui and Manawatu region are:

- 69% of young people are active, spending an average of 6.7 hours per week taking part in sports and active leisure. In comparison, 68% of all young New Zealanders are active for an average of 6.6 hours per week.
- The proportion of boys living in this region who are *active* has fallen significantly from 84% in 1997 to 64% in 2001.
- More than two-thirds (69%) of adults in this region are active. This is similar to the proportion of all New Zealand adults who are active (68%), but adults in this region spend more time being active per week (average of 10.3 hours) than adults in the country as a whole (9.3 hours).
- The proportion of women in this region who are *active* has increased significantly over the period 1997 to 2001. In 1997, 66% were active and by 2001 this figure has increased to 77%.
- While 69% of adults in this region are active for more than 2.5 hours per week, only four out of ten adults (42%) are active for 30 minutes or more on at least five days a week.
- About two-thirds of young people in this region are interested in participating in a new sport or active leisure activity (68%). More than half of adults in this region (54%) want to be more active than they are currently.
- Almost nine-in-ten young people (or 88%) take part in some sport or active leisure. The most popular sport for boys is soccer (22%) and for girls it is netball (12%). Cycling is the most popular active leisure activity for boys (29%) and for girls it is swimming (32%).

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- Almost all adults (97%) in the region enjoy some form of sport or active leisure over a year. Golf is the most popular sport for both men and women (30% of men and 13% of women play). Walking and gardening are the most common ways that men and women are active in their leisure time. Although, as in the country as a whole, these activities are more popular with women than men.
  - 29% of all adults in this region are involved in active leisure in a capacity other than as a participant. This includes being involved as a coach, referee, official administrator or parent helper, either paid or unpaid.

## Research

Considerable research was undertaken during the development of the strategy. This included a domestic and international literature review and over 40 interviews and workshops with key community stakeholders. Research findings were used to assist the development of the regional goals, objectives, strategies and actions. The following section summarises the main local findings.

The international and national research was collated and analysed for its relevance to the Ruapehu District (Appendix 3).

Local research was also undertaken to gain an understanding of the issues relevant to the residents of Ruapehu (Appendix 3).

## Key Ruapehu District Physical Activity Research Findings

In developing this strategy for the Ruapehu district the following high level factors needed to be considered:

- The Ruapehu District's population has decreased by 723 people since the 2001 census. The population is projected to slowly decrease over the next twenty years.
- The district has a 39% Maori population, which is significantly higher than the national average. Targeting the Maori sector of the community will be an important element in increasing the physical activity levels of the Ruapehu community.



- Because of the unique demographic and geographic nature of the Ruapehu District people favoured tailored local, culturally appropriate physical activity intervention approaches, which could build and harness a sense of community.
- A declining population, large geographic area and the corresponding infrastructure demands of the community will make it necessary to find innovative partnering solutions to meet the demand for physical activity facilities and environments.
- The sport, health and education sectors in the district have limited collaboration and co-ordination at present.
- Historically physical activity promotional material produced in the Ruapehu District has not been coordinated nor has it delivered consistent messages

## Key Community Stakeholder Findings

In addition to the high level factors identified above, the community raised the following issues during the initial research phase of this strategy development.

- *Isolation came through as a significant barrier to physical activity. Most find themselves having to travel to participate in competitions and in some instances, travel within the district for practice.*

*“The school has a travel fund just so that our kids can compete”*

- *Many perceive their rural towns to have insufficient facilities. It was found that those interested in participating in a particular sport will have to travel to the nearest town to utilise sporting facilities.*

*“In Raetihi, it was found that average car ownership is low, and the nearest gym, or range of sports clubs and facilities is a car ride away to Ohakune”*



- **Lack of Volunteers came through as an important issue in the district. Volunteers are the backbone behind many clubs, events and programmes in the district.**

*“Only barrier I see is not having more volunteers - need more people to run and organise these activities on a regular and permanent basis”*

*“There is a sense of ‘Volunteer Burn-Out’. There is a select network of people running more than one club, event or programme.”*

- **There is a perceived lack of information available to the community and volunteers.**

*“Need to let people know about the facilities here”*

*“If we had an events calendar - that would help everyone”*

- **The perceived lack of assistance and information from external organisations.**

*There is a sense amongst these volunteers that there is a lack of assistance and information provided to them.*

*Instances of this related to funding, information on potential resources, training programmes for coaches or general administrative and organisational help for volunteers in general.*

- **Funding came through as a major barrier to clubs’ effectiveness, survival as well as expansion.**

*A particular issue is the lack of access to funds already available in the community.*

*“This particularly relates to the pub charities that exist and the lack of access to funds available to all clubs in the region”*

## **Alignment and Support for other Strategy Documents**

The Ruapehu District Physical Activity Strategy aims to align with and support many of the strategy partners’ strategic documents. The Ruapehu District Council’s Long Term Plan and Draft Sport and Recreation Plan 2022, Sport Wanganui’s Strategic Plan, the District Health Board’s HEHA framework and Hinengakau Development Trust Vision 2020 are such examples (Appendix 4).



## **Strategic Goal One - Create or Improve Access to Physical Environments and Facilities**

This strategic goal seeks to increase physical activity levels by creating or improving access to physical environments and facilities.

International literature stresses the importance of behavioural, social and informational interventions in combination with improvements in physical activity environments. Reducing physical barriers and improving the potential of built environments to offer a wide range of physical activity opportunities has been recognised for many years as being important.

The Ruapehu District is characterised by its extensive high quality natural environments and a diversity of open spaces, which can support physical activity. The district covers a geographic area of 6,700 square kilometres, which takes approximately 2 hours to drive from one part of the district to another. As a result, travel is a significant factor that is inhibiting people's ability to undertake physical activity opportunities.

There are limited significant indoor physical activity facilities within Ruapehu with only 1 public indoor aquatic facility in the north of the district and only one public indoor leisure facility in the south of the district. Due to the large geographic size of the district additional importance needs to be placed on the local built environments to facilitate physical activity opportunities.

The significant seasonal change which occurs within the Ruapehu District also makes for the need for the provision of appropriate indoor physical activity opportunities, especially during the winter season.

Some of the geographic, open space scarcity and fiscal constraints can be overcome through collaboration between the Councils and partner agencies. It is essential that new or existing facilities for physical activity are enhanced, planned and designed to maximise benefits.

The following objectives have been set for the strategic goal of creating or improving access to physical environments and facilities:

- Maximise the use of existing physical environments and facilities by investigating multi-use opportunities.
- Maximise the use of potential physical environments and facilities through thorough planning

## Achieving Strategic Goal One - Create or Improve Access to Physical Environments and Facilities

Strategies and Actions	Description	Lead Agency	Partner Agencies	Target Completion
Key stakeholders to undertake 'Sport Access' programme	The Sport Access programme is a quality assurance mark to identify and enhance inclusive opportunities within sports clubs, facilities and programmes. Key organisations will be identified and approached to undertake the Sport Access programme.	Halberg Trust	Sport Wanganui, Ruapehu District Council	2008/09
Undertake 'Barrier Free' audits of identified parks and walkways	There are many factors involved in the provision of access, such as whether people get in and around their physical environment. The Barrier Free audit looks at aspects of the physical accessibility of facilities. Key parks and walkways will be identified to have a Barrier Free audit undertaken.	Halberg Trust	Sport Wanganui, Ruapehu District Council	2008/09
Identify Private/Public Partnerships Opportunities	This strategy recognises the importance of private/public partnerships in the development of community assets. The strategy consists of firstly developing a process for identifying, assessing and prioritising private/public partnership opportunities. Implementation of these projects will be based on the outcome of the priority and feasibility of that project.	Ruapehu District Council	All strategy partners	2008/09
Identify the potential to enhance existing 'Physical Activity Hubs' within each local community	This strategy seeks to increase the opportunity for physical activity at existing physical activity hubs in the community (e.g. adding a playground so that parents can go for a run while the kids are playing). The strategy will consist of identifying the hubs within each community, understanding the opportunities to increase the use of the facility and prioritising the projects.	Ruapehu District Council	Sport Wanganui	2008/09
Identify key walking/cycling routes within each local area and audit the lighting and footpath quality	This strategy recognises the importance of adequate lighting and footpath quality in encouraging the use of key walking/cycling routes. The first part of this strategy is to work with local communities to identify the key walking/cycling routes (and any associated car park areas). An audit of street lighting and footpath quality for these identified routes will then be undertaken to determine if they provide a supportive environment for physical activity.	Ruapehu District Council	Sport Wanganui	2008/09

## Strategic Goal Two - Stakeholder Organisations Work Collaboratively

This strategic goal seeks to increase physical activity levels by ensuring that organisations involved in physical activity are collaborating efficiently.

International and national effective practice clearly illustrates the importance of inter-sectoral collaboration in overcoming the obstacles which prevent people becoming physically active. Whenever possible these interventions should also reduce the inequalities which may exist in communities so that people throughout Ruapehu have equal access to the benefits of physical activity.


There are many stakeholders in the Ruapehu District that play an important part in encouraging and providing physical activity opportunities to the community. The education, health, council, recreation and sporting sector all contribute to the physical activity environment in Ruapehu.

The following objectives have been set for the strategic goal of improving the level of collaboration between stakeholder organisations.

- Optimise and then formalise collaboration practices between the key organisations providing and promoting physical activity opportunities in Ruapehu.
- Improve alignment of organisations providing sport and physical recreation services.
- Establish and maintain strong working relationships between Regional Sports Organisations, schools, funding partners, supporters and other key stakeholders.

## Achieving Strategic Goal Two - Stakeholder Organisations Work Collaboratively

Strategies and Actions	Description	Lead Agency	Partner Agencies	Target Completion
Establish a physical activity 'LEGACY GROUP'	Establishment of a group of key stakeholders involved in the provision and promotion of physical activity sector in Ruapehu (including the disability sector) to oversee and deliver the implementation of this strategic plan. The group will also provide a forum where physical activity issues can be discussed and a contact point for the community with respect to physical activity issues.	Sport Wanganui	All strategy partners	2007/08
Annual Event Management Workshop	This workshop will provide an opportunity for event organisers and administrators to share information on process, expectations, timeframes and best practice.	Ruapehu District Council	Department of Conservation, Ruapehu Alpine Lifts, Sport Wanganui	Annual - Ongoing
Sports Club Evaluation and On Going Support (Including clubs' inclusiveness)	This project recognises the need for sports clubs to receive more targeted support in order to operate more effectively. This project will start with understanding the needs of sports clubs in the Ruapehu district and will then go on to developing a work plan to address the needs identified.	Sport Wanganui		2008/09
Develop 'Facility Sharing' Model for Sports Clubs	This project was identified as an opportunity for sports clubs to share resources, costs and knowledge. This type of strategy has been successfully implemented by sports clubs in other parts of New Zealand and by start up businesses in the form of business incubators and business parks. There are many different types of facility sharing models and the nature and form of the Ruapehu model (if implemented) would be developed in consultation with sports clubs in order to ensure that it will meet the needs of the sports clubs in the Ruapehu district.	Sport Wanganui	Ruapehu District Council	2008/09



### **Strategic Goal Three - Easy Access to Information on Physical Activity Opportunities**

This strategic goal seeks to increase physical activity levels by ensuring that all Ruapehu residents have access to information on the physical activity opportunities available to them.

The benefits of coordinated community wide promotional initiatives which are supported by other interventions are recognised nationally and are documented in international literature. SPARC's 'Obstacles to Action' research provides a wide range of data as a basis for the development of quality targeted social promotional campaigns, both at the national and regional level. Research also supports shifting the focus of these local initiatives from simply providing information on opportunities to being physically active.

The stakeholders of Ruapehu have strongly indicated that the lack of knowledge, promotion or communication about physical activity opportunities within the district or a local area is an issue.

Historically community promotional initiatives undertaken in the Ruapehu District have tended to be fragmented as organisations have developed promotional material in isolation from one another. This has meant that already limited promotional budgets have been stretched and the potential impact of promotional activities has been limited.

The following objectives have been set for the strategic goal of easy access to information on physical activity opportunities.

- Increase awareness of opportunities for physical activity at both a district and community level
- Key stakeholders to provide consistent physical activity promotional messages

## Achieving Strategic Goal Three - Easy Access to Information on Physical Activity Opportunities

Strategies and Actions	Description	Lead Agency	Partner Agencies	Target Completion
Develop a central database of sport organisations and physical activity opportunities	This action relates to creating a comprehensive database of sports organisations and physical activity opportunities in the Ruapehu district. This database would be available to all stakeholders who are involved in physical activity in the Ruapehu district.	Ruapehu District Council	All strategy partners	2008/09
Promote the Sport and Physical Activity opportunities to the residents of Ruapehu	This strategy builds on the database action above and focuses on how to effectively disseminate the information contained within the database.	Ruapehu District Council	All strategy partners	2009/10
Event Notice Boards	The feasibility of having event notice board located across the Ruapehu district will be explored and implemented (depending on the outcome of the feasibility report). This project aims to promote physical activity by raising the community's awareness of events in the district.	Ruapehu District Council	All strategy partners	2008/09
Develop reusable Event Banners for use across the District	The feasibility of having reusable event banners for use by community groups and event organisers to promote local events will be explored and implemented (depending on the outcome of the feasibility report). This project aims to promote physical activity by raising the community's awareness of events in the district.	Ruapehu District Council	All strategy partners	2008/09
Coordinate local promotional campaigns with current national and regional campaigns to deliver effective, consistent promotional messages	This strategy looks to address the issue regarding the large number of different physical activity messages the public receive from different stakeholders. This strategy will identify 1 or 2 key physical activity messages that will be used by all strategy partners	Waikato and Whanganui District Health Boards and Sport Wanganui	All strategy partners	2008/09



## **Strategic Goal Four Improve Access to External Support**

Access to physical activity can be inhibited by many factors such as lack of motivation and the poorly designed physical environment.

Another factor that limits communities from becoming more active is the lack of support or knowledge of the external organisations that could assist their community group or sporting club.

Funding, training and support from external organisations are issues that the Ruapehu community has identified as needing to be addressed.

This strategic goal seeks to address these issues by increasing the level of support from external organisations to local community and sporting organisations.

The objective for this strategic goal is to:

- Address specific barriers that inhibit people from undertaking physical activity

## Achieving Strategic Goal Four - Improve Access to External Support

Strategies and Actions	Description	Lead Agency	Partner Agencies	Target Completion
Promote funding opportunities available to the community of Ruapehu	This strategy aims to support sports clubs and community groups by providing information on funding opportunities. The planned outputs from this strategy will be the production of a directory of grants available to the Ruapehu district and annual funding expo.	Ruapehu District Council	All strategy partners	Annual - Ongoing
'Inclusive' training and support is provided to stakeholders of Ruapehu District	Inclusive training is designed to provide teachers, coaches and community leaders with comprehensive and direct practical support for including people with disabilities in regular sport and physical activity programmes. Key community stakeholders will be identified and approached to undertake inclusive training.	Halberg Trust	All strategy partners	2008/09
Reduce the level of animal disturbances around physical activity opportunities such as walking and running	This strategy recognises that animal disturbances (particularly wandering dogs) can act as deterrents to people going for walks or undertaking other recreational activities. A review of resourcing levels for the animal control services provided by Council will be undertaken to ensure that this issue is managed both effectively and efficiently.	Ruapehu District Council		2008/09
Review the SPARC Rural Travel Fund	Develop a business case (in conjunction with the local community and other rural communities), which examines the current SPARC travel fund criteria, and make recommendations for enhancing it to assist rural communities.	Ruapehu District Council	Sport Wanganui	2008/09



## Strategic Goal Five Engage Targeted Populations

Internationally and nationally there is clear evidence that those who are most easily influenced to become more physically active need to be connected to people like themselves - connected to people with whom they can be physically active and who can support them to maintain that activity. It is also important to recognise that 'having fun' plays a key role in encouraging people to do this in their everyday lives. This is equally true for a wide range of ethnic and age-specific related groups for whom local and culturally appropriate approaches have the greatest impact. This addresses the misconception that being physically active necessarily costs money and / or requires going to traditional facilities, which may be geographically distant from where people live, work or gather.

The Ruapehu district has a significant Maori population (39%), a high younger population of approximately 25% and older adults that represents 15% of the population.

There are a number of strong Iwi based organisations such as Hinengakau Development Trust, Taumarunui Community Kokiri Trust, Te Waka Pu Whenua and Ngati Rangi Community Health Centre as well as various local sporting interest groups which could assist to promote physical activity in a variety of settings.

This strategic goal seeks to increase physical activity levels by building, strengthening and maintaining social networks that support people to be physically active, in particular Maori, youth and older adults.

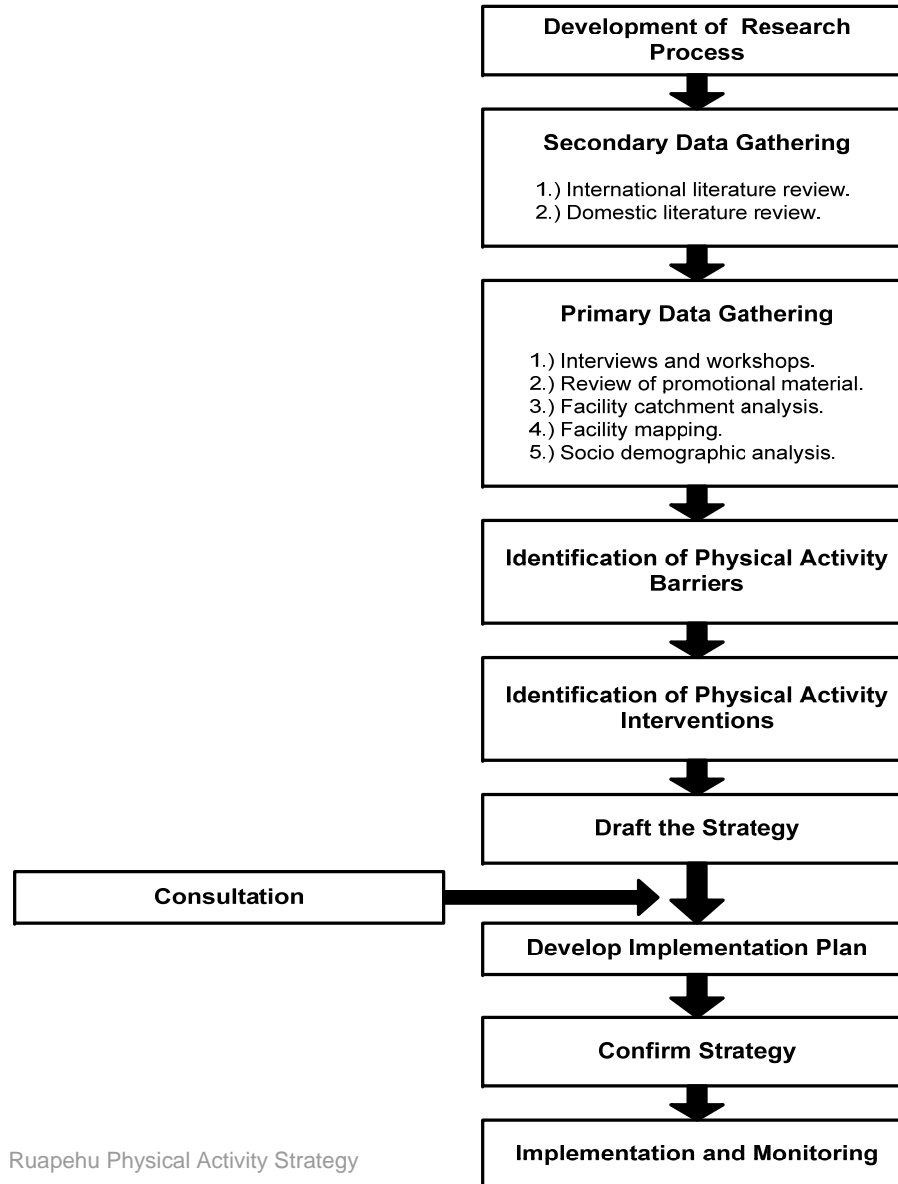
This strategic goal targets the following objectives.

- Support and promote existing community-based physical activity initiatives.
- Develop new community-based physical activity initiatives that support people to be physically active in environments such as Marae, neighbourhoods and other existing facilities.

## Achieving Strategic Goal Five - Engage Targeted Populations

Strategies and Actions	Description	Lead Agency	Partner Agencies	Target Completion
Assist in the development of Youth Link Trust	This strategy recognises the importance of youth and having an advocate for youth issues. Youth Link Trust is in the process of developing a strategic plan that will set out it will respond to youth needs in the northern half of the district (i.e. Taumarunui to National Park).	Waikato District Health Board	Sport Wanganui, Ruapehu District Council	2008/09
Focus effort on school club links	This strategy recognises the importance of school and sports clubs working together to encourage youth to participate in sport once they have left school. This strategy focuses on the 15 to 18 year old age group which predominately has a significant decrease in participation in sport once leaving school.	Sport Wanganui		2008/09 - Ongoing
Provide support and coordination for Maori physical activity programmes and initiatives on Marae	This strategy recognises the importance of increasing the opportunity for physical activity within a Marae setting. It will consist of developing a process for identifying, accessing and developing programmes based on the needs of individual Marae/Hapu.	Hinengakau Development Trust, Ngati Rangi Community Health Centre and Sport Wanganui		2008/09 - Ongoing
Up skill and train key people within the Marae to undertake physical activity programmes on the Marae	This strategy builds on the strategy/action above. Training and funding will be sourced for key people in order to achieve delivery and continuity of programmes implemented.	Hinengakau Development Trust, Ngati Rangi Community Health Centre and Sport Wanganui		2008/09 - Ongoing
DOC to allocate time to assist local Maori to engage in recreation on conservation land	The Department of Conservation will liaise with local Maori to facilitate their increased use of conservation land for physical activity purposes. This may focus on traditional or non traditional based activities.	Department of Conservation	Sport Wanganui	2008/09 - Ongoing
Identify the physical activity needs of older adults in Ruapehu District	The physical activity needs of older adults in Ruapehu will be identified and analysed against the current spectrum of physical activity opportunities that are provided in the district. Any gap in the needs for older adults will look to be addressed in future programme development.	Sport Wanganui	All strategy partners	2008/09 - Ongoing

## Appendix 1: Ruapehu District Physical Activity Strategy Development Process





## Appendix 2: Ruapehu District Profile

### Ruapehu District

Ruapehu District covers an area of 6,700 square kilometres with a population of approximately 13,572 (2006 Census).

Mountains, deserts, lakes, pristine rivers, active volcanoes, rich farm land and native flora and fauna are all part of this unique region which is steeped in Maori and European history.

Ruapehu has a huge range of world class outdoor physical activities to choose from. Walking in native forests, trekking alpine territory, skiing, snowboarding, swimming, kayaking, canoeing, wilderness fishing and hunting are some of the many opportunities that are accessible to the local community.

The majority of the people who live in the district identify themselves as either European (54%) or Maori (39%).

The Maori population (39%) is significant compared to the national average of 15%.

The age profile for the Ruapehu District is relatively similar to national averages as at the last census in 2006.

The significant factor for Ruapehu is the 15-24 year bracket which has relatively lower percentages. This Ruapehu age group reflects the tendency to leave the district for training, education and travel purposes. The impacts on sports clubs in terms of maintaining a strong membership base can be attributed in part to this factor.

Other characteristics of the district are the internet access to the households in Ruapehu which is limited to 21%. This will need to be taken into consideration with issues such as lack of awareness

As per the 2006 Census, 38% (or 1,842) households in Ruapehu had access to at least one motor vehicle followed by 34% (or 1,650) households with two vehicles. Approximately 8% (or 411) households had no motor vehicle at the time of the Census



The Ruapehu District was established on the 1st November 1989 following Local Government reorganisation. It comprises the former Taumarunui Borough Council, Taumarunui County Council, Waimarino District Council and part of the Rangitikei County Council.

Taking its name from its most dominant feature, Mount Ruapehu, the Ruapehu District encompasses some of New Zealand's most diverse landscapes incorporating the majority of the Tongariro and Whanganui National Parks. The Tongariro National Park is the second oldest National Park in the world and has a World Heritage status. The park also accommodates New Zealand's largest commercial ski fields, Whakapapa and Turoa, providing a significant visitor attraction and supporting infrastructure. The northern reaches of the Whanganui River also provide a well utilised recreation resource during the summer season.

Surrounding this alpine environment are a number of rural towns servicing the backbone industries of the District's economy, including farming, forestry, horticulture and tourism. These industries support the main employment and development opportunities within the rural towns which provide the various amenity facilities which underpin the operation of business throughout the District.

## Appendix 3: Research - Secondary

### Physical activity in an international context

The analysis of physical activity obstacles is a well researched area among both leisure practitioners and the medical community particularly at the global strategy and policy level. Much of the global impetus for policy and planning activity in this area emanates from the 1986 Ottawa Charter on health education in which six areas for strategic action to achieve greater levels of physical activity were identified:

1. Building a healthy public policy
2. Creating supportive environments
3. Strengthening community actions
4. Developing personal skills
5. Reorienting health services
6. Moving into the future

At an international scale, the World Health Organisation has advocated for reducing risks, promoting healthy life programmes and various other schemes to implement different areas of the Ottawa Charter.

An international focus on health supported by mechanisms such as the Ottawa Charter and increased government interest has resulted in a mass of policy documents and strategic analyses on how to specifically increase physical activity and in turn improve health. There is a remarkable similarity in much of the discussion. Much of the recent debate can be dated to early half of the 2000s and the US 2010 strategy to increase physical activity. Many of its findings are replicated in some shape or form in a variety of government reports across the globe.

Given the wealth of international literature all containing similar findings on the physical activity interventions that are most successful it is important not to waste resources by continually attempting to reinvent the wheel. This continual reinvention, rather than fine tuning for local geographic and socio-demographic circumstances, seems to have occurred in many areas internationally.

Internationally the most beneficial interventions have been identified as:

1. Community wide campaigns
2. Individually tailored health behaviour change programmes
3. School based physical education
4. Social support interventions in communities
5. Creating or improving physical activity environments coupled with promotion.





If a general consensus appears to exist as to the types of interventions that work there is less coordination evident internationally at the national and regional level to break the inactivity cycle. An important issue here is the need for regional and local strategy and policy to align with an overarching national approach.

### **Ruapehu District Local Research Context**

An extensive research process was undertaken at targeted community stakeholders.

The community stakeholders were consulted with as part of the research stage of the strategy to assist in the development of the goals, objectives, strategies and actions.

The following organisations were consulted with:

#### **Community and Government Organisations**

CKC REAP  
Department of Conservation  
Halberg Trust, Sport Wanganui  
Ngati Rangi Health Centre  
Ruapehu District Council  
Ruapehu REAP  
Sport Ruapehu  
Taumarunui Kokiri Trust  
Waiouru Community Centre  
Waiouru Health Centre (Waiouru Military Camp)  
Wanganui District Health Board  
Well Women (Taumarunui Women's Health)  
Westpac Trust Community Pool

#### **Education and Early Childhood Centre**

Nancy Winter Childcare Centre (Raetihi)  
Ruapehu College  
Taumarunui High School  
Taumarunui Secondary Schools Principals Association  
Te Kohanga Reo Whanau  
Te Aroha Te Kohanga Reo

#### **Sporting Events, Sports & Recreation Clubs**

Athletic Rugby & Sports Club (Taumarunui)  
Kururau Krusher Multisport  
Manunui Club  
Raetihi Cossie Club  
Ruapehu Rugby & Netball Club  
Senior Citizens Association (Ohakune)  
Senior Citizens Association (Raetihi)  
Senior Citizens Association (Taumarunui)  
Skiing Club (Ohakune)  
Taumarunui Athletic & Harriers Association  
Taumarunui Golf Club  
Taumarunui Rugby Union  
Topsy Turvey Preschool Gymnastics  
Tramping Club  
Tussock Traverse

#### **Private Sector Organisations**

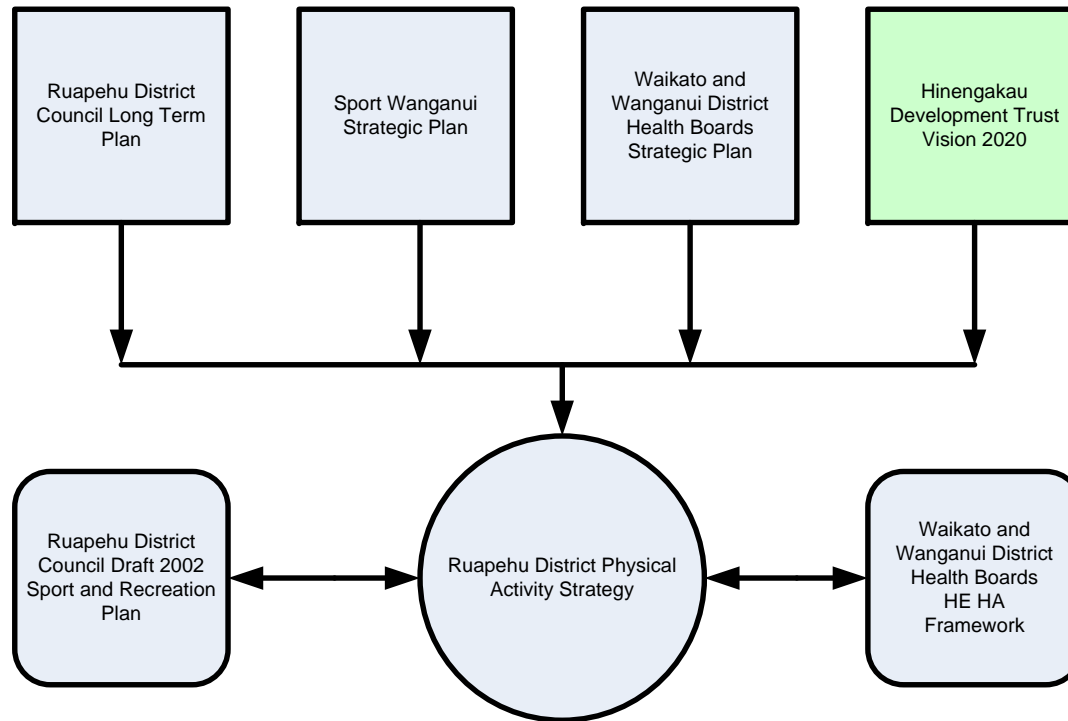
Chateau Tongariro  
Outdoor Pursuits Centre  
Pinnacle Accounting (Ohakune 2000)  
Ruapehu Alpine Lifts (RAL)

## Appendix 4: Review of Draft Ruapehu Physical Activity Strategy by Ruapehu Community

Stakeholder Group	Number of Responses	Main Stakeholder Comments	Outcome
Sporting Clubs	15	Support the Physical Activity Strategy. Require stronger relationships with stakeholders so they can become sustainable.	One of the strategy's key focuses is on developing more targeted support. Sport Wanganui will lead this area of work.
Health	2	Support the Physical Activity Strategy	The strategy partners look forward to working with the health sector on the implementation of this strategy.
Ruapehu College	1	Support the Physical Activity Strategy	The strategy partners look forward to working with Ruapehu College on the implementation of this strategy.
Taumarunui High School	1	Support the Physical Activity Strategy	The strategy partners look forward to working with Taumarunui High School on the implementation of this strategy.
Older Adults	1	Support the Physical Activity Strategy	The strategy partners look forward to working with 'Older Adult' groups on the implementation of this strategy.
Community	1	Requirement for Sport Wanganui to be supported to implement the strategy	Sport Wanganui will seek support of key stakeholders to assist in providing ongoing assistance to the community of Ruapehu.
Early Childhood	1	Stakeholders need to make contact with the local community to assist in the sustainability of the strategy	The implementation of this strategy will look to include the local community.
Te Kohanga Reo	1	Support the Physical Activity Strategy	The strategy partners look forward to working with the local Te Kohanga Reos in the district on the implementation of this strategy.
Sport Wanganui	1	Support the Physical Activity Strategy	The strategy partners look forward to working with Sport Wanganui on the implementation of this strategy.
Ruapehu Alpine Lifts	1	Support the Physical Activity Strategy	The strategy partners look forward to working with Ruapehu Alpine Lifts on the implementation of this strategy.
Waikato District Health Board	1	Support the Physical Activity Strategy. Potential for additional involvement in the actions related to 'Physical Activity Hubs' and 'Older Adults'.	The strategy partners will work with the Waikato District Health Board for their inclusion in the actions related to 'Physical Activity Hubs' and 'Older Adults'.
Wanganui District Health Board	1	Support the Physical Activity Strategy	The strategy partners look forward to working with Wanganui District Health Board on the implementation of this strategy.
Westpac Community Pool	1	A very well thought out and useful document	The strategy partners look forward to working with the Westpac Pool on the implementation of this strategy.
Ohakune 2000	1	Support the Physical Activity Strategy. Especially to work together in partnerships to utilise all existing facilities and the potential to develop additional facilities for youth.	The strategy partners look forward to working with Ohakune 2000 on the implementation of this strategy.
Ngati Rangi Community Health Centre	1	Support the Physical Activity Strategy	The strategy partners look forward to working with Ngati Rangi Community Health Centre on the implementation of this strategy.
Hinengakau Development Trust	1	Include Maori in all mainstream actions from the strategy. Maori liaison position needs to be resourced to get major participation and involvement from Iwi.	A key action of the strategy identifies the need to work along side local Iwi to obtain central government funding to employ a Maori coordinator.
Department of Conservation	1	Support the Physical Activity Strategy	The strategy partners look forward to working with the Department of Conservation on the implementation of this strategy.



## Appendix 5: Alignment and Support of Partner Strategies



**Note:** This is a stylised diagram and shows the general position of the draft Ruapehu District Physical Activity



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