

# KŌKIRI AI TE WAKA HOURUA

Te Tai Tokerau moving forward in partnership  
A strategy for play, active recreation and sport

(2021-2030)



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# KŌKIRI

1. (verb) (-tia) to thrust forward, attack, call, charge, rush forward.
2. (verb) (-hia,-tia) to champion (a cause), promote, advocate, lead.
3. (verb) to rise in a column.
4. (noun) attack, assault, charge, offensive, strike.
5. (noun) body of men rushing forward, attack party, forward movement of a kapa haka.

# MOVING

1. (adjective) in motion (adjective) changing or capable of changing position

# WAKA HOURUA

Double-hulled canoe

# MOVEMENT

1. (noun) action, motion, exercise, progress, progression



[illegible]

We acknowledge those who have passed on and now live in the spiritual world  
We acknowledge the living, and give thanks for our continued existence  
Greetings to you all.

The strategy provides a snapshot of the current situation in the region including key demographics, participation trends, challenges, opportunities and advantages. It is intended to inform the development of future Long-term and Annual Plans for Councils and key organisations working within the sector, including funders. It considers the spaces, places and programmes that support play, active recreation and sport activities in the region.

It was developed in a spirit of partnership with input from a wide range of organisations, clubs, community groups and interested individuals across the region. Thanks to everyone who contributed through the survey, community workshops, hui, stakeholder meetings and consultation process. A strong desire for a more active future for Te Tai Tokerau was clearly expressed.

This strategy covers the Far North, Kaipara and Whangarei Districts of Te Tai Tokerau(Northland).

In support of the Tuia 250 movement, Te Tai Tokerau recognises the extraordinary voyaging traditions and cultures of Te Moana Nui a Kiwa, the exceptional feats of Pacific voyages, mātauranga, innovation, non-instrument navigation prowess and their decision to settle in Aotearoa many generations ago.

In addition to the voyaging traditions, a way of life for Māori was established as they settled in Aotearoa many generations ago. Many of these traditions and practises are still used today and are continuing to be acknowledged and seen as a way of life for Māori.

Kōrero paki highlight the feats of tupuna Māori including Kupe, Rahiri, Te Houtaewa, Kawiti and other tupuna who took full advantage of their natural abilities and Te Taiao to create an adventurous life that in today's society is relevant to the play, active recreation and sport sector.

The vision is to set out a strategy that caters for whānau, hapū, iwi Māori across Te Tai Tokerau to thrive as Māori within the sector.

As well as visiting our past, it is also important to acknowledge key moments of history for Māori and acknowledge Te Tai Tokerau as being the home for He Whakaputanga and Te Tiriti o Waitangi.

These documents acknowledge the mana of the articles of He Whakaputanga and Te Tiriti o Waitangi and in doing so acknowledges Māori as mana whenua.

This document looks to create a bi-cultural future for play, active recreation and sport in Te Tai Tokerau. The name of the document reflects a desire to create this future under the waka hourua partnership allowing people to give effect from a tangata whenua and tangata tiriti approach.

It is appropriate to acknowledge the time, effort, knowledge and experiences shared by whānau throughout Te Tai Tokerau who contributed to this strategy and provided insights into the challenges, the realities and a way forward for Māori participation across Te Tai Tokerau within the sector.



## Purpose - Te Kaupapa o Te Rautaki

This strategy and its insights will help guide our approach, programme of work and how best to undertake planning for future provision. By working in a collaborative manner, a view of the priorities for future play, active recreation and sport needs has been developed. It is intended this will help guide Councils across Te Tai Tokerau, and relevant funding agencies, in their decision making. It will help the sector as a whole, be better informed as to what the needs, rather than wants, are across the region and its districts.

## Strategic Fit - He rautaki e here ngā kōrero

This strategy provides a high-level strategic framework to guide future decision making for play, active recreation and sport. The diagram below acknowledges the importance of the need for the regional strategy to be supported by district level, facility and programmes focussed plans and strategies. Whangārei, Kaipara and the Far North district level plans, will help inform future reviews of the over-arching regional strategy and will collectively inform council long term plans (LTPs) and work programmes across the full range of sector organisations.

### KŌKIRI AI TE WAKA HOURUA

INFORMING  
SECTOR WORK  
PROGRAMMES



WHANGĀREI ACTIVE  
RECREATION & SPORT STRATEGY



KAIPARA  
SPACES & PLACES PLAN



FAR NORTH  
SPACES & PLACES PLAN

INFORMING  
COUNCILS LONG  
TERM PLANS

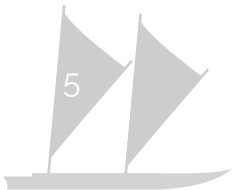





**“Our whānau loves sports”  
- survey respondent**

**“I support anything that keeps Northlanders active”  
- survey respondent**

**“Working together as a community is important. Another code should never be treated as  
a threat, we all want the same thing and should work together” – survey respondent**





## Current Context - Te Horopaki o tēnēi wā

Covid-19 is continuing to have a significant impact on New Zealand and all communities and sectors. It provides opportunities for strategic change, doing things differently and better in the play, active recreation and sport sector at all levels.

“It’s timely post the COVID experience to rethink the whole sector and how this could be flipped or reimaged for the 21st century and beyond” – survey respondent

### Demographics

- Regional population was 179,076 in 2018, a 21% increase from 2006.
- Northland population projected to reach 196,700 by 2043.
- All districts in the region have grown steadily since 2006 - Kaipara 26%, Whangarei 22%, Far North 17%.
- 51% of residents live in the Whangarei District, 36% in Far North and 13% in Kaipara.
- Median age in the region is 42.6years, the median age for Māori is 27.2 years.
- A 126% projected increase in the 65+ age group (2013-2043), to become 35.9% of the regional population.
- Adults over 65+ projected to reach 80,440 by 2043, more than the 0-14 (43,300) and 15-29 (34,490) age groups combined.
- 36% of the population identified as Māori in 2018, of this approximately 45% were under 20 years old.
- It is projected Māori will make up 39% of Northland’s population by 2033<sup>1</sup>.

1. Sources: Statistics NZ Census Counts usually resident population counts, 2006, 2013, and 2018 Censuses. (2018 Data set); Statistics NZ 2018 Census Place Summaries Northland Region; Statistics NZ Subnational Population projections 2013 – high series; Northland Population Projections by Age Group 2013 – High Series



# Deprivation

New Zealand Index of Multiple Deprivation

Te Tai Tokerau has the largest proportion of high deprivation



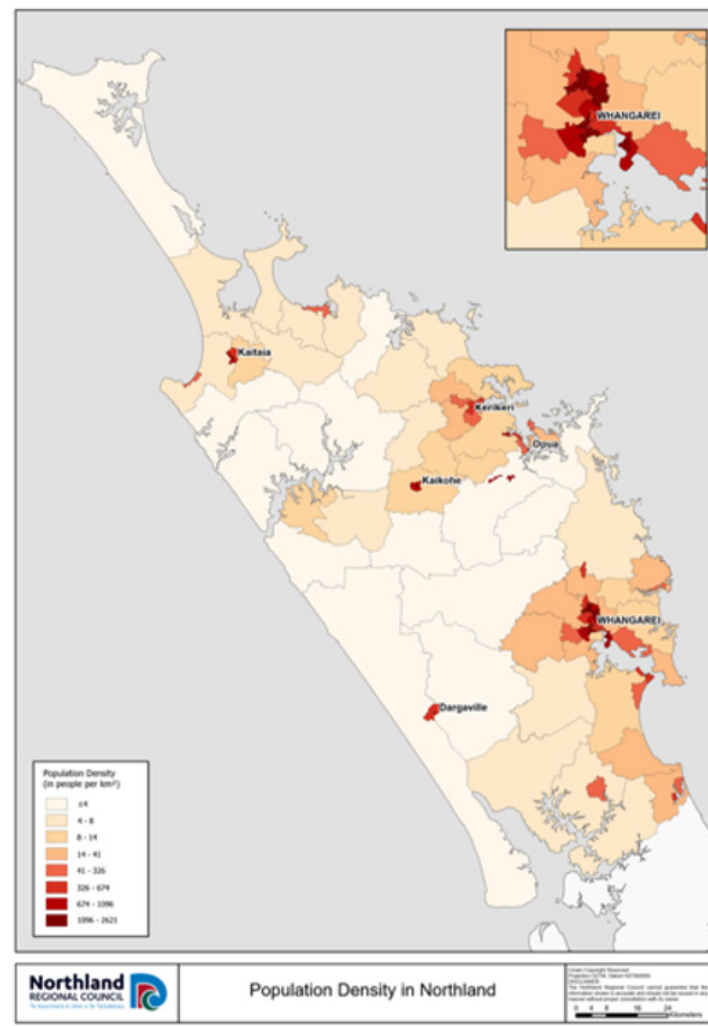
Te Tai Tokerau has the largest proportion of highly deprived areas in New Zealand.



● Least deprived

[illegible]

There are many small communities spread throughout the region, many are not large enough to sustain anything other than basic play, active recreation and sport amenities.





# Participation Trends - Ngā Tatauranga o Te Tai Tokerau

## Regional Participation Trends

- Only 67% of Northland adults are active (72% nationally).
- Less Northlanders are physically active for 5 hours or more per week (38.9% compared to 43.8% nationally).
- Less Northlanders achieve at least 2.5 hours of activity per week (43.3% compared to 49.5% nationally).
- Northlanders are more likely to participate in little or no physical activity (16.6% compared to 14.3% nationally).

There is no representation of team-based sports in the top 15 activities for Northland, individual activities such as 'playing games' or an 'individual workout' are more common. Therefore, support for informal, active recreation and play is very important.

High ranked activities such as swimming, jogging/running, playing games and individual workout occur in a range of settings, natural and built.

Northland provides a great natural environment; how can this be better leveraged to support Northlanders being active?

## Activity trends for young people in Northland:

- 93% of young people are active (compared to 94% nationally)
- Student involvement in secondary school sport has increased from 42% in 2005 to 45% in 2019.
- students at high decile schools are more involved in sport (69.4%) than those in medium (43%) and low decile schools (48.2%)

## When compared to Northland as a whole Māori have:

- lower rates of physical activity overall.
- higher team sports participation.

A high portion of Māori participation is in ways that are not always recognised as traditional sport and recreation. It is instead a lifestyle and way of living that is purposeful, that benefits the whole whānau (whānau centric) and due to the humble nature of our people, it is not always classed as being physically active by the participants themselves. Providing for whānau and/or hui through diving/hunting/māra kai, rongoa Māori is seen as a purposeful activity.

Te Taiao – connection to and through the natural environment provides physical activities that are challenging and purposeful.

Kaitiakitanga – guardianship of our awa, moana, taha moana, whenua, ngahere, wāhi tapu.

Exploring and reliving the ways of our tupuna. Warfare skill development – traditional Māori movement, taonga takāro, and mau rakau.

Kapa haka a way for Māori to express themselves, retell kōrero through waiata, haka, moteatea, poi and connect with the realm of Ngā mahi a te rehia.

The practise of karakia provides balance in the space of tapu and noa to all activities that are carried out by whānau.





## Regional Advantages - Ngā Painga o Te Tai Tokerau

Te Tai Tokerau has some key advantages when it comes to play, active recreation and sport. Arguably, the key advantage is it has the best natural environment (Te Taiao) and climate of anywhere in the country to be active. Identified advantages are:

- Climate
- Te Taiao (natural environment.)
- Provision of play, active recreation and sport facilities by state schools and state integrated schools is important for local access, particularly for small communities.
- Working together – for example, the Northland Sports Coalition.
- Regional Sports Facilities Rate – provides crucial funding support to many sport facility projects.
- Tourism facilities available to community – tourism provides some access to facilities that might not otherwise be available to locals.
- Some first class facilities – that bring events and economic benefits to the region and also provide for regional use.

### Advantages for Māori

- Whakapapa to whenua is a huge advantage for Māori in accessing Te Taiao and purposeful activities that engage them ā tinana ā wairua.
- Hard physical workers and providers for whānau.
- Based on the marae model, everyone has a role on the marae and therefore our whānau are strong in volunteerism and being resourceful to provide opportunities to engage. Koha atu, koha mai.
- Whakapapa and mātauranga create a deeper and meaningful connection for some.
- Connection with our culture, our reo, our tikanga.
- Stories of our history show our tupuna were strong, intelligent, resilient physical people. It is in our DNA.

These are all huge advantages for those that are connected as there is a sense of belonging and knowing our place in this world.



**“Make the most of our incredible environment e.g. bush, water sports, recreation” - survey respondent**

## Challenges - Ngā wero o Te Tai Tokerau

### Key strategic challenges in Te Tai Tokerau:

Population Distribution	"It can be hard to find enough teams, or (players for), full 15 or 13 a-side teams. Regular small sided, (7 or 9 a-side), competition would be more realistic" - survey respondent
Equity Issues	There are social and economic barriers that limit opportunities for some people to participate and thrive in play, active recreation and sport.
Transport Challenges	The need to travel and the distances involved can put people off participating.
Small Ratepayer Base and Limited Council Funds	Councils must carefully balance delivery of all core services including support for play, active recreation and sport.





The specific insights, challenges and opportunities information summarised in the following pages was gained from community engagement, including specific consultation with Māori.

#### Key sector challenges:

- Declining volunteerism - the availability of volunteers including referees, coaches, administrators.
- Membership retention - including youth drop-off and youth leaving the region.
- Funding and operational sustainability - ability to fund maintenance of facilities and operations, including programmes. Resources required for compliance.
- Affordability - RSO & NSO affiliation fees affect affordability.
- Accessibility for all.
- Facility distribution and quality throughout the region.
- Centralisation of competitions and facilities can challenge the ability to deliver to local communities.
- Improving awareness of existing opportunities.
- Active recreation and play are not 'organised' and do not have a voice.
- Skill gaps within the sector in volunteer and paid roles.
- Changing expectations and demands for enhanced services including paid staff.

#### Key challenges for Māori:

- Accessibility to facilities / spaces.
- A sense of disconnect is felt in spaces and places around the rohe (area) by Māori due to the foreign environment.
- Access to information.
- Cost of travel and participation in play, active recreation and sport.
- The level of service in smaller communities tends to drop off making it more difficult to access opportunities.
- Lack of time to volunteer and coach – many other responsibilities and commitments to our own people first.
- Some are disconnected to whānau, hapū, iwi and therefore lack understanding and connection with whakapapa, mātauranga, Te Taiao and a whānau centric approach or way of living.

This strategy looks to leverage advantages and minimise the impact of challenges.



## Opportunities - Ngā whai wāhitanga

There are a number of key opportunities to help increase participation in play, active recreation and sport across the region.

- Recruiting, upskilling and supporting volunteers.
- Multi-use facilities.
- Sport and active recreation delivering wider community benefits.
- Maximising connection with the natural environment.
- Working in partnership within and outside the sector.
- Changing the way the sector is funded.
- Having local facilities that meet basic needs.
- Increased promotion of sport and active recreation activities that are available.
- Community driven approaches.
- Quality programmes and opportunities that cater to all levels of interest, diversity.
- Increasing informal, casual participation opportunities.



### Opportunities for Māori

- Reflecting the whakapapa/mātauranga/history of areas in parks, facilities, maunga, moana, awa, roto.
- Exercising kaitiakitanga/ taking ownership of and working with the people to maintain and look after parks and local spaces that fall in their boundaries.
- Having appropriate names of spaces and places that reflect the community.
- Sharing a Māori approach; whānau centric; marae model for volunteerism and governance and active kaitiakitanga through development, establishment and review of sector-wide activities.
- Developing marae to include provisions for participation including adequate accessible playground/areas for tamariki, space for kaumatua/kuia to enjoy physical movement, other provisions based on local whānau needs/wants.
- Reconnecting ahi teretere, ahi matao to culture through play, active recreation and sport with the support of ahi kaa. Seeing themselves as Māori first - 'Are you a Māori sportsperson or do you play sport and happen to be Māori?'

**“If you can afford for your whānau to play sports there are a lot of opportunities. If you cannot afford petrol to get to sport, equipment or fees, then whānau cannot participate in sport.” - survey respondent**

**“Think outside the box and be more inclusive in relation to seeing culture, recreation, leisure and sport as part of a bigger thing than merely being a thing.” – survey respondent**



## Current Provision - Ngā whai wahitanga

### Overview

- There are a large number of play, active recreation and sport facilities in the region. However, many are ageing and poorly maintained.
- There is a clear need to apply a hierarchy approach to facilities to cater to different needs, without over-provision of one level of facility.
- There is also a need to optimise existing facilities, making the most of what Te Tai Tokerau currently has before investing in new facilities unless clear gaps have been identified.
- Hubbing is highly desirable but not at the expense of a base level of local provision and delivery to ensure appropriate access for small communities, allowing everyone to participate.
- A base level of service is desired - provision of facilities that support local community involvement at an informal, social/casual and recreational level.
- Partnerships, repurposing and rationalisation of facilities is needed e.g. clubrooms.
- There are a number of facility projects that are currently underway in the region, these are an important part of the ongoing work towards resolving some of the facility gaps identified in this strategy.

**“We have facilities but youth are looking for something to do. The part that is missing is the conduit - parents, volunteers” - stakeholder**

**“Sports seem to be siloed so would be economical (to) see more multisport facilities.” – survey respondent**

### Key Facility gaps

- Indoor and outdoor courts.
- Aquatic facilities – multi-generational i.e. warmer water for kaumatua, kuia, play water and swimming lessons
- Lighting – fields and outdoor courts to support training and night games (alternative delivery scenarios).
- Accessible facilities (catering effectively to disability access also suits older people, young people etc).
- Quality playing and training facilities surfaces (fields and courts) – quality (drainage, irrigation, lighting, storage, changing rooms).
- Spectator facilities – shade, shelter, seating.
- Water provision – water supply issues, particularly in the Far North can impact sport and active recreation. There is also a lack of water provision at many sport and active recreation facilities across the region, such as hoses/taps for water-based sports for washing boats.
- Youth spaces (facilities that are appealing to youth and easy for them to access).
- Active recreation facilities to support informal, social/casual use – skateparks, multiuse local courts, linked up cycleways, walkways, footpaths.
- Mara Hupara (traditional playgrounds).

### Programme gaps

- Volunteer training and education including coaching, officials’ roles and succession planning to transfer knowledge from outgoing to new volunteers.
- More water safety education, including in natural settings (beach, ocean, rivers) and more learn to swim opportunities (including for adults).
- More “event’s” people can participate in, in their own time. For example, parkrun, app based or online ‘competition’.
- More play “events” (activation of existing spaces for play) – provided by local communities.

## Vision - A mātou moemoea

Keeping Te Tai Tokerau moving in partnership, using our tikanga (way of doing things) to guide how we act now and in the future.

## Our Principles and Values - A mātou whakapono

### He Whakaputanga o te Rangatiratanga o Nu Tirene me Te Tiriti o Waitangi

We acknowledge the mana of the articles of He Whakaputanga and Te Tiriti o Waitangi and in doing so acknowledge Māori as mana whenua.

### Poipoia te kakano kia puawai

Young people (mokopuna, tamariki and rangatahi) will be our primary focus. We will focus on fun and encourage young people to not specialise too early. We acknowledge that childhood sporting success is not a reliable predictor of adult athlete success. We value the importance of play and the right of young people to have varied, self-directed, playful experiences.

### Whakawhanaungatanga

We will use play, active recreation and sport to support the mahi of other sectors (through strategic partnerships). Working together - using our local connections, knowledge and input to create a better, more active future throughout Te Tai Tokerau.

### Oranga Taiao, Oranga Tāngata

We actively encourage the connection of people to place. It is important that play, active recreation and sport supports holistic wellbeing. Our spaces and places will be increasingly used for a wide range of play, active recreation and sport and community outcomes. We will empower individual communities to create participation initiatives specifically suited to their place and their people.





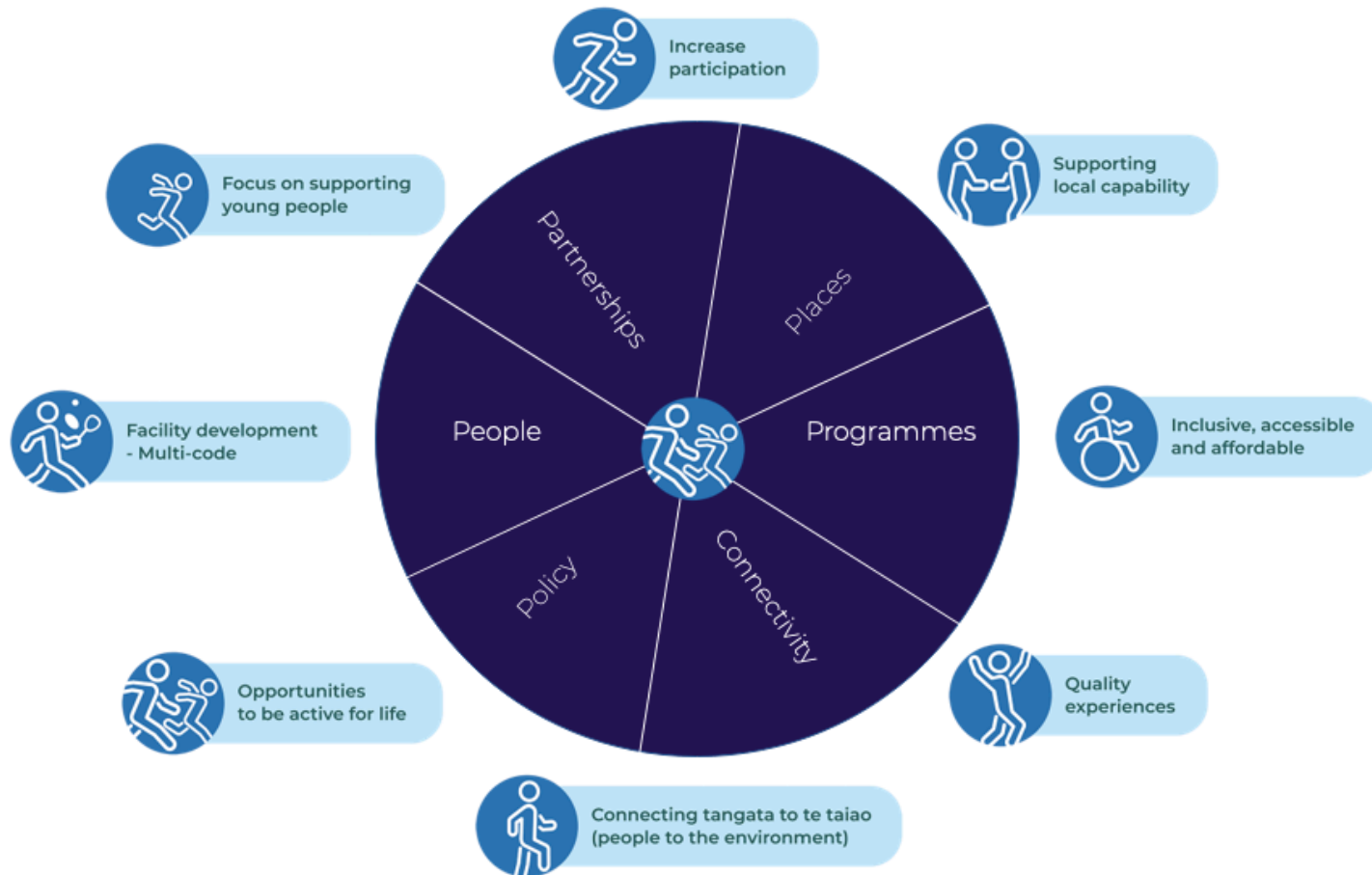
## Strategic Outcomes - Ngā putanga rautaki

From engagement with individuals, whanau and organisations across the sector and region, there were different views expressed, but also many consistent themes regarding what the key strategic outcomes and areas of future focus should be in the region. The key strategic outcomes are captured in these symbols.



## Strategic Pillars - Ngā pou

To increase participation across play, active recreation and sport within Te Tai Tokerau a multi-faceted approach is required. This strategy identifies six key pillars that provide the framework to the recommended programme of work that will support the region to achieve the desired strategic outcomes identified in this strategy.





## Pillars - Ngā pou

Partnerships - Mana Orite				
Objectives	Priorities:	Facilitator(s)	Supporters	Timeframe Short = 1-3 years Medium 4-6 Long 7 plus:
Strengthen partnerships with Māori.	Work with whānau, hapū, Marae and Iwi to partner and support play, active recreation and sport within their settings.	Sport Northland, Māori Organisations	NSC, Play Coalition	Ongoing
Play, active recreation and sport is used as a tool to deliver wider whānau and community benefits.	Use the Northland Intersectoral Forum to seek better alignment with other sectors, linking play, active recreation and sport to other community benefits.	Sport Northland	Northland Intersectoral Forum	Ongoing
Further develop partnerships within the play, active recreation and sport sector.	Establish a Kōkiri Strategy Working Group (KSWG) to oversee the implementation and regular reviews of this strategy. Ensure the group membership includes all key partners to ensure diverse perspectives are represented.	Sport Northland	Councils, NSC, iwi	Ongoing
	Provide an opportunity for active recreation organisations to come together to improve regional planning and advocacy for these activities. Consider including active recreation as a stream within the sports coalition alongside field sports, water and court sports.	Sport Northland	NSC	Short
	Consider expanding the Northland Sports Coalition as a forum to include active recreation groups. Work is already occurring to expand it to provide health and youth perspectives.	NSC	Active Recreation Groups	Medium
	Develop a Te Tai Tokerau Play Coalition, (or similar group), to progress regional improvements in the planning and provision of play opportunities.	Sport Northland	District Councils, providers of play	Short
	Develop more RSO partnerships to help improve access to and sharing of support services (e.g. Admin, Finance, IT, Marketing, Legal, HR.).	NSC	RSOs, Sport Northland	Medium

Partnerships - Mana Orite				
Objectives	Priorities:	Facilitator(s)	Supporters	Timeframe Short = 1-3 years Medium 4-6 Long 7 plus:
Partnerships with other sectors.	Work with mana whenua (hapū and iwi) and the Department of Conservation (DoC) to identify jointly beneficial partnerships delivering environmental and recreational outcomes.	Sport Northland Mana whenua	DoC, District Councils	Short
	Work closely with health agencies including Mahitahi Hauora, and Māori Health providers around the rohe, to identify jointly beneficial partnerships delivering health and recreational participation benefits to Te Tai Tokerau communities.	Sport Northland,	Health Agencies, District Councils	Short
	Strengthen the relationship with regional Ministry of Education representatives, state schools and state-integrated schools in the region to ensure early awareness of school facility development plans and advocate for community access partnerships.	Sport Northland	Sport NZ, MoE, state schools and state-integrated schools	Short
	Improving community access to state school and state-integrated school facilities that provide mutually beneficial outcomes, avoid duplication of effort and investment, contribute to providing a District wide network of spaces and places for increased participation. Where community access to existing state school and state-integrated school facilities or the joint development or upgrading of new facilities will meet a demonstrated need then the parties (MoE, Sport Northland and the relevant District Council) will work collaboratively to support the development of specific partnership agreements. This may include agreements to support operations and maintenance of facilities in return for community access.	MoE, Sport Northland, relevant District Council	State schools and state-integrated schools	Ongoing
	Develop a pilot programme of school-club partnerships with a focus on reducing drop-off from school to club sport. Ensure that young people are part of the planning and development process.	NSC	Sport Northland, RSOs	Medium
	Investigate partnership opportunities to improve sharing of existing transport resources in the region to support young people participating.	NSC	Sport Northland	Short
	Advocate to Waka Kotahi (NZTA) for improved pathways (for walking and cycling) to provide safer recreation opportunities.	Sport Northland, Councils	Walking & Cycling Strategy Group, Northland Transportation Alliance	Ongoing



People - Tāngata whaiora				
Objectives	Priorities	Facilitator(s)	Supporters	Timeframe: Short - 1-3 years Medium 4-6 Long 7 plus:
Partnership approach.	Build sector understanding of a partnership approach; Tangata Tiriti and Tangata whenua and the roles of the two to ensure cohesiveness and positive outcomes for all,	KSWG, Mana whenua	Sector	Ongoing
Re-ignited volunteers.	Seek advice and a potential partnership with marae and runanga to understand a whānau approach to volunteering, as well as Volunteering Northland to develop a volunteer strategy and potentially a dedicated Volunteer Coordinator role within Sport Northland. This will help build capacity and capability in volunteers in all areas of play, active recreation and sport.	Sport Northland	NSC, Play Coalition, Regional Organisations	Short
	Work with appropriate partners to investigate establishment of a mentoring system for getting young people involved in volunteer enabler roles within play, active recreation and sport. Consider needs and opportunities for young people in alternative education as part of this.	Sport Northland	MSD, marae, hapū, iwi, state schools and state-integrated schools	Medium
Strong, supported Coaching Network.	Many National Sports Organisations (NSOs) are developing coaching strategies. Work with local groups to provide effective, local implementation.	RSOs	Clubs, hapū, whānau, state schools and state-integrated schools	Short
Support and develop local capability.	Work with local community level groups to develop their individual and organisational capability to deliver more effectively.	Sport Northland	Regional Organisations	Ongoing
	Increase provision of training and development opportunities for all whānau, including the paid and volunteer workforce across Te Tai Tokerau.	Sport Northland	NSC, Regional Organisations	Short
	Where opportunities arise, work with existing and new community organisations and mana whenua to consider more local community involvement in the maintenance and activations of parks. This type of approach could increase feelings of community ownership and use of public parks. Support with minimising compliance barriers for community organisations (e.g. health and safety paperwork, public liability insurance) may be required.	District Councils	DoC	Ongoing

People - Tāngata whaiora				
Objectives	Priorities	Facilitator(s)	Supporters	Timeframe: Short - 1-3 years Medium 4-6 Long 7 plus:
Strong, successful sector organisations.	Continue to implement a programme of governance training and development initiatives for active recreation and sport governance boards.	NSC	Sport Northland	Ongoing
	Work with iwi, hapū and marae to understand a Māori approach to governance and operations and develop a strategy for implementation.	Sport Northland	Iwi, hapū, marae	Medium
	Investigate options to provide increased operational support to sport and active recreation groups across the region. This could include consideration of shared staffing resource across multiple organisations.	NSC	Sport Northland	Short
	Ensure existing and planned multi-sport hubs receive targeted governance and operational management training and support. This may include advice around effective asset management planning.	Sport Northland	District Councils	Ongoing
	Investigate development of a joint governance board initiative with interested RSO organisations. The governance skills and requirements are very similar across different codes so one board may be able to oversee more than one code.	NSC	Sport Northland, RSOs	Long
Build capacity in key roles.	That resources are provided to support a full time Spaces and Places Lead role to increase focus on work in this area and support the implementation of District Spaces and Places plans.	Sport Northland	Sport NZ, District Councils, funders	Short
	That resources are provided to support a Play Systems Lead role to advocate for and support regional improvements in play. This will include supporting each district to develop integrated play strategies.	Sport Northland	Sport NZ	Short



Connectivity - Whanaungatanga				
Objectives	Priorities	Facilitator(s)	Supporters	Timeframe: Short = 1-3 years Medium 4-6 Long 7 plus:
Promotion to encourage increased participation.	Develop a range of joint promotions across play, active recreation and sport participation opportunities. This should include promoting the health and wellbeing benefits of these participation opportunities.	NSC, Play Coalition, Regional Organisations	Sport Northland	Short
	Explore the development of a social media initiative to help encourage play, active recreation and sport participation through the use of local heroes and role-models to inspire our community to be active.	KSWG, Sport Northland	NSC, Play Coalition, Regional Organisations	Medium
	Continue the 'media promotion for sport' initiative whereby local play, active recreation and sport stories are provided to media outlets to increase the profile of local sport and activity.	NSC, RSOs	Media organisations	Ongoing
Better utilisation of technology.	Use online delivery mechanisms to increase local participation opportunities and decrease the negative impacts travel has on participation. This may include 'online events' that people can participate in at times that suit them.	Deliverers e.g. active recreation, event providers		Ongoing
	Investigate development of a centralised information hub promoting play, active recreation and sport throughout the region to make it easy for people to find opportunities to be active. This may involve building on an existing system to link more effectively to multiple organisations' websites and sources of information. Ideally this would also link to information on health and wellbeing programmes.	KSWG	Sport Northland, Councils, NSC, RSOs, iwi providers	Long

Connectivity - Whanaungatanga				
Objectives	Priorities	Facilitator(s)	Supporters	Timeframe: Short = 1-3 years Medium 4-6 Long 7 plus:
Strong leadership.	Share and highlight local organisational good practise from a range of settings including iwi, marae, clubs and community to provide a variety of approaches to strong leadership in play, active recreation and sport	Sport Northland, NSC	Councils, RSO's, sector	Ongoing
	Share local and national good practice guidance for play and active recreation to support and enable spontaneous play, informal, recreational and social/casual participation. Use existing connections with Sport NZ and Recreation Aotearoa to help in this area.	Sport Northland	Play Coalition, Sport NZ, Recreation Aotearoa	Medium
	Work to increase the information flow and connection between regional groups (NSC and RSOs) and people involved in local, grass roots delivery.	NSC	Regional organisations, local groups	Short
	Investigate options to help drive increased diversity across the sector in governance, management and delivery roles.	KSWG	Sport Northland, NSC, Play Coalition	Medium
	Promote Te Whetu Rehua as a tool to develop understanding and approach to better fulfil Māori needs.	Sport Northland	Iwi, hapū	Ongoing



Programmes and Participation - Ngā whai wāhitanga				
Objectives	Priorities	Facilitator(s)	Supporters	Timeframe: Short - 1-3 years Medium 4-6 Long 7 plus:
Regional implementation of the Balance is Better approach.	Work with RSOs to get them on board with the philosophy of Balance is Better. Then work to progressively deliver Balance is Better initiatives across the region.	Sport Northland, NSC	RSOs, clubs	Short
Acknowledging connection between tangata and Te Taiao.	Prioritise and support kaitiakitanga and similar kaupapa that focus on connection between tangata and Te Taiao. Link people to culture through the natural environment.	Sport Northland, hapū		Short
Culturally appropriate programmes.	Support whānau, hapū, iwi, marae to achieve their play, active recreation and sport outcomes and participation opportunities.	KSWG	Sector	Ongoing
	Work with whānau and hapū to develop programmes that focus on the development of cultural knowledge and practices to be implemented into physical activity settings beyond whānau and hapū.	KSWG	Sector	Short
	Te Whetu Rehua is the framework used to align with, build and measure cultural appropriateness	Sport Northland	Sector	Ongoing
	Investigate the potential of mātauranga Māori to enhance the experience for participants (Māori and non-Māori).	Sport Northland, hapū, whānau	Sector	Medium
Locally led, community driven programmes.	Continue to resource and enhance the Sport Northland Community Connector roles to empower whānau/hapū/hapori Māori and communities to co-decide and lead initiatives by local people for local people.	Sport Northland	Whānau, hapū, hapori Māori and communities.	Ongoing
	Support rangatahi to achieve their play, active recreation and sport outcomes and participation opportunities.	Sport Northland	Youth Organisations, RSOs, clubs, community groups.	Ongoing

Programmes and Participation - Ngā whai wāhitanga				
Objectives	Priorities	Facilitator(s)	Supporters	Timeframe: Short - 1-3 years Medium 4-6 Long 7 plus:
Quality opportunities for all.	Investigate the establishment of a participation incentive programme with membership fees and/or equipment sponsorship for people who need financial support to participate. This should have a specific focus on young people but could also cater to a broad range of people who need financial support, such as those with disabilities or different ethnic groups.	NSC	Regional Investors Forum (RIF), Sport Northland	Short
	Investigate the establishment of a promising athlete (over 16 years) travel scholarship programme to support those who face financial challenges to travel at regional level for higher competition and training requirements. This would complement the Kauri Club grants which are focussed at national level.	Sport Northland	Northland Sports Development Panel (NSTDP), RIF	Medium
	Support new initiatives offering fully inclusive participation opportunities across play, active recreation and sport. Ensure that appropriate experts are used to inform the development and implementation of these initiatives including hāpu, iwi, whānau, Parafed Northland, Special Olympics, Halberg and others including older adult and youth advisory groups.	NSC, Play Coalition	RIF, Sport Northland, District Councils	Ongoing
	Increase the ways that introductory water safety programmes are provided across the region. This should include exploring opportunities for vessel-based water education programmes that can be delivered through a partnership of water-based sport and active recreation groups.	Sport Northland	NSC – water sports	Short
	Seek resourcing to increase the availability of learn to swim programmes across the region, including for adults.	Sport Northland, Deliverers	RIF, state schools and state-integrated schools	Medium
	Support tamariki to achieve their play, active recreation and sport outcomes and participation opportunities and recognise that time, place and permission is central to creating quality play opportunities and outcomes.	Sport Northland, Play Coalition	District Councils, Local groups	Short
	RSOs build their own cultural capability and partnerships to work with clubs/community/whānau groups to increase support for Māori participation.	RSOs	Local groups	Ongoing



Planning and Policy - Whakamahere me ngā kaupapa here				
Objectives	Priorities	Facilitator(s)	Supporters	Timeframe: Short = 1-3 years Medium 4-6 Long 7 plus:
Reflect the importance of Te Tiriti o Waitangi	Ensure recognition of Te Tiriti o Waitangi articles and principles in all play, active recreation and sport policy that is reviewed and developed in future.	Councils, NSC, RSOs, Sport Northland		Ongoing
Policy criteria support the strategy vision and priorities	Develop policy that encourages investment into multi-use sport and active recreation hub sites (over single use facilities where practical).	Councils, Funders	Sport Northland	Medium
	RSOs investigate the relaxation of participation/membership and competition rules to increase flexibility of delivery and participation, particularly for small, rural communities.	NSC, RSOs		Short
Funding approaches support the strategy vision and priorities	Develop a Regional Investors Forum (RIF) to consider and agree principles to abide by when investing in play, active recreation and sport. This needs to consider ways to create greater certainty regarding operational funding.	Sport Northland, Funders		Short
	Work with Councils and Sport NZ to review how the rural travel fund is working in Te Tai Tokerau, seeking ways to ensure the guidelines and process best support desired outcomes for young people.	Sport Northland	Sport NZ, District Councils	Short
Increased diversity	Develop recruitment policy for sector roles in both operations and governance that reflects and encourages diversity.	Sport Northland, NSC, RSO's		Short
Supporting Te Taiao	Undertake a project to identify key, regional sport and recreation assets that are at risk to climate change e.g. sea level rise. This will be important to support future planning as a planned withdrawal from some sites may be required in future.	KSWG, NRC	Sport Northland, District Councils	Long
	Investigate how the sector could reduce carbon emissions going forward.	KSWG	Sport Northland, NSC, RSOs	Long

Planning and Policy - Whakamahere me ngā kaupapa here				
Objectives	Priorities	Facilitator(s)	Supporters	Timeframe: Short = 1-3 years Medium 4-6 Long 7 plus:
Locally accessible facilities and opportunities	Facilitate the development of a Community and School Partnerships – Shared Use Policy. Such a policy will increase the use of school facilities for local community needs, supporting a hub and spoke approach to facility provision in the region.	Sport Northland	Sport NZ, MoE, District Councils, state schools and state-integrated schools	Medium
	Establish local levels of service for multi-use, introductory level play, active recreation and sport facilities to ensure appropriate provision, considering different community needs within a District.	District Councils, Sport Northland	Community, whānau	Medium
	Ensure young people have access to a variety of play opportunities within their local environments (natural and built). Applying child friendly design and the philosophy that any space is a play space will increase opportunities for spontaneous play to occur. Take into consideration local mātauranga and whakapapa that can be incorporated into these play opportunities where appropriate.	District Councils iwi, hapū	Play Coalition	Medium
	Work with local communities, iwi, hapū and regional sport and active recreation groups to improve sport and activity specific facility planning, with a focus on partnerships, enhancing local facility access and maximising existing facilities through proactive maintenance plans.	Sport Northland, RSO's	Councils	Short
	Support each District Council in the region to develop an integrated play strategy, with cross-council initiatives to improve access and use of public space for play. Ensure shade and shelter provision are considered in all planning processes.	Sport Northland, Sport NZ	District Councils Iwi/hapū	Short
	Work with regional play, active recreation and sport organisations to update or develop accessibility policies to increase the focus on universal design, access and opportunities for those with disabilities.	Parafed Northland	Sport Northland	Medium
	Support Parafed Northland to develop an inventory of facilities that should be prioritised for investment to enhance physical accessibility through meeting universal access requirements.	KSWG, Parafed Northland	RIF, Sport Northland	Short
	Investigate opportunities to improve how the Whangarei bus service supports young peoples' access to sport and active recreation hub sites through advocating for changed routes and hours of service.	KSWG	NSC, NRC, Sport Northland	Medium



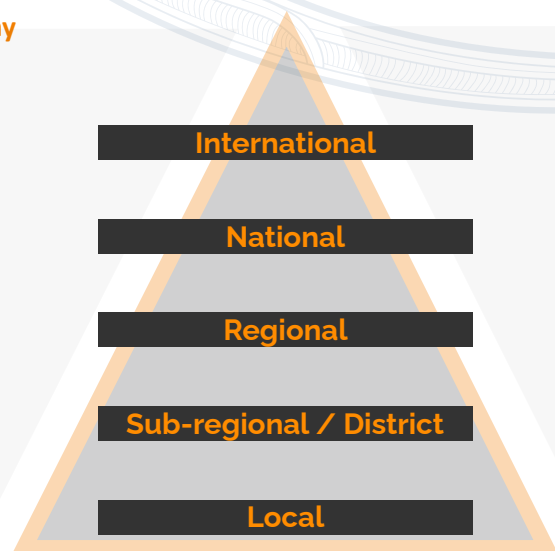
## Spaces and Places - Ngā wāhi o Te Tai Tokerau

Spaces and places (facilities) work will use and consider the Sport NZ facility hierarchy and this strategies facility planning principles. This section provides direction on matters important to spaces and places across the region and facilities at the regional level of the facility hierarchy. District level plans provide direction at the sub-regional/district and local level of the facility hierarchy.

### Facility Planning Principles

- Sustainability
- Partnerships and collaboration
- Meeting an identified need
- Multi-use
- Future proofed
- Inclusive, accessible and affordable
- Deliver wider community benefits
- Unique needs of Northland(ers)
- Optimised

### Facility Hierarchy



Future work in this strategy area will also be informed by:

- Existing local and regional priority projects that are already underway such as Pohe island, Te Hiku and others.
- Whangarei Sport and Active Recreation Strategy
- Far North Spaces and Places Plan
- Kaipara Spaces and Places Plan

Overall, this strategy endorses and supports the implementation of the Whangarei Active Recreation and Sport Strategy which will be a key contributor to helping the regional strategy be successful.



Spaces & Places - Ngā wāhi o Te Tai Tokerau				
Objectives	Priorities	Facilitator(s)	Supporters	Timeframe: Short = 1-3 years Medium 4-6 Long 7 plus:
Culturally appropriate places and spaces.	Enhance the connection between people and place through working with mana whenua (taking into consideration local mātauranga and whakapapa that can be incorporated into these spaces and places where appropriate).	District Councils, iwi, hapū, landowners	DoC	Ongoing
	Ensure appropriate space and time is provided for taonga takāro (traditional Māori sports) such as ki-o-rahi and mahi a te rehia on parks and reserves.	District Councils	Sport Northland, NSC	Short
	Where marae are considered the hub of the community, engage with and investigate ways in which funding and support can be provided to develop the spaces in order to provide participation opportunities within play, active recreation and sport.	KSWG, marae	Sport Northland, District Councils, funders	Ongoing
	Advocate for taking a waka hourua approach to facility development across the region. Ensuring a Māori voice from the beginning to the end.	KSWG	Sport Northland, NSC, Councils, funders	Ongoing



Spaces & Places - Ngā wāhi o Te Tai Tokerau				
Objectives	Priorities	Facilitator(s)	Supporters	Timeframe: Short = 1-3 years Medium 4-6 Long 7 plus:
A well planned network of spaces and places across the region.	Maximise existing facilities in the first instance, before building new. This will include the development of well-planned maintenance and renewal programmes.	Facility owners, KSWG	Councils, Sport Northland, Regional Investors Forum, iwi, state schools and state-integrated schools	Ongoing
	Investigate expanding the criteria of the Northland Regional Councils, (NRC), Regional Sports Facility Rate to also provide support to play and active recreation facility projects. The outcome of the investigation to inform the 2024 LTP process.	NRC	Sport Northland	Short
	Actively support the development of multi-use sport and active recreation hubs as part of a hub and spoke approach to the network of facility provision across the region. It is important to ensure that regional and district hub, (competition,) facilities are supported with appropriate 'spoke', (training/junior play), facilities at local level.	Sport Northland, NSC	Councils, RSOs	Ongoing
	Develop a regional aquatic facilities plan that considers provision of warmer water facilities, learn to swim (all ages), competitive swimming and aquatic sport needs across the region. This work will replace or align with the proposed Whangarei District Aquatic Facilities Plan. Focus should be given to maximising use and access to existing facilities through partnerships and upgrades/re-developments to ensure facilities are fit-for purpose for an aging population. Priority should be given to increasing local access rather than developing an additional 50m pool in the region.	KSWG	Sport Northland, Councils, NSC, RSOs, iwi, state schools and state-integrated schools	Short



Spaces & Places - Ngā wāhi o Te Tai Tokerau				
Objectives	Priorities	Facilitator(s)	Supporters	Timeframe: Short = 1-3 years Medium 4-6 Long 7 plus:
A well planned network of spaces and places across the region.	Develop a regional courts plan to ensure appropriate provision and use of indoor and outdoor courts throughout the region. This work will replace or align with the proposed Whangarei District Courts Plan and needs to consider the balance between outdoor and indoor court provision, local and casual access needs and playing surface quality. The plan will need to consider maximising partnerships with state schools and state-integrated schools and the use of multiuse courts, development of covers and lights to enhance usability of existing outdoor courts.	KSWG	Sport Northland, Councils, RSOs, iwi	Short
	Ensure existing key regional, national and international hierarchy facilities have asset management plans in place and are maintained in accordance with the plans.	KSWG	Asset owners	Ongoing
	Investigate opportunities to enhance existing facilities to increase use through investment in lighting and playing surface improvements.	Asset owners, Clubs	RIF, Councils, Sport Northland, NSC	Short
	Prioritise investment into fit-for-purpose support amenities at sport and active recreation hub sites to enhance the participant and spectator experience (toilets, change rooms, shade, shelter, car parking). This includes provision of drinking and wash down water to support water based sport, active recreation and play needs at key access points.	Asset owners	RIF, Councils, Sport Northland, NSC	Medium

Spaces & Places - Ngā wāhi o Te Tai Tokerau				
Objectives	Priorities	Facilitator(s)	Supporters	Timeframe: Short = 1-3 years Medium 4-6 Long 7 plus:
Support the implementation of District Spaces & Places Plans.	Work with Councils to implement Facility Navigator roles across the region, to assist local communities to work with Councils on facility development and enhancement projects.	Sport Northland	District Councils	Short
	Ensure regular reviews are undertaken of District Level Spaces & Places Plans/Strategies in line with LTP timeframes.	KSWG	Sport Northland, Councils	Ongoing
Locally accessible opportunities and facilities.	Ensure that all districts in the region provide and promote the use of sites with a diverse range of play opportunities, including imaginative play and nature play. Young people should have access to both built environments and natural spaces for play.	KSWG	District Councils, Sport Northland	Short
	Leverage investment opportunities to support local community organisations and volunteers to activate play spaces, increasing the time, place and permission for play to occur. This could include local play trails, play on the way initiatives and regional or district mobile play equipment provision.	Play Coalition	Sport Northland, RIF, District Councils	Short
	Investigate provision of more youth-friendly spaces that cater to informal and casual play, active recreation and sport alongside other desirable youth focussed facilities and services.	District Councils	Youth organisations	Medium

## Regional Priority Facility Projects

This section presents the specific facility projects that are considered to be regionally significant, short term priorities in Te Tai Tokerau. The full strategy reference document, the 2020 Whangarei Active Recreation and Sport Strategy, 2021 Kaipara Spaces and Places Plan and 2021 Far North Spaces and Places Plan contain more detail on sub-regional/district and local level facility projects.

These recommendations assume the completion of the Pohe Island Rugby Development project that is currently nearing completion, and that no further funding priority or direction is required for that project.

Facility/Activity	Recommendation:	Lead:	Support:	Timeframe: Short = 1-3 years Medium 4-6 Long 7 plus:
<b>Regional Facility Planning</b>				
Collective prioritisation process	Use the Kōkiri Strategy Working Group (KSWG) along with other parties as required, to regularly review, prioritise and reprioritise facility specific projects. This will allow the prioritisation to remain current as individual projects progress through planning and construction phases at different rates.	KSWG	Sport Northland, Councils, NSC, RSOs, iwi	Ongoing
Courts and Aquatics	Complete regional planning for the provision of court space and aquatic facilities as a high priority to inform future work. (See the Spaces and Places pillar for more detail on these projects).	KSWG	Sport Northland, Councils, NSC, RSOs, iwi	Short



Facility/Activity	Recommendation:	Lead:	Support:	Timeframe: Short = 1-3 years Medium 4-6 Long 7 plus:
<b>Far North</b>				
Te Hiku	Support the completion of this major multi-sport hub project that is due to commence construction. This will provide a key sub-regional/district asset. Through the final detailed design and development phase, or future project stages, ensure that all ages and abilities (including youth) are provided for in the aquatic area through the provision of hydrotherapy space, learn to swim and general water space (including play features). This may require future-proofing considerations in the design phase to allow for future expansion or change if required.	Te Hiku Sports Inc.	Sport Northland, FNDC, NRC, funders	Short
Bay of Islands Sports Hub	Support the staged development of this new, multi-sport hub site which will become an important sub-regional sport, active recreation and play asset. Completion of stage one is the initial priority and will result in the development of playing fields (with lighting), car parking and an amenity block to support football and cricket. It is important to ensure that casual and informal play opportunities are also considered at all stages of site planning. (See Strategy Reference Document and 2021 Far North Spaces and Places Plan regarding later stages).	FNDC	Sport Northland, RIF	Short
Sportsville Kaikohe	Support the completion of this important sub-regional level facility for the mid-North area. There is a strong need for provision of additional court space in the region. The indoor court component of this site development is an initial high priority and should be planned to cater for local and sub-regional needs in the first instance. Catering for wider regional needs should be informed by the outcomes of the regional courts plan. (See 2021 Far North Spaces and Places Plan regarding later stages).	Sportsville Kaikohe, FNDC	Sport Northland, RIF	Short
Kerikeri Gymnastics Club	Complete a needs assessment and feasibility study for the development of a fit-for-purpose gymnastics facility to replace the current Kerikeri Gymnastics facility which is not meeting needs. Note: Gymnastics NZ 2017 Gymsports National Facilities Strategy identifies that Northland requires a sub-regional hub gymsports facility in Kerikeri.	Kerikeri Gymnastics Club, funders	Sport Northland, FNDC	Short
Kerikeri Squash Club	Progress the project to relocate and rebuild the Kerikeri Squash Club. The lack of squash facilities in Kerikeri is impacting on facility access for squash across the wider region (not just Kerikeri based players). This facility should be focussed on regional level, including consideration of providing a purpose-built doubles court if sufficient demand exists. It is important to ensure the facility is future proofed to allow for ongoing population growth in the area.	Kerikeri Squash Club, Squash Northland, funders	Sport Northland, FNDC	Short

Facility/Activity	Recommendation:	Lead:	Support:	Timeframe: Short - 1-3 years Medium 4-6 Long 7 plus:
<b>Whangarei</b>				
Bike – Pohe Island	Support the completion of this facility that is currently under construction. It will provide a key regional facility. Ensure that accessibility needs for disabled participants, tamariki and older adults are considered in the final development and programming of the facility.	Bike Northland, WDC	Sport Northland, RIF	Short
Marine Activities - Pohe Island	Implement the master plan for Pohe Island Marine Activities. (See 2020 Whangarei Active Recreation and Sport Strategy recommendation 23 for more detail). This is endorsed as a high priority as access and support facilities for water sports are a key consideration regionally.	WDC, water-based sports	Sport Northland, RIF	Short
Football - Northland Football Hub	Subject to the outcome of needs and feasibility assessments, progress the proposed 'Home of Football' development at Tikipunga Sports Park to cater for the regional needs for player, coach and referee development and provide the base for Northern Football Federation and Northland Football. Initial priority should be given to field and lighting upgrades and support amenities (clubroom, changing room and car park upgrades). See 2020 Whangarei Active Recreation and Sport Strategy recommendation 31 for more detail.	Northern Football, WDC	Sport Northland, RIF	Short
Rugby League	In line with the 2020 Whangarei Active Recreation and Sport Strategy (recommendation 46) implement the Otaika Sports Ground development plan, including the sale or lease of Jubilee Park with proceeds being used for the development of the 'home' of rugby league at Otaika Sports Ground. The facilities at Otaika Sports Ground are crucial for rugby league regionally. Further enhancement to these facilities is important. Otaika will also need to be supported by increased local level provision and access for rugby league across the wider region, particularly access to playing fields with quality lighting.	WDC, Northland Rugby League	Sport Northland, RIF	Short
Netball	The Whangarei Netball courts project, to install covers and lighting at Kensington courts, can/should proceed without the need for the regional courts plan to be completed, as these are key enhancements to maximise the use of existing assets to help the courts shortfall in the short term.	Whangarei Netball, Netball Northern	Sport Northland, RIF, WDC	Short
Ruakaka Recreation Centre (Indoor Sports Facility)	Support the new indoor court facility in Ruakaka as a way to increase indoor court capacity in the region. This facility will become the regional base for volleyball in Northland. This project will provide increased indoor court access for volleyball along with outdoor, sand-based 'beach' volleyball courts adjacent to the indoor facility to enable the provision and promotion of different formats of the game. This facility will also serve as an important base for both Basketball and Netball along with other indoor court codes.	Ruakaka Group, Volleyball Northland	Sport Northland, RSOs, RIF	Short

Facility/Activity	Recommendation:	Lead:	Support:	Timeframe: Short = 1-3 years Medium 4-6 Long 7 plus:
<b>Kaipara</b>				
Pioneer Park, Northern Wairoa Memorial Park and Sportsville Dargaville Precinct	Joint planning is required regarding future developments at these sites to ensure synergies and reduce any duplication across the wider precinct area. Undertake a joint planning project to consider opportunities to enhance the provision and standard of sports field lighting to allow for multiple codes (football, rugby league, rugby) to use for training and night games. Ensure any initiative by Sportsville Dargaville to provide a lit, multi-use turf area is considered as part of this planning.	KDC	Kauri Coast Recreation Society (KCRS), Northern Wairoa Rugby Sub Union	Short
Sportsville Dargaville	Undertake a detailed options and feasibility assessment for a multi-use turf installation in Dargaville. The replacement of the existing turf at Dargaville High School needs to be one of the options considered. Subject to the outcome of this assessment ensure that the proposed multi-use turf is primarily suitable for hockey, whilst also providing a resource to support other codes, particularly for training needs. The specifications need to cater for adult hockey (training) and junior hockey training and games. Ideally the turf will meet full-sized hockey specifications (1/2 turf at a minimum) to make it suitable for a wide range of other uses and be lit to the appropriate standards to support training for multiple codes.	KDC, KCRS	Sport Northland, Northland Hockey, RSOs	Short
Kauri Coast Community Pool	Maintain this as the key aquatic facility for the Kaipara District. Undertake an options assessment and feasibility study for upgrading the facility to meet the future needs of the community, focussing on catering for all ages and abilities. A priority consideration is options for extending the season and maximising use of the hydrotherapy / children's pool through covering these areas. Options for provision of some covered lane space could also be considered within this planning work. This should be done in conjunction with the Regional Aquatic Facility Plan as proposed in the regional strategy.	Sport Northland, KDC	RIF	Short



## Acknowledgements

This strategy was developed in a spirit of partnership, with input from a wide range of people and organisations across Te Tai Tokerau and New Zealand. Everyone who contributed had a real interest in making a difference for the people of Te Tai Tokerau, with a genuine desire for improvement across the play, active recreation and sport sector.

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