



**CENTRAL HAWKE'S BAY DISTRICT COUNCIL
6 MONTHLY REPORT FROM SPORT HAWKE'S BAY
JULY 2009 TO DECEMBER 2009**

KEY PERFORMANCE REPORT

GOAL: PARTICIPATION

To maintain and/or increase the level of participation in sport and active recreation in Central Hawke's Bay.

Objective 1.2: Develop the capability and capacity of sport and active recreation organisations.

COACH EDUCATION/DEVELOPMENT PROGRAMMES

Although (as reported in our previous report) within Central Hawke's Bay the winter sporting codes dominate the annual sports calendar, there has been resurgence in some of the traditional summer sports, particularly children's tennis and softball.

Junior Softball in Central Hawke's Bay had a record number of teams this year and is particularly strong in Terrace School which had 8 T-Ball teams for the younger kids and 8 Softball Teams for the older Primary School children. We arranged for Mark Carter and his development officer from Hawke's Bay Softball to present a course on the basics game skills to the coaches and, during the season, Patrice visited Sherwood, Porangahau, Mangaorapa, St Joseph's and Takapau Schools to deliver a skills workshop to the kids in the softball teams in preparation for the Interschool Softball Carnival held at Waipawa. At the beginning of the season - each Thursday, the team with the "Bye" had a training session with Patrice to improve their skills, rather than having no game that week. She also became the unofficial coach of the St Joseph's team! It has been noted that the organisation of the competition was somewhat weak (also not aided by the inclement weather just about every week), however, Patrice will work with the Tuki Tuki Softball Club in the off season to improve their administration skills and to increase the confidence of their officials.

CHB Junior Interschool Tennis has seen a 50% increase in the number of players from 12 teams of 4 in the league in the 1st Term of 2009, up to 18 teams in Term 4. We had to create another group/section and had difficulty sourcing enough courts for them to play on – what a great problem to have! Jane Wyn-Harris is doing a great job encouraging more

school children participation by convening coaching workshops at various schools and holding tournaments locally. Trevor Hinton from Hawke's Bay Tennis has also been involved in our "Fun Day" at the beginning of the competition where we run a number of drills for the kids in a rotating circuit type situation. Note: we were also lucky enough to have Thump Sport sponsor the Term 4 competition by providing tennis ball for the teams, which in turn allowed us to make donations towards the upkeep of the courts at Waipukurau, Waipawa and the CHB College.

Hockey in CHB has experienced declining numbers over the last couple of years due to a number of issues including conflicts with the other major codes (e.g. Saturday morning sport), inclement weather and playing surfaces. Sport Hawke's Bay worked with some keen Hockey parents and created an Indoor (Uni) Hockey league in Term 3 in the hope that this may entice children into the game. The season was very successful - we had 10 teams and over 60 children playing, which we hope bodes well for the next winter season.

Cricket numbers remain solid, with CHB Cricket always being proactive, providing coaching clinics, in the form of "Milo Have A Go" to both the kids and to parents wishing to be coaches. CHB had 5 teams in the Hawke's Bay Super-league and 10 players have gone on to Representative honours in various age group categories.

It is also heartening to see some of the more rural schools entering these Interschool competitions e.g. Omakere and Mangaorapa (we believe this is a result of the support that Sport Hawke's Bay has offered and the rapport we are building with them).

Adults Basketball has recently had resurgence in CHB, after a few years in recession, having 6 teams in the competition. Basketball Hawke's Bay have been very proactive in visiting Central Hawke's Bay's Miniball Competition, and also hosting coaching sessions for the Primary school coaches locally. Miniball continues to be a very popular choice of sport for all schools.

CHB Active Kiwi Seniors numbers are also increasing – there are 78 registered members of the group; our Tuesday Aerobics sessions regularly has over 40 attending and numbers are building at our second weekly session on a Thursday at the Memorial Hall in Waipukurau.

Our "Have A Go Month" campaign in October opened up 5 different sports for the community to try free. It once again proved quite successful as a membership drive for the Sports Clubs – with 5 of the 7 attendees signing up as new members of the CHB Junior Dirk Bike Club, 5 families attending the Mountain Biking day at the Ranui Farm Park, Waipukurau Golf Club gaining 2 new junior members after 10 participated in their event and 3 College Students joined the Softball team after Patrice ran a session at Russell Park. We plan to run another initiative in March/April to attract new players for the Winter Sporting codes and already have CHB AFC on-board to promote membership into their Football club as part of their Club Assist program.

In August, Sport Hawke's Bay organised a generic coaching course suitable for both teachers and parent coaches called Teaching Games for Understanding. Skills from this session can be utilised across a number of different team sports and was well attended by 13 teachers, parents and coaches across a wide variety of sports including Football, Netball, Hockey and Tennis.

Sport Hawke's Bay also facilitated the October "Bikewise" Holiday program in conjunction with Roadsafes and Bike Hawke's Bay to improve children's skills and awareness whilst cycling and, in December, we organised 2 Swimming Professional Development sessions run by Swim NZ for teachers at the Westpac Indoor Pool Complex.

ADMINISTRATIVE TRAINING/VOLUNTEER DEVELOPMENT

Apart from the various codes being proactive in facilitating official development for their umpires/referees within their centres, during the year, Sport Hawke's Bay has actively encouraged the initiative to have college students officiate games over the various codes, to increase their confidence and teach them to give something back to the sport they love. This has worked very well for Indoor Hockey, Rugby, Football and Netball. The CHB Primary Schools Sports Academy also invites College Students to deliver a session to the group on what benefits they gain in their own sport by refereeing games. (In fact, 3 of the 5 nominees for Official of the Year at the CHB Sports Awards were College Students.)

During the latter half of the year, all our local sports clubs were notified of the low cost Planning and Risk Management, Funding/Sponsorship and Financial workshops that were offered by Sport Hawke's Bay via our Head Office. These courses will be emulated in CHB in 2010. Locally, in August, we facilitated some Warrant of Fitness Courses run by Plus Rehab Physiotherapists and were involved in the Hawke's Bay Rugby Club Administrators course held in Waipukurau in November.

Objective 1.4: Ensure that sport and active recreation opportunities are accessible to all sectors of the community, including those with special needs.

ENGAGE YOUTH IN SPORTING AND ACTIVE RECREATION OPPORTUNITIES

Currently all Events and Opportunities are advertised electronically throughout the CHB Schools Electronic Database and Sport Hawke's Bay newsletter, which in turn is left up to the discretion of the Schools secretary to insert into their weekly school newsletters. Events are broadcast and advertised locally through CHB Mail paper and the district coordinator has a weekly slot on the Saturday Sports Show on Central FM radio. Having close communications with the local sporting clubs also assists with opportunities and support where needed. Most of the sporting community is now aware/using our local CHB Sport Hawke's Bay website www.sportsground.co.nz/sporthbchb which links to the CHB information centre tourism site. Within the site members can sign up for free notification alerts when an event and/or entry form is updated.

Our Sport Opportunity Development Officer has also visited CHB on a number of occasions to meet with schools; providing useful tools and information on how to include children with disabilities into sport and games and has also supported our local athletes with disabilities by partnering up with them in some of our events (all of our events are on a No-Exclusion policy). Sport Hawke's Bay also provides weekly exercise sessions to the Paul Hunter Centre and we are also working towards linking them with the Waipukurau Bowling Club to provide regular access to both Lawn Bowls and Croquet.

We are also working regularly in the school holidays with the social worker from the Anglicare Youth and Whanau Resource Centre to enable participation in sport and active recreation for those children in the lower socio/economic sector.

ENSURE THAT OPPORTUNITIES TO INCREASE PHYSICAL ACTIVITY TAKE ACCOUNT OF CULTURAL DIVERSITY AND APPROPRIATENESS

Sport Hawke's Bay is also actively disseminating cultural diversity down throughout the community by teaching traditional Maori games. During the July School Holidays, Daniel Evans, Sport Hawke's Bay's Kaiwhakarite and Patrice ran a session with the Youth and Whanau Resource Centre, teaching kids traditional Maori games using Poi's. The children thought it was fantastic and it is a great way to connect with the Maori Community. Dan will be continuing this work in 2010, leading traditional Maori games sessions with both teachers and students at Terrace School and Te Kura Kaupapa o Takapau.

CHB was also fortunate enough to secure the Ngati Kahungunu Sports Awards for 2009. Teresa O'Brien, Sport Hawke's Bay Kaiwhakahaere, worked tirelessly to ensure maximum exposure both for Maori sport and Central Hawke's Bay as Big Event/Tourist destination. Held at the A.W Parsons Centre, this event has been secured again for 2010 and may well become the permanent home for the Kahungunu Maori Sports Awards.

FACILITATE AND DEVELOP, IN PARTNERSHIP WITH RESPECTIVE COMMUNITIES, OPPORTUNITIES TO INCREASE THE PROFILE, DEVELOPMENT AND PARTICIPATION NUMBERS OF EVENTS AND ACTIVITIES FOR TAKAPAU, OTANE AND PORANGAHAU TOWNSHIPS.

In September, Sport Hawke's Bay presented Porangahau Country Club with their Club Assist Award at a function of over 100 people including major sponsors such as ECCT to celebrate the addition of a new kitchen and lights for the tennis courts. This very strong club won the 2009 Sports Club of the Year Award at the CHB Sports Awards. They are a very active organisation and are mindful of gaining community involvement at the highest level; they continue to attract membership and are a testament to the dedication of a community effort.

The Sport Hawke's Bay District Coordinator also visits the Porangahau and Mangaorapa Schools at various times through the year to run activity sessions with the students.

The 4th Annual Norsewood to Takapau Fun Run/Walk/Cycle challenge was held on the 26th July, after a postponement the previous week due to inclement weather. Although numbers were down compared to last year (the Taupo Half Marathon is next weekend), we are attracting participants from as far away as Lower Hutt, Levin, Palmerston North, and Feilding as well as Hastings and Napier. The magic weather only enhanced the main attraction of this event – the beautiful, scenic, quiet, country roads with the snow-capped Ruahine Ranges in the background.

Of the 156 participants, there were a record number of cyclists this year (101), 3 runners successfully completed their first half marathon distance and a number of children attempted their first ‘big’ ride with their family. This event continues to be a fantastic relaxed family event, with a huge community involvement, especially the collaboration with the Norsewood and Takapau Lions Clubs who help to manage the event. Preliminary estimates are that over \$1,300 was raised this year’s to be split over the 2 charities – Ronald McDonald House and the Takapau School Playground Project.

The Otane Sports Club continues to be one of our targets for the Club Assist and/or Sportville programs, contact has been made with Shelley Burne-Field, Vicki Graham and Dwayne Hapuku as representatives of the community who are willing to drive this initiative and a presentation will again be made to them later in the year.

Objective 1.5: Identify and address barriers which have an adverse impact on physical activity in everyday life through developing active, friendly environments.

SEEK FEEDBACK FROM THE SPORT AND ACTIVE RECREATION COMMUNITY OF CENTRAL HAWKE’S BAY ON NEW OPPORTUNITIES, AREAS OF GREATEST NEED AND ISSUES WHICH MAY AFFECT DELIVERY IN THE AREAS OF SPORT AND ACTIVE RECREATION, AND KEEP THE CENTRAL HAWKE’S BAY DISTRICT COUNCIL FULLY INFORMED

Sport Hawke’s Bay has facilitated 3 Kiwisport Forums locally in CHB from December to February, trying to gauge community opinion as to what are the barriers to children playing organised sport and the best options on where to allocate the Regional Partnership Fund available for disbursement to encourage more participation. Issues identified for our region (and similarly across Hawke’s Bay) were lack of confident people; training of teachers/parents to become coaches, the cost of sport and the cost of transport and lack of fundamental skills within the children which inhibits their enjoyment of sport.

CHB has been very proactive and all forums (Schools Sports Association, Community and Sports Clubs and the Primary Principal’s Association) were well presented. The Sport Hawke’s Bay District Coordinator and the CHB Primary Schools Principal’s Association have prepared a submission (as a holistic Community approach) to Sport Hawke’s Bay for a portion of the funding for a Sports Coordinator for the 18 Primary Schools, which will service approximately 1,500 of our local children and it is foreseen that most, if not all the barriers to children playing sport will be addressed in this way.

The Russell Park Users Group, the forum used for gaining feedback and reporting to the council via Jenny Sears, is due to have a meeting late March/early April. The main issue on the agenda is the playing surfaces on Russell Park, and/or its closure during inclement weather. It seems that the sporting communities as a whole are in favour of an all-weather facility – an artificial turf surface that would be suitable for a number of sports and over a number of codes, there are groups that are willing to work together to make this happen.

WORK TOWARDS ACHIEVING ACTIVE FRIENDLY ENVIRONMENTS BY ESTABLISHING PARTNERSHIPS WITH TERRITORIAL AUTHORITIES (CHB DISTRICT COUNCIL)

Working alongside the local Road Safety Co-ordinator, Ethna Renner (and Ann Strong) and Graham Howse the Police Education Officer, have been 2 great local networks to be involved with. When the need arises we all work collaboratively to achieve our goals and support community projects.

Sport Hawke's Bay is keen to work closely with the council to maintain CHB as a strong, vibrant and safe community and have nominated ourselves to be part of the CHB Youth Network, the Seasonal Workers Support Group and have partnered with the Green Kiwi Trust during the Hatuma Half Marathon. Recently, Sport Hawke's Bay and the Inspire Youth Group ran the "Old Fashioned" games portion of the Waipawa Sesquicentennial Gala Day Celebrations.

GOAL: REGIONAL DEVELOPMENT

To increase the value and contribution of the sport and active recreation sector to the economic and social development of the Hawke's Bay region.

Objective 4.2: Develop and co-ordinate an events portfolio

IDENTIFY OPPORTUNITIES FOR EVENTS WHICH FOCUS ON THE STRENGTHS OF THE REGIONS

Two new events have been introduced recently in Central Hawke's Bay, bringing the total number of major events that Sport Hawke's Bay CHB office manages to 10 annually. These events are run in conjunction with local community groups. A number of these attract participants from beyond the Hawke's Bay area and are also advertised wider than our local community.

New, this year was the Tane Try-athlon in October was run in conjunction with Aqua Management and our local Health Organisations (Central Health, CHB Health Centre, Hawke's Bay PHO and Pharmacia) as part of the One Heart Many Lives campaign. We aimed to present an overall awareness of health, exercise and well-being aimed at men over 35 (and with particular emphasis on Maori and Pacific Islanders who statistically have become sedentary and are at greater risk of heart disease). We provided 8 weekly exercise workshops in a supportive and friendly environment leading up to a "fun" triathlon. Sessions also included instructions on swimming, biking, nutrition and injury prevention. As part of the initiative, these men were given health checks. Whilst perhaps

numbers were not quite “world beating” with only 26 taking part, the program can definitely be classed as a success, as most of these men were not previously active and many of them are STILL regularly exercising 4 months after the event!

All of the supporting organiser groups wanted a follow on from the Tane event, in the same format - as a combined holistic approach – this time to women’s health and exercise for the over 30’s (and sponsored by the Heart Foundation). The Mana Wahine Try-athlon which will be held in March has exploded into our community; there are 135 women registered already with an average of 70+ partaking in the weekly workshops. An influx of Hastings and Napier women are expected on the day (with Wattie’s bringing approximately 30 as their Workfit teams and the Iron Maori group entering a few more teams), but the buzz around the district is amazing; women are banding together, training and encouraging each other, particularly those in the 46-55 age bracket. There have been some great news stories already – women have given up smoking, ladies that haven’t ridden a bike since primary school are now talking about joining the CHB Cycling Club and women are encouraging their kids to enter the “Go-Kids Triathlon series – all this as a result of an event that hasn’t even happened yet Watch this space!

Our Other Events:

1. 3 Triathlon race series, CHB Go Kidz Triathlons. This 3 race series is supported by Bernard Matthews, Sherwood and Argyll East Schools.
2. Seriously Fun Triathlon is supported by Michele Hayes of Aqua Management.
3. Volunteer Thanks Function
4. Norsewood to Takapau Fun Run/Walk/Cycle Half Marathon Challenge is supported by Takapau and Norsewood Lions Clubs.
5. Carters Hatuma Half Marathon is supported by Garth Sherwood of CHB College, and Carters Waipukurau.
6. Annual CHB Sportsperson of the Year Awards is supported by CHB Mail

There are also several other local events and activities that Sport Hawke’s Bay support; HB Rugby 7’s, Tour de Beautiful Cycle race, CHB College Sports Events, CHB Primary Schools Inter School Events and the CHB Primary Schools Sports Academy.

DEVELOP PARTNERSHIPS TO ASSIST WITH MARKETING AND SUPPORT OF THE HATUMA HALF MARATHON, WITH SPECIFIC FOCUS ON THE WALKING COMPONENT TO MAXIMISE PARTICIPATION

The continued annual success of this Half Marathon event, quantifies the support needed from Sport Hawke’s Bay, Garth Sherwood (CHB College) and major sponsors Carters Waipukurau, to ensure that this event continues to be held in Central Hawke’s Bay.

Sport Hawke’s Bay has had involvement in this event for the last 4 years. Whilst, this year there were only 197 participants (105 runners and 92 walkers), it was still a great community event; enabling everyone to enjoy the day and atmosphere – from young (10 year old Holly Keir), to young at heart (83 year old Ken Scheele), people with disabilities (Ethel Allerby went around the course in a wheelchair) and families (including super-fit mum Kelly Annand pushing her baby in a pram around the 21kms). The event also

attracted a number of people to the district with a group of University students from Palmerston competing and entrants from as far away as Te Puke, Rotorua, and Lower Hutt. Next year, we may include a smaller race as feedback suggests that a 5kms or 10kms race distances may attract more participants.

ORGANISE AND RUN THE CENTRAL HAWKE'S BAY SPORTS AWARDS

The 14th Annual CHB Sportsperson of the Year Awards were held on the Friday 20th November at the AW Parsons Stadium. There were a record number of nominations this year – 73 representing 22 different sports. Guest Speaker, 9 times Coast to Coast Winner, Motivator and Author Steve Gurney entertained the 335 strong crowd (up from 270 last year), as did the College Kapa Haka Group who performed the opening ceremony and then local band “Sir Duke” had the crowd dancing into the wee small hours. Tikokino teenager and Alpine Skiing Sensation, Piera Hudson, took the honours, winning the CHB Mail Premier Sportsperson of the Year.

Feedback from the evening was very positive with the majority of the comments expressing that stadium looked amazing, the slight change in format was great – the awards flowed very smoothly and that people enjoyed coming together at the end of the evening as a community to celebrate. The food (or lack thereof) was the only negative observation made regarding the event and Sport Hawke's Bay will look to rectify this situation before next year.

ORGANISE AND RUN THE CENTRAL HAWKE'S BAY JUNIOR TRIATHLON SERIES FOR THE LOCAL SCHOOLS, WITH THE EMPHASIS ON COMMUNITY PARTICIPATION

Once again the Go-Kidz Triathlon Series is in full swing with the “Big Sporting Day Out” producing another great CHB day on Saturday 27th February! Numbers for the Bernard Matthews Triathlon increased slightly from last year, up 9 to 135 children. This year, we have also partnered with our local Westpac branch and John Freemantle and his team will provide support in the form of marshals and some prizes for the Sherwood School Triathlon which happens Saturday 6th March.

The CHB school communities strongly support these events, as do local businesses such as the sponsors of our first triathlon, Bernard Matthews and also Amcal Pharmacy, who provided the major spot prize of an Ipod Nano for those competing in the all 3 races. The focus remains on encouraging participation, and, by providing race bags and copious spot prizes, all the kids feel like winners; there will also be a number of children that are new to the sport who will receive encouragement awards. This local series ensure that CHB children are able to participate locally in what sometimes could be classed as a ‘big town’ event and combining the first triathlon with the Mayoral Cycle Challenge and the Hawks vs. Jets Basketball game for the “Big Sporting Day Out” also works very well.