



# ACTIVE WAIRARAPA

Wairarapa Physical Activity Plan  
2005 - 2008

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## Active Wairarapa

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### Preface

The Wairarapa is a great place to be active – some people in our community make the most of opportunities, and others, for a wide range of reasons, are less active than they could be. The reasons for being more active are compelling – it makes us physically and emotionally healthy, it contributes to our economy and it strengthens our families, whanau and community. We want the Wairarapa to be a great place for people to live and work – we want a healthy community – we want people to be more active.

We are committed to the implementation of this plan – Active Wairarapa – and undertake to implement initiatives that are our individual and collective responsibilities. We will build our commitment into the strategic and annual plans of our respective organisations, and we will let you know how we are going achieving targets for community activity.

We want to be part of the *movement* movement!

<i>Carterton District Council</i>	<i>REAP</i>
<i>Department of Conservation</i>	<i>Regional Public Health</i>
<i>Greater Wellington Regional Council</i>	<i>South Wairarapa District Council</i>
<i>Masterton District Council</i>	<i>South Wairarapa Principals’ Association</i>
<i>Masterton Principals’ Association</i>	<i>Sport Wairarapa</i>
<i>Ngati Kahungunu</i>	<i>Wairarapa District Health Board</i>
<i>Rangitaane o Wairarapa</i>	

## Active Wairarapa

**Active Wairarapa** This plan is divided into seven sections:

- Introduction
- Active Wairarapa – The Plan including mission, key principles, goals, strategies and targets
- The plan in context, covering national health and physical activity trends, information about the Wairarapa and regional issues
- People involved in developing the plan
- National, regional and local Strategies that support and/or intersect with Active Wairarapa.



**Introduction** Masterton, Carterton and South Wairarapa District Councils and Sport Wairarapa initiated the development of a regional physical activity plan, supported by funding from SPARC, the Sport and Recreation Agency of New Zealand.

The purpose of the plan is to develop strategies to increase the level of physical activity in the Wairarapa. The process for developing the plan was in two parts.

Phase 1 explored the current situation, including latest research, current levels of provision and issues, gaps and opportunities. The results of this phase were published in *Wairarapa Physical Activity: The Current Situation*, which is available at [www.mstn.govt.nz](http://www.mstn.govt.nz). A summary of this contextual information is presented in the latter pages of this physical activity plan.

Phase 2 of the project focused on developing the plan, and includes specific strategies, stakeholder commitment, action plans and outcomes.

The processes used to develop the plan have involved establishment of a reference group of people involved in key stakeholder organisations. This group has guided the process of researching and developing *Active Wairarapa*.

In addition, focus groups were facilitated in 10 large and small communities within the Wairarapa (for example, Masterton, Tinui and Pirinoa). These focus groups involved community members with an interest in getting more people more active.

Development of the plan involved a series of meetings around issues: regional co-ordination, facilities and programme management and delivery, behaviour change, education, rural issues. Specific meetings have also been held with key stakeholder organisations including: the District Health Board, Regional Public Health, Sport Wairarapa, Community Leisure Management (contractors managing the Masterton recreation and aquatic centre) and the three Territorial authorities.

The names of people who have contributed to this plan are included in the appendix.

The outcome of this process is two fold:

A high level of awareness of the benefits of and issues surrounding physical activity in the Wairarapa, and

A groundswell of support for co-ordinated action to increase the levels of activity in the region.

Release of this document, *Active Wairarapa – Regional Physical Activity Plan* is timely.

## Project Outcomes

## Active Wairarapa

**The Context** There are a number of important issues relating to the uptake of physical activity, some of which are specific to the Wairarapa, and some of which are population wide issues. These underpin the Plan, and influence its strategic direction and targets.

Regional issues which may impact on the uptake of physical activity can be summarised as follows:

**Policy and governance:** this area includes issues such as variation in policies and pricing between the three territorial local authorities; the differing roles of the three health-related organisations operating in the region, and the fact that the Wairarapa is part of the greater Wellington region in terms of management for Dept of Conservation and Wellington Regional Council

**Geography:** the region's natural boundaries and features shape people's choices and also provide opportunities for some of the activities people participate in. Travel time and cost is a factor for some when choosing to be involved in activities

**People:** a percentage of residents commute to work from the region; and there is high community change because the region has become a 'lifestyle' destination. Population mobility is another issue.

**Communities:** Many small communities are spread throughout the region and are usually centred on a school and/or community hall. A high degree of innovation and collaboration offsets the disadvantages of distance from urban centres.



**Infrastructure:** the Wairarapa has a significant number of newly developed facilities that draw people from across the region on a weekly basis; there are significant on-going expenses for such facilities that require regular fundraising efforts.

Population-wide trends which may impact on the uptake of physical activity include the following:

**Changing work patterns and work/life balance issues:** people in full-time employment are working more hours per week than previously, and this is on the increase; at the same time, the gap between those who are cash-rich and those who are time-rich is growing [and their needs are likely to differ]; the structure of work is changing and there are increasing numbers in part-time or contract employment

**Increased numbers over 65:** Those in the 65+ age group will make up 20% of the population by 2026

**Changing household make-up:** Couple-only and single-parent households are on the increase

**Sedentary entertainment:** an increasingly attractive range of sedentary entertainment options targeted at young people is becoming available.



## Active Wairarapa

**Active Wairarapa** The framework of *Active Wairarapa* is built around a mission, some key principles and goals. It is intended that the actions detailed on the following pages deliver specific targets and that reaching those targets will also result in some broader regional, community and individual outcomes.

### The Plan

The plan links closely to the issues that were identified as being currently present within the Wairarapa, and specifically address:

- Policy and governance – lack of consistency and co-ordination
- Geography – isolation, distance and location
- People – an aging population, fewer young adults
- Communities – unique identities and unique challenges
- Infrastructure, provision, programmes and initiatives – strong range of facilities, opportunities for initiatives and programmes.

**Mission** The Wairarapa is a great place to be – some people are less active, and have poorer quality of life because of their health. We intend to create a region that is alive and an actively engaged. The mission of Active Wairarapa is:

To increase levels of physical activity by 1% each year from 77% to a target of 80% of people in the Wairarapa physically active for 120 minutes each week by 2008

To increase levels of regular physical activity by 1% each year from 57% to a target of 60% of people in the Wairarapa physically active for 30 minutes each day on most days of the week by 2008.



To achieve the outcomes of the plan, the following principles will be applied to projects, initiatives and actions:

### Key principles

Build capacity of groups, organisations and communities to meet the demand for physical activity

Develop leadership within groups, organisations and communities

Foster partnerships between lead agencies to increase effectiveness and reduce duplication

Facilitate co-operation between councils, schools, community and government agencies to maximise opportunities and capitalise on strengths

In response to the issues that have emerged, the goals are positioned with a range of filters – ranging from a regional through to individual focus. These goals are:

### Goals

- An active Wairarapa
- Well communities in good health with a strong heart
- Active schools
- Stellar events that engage the community
- Capable, active clubs and groups
- Active workplaces
- Healthy whanau and families who enjoy life to the full
- People moving forward, taking small steps towards big gains

## Active Wairarapa

**Strategies** There are key strategies that are clustered under each of the goals. These are primarily:

- Co-ordinated decision making, policy and development that recognises the benefits of stakeholder organisations working collaboratively to meet the needs of the Wairarapa region
- Tailored approaches that meet individual community needs
- Enhance community identity
- Activity is infectious – spread the word (social marketing)
- Reach out into the community
- Lifelong community learning radiating from centres of learning
- Magnets of attraction that stimulate participation
- Innovate and grow
- Fuel the engine room – build productivity, collegiality, and loyalty
- Play your way to health and happiness
- Belonging to the *movement* movement



### Targets and baseline data

The targets have been selected because they relate to the data collected in the background research document, *The Current Situation*, and are largely sourced from the Ministry of Health, SPARC, and Sport Wairarapa. As a result, there will be no additional cost to the Regional Physical Activity Lead Group for establishing or tracking data in these areas, as all of the above organisations will continue with existing data collection programmes.

The actions that are detailed on the following pages are identified to achieve the specific targets.

- Active Wairarapa lead group functioning effectively to manage planning, policy making and collaboration, and monitoring achievement of the plan's targets
- 1% increase in people engaging in physical activity each year with a target of 80% by 2008
- 1% increase in people engaging in regular physical activity each year with a target of 60% by 2008
- 80% of children belong to a club or formal group and regularly participating in sport and physical recreation by 2008
- Increased promotion of and participation in stellar events
- Build event participants over time
- Increased club membership by 3% per annum to a target of 14,000 by 2008

## Active Wairarapa

- 10% of all workplaces recognised as Active Workplaces by 2008
- 1% increase per annum in physical activity levels for people aged 35 - 64, particularly women and disabled people
- 30% increase of Green Prescriptions per annum to an annual target of 150 by 2008

### **Outcomes** Outcomes of these interventions are:

Wairarapa - a **region** that is co-ordinated and consistent, considers the wider regional picture, is strategic in its thinking and decision-making around policies and provision. A region that is focused on meeting the needs of people who live in the Wairarapa as well as those who visit. Working regionally will ensure that there are economies of scale and less duplication through cross-agency services.

**Communities** are places where positive things happen, giving a sense of increased visibility, a sense of community identity and opportunities for community celebration.

**Schools** are the hub of many communities, and there are strong connections between schools and the community. This results in increased skills, knowledge and attitudes in the community that support physical activity, as well as the whole school community committed to and enthusiastic about physical education and physical activity.

**Clubs** are an essential and responsive component of the fabric of communities, with increased club capacity and membership, stronger volunteer infrastructure and increased capability through skill development. They are focused on facilitating smooth transitions between school-based and community-based delivery and create innovative solutions in response to community needs.

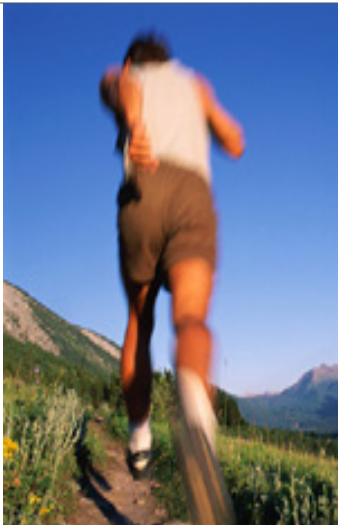


**Workplaces** provide processes that support a good work-life balance, that build collegiality and company allegiance and where there is high productivity, good workplace health and safety track record and increased staff retention. Active workplaces contribute positively to the health of the local economy.

**Families and whanau** form the foundation of strong communities, where parents are recognised as teachers and role models for children. Involvement of and benefit to families facilitates participation in physical activity by women, and women are central to the wellbeing of most families.

**People** within the Wairarapa are fit and healthy, equipped with lifelong skills, knowledge, attitudes and behaviours that result in hauora/health and wellbeing. Risk factors and lifestyle illnesses are reduced.

## Active Wairarapa

<b>Goal I</b>	<b>An active Wairarapa</b>	
<b>Target</b>	<b>Active Wairarapa lead group functioning effectively to manage planning, policy making and collaboration, and monitoring achievement of the plan's targets</b>	
<b>Outcomes</b>	<ul style="list-style-type: none"><li>Co-ordinated governance and leadership</li><li>Big-picture policy and development</li><li>Strategic thinking and decision making</li><li>Consistent approach</li><li>Needs of people who live in the region met</li><li>Economies of scale</li><li>Cross-agency services</li><li>Needs of visitors to the region considered</li></ul>	

Strategy	Action	Lead agencies
<p>Co-ordinated decision-making, policy and development that recognises the benefits of stakeholder organisations working collaboratively to meet the needs of the Wairarapa region. Stakeholder organisations are:</p> <ul style="list-style-type: none"> <li>• Carterton District Council</li> <li>• Department of Conservation</li> <li>• Greater Wellington Regional Council</li> <li>• Masterton District Council</li> <li>• Ngati Kahungunu</li> <li>• Rangitaane o Wairarapa</li> <li>• South Wairarapa District Council</li> <li>• Wairarapa District Health Board</li> </ul>	<p>Establish Active Wairarapa, the regional physical activity lead group to:</p> <ul style="list-style-type: none"> <li>• oversee the implementation of the physical activity plan,</li> <li>• task different groups with responsibility for aspects of the plan,</li> <li>• monitor progress,</li> <li>• report to lead agencies and communities on progress,</li> <li>• review and update the plan.</li> </ul> <p>Establish a regionally co-ordinated approach to infrastructure development, policy and programming:</p> <ul style="list-style-type: none"> <li>• Policy – pricing, use, funding strategies and management</li> <li>• Development – demand, location, specifications, ongoing maintenance and replacement</li> <li>• Communication campaigns – particularly those targeting high risk groups</li> <li>• Promotion – maps, inventory, bookings, information</li> <li>• Programming – grow market, new users, family focus</li> <li>• Economies of scale – cooperate to provide a better outcome</li> <li>• Information – facilities, activities, clubs and groups</li> </ul> <p>Negotiate support for the Physical Activity Plan across funding agencies and trusts in the region</p> <p>Establish a centrally co-ordinated, web-accessible database of all facilities including specifications [facilities, features, seating, access, acoustics, current uses, availability], location, contact details in conjunction with the Arts, Culture and Heritage Strategy of Wairarapa</p>	<p>Territorial authorities including Joint Councils Meeting</p> <p>Nutrition and Physical Activity Network Group</p> <p>Masterton Principals' Association</p> <p>South Wairarapa Principals' Association</p> <p>DoC</p> <p>Greater Wellington</p> <p>Transit</p> <p>Go Wairarapa</p> <p>Regional Public Health,</p> <p>District Health Board (DHB)</p> <p>Public Health Organisation (PHO)</p> <p>Choice Health</p> <p>Sport Wairarapa</p> <p>Ngati Kahungunu</p> <p>Rangitaane o Wairarapa</p>



## Active Wairarapa

Strategy	Action	Support agencies
	<p>Include the following in any consideration of activity promoting infrastructure: roads, paths and routes, halls, gymnasias, club rooms, fields, turf, parks and open spaces, swimming pools, fitness centres, marae</p> <p>Establish a centrally co-ordinated web-accessible database of physical activities available by activity type, location, frequency and contact details</p> <p>Continue collating information about clubs and groups and their contact details and make available on the web</p> <p>Develop a network of recreational cycle and walking trails – both on and off-road - and publish and promote these with information about duration, difficulty, markings, surfaces, and surrounding environment/sites of interest</p> <p>Establish an Activate Card that provides discounted access to facilities for Green Prescription holders and WINZ clients</p> <p>Target region-wide initiatives at those who are doing less than 1 hour activity per week or inactive people who wish to increase their activity levels:</p> <p>Focus initiatives on target groups:</p> <ul style="list-style-type: none"> <li>• people wanting support and encouragement, particularly women with young children</li> <li>• high risk groups (Maori, Pacific Island, overweight children and their families, mental health consumers)</li> </ul> <p>Work with regional organisations to think regionally and act locally</p> <p>Work closely with DoC, Greater Wellington, Ducks Unlimited, and Fish and Game to create walking trails that are ecologically appropriate and provide opportunities for physical activity</p>	<p>Cancer Society</p> <p>Diabetes Society</p> <p>National Heart Foundation</p> <p>Te Hotu Manawa Maori</p> <p>Cycle clubs and shops</p> <p>Schools</p> <p>Clubs</p> <p>Wairarapa Organisation for Older Persons (WOOPs)</p> <p>Community funding organisations and trusts</p> <p>Ducks Unlimited</p> <p>Fish and Game</p> <p>FOCUS</p> <p>Pacific Island Churches</p>



June 2005

## Active Wairarapa

<b>Goal 2</b>	<b>Well communities in good health with a strong heart</b>
<b>Target</b>	1% increase in people engaging in physical activity each year with a target of 80% by 2008  1% increase in people engaging in regular physical activity each year with a target of 60% by 2008
<b>Outcomes</b>	Strong community identity  Strengthen community action  Community cohesion  Increased community leadership



Strategy	Action	Lead Agencies
<p>Tailored approaches that meet individual community needs</p> <p>Building community identity</p> <p>Activity is infectious – spread the word (social marketing)</p> <p>Shift community attitudes</p>	<p>Promote active transport and the development of travel plans within local communities – to school, the shops and local clubs and activities</p> <p>Create inclusive community hubs that are the centre of facility provision, events and community action, focusing on:</p> <ul style="list-style-type: none"> <li>• Community centres</li> <li>• Club rooms</li> <li>• Schools</li> <li>• Marae</li> </ul> <p>Safe neighbourhood parks</p> <p>Establish community excellence awards that give recognition to innovative community physical activity initiatives</p> <p>Identify, train and support community leaders/facilitators as community activists (ie lifeguards, recreation activity leaders, OSCAR personnel). Community activists will use a community development approach and have responsibilities for:</p> <ul style="list-style-type: none"> <li>• Working one to one</li> <li>• Developing community-based programmes</li> <li>• Promoting available opportunities</li> <li>• Creating networks and connections</li> </ul>	<p>Territorial authorities</p> <p>District Health Board</p> <p>PHO</p> <p>Health providers</p> <p>Recreation centre</p> <p>DoC</p> <p>Medical practices, GPs</p> <p>Wairarapa Organisation for Older Persons (WOOPs)</p>

## Active Wairarapa

Strategy	Action	Support Agencies
	<p>Create policies, promotion and management that fosters inclusive community activity</p> <p>Promote the SPARC Rural Travel Fund and other funds that help facilitate participation</p> <p>Establish OSCAR programmes focusing on physical recreation</p> <p>Maximise community use of community facilities</p> <p>Establish dog-walking areas in or near all towns</p> <p>Focus on small-scale town-centre opportunities that are safe and low cost and have low demands on infrastructure or equipment – hoop-ball, t-ball, touch rugby, walking/cycling, skateboard parks</p> <p>Put development of any community-based facility infrastructure into low socio-economic areas</p> <p>Recruit more general practitioners to the GRx programme</p> <p>Work with Iwi to design activities and programmes that are culturally appropriate</p>	<p>Rangitaane O Wairarapa</p> <p>Ngati Kahungunu</p> <p>Te Puni Kokiri</p> <p>Clubs</p> <p>OSCAR</p> <p>Cancer Society</p> <p>Diabetes Society</p> <p>National Heart Foundation</p> <p>Te Hotu Manawa Maori</p> <p>Schools</p> <p>SPARC</p>



## Active Wairarapa

<b>Goal 3</b>	<b>Active schools</b>
<b>Target</b>	80% of children belong to a club or formal group and regularly participating in sport and physical recreation by 2008
<b>Outcomes</b>	<p>Stronger connections between schools, the community and their physical education policy</p> <p>Increased skills, knowledge and attitudes in the community that support physical activity</p> <p>The whole school community committed to and enthusiastic about physical education and physical activity</p>



Strategy	Action	Lead agencies
<p>Reaching out into the community</p> <p>Lifelong community learning radiating from centres of learning</p> <p>Implementation of SPARC's Active Schools strategy</p>	<p>Educate children and adults through school newsletter information</p> <p>Educate the community through school-based physical education, physical activity and sports events and processes</p> <p>Encourage active transport for parents, children and teachers</p> <p>Support 'challenge' targets within and between schools around levels of physical activity including children, teachers and parents</p> <p>Establish behaviour change programmes using pedometers, challenge/targets, teachers as role models</p> <p>Run learn to cycle and cycle safety programmes</p> <p>Support schools to maintain their swimming pools in accordance with the Water Quality standard through Regional Public Health meeting the costs of testing services</p> <p>Promote the adoption of guidelines for Boards of Trustees for the safe operation and treatment of school swimming pools</p> <p>Train teachers and parents as lifeguards and swim educators</p> <p>Continue to cluster schools to enable 'critical mass' of children at different levels of sport and physical activity, and to ensure good utilisation of equipment and facilities</p> <p>Support schools towards the achievement of SportsMark as an indication of good practice sports delivery</p> <p>Encourage schools to take account of physical activity friendly environments when undertaking site developments</p>	<p>Principals' Associations</p> <p>Boards of Trustees</p> <p>Parent Teachers Assn</p> <p>School principals</p> <p>Teachers</p> <p>Sport-fit co-ordinators</p> <p>Parents</p> <p>REAP</p> <p>Ministry of Education</p> <p>District Health Board</p> <p>Regional Public Health</p> <p>Health Promoting Schools</p> <p>Health and Physical Education Advisors</p> <p><b>Support agencies</b></p> <p>NZ Recreation Association</p> <p>Sport, Fitness and Recreation Industry Training Organisation</p> <p>Water Safety NZ</p> <p>Cycle shops</p> <p>Safer Community Council</p>



## Active Wairarapa

<b>Goal 4</b>	<b>Stellar events that engage the community</b>
<b>Target</b>	Increased promotion of and participation in stellar events Build event participants over time
<b>Outcomes</b>	Happening communities Increased visibility of individuals, activities and communities of interest Sense of community identity Community celebration



Strategy	Action	Lead agencies
Use stellar events as magnets of attraction that stimulate participation	<p>Focus on a range of events using a community development approach – watch, learn, practice, participate, compete, organise</p> <p>Build a family focus around physical activity programmes and events that includes all levels of participation</p> <p>Create family fitness events for people of all abilities like a Community Challenge Walk, Have a Go days, Hikoi for Joy, YMCA Family Challenge</p> <p>Co-ordinate programming and publicity of events through Events Calendar and website hubs</p> <p>Add community value to major sporting events by building local events and promotions around them</p>	<p>Clubs</p> <p>Promoters</p> <p>Community activists</p> <p>Sport Wairarapa</p> <p>Go Wairarapa</p> <p>Territorial authorities</p>
		<p><b>Support agencies</b></p>
		<p>WOOPs</p> <p>REAP</p> <p>Schools</p>


## Active Wairarapa

<b>Goal 5</b>	<b>Capable, active clubs and groups</b>
<b>Target</b>	Increased club membership by 3% per annum to a target of 14,000 by 2008
<b>Outcomes</b>	<p>Increased club capacity and membership</p> <p>Stronger volunteer infrastructure</p> <p>Increased capability through skill development</p> <p>Clubs creating innovative solutions in response to community needs</p> <p>Effective systems and administrative infrastructure</p>



Strategy	Action	Lead agencies
Facilitate the capability, capacity and sustainability of clubs and groups	<p>Improve club processes for welcoming new and intending members (for example buddy programmes, beginners groups, opportunities for casual and/or social participation)</p> <p>Do more with existing members to increase their level of active participation</p> <p>Find out why people leave clubs, by conducting 'exit interviews'</p> <p>Maximise play-time and minimise administration and organisation time</p> <p>Promote membership of clubs and participation in sport and activity groups to disabled people</p> <p>Promote coaching and umpiring as a way of being physically activity</p> <p>Create new sports and physical activity opportunities that have flexible delivery and different types of participation</p> <p>Promote opportunities to get more people involved as novice participants or returning/masters participants</p> <p>Focus on opportunities for disengaged youth</p> <p>Facilitate club collaboration to reduce administration and increase capacity</p> <p>Spread the administrative load across active participants</p> <p>Prepare asset management plans for significant recreation and sport assets, ensuring that there is scheduling of and budgeting for ongoing maintenance and replacement</p>	<p>Clubs</p> <p>Sport Wairarapa</p> <p>Territorial authorities</p>
		<p><b>Support agencies</b></p> <p>Schools</p> <p>Churches</p> <p>FOCUS</p>

## Active Wairarapa

<b>Goal 6</b>	<b>Active workplaces</b>
<b>Target</b>	10% of all workplaces recognised as Active Workplaces by 2008
<b>Outcomes</b>	<p>Work-life balance</p> <p>Collegiality amongst staff</p> <p>Productive staff</p> <p>Workplace allegiance</p> <p>Good workplace health and safety</p> <p>Reduced absenteeism</p> <p>Increased staff retention</p> 

Strategy	Action	Lead agencies
Fuel the engine room – build productivity, collegiality, and loyalty through initiatives that make workplaces more active and more activity friendly	Change employer expectations – encourage physical activity in breaks and around work time	District Health Board
	Get work groups involved through workplace challenges	Choice Health
	Create places to be active and facilities that support activity (changing/showering areas, bike lockers)	Recreation centre
	Find worksite activists and use them to stimulate activity	Territorial authorities
	Challenge other workplaces to achieve targets	Sport Wairarapa
	Promote active commuting	ACC
	Consider work-place incentives to participation including contributions to event fees or sports league subscriptions for work teams	Workplaces
	Participate in the 10,000 Steps programme	Community activists
	Promote community recreation events and clubs in workplaces	
	Consider Health Promoting Workplace awards	
	Get stakeholder organisations to set an example by being an active workplace	
		<b>Support agencies</b>
		Public Health Organisation
		REAP
		Whaiora whanui
		Te Hauora Runanga O Wairarapa
		Safer Community Councils
		Clubs

## Active Wairarapa

<b>Goal 7</b>	<b>Healthy whanau and families who enjoy life to the full</b>
<b>Target</b>	1% increase per annum in physical activity levels for people aged 35 - 64, particularly women and disabled people
<b>Outcomes</b>	Strengthened families creating strengthened communities  Parents, families and whanau as teachers and role models for children



Strategy	Action	Lead agencies
<p>Play your way to health and happiness</p> <p>Target women as key influences on family behaviour and the least active group in general</p>	Target initiatives at families and whanau as the building blocks of communities	<p>REAP</p> <p>Te Puni Kokiri</p> <p>District Health Board</p> <p>Choice Health</p> <p>Territorial authorities</p> <p>Whaiora Whanui</p> <p>Te Hauora Runanga O Wairarapa</p> <p>Marae</p> <p>Sport Wairarapa</p>
	Support parents, families and whanau as physical educators and role models by providing skill development and support	
	Run local programmes in parks, schools, community facilities	
	Provide short-term programmes that require short-term commitment, but longer term behaviour change (ie 4 – 6 weeks only) supported by 3 monthly follow ups	
	Encourage cross-generational opportunities for participation through creative programming	
	Support carers of disabled people and older adults to take time for themselves	
	Educate disabled people and their carers, specifically those with special needs children, about the need for and benefits of physical activity	<p><b>Support agencies</b></p> <p>Schools</p> <p>Early Childhood Education Centres</p> <p>Safer Community Councils</p> <p>FOCUS</p> <p>Cancer Society</p> <p>Diabetes Society</p> <p>National Heart Foundation</p> <p>Te Hotu Manawa Maori</p>
	Support kapa haka and kanikani as culturally appropriate physical activities	



## Active Wairarapa

<b>Goal 8</b>	<b>People moving forward, taking small steps to big gains</b>
<b>Target</b>	30% increase of Green Prescriptions per annum to an annual target of 150 by 2008
<b>Outcomes</b>	<p>Fit and healthy individuals</p> <p>Lifelong skills, knowledge, attitudes and behaviours are developed</p> <p>Hauora/health and well-being</p> <p>Reduced falls risk</p> <p>Reduced illness as recognised by indicators such as type 2 diabetes, stroke, heart attack, obesity</p>



Strategy	Action	Lead agencies
Belonging to the <i>movement</i> movement	<p>Encourage and support individual programmes of action – pedometer, challenge, support, advice (Green Prescription, Stay on your Feet programme) – targeted at those who have chronic disease or are demonstrating risk factors</p> <p>Ensure that all individually targeted programmes recognise and address common obstacles to action by providing support structures, encouragement and accountability to others</p> <p>Use walking groups as a key intervention:</p> <ul style="list-style-type: none"> <li>• Connect individuals with walking groups that focus on 10,000+ steps</li> <li>• Create neighbourhood networks of walking clusters</li> <li>• Continue to expand the range of walking groups available</li> </ul> <p>Use children, dogs, friends, partner, neighbours to support and encourage – and be catalysts for action</p> <p>Negotiate individual ‘contracts’ with people about their levels of physical activity</p> <p>Host small discussion groups around physical activity in everyday life</p> <p>Establish buddy systems to support pair or small group activity as well as provide encouragement and accountability</p> <p>Develop facilitated programmes of action for mental health consumers</p>	<p>District Health Board</p> <p>Choice Health</p> <p>Whaiora Whanui</p> <p>Te Hauora Runanga O Wairarapa</p> <p>Community activists</p> <p>Doctors and other health professionals</p> <p>Public Health Organisation REAP</p> <p>Wairarapa Organisation for Older Persons (WOOPs)</p> <p>ACC</p>
		<p><b>Support agencies</b></p> <p>Regional Public Health</p> <p>Health educators</p> <p>Cancer Society</p> <p>Diabetes Society</p> <p>National Heart Foundation</p> <p>Te Hotu Manawa Maori</p>

## Active Wairarapa

### **Background to the Physical Activity Plan**

New Zealand is facing an epidemic of obesity, type 2 diabetes and cardiovascular disease. These are lifestyle diseases that are easily prevented through healthy eating and healthy action. The development of this physical activity plan also reflects the concern that many have with the health of our people – and the positive impact that physical activity can have on improving health.

The focus on physical activity reflects current government policy, with strands running through health, education, conservation, social development, and sport/recreation policy development and funding. The development of the Physical Activity Plans through SPARC is one manifestation of this policy theme.



**Summary of  
National Trends**

Over the next decade or more, changes in New Zealand's population will occur, which need to be taken into account in any planning. An aging population means that around twenty percent of people will be aged over 65.

One third of all families will be sole parent households. Many children will be raised in households with no parent in paid employment, and non-standard employment such as contract work, and part-time work, will become a stronger feature. A huge range of appealing sedentary leisure options will increasingly become available for young people.

**Key trends:**

- People over 65 years increasing from 12% to 20% by 2026
- Couples only and sole parent households increasing
- 86% people live in urban areas but ongoing flow between urban and rural settings
- Non-standard employment increasing
- Gap between time-rich and cash-rich increasing

**Health** The health benefits of regular, moderate-intensity physical activity have long been documented and a body of research supports the 1996 statement. A brief summary of the benefits as defined by the U.S. Surgeon General:

- Reduced risk of dying prematurely
- Reduced risk of dying from heart disease and stroke
- Reduced risk of developing high blood pressure
- Reduced risk of developing non-insulin-dependent diabetes mellitus
- Reduced risk of developing colon cancer
- Fewer falls for older people
- Reduction in feelings of anxiety and depression
- Helps control weight
- Helps build and maintain healthy bones, muscles and joints.

Physical Activity Taskforce Report (1998) [publications/pdfs/pp/pa\\_taskforce\\_report.pdf](#)

### Physical Activity in New Zealand

#### Snapshot

- 68% of New Zealanders physically active, averaging 6.6 hours per week
- 68% of young people (5 – 17 years) physically active for at least 2.5 hours per week
- 63% of disabled people physically active
- 32% of young people and adults are inactive
- more girls (36%) and women (34%) are inactive than boys (27%) and men (31%)
- on average 1% more adults are active a year
- on average 1% fewer young people are active each year

*SPARC Facts*

Almost seventy percent of all people in New Zealand are physically active as per guidelines from the Ministry of Health and other organisations. On the other hand, around a third of adults and young people are inactive: they are taking part in no physical activity or less than 2.5 hours per week. Of those who are inactive a higher percentage are girls and women; and activity levels for young people overall are declining.

The positive impact of physical activity on physical and mental health and wellbeing is undisputed. Research into ways of effecting change highlights a multi-pronged approach as being the most effective, with several key features:

- Our home, workplace and community environments impact on physical activity, particularly aspects such as active transport
- Community-wide interventions are more successful when they establish community ownership and create opportunities for community action.
- Policy needs to be in place that is in support of physical activity
- Social marketing needs to promote physical activity as an everyday, healthy option

Effecting change requires a systemic approach. Consideration needs to be given to:

- Establishing community ownership
- Making policy that is consistently supporting physical activity
- Educating and up-skilling people so they are able to be more physically active
- Promoting physical activity as an everyday, healthy option
- Creating opportunities for community action

## Active Wairarapa

**The Wairarapa** The Wairarapa is a unique place, geographically, historically, socially, culturally and economically. Features include:

distinct geography which both delineate the landscape and provide a range of outdoor recreation and tourism opportunities

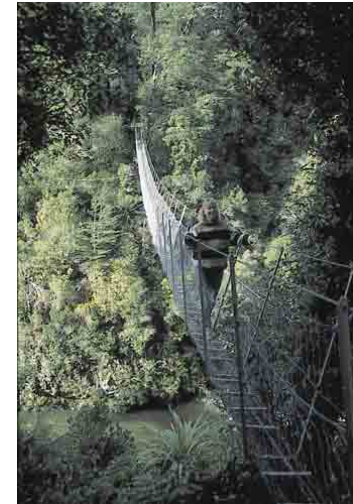
farming, agriculture, viticulture, forestry and fishing are important to the economy

weekend vs weekday lifestyles

road and rail access to large urban centres.

The natural features of the region provide many opportunities for physical activity. The mountains, plains, rivers and ocean are abundant environments for action.

Wairarapa is on the move in other ways as well – people travel daily for work, education and their free-time activities. However, many people spend large amounts of time travelling which impacts on the time available for physical activity.



### People in the Wairarapa

#### *Travel*

The Wairarapa has a workforce of 17,475

12,882 (74%) travel to work.

Only 2067 (16%) used active transport to travel to or from work.

*2001 Census*

More than 1000 people travel over the Rimutaka Hill.

*Greater Wellington Rimutaka Survey*

The Wairarapa has several different types of populations, with large variations in age, income levels, levels of higher education, and leisure time available; all of which impact on ability to participate in physical recreation. Some of those groups are:

Those involved in physical occupations such as farming, viticulture and fishing.

Commuters (some are weekend-only residents)

Urban dwellers (mainly smaller towns, plus Masterton)

Growing older population

Youth shifting to cities

Rural dwellers (including some areas that are more than an hour's drive from a town centre)

Weekend/holiday makers

Transient populations in some areas

Changing community make-up.



## Active Wairarapa

There are notably fewer young adults (15 – 24 years and 25 – 44 years) than the national average.

Fewer couples have children and there are comparatively fewer children in Greytown and Martinborough.

Regionally there are less sole-parents than nationally.

More older adults live in Masterton, Martinborough, Carterton, and Greytown, with Greytown nearly double the national average.



2001 Census	National	Region	Masterton District	Carterton District	Featherston	Greytown	Martinborough
Population	3,737,277	38,202	22,608	6,849	2,325	1,998	1,356
Under 15 years	23%	23%	23%	23%	24%	19%	19%
65 plus years	12%	15%	15%	14%	13%	23%	17%
Unemployment	7.5% <sup>1</sup>		7%	5%	11%	6%	8%
Post-school quals	32%	29%	29%	29%	24%	32%	32%
Families		10,464	6,102	1,917	615	573	372
Couples with children	42%	40%	40%	41%	40%	32%	31%
Couples without children	39%	43%	42%	43%	40%	52%	51%
One parent with child(ren)	19%	18%	19%	16%	21%	16%	19%

Across the Wairarapa region, households earn lower than average income, and there are marked differences between the average incomes of those living in outlying rural areas and those in the towns.

There is a match between national and regional unemployment rates, with the exception being Featherston where unemployment is higher.

Overall there are low levels of post-school education, with the exception of Greytown and Martinborough.

Sixteen percent of the people in the Wairarapa identify themselves as Maori. Many belong to one of the two iwi who are based in or near the district.

A comprehensive table with demographic information is included in the appendices.



On average, 76% of people in the Wairarapa are physically active for more than 150 minutes each week, compared to a national average of 74%. *[A Portrait of Health: Key results of the 2002/03 New Zealand Health Survey]* Some key features of this participation are:

- Levels of regular physical activity are above the national average by 1 – 3%
- European men are, on average, less active than their national counterparts
- Maori men are the most active (86%)
- Maori women are least active (66%) and are below the national average
- Overall, men (78%) are more active than women (74%).

### Physical Activity Demographics

## Active Wairarapa

Table 1: Wairarapa Weekly Physical Activity	Male (%)	Female (%)	Total (%)
Maori	86.1	65.7	75.2
European	77	75.7	76.3
Total	78	74.4	76.1
New Zealand	78.4	69.9	74

Table 1: Age standardised physical activity prevalence rate of 150 minutes or more each week

Table 2: Wairarapa Regular Physical Activity	Male (%)	Female (%)	Total (%)
Maori	67.1	44.7	55.1
European	56.5	53.6	55
Total	58.1	52	55
New Zealand	56.7	48.6	52.5

Table 2: Age standardised regular physical activity prevalence rate of 30 minutes of physical activity on at least 5 days of the week

*[A Portrait of Health: Key results of the 2002/03 New Zealand Health Survey]*

One third of all New Zealanders are members of physical activity and sport clubs. In the Wairarapa there are 12,700 memberships of sports and active leisure organisations, which is in line with the national data. These include traditional sports, equestrian clubs and those focusing on yoga and tramping. In addition, on average approximately 500 people go to the Masterton based fitness centres each day, with a total of 1200 people belonging to a fitness centre.

Active lifestyles are a feature of many occupations and the rural lifestyle. However, changes in technology and agricultural techniques are making many traditionally active occupations more sedentary – behind a steering wheel or in front of a computer.

Three Territorial authorities working separately and responding to local needs has resulted in some large facility developments that are still to reach their full capacity.

### Current Provision

Rugby and tennis clubs, community halls and schools form the key community hub in rural communities. School facilities are decreasingly available to the community because of concerns about Board of Trustee liability through government and industry regulation.

There are a considerable number of national, regional and local strategies that influence opportunities for and provision of physical activity in the Wairarapa. These are listed in the appendices.

Key issues facing the Wairarapa as it considers how to increase levels of physical activity are:

### Issues that Impact on Physical Activity

- Policy and governance
- Geography
- People
- Communities
- Infrastructure, provision, programmes and initiatives



## **Active Wairarapa**

### **Policy and Governance**

There is a range of organisations with policy and/or governance roles affecting the Wairarapa. With three territorial local authorities there is some variation between them in terms of policies relating to pricing and provision of infrastructure.

The current health delivery system translates into one District Health Board, involvement of Regional Public Health through Hutt Valley Health and a primary health organisation. Planners within the health system are mindful of issues around consistency and continuity and are working to establish seamless, single point of entry service delivery. There is some way to go to achieve this with respect to promotion of physical activity.

The Wairarapa region forms part of Greater Wellington Regional Council and the Department of Conservation Wellington Conservancy. Both of these organisations are intending to develop their estates in ways that increase opportunities for physical activity.

### **Geography**

The region's natural boundaries and features shape people's choices and also provide opportunities for some of the activities people participate in.

People commonly travel 20-30 minutes to participate in physical activity of their choice, and physical isolation for rural dwellers is a factor in terms of time and cost.

Formal opportunities for participation are typically available in more urban areas.

### People

People travel for work, education and free-time activities, with about 8% of all those who travel to work commuting to Wellington and the Hutt Valley.

Wairarapa has become a 'lifestyle' destination, and there are high levels of community change, with a net loss of population in some areas and gains in others.

Population mobility has considerable implications for the development of club infrastructure and ongoing need for up to date information to be available.



### Communities

The Wairarapa has many small communities spread throughout the region. Community infrastructure is typically focused on a school and/or community hall, and associated open-space (rugby field/park).

The school along with the rugby and tennis clubs form the hub of activity.

The more isolated the community the greater degree of innovation and collaboration to offset the potential disadvantages of location.

Volunteer involvement is essential but often reliant on a committed few, and constrains provision of opportunities.

## Active Wairarapa

### **Infrastructure, Provision, Programmes and Initiatives**

The Wairarapa has a significant number of newly developed facilities. Masterton facilities (indoor stadium, Recreation Centre and aquatic centre) draw people from across the region on a regular, weekly basis.

People use facilities in different towns/areas from where they live, with large numbers of people travelling to community facilities by car.

Many facilities are relatively new and of a high standard, and there is existing capacity for additional use in most facilities.

There are significant ongoing operating expenses that require regular fundraising efforts.



This plan is intended to create change at a number of levels, and is working toward a range of desired outcomes. The plan is designed to focus initiatives on:

### Goals

- An active Wairarapa
- Well communities in good health with a strong heart
- Active schools
- Stellar events that engage the community
- Capable, active clubs and groups
- Active workplaces
- Healthy whanau and families who enjoy life to the full
- People moving forward, taking small steps towards big gains



## Active Wairarapa

### **Outcomes** Outcomes of these interventions are:

A **region** that is co-ordinated, considers the wider regional picture, is strategic in its thinking and decision-making.

**Schools** are the hub of many communities.

**Communities** are places where positive things happen, giving a sense of increased visibility, a sense of community identity and opportunities for community celebration.

**Clubs** are an essential and responsive component of the fabric of communities, with increased capability, capacity and sustainability.

**Workplaces** provide processes that support a good work-life balance and high productivity. Active workplaces contribute positively to the health of the local economy.

**Families and whanau** form the foundation of strong communities, where parents are recognised as teachers and role models for children.

**People** within the Wairarapa are fit and healthy, equipped with lifelong skills, knowledge, attitudes and behaviours that result in hauora/health and wellbeing.



Implementation of this plan requires four key actions to occur in the short term:

**Making it happen**

1. Establishment of the Active Wairarapa lead group
2. Employment of a Wairarapa Physical Activist to ensure momentum achieved to date continues to build
3. Collaboration with the Arts, Culture and Heritage strategy lead group to achieve projects of joint significance:
  - Development of comprehensive facilities information
  - Collation and publication through various media of activities information including regular programmes and opportunities and occasional events
  - Promotion of activities currently available in the Wairarapa region targeted at both residents and visitors to the Wairarapa
4. Lead agencies linking their own plans to Active Wairarapa, taking responsibility for implementation of specific strategies within their scope.

## Appendices

## **Active Wairarapa**

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**He tangata**

**He tangata**

**He tangata**

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Wim Ketel

## Active Wairarapa

### Demographic Data

	National	Region	Masterton District	Carterton District	South Wairarapa District
Population	3,737,277	38,202	22,608	6,849	8,745
Maori	14%	14%	16%	10%	13%
Under 15 years	23%	23%	23%	23%	22%
15 – 24 years	14%	11%	12%	10%	9%
25 – 44 years	30%	26%	26%	27%	26%
45 – 64 years	22%	25%	24%	26%	28%
65 plus years	12%	15%	15%	14%	15%
Median income	\$18,500		\$16,500	\$17,200	\$18,300
Unemployment	8%		7%	5%	6%
Post-school qualifications	32%	29%	29%	29%	30%
Largest occupational group	Service & sales		Service & sales	Agriculture & Fisheries	Agriculture & Fisheries
Dwellings owned	68%		70%	79%	75%
Families		10,464	6,102	1,917	2,445
Couples with children	42%	40%	40%	41%	38%
Couples without children	39%	43%	42%	43%	47%
One parent with child(ren)	19%	18%	19%	16%	15%

Information is from the 2001 New Zealand Census. Current rate of employments is 3.6% (December 2004 quarter, Household Labour Force Survey).

**National  
strategies**

Active Communities Reaching our Potential Together (Sport and Recreation New Zealand)

The New Zealand Health Strategy (Ministry of Health)

The New Zealand Disability Strategy (Ministry of Health)

He Korowai Oranga Maori Health Strategy (Ministry of Health)

Healthy Eating – Healthy Action: A Strategic Framework [and] Implementation Plan 2004-2010 (Ministry of Health)

DHB Toolkits: Obesity; Cancer Control; Cardiovascular Disease; Physical Activity and Diabetes (Ministry of Health)

Health and Physical Education in the New Zealand Curriculum (Ministry of Education)

Getting there, on foot, by cycle: A strategy to increase walking and cycling in New Zealand Transport (Ministry of Transport)

Positive Ageing Strategy (Ministry of Social Development)

Cancer Society of New Zealand Nutrition and Physical Activity Action Plan 2004/5

Creating Great Places to Live + Work + Play – Liveable Urban Environments (Ministry for the Environment)

Falls Strategy (Accident Compensation Corporation)

Diabetes Life Education Programmes for 2005 (National Diabetes Foundation)

Te Hotu Manawa Maori : Health promotion activities and resources including Nutrition and Physical Activity, to reduce heart disease in Maori (Te Hotu Manawa Maori)

## Active Wairarapa

### Wellington Region Strategies

Greater Wellington Regional Council Transport Survey (2004/5)

Greater Wellington Regional Council Cycle Strategy (2004)

Greater Wellington Regional Council Pedestrian Strategy (2004)

Towards a sustainable region. Greater Wellington Regional Council 2004/05  
Annual Plan

Regional Parks network management plan, Greater Wellington Region (2003)

Greater Wellington Regional Council: Stay on Your Feet

Department of Conservation, Wellington Conservancy recreation opportunities  
review 2004

Wellington Region Recreation Initiative Group



Wairarapa Coastal Strategy

Wairarapa District Plan (combined councils - draft in process 2004)

Violence Free Wairarapa (2004)

Towards an Arts, Culture and Heritage Strategt for Wairarapa (in progress)

Go Wairarapa Regional Economic Development Strategy (2002-2007)

District Health Board Annual Plan (2004)

Public Health Initiatives such as Health Promoting Schools

Iwi initiatives

Sport Wairarapa and other organisations: Championing Communities Project (2004)

Wairarapa Corridor Plan (improvements to roading 2003-2008)

Wairarapa Community PHO

DOC initiatives (Mt Bruce walkway/working with communities and national initiatives)

Road Safety Community Project with LTSA



## **Active Wairarapa**

- Local Strategies**
- Long Term Community Council Plans: Masterton, South Wairarapa and Carterton District Councils
  - Walking Bus initiatives
  - Genesis Recreation Centre Redevelopment (MDC)
  - Masterton Safe and Healthy Council (2004)
  - Southern Wairarapa Safer Community Programme (2004)
  - Masterton cycleways (Draft only 2004)
  - Health Promoting Schools

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## Active Wairarapa

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Greater Wellington Regional Council (2003) *Wairarapa Corridor Plan*

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