



An exciting sports initiative has been underway for the past twelve months and created a huge range of opportunities for the Upper Hutt Community. Courtesy of Kiwisport funding through Sport Wellington, Activation, the Upper Hutt City Council Community Recreation team have been focusing on Secondary School leavers, club development and intermediate students transitioning into year nine.

This newsletter has been created to show the wide scope of impact this project has had in our community and depict to all the project stakeholder's the various elements that have been a part of the Student Sport Transitions Project 2010-2011.

### Planning

Planning was underway from December 2009 with numerous discussions with our local secondary schools and clubs. Pre-emptive of SPARC's new direction, Activation already had a focus on school leavers and supporting clubs with youth membership.

Throughout the first half of 2010 the current project was conceptualised in conjunction with Sport Wellington and an application made to the non-contestable Kiwisport fund. Activation was successful in this application.

The application was supported by several key elements, it's solid grounding in evidenced need from community consultation, the sustainable nature of many of the project elements, the whole range of collaborative elements of the project which include multiple partners (schools at all levels, clubs, regional sports organisations, College Sport, local providers, Council and other community stakeholders), and wide scope of targeted parties for outputs (volunteers, senior students, clubs, school leavers, year 8 students and more).



### Background

This project stemmed from evidenced need. Research from the NZ Secondary School Sports Council shows us that participation rates in traditional sport at school leaver age drops significantly as does participation from intermediate aged children when they move onto secondary schools. Moreover, often individuals do not participate in sport in an organised manner following their departure from school, or movement to another school. New ways have to be found to encourage post-secondary school life-long participation in sport and recreation. SPARC have identified this issue as a key strategy and as a goal have indicated they wish to see, "More young people staying in sport and recreation after secondary school." (SPARC, Strategic Plan, Page 2). Sport Wellington has also identified the transition from school to club sport as a priority in the Regional Kiwi Sport plan, recently adopted.

To address this, the Activation project objectives included:

- To get more Upper Hutt teenagers staying in sport after they leave secondary school
- To get more Upper Hutt intermediate-age school children to stay in sport when they transition to secondary school
- To get more Upper Hutt young people developing a love of sport and gaining a lifelong participation in sport.
- To improve the skills and capacity to deliver grassroots sport to young people by schools, clubs and recreation organisations.

It should be noted at the outset that this project has been underway for a very short time relative to the complex environment and changes it is aiming to achieve. This means that some achievements are yet to be fully realized.

### Core Project Components/Outputs

Below is a range of outputs of the project. This is not a full list, however gives an accurate picture of some of the key target areas for action that have been addressed over the last twelve months.

#### The Leavers Database

A leavers database was created by Activation which detailed what sports year twelve and thirteen students who were transitioning into the wider world had participated in during their school years.

This information was provided to clubs so that they could contact students over the Christmas period and discuss their continued participation in sport. Clubs had a captive audience of students who had been active in their sport in the past, perfect to link in with their clubs and help increase young membership levels. In 2010, 193 students were on the leavers database and 11 clubs actively used this to follow up potential members. It was known that often students just didn't take the next step and proactively seek sporting opportunities post secondary school, so the Activation team made it as easy as possible for clubs to take leadership.

To highlight this point, one student aptly stated during the project,

*"If they asked me, I would probably play/join" - Student Leaver*

#### Annual Volunteer Promotion

A volunteer promotion occurred to schools and clubs. This comprised of a resource pack which has a multitude of information relating to recruitment and retention of volunteers, and material to help promote to their communities about the benefits of volunteering.

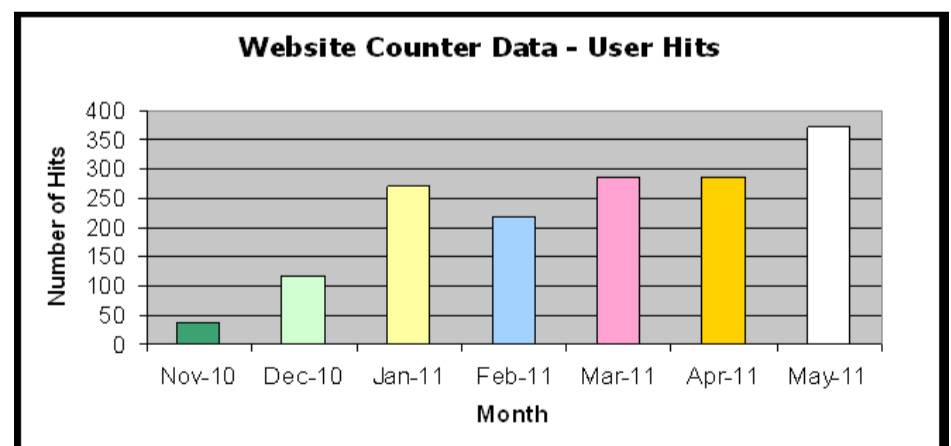
A further promotion to sit alongside volunteer awareness week in June 2011 was undertaken. This included a Dominion Post advertisement promoting volunteering as a great way to get involved and give back to your community. Within one day, contact had been made with the Project Manager in regards to becoming involved in local sports volunteering.



#### Portal Website

The portal website 'Stay in Sport' is also another major achievement of the project, allowing any young person in Upper Hutt to access contact information about the sports that are available to them locally, if they are heading to university or work in Wellington, or further abroad around the country. Head to <http://www.upperhuttcity.com/stayinsport> and have a look.

Hit counts on the website have increased as the promotion for this takes effect. The promotional campaign will continue throughout 2011 and real results of the website will be seen January 2012 however early signs are encouraging with the number of visitors to the page increasing monthly. 31 local clubs have provided information for the website, in addition to many regional and national organisations.



Clubs were appreciative of the various opportunities provided by the promotional vehicles:

*"The website and promotion stuff added so (that we could not do)." - Local club*

### Clubs Support – How to Engage and Retain Young Members

One of the two major streams of outputs for this project was the work to be undertaken with local clubs in Upper Hutt. Support for a number of individual local clubs occurred through engagement with the staff at Activation. Development opportunities were also provided such as the March 2011 futureCLUB evening. This was focused on how clubs could attract and retain young members. Dr Farah Palmer, an expert in this area and also one of our most famous Black Ferns players presented at the workshop. This was a large success and a cohort of approximately 12 clubs attended. Feedback has been hugely positive about the quality of the information delivered. This workshop was also the catalyst for some intensive training with the project's advisory board for the rugby club, and the development and distribution of a clubs resource regarding attracting and retaining youth members at clubs.



**LINKS & RESOURCES**

SPARC  
www.sparc.org.nz/en-142/communities-and-depts/activation

ACTIVATION  
www.activation.org.nz

NEW ZEALAND SECONDARY SCHOOLS SPORT  
www.nzss.org.nz/home

COLLEGE SPORT  
www.collegesport.org.nz/en/

THE NEW ZEALAND SCHOOLS CURRICULUM  
http://nzcurriculum.ti.org.nz/Curriculum-documents/The-New-Zealand-Curriculum

STAY AND PLAY DOCUMENT: BARRIERS TO YOUTH PARTICIPATION - www.sparc.org.nz/Documents/Young%20People%20StayandPlay.pdf

BETTER WITH A BUDDY: INFLUENCE OF BEST FRIENDS - http://journals.bw.com/ocw/issue/Abstracts/2011/02000/Better\_with\_a\_Buddy...Influence\_of\_Best\_Friends\_on\_Sports

COACHING GENERATION Y  
www.golfsportjournal.com/2010/09/05/coaching-the-generation-y-athlete/

MOTIVATION AND SPORT  
www.sport.gov.au/participating/schools\_and\_juniors/juniors/lessons/motivation

Lockwood, P. & Periman, D.L. (2006). ENHANCING THE YOUTH SPORT EXPERIENCE: A re-examination of methods, coaching style and motivational climate. *Journal of Youth Sport, 1(1)*, Pages 30-34

**10 KEY QUICK TIPS**

- 1 Think outside the box, be innovative, keep things fresh
- 2 Involve young people at all levels
- 3 Developmentally appropriate (age appropriate) activities
- 4 Holistic approach
- 5 Visible pathways for development
- 6 Maximise participation levels
- 7 Fun, fun, fun!
- 8 Include social elements
- 9 Communicate effectively, be easily contactable
- 10 Suit their needs, after all they are the future of your club

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**ENGAGE & RETAIN**  
A GUIDE TO KEEPING YOUNG PEOPLE ACTIVE AT YOUR CLUB

**GEN Y OVERVIEW**

- They want personal satisfaction and to pursue this.
- Less concerned with performance.
- Not as influenced by authority or role models.
- Peer group is very important - they want social opportunities and fun competitive options.
- More visual and kinesthetic learners who avoid too much information.
- Values and self-esteem need to be met.
- Many have lots of other commitments (part time jobs), that need consideration.
- Most have computers access to the internet.
- Likely to live in split parent households.
- Want action over observation.
- Coolness is the key.
- Want things now - they complete a cost benefit analysis quickly and make a choice on the spot.
- Prefer direct approaches.
- Want to be tested physically and mentally - push their limits.
- Want support for learning and development.

**WHAT CAN CLUBS DO?**

**ENGAGEMENT**

**COMMUNICATION:** this is a two way process, so they have to allow you to communicate (this is not just talking to them). Use their own technology (Facebook, Youtube, Twitter, email, text etc). Get feedback from the players themselves how it should be done. Consider technological aids for coaching such as timewarp. You could use video clips rather than whiteboards or have a respected player/peer member present key information. Profile your player, find out who they really are before you communicate.

**BE PROACTIVE:** young people will often sit in their own comfort zone. Actively pursue their involvement in your club and sport through a variety of methods. Phone, email and wider publicity, letters, through parents, schools and other contacts.

**LINK IN:** establish relationships with other key organisations in the community where young people already engage (local secondary schools and college sport, youth organisations and services, local councils).

**PROMOTE:** a flexible, multi-optioned club environment. Plan the season in advance so all questions can be answered up front. Be organised and prepared.

**RETENTION**

**MOTIVATION:** having fun is the key driver but this depends on what individuals think is fun. Need to connect and have social interactions, build self confidence and development. Young people want praise. Relationships are important, especially with coaches and team mates. Create positive activities similar to game situations, design tasks with sport context in mind.

**CONSIDER YOUNG PEOPLE'S NEEDS:** when done training suit them? Use modified games with a high action rate during training. Give them roles and responsibilities and get them contributing. Informality is often preferred to structure. Adopt randomised training and be innovative. Feedback is important, ensure feedback loops are in place and give options for participants to work in groups.

**YOUNG PEOPLE ARE OFTEN DRIFTERS AND GRAZERS:** they sample and mosey on. When they are trying your sport you need to hook them in and give them a reason to stay. Long term planning and development needs to be in place offering pathways and high activity low down time. Keep incorporating new ideas into your programme.

**RECOGNISE THE WIDER PICTURE:** family/whanau is important to them. Connect with this wider group, promote cultural tolerance and get to know your young players.

**REALISE:** that there are many other options out there for young people - your sport is only one. There is now an abundance of opportunities and distractions for young people's time. You need to make your sport as attractive as possible for young people to take part and stay focused.

An excerpt from the external evaluation indicated:

"The project has put in place the building blocks for long term cultural change. Club personnel were in general very positive about their involvement in the SSTP and how they made improvements for improved participation by young people in their clubs.

*...our club is a bit more aware of how to get young people involved in the club...* – Local Club

Most importantly the training programme has provided clubs with a groundbreaking understanding of the issue of participation and provided clubs with some real tools to attract and retain new young members who will be the future of their club.

*"This was a very worthwhile presentation I was surprised by the fact that the presentation continually focused us on "what youth want?"; "what does youth respond to?" I have felt that "we have this club you're welcome to come and have a go at what we do" instead of thinking from youth perspective and making sure our sport could meet their needs."* – Local Club

### Clubs Have a Go Programmes and Club Promotion

Four clubs worked intensively with the Activation team to develop a series of youth targeted initiatives for our community. These programmes included a 'have a go' element for secondary school students as well as promotional for local clubs. The programmes included:

#### Rugby League Promotion and 'Have a Go'

A generic promotion went out to secondary school students primarily focusing around the Stephan Kearney Cup and also how to link in with local club. Approximately 200 students received promotional material. In addition, all four secondary schools were involved in a special knockout competition targeted at year 9 – 11 level, accumulating in a tournament structure. 160 students participated in total.

#### Leadership through League

A special Leadership through League programme has been developed by Wellington Region League and this year was implemented into Upper Hutt College. This programme was partially funded by Activation and took a group of 25 senior PE students through a six week coaching and leadership module. Part of this course also included practically implementing their skills and so six lucky primary schools (420 students) were coached over a four week period. At the end of this time the primary schools had a mini-competition.

#### Hockey Promotion and 'Have a Go'

Approximately 40 students participated in hockey 'have a go' sessions delivered at lunch times at the four local college's. These students were also given promotional material by the club for future participation.

#### Football Promotion and Coaching Programme

Specifically targeted at Heretaunga College where there is a perceived need for football development, the local club delivered a coaching module to 60 students over two weeks. Each student received 5x coaching lessons with Pedro Garcias, the local club premier coach. In addition, approximately 200 junior school students at Heretaunga College were promoted to about participating in football as a sport.

#### Rugby Leavers Promotion and Holiday Camp

The local rugby club completed a promotional mail out to all previous school leavers. This targeted 200 students. In addition, both a senior and junior holiday camp was developed and delivered in April 2011. Thirty five Year 9-11 students and twenty five Year 12-13 students participated.

*"There was some excellent promotion to schools this year. Clubs were involved, either directly through club personnel or indirectly from the development or regional code personnel. Clubs gained a great deal from the excellent presentations and resource."* – Maria Roddick, Project Evaluator



### Buddy Up Scheme

A buddy up scheme was implemented into secondary schools at the start of term 1 2011. This involved 5 students who had attended a training course in relationship establishment, leadership and communication skills who were placed to assist any year 9 student that required assistance in terms of registering for sports.

### Advisory Board

An advisory board was established for this project which comprised of senior student sports leaders from the local colleges. They came together on numerous occasions and were updated on the project, its aims and achievements and provided direction and guidance from a youth perspective on the actions that should be included as part of the work. They assisted in directing resources and provided feedback and monitoring throughout the duration of the project. The teen board at H<sup>2</sup>O Xstream were also utilised in a similar capacity, although less so as their age was outside of the scope of his project.

### Year 8 Presentations

Several year 8 presentations were completed at the end of 2010. These presentations were for year 8 students who were moving into the college sport environment the following year. Presentations were undertaken by five senior secondary school students who had participated in one of the development opportunities. Approximately 80 year 8 students received these presentations and learned about a variety of sporting opportunities, the structure of college sport, and gained valuable information about the local secondary schools of which the majority would be attending. There was also an opportunity to discuss individual sporting pathways, processes for getting involved and any further questions they may have had.

### Senior Student and Volunteer Development Opportunities



Development opportunities were given to senior students and volunteers. This was either in coaching, refereeing or administrating for sports. Each person who attended one of these opportunities then had to put back into their local school or club, utilising the skills they had learned and thus increasing the opportunities for

others to become involved. A total of 65 Students and 15 volunteers took part and through putting back into the sporting community it is estimated that an additional 400 people were given opportunities to participate in sport. The cascading affect long term from these development programmes will be long term.

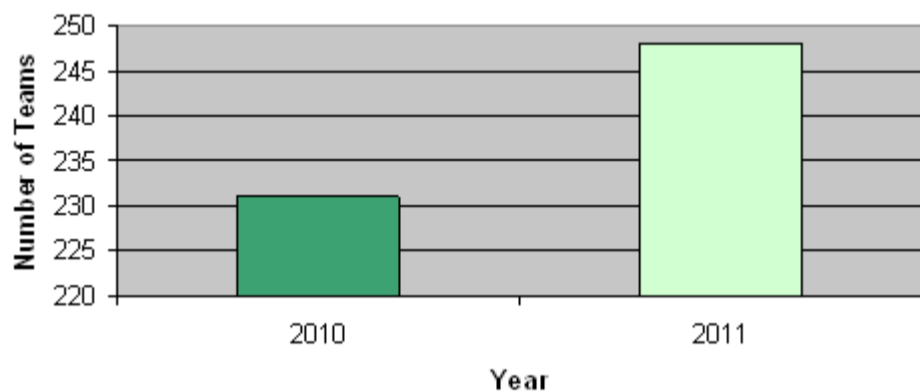
Courses were undertaken in the following codes; basketball, football, hockey, cricket, league, tennis and generic coaching modules.



*"The course was fantastic. I learnt heaps and now have the confidence to go out and take a junior team at my college, and best of all it was free thanks to the Activation project!" Student Participant*

*"Extra coaches and referees really helped because they were extra people with the skills and we were not drawing from the same pool." – Secondary School Sports Coordinator*

### Sports Teams At College's



### Impact and Evaluation

This project has had a huge impact in the community across a number of levels. The above outputs show the range of implications that this project has had. Some overall impacts to highlight are:

- Upper Hutt clubs have seen an increase of 16-19 year old members from 2010 to 2011 by 50 people. This is across all sporting codes.
- A year 9 participant increase by 75 students across the four college's from 2010 to 2011
- 120 students between year 9 and 11 have been given new opportunities to participate in sport via the volunteers and senior students who undertook development courses. This has resulted in 17 additional teams from our local college's being entered into College Sport Wellington competitions.
- 126 'sessions' across the full variety outlined above were delivered.
- 156 coaching hours were completed (not including those put back by the participants of the development courses post-course completion).

A grand total of approximately 2998 students were directly, and indirectly impacted across this project.

An external evaluation was conducted. This provided an analysis of data, qualitative and quantitative information and recommendations for future work. Some comments from the evaluator include:

*"There has been a significant increase in support mechanisms to help schools, clubs and students to stay in sport"*

*"There has been an increase in the number of opportunities offered and available to youths in sport."*

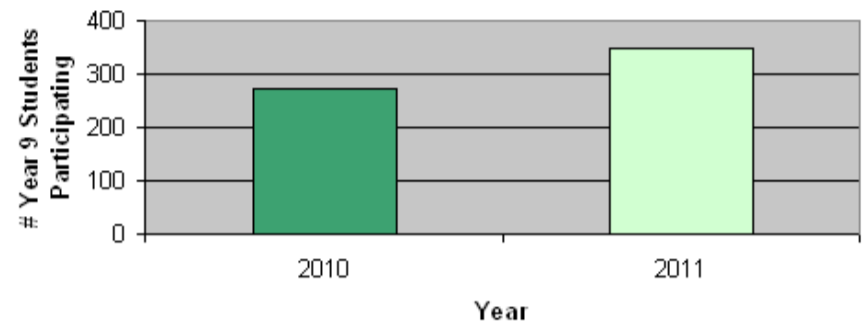
*"Overall the SSTP project achieved the goals and outputs set. The project achieved increased participation in sport by both year 9 secondary students and school leavers. The most significant achievement was in providing a model for clubs, schools and young people for sport participation for life."*

A DVD is currently under development to depict visually some of the project outputs in action, and serve as an accompaniment to the written report.

### Year 8 Database

A Database was created of year eight students from our local intermediates. This provided information about past sports history and was on-sent to our local secondary school sports coordinators to assist them in determining where incoming year 9 students interests lay. It was used as a mechanism to try and increase the information flow between intermediates and colleges and ease the transition for students into college sport. 500 students were on the year 8 database in 2011.

### Year 9 Students Participating in Sport - Across Schools (Real Number)



### Relationship Development – Clubs and Schools

One aspect of this project was the establishment of relationships between clubs and schools. A number of relationships were already present, and where possible, this project aimed to continue to foster and develop these existing links. Five new relationships were developed between schools and clubs and many others were reinforced throughout the duration of the project. The bridging between schools and clubs was beneficial for helping participation in the long term future.

*"Mike's [SSTP project manager/Activation] role as a link is always needed;... the perception that schools are closed doors needs to change. Clubs need to get in here as we want to be part of the community like them. I would like to see them present at the final school assembly strutting their stuff." – Secondary School Sports Coordinator*

### Future

Several key elements of this project will continue and be expanded upon in future years, regardless of external funding for project. The costs to do this will be absorbed within existing Activation work. These include:

- Leavers Database
- Website
- Continuation at some level of club support and development both within clubs, and between clubs and schools
- Promotion to year 8 students regarding college sport
- Promotion of clubs in schools and what they can offer

Dependant on funding, the development opportunities for senior students and volunteers is seen as one of the major successes of this project from a schools perspective. If this is possible to continue then this would be highly beneficial, however this is dependant on sourcing funding.

There is much opportunity to work in additional, supplementary areas to this project. These are new areas that will have added value and build onto the work to date. As per encouragement from Sport Wellington as funders, an application has been submitted for a 'new' project, which details a number of these areas. These include, but are not limited to:

- Non-Traditional Sport support for students in colleges. Note these are sports that college's support students participating in, but do not have the resources to actively put into development of this sport within the school context. Students who participate in these sports rely on local clubs for training and guidance, while competing in College Sport Wellington competitions. Often, these are individual sports.
- Wider investigation into further year 8 transition mechanisms into year 9 to ensure maximum participation at the year 9 level.
- Barrier reduction project for general student population. This would target identified barriers to students being able to participate in sport and reduce these.
- At Risk students – targeting with intensive interventions.

Several elements of this project could also be adapted and translated into other areas; the leavers and year 8 database would be the most beneficial elements. As a model for achieving the outlined KPI's, other local councils or organisations in other communities that have the capacity to deliver on similar outputs would gain a lot of benefit from this projects' learning. The information about processes for establishing the various elements of this project are available if the need arises to distribute to such parties in the future.

**For further information, please contact Michael at Activation, tel: 04 527 2113; mobile: 027 213 7583 or email: mike.mercer@uhcc.govt.nz**