

Sports Recreation and Outdoors Trust (SPROUT)

Mission Statement:

"Every Indian in New Zealand to
achieve greater well-being
through sports, recreation and outdoor pursuits".

About SPROUT



- ☞ For South Asian community
- ☞ Funded by passion
- ☞ Grassroots organisation
- ☞ Driven by volunteers
- ☞ Shared Leadership
- ☞ For Families, by Families

Beginnings

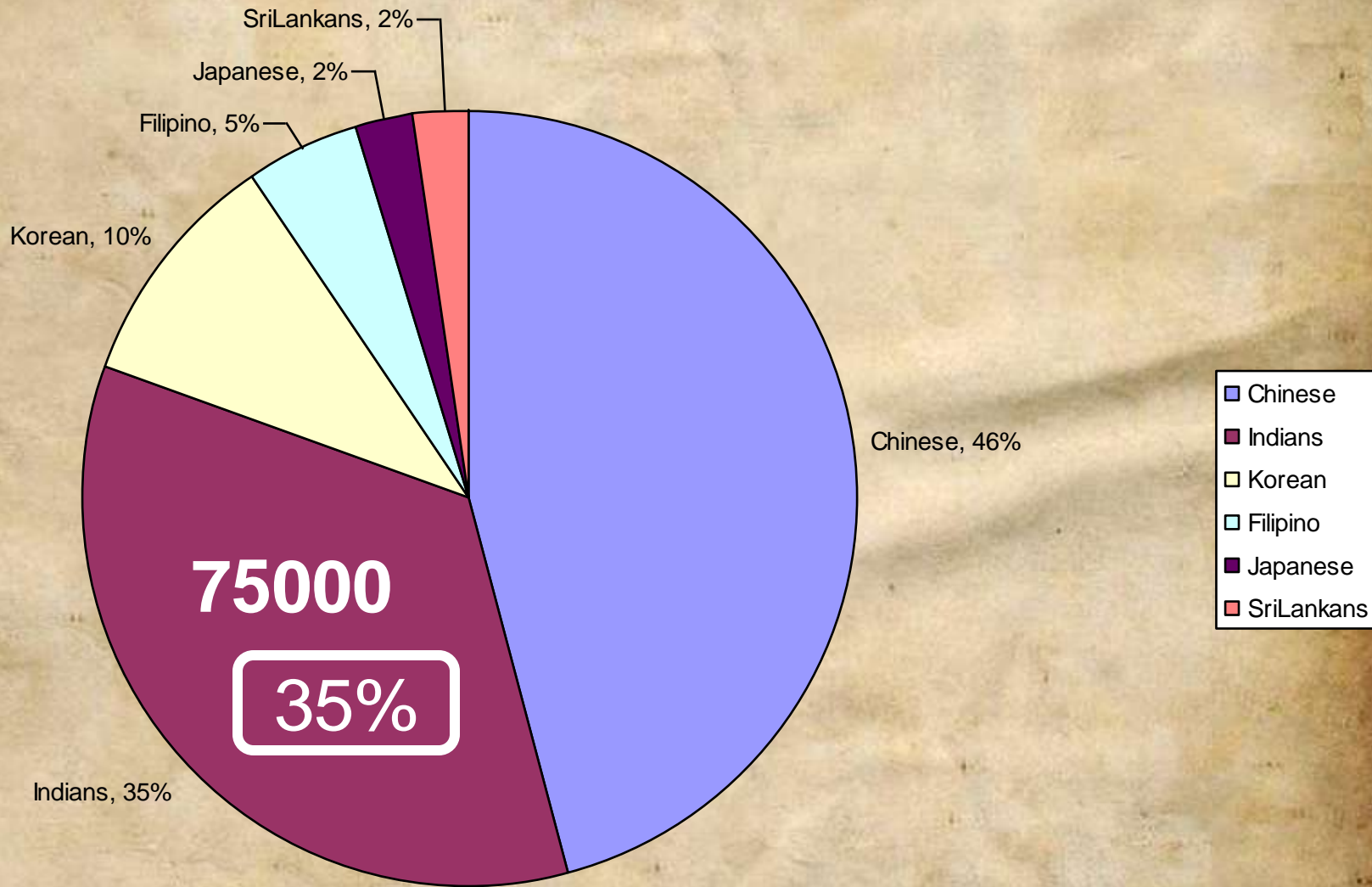




Now



Our target



About Indian Community



☞ Indians come from many Indias

☞ All Indians not from India

Multi

Diversity

☞ lingual

☞ religious

☞ cultural

Priorities ~ Indian community



M

☞ Money

☞ Mortgage

☞ Migration reasons

Commonalities



Our response

Cricket▶	Freedom Cup
Bollywood▶	BollyworX
Family system▶	Family oriented
Love for food▶	HEALTHGURU *
Faith▶	Awareness *

SPROUT survey



Non-involvement in any physical activities

"We don't get time, we work over weekends."

"My kids go to three different classes and I migrated here for their future."

"We would like to do something but we are not able to find a suitable team or players."

"I am happy watching cricket as all activities over here are so expensive."

What we do



Community engagement and dialogue

Community awareness

Influence lifestyle changes

Organize community events

Provide SP-R-OUT opportunities

Provide information

Organize training to create community champions

Focus on what really works with the community

Achievements



350 registered members online

15 community projects in 1 year

3 major community events

4 ongoing weekly activities over last 6 months

Developed 12 community champions

Ethnic media partnerships

8 collaborative partnerships with mainstream players

Created sustainable community brand - BollyworX

Developed informational website with database

Strengths



Community knowledge

Multi-lingual and Multi-cultural team

Families talking to families, Kids talking to kids

Options for all ages, all stages, all fitness levels

Shared leadership

Partnerships

Neutral

Practice what we preach

Skilled volunteers for projects

Challenges



- ❧ Understanding of Indian community itself
- ❧ Cultural taboos/restrictions
- ❧ Many advisors but limited doers @ grassroots level
- ❧ Indian perception of well-being and entertainment
- ❧ Health is Wealth but Health is also related to wealth
- ❧ Health budget concept
- ❧ Concept of volunteering
- ❧ Lack of support for start-up organisation
- ❧ Limited funding to South Asian community

SPROUT Mantra



F - Fun

F - Family

F - Free

F - Fitness

almost



Thanks

