

Connect 2sport

supporting diverse communities

**2011 Asian Nutrition and Physical Activity Forum
Ella Kumar: Project Ambassador**





Rationale

- Increasing diversity of communities
- Sport can be powerful tool for integration
- Sport participation rates do not reflect our diversity
- Diverse communities experience complex barriers to participation
- Awareness of barriers will help more diverse communities connect to sport





Sport Diversity Pilot 2009-2010

- 3 sport programmes:
 - Basketball
 - Football
 - Women's only
- Objectives:
 - Provide participation opportunities
 - Build relationships
 - Understand participation barriers and issues



Connect
& sport

supporting diverse communities

Connecting with Diversity Auckland Sports Toolkit



- Information, tools & support to assist sport and facility providers to better engage with diverse communities
- Includes:
 - Demographics
 - Religions & customs
 - Barriers & responses
 - Case studies
 - Tools & resources

A PARTNERSHIP BETWEEN

Auckland
Council





Connect2Sport

- Partnership:
 - SPARC, Sport Auckland, Auckland Football, Auckland Badminton, Auckland Council
- Goal:
 - Build capability of Football and Badminton to effectively engage with diverse communities
- Objectives:
 - Education on the barriers experienced by diverse communities and effective strategies
 - Increase the number of diverse people volunteering in sport
 - Increase the number of diverse people participating in sport





Connect2Sport Delivery

- Targets:
 - Youth aged 13 to 24 years
 - Diverse communities – focus on migrants or refugees
 - Catchments of Mt Roskill, Avondale, New Lynn and Blockhouse Bay
 - Sports of Badminton and Football
- Delivery:
 - Project Manager – Auckland Council
 - 2 Sport Officers – Badminton & Football
 - Sport Diversity Adviser – Auckland Council
 - Education, volunteer development & modified participation





Learnings to date

- Developing relationships is key
 - With diverse communities
 - With sport delivery
- Important to have partners involved from outset
- Different organisations bring different skills and networks





A copy of the Sports Toolkit can be downloaded at aucklandcouncil.govt.nz/projects – click on ‘Connecting with Diversity’

For more information on Connect2sport or the Sports Toolkit email connectingwithdiversity@aucklandcouncil.govt.nz