

TARANAKI
REGIONAL SPORT AND
PHYSICAL ACTIVITY
STRATEGY
2010 - 2013

*Inspiring a Healthy,
Active Community*

A thick, horizontal red brushstroke that tapers at both ends, positioned below the tagline.



*Inspiring a Healthy,
Active Community*

Active Taranaki Group

Facilitated by:




Supported by:



NEW PLYMOUTH
DISTRICT COUNCIL
newplymouthnz.com



TSB Community Trust 






*Inspiring a Healthy,
Active Community*

The delivery of the Taranaki Regional Sport and Physical Activity Strategy 2010-2013 through the 'Active Taranaki' group and its partners will work under the principles of:

- sharing information
- planning collaboratively
- regionally coordinating
- connecting people, places and programmes



A person wearing a blue helmet and a blue jacket is riding a mountain bike on a dirt trail. The background is a blurred natural setting with trees and a path.

The strategic approach will not only help with the overall health and wellbeing of the Taranaki community but will also contribute to the increased efficiency of stakeholder organisations and help them better meet the needs of residents.

It will achieve this by:

- broadening the strategic investment in sport, health and social well-being
- reducing areas of duplication and overlap by stakeholder organisations
- recognising the needs of our community so resources can be targeted accordingly and gaps in the provision of services recognised
- identifying the capacity, quality and usage of assets and facilities to allow the redistribution of resources according to community needs
- recognising the strengths and weaknesses of the districts and the region as a whole so that assets and resources can be allocated accordingly; right asset in the right place for the right objective!
- engaging private sector providers and coordinating efforts across both private and public sectors



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Four Strategic Goals

Investment

Coordinated approach to investment in Taranaki sport and physical activity

Information

Networked stakeholders generating and sharing consistent information and messages collaboratively

Vision
Taranaki –
More People,
More Active,
More Often

Facilities

Consistent approach to the quality and improvement of facilities and supporting infrastructure in the region

Access & programming

Increased participation through improved access and programming of opportunities and events



A photograph of a male goalkeeper in a blue and white striped jersey, diving to his left to catch a soccer ball. The background shows a soccer goal net. A large red curved line separates this image from the text area.

Challenges

Affordability

Political demands

Community Expectations

Accessibility

How are you going to get people to use what is built and planned to be built in the future?