



活跃亚裔

엑티베이시

ActivAsian Walk the Talk



Where too much sport is never enough



Outcomes:

- To share with you our strategies, challenges and learnings
- For you to put some thoughts into a similar strategy in your context
- Provide you with useful tools and tips

- The Active NZ Survey 2013/2014 has found that Asian people continue to participate less than other adults
- **Health & social implications**
- BUT...When compared with all adults, Asian peoples were **more likely** to be interested in participating more



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ActivAsian in 2009

- Identified need – census, research
- Organisation wide commitment to address the needs of the Asian community
- Consultation – attend groups, Chinese Sport Forum – **Relationship is everything**
- Implement

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Challenges

- Apathy towards sport
- No examples to follow – building the initiative from scratch
- Lack of funding – blessing in disguise
- Challenging status quo – sport organisations

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ActivRecreAsian Evaluation Report



Prepared by Harbour Sport's ActivAsian Team

NOVEMBER 2015

ADDITIONAL



AROGYA MANTRA





How we got the indian community moving:

- formed a team
- local indian media
- flyer drops
- word of mouth
- butterfly effect: things got bigger!





Just for the health of it!

Barriers/challenges faced

- maintaining motivation amongst team
- consistency in attendance
- limited funding
- engaging men
- support from local leaders



10 mins– State of Play

- A picture of your community and physical activity levels
- Do you know the demographics? culture, age, gender
- Do you know what their needs are vs. assumptions?
- Other aligned organisations in your community? Potential partnerships and collaboration?

10 mins– Ideas and Actions

- 5 mins: discuss potential responses to needs
 - Where and how does your organisation/group fit in the picture from your previous discussion?
 - What is your role? What can you do?
- 5 mins: walking the talk
 - What will your next step be? Ethnic data collection? Consultation?



1. Use the Census – quick tutorial

<http://nzdotstat.stats.govt.nz/wbos/Index.aspx?DataSetCode=TABLECODE8021#>

2. Don't reinvent the wheel, facilitate vs deliver, network and collaborate – **Relationship is everything**
3. Be prepared to challenge and change the status quo – Sport as an example
4. Build leadership, volunteers – to ensure sustainability
5. Engage the 1.5 generation



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