

# ENGAGING CHINESE YOUTH IN SPORT



Harbour Sport's ActivAsian team hosted the Chinese Sport Forum – “Engaging Chinese Youth in Sport” on the 16<sup>th</sup> August 2012 at Massey University, Albany. This is the third Chinese Sport Forum hosted by the ActivAsian project which aims to create an open environment for discussions around ethnic engagement in sport.

Over 120 people attended, including at least 70 from various Chinese youth related organisations, representatives from 17 Regional Sport Organisation (RSO) and clubs, aligned organisations, as well as Auckland Council Officers, Councillors, Local Board Representatives and Melissa Lee – Parliamentary Private Secretary, Ministry of Ethnic Affairs.

The main objectives of the forum were to:

- provide the opportunity for two-way dialogue between the Chinese community and RSOs in the Auckland North region.
- increase RSOs awareness of the changing demographics of their community, especially in the age group of 16 to 25 where there is an identified decrease in sports participation.
- provide an opportunity for members of the Chinese community to communicate directly with RSOs about how to increase sports participation in their community.
- increase cultural understanding and awareness.

Sport stalls and ‘have-a-go’ activities were set up in the foyer of Massey University’s Sir Neil Waters building prior to the forum.

Harbour Sport was honoured to have Melissa Lee speak at the forum, not only addressing the participants on behalf of the Ministry of Ethnic Affairs, but also sharing her personal experiences in sport participation.

It was also a great privilege to have international author and social scientist Professor Paul Spoonley, as well as four time Olympian and Commonwealth Games Gold medallist Li Chunli as the key note speakers.



Professor Paul Spoonley presented key changes in North Shore’s demographics and its relevance to the sport sector, while Li Chunli shared stories about her road to success in her sporting career as a Chinese New Zealander.

The small group discussion format provided a great opportunity for sports and aligned organisations to gain insight into Chinese young people and parents’ views on sports. Outcomes of the discussion have been documented and will allow sports to identify new directions for engaging Chinese youth.

The event proved to be positive with 100% of the participants finding the forum relevant and useful.

Following the Chinese Sport Forum, the Harbour Sport ActivAsian team will continue to work with RSOs in developing strategies to better engage the Chinese and wider Asian community in sport and recreation. The ActivAsian team will also continue promoting the benefits of sport and recreation to the Chinese community on the North Shore. 🌐

For more information regarding the ActivAsian project and the Chinese Sport Forum, you can visit our website on [www.harboursport.co.nz](http://www.harboursport.co.nz), or contact:

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## Tino Lelei Fono 2012 Direction: 4 Nutrition Career

### REFLECTIONS

A pathway to a nutrition career was the focus of the Tino Lelei Fono 2012 held at the Pacific Business Trust Centre in October. The Pacific Island Food & Nutrition Action Group (PIFNAG) was encouraged by the number of students, parents, families and community members who attended the one day Fono during the school holidays.

MP Alfred Ngaro in his keynote address offered words of encouragement to Pacific young people to take hold of the opportunities available to them so that they can make a difference in their lives and the lives of their families. He encouraged young people to start and to finish the courses they choose either in nutrition or any of the other health fields. These same messages were also echoed by ProCare Health Ltd, Pacific Manager Mr Wilmason Jensen.

The Fono included a careers expo with University of Otago, University of Auckland, Massey University and AUT University showcasing their courses in nutrition and dietetics. This was followed by group discussions and sharing by nutritionists and dietitians working in clinical, community, food services, sports nutrition, food industry and in private consultants.



Some of the invited speakers included Mafi Funaki-Tahifote, Operations Manager, Pacific Heartbeat; Claire Green, Professional Leader Clinical Dietitian, Counties Manukau DHB; Finau Tuangapeau, Nutritionist/Health Promotion, Pacific Trust Otago; Soana Muimuiheata, Pacific Dietitian/Chair of PIFNAG and Desiree Lowe, Otago University student.

PIFNAG would like to acknowledge the generous contribution of our key funder for 2012, ProCare Health Ltd. We are also very thankful for the on-going support from Nutrition NZ.

Lastly we would like to thank everyone who participated in Tino Lelei Fono 2012 Direction: 4 Nutrition Career. Soifua ma ia manuia. For more information go to [www.pifnag.co.nz](http://www.pifnag.co.nz) 🌐

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