



**SPORT AND
ACTIVE
RECREATION
CREATES HAPPIER,
HEALTHIER
PEOPLE, BETTER
CONNECTED
COMMUNITIES
AND A STRONGER
NEW ZEALAND.**

HAPPIER, HEALTHIER PEOPLE

PARTICIPATION IN SPORT AND PHYSICAL ACTIVITY REDUCES THE INCIDENCE OF HEART DISEASE, TYPE II DIABETES, OBESITY, SOME FORMS OF CANCER, DEPRESSION AND DEMENTIA

92%

OF NEW ZEALANDERS BELIEVE BEING ACTIVE HELPS KEEP THEM PHYSICALLY FIT AND HEALTHY

84%

BELIEVE ESSENTIAL LIFE SKILLS ARE LEARNED PLAYING SPORT, LIKE TEAM WORK AND COOPERATION

ACTIVE NEW ZEALANDERS ARE 59% MORE LIKELY TO BE CLASSIFIED AS HAVING THE HIGHEST LEVEL OF WELLBEING

59%

ELIMINATING PHYSICAL INACTIVITY IN NEW ZEALAND COULD AVOID:

7.7%

OF DEMENTIA CASES

7.9%

OF HEART DISEASE CASES

9.8%

OF TYPE 2 DIABETES CASES

13.1%

OF BREAST CANCER CASES

14.1%

OF COLON CANCER CASES

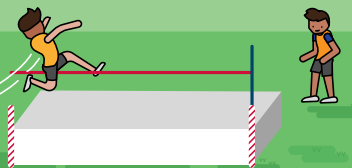
12.7%

OF DEATHS



SPORT PARTICIPATION BY NEW ZEALAND SECONDARY SCHOOL STUDENTS IS ASSOCIATED WITH:

- HIGHER ACADEMIC PERFORMANCE AND ATTENDANCE RATES
- LESS LATENESS AND STAND DOWNS



BETTER CONNECTED COMMUNITIES

73%
OF NEW ZEALANDERS
AGREE THAT SPORT AND
PHYSICAL ACTIVITY HELP BUILD
VIBRANT AND STIMULATING COMMUNITIES



35%
OF VOLUNTEERS STATE
THEIR REASON FOR
VOLUNTEERING IS TO
CONTRIBUTE TO THEIR
COMMUNITY



CLOSE TO
1 MILLION
KIWIS
VOLUNTEER
IN SPORT
EACH YEAR



REGULAR PLAY AND PHYSICAL ACTIVITY CAN
IMPROVE SOCIAL SKILLS AND HELP YOUNG PEOPLE
FORM AND MAINTAIN FRIENDSHIPS



84%
BELIEVE SPORT AND PHYSICAL ACTIVITY
BRING PEOPLE TOGETHER AND CREATE
A SENSE OF BELONGING

26%
OF NEW MIGRANTS BELONG TO A SPORTS
CLUB OR GROUP - THE MOST COMMON
SOCIAL GROUP OR CLUB FOR
NEW MIGRANTS

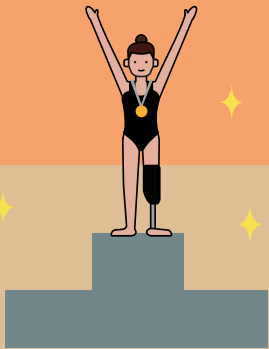
A STRONGER NEW ZEALAND

SPORT AND ACTIVE RECREATION CONTRIBUTES

\$ **4.9**
BILLION OR 2.3% TO
OUR ANNUAL GDP

EMPLOYS MORE THAN
53 K
NEW ZEALANDERS

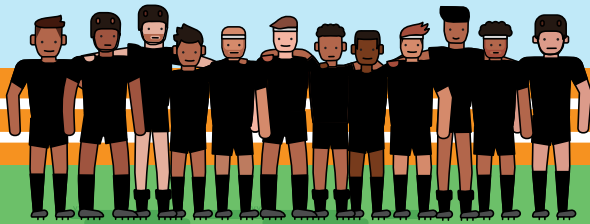
83% OF NEW ZEALANDERS BELIEVE HIGH PERFORMANCE SPORT CONTRIBUTES TO



78%

OF VOLUNTEERS AGREED THAT THE EVENT PROVIDED THEM WITH LEARNING AND DEVELOPMENT OPPORTUNITIES

THE WORLD MASTERS GAMES 2017 ADDED \$63M TO GDP



THE RUGBY WORLD CUP RESULTED IN SHORT-TERM EXPANSION OF THE NATIONAL ECONOMY BY AROUND \$1.73B, SUSTAINING THE EQUIVALENT OF 22,890 EXTRA JOBS FOR ONE YEAR

THE RISK OF PHYSICAL INACTIVITY

PHYSICAL INACTIVITY IS THE FOURTH BIGGEST RISK FACTOR FOR NON-COMMUNICABLE DISEASE



THE HEALTH CARE COST OF PHYSICAL INACTIVITY IN NEW ZEALAND WAS ESTIMATED TO BE AT LEAST \$200 MILLION IN 2013



PHYSICAL INACTIVITY ACCOUNTED FOR THREE MILLION DEATHS GLOBALLY IN 2010



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