

What about....

KiwiSport

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Background

KiwiSport was launched on August 11th 2009 by the Honorable John Key. The ministers for Sport and Recreation, the minister of Health and the minister of Education reprioritized funding to fund a new government initiative – KiwiSport that aims to increase the number of school-aged children participating in organised sport (at least 3 hours per week) – during school, after school and during holidays. KiwiSport is underpinned by the following 3 objectives:

1. **More kids** playing sport: increase the numbers of school-aged children participating in organised sport – during school, after school and by strengthening links with sports clubs.
2. **More opportunities** to play sport: increase the availability and accessibility of sport opportunities for all school-aged children.
3. **Better skills**: support children in developing skills that will enable them to participate effectively in sport at both primary and secondary level.

It is \$20 million per annum funding initiative that is broken into 2 funds;

1. The **Direct Fund** (\$12 million) which goes straight to individual schools based on the school roll.
2. The **Regional Partnership Fund** (\$8 Million) which will be managed by Regional Sports Trusts calculated on a per capita basis based on the number of school-aged children within the boundaries of a Regional Sports Trust.

Sport Northland has been contracted by SPARC to administer funding through the Regional Partnership Fund, with funds becoming available in April 2010. This fund will encourage new partnerships involving schools, clubs and local authorities to meet the objectives of the Kiwisport initiative.

Direct Fund

This is paid directly to schools as part of their operational grant from the Ministry of Education. This fund is paid in two rates:

Primary and intermediate school students	\$11.13 per student
Secondary school students	\$20.86 per student

This can be spent at the school's discretion. Sport Northland is recommending that it may be beneficial to pool some of the direct fund with other schools and contribute to a regional partnership fund project that partners with other schools, clubs and community providers.

Schools will be required to do minimal reporting for the direct fund. An account for the expenditure will be required through ERO reports and an acknowledgment of expenditure in annual reporting.

Regional Partnership Fund

The Regional Partnership Fund (RPF) is to be managed and distributed by Sport Northland on behalf of SPARC. The total RPF is allocated to the region on a per capita basis based on the number of school aged children in the region. For the Sport Northland Region this equates to approximately **\$238,000 in year 1 and \$324,000 in the following 2 years.**

Sport Northland will invest in schools, sports organisations and community providers that demonstrate they are co-operating and forging partnerships with a focus on **increasing the participation of school children in organised sport.** Organisations will be expected to contribute financially to these partnerships in addition to the support from the Regional Partnership Fund (to leverage additional funds to meet the Kiwisport objectives). Schools may use their Direct Fund for this. These partnerships will meet the fundamental KiwiSport aims of;

1. More Kids
2. More Opportunities
3. Better Skills

The Regional Partnership Fund is **focused on school-aged children.** Sport Northland will invest in organisations that develop or present programmes/projects that demonstrate a focus on more kids playing more organised sport.

The Regional Partnership Fund;

WON'T be spent on Sport Northland administration costs. All regional partnership fund money will go to the delivery of the Kiwisport objectives.

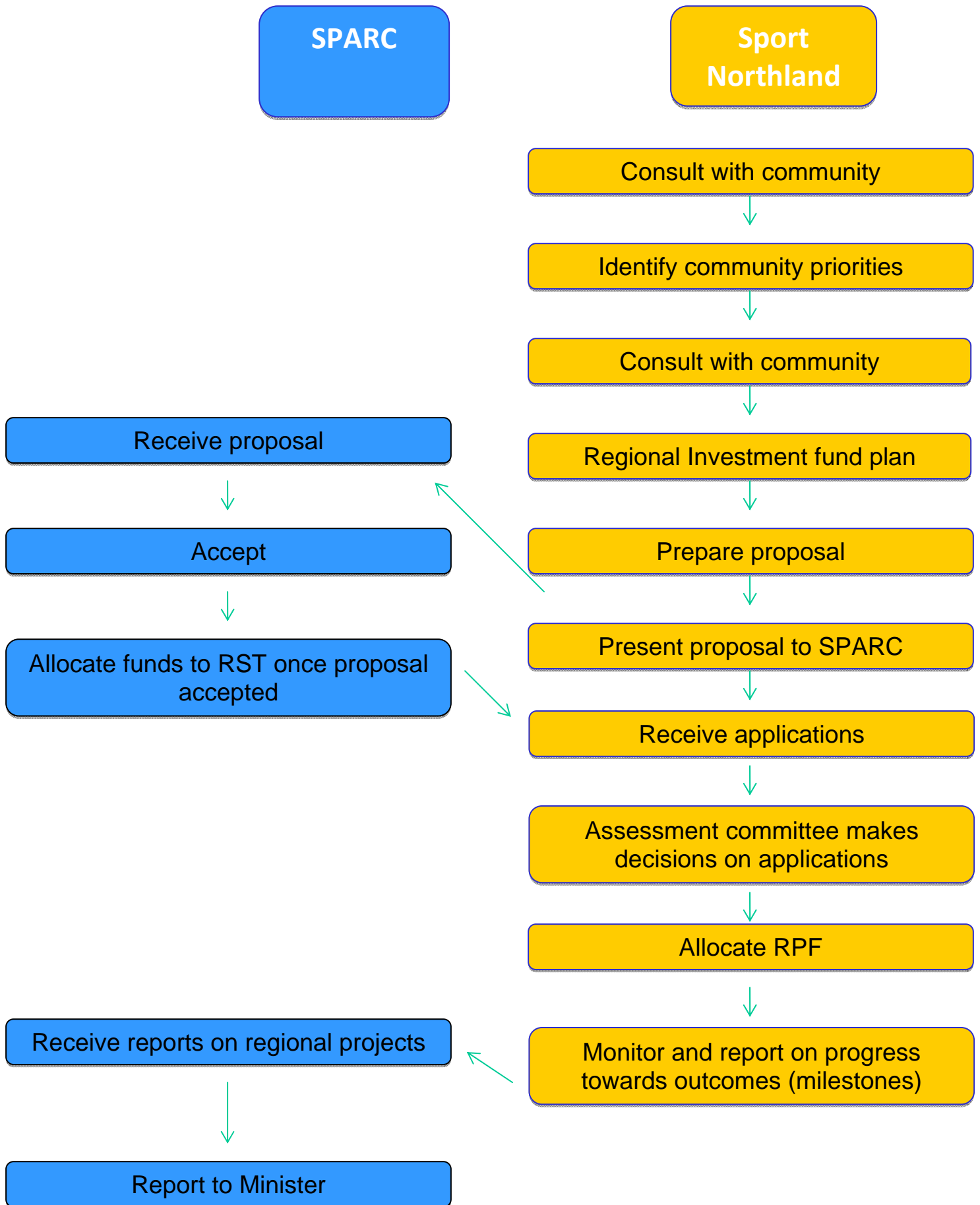
WON'T be used to subsidise existing programmes to maintain current levels of operation. Investment in existing programmes will only be considered if it is for the purposes of expansion that will result in more school-aged children playing sport.

WON'T be used for equipment, facilities or infrastructure items.

WON'T be used for high performance programmes unless there is clear evidence that this investment will assist to meet Kiwisport objectives.

IS NOT guaranteed ongoing funding for individual projects and it is expected that such projects will become sustainable over time.

KiwiSport Regional Partnership Fund Process



The Steps in Depth

1. EXTENT OF CONSULTATION

Sport Northland endeavored to consult as widely as possible with affected stakeholders and interest groups.

Information and consultation opportunities involved: Letters of information and invitation, website information, presentations to formal meetings, focus/discussion groups, one on one discussions and workshops.

The information sharing/consultation process involved the following:

- Communication to all stakeholders sent, by way of a letter, outlining Kiwisport and its goals. These letters also extended invitations to attend a number of workshop/presentations/focus groups held with in the region.
- Information was posted on the website (with the opportunity to ask questions, which were then responded to.).
- Staff in varying roles able to respond to community inquiries.
- Facilitated discussions/meetings and presentations were held with a range of individuals, organisations and groups to identify barriers and opportunities and determine priorities from the target community for Kiwisport investment.
- Based on this consultation, a draft plan/submission form was prepared and sent out to all stakeholders seeking feedback (16 submissions received).
- This information was then used to refine the plan, and a final draft of the Regional Kiwisport Investment Plan was then sent to all stakeholders and interested parties, inviting endorsement of the plan. 25 endorsement letters were received. (see appendix 2).

Communication/consultation timeline

Phase 1 Communication with stakeholders/community providers.
Simple explanation & key themes (September/ October 2009)

Phase 2 Consultation presentations/forums/facilitated meetings –
establish priorities, considerations and criteria (October/ November
2009)

Phase 3 Establish Draft Regional Kiwisport Funding Plan: Allocation
criteria, priority investment, funding allocation to priorities – send
out for submissions/feedback (December 2009)

Phase 4 Final plan sent out for endorsement followed by Sport
Northland Board approval (February 2010) [Appendix 1]

2. FRAMEWORK

- A framework for investment was established with the following criteria for making investment decisions
- Consider a priority for investment to be the retention of secondary school sport coordinators.
- Ensure Government outcomes: More kids, More opportunities, Better skills, are addressed.
- Establish partnerships involving cooperation, collaboration and contribution from partners.
- Data collection for measurement of effectiveness.
- Focus on new initiatives involving new opportunities or new kids.
- Ensure the benefit for both primary and secondary aged children is balanced through the planned investment.
- Provide non-contestable and contestable options relating to a significant portion of the funding.
- Take into account geography/decile or other relevant factors to

ensure there is a level playing field in regard to accessing the benefits from the fund over time.

- Establish a balanced portfolio of short and longer term investments to address sustainability and evidential outcome.

3. DETERMINING THE PRIORITIES

During consultation input was received as to perceived barriers and opinions on what initiatives would have the most impact on young people in sport were sought. From this information, priorities were established and ranked against impact.

Consultation raised regional issues including the apparent erosion of a range of fundamental movement skills, including locomotion (run and jump), stability (balance and statics) and manipulation (catch and kick), along with the reduced focus on foundation skills for our young people. This was considered to have contributed to the decline in sport participation, given the lack of confidence and preparedness that results from this. It was suggested that the challenges of time, crowded school curriculums and differing motivations with regard to types of competitions offered have also impacted on participation numbers. The lack of adult involvement in sport for young children was also raised with the difficulties faced with accessing adult volunteers and subsequently training them. This impact the participation levels with fewer children having access to quality coaching or competitions. Other issues identified travel and access to facilities and adequate competitions especially in rural areas.

Identified barriers (summary)

- Transport
- Lack of local relevant competitions
- Lack of access to HQ Coaching
- Poor Fundamental skill development/execution
- Club/RSO capability
- Lack of volunteers
- Weak/non-existent school-club links

- Diminishing parental support
- Teacher workloads
- Lack of access in school time to school students

Linked opportunities

- The projects developed and agreed to will align with Sport Northland’s strategic goals
- RST working collaboratively with RSOs and clubs with a “whole of sport approach” (including endorsement from their NSOs) and adequate capability and desire to provide for school-age students in schools settings. This will include their ability to manage increased numbers in competitions and increase the quantity and quality of coaches for young people. Projects linked to participation pathway areas of learn and participate will be targeted.
- Partnership with Councils to use transportation to existing facilities for competitions as a rationale for balanced resource use.
- Sustainability will be impacted by partnering with robust organisations with sound infrastructure and a desire to be successful in meeting Kiwisport outcomes in the short, medium and long term. The stability of these organisations will include an ability to contribute financially to the partnership with a view to continuing after Kiwisport funding reduces over time.

Discussion of these issues resulted in priority areas for investment being identified. These are summarised here:

- Primary school children in school—children in this age group are targeted for the improvement of fundamental movement skills as the basis for future sport involvement. Also the improvement in sport skills linked to coaching programmes and children’s access to quality coaching from their schools and communities
- Overcoming barriers of isolation and access to quality competition

opportunities. Infrastructure and volunteer development is a key to providing the opportunities to overcome barriers, as well as a review of competition structures to relate to the changing needs of young people

- Secondary school children out of school—children in this age group are targeted to address the large drop out areas associated with transitions from primary to secondary school and secondary school to post secondary school. There is a need to address changing needs of this age group in relation to motivation and competition types. Creating more suitable and sustainable opportunities outside of school by providers and strengthening links to clubs and communities will be required
- Primary school children out of school—competitions and activity based sessions provided by schools, clubs and communities will be established to meet the needs of this age group both after school and on weekends and holidays
- Secondary school children in school—the retention of sport coordinators and maintenance of a quality events programme would be the focus for this age group.

4. **PROPOSED PROJECT AREAS** (these are in no priority order)

- **Secondary School Sport Co-ordinators** —*Non contestable but application required.*
Providing supplementary funding to support the continued employment of secondary school sport coordinators who will be encouraged to offer a variety and increased number of opportunities to more students and strengthen links to clubs and RSOs to enable this to occur.
- **Skill Development Programme** *Contestable, application required.*
To address the apparent decline in fundamental skills that are the basis for future sport participation. This programme will be offered in 2 parts: -
Part A) To focus on the development of Fundamental Movement Skills (FMS) in younger primary school children (years 1-4), and on the training of teachers/coaches in order to continue that

development. Teachers will be trained for in-school classroom delivery while coaches will be trained to incorporate FMS into specific sport skill delivery to this age group.

Part B) To focus on developing and enhancing fundamental sport skills in the older primary and intermediate school children (years 5-8) across a range of sports. The sports involved will be chosen from proposals from those interested. This will involve teacher/coach training and the incorporation of the teaching games for understanding approach to sport delivery for this age group.

- **Travel Fund** — Non contestable but applications available to partner bodies (Councils) To address an identified barrier to increased numbers and opportunities for kids in sport. The non contestable fund will operate in partnership with Councils to provide generic transport opportunities to get more students to more competitions. The contestable part of this fund will be applied to by providers, schools, RSOs and clubs for more students to access current opportunities and/or new competition/programme opportunities. The fund will apply both during and after school times and to both primary and secondary school age groups. Specific criteria will be developed to meet KiwiSport requirements.
- **New RSO/Club Delivered Competitions/Programmes** — Contestable, application required. Implemented in areas where no current competition/programme occurs or there are inadequate competition/programmes for anticipated numbers (and a need has been identified). To be delivered in conjunction with the travel fund, and will span across primary and secondary school age ranges. It would apply to cluster school, after school and community programmes/ competitions. It could involve the training of community coaches and volunteers to provide skill development instruction, coordination and the delivery of new competitions.
- **Other projects** – Contestable, application required. Special projects that apply to specific situations or communities.

5. CRITERIA

The specific partner organisations for investment will not be determined until applications have been received. It is expected that applications will be bound by the project goals and criteria that are linked to the regional priorities established through consultation. A successful proposal will be based on how well it meets all or most of the requirements, considerations and priorities established through the consultation process. This will include:

- **Impact** - numbers of new children (5-18yrs) introduced or entering sport due to the project or the level of skill development evident from involvement in the project
- **Partnerships** - partnerships between clusters of schools, RSOs, councils, communities, clubs, or other sport providers that demonstrate cooperation.
- **Business Plan** - partners/applicants will be required to show their organisation has a business plan in place for the project and how this aligns with national or regional strategic outcomes.
- **Financial Contribution** - partners/applicants will contribute financially to their proposal on at least a matching basis i.e. \$ for \$. Consideration will be given to other forms of contribution.
- **Sustainability** - partners will need to demonstrate how their proposals will start to become sustainable over the medium/long term
- **Opportunities for All** - proposals should consider issues such as disability, social, geographic and economic inequalities.

6. RPF PROPOSAL

Regional Partnership Investment plan prepared and proposal sent to SPARC (March 22) → Funds allocated (April 2010)

SPARC release the RPF to Sport Northland once they are satisfied with Sport Northlands consultation and process document.

7. FUNDING APPLICATIONS



Sport Northland will work with applicant to develop applications (Appendix 2). This proposal will include but not be limited to:

- Project title and purpose
- Project duration
- Lead organisation/s contact details
- Partners in project
- Detailed project description
- Target group/s
- Anticipated impact on sport participation among young people (numbers of new young people entering sport or level of skill development)
- Business plan showing alignment to RSO or NSO outcomes
Project cost & financial commitment from partner/s involved in the project.
- Budget
- Pathway to sustainability
- How baseline data will be established
- Measureable success criteria developed
- Any other information required by Sport Northland

Priority will be given to projects that have NSO endorsement. The NSO of all sporting partners should be informed of the project, and preferably there will be written agreement from NSO and RSOs (e.g. evidence that a community organisation or private provider has the skills and alignment to deliver any sport specific skills).

11 ASSESSMENT COMMITTEE

An assessment committee comprising of Sport Northland senior staff and community sport and education representatives will assess applications against criteria and make decisions regarding RPF allocations.

12 RECOMMENDATION MADE TO SPORT NORTHLAND BOARD

Once the project has been assessed the KiwiSport assessment committee will make a recommendation to the Sport Northland Board.

Not all Final Project Proposals may be accepted by the Sport Northland Board for reasons including but not limited to; over subscription to the RPF, not achieving KiwiSport objectives, lack of capability and lack of financial sustainability.

13 RPF ALLOCATION

Allocation of RPF funding will be made to successful project applicants using the criteria below.

- Sport Northland Manager Responsible for monitoring and evaluating Kiwisport receives appropriate baseline data for the project.
- Contract/Agreement signed by Sport Northland and all partner organisations
- Timing allocation of funding will occur relative to the project scope and duration.
- Evidence must be provided of partner contribution to the project
- Any funding not fully used must be returned to Sport Northland for re investment in Kiwisport projects.
- 20% final funds will be held by Sport Northland pending the satisfactory reporting of milestones relating to the project

14 IMPLEMENT PLAN AND REPORT

Applicants will implement their plans, the Sport Northland senior staff member responsible for the Kiwisport monitoring and evaluation will work closely with the applicant to ensure they are meeting their outcomes. The lead agency will then report to Sport Northland at pre determined milestones on the agreed reporting template. This will be done quarterly

15 REPORT ON PROGRESS TOWARDS OUTCOMES

Sport Northland will collate all information on KiwiSport RPF allocation against the agreed outcomes between Sport Northland and SPARC.

16 REPORT TO MINISTER

SPARC will report to the minister on the effectiveness of the RPF

Regional Partnership Fund Breakdown

Sport Northland will distribute their regional partnership fund according to priorities established during consultation:

		Year 1	Year 2-3
Regional investment		\$238,000	\$324,000
SS sport coordinators	17%	\$40,500	\$48,500 (15%)
Skill Development	30%	\$71,500	\$97,000 (30%)
Travel	30%	\$71,500	\$97,000 (30%)
New Competitions	17%	\$40,500	\$65,000 (20%)
Other projects	6%	\$14,000	\$16,500 (5%)

Sport Northland acknowledges that some of the Secondary Schools will receive less funding for their Sports Co-ordinator as a result of SPARC's reallocation of funds. If a school makes an ongoing commitment to retain a sports co-ordinator and increase participation in their school, Sport Northland will fund the difference out of the regional partnership fund.

Sport Northland will seek a balanced portfolio of short-term and longer-term investments so that the investment is not "locked up" indefinitely and we are able to respond to new opportunities as they emerge.

All projects will be reviewed annually to determine achievement against their predetermined key performance indicators.



Frequently Asked Questions

What are the key goals of KiwiSport?

The overarching goal is to have 80% of school aged children involved in 3 hours of organised sport per week. This is underpinned by the 3 goals of; More kids involved in organised sport, More opportunities for children to be involved in organised sport, Better skills for children as a result of being involved in organised sport.

What is organised Sport?

Organised sport means sporting activities delivered primarily through organised structures –

Organised competitions and activities delivered by clubs, schools and other organisations. It includes sporting activities with elements of competition, coaching and skill development. It has purpose and intent. More generally, organised sport is an activity which is regular, repeatable and involves an element of supervision.

Do kapa haka, cultural activities, dance and jump jam qualify as organised sport?

No.

Would a sports competition that does not have a regional organisation or club, for example dodge ball, that could achieve all three objectives qualify as a standalone project?

No, unless you can provide evidence of sustainability and an infrastructure.

Must community organisations and private providers be aligned with NSOs and RSOs?

Yes, there must be written support and agreement from the sport NSO and RSO that the community organisation or private provider has the skills and alignment to deliver any sport specific skills. (The community organisation could contract the sport to deliver sport specific development work).

Can organisations other than sports and schools be a lead agency?

Yes, a community organisation or private provider can be a lead agency however every partnership has to have at least one school and a sport as a

partner. For example, the YMCA could be a lead agency and any school student could come. This is not exclusively school based; it is in and out of school.

Could the money received from the RPF be used to pay salaries? Yes, as long as this was not an existing position. A position would have to result in the underpinning goals of more kids, more opportunities, better skills.

What happens if a school or club doesn't have baseline data? Can they still apply for RPF? Groups can start to apply for the RPF without having baseline data. However the application process cannot be completed until baseline data has been received. This is because Sport Northland is highly accountable to SPARC in regards to meet Kiwisport outcomes and we must have robust baseline data as the basis for comparison.

What baseline data is required?

Initial data for your current situation. Data reflecting initial information to achieve outcomes and outputs. E.g.: number of current coaches, number of children engaged in organised sport currently. The determination of KPIs will reflect baseline data.

How will the individual project be evaluated?

Each project will have your predetermined Key performance indicators (KPIs) and targets agreed that will be reviewed quarterly to ensure that the project is on schedule.

What is the minimum amount a partner can contribute in the RFP and still be considered a financial partner?

The investment depends on the project but a realistic expectation would be one to one matching funding.

Can projects just target specific groups e.g. girls?

Yes, these projects would still be required to meet the requirements of increased participation.

What role will Sport Northland play in the development of projects?

Workshops will be held to support the application process. Sport Northland will assist where possible with projects with the senior manager responsible for monitoring and evaluating Kiwisport projects available to support the completion of the final project proposal.

Can a National Sporting Organisation be involved?

Yes, they can be involved if they are the best organisation to deliver the project on a regional level.

Why is the money going through RSTs (Sport Northland) and not straight to sport or schools?

SPARC understands that for the Regional Partnership Fund to work effectively it needs to meet the needs of the community, it therefore considered that RSTs had the required networks to distribute this fund without bias to schools, sports and community groups.

When do we expect the funding to be allocated?

The target date for assessment committee decisions is late June.

What happens if one partner / lead agency withdraws from the project?

The senior Manager responsible for Kiwisport monitoring and evaluation will work with the remaining partners to determine if the project can continue and / or replacement projects can be implemented.

Who do I contact if my Final Project Proposal is unsuccessful?

The Sport Northland Board of Trustees have the final input into whether the project is successful and no further correspondence can be entered into. An application can be made in the next round.

What are the next steps?

Attend the next workshop in your district ... [here](#)

Download, complete and send the application form ... [here](#)