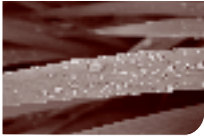




**Te Puni Kōkiri**  
REALISING MĀORI POTENTIAL

## Ngā Māori i Ngā Mahi Tākaro Māori in Sport and Active Leisure



### KEY FACTS

- In 2001, 71 percent of young Māori (aged 5-17 years) and 67 percent of adult Māori (aged 18+) were considered active.
- Fifty six percent of Māori adults want to be more active.
- Over the course of a year, almost all Māori adults (97%) will participate in some form of sport or active leisure.
- The top sport for Māori men is Touch Rugby and for Māori women the top sport is netball.
- Māori adults are more likely to participate in sports in an official or helping role such as refereeing, coaching or a parent helper.

**Māori have always been highly represented in sport and active leisure activities.** With obesity numbers climbing, participation in active leisure is becoming more and more important. This fact sheet provides some key information regarding Māori participation in sport and leisure activities.

### ■ PARTICIPATION IN SPORT AND ACTIVE LEISURE

According to the latest information from Sport and Recreation New Zealand (SPARC)<sup>1</sup> 71 percent of young Māori (aged 5-17 years) and 67 percent of adult Māori (aged 18+) were active<sup>2</sup>. The overall national figures are 68 percent for both young people and adults<sup>3</sup>.

**TABLE 1: PERCENTAGE OF MĀORI ADULTS AT PARTICULAR ACTIVITY LEVELS**

		Sedentary	Relatively inactive	Relatively active	Highly active
Māori Adults	Male	12	18	11	58
	Female	12	23	17	48
	18-24	7	19	13	62
	25-34	14	22	20	44
	35-49	14	24	12	49
	50-64	14	14	12	60
	65+	16	16	11	58
	All Māori adults	12	21	14	53

Source: SPARC Facts Māori 2001

Between 1997 and 2001, there was little change in levels of activity for adult Māori. There was, however, an increase in activity for young Māori adults (18-24 years) from 69 percent in 1997 to 76 percent in 2001.

The major overall reason given by Māori adults for spending less time active was "increased workload/ longer hours etc." This represented 47 percent of Māori men and 26 percent of Māori women. However 35 percent of Māori women said that the "limited with a young family" was a limiting factor.

Both men (39%) and women (35%) listed "to become healthier and fitter" as the main reason to increase the time they spent active.

SPARC has developed the Couch Potato Index (CPI), which measures the number of days in the last week that adults participated in sport or active leisure for 30 minutes or more.

**TABLE 2: THE CPI INDEX FOR MĀORI ADULTS**

	Māori Adults (%)		All Adults (%)	
	Men	Women	Men	Women
Not Active on any days	22	21	19	18
Active 1-4 days	34	39	43	41
Active 5+ days	43	40	38	40

Source: SPARC facts Māori 2001

Fifty six percent of Māori adults want to be more active and 40 percent are happy with their current level of activity.

### ■ POPULAR SPORTS AND LEISURE ACTIVITIES

Almost all Māori adults (97%) participate in some form of sport or active leisure over the course of a year. This is a similar level to the national average.

On average Māori adults take part in between 5 and 6 different sports and leisure activities each year, with men participating more than women.

Looking at sport participation alone, Māori men and women are more likely to participate than men and women of other ethnicities.





**TABLE 3: TOP FIVE SPORTS AND LEISURE ACTIVITIES FOR MĀORI ADULTS (COMPARED TO ALL ADULTS)**

Sports					
Men (%)			Women (%)		
	Māori	All NZ		Māori	All NZ
Touch Rugby	35	14	Netball	23	10
Golf	28	28	Touch Rugby	16	6
Rugby Union	26	11	Basketball	9	4
Rugby League	17	4	Golf	7	10
Basketball	17	8	Tennis	7	10

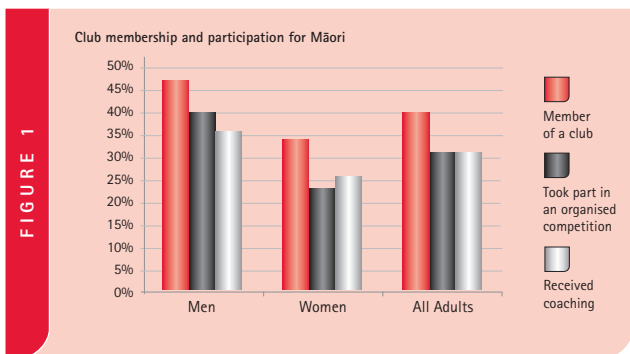
  

Leisure Activities					
Men (%)			Women (%)		
	Māori	All NZ		Māori	All NZ
Walking	51	61	Walking	75	81
Fishing	47	36	Gardening	56	67
Gardening	40	52	Swimming	39	38
Swimming	34	34	Home Exercise	37	35
Home Exercise	33	27	Aerobics	23	17

Source: SPARC Facts Māori 2001

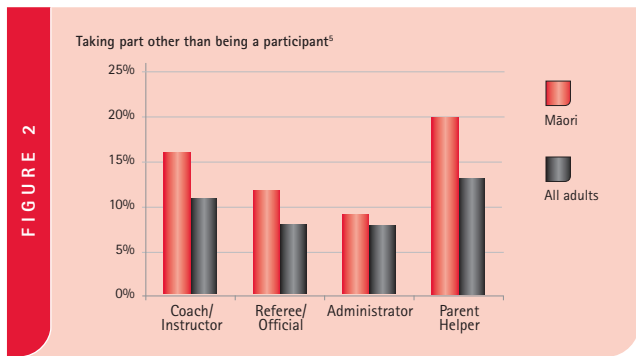
**CLUB MEMBERSHIP, COACHING AND COMPETITION**

Forty percent of Māori are active members of a gym or sports club. For Māori men the figure is 47 percent and for Māori women it is 34 percent.



Source: SPARC Facts Māori 2001

Māori adults are more likely than others to be involved in leisure activities in a role other than participating. This includes being a coach, referee, official administrator, or parent helper<sup>4</sup>.



Source: SPARC Facts Māori 2001

**HE ORANGA POUTAMA AND OTHER INITIATIVES**

He Oranga Poutama is a SPARC Push Play<sup>6</sup> initiative for developing healthier active lifestyles for Māori by enhancing their enthusiasm for sport, physical recreation and active leisure. He Oranga Poutama's motto is: More Māori, more active, more often.

The Trillian Trust Māori Sports Awards were established to honour Māori sporting achievements through an annual awards event. The awards have also created a Māori Sports' Hall of Fame which now includes 22 inductees (10 women and 12 men).

The trust also administers a variety of scholarships that are available to Māori who are active participants in sport, sport coaching, umpiring, refereeing and sport administration.

Other "grass roots" level initiatives have been running for many years. Such as the Ngaki Tamariki Charitable Trust which develops young Māori golfers.

Programmes such as these have had considerable success. Continuing with their example, Ngaki Tamariki has sent over 300 players on international golf tours; has attained American University sports scholarships for 10 young players; and has helped such players as Phillip Tataurangi, Brad Iles and 2005 US Golf Open Champion Michael Campbell.



**FOOTNOTES** 1 SPARC Facts New Zealand Māori 2001 2 "Active" is defined as doing 2.5 hours or more of sport and active leisure a week. 3 This fact sheet focuses primarily on Māori adults 4 This includes both paid and unpaid work. 5 Note: graph excludes "None of these" option. 6 Source: SPARC website: www.pushplay.org.nz.

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