

# Advocating for recreation cheat sheet

## RECREATION SECTOR ADVOCACY PRIORITIES

The following advocacy priorities were identified by the New Zealand Recreation Association through a industry-wide survey and workshops held across New Zealand in early 2015.

**Priority One:** Greater recognition of the economic and social value of recreation

**Priority Two:** Local and central government investment in recreation as a core service

**Priority Three:** More development opportunities for recreation workers to support a sustainable industry that meets the needs and expectations of participants

## RESEARCH

Research, facts and statistics can help make what the recreation industry is advocating for more real and immediate, and convince those who make or influence decisions of the relevance and importance of the industry's priorities. The following are some examples of relevant research that may be of use in convincing people of these advocacy priorities:

Sport NZ, *The economic and social value of sport and recreation to New Zealand*

Sport NZ, *Active New Zealand Survey 2013/2014*

University of Waikato, *New Zealand Outdoor Recreation Benefits*

## KEY CONTACTS

Ensuring your message is heard by the right people – decision makers and those who influence decision makers – is vital for effective advocacy.

The following information about relevant audiences and how to contact them will help to make sure any advocacy activity you may undertake reaches those in a position to influence change:

### CENTRAL GOVERNMENT

Depending on what you're trying to achieve or advocate for, central government targets might include government ministers, opposition spokespeople, ministries, departments and Crown entities with an interest in sport and recreation; arts, culture and heritage; local government; tourism; conservation; education; outdoor safety; and primary industries.

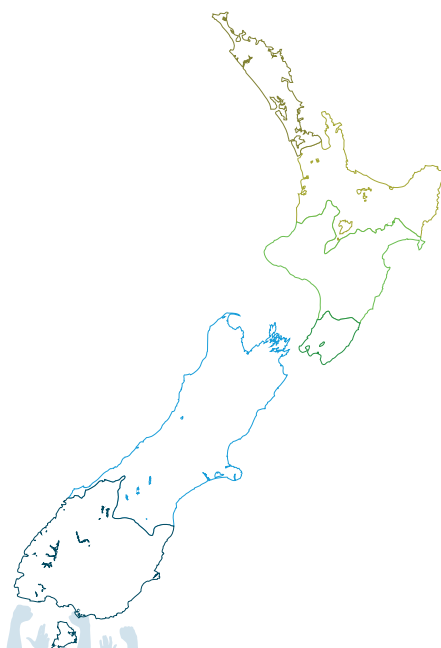
Your local electorate Member of Parliament (MP) is another worthwhile avenue through which to promote change.

Contact details for all current MPs can be found on the Parliament website. Contact details for all government departments and organisations can be found on the 'Government A-Z' page of the [govt.nz](http://govt.nz) website.

### LOCAL GOVERNMENT

Local government is the primary investor in recreation and sport infrastructure across all of New Zealand's regions. For this reason, local government should be seen as a primary target of NZRA's advocacy work. Influential local government contacts include Council Mayors/ Chairs and Council CEOs.

Contact details for all regional and local councils can be found on the 'Government A-Z' page of the [govt.nz](http://govt.nz) website.



## OTHER FUNDERS

Many recreation facilities, programmes and resources receive funding from private businesses and investors, and through funding organisations such as the New Zealand Community Trust and the New Zealand Lottery Grants Board. This makes them a key audience for NZRA's advocacy messaging.

You may be able to identify private businesses and investors locally by looking into the funding arrangements of significant projects in your community.

## MEDIA

Newspapers, television, and radio have access to different kinds of people and audiences, including decision makers and those who influence decision makers. The voice of the recreation industry can be made many times louder and more convincing through media attention.

The majority of daily (and some community) newspapers in New Zealand are run by either Fairfax Media or New Zealand Media and Entertainment (NZME). You can find contact details for the newspapers, magazines, radio stations and other media outlets that sit under each, on their websites:

[www.fairfaxmedia.co.nz](http://www.fairfaxmedia.co.nz) and [www.nzme.co.nz](http://www.nzme.co.nz).

Additionally, contact details for the editorial department of most media outlets can be found online.

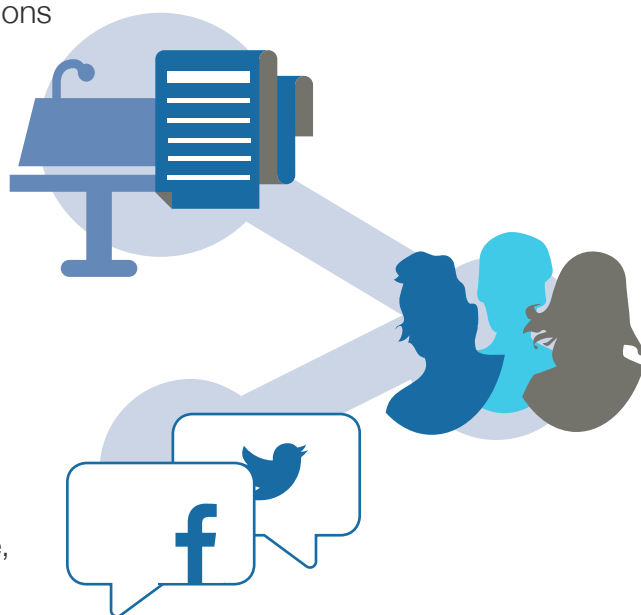
Other audiences you may wish to consider include umbrella groups for local government (eg, Local Government New Zealand), umbrella groups representing segments of the recreation industry, and recreation training organisations and certifiers.

## TACTICS

Advocacy in support of the recreation industry is most effective when supported at a local level. However, a coordinated approach is key to the success of achieving the industry's advocacy goals, and keeping lead agencies like NZRA informed of your advocacy activities can help to identify any opportunities or risks that might exist.

The following tactics may be useful elements of your advocacy plan:

- Hold a public panel discussion
- Write letters and emails to, or call, decision makers
- Arrange meetings with decision makers
- Write letters to the editor or contact local radio stations
- Use social media
- Distribute information such as fliers
- Write a press release
- Write a blog post
- Make a video
- Consider a petition



## NEED ASSISTANCE?

NZRA and its regional committees can offer support to organisations that want to advocate for the benefit of the recreation industry. This support can include advice on sourcing relevant research and statistics, guidance on the best people and organisations to contact to achieve change, and ideas for engaging with the media.