

Bringing value to the community

Stanmore Bay Pool and Leisure Centre



ACKNOWLEDGEMENTS

We would like to acknowledge the input and enthusiasm of the management, staff, members and sports clubs associated with the Leisure Centre.

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SECTION ONE BACKGROUND & CONTEXT

INTRODUCTION

The Stanmore Bay Leisure Centre has partnered with Sport New Zealand to provide a case study on the value that the Leisure Centre provides to its members and the wider community.

The purpose of the case study is to demonstrate a potential process and template that other community-based leisure centres can use to develop their own case studies on their facilities.

BACKGROUND

Why this values report is being written

"Sport has the power to unite people in a way little else can. Sport can create hope. Breaks down racial barriers... laughs in the face of discrimination... speaks to people in a language they can understand." - Nelson Mandela

It is generally recognised that sport and recreation makes an enormous contribution to New Zealand society. Though the health and economic benefits of sport and recreation are well known and documented, the social benefits are sometimes overlooked.

It is accepted around the world that sport and recreation brings considerable social value to local communities. It helps build communities through social inclusion and gives these communities a sense of connection.

International research finds that sports clubs and community organisations are important conduits for developing 'social value' and are excellent barometers of community strength.

The key components that make up 'social value' are:

- Stronger communities
- Social inclusion
- Reduced antisocial behaviour
- Improvement of members' mental and physical well-being

Sport New Zealand is endeavouring to highlight the considerable social value of sport and recreation to the everyday lives of New Zealanders. In this case study, it is highlighting the social value a community-based leisure centre plays, through the various interactions it provides for its members and its local community.

METHODOLOGY

About the values report and the process used.

The case study on the Stanmore Bay Leisure Centre has been developed using a number of key tools that can be easily used by other community leisure facilities wishing to develop their own case studies. The key tools used for this case study were:

- Sport New Zealand 'Value of Sport Tool Kit' (available on-line)
- Review of information that was readily available such as:
 - Leisure Centre Website
 - Leisure Centre newsletters
 - Articles on the internet
 - Statistics New Zealand
 - Local authority planning documents
- Interviews
 - Manager of the Centre
 - Leisure Centre Staff
 - Members of the Leisure Centre
 - Sports Club committee members
- Photo Library
Staff and members of the Centre provided some of the photos used in the document. A professional

photographer was also used to provide additional photos which portray a day in the life of the Leisure Centre.

- Design Graduate
A design graduate was used to develop the design and template for the case study.



ABOUT THE STANMORE BAY LEISURE CENTRE

The Stanmore Bay Leisure Centre is located on the Hibiscus Coast, on Auckland's east coast -a 40-minute drive from Auckland's CBD. The coast is bounded by the Hauraki Gulf, which provides a number of sandy beaches and maritime recreational opportunities.

There are a number of active recreational facilities within the Hibiscus Coast, including more than 20 sports fields and over 30 hard courts. The Stanmore Bay Leisure Centre is the only leisure centre in the area.

In addition to sports facilities at 12 schools within the Hibiscus Coast region, there are private recreational opportunities provided by the Northern Arena Aquatic and Fitness Centre, Waiwera Hot Pools, Snow Planet, and a go-cart track.

The Hibiscus Coast coastline extends over 100 kilometres and offers significant coastal access and recreational activities. In addition there are 32 public boat ramps along the coastline, maintained by the local council.

The Hibiscus Coast region is a large urbanised area covering 7,280 hectares. It has a population of approximately 39,000 (2006 Statistics NZ National Census).

Although the Leisure Centre attracts members from all over the Hibiscus

Coast, the areas which are directly adjacent to the Leisure Centre account for 21,546 people.

It was officially opened in Stanmore Bay in October 1990, and developed to service the Hibiscus Coast community.

The Leisure Centre was the first significant indoor leisure centre developed by the Rodney District Council and includes:

- 2 basketball courts
- 4 squash courts
- 25-metre swimming pool
- Learners swimming pool
- Gymnasium
- Fitness class rooms
- Crèche

The Leisure Centre now employs more than 100 staff, including 47 FTEs (fulltime-equivalents) from a wide variety of backgrounds. This level of employment has a positive economic impact on the local community. They are all committed to the success of the Leisure Centre.

The membership of the Leisure Centre has increased from 900 members in 2000 to 2,200 members today. Since they joined, many of these members have adopted exercise as a daily part of their lives. And overall around 355,000 visits are made to the Leisure Centre each year. Many of the people who exercise and play sport in the Leisure Centre see it as an essential asset of the Hibiscus Coast region.

The Leisure Centre continues to extend the activities it provides, and has steadily increased the numbers of people who use it each day.

Core Stanmore Bay Leisure Population	
Stanmore Bay East	2,385
Stanmore Bay West	2,622
Manly	6,123
Army Bay	3,360
Viponds	2,469
Wade Heads	2,688
Gulf Harbour	1,899
Total Core Stanmore Bay Leisure Population	21,546

Data Source: NZ Stats Census 2006

The Leisure Centre is now a focal point for many major events on the Coast. Its own events include the annual Hospice Fun Walk, an Open Day, and health seminars. The Leisure Centre has also hosted home shows, cat shows, American exchange sports tournaments, and helped host the swimming events of the Trans-Tasman Masters Games.

Some of the key programmes on offer at the Leisure Centre are:

Swim School

The Leisure Centre Swim School believes learning to swim is one of life's most exciting and essential learning experiences. It is an asset that allows lifelong enjoyment of water-based activities. Student ages range from 6 months to adults of all ages. Private lessons can also be arranged. Growth has been rapid, with approximately 1000 students enrolling every term.

Group Fitness classes

The popular and highly professional Les Mills classes run throughout the day, seven days per week. There are 86 classes to choose from, ranging from 'Yoga' to 'Body Combat'. The Aqua Works programme is very popular, especially with seniors. Approximately 1000 participants take part in Group Fitness classes each week.

Indoor stadium programmes

Catering for both children and adults, our stadiums are a hive of activity, especially after school and in the evenings. Programmes include netball, squash, volleyball, gymnastics, basketball, roller hockey, badminton and table tennis. During the day, preschoolers enjoy 'Gymnees' – our very own gymnastics programme for this age group. The majority of local schools use the stadium regularly, and our schools programmes continue to grow. The popularity of stadium activities has meant that we have had to 'satellite' a number of our basketball leagues, most recently to Dairy Flat School. This enables children in the outlying area to participate in sport and recreation.

Pools

The Leisure Centre has one 25-metre pool and one learner pool, both used for Swim School. The main pool is also used by members, casual swimmers, schools, the North Shore Swim club, Flipper Ball, Dive HQ, and our own aqua classes. During the school holidays and weekends, large numbers of children enjoy our aquatic facilities, which include the aqua run and stepping stones. The numbers doing these activities have also increased significantly after the recent provision made for 'free swimming' for children aged under 16. Due to the high usage, space is at a premium, and ensuring everyone is catered for can be very



Fitness gyms

There are 3 gyms in the Leisure Centre, with a weight room and cardio theatre, catering for everyone from beginner to bodybuilders. A particularly popular fitness programme is the Circuit Express. This is a comprehensive 30-minute workout designed for people who want to improve their fitness but have a busy urban lifestyle. The trained staff members are all REPs (Registered Exercise Professionals) and can provide individualised health checks, programmes and assistance. There are also personal trainers available for anyone requiring a specialised personal training programme.

In-house services

Overall health and wellbeing can be enhanced by using the Leisure Centre's in-house services. A nutritionist, dietician, massage therapist and physiotherapist are all available.

Clubs and community groups

As a community centre it is a venue for 17 clubs and groups, including Tae Kwon Do, Senior Indoor Bowls, Cardiac Club and Senior Badminton.



SECTION TWO POSITIVE VALUES OF THE LEISURE CENTRE

PHILOSOPHY & MANAGEMENT VALUES OF THE LEISURE CENTRE

The management values of the Stanmore Bay Leisure Centre are strongly focussed on connecting the Leisure Centre with its members and local community. These values are considered extremely important by the management and staff, particularly the centre manager, who has a core philosophy of 'encouraging the heart'.

The reason that these management values are fully embraced by the staff is that they were developed by the staff and management themselves.

Discussions with the Manager of the Leisure Centre highlight how important developing management values are to her facility, as they define how the Leisure Centre values its staff, members, and the wider community. Management value statements describe actions based on the fundamental values held by most individuals within the organisation.

The Leisure Centre acknowledges that for the management values to have a positive impact on its staff, members and local community, the following must occur:

- Staff members model the values in their work, decision making, and interactions with others.
- Values help each person establish priorities in their daily work life.
- Values guide every decision that is made within the organisation.
- Rewards and recognition within the organisation are structured to recognize those people whose work embodies these management values.
- Staff members promote individuals whose outlook and actions demonstrate these values.

The following section outlines the key management values that the Stanmore Bay Leisure Centre strives to live by.

PHILOSOPHY – 'ENCOURAGING THE HEART'

'Encouraging the heart' is the core philosophy of the centre manager that all of the management values have been developed from.

'Encouraging the heart' is described by the centre manager, Cherry, as focusing on the Leisure Centre's relationship with its members and the community. As Cherry explains;

'The culture of staff and team is critical to a welcoming facility. Thus all meetings and actions are based on this core philosophy and values'.

To achieve 'encouraging the heart', various processes are in place, such as 'expectation meetings', where the staff set their own goals and values. There is an award system where, if staff members see a colleague doing something great, then that staff member will be acknowledged by Cherry.

The staff are also trained in the 'every interaction counts' and 'FISH'* philosophy.

Cherry feels the staff live the 'encouraging the heart' philosophy every day by the decisions they make. She provided some examples of this philosophy in action.

The staff member was aware of child who lived on the Hibiscus Coast and had a serious heart condition.

The staff contacted the parents of the child and organised a birthday party at the Leisure Centre, along with goody bags at no charge to the family and friends.

The key point was the child and its family were not members of the Leisure Centre, but the staff felt it right to provide a happy experience.

The staff member had read a series of articles in the local newspaper regarding a child who has significant health issues that forced her family to travel 40 minutes to the local hospital for treatment.

The family was doing it tough, and with all the medical costs it was struggling financially. The staff member organised a large food hamper for the family to try and assist in some small way.

Again, the key point was the child and family were not existing members of the Leisure Centre.

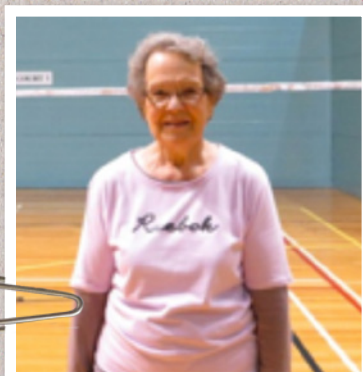


*FISH Philosophy is a set of practises commonly used to improve the workplace 'culture' (inspired by Seattle's Pike Place Fish Market).

MANAGEMENT VALUE ONE: PASSION TRULY BELIEVE & DELIVER ON OUR MISSION

A management value of the Leisure Centre is 'Passion', which is linked to the love of sport and recreation by the staff and members of the Leisure Centre, and the belief in the many benefits that sport and recreation can bring.

The case study below highlights such a passion, from a member's point of view.



Case Study Christine Dunn, 87, Badminton player

Christine Dunn was born in 1926 in England and served with the Royal British Air Forces. In 1951 Christine joined the Royal New Zealand Air Force and moved to New Zealand.

In between 1951 and 1971, Christine relocated to Singapore and England with the air force before permanently settling back in New Zealand with her husband.

They settled in Papatoetoe where, aged 44, Christine joined the local harriers club. Christine went on to run 13 marathons, including the famous London Marathon and countless half marathons.

Christine and her husband moved up to Stanmore Bay in 1986 when she was 60. There was not a strong harriers club on the Hibiscus Coast at the time so Christine looked for another sport.

At this stage of her life, Christine had developed a strong philosophy of having physical activity as an essential part of her life as 'it makes me feel good'.

However, Christine found there was little in the way of sport or physical activity that she was interested in on the Hibiscus Coast, until the Leisure Centre was built in 1990.

Christine saw an advert in the paper for badminton lessons which were run by Lynda at the Leisure Centre. Christine had never played badminton before but went along. At aged 66, Christine began her badminton career.

After the 10-week coaching clinic had finished, Lynda took Christine down to the local badminton club to get involved, and Christine started playing business house badminton. She then joined the Hibiscus Coast mid-week badminton club, where she won age group competitions and became the club president.

After leaving the mid-week club, Christine joined the Leisure Centre's Senior Badminton group, where she has been playing for over 10 years. 87-year-old Christine, who still plays twice a week for two hours each session reckons that:

'The best thing that ever happened to me was joining the Leisure Centre's Badminton Club.'

Christine says that there are several reasons why she has kept playing badminton at the Leisure Centre.

'I like meeting people, keeping fit and talking'

Christine has said that the staff at the Leisure Centre have been fantastic over the 20 years that she has been attending. They are part of the reason she enjoys coming back.

'I can't praise the centre staff enough for their friendly and welcoming approach'

Christine also believes that her regular exercise is good for her mental wellbeing:

'Keeping active really exercises the brain as well'

Christine enjoys the social part of the badminton programme at the Leisure Centre, which provides an opportunity for her to get out of the house and meet her friends. The badminton group also has a mid-winter celebration and a Christmas dinner, which demonstrates the closeness of the group.

The Leisure Centre has also played a bigger part in Christine's life, with her grandchildren attending the Swim School over the years. Christine used to take them to classes, and they also participated in activities outside the Leisure Centre such as the mid-winter swim.

'Most things in my life are connected to the Leisure Centre'

When Christine's husband died, a significant number of the players in Christine's badminton group attended his funeral in order to support her, even though they didn't know him. Now that she is living on her own, the badminton group provides her with the opportunity to get out, meet people, and exercise.

As well as attending the twice-weekly badminton sessions, Christine also plays table tennis once a week at the Leisure Centre. She walks her dog each day for an hour and is an instructor at the local dog obedience club.

It is obvious that sport and the Leisure Centre have played a major part in Christine's full and active life.

'I have had a good life due to sport, and I would recommend it to anyone. I would like to inspire other people to keep active in their old age. There are no excuses not to exercise, just get up and go!'

MANAGEMENT VALUE TWO: LEADERSHIP INSPIRING, INCLUDING, ENCOURAGING OUR TEAMS

Leadership is a key management value within the Leisure Centre. The staff are committed to creating positive change through leadership.

The case study below shows how leadership by Leisure Centre staff and members of the community has created positive change.



Case Study Children with Special Needs

A programme has recently been developed at the Leisure Centre, designed specifically to cater for children with special needs.

The programme is a partnership between the Leisure Centre and the Sport Gulf Harbour Charitable Trust

Staff member Lynda was approached by the Trust to see if there was a programme that the Leisure Centre could provide for some children who had a range of special needs.

At the time there were very few sporting and leisure activities available to these children. Previously, some of these children had negative experiences, such as being made fun of, or bullied when they had taken part in sport and leisure activities.

Lynda developed a programme of modified games and activities that would be suitable for the children of the Sport Gulf Harbour Charitable Trust.

When the programme first started a few months ago, many of the children were very anxious, with some having little or no interaction with the programme.

Lynda and her staff have now started to build up the trust of the children, with each activity modified to meet the needs of each child.

The children and their families have reaped many benefits from this programme.

Some of the key benefits of this programme are:

- It is focused on what you **can do** not what you can't do
- It involves whanau – parents, siblings and grandparents – in the activities
- It builds confidence in the children, and the parents can see a positive change at home
- It shows parents how to undertake physical activities with their children at home.
- It makes parents excited and proud to see their children progressing and having fun
- It socialises the children. One boy who did not want any interaction is now taking part in some group activities, and even 'high fives' the staff.
- It is growing. The programme started with 12 families two months ago and now has 20 families involved.



- It is unique. Parents have stated that this is the only group that their children have been part of where they don't feel different.

A newspaper article, outlined below, was written about the programme in the *North Harbour News* on 10 May 2013.

Sport sessions start for special youngsters

Sport Gulf Harbour Charitable Trust hosts a sports programme at the Leisure Centre in Stanmore Bay designed specifically for children with special needs. *'There will be absolutely no barriers for participation in this Programme. These kids face enough barriers in life without us putting more in their way.'* Sport Gulf Harbour group delegate Gaylene Chambers says.

Thanks to a grant from Wilson Home Trust, the programme is free. Any child over 5 with a special need, including those who have autism, Asperger's syndrome, ADHD, Down syndrome, Angelman syndrome, Cerebral Palsy or any physical disabilities, are welcome.

The group will run from 4pm to 4.30pm on Wednesdays during school terms. Parents or caregivers will need to take part.

Sessions will help develop co-ordination, social skills, self-confidence and kinesthetic skills.

Sports options include hands-only basketball, feet-only soccer, and hands-and-feet rugby. Programmes will be developed to suit children attending.

'As a mother of a 6-year-old son who has autism, ADHD, global development delays, anxiety, and sensory processing disorder, this fun and interactive session will help him.' Mrs Chambers says.

'It will help him learn to follow instructions, wait, take turns, use gestures, speak, improve fitness and core strength.'

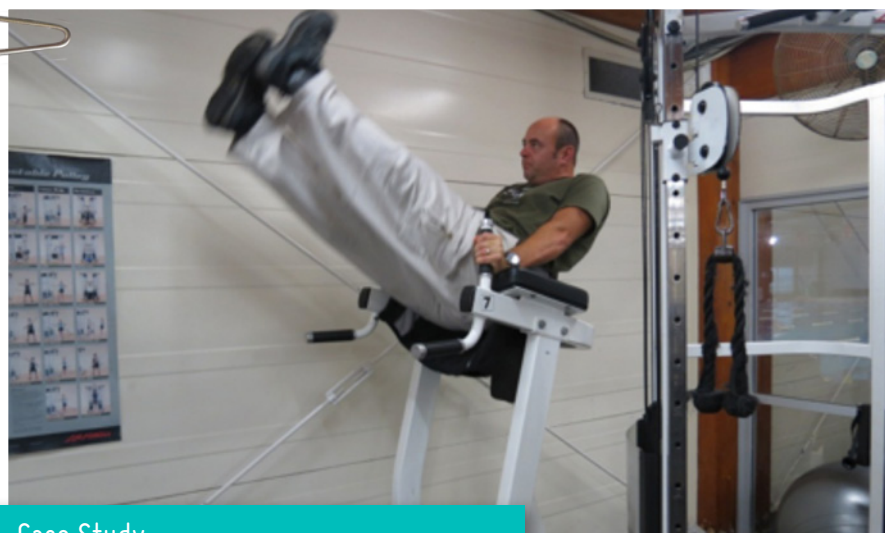
'I am very excited to start this well-needed programme and hope other families will find it great too.' Mrs Chambers says.

MANAGEMENT VALUE THREE: POSITIVITY

LOOK FOR SOLUTIONS NOT PROBLEMS, TREAT CHALLENGES AS OPPORTUNITIES

The management value 'Positivity – Look for solutions not problems. Treat challenges as opportunities' is linked to the desire for the staff to develop various ways to meet the community's needs.

The story below outlines how the Leisure Centre is carrying out this management value.



Case Study Des Hirst

Des Hirst has been a regular member of the Leisure Centre for over ten years, and is well-known to the staff and members.

Des attends the gym five times a week and also swims three times a week. For Des, this is a massive achievement, which he reckons couldn't happen if it wasn't for the support he receives from staff at the Leisure Centre.

Des grew up on the Hibiscus Coast and went to Rosmini College. As with many Kiwis, sport was a major part of his life.

Des was a talented rugby player, captaining the Rosmini First XV, and he was selected to trial for the New Zealand Secondary Schools rugby team. Des was also a member of the Hibiscus Coast Rugby League Club, known locally as the 'Raiders'.

Des and his wife Claire then embarked on their big 'OE', and drove across America as part of their trip. While Des and Claire were living in London, Des was hit by a speeding car while he was crossing the road. Des spent many months in a London hospital. While in a coma, he was flown back to New Zealand. Des spent many months in hospital in Auckland. He was told that he may never walk again and could be institutionalised for the rest of his life.

Des and Claire had little support from the New Zealand health system, as the accident happened in the UK.

Eventually Des and Claire moved back to the Hibiscus Coast, and were focused on Des's rehabilitation. Claire contacted the Leisure Centre about using the pool to help.

At the time, Cherry, the Leisure Centre manager, had a 'community membership' scheme that provided a year's free membership to people in the community who required special assistance. Cherry offered a 'community membership' and welcomed a grateful Des and Claire along.

Des was still confined to a wheelchair when he first entered the Leisure Centre. With assistance from his wife and mother, Des began the long process of rehabilitation, with daily visits to the pool.

Despite being told there was little chance of him walking again, Des slowly made progress to a point that one day he walked up the stairs to Cherry's office to say thank you.

Des puts much of his successful rehabilitation down to the support of the Leisure Centre. He is also most grateful to the gym centre staff who have helped him achieve his rehabilitation goals.

'I wouldn't be anywhere as good as I am now without the Leisure Centre, and I want to thank them for all they have done'.

Des says he loves visiting the Leisure Centre.

'This is my job. Some people go to work every day, and I come down here every day'.

Des, who is not one to dwell on his injuries, believes it is not just physical benefits that he gains from visiting the Leisure Centre. His mental well-being has improved as well.

Des and Claire have recently welcomed a new baby boy into their family. Congratulations guys!





Case Study Hibiscus Coast Water Polo Club

Sarah Southcombe has played water polo since she was at school, where she represented her country in the New Zealand Secondary Schools team.

When she moved to the Hibiscus Coast, with her children having been heavily involved in local swimming and surf lifesaving clubs, Sarah looked for opportunities for her children to play water polo.

She found that there were no water polo clubs or competitions on the Hibiscus Coast. The closest place was the Millennium Institute of Sport and Health (MISH) which is a 45-minute drive away for some Hibiscus Coast residents. Worse, MISH is at capacity for water polo, and they have a six-month waiting list for school teams.

So Sarah approached the Leisure Centre and worked with them to establish a 'flipper ball' competition for primary-age children. Sarah worked hard with her local schools and, eighteen months ago, the competition began on Sunday afternoons. Just three lanes of the pool needed to be used for the games.

The competition was an instant success and soon expanded to accommodate more levels and teams. Every Sunday evening from 6pm to 8pm, 400 children up to Year 10 level compete in 36 teams. From next term hours will be extended to 9pm to include an adults Water Polo league.

Sarah thinks that the reason for the competition's success is simple.

'Kids love water. If you stick them in a pool with a ball, they will have fun, and their competitive nature comes out.'

The competition isn't just limited to children who are confident swimmers.

'We have lots of children participating who did not used to enjoy the water, but now have greater water confidence and enjoy the games.'

Another reason for the success of the water polo club is the work that Sarah has put into developing the sport on the Hibiscus Coast. Sarah has spent up to 30 hours a week visiting all the schools on the Coast establishing teams, coaching and refereeing, as well as administration.

It soon became apparent that a local water polo club needed to be established to support the increasingly popular sport. The result was the Hibiscus Coast Water Polo Club, which was founded eight months ago. There is now a club person responsible for overseeing coaching, and 34 of the 36 teams have their own coach. The club also has a person involved in training parents to be referees, who referee the games.

The club has grown, and now have a club night on Wednesdays at the Leisure Centre for children who would like to play in the Auckland Schools competition. They had 150 children turn up on the first club night, and now have teams participating in the Auckland-wide competition.

The club has grown to the point where they need additional water space to accommodate it. This is all within 18 months of water polo first being established at the Leisure Centre.

Sarah reckons that water polo would not have been successfully developed on the Hibiscus Coast were it not for the Leisure Centre.

'If we didn't have the Leisure Centre here we would have had to go on M/SIT's waiting list. Even once we got to play there, the sport and the club would not have grown like it has. It's a great facility and we love it.'

The good work of the Hibiscus Coast Water Polo Club and the Leisure Centre can be summed up by a grandmother who overheard the interview about the club for this report. She leaned over and said:

'They are doing such a great job for the community. All of my grandchildren have played in the water polo competition and just absolutely loved it'



MANAGEMENT VALUE FOUR: MAKE EVERY INTERACTION COUNT

'Make every interaction count' is a new Auckland Council initiative that is being embraced by the Leisure Centre. It is a management value, previously held at the Leisure Centre, based on wanting to make a difference to the local community and its members.

To enact this value, staff members focus on the importance of making every single interaction they have with members and the community at large, from the moment they walk in the door to the moment they leave, a good one.

This case study highlights an example of how this focus has made a positive difference.



Case Study Troubled Youth

About ten years ago, Lynda, the stadium Team Leader, was involved in coaching a young person basketball at the Leisure Centre.

The youth had been getting into trouble, had been banned from the school bus for being too disruptive, and had the potential to get into serious trouble.

Lynda put extra effort into putting some boundaries in place for the youth while they were participating at the Leisure Centre. She constantly provided positive feedback, and was always encouraging when the individual did the right thing.

Lynda treated the youth as an equal within the group, not as the 'naughty' kid. Over time, she saw the youth change into far more positive and engaging individual.

The youth eventually left the Leisure Centre basketball programme and Lynda did not see them again for about 5 years.

Recently, Lynda was walking by the swimming pool when she heard a voice yell out her name. It was the youth whom she had coached basketball. The youth, who had grown up considerably, came running over to her and thanked her.

'I just wanted to thank you Lynda for the way you treated me and encouraged me when you coached me at basketball here at the Leisure Centre'

This 'troubled youth' is now working with other at-risk young people to try and help them get their lives back on track.

SECTION THREE MEMBERS SUCCESS STORIES

The Stanmore Bay Leisure Centre produces a monthly e-newsletter for its members. It details various upcoming activities at the Leisure Centre and contains articles related to health and fitness. The newsletter also highlights a member's 'success story', and the strategy they used to achieve their goal.

Below are a selection of members' success stories which demonstrate how the Leisure Centre is assisting the community with their health and wellbeing.



Results with Results

This member joined the Leisure Centre in 2007 after winning a three-month membership voucher when she completed the 'Flab-u-less' Weight Loss Support Group. Flab-u-less was wonderful. The first time it ran for 12 weeks and consisted of weigh-ins, motivational chats, and a fitness class. The next time it ran for eight weeks. She signed up and both times lost a healthy amount of weight! Then she was left to her own devices.

She has always been an active woman, the gym membership was wonderful. She really enjoyed the Leisure Centre and valued the free three-month membership so much that when it expired, she signed up as a paying member.

In the meantime 'Flab-u-less' folded. Slowly but surely the weight that she had previously lost crept back on. She missed the 'Flab-u-less' accountability and hoped that one day it would come back. Then last year she saw the advert for 'Results!' The Leisure Centre was launching its very own weight-loss club, so she went along to the first meeting.

She was so happy to see that the people who ran 'Flab-u-less' were now running 'Results!' The great news is that 'Results!' is here to stay every week with no end date! Even better, it's free for gym members, adding real value to her membership.

This club has given her the tools, support and motivation she needed to lose ten kilos, and she feels "fantastic!" The member says it keeps her motivated "just knowing that Judy, Lisa and Marie-Ann will be there on Monday at 5.15 pm to weigh me in and have a quick chat. It's the accountability that works for me. I can't always stay for the meetings, but when I can, I do."



Success in Weight Loss

As a relatively new member of the Leisure Centre, in April 2010, this member decided she would like to lose a couple of kilos, and joined Weight Watchers®. A friend suggested that she would get much faster results if she combined the healthy eating regime that Weight Watchers® provides with an exercise programme. So she joined the Leisure Centre.

As a busy Mum to three children, she is full of praise for her partner who is completely supportive of her effort to be fit and healthy. Group Fitness is now a big part of her life, and she enjoys Les Mills classes including RPM®, BodyVive®, BodyStep®/BodyPump®, BodyBalance®, and BodyCircuit.

Most classes she attends are in the evenings and weekends when Dad is home to look after the kids. Her goal of losing a couple of kilos has been greatly surpassed and she lost an impressive 11 kilos over the first 17 weeks. She is now easily maintaining her weight, allows herself treats and a Friday glass of wine, and continues to be committed to exercise.

When this member first attended Group Fitness classes, she felt nervous and was tempted to hide in the back row. But she cannot speak highly enough of the Leisure Centre instructors, and how supportive, motivating and inspirational she finds them. Now she considers class an outing, and the nerves are gone. *'I've lost weight, enjoy the classes as time out from the children, and I have made lots of friends at The Leisure Centre,'* says the member. *'In fact, it has opened up another world to me.'*

The Leisure Centre is now a regular destination for her family. The children love the Gymnastics sessions on a Tuesday, and are doing very well with their swim lessons; and she fully intends to continue to enjoy the world of Group Fitness.



Set yourself Goals then crack them!

Back in 2008, this Leisure Centre member and his family watched the King of the Bays ocean swim. Seeing all the different competitors of different shapes and sizes get into the water inspired him to think that maybe he could compete. The only obstacle was that he wasn't a confident swimmer. He couldn't even swim 50 metres!

But he didn't let that stop him, and he walked into The Leisure Centre to enquire about lessons. He signed up, bought a swimming cap and a pair of goggles, and has never looked back. Starting lessons in November with Leisure Centre instructor Julie Cochrane, he learnt how to breathe properly and correct his technique, in order to enable him to focus on his swimming fitness.

He was in a squad of swimmers who were of a similar ability. Before Christmas, Julie asked the class to set themselves a goal over summer. He chose the Mount Maunganui Ocean Swim in the following March – a distance of 2.8 km.

He not only successfully cracked this goal, but continued with the swim squad and set himself a new goal of doing the whole Ocean Series for the 2009/2010 season. He is now a proud member of the Golden Goggles Club. This exclusive club is open only to those who complete all swims in the same calendar season.

He still swims regularly two or three times a week. Last year he came within ten seconds of Julie's time (not only is Julie a remarkable coach, she is also an incredibly strong, fast swimmer).

He reckons that without Julie and the Leisure Centre, he would not have reached his goal. *'Julie is a fantastic inspirational coach, and anyone can realise their swimming dreams under her wing,'* says the member. *'Not only has my fitness increased, muscle tone developed, and general well-being improved, I have made some great friendships with other swimmers and the Leisure Centre staff.'*



First Half Marathon at 65

A Leisure Centre member believes the Aqua Works programme is a great training ground for her first-ever half-marathon attempt.

The member and her daughter decided to participate in the half marathon at Rotorua at the end of April, as her daughter needed to lose some weight. So they trained over the summer months. *'It was very hot at times out there during February and March,'* she explains. *'I sometimes wondered how I ever did that as I am a very hot person by nature. Thankfully when April came around, the weather was considerably cooler.'*

She was given some advice on energy replacement, considering that during those hotter months when she was training, she was drinking so much water during her walks that she had to take numerous toilet stops. *'I really didn't want to be doing that so much during the race, so I tucked some Leppin☆ drink sachets into my sports pack and drank them on the go.'*

The Hydro Run water fitness class also got Vicki's heart rate up. *'Gabrielle is a fantastic instructor. She really challenged me to push myself harder each time.'* Hydro Run is a pure running class with low impact. It's excellent for cross/interval training, and fantastic if you're preparing to run a half marathon.

When she came to compete in the half marathon, she was as prepared as she could be. She finished in an impressive 2hrs 59min. Overall this was 89th out of 375 finishers in the Half Marathon Walk. She was 68th out of 291 female finishers, and second in her division of females aged 65–69. A great achievement. Well done!

She is considering doing the Kerikeri Half Marathon in November. There is plenty of cooler weather for training before that one. Marathons, whether you walk or run them, are a great achievement.



Healthy and Fit – April 2004: 97kg, December 2012: 68kg

I have always tried to stay fit and healthy, but after having my third child I lost the plot. After seeing a photo of myself taken after I had finished a bush walk with the kids, I could not believe how I could still look at myself in the mirror. I didn't have any health problems, but I knew that if I didn't do something about my weight then I may not be around to watch my children grow up.

I started with the Liver Cleansing Diet, and lost 13 kg. I also joined The Leisure Centre, where I slowly started to build up my fitness. I also observed Donna Johnstone, a personal trainer with The Leisure Centre, preparing a young lady to compete in a bodybuilding competition.

After observing Donna for a few months (I was also starting to lose focus on my weight and exercise regime), I made an appointment with her. With Donna's support, and a nutrition and exercise programme that fitted in with my busy life, I continued to lose weight. Over the next year I lost 37 kg. I competed in my one-and-only body shape competition in May 2010. In March of this year I completed a triathlon.

So far, I have managed to maintain my weight, making myself accountable to Donna, my family, my friends, and most of all – to myself.

SECTION FOUR ADDED VALUES OF LEISURE CENTRE TO MEMBERS

The Leisure Centre prides itself not just on being a facility for its members and the community, but also a social hub. The Leisure Centre provides opportunities where members, staff and the community can get together in a social environment.

It is part of the Leisure Centre's focus to be involved in people's everyday lives, and provide a family-type environment.

Below are a series of social opportunities provided by the Leisure Centre for its members, staff and the wider community.



Members Tongariro Crossing Trip

Graham and his wife Kerrie became members of the Leisure Centre in March. Last year Graham saw the poster advertising the Tongariro Crossing trip while playing soccer at the Leisure Centre. He was the first person to put his name down, and offered his car for the car pool, taking three members with him.

Graham and Kerrie have offered their home again this year for the pre-Tongariro dinner get-together, just as they did last year. The only thing different from last year's trip is that Kerrie will also be coming this year, and Graham is leading a group who will mountain bike the 42 Traverse trail.

The Leisure Centre has been part of Graham and Kerrie's family for some time, as their children attend swimming lessons, and the couple use the Leisure Centre for swimming and Group Fitness classes. They love being part of our great community and family-orientated facility.



Age Concern Olympics 17 March 2011

Age Concern held their inaugural Olympics Day here at the Leisure Centre on St Patrick's Day. Lots of green was worn, some green lollies, the National Anthem was sung, teams paraded with banners, and there was some fierce sporting competition.

Ten teams of six competed in various events including bowls, javelin, darts, table tennis, and (indoor!) rowing. Teams included Lions Orewa, Lions Whangaparaoa, Age Concern, Evelyn Page, Maygrove Retirement Village, Orewa United Travel, and Orewa Citizens Advice Bureau.

A medal ceremony concluded the day's events and several spot prizes, including best-dressed man and woman, oldest participant, and youngest participant, were awarded. Local identity and former All Black Sir Fred Allen presented the individual medals and told a little story about the time he and fellow players met the Queen Mother on a rugby trip many years ago.

A great day was had by all and congratulations to Age Concern for organising a great fun event at the Leisure Centre for the aged members of the community. Everyone must have been quite exhausted by the end of the day's events!



Puhoi River Kayaking Trip & Picnic Sunday 20 February

A gorgeous day dawned on this summer Sunday morning. Over 20 kayakers left Puhoi and meandered down the river to Wenderholm. Rumour has it that there was only one SPLASH on the day!

Once at Wenderholm, more Leisure Centre staff and members joined the kayakers, to spend a relaxing afternoon eating, drinking and enjoying each other's company at the beautiful Wenderholm Regional Park.



Grease Sing-Along

On Sunday 12 June, 150 people dressed up, sang 'You're The One That I Want' and other Grease hits out loud and generally had a fantastic night. The event was organised by Leisure Centre staff member Marie-Ann. Hoyts Whangaparaoa also offered support and entered into the spirit on the night. All proceeds of the sing-along went to Yacht Racing Unlimited's fundraiser to Thailand.



Members and Staff Christmas Party

The Christmas party for members and staff of the Leisure Centre was a real success. It provided a great opportunity to relax and celebrate the festive season. The Leisure Centre staff dressed in Christmas outfits and entertained the group with some festive songs. All who attended were most grateful to those who were able to make the evening and hope that those who were unable to make it will be able to attend next year's celebration.

SECTION FIVE CHALLENGES & OPPORTUNITIES

OPPORTUNITIES

Engaging with new communities

The Hibiscus Coast area is home to a growing and increasingly diverse population that is projected to continue to increase into the future.

The Leisure Centre already engages with a significant cross-section of the community, from tiny tots to the elderly as well as people with disabilities, and various sports groups.

There is potential to engage with the people from the growing number of ethnic and cultural communities on the Hibiscus Coast to find out if there are additional opportunities that the Leisure Centre could offer.

'Pay for play' opportunities

Informal sport is becoming increasingly popular in New Zealand. 'Pay as you play' is largely motivated by the social element of playing with friends and family, rather than in organised leagues or team. 'Pay for play' opportunities are predominantly provided by commercial and council facilities and operators.

The fact that people do not have to belong to clubs, but can just turn up and have everything provided (facility, referees, etc.) is the major reason that this form of sport is popular.

The Leisure Centre already provides a good range of 'pay for play' opportunities. However, there may be other 'pay for play' options to consider.

Provision of additional services

The Leisure Centre has the ability to provide additional services that could benefit the wider community.

An example of this is the potential to contract out certain services, such as learn-to-swim programmes run by Leisure Centre staff, to rural schools that have their own pools.

CHALLENGES

Although the Leisure Centre provides a wide range of activities and opportunities for its members and the wider community, it still faces some challenges. These include:

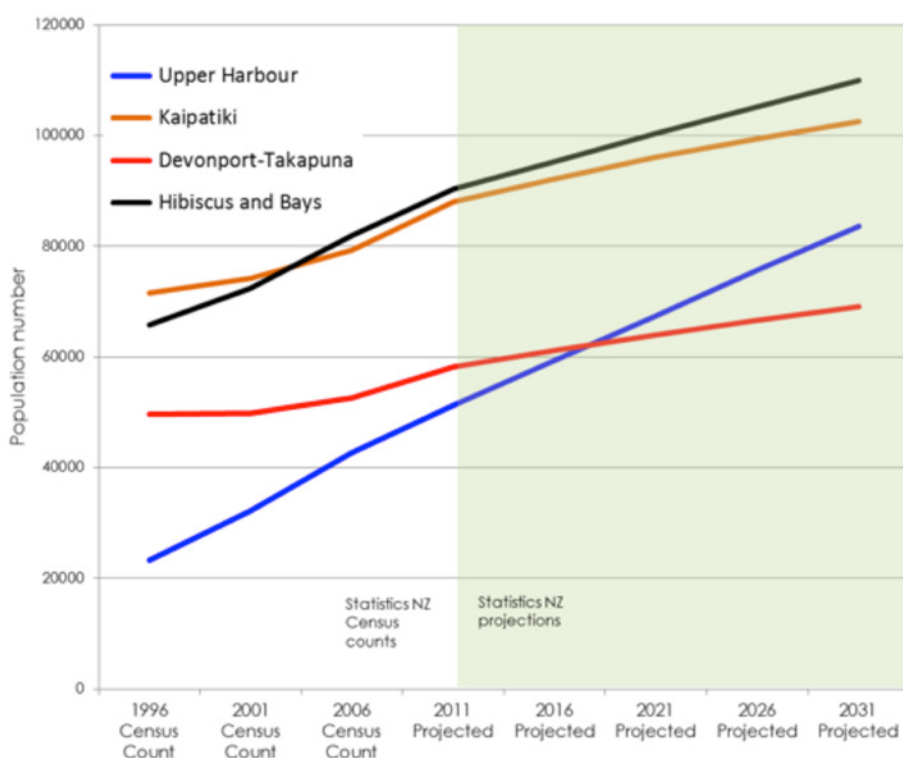
Increasing population to service

It is crucial to understand the existing population and potential future population in the Hibiscus Coast area, as this will affect the facilities that the Leisure Centre will need, and how it will have to operate in the future.

There was strong population growth recorded in the Hibiscus Coast area between 1996 and 2006. It looks as if this strong growth will continue.

The graph below outlines the actual and projected population growth of the Hibiscus Coast and Bays Local Board. The Leisure Centre serves this population. The population growth of the local board areas that surround the Hibiscus Coast are also indicated.

Figure 1: Population Trend Graph



The population of Hibiscus and Bays has been projected by Statistics NZ to increase by 34% over the next 20 years.

Capacity of facilities

The Leisure Centre has grown to accommodate 2,200 members and approximately 355,000 visits a year.

As with many community-based facilities, the spaces within the Leisure Centre are near capacity at peak times. In some instances, this is limiting the growth of certain sports as the associations have to either cap the number of teams playing in competitions or turn teams away. An example of this is the Hibiscus Coast Water Polo Club, who could accommodate additional members if increased pool access was available.

The increase in the Hibiscus Coast population will put further pressure on an already popular facility.

Redevelopment of the Leisure Centre

The Leisure Centre is almost 23 years old, and has served the local community well over that time. However, the community is changing and the future needs of the community are required to be assessed to plan for any potential redevelopment.

A detailed assessment of the asset life cycle of the aging building will also be undertaken.

A planned review will identify what facilities may be required by the Leisure Centre in the future.



SECTION SIX CONCLUSION

The valuable contribution that sport and recreation makes to New Zealand society has been recognised for a long time. This document has endeavoured to highlight the considerable social value that the Stanmore Bay Leisure Centre provides to its members and the local community.

The Leisure Centre was developed by the Rodney District Council and opened in 1990. It includes:

- 2 basketball courts
- 4 squash courts
- 25-metre swimming pool
- Learn to swim pool
- Gymnasium
- Fitness Class rooms
- Crèche

The Leisure Centre now employs more than 100 staff, including 47 FTEs (full time equivalents), has a membership of 2,200, and approximately 355,000 visits per year. As well as making a very impressive social contribution, it also contributes a lot to the local economy.

The Leisure Centre caters for a diverse range of members and users, including tiny tots, older adults, people with disabilities, sports clubs, community organisations, casual and 'pay for play' users. It is also used as a base for many community events.

The Leisure Centre has a strong focus on delivering on a core set of values based around connecting with its members and the wider community. The management values for the Leisure Centre that have been developed by the staff can be broken down into four key values:

1. Value one: Make every interaction count
2. Value two: Passion – Truly believe and deliver on our mission
3. Value three: Leadership – Inspiring, including, encouraging our teams
4. Value four: Positivity – Look for solutions not problems. Treat challenges as opportunities.

The value of the Leisure Centre to its members and the wider community has been demonstrated in a number of ways including:

- Case studies of staff, members, sporting and community groups. The case studies include:

- A particular troubled youth and the many social benefits that youth received from attending a Leisure Centre basketball programme
- A 87-year-old badminton player at the Leisure Centre's Senior Badminton group, and the role that the Leisure Centre plays in her life
- The Sport Gulf Harbour Trust partnership with the Leisure Centre to develop and deliver a programme for children with special needs.
- Des Hirst, who was told he would not walk again after a serious accident, and who received a free membership to the Leisure Centre to assist with his rehabilitation. He now walks and attends the gym on a regular basis.
- The Hibiscus Coast Water Polo club, which formed just 8 months ago from the Leisure Centre, and now has over 30 junior and adult teams in competition.

- Success stories of members which demonstrate how the Leisure Centre is assisting the community in their health and well-being.

- Some members' success stories, that are part of the Leisure Centre's monthly e-newsletter, have been highlighted.
- The success stories identify a member who has gone from being able to only swim 50 metres to taking part in the ocean swim series, with races of 2.8km. This is due to the member attending the swim squads at the Leisure Centre.
- A member who attended the Leisure Centre's Hydro Run water fitness class went

on to complete her first half marathon at 65 years of age.

- Members who have lost weight and moved from inactive lifestyles to completing triathlons and competing in body shape competitions.
- Articles that show the added value to members' everyday lives that the Leisure Centre brings, and the social opportunities it provides to members and the local community.
 - A Tongariro Crossing trip for members of the Leisure Centre.
 - A members' kayak trip down the Puhoi River, followed by a picnic.
 - A Grease sing-along night.
 - The members and staff Christmas party.

It is evident from this document that the Leisure Centre is far more than just a facility where people can play sport and keep fit. It provides a hub for its members and the wider community to

- **Play**
- **Socialize**
- **Compete**
- **Learn**
- **Train**
- **Achieve**

