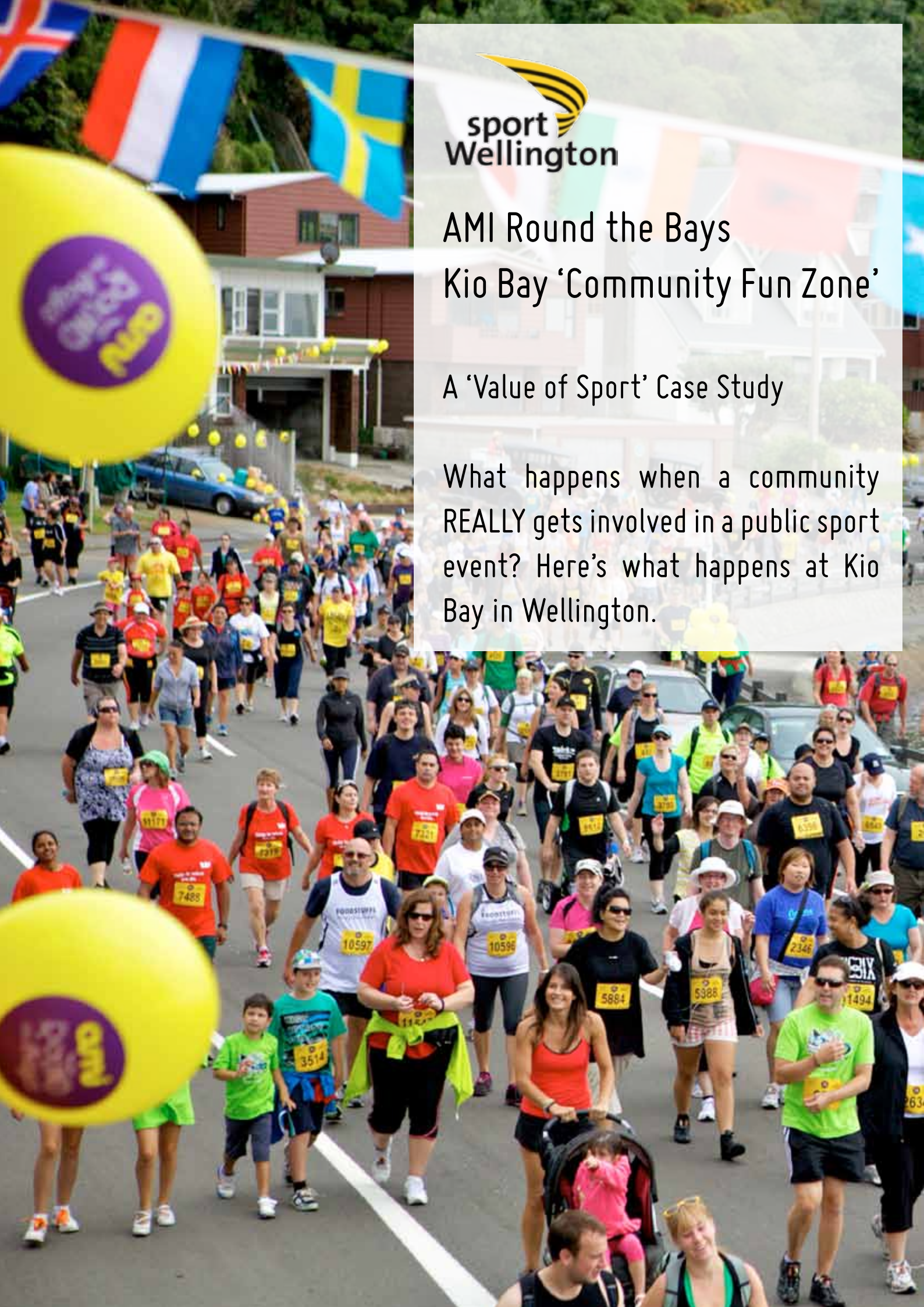




AMI Round the Bays Kio Bay 'Community Fun Zone'

A 'Value of Sport' Case Study

What happens when a community REALLY gets involved in a public sport event? Here's what happens at Kio Bay in Wellington.



SO, WHAT IS IT?

The small harbour-side community of Kio Bay is located along the route of the AMI 'Round the Bays' running/walking event. On its own initiative the community has really got behind the event. Residents set up and run a 'fun zone' providing support to event participants. They've got flags and decorations; costumes; balloons; water hoses; a band; guest mascots; a sausage sizzle; and a lot of noisy support for the participants as they pass by.

This case study has investigated what benefits are generated from this community involvement, including benefits to participants, to residents and to the event and its organisers. It used a mix of focus group, survey and online research methods.

WHAT WERE THE BENEFITS GENERATED?

BENEFITS TO PARTICIPANTS

Participants were asked through a Facebook and Twitter request to complete a short survey. This included a question that asked them what they thought about the Kio Bay Fun Zone. The main benefit themes identified (by over 10% of those doing the survey), were:

- 46% - It encouraged/motivated/supported us
- 41% - It is awesome, fantastic, great etc
- 38% - We loved it
- 28% - It added to event, experience
- 25% - Liked the resident/community involvement
- 22% - Enjoyed the band/music
- 15% - Have more of this (in future and at other places)

But the words of the participants tell us more. The following key words were highlighted in the responses people made...

AWESOME involved nice
event **encouragement**
highlight corner course **music**
band cheering **running**
morning **LOVED** smile

BENEFITS TO RESIDENTS

Residents were asked what benefits they felt they received as individuals and as a community from their involvement:

- brought the community together and built community resilience
- helped them get to know each other better
- gave them something to work together on
- helped define their community
- gave them fun and satisfaction from supporting others
- created an incentive to get more involved, and for new neighbours to join in

BENEFITS TO EVENT / EVENT ORGANISERS

A third group also benefited from the involvement of the Kio Bay Community. This was Sport Wellington and its partners in the event. This recognition emerged as part of the research and communication behind the photo story. From their experiences, event organisers felt that the involvement of the Kio Bay Community added value to the event overall through:

- giving a better experience to running and walking participants
- broadening the scope of event participation to include 'active supporters' rather than just a passive audience
- giving more opportunities for sponsor involvement and engagement
- providing more protection from ambush marketing at the event
- providing an additional 'unofficial volunteer' presence on the course that supplemented official volunteers (e.g. the presence of the residents meant volunteers could be allocated elsewhere)
- was a potential example to other community groups
- brought host communities affected by the event 'inside the tent', making them active positive participants in the event rather than potential objectors

The case study process itself brought benefits to Event Organisers through:

- the more in-depth communications and insights with residents that were established through the research process
- raising new issues and opportunities for improvements which will allow future events to be run more successfully.
- providing an acknowledgment and feedback opportunity to residents that was much appreciated. Residents in turn received feedback on the impact of their efforts that they otherwise would not have known. This provided significant motivation for them to build on their efforts.
- Providing key benefit/value information in time for (successful) major sponsorship renewal processes.



WE LOVED IT!

Runners and Walkers couldn't keep their eyes off the support coming from the Kio Bay Community, here's some of what they said about it:

"I **loved** it! I think it added to the atmosphere of the whole event. There is heaps at the start line and at the finish, and having them involved brought back some of that atmosphere and gave me a real rush to keep **running**."

"I loved it - it gave me an extra boost of energy :) It was something I remembered and talked about the most."

"I Loved it. Especially that far into the race it gave me a real boost, and I was so touched that people were giving up their **morning** to cheer on a bunch of strangers running past their houses".

"Loved the **encouragement** and thought it was pretty **awesome** of them to get **involved**. Can't be easy with road closures and inconvenience but a really **nice** touch."

"I loved that part of the run - the band and the locals with their hoses! It totally made the event for me."



IT REALLY GAVE US A BOOST!

People were lifted by the music, cheering, and even the hoses! It gave new meaning to support and motivation...

“I thought it was great, it surprised me. It was great **encouragement** and uplifting :)”

“I **Loved** it. It was a really neat surprise coming around the corner and seeing it. Takes your mind off yourself for a bit.”

“It gave me a boost of energy, I was dancing as I ran. It made it feel like a big city marathon”

“It was amazing! It reminded me of running in a big city marathon with people **cheering** the runners on all the way! Definitely made the event very memorable and gave a great boost. Loved it. Thank you Kio Bay”

“Since I was pushing hard for a PB, this was probably the only time I smiled (and danced a little!) on the course! Thanks so much for the reviving lift to spirits - loved, loved, **LOVED** it!”

“The support from the side-lines really encourages runners... such a boost and puts a **smile** on your face when the going gets tough.”



IT ADDED VALUE TO IT ALL!

Participants felt that the surprise and fun created by the group really created something extra that added to the experience and the event.....

“**Loved** it! It certainly added to the event. There’s nothing quite like being cheered on when you’re doing something like this and feeling a bit tired! It really gave me a boost and made me feel part of the community.”

“I run international events for this very reason - the atmosphere! It makes it all worthwhile on the day.”

“I Loved it, the **band** was **awesome** as were the residents **cheering** us on. It positively added to the event experience. It was a great motivation boost.”

“It was great and added real atmosphere to the event.”

“Great idea, I’d walked previous years when I recall some residents having **music** playing (loud!) and cheer squads - and missed it when it wasn’t there another year. Same with the fire truck further round - something for us all to look forward to esp. when it’s so hot - most years! It all gives you that extra boost!”



GREAT COMMUNITY INVOLVEMENT!

Participants really liked how communities were getting involved in the event and the benefits it created....

“I love the suburb competition this year and the interaction with the people who live around the bays - encouraging them to show support and be a part of it. Really enjoy the day and **awesome** to see the progression since my first in 2008. Well done guys, very impressed”

“I loved walking through Kio Bay, so fun...our kids thought it was very cool. Thanks to the residents at Kio Bay for putting some fun into our fun run.”

“Totally **Loved** it...residents were handing out lollies, spraying water on runners, **cheering** us on. Absolutely made my run and spurred me on. Was quite emotional having complete strangers clapping and cheering :) Loved the community spirit of it.”

“Wonderful! What a welcome! A community getting right behind the **event** and it was a treat a participant to feel welcomed and spurred on”

Loved it. Put a big **smile** on my dial. I enjoyed their **music**, the balloons and the general feeling of community support.



ITS GREAT TO BE PART OF IT!

Residents really enjoyed the fun they had and the benefits it brought to themselves, participants and the event....

“I love it, it’s my way of giving back to the community in a fun way. It’s a privilege to be a part of someone else’s journey. Some run for fun, some to celebrate another person or organisation, some to participate in a work group activity and for some it’s a personal achievement to overcome adversity. Whatever it is, I gain a lot of satisfaction from just being a part of it.”

“The **smile** on the neighbours faces and smiles on the participants faces. Our community working in unity to do something.”

“It is the reason and motivation to get together. It creates unity within our community and there are lots of spins offs like seeing and hearing what people have been up to. It is a chance to share information, resources and ideas about looking after our Bay and making it more secure.”

“It’s fun great to know who lives in our bay and to do something together enjoy the interaction with the RTB participants.”



WE WANT MORE!

Participants really appreciated the efforts and want to see more of it in future years, and for some it's now part of the experience they're after...

“Was brilliant, so motivating. I really hope they are all back next year. Thanks Kio bay.”

“It was brilliant... this **event** gets bigger and better every year... the **band** was awesome as were all the supporters... look forward to the next one...”

“Coming into Kio Bay was stupendous! I absolutely **loved** the band--really uplifting! Keep up the great work!”

“I think it's absolutely brilliant getting them **involved**. After all we are taking over their neighbourhood for a few hours each year! I definitely think it added a real positive vibe to the event. I competed in round the bays in 2012 and remembered the residents got involved, so **running** this year I was excited to run past them again. So when I turned that corner this year I was extremely impressed, and it really gave me that extra edge! I believe it really does positively add to the event and if was one of the reasons why I did it again this year, and why I will be doing it again in 2014!”

ACKNOWLEDGEMENTS

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Lastly thanks to event participants for their generous responses to questions about their experience of the Kio bay Fun Zone. See you all next year!

July 2013



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