



**NETBALL MANUREWA**  
MOVING FORWARD

# Netball Manurewa — Bringing Value to the Community

A 'Value of Sport' Case Study



**VISITOR  
SOLUTIONS**







---

### ACKNOWLEDGEMENTS

We would like to acknowledge the input of the management and key informants who provided information and insights about the values generated by netball in Manurewa.

---

### AUTHORS

Visitor Solutions with input from management at Netball Manurewa

---

### CONTACT DETAILS

Netball Manurewa  
95 Browns Rd  
Manurewa  
Auckland 2102  
09-2670865

---

## CONTENTS

---

### Section One : Background and Context

- Introduction
- Methodology
- Netball Manurewa
- Summary of Value Themes

### Section Two : Values from Netball

- Friendships and Networks
- Strengthening Families
- Personal growth
- 'Mana wahine'
- Making a contribution
- Community focus
- Ownership and pride

### Section Three : Summary

### Appendix





---

## BACKGROUND AND CONTEXT

---

### Introduction

---

Netball Manurewa are involved in this case study because they want to revitalise netball in Manurewa and to grow the benefits they know it can bring to individuals and groups in their community. They see netball as a powerful tool for generating social benefits. While not part of Netball Manurewa, Louisa Wall - the local Manurewa MP and ex-Silver fern - put it like this in her submission supporting the new Netball Manurewa Community Events Centre:

"Netball is a wonderful and successful vehicle for healthy lifestyles; fitness; social networks; player progression; role modelling; goal setting; opportunity for advancement; and a platform to achieve and celebrate personal and team success."

Netball Manurewa want to build on the recent boosts they have been getting from the new Community Events Centre. They want to use this case study to show people the social benefits that are being generated. These social benefits include both the direct benefits to netball participants (as players and/or volunteers), and also the indirect benefits to the wider Manurewa Community. This case study is aimed at providing a key resource for Netball Manurewa to advocate the key benefits and values their activities are helping generate. They can use the case study to advocate:

- to the current participant and non-participant communities - for motivating more players, volunteers and involvement, and
- to current and potential funders - for achieving more financial and in-kind support.

Sport New Zealand supported Netball Manurewa to conduct this case study as part of the pilot test programme for its 'Value of Sport Tool Kit'. Visitor Solutions was commissioned by

Sport New Zealand to assist Netball Manurewa to carry out the case study, and in the process to test how the toolkit was being applied.

---

### Methodology

---

The methodology was based on a qualitative exploration of the experiences of a small number of key informants identified by Netball Manurewa <sup>1</sup>. These were people well experienced with netball in Manurewa and who could provide insights on how involvement with netball had benefited them, and how they had seen it bring benefits to others. This overlapped with some consideration of how the new Community Events Centre might be making a difference.

Based on this core key informant knowledge resource, the overall approach was based on a number of accessible research methods that could easily be used by others wanting to conduct their own versions of this case study <sup>2</sup>. The key methods used were:

- Applying the Sport New Zealand 'Value of Sport Tool Kit'
- Meetings (with follow ups)
- Phone Interviews (with follow ups)
- Review of available background information, including
  - Local authority planning documents, newsletters and submissions
    - Netball Manurewa and club websites/Facebook pages
    - Articles on the Internet
    - Statistics New Zealand population data
- Photo resource
  - Netball Manurewa sourced photos from its own resources
  - Specific photographs were also taken on 2013 finals day
  - Facebook images (with permission)

Meeting and interview results were compiled, summarised and fed back to participants for their review and additions as required.

The final report was compiled on the basis of the 'Case Study' template from the 'Value of Sport Tool Kit'. A design graduate was used to format the final report and related images. Emphasis was placed on using images to convey key value themes.

---

### Netball Manurewa & the Community Events Centre

---

Netball Manurewa delivers netball services through a local Netball Centre which includes an indoor court, 12 outdoor courts (including 6 with lights) a number of other rooms and facilities in the building which have been developed on Auckland Council land. This Centre has been providing access to netball for the population of Manurewa and neighbouring areas for over 30 years. Its population catchment covers areas of South Auckland that are among the fastest growing; most ethnically diverse; and most socio-economically and health deprived in New Zealand. The need for more and better sport and recreation opportunities is very high in this part of Auckland.

The Events Centre has fulfilled this role in the past predominantly through its long established netball activity. While netball activity levels were high in the past, a decline in facility standards over time contributed to some people choosing to use other facilities such as the Papakura Netball Centre. This was accompanied by a general decline in netball participation overall. To start to address this decline, and after many years of advocacy, funding was gained to undertake a major upgrade of the Netball Centre and its outside facility areas. This programme was planned as a series of stages, and Stage 1 was completed in early 2013.

There was a deliberate intent to reposition the Centre as a more general community resource than simply a netball facility, and this is reflected in the new name given to the Centre – the Netball Manurewa Community Events Centre. The community and participant response to this first stage of the upgrade has been very positive, and there are signs that use numbers and the variety of users are beginning to expand. This will be a challenge as past users and those users displaced while the upgrade was taking place (e.g. badminton) have found alternative sites elsewhere. But the features of the improved facility quality, community orientation and its strategic central location to bus, rail, and road links (with extensive car parking) are expected to draw some back. For many, that convenience close to home is a key factor.

Use of the indoor courts and spaces is now also showing signs of increase in both numbers and variety. Premier grade netball takes place on Wednesdays; while the regional netball league games occur on Fridays. Kid's rugby league training and netball training occur on Tuesday and Thursday nights. Sundays are booked by two churches and there has been provision for the return of volleyball and badminton. Office space is rented by the Maori Women's Welfare League and, on event days, there are spaces also set aside for the local Maori Wardens. There are holiday programmes run in the school holidays, including free breakfast and lunch. And on most Saturday nights the hall is now booked for social functions. These used to be predominantly Pacific functions, but are now used for the weddings, birthdays and other gatherings by many sectors of the community (e.g. Middle-eastern, Indian). On Sundays there are two church groups that also hire the indoor venue.

While having high quality indoor spaces: café, catering, bathroom and changing facilities, the Centre does not

have the usual provision of bar, smoking area and pokies. In that respect it also represents something different from the other 'club' venues available in the area. Feedback indicates that is increasingly bringing different groups together that wouldn't otherwise do so.

The outdoor courts are also experiencing an increase in community use with the college netball competition starting again after a three absence, Saturday competition and week night training use. Informally the courts are used widely for exercise and a range of games. There is still scope to increase the participation in these competitions with more participants in more teams.

The purpose of this case study is to help advocate for more netball participation and more use of the Events Centre by the community. The following value themes identified in this case study summarise some of the reasons why people may want to consider doing this.

## Summary of Value Themes

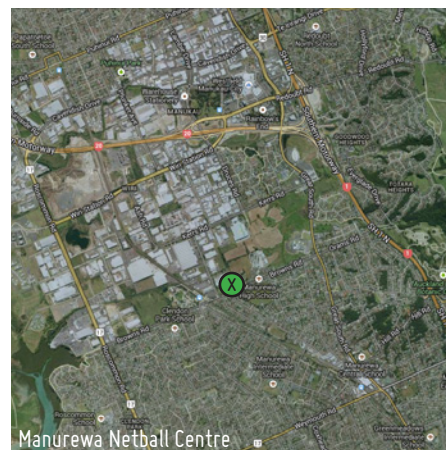
The benefits and values identified from involvement with netball, Netball Manurewa, and the new Events Centre are summarised under the following value themes:

- **Friendships and Networks** – the role played in the creation and growth of personal, social and professional friendships and networks.
- **Strengthening Families** – the role played in the growth and strength of families through intergenerational activity involvement and sharing.
- **Personal growth** – the role played in growing as a person, and as someone positive in the community. It is also linked to 'Mana Wahine' (see below)
- **'Mana wahine'** – the role played in growing girls into strong women.

While expressed here as a concept from Maori culture, it applies to all girls and women.

- **Making a contribution** – the role played in passing on the benefits and values to others. It's not just about getting, it's also about giving.
- **Community focus** – the role played by providing a place really seen as an inclusive community centre
- **Ownership and pride** – the role played by netball and the new centre in generating feelings of community ownership and pride.

These themes are overlapping and are not listed in any order of priority as all are important. And their relative importance will vary anyway for different people in different situations.



<sup>1</sup> Subject to time and availability – not all those asked were able to participate.

<sup>2</sup> The scale of the case study was kept at a moderate level, to be accessible to sports groups to complete some if not all of the research and reporting tasks themselves. In this case the option to bring in an external provider was taken.

## SECTION TWO: VALUES FROM NETBALL

### VALUE THEME 1 Friendships & Networks

This section summarises value responses in more detail. It is based on the responses given by the respective key informants<sup>3</sup> under each of the summary themes.



This relates to the role played by netball and its Manurewa venue in the creation and growth of personal, social and professional friendships and networks. These may be short term through to lifetime connections. As stated by one respondent the different types of friendships generated can be "for a season, a reason, or a lifetime". Tied in with many of the comments made about friendships was a concept of there being a wider social family – a "family of friends". A selection of some of the typical comments made is listed below:<sup>4</sup>

I am part of a huge netball family. I loved playing it and I also love watching it, supporting it and being part of it – it's a whole family experience. The game carries so much more with it – it's not just a game.

You can build family connections and groups of lifetime friends. It's all a lifetime family and connection together. I believe women naturally gravitate towards a sport that fosters family and connection, and I'm still involved with women I played with as a young mum 40 years ago.

The Husbands and Wives Club started as a group of young mums back in 1986 who just wanted to get back in to playing with friends. It developed into mixed teams as more husbands and guys got involved. It also diversified with some basketball and touch teams as more kids got involved. It has always been a very friends and family-oriented club, and of the 7 original mums 2 are still going.

Some of the main benefits are the friendships made through being involved. I have made a lot of friends and contacts through netball and some of these friendships have also continued outside of netball.

There are many benefits but it's also the little things as well, being part of something bigger than yourself, learning interpersonal skills, and making great friendships of different types – some friendships are for a season, a reason or a lifetime.

Netball relationships give a lot of people a safety and security net, a circle of supportive people outside the home.

It's about being part of the netball family

<sup>3</sup> Key informant contacts were identified by Netball Manurewa. They are listed in the Appendix along with brief descriptions of their relevant backgrounds of Netball in Manurewa.

<sup>4</sup> Note that many comments address multiple themes, and some are also noted under these other themes.



## VALUE THEME 2 Strengthening Families

This relates to the role played by netball and its Manurewa venue in the growth and strength of families through intergenerational activity involvement and sharing. In this context, 'family' could also include people's 'families of friends'. A selection of some of the typical comments made is listed below:

It started with me looking after the kids while my wife played, but soon I started playing myself. So I started out playing for fun but then got more involved in more serious competition and tournaments. As time passed I got more involved with coaching my daughter's teams, then other teams and I've been the premier team coach for the last 15 years.

It's all about the inter-generational sharing with children and grandchildren. I couldn't imagine life without involvement with netball. I love it.

I've watched, supported, coached and travelled with all my 5 daughters with netball over many years to different age-group competitions.

Some parents have also got involved with teams through coaching or just supporting and volunteering, and that has given some of them more confidence and abilities. Some of this has included doing training and getting qualifications.

I started out looking after my daughters on the side-line while their mother played, and then I started to play as well, and eventually so did they. We're all in it.

I started coaching with my daughter's teams when they were at school, and then just carried on.

I'm also involved for my daughters as well. It starts when they're still in prams on the side-lines. I wanted to give them the chance to have the opportunities I had through netball. So I coach through the age-groups and it keeps me in the sport at a really involved level.

I have daughters and I want them to have the same playing and learning opportunities as I had. It gives them something positive to do and helps fill their time. It really gives them an alternative activity to get involved in.

The centre provides a positive environment for the children and their families to be together.

You can build family connections and groups of lifetime friends. It's all a lifetime family and connection together. I believe women naturally gravitate towards a sport that fosters family and connection, and I'm still involved with women I played with as a young mum 40 years ago.

With the school teams, some of the parents get involved with the sports teams, first through supporting or volunteering, and that gives them a purposeful reason to get more involved with the school. It gives many more confidence to come along to schools and get involved in other ways, or to talk with schools about their kids and education. Without that sports connection this would be less likely for some parents. Netball is often the first step. Because it is every week we are able to develop a relationship with parents and then get them involved in helping with other sports and activities within the school.



## VALUE THEME 3 Personal Growth

This relates to the role played by netball and its Manurewa venue in growing as a person and as someone positive in the community. It relates to having new experiences; meeting challenges; trying new things; getting skills and the confidence to use them; learning new ways of doing things; making better choices; having better behaviours; competing and striving. This is linked to 'Mana Wahine' but includes benefits to people of all genders, ages and cultures. This was the biggest single type of theme described, and a larger selection of some comments made is listed below:

Personal growth has been a big part of it. I've had many friends who have got involved in coaching, skills and leadership in ways they never knew they could.

Once people get talked into getting involved in coaching for example, they get trained and challenged and they get huge confidence that they can be more than just a mum at home. They can be a coach, umpire, committee member, treasurer, manager - really doing things that take a big step out of the home. Forty years ago women stayed at home and cooked and looked after the family. But with more involvement there are many avenues for growth from traveling; getting lots of skills; interacting with many different people, having to plan and take leadership. People can develop new capabilities. It can take them many other places both physically and in skill and confidence. It can really grow women.

It's great seeing kids growing as people as well as players

Growth in confidence and leadership are two ways that many girls have developed through netball (at least in part). Some of this has included doing training and getting qualifications. Some parents have also got involved with teams through coaching or just supporting and volunteering, and that has given many of them more confidence and abilities.

One young guy was an older brother of a girl that played. We needed umpires and he agreed to go to the classes so he could be one of the school umpires. He is now a senior umpire and very involved in netball.

For a collegiate team I coached I insisted they all attend the umpires classes - I wanted to make sure they understood all the rules - and they gained a respect and appreciation for umpires. A couple of those girls coached younger teams and some have gone on to do sports study at tertiary level.

We had 6 staff members from the school complete the umpiring classes one year - most had never played netball in their life (3 were males) - they went on to play in an indoor competition.

The girls that get more involved develop more skills and confidence, and share that with others in the community.

I've seen the skill and capabilities that some players have got from being in netball. I've coached some kids through the age-groups since they were about 6, and they had quite humble beginnings. Most of them were shy little flowers and quite timid, but over time they

really came out of their shells. They developed better communication and interpersonal skills by getting outside their comfort zone. Seeing them going from being followers to leaders is one of the most rewarding things about being involved in netball coaching.

Being in an executive position I found I had to deal with all sorts of people with different abilities, cultures, agendas - sometimes it would be people who were challenging your ideas or decisions - it was senior management really. Working in committees was challenging but I learned a lot.

One of the big things is seeing the benefits people get from being involved. That includes things like speaking in front of others, organising events, managing things. It can make people break out of themselves, really empowers them. They realise they can do things and they can take that confidence to other aspects of their lives. Many started out not thinking they could do something and now they're leading the way.

I am right into coaching now and I'm doing a Sport Science Degree at MIT (Manukau Institute of Technology). It's not something I ever thought I'd do when I was young. Getting so involved in netball made that happen.

I started very young and I really liked the competition. I was very competitive and liked the challenge. I've played in lots of different competitions and tournaments right to the highest levels, and I'm still just as passionate about netball and sport as ever. And through playing at Manurewa back in my day we would could get to play



---

the best. Manurewa was strong in netball and all the best players were with normal clubs - not like the franchises we have now.

.....

I ended up doing things that I wouldn't otherwise have done. For me public speaking was a big thing, and I wasn't keen on standing up and talking, but now I'm used to speaking to groups of 500 at times.

.....

Health is also a big benefit. Back a few years most of our uniforms had to be around size 16, now they're more like size 10 to 12. The women are fitter, faster more healthy. Part of it also is that it is smokefree in the netball centre. There isn't even a bar like in many sports venues.

.....

I have daughters and I want them to have the same playing and learning opportunities as I had. It gives them something positive to do and helps fill their time. It really gives them an alternative activity to get involved in.

.....

There is a simple code of conduct in place for all players and spectators which is enforced by the community and also the Maori Wardens who are on-site. This has changed the behaviour of the spectators where the verbal abuse of umpires has decreased significantly. The code of conduct is - No Violence; No Bad Language; No negative behaviour from parents towards umpires; No smoking. Involvement with netball goes along with codes of behaviour - there are

.....

codes of spectator and participant behaviour. So parents supporting or working with netball are encouraged into better behaviours, and that provides better role model examples to the kids. It reinforces the behaviour guidelines the kids are exposed to at school.

.....

The club culture is also good and helps to create and support good behaviour and growth.

.....

I sometimes think netball saved my life. Because of netball I avoided some of the trouble young people can get into. Being involved with netball influenced some of the choices I made, and took me in a different direction from some of the kids my age back then. It filled up my time and gave me something to do that I was really passionate about. I loved it so I put in the time to play and train and get involved when I could have been doing something else, maybe getting into trouble.

.....

One of the big benefits is that it helps keep kids busy, and keeps them out of getting into trouble. Youth can get in to trouble but a lot of the youth around here are very good at sport, and getting involved in sport shows them that there are options and that they do have skills. Netball is HUGE for girls in doing this.

.....

Netball Manurewa has helped some top players get their start - like Temepara George

.....

My daughter loves netball with the same passion as me and that seems to keep her going well. So I let her play lots of netball and Netball Manurewa helps offer an alternative to some of the other options kids could choose. Some of those can be quite scary. That's not to say that it's easy though as netball can be pretty expensive with costs and travel, but the passion it creates for your daughters and the payback you get are worth it. It's hard though for lots of kids, and the clubs always have to do fundraising. The costs can be pretty high but it's worth it if it's going to help keep the kids off the streets and teach them helpful life skills.

.....

The regular Saturday morning sport and training gives a routine and requires discipline and motivation, and that seems to work. For many kids sport is their vehicle for getting better things going.

.....

The main benefit I got was that it really saved me at a time I could have gone down a different path. I really loved it - still do in fact. And I want to be passing that on.

.....



## VALUE THEME 4 'Mana Wahine'

The role played by netball and its Manurewa venue in growing girls into strong women. This relates to instilling self-awareness confidence and pride, empowering young women, and building their strength. While this was expressed here as a concept from Maori culture, it is present in Pacific cultures and also in other cultures through their concepts of feminism, empowerment and women's rights. This overlaps strongly with Theme 3 (Personal growth), but is distinguished here as being more specific to women and to netball. A selection of some of the typical comments made is listed below:

My involvement with netball is also because of what it brings to young Maori women - socialisation, empowers them to be strong, gives them confidence and skills, builds on their cultural base - all represented as 'mana wahine'.

The girls that get more involved develop more skills and confidence, and share that with others in the community. Supporting netball is also about promoting health and 'mana wahine' values with young Maori women and girls. Netball is a beautiful way to help teach young Maori girls how to be strong Maori women.

Growth in confidence and leadership are two ways that many girls have developed through netball (at least in part). Some of this has included doing training and getting qualifications.

My involvement grew from wanting to promote healthy living, family and mana wahine. Netball here has provided a base to apply these principles and to grow them into something more on-going. And it is very well set up for these to be shared and reinforced with family and friends.

One of the big benefits is that it helps keep kids busy, and keeps them out of getting into trouble. Youth can get in to trouble but a lot of the youth around here are very good at sport, and getting involved in sport shows them that there are options and that they do have skills. Netball is HUGE for girls in doing this.

Some girls have stayed involved and got in to coaching and umpiring, giving something back to the community

The girls that get more involved develop more skills and confidence, and share that with others in the community.







## VALUE THEME 5 Making a Contribution

The role played by netball and its Manurewa venue in enabling people to make a contribution by passing on the benefits they had experienced. As stated by one informant "It's not just about getting, it's also about giving". People generated additional benefits to themselves and to others by making a contribution. This emphasised the role of volunteers in some comments. A selection of some of the typical comments made is listed below:

I have 5 daughters and I wanted to share my good experience of netball, and it's just carried on.

I played at different clubs, but always wanted to come back to be involved at Manurewa because it had been so good for me, and now I coach the kids.

Probably a big personal satisfaction is from the results you are part of. That includes coaching the girls at different levels and having successes in grades and tournaments, and seeing some of the girls really excelling.

And it's also about the association with people and the satisfaction you get from them enjoying what you've helped deliver.

One of the big benefits for me is seeing the benefits people get from being involved. That includes things like speaking in front of others, organising events, managing things. It can make people break out of themselves, really empowers them. They realise they can do things and they can take that confidence to other aspects of their lives. Many started out not thinking they could do something and now they're leading the way.

I like having an opportunity to share things I enjoy.

I'm keen to help give others the opportunity to experience the fun from netball, especially own family members and school kids

I coach indoor over summer - mostly kids - and outdoor over winter, which is a mix of senior and junior teams.

I want to pass that experience on to others, to get them the opportunities I had. So being in coaching is a big part of that and it's kept me in the sport.

I have daughters and I want them to have the same playing and learning opportunities as I had. It gives them something positive to do and helps fill their time. It really gives them an alternative activity to get involved in.

It's important to also recognise that volunteers are a key part of delivering grassroots community sport.

Netball itself is a culture for many including myself, the love of the game inspires all the volunteers involved with the game (which are many) to continue passing it forward to the up and coming. Saturday mornings you see kids' teachers, whanau and extended whanau volunteering to help make the sport possible. Without the countless volunteers, there would be no teams especially in the younger grades. What is also impressive about Netball Manurewa is the number of fathers that are involved in coaching, umpiring, managing etc. Netball

Manurewa boasts a high numbers of males, contributing to the game. It's fantastic for whanau and the community to see more men involved with the sport.

Off the top of my head I have to mention a club that has been affiliated to Netball Manurewa since I was in primary school. I personally have no affiliation to St Annes, however they're a club/school that have been involved with Netball Manurewa for a huge amount of time, from their little league teams through to Senior level. The continuous talent that club/school produce is exciting for the game. It's evident that netball is a popular sport in their school and is driven by the countless volunteers that assist to run their club/school.

It was important to see the role voluntary contributions made as well, all those voluntary efforts are important, although not everyone wants to do everything. Some are just happy in the netball side of things, maybe coaching or organising netball. But there are other roles that are important which involve administration, dealing with council, funding, compliance etc. which also have to be done. That wasn't for everyone. It's probably important to recognise that and keep the netball and management sides separate. Many people accept that split. And it is particularly relevant if you're running the netball centre, especially when dealing with its management and operation, organising events, managing rental use, other sports users, community users, and all the communication, negotiation and management that goes with that.





## VALUE THEME 6 Community Focus

The role played by netball and its Manurewa venue in creating the feeling of a real inclusive community centre with many community linkages. It relates to familiarity; good access; links to other parts of the community; and its role as a type of venue/place different from any other social venues in the area. A selection of some of the typical comments made is listed below:

The netball centre has had a big effect on the community. If you didn't know Manurewa you would have no idea there was such a good community centre. It is developing into a real focal point.

The netball centre has also become a significant part of the Manurewa community. Because of its central location, safety, parking, and quality facilities it is highly utilised. It gets used for weekend netball, school netball, and a variety of other community uses like church on Sundays and weddings (recently for huge Indian and Middle Eastern weddings). It does bring different groups together that wouldn't otherwise do so.

Meeting people from different backgrounds was important. And it did result in some friendships and sense of being part of the community.

With the school teams, some of the parents get involved with the sports teams first through supporting or volunteering, and that gives them a purposeful reason to get more involved with the school. Having been involved at the netball gives many parents more confidence to come along to schools and get involved in other ways, or to talk with schools about their kids and education. Without that sports connection this would be less likely for some parents. Netball is

often the first step. Because it is every week we are able to develop a relationship with parents and then get them involved in helping with other sports and activities within the school. As more people experience it they see things that they could use the Centre for, so its utilisation is increasing. It really is an alternative to other social venues out there as it is good quality and doesn't have smoking, drinking or pokies. Though people could have a temporary bar I think, but there are no facilities for a bar.

The netball centre is really a big benefit to the community after the upgrade.

It is probably the backbone of a lot of community groups and their activities. It gets used for many different activities including Karate, Badminton, Aerobics etc. It also gets used for school holiday programmes.

There is still not as much daytime use as we'd like, and there isn't as much school use outside of holiday programmes as we'd like

A key part of its value is its very central location. Kids can just walk there and there is plenty of parking and public transport access.

The general feeling in the community is that it is awesome, and it got real support from the Local Board and Council.

There was a time when the idea was to shift netball to a sports hub already happening at Mountford Park. But we felt it was less accessible with less parking, and a lot of the existing use would make it crowded. There was stakeholder consultation undertaken and

it found people didn't want Netball Manurewa to shift; there was a strong local community connection. It was identified that a shift of location would have left a lot of users groups without a home and they would have had to find another place.

Netball in Manurewa used to be really strong, but it dropped off a bit, largely due to our old centre being pretty rough. Many went to play through the Papakura Centre. But with the new Netball Manurewa Centre it can only improve - it's so much better than what we used to have, much better quality and it has the great central location. It's so easy to get to by walking or public transport, just like when I started to get involved.

I started playing from a very young age. It was something that I could do easily as the Manurewa netball clubs were good and the netball centre was in easy walking distance. I could walk to games and training. That made it very accessible. The public transport was also good which made it easier for others to come to play.

The new netball centre is very important though. It's much better than what we used to have - the facilities were pretty bad and you needed skis for the floor! And it still has the same great location. Kids can still walk or come on the bus or train. Without that it would be a lot harder. There was an idea to shift netball Manurewa to a multi-sport hub at another park, but there was a petition to stop that as this location is much better for us. I expect that numbers involved will increase because of this, and maybe some of those who went to play through the Papakura Centre might come back to Manurewa.



---

The club culture is also good and helps to create and support good behaviour and growth.

.....

It's getting more diverse. This was predominately a Pakeha community many years ago which was reflected in the committee and player membership make up. This has now changed to the community being majority Pacific Island and Maori community which also now reflects the makeup of the committee and player membership.

It gets used by many different groups outside of sport. There are Pacific churches and there have recently been some huge Indian and Middle-Eastern community weddings.

.....





## VALUE THEME 7 Ownership & Pride

The role played by netball and its Manurewa venue in generating local pride in the community. This is reflected in less vandalism; people taking care of facilities; better behaviour in the area; advocating use of the facilities to others; using the facilities more often; and more diverse user groups. While not large pride is present and growing. A selection of some of the typical comments made is listed below:

The physical upgrade to the netball facility has contributed to more community pride. The old facilities were pretty run down and got a lot of vandalism. The new facilities have been treated well so far in the last year since the developments started being completed.

It is more valued by the community and there is a greater sense of ownership. The old facilities were not treated well, but it is different now and they are well looked after.

As more people experience it they see things that they could use it for, so its utilisation is increasing. It really is an alternative to other social venues out there as it is good quality and doesn't have smoking, drinking or pokies.

Involvement with netball goes along with codes of behaviour – for example codes of spectator behaviour. So parents supporting or working with netball are encouraged into better behaviours, and that provides better role model examples to the kids. It reinforces the behaviours the kids are exposed to at school.

There is no other good quality facilities in the area so the new netball facility is also being used by the community as a function centre. There are all kinds of uses, like the free school holiday programmes for 40 children that also provides breakfast and lunch.

It provides a really good and obvious location for the Maori Women's Welfare League Offices. We share a lot of goals with Netball Manurewa and we have such a good central location here.

Netball teaches more than just the sport alone; the values and life skills that netball offers are crucial to the community. Kids and adults alike for that matter learn respect, friendships, discipline and many other interpersonal skills which all transfer back into the community. Really, netball is used as a vehicle to teach life.

Netball in Manurewa used to be really strong but it dropped off a bit, largely due to our old centre being pretty rough. Many went to play through the Papakura Centre. But with the new Netball Manurewa Centre it can only improve – it's so much better than what we used to have, much better quality and it has the great central location. It's so easy to get to by walking or public transport, just like when I started to get involved.





---

## SECTION THREE: SUMMARY

---

The seven main value themes identified here are clearly a summary of a wide diversity of different benefits and values to different people. Many of these benefits and values have been well established through the history of Netball Manurewa, and the opportunity now exists to increase and enhance them through the impact of the new Community Events Centre. Not only can this revitalise Netball in Manurewa, but it can also embed the existence of a real community centre – somewhere that everyone can come to and use. This can be built from the strong foundation of community involvement that is still clearly evident in local sport and culture.

The key challenges are to turn around some of the trends that have been negatively affecting both grass-roots sport and community participation. These are mainly related to the decline of team numbers, the decline of volunteers and the availability of community hubs. For example, fewer coaches and helpers have resulted in fewer teams being able to play. Manurewa is part of a wider low socio economic area so a lot of parents have to work in multiple jobs on the weekends and weekdays and don't have time to volunteer. There are also issues from the cost of transport, although the Event Centre's strategic location is ideal for public access. A decrease in gaming funding for school team uniforms has also left some schools unable to provide uniforms, so some kids and teams cannot compete.

Some of these issues are quite simple to address, and would require only a little targeted assistance to address. And to aid that there are also some key community strengths that can be built on:

- there is clearly also a lot of latent motivation in the community to do better for its kids.
- the new Events Centre is highly strategically located in the central transport hub of a young

population that is significantly growing in numbers and diversity

- there are few other venues in the area offering the range and quality of facilities and community opportunities

Recognising these community strengths, this case study has been undertaken to illustrate the range and depth of social benefits that can be generated from supporting growth in local sports participation and community uses at the Netball Manurewa Community Events Centre.



## APPENDIX 1 — KEY INFORMANTS

The key informants for this case study and their backgrounds in Manurewa netball are noted in brief below:

### Devida Hati-Ross

Devida is the Game and Facility Co-ordinator at Netball Manurewa. She has worked at the centre since 2004 and prior to that was involved through being a player at the centre; being a past committee member (starting at age 18); and being a former Vice President of the centre

### Denise Ewe

Denise has been involved in helping deliver netball in the Counties Manukau and greater Auckland for 33 years, and played before that. This has involved being a coach, manager, advocate and coordinator. She is currently President of Tamaki Makaurau Poi Tarawhiti (Auckland Maori Netball); and is the Maori Women's Welfare League Area Representative for Tamaki Makaurau (their offices are located in the Events Centre). In addition she was Vice President of the Papakura Netball Centre for 8 years.

### Patrick Maxwell

Pat has been involved with playing, coaching and supporting netball in Manurewa for around 30 years. He started out coaching his daughters but began playing himself; has been part of the Husbands and Wives Netball Club formed in 1986 (now H&W United); and has been their premier team coach for 15 years. He has spent a lot of time involved in club committee and netball administration work, and is a recent past President of Netball Manurewa.

### Tania Low

Tania has been involved in netball for many years, starting out a long playing record as a junior at Manurewa and coming back there after many years at senior level in other clubs to involve her family and provide coaching. To develop her coaching further she is currently completing a Sport Science Degree at the Manukau Institute of Technology.

### Anet Conroy

Anet has been involved with netball in Manurewa for over 20 years. She has been a player, coach, umpire and also coordinator for school teams from Wiri Central Primary, where she is also Deputy-Principal. Beyond netball she has been active in supporting touch, rugby, league and tennis. Roles have included treasurer of the tennis club.

### Kay McIntyre

Kay is Project Manager for the Netball Manurewa Community Events Centre Development. She provided considerable background information and comment which complements the interview responses.





---

## APPENDIX 2 — MANUREWA LOCAL BOARD LINKS

---

### MANUREWA LOCAL BOARD

<http://www.aucklandcouncil.govt.nz/representativesbodies/LocalBoards/Manurewalocalboard/>

### MANUREWA COMMUNITY PROFILE

<http://www.aucklandcouncil.govt.nz/representativesbodies/LocalBoards/Manurewalocalboard/localboardprofile>



