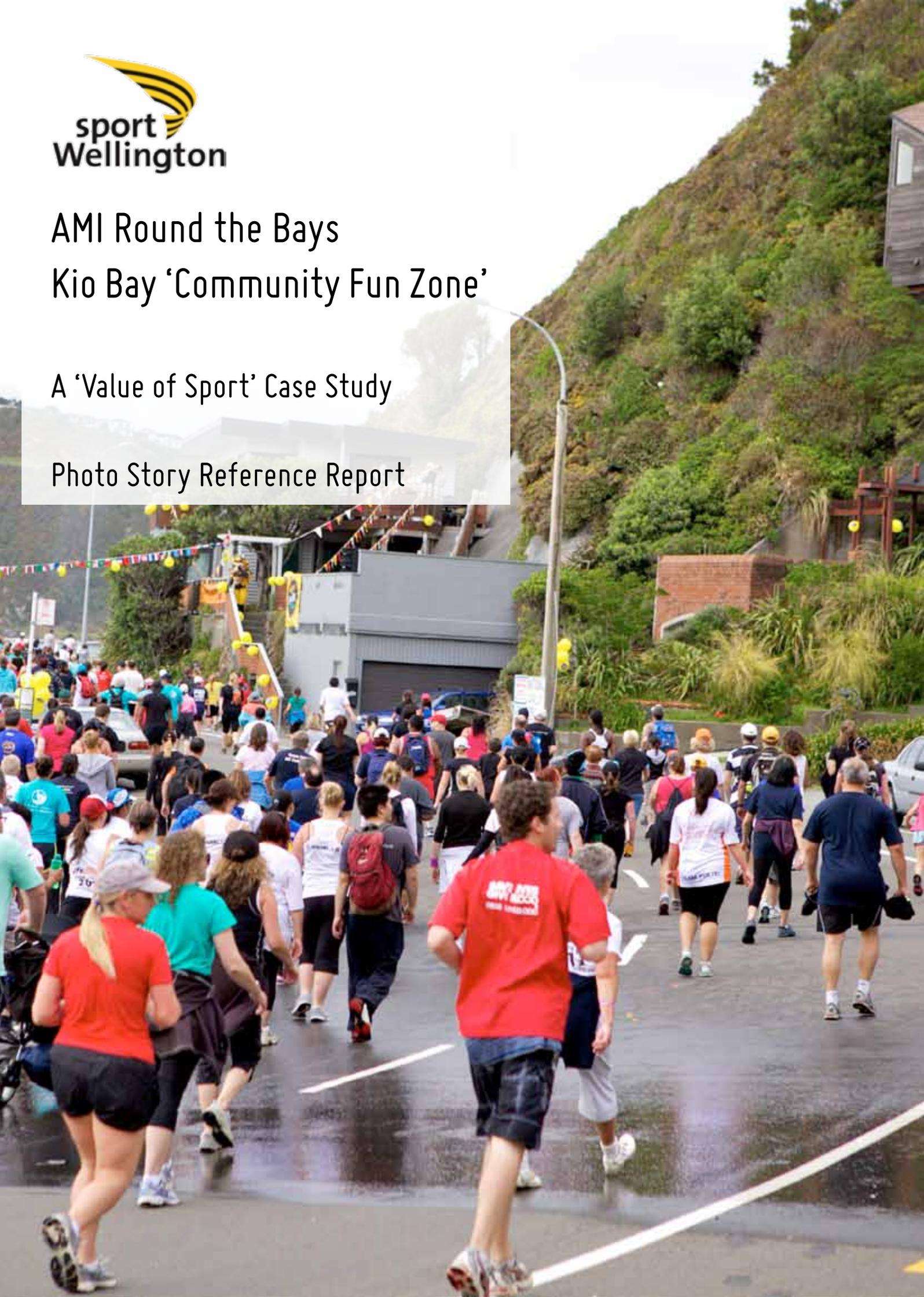




AMI Round the Bays Kio Bay 'Community Fun Zone'

A 'Value of Sport' Case Study

Photo Story Reference Report



This Reference Report and the Photo Story derived from it were prepared by Sport Wellington and Visitor Solutions, in collaboration with Sport NZ.
July 2013

PROJECT BACKGROUND

The benefits of an event can go well beyond just those received by event organisers and the defined event participants. While there have been plenty of studies looking at the wider economic benefits of events, there has been little consideration of the wider social benefits that could be happening in the communities which are often the hosts of the event (whether willing or unwilling). However there are ways in which communities themselves are becoming active participants in events without ever hopping on a bike or putting on running shoes. This case study explores one such example and the benefits it generates.

The results of this research have been summarised into reference documents and image resources retained by Sport Wellington for ongoing reference. This case study report presents the key photo story theme pages created from specifically selected content. These theme pages provide the core content of the photo story and can be used as is. However if necessary this content can be graphically enhanced and customised by Sport Wellington for whatever specific advocacy applications are required.

These applications could include:

- posters and promotional images;
- powerpoint or other presentations;
- online page content;
- social media; and
- targeted feedback to key stakeholders, including
 - Kio bay residents;
 - event participants;
 - sponsors; and
 - other community groups who may be included.

Note that the research process itself also generated unanticipated benefit/value findings that were applied to key management decisions before the project was even completed. These are noted in the following text.

CASE STUDY INTRODUCTION

AMI AROUND THE BAYS

The AMI Round the Bays event¹ is Wellington's biggest fun run and walk event. It has been organised and run by Sport Wellington² for 12 years and by others for many years previously.

The 7km Fun Run/Walk starts in the city centre and follows Oriental and Evans Bays Parade to Kilbirnie Park in the City's south-east. The ISC Lenco Half Marathon continues on around the Miramar Peninsula where it hugs the harbour shoreline, before returning to the finish line festival at Kilbirnie Park. At the finish line live music, food stalls, a family area, corporate area, spot prizes and massage tents all add to a festival atmosphere. The 2012 event was the first ever sell out in the event's long history, with a record field of 12,000 runners. Sport Wellington increased capacity to 13,000 for the 2013 event.



¹ See event link - <http://www.wellingtonroundthebays.co.nz/>

² Sport Wellington link - <http://www.sportwellington.org.nz/>

THE 'KIO BAY COMMUNITY 'FUN ZONE'

An emerging feature of the AMI Round the Bays event has been the voluntary participation by residents along the event route. A key example of such participation occurs in Kio Bay. In 2013 event this involved decoration of many resident's houses with balloons, streamers and signs, exhibition of vintage cars, a sausage sizzle for event participants (during and after the events), residents cheering participants along, and a band playing (facilitated by a city bar/venue). Event participants come around the corner into Kio Bay – located about half way along the course - and are actively entertained and supported in their efforts by the residents. This effort has been initiated by the residents themselves and has run for a number of years. In recent years the level of resident participation has grown and some in-kind support has been provided by event organisers.

This represents a broadening of what might have traditionally been considered 'event participation' beyond the simple 'physical activity benefits' to include the 'audience' and wider 'involvement benefits'. It also represents a broadening of what might be considered event benefits and the related value of sport. Here the formerly non-participating and un-engaged public residents around an event become drawn in and add value to it, as well as receiving value and benefits themselves. This photo story explores the value and benefits received:

- by the residents
- by the participants
- by the event organisers

METHODOLOGY

The development of the methodology and reporting of results was guided by use of the Sport NZ 'Value of Sport Toolkit', with assistance from Visitor Solutions. Based on this direction, the research results used by Sport Wellington to inform this Photo Story come from the following information collection processes:

- a focus group held with participating Kio Bay residents
- a brief follow-up email survey with participating Kio Bay residents (including some who could not attend the focus group)
- participant feedback from a survey distributed through social media
- other information and images collected by Sport Wellington

The benefit themes identified from this research are summarised and the key examples combined with evocative images⁴ to clearly convey them to readers.

³ Visitor Solutions link - <http://www.visitorsolutions.net/>

⁴ Because this type of event-based case study could only be undertaken after the 2013 event had actually taken place, specific images targeting illustration of the key themes revealed later could not be taken. It was necessary to use only those pre-existing images taken at the 2013 event (or from previous years). A recommendation is that if considered necessary for ongoing applications, specific images could be taken at the 2014 event to highlight these themes more specifically.

KEY BENEFIT THEMES

Responses from the research processes are summarised here and selected content is used in the following section (with photos) to convey the main benefit themes in a more marketing-style of presentation.

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1. PARTICIPANT RESPONSES

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Participants were asked through a Facebook and Twitter request to complete a short survey⁵. This included a question that asked them what they thought about the Kio Bay Fun Zone and what it may have contributed to their run/walk on the day. Some others also made comments directly on the Facebook page in response.

Combined, over 80 comments were received, most of which included multiple benefit themes. These are summarised below under the main emergent benefit themes, showing the percentage of people from the survey that included each theme in their survey or Facebook reply:

- 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)
- 7% - Keep Kio Bay in future/every year
- 7% - A welcome distraction from the effort
- 2% - Reference to support from other groups
- 2% - Event organisers should support Kio Bay
- 9% - Other (e.g. thank you, other suggestions)

Full results from these and the other question responses are held separately by Sport Wellington. Test analysis of responses highlighted the following key words:

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

⁵As well as asking for participant response about Kio Bay, Sport Wellington took this opportunity to ask some other management questions about future enhancements to the event, including Kio Bay.

2. RESIDENTS RESPONSES

Residents responded through a focus group and its follow-up survey. While the numbers of residents responding was small (i.e. between 10-15) their actions at the event affected all of the 12-13,000 participating runners and walkers.

(i) Benefits for participants

Some Kio Bay residents didn't know what the effect they had on participants, but the full responses of those that did are held separately by Sport Wellington. In summary here, residents reported smiling faces, waves and gestures of appreciation. From their experiences they felt that their activities:

- brought fun to participants;
- gave them encouragement, motivation and a boost when they needed it; and,
- gave them some acknowledgement for their running and walking effort.

(ii) Benefits for themselves

Residents were also asked what benefits they felt they received as individuals and as a community from their involvement. From their experiences they felt that their activities:

- brought the community together and built community resilience⁶
- helped them get to know each other better
- gave them something to work together on
- helped define their community
- gave them fun and satisfaction
- created an incentive to get more involved, and an opportunity for new neighbours to join in

3. EVENT ORGANISER RESPONSES

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 through resident awareness of the event/sponsor branding and needs, thereby reducing opportunities for unofficial commercial promotions
- providing an additional 'un-official volunteer' presence on the course that supplemented official

⁶The group indicated that a key part of the reasons for why it had recently increased its fun zone effort was in responses to the Christchurch Earthquake. They felt that the event could be used to generate increased familiarity with neighbours, their resources and increased community resilience.

volunteers (e.g. the presence of the residents meant volunteers could be allocated elsewhere and residents can be briefed to constructively monitor the event)

- 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 also brought benefits to Event Organisers through:

- the more in-depth communications 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.
- Direct timely input of unanticipated-benefit findings from the research process into the sponsorship renewal processes for the 2014 event.

SUMMARY THEME SHEETS

The following pages include a number of theme sheets that illustrate some of the main themes and features of the Kio Bay Fun Zone. Examples of comments and related images are used. Most of these comments contain multiple-themes. These can be customised in future for whatever need or theme is being emphasised is being addressed. The central themes that were present in most of the responses can be summarised as:

- We loved it!
- It really gave us a boost!
- It added value to it all!
- Great community involvement!
- It's great to be part of it!
- We want more!

The following sheets use these themes to convey the full range of benefits generated.



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!”

CONCLUSION

The Photo Story case study process was a beneficial value exercise for Sport Wellington even before it was completed. The process of actively engaging with residents revealed that many assumptions made about their involvement needed revision. Some immediate results were generated purely from the research process.

For example, from a Sport Wellington event management perspective the timing of this Case Study project was perfect. A sponsorship renewal process with the principal sponsors (AMI Insurance) was commencing and the benefits demonstrated from this photo story enhanced the attractiveness of the event. Many of the benefits revealed in this project were unanticipated, and some had immediate impact. For example, as an Insurance company, AMI found the revelation that residents had been actively using the event to build community resilience for possibilities such as natural disasters (prompted by the Christchurch Earthquake) represented a very attractive and brand-specific value. As such more time will be spent on this part of the event and its resilience implications next year.

Sport Wellington also found from resident responses that the focus for community involvement should be better focussed on supporting the community groups in their self-help efforts to 'put on a party' rather than running a 'community competition' type of approach, as had been considered as a likely direction. This was also better linked to sponsor branding and needs

These types of case-specific values were identified early in the research process and immediately fed in to management considerations. The final resource of research results, comments, images and new insights will continue to provide Sport Wellington with useful guidance in the future of the AMI Round the Bays, other events and other sports business.

APPENDIX: Research and Interview Results

This summarises some of the focus group and survey material. material from the main online survey is included in an accompanying EXCEL file

A. *Community Focus Group*

A focus group was held with participating residents of Kio Bay on Monday 3rd June 10.30-12.030. The purpose was to explore the value of sport benefits generated from the 'Community Fun Zone'. This was set up several years ago by local residents to support participants in the AMI Round the Bays event. In the last two years the initiative has developed further following actions to increase general community connection and resilience after the Christchurch earthquakes. This has had a positive effect on the Community zone event. The group has been recognised by event organisers and some coordination and support has been exchanged between them.

The meeting was also set up by Sport Wellington as an opportunity to undertake an event de-brief with the Kio Bay group, and to scope ideas for next year's event. This complementary purpose added value at the focus group meeting for both the Community Group and Sport Wellington. New ideas and timely clarifications of potential future issues were identified.

The focus group identified the following benefit themes grouped under overall sector-group headings:

1. **Benefit to Residents:**

- Creates or reinforces a community network
- Creates or reinforces a 'place identity'
- Creates more interest in neighbours and new entrants
- Provides new community arrivals with a way to get into the community
- Provides a catalyst for community gatherings to discuss involvement, plan for it, prepare materials, participate during the event and wind down afterwards
- Feel like they are part of the event and feel more engaged with it
- Discover neighbour skills, abilities and interests
- It involves part of the population who probably wouldn't run or walk in the event – often older people (the 40+). This broadens the effective 'participation' base
- Prompts some people and/or their friends/relatives to have a go at the event itself or join in with the community event
- Having others sharing the experience gives more of a mandate to have fun and express yourself
- Ongoing participation for the encouragement generated from positive response and feedback

2. **Benefits to Participants**

- Entertainment while on the event
- Feel supported and boosted when working hard
- Can get a social opportunity if they want it
- Makes the event seem better organised and more supportive
- Creates fun and a bigger 'buzz' around the event
- Have something to look forward to (and talk about later)

3. Benefits to Event Organisers

- Provides a defined community group of motivated people for organiser liaison
- Can bring potential event resisters 'inside the tent', converting resistance to participation and support. This can provide an example for other 'resistant groups'
- Broadens the effective 'participation' and 'exposure' base. This is often more attractive to sponsors and funders
- Can supplement the volunteer resource – mention made of the event coverage provided by the residents in the immediate area, less need for marshals there
- Provides community access and support that the organisers couldn't generate themselves
- Can provide new ideas that can enhance the event
- Involves the event 'audience' and other 'non-participants'
- Can generate new 'active' participants
- Good media stories and images
- The case study process itself also provides great event feedback and insights for future events

For the future:

The group noted a number of particular success factors that enhanced the event and could contribute to future improvements:

- ensure sustainable lead by a community champion – in this case Arthur and Lynne Klap – who are proactive in driving the process and also engaging new people
- maintain support of the community champions by a core supporting group
- maintain the fun in the event for community participants
- ensure the champions and key supporting people not over-burdened
- demonstrate the benefits of this form of participation to other residents in Kio Bay (and neighbouring communities = role for the photo story here)
- improve communications with Sport Wellington – especially before the event (e.g. pre-event briefing of some sort with information such as sponsor lists, what other groups/communities are doing) and in follow-up (e.g. de-brief on what worked well, didn't work, new ideas, participant feedback)
- build on the use of entertainment assets such as the band – it worked well
- provide feedback about the positive results from the Community's role (e.g. positive stories from participants = role for the photo story here)
- develop more sponsorship support opportunities, although manage this to retain community lead and event authenticity/integrity. Don't over-commodify the community participation by rigid sponsorship controls or compliance requirements.
- target strategic support from sponsors/supporters with certain 'unifying elements' – for example the common visual theme of yellow balloons and bunting for everyone created a sense of unity across the bay
- highlight the unique type of experience received by such participation – pre-event planning and preparation; all day event presence (unlike the run/walk participants); post-event social opportunity

B. Resident Survey Comments

1. Benefits to EVENT PARTICIPANTS - what benefits do you think the Kio Bay Fun Zone brings to people doing the AMI Round the Bays? What does it mean to them? What do they think of it?

- I don't know. Never been a participant.
- satisfaction / fun / group or community event / attractive and achievable run
- Kio Bay puts a smile on people's faces as soon as they come around the corner. it lifts their spirits for the last part of the run /walk
- I think it adds colour and fun to the run. I have no idea what it means to them or what they think of it.
- Benefits. Enjoyment. Encouragement Means to them: They are special and acknowledged
- What do they think of it? Really enjoy the entertainment. A fun aspect to their run/walk. Music encourages and makes them feel good.

2. Benefits to the COMMUNITY - what benefits do you think that participation in the Kio Bay Fun Zone brings to the Community of Kio Bay? What does it mean to your community?

- An opportunity to do something to support the event.
- Again it adds a fun factor to those participating, by the time some social runners get to this point it is obvious some of the fun has gone out of the run and it's just hard slog. To those people particularly, we add vocal support and encouragement.
- Builds confidence and unity. Facilitates goodwill Sense of team work. Facilitates greater understanding and encourages other benefits like ...Emergency response planning etc.
- We have fun brings the bay together we develop pride in our community because we are a community we give fun and pleasure to the runners and walkers.
- It's all community
- 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. There have also been business spin offs. Neighbours paying for services from other neighbours etc simply because they have met them.
- It is the highlight of the year for our Bay.

3. Benefits to YOU - what benefits do you think the Kio Bay Fun Zone brings to you personally. What does it mean to you?

- 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.
- its fun great to know who lives in our bay and to do something together enjoy the interaction with the RTB participants
- It is fun and puts a smile my face on the day too. I see it as my community development project of getting to know and support my neighbours. It is not something that just happens i am actively purposeful about it. Having a live band play on our deck is pretty exciting too. With the many events I have organised or helped organise over the years i have always played a role in community engagement because I understand it adds value to the event.
- Fun and enjoyment. Ability to get to know my neighbours better, Enjoy being able to share the event with the other members of the household.

4. Overall, what were the best things about being part of the Kio Bay Community Zone at the AMI Round the Bays?

- Hearing and receiving feedback that you've contributed in a positive way to the participants.
- Returned from overseas early that morning, so did not participate.
- it was fun+
- the collective kio bay effort the fun interaction with the RTB participants
- The Smile on the neighbours faces and smiles on the participants faces. Our community working in unity to do something.
- Getting to know our neighbours has been a blast. The Klapps really epitomise to me what neighbours should be, they are kind, generous, organised and embracing of us all.

5. If you have any other comments/ideas about future years please note them here

- More balloons
- Support such as the balloons is small but really appreciated and should be continued
- Have a budget for people to access if they want to decorate their homes. Have entertainment - people dressed up and participating in the run/walk ...maybe driving a scooter or on roller blades Sponsor water hoses on hot days....to sprinkle people with Sponsor or help people to set up sounds along the run....give CDs with upbeat music to play.
- Facebook the lead up to the event by highlighting the Kio Bay team and how they make the day happen. Kind of like the program on tv where there are couples who have the old houses and they are to be repaired. This gets more buy in by the runners and they can start to identify with people in Kio Bay.

ACKNOWLEDGEMENTS

This case study was prepared by Sport Wellington and Visitor Solutions with guidance on the research, design, operation, and reporting from the Sport NZ 'Value of Sport Tool Kit'.

Thank you to Lynne and Arthur Klap for co-ordinating the Resident's efforts over the years and for liaising with them in the production of this case study. Also thanks to the Kio Bay residents for their ever enthusiastic involvement

And also credit to Brady Dyer who was commissioned by Sport Wellington as official photographer for the event. Most of the images used here were from Brady, along with some from other Sport Wellington staff and from Kio Bay residents.

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!



