

Outdoor Recreation Research Agenda

A research agenda to support
the implementation of the
Outdoor Recreation Strategy
2009-2015

August 2011

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1. Purpose of the Agenda

Why an Outdoor Recreation Research Agenda?

SPARC is developing an 'Agenda' because it is an initial evolving step towards supporting the Outdoor Recreation Strategy 2009-2015 (SPARC, 2009) and identifying key research priorities and related initiatives. We will review the Agenda after initial results come in that may confirm research gaps or identify new ones.

The Outdoor Recreation Strategy provides the strategic context for the Agenda, with the priorities and issues identified in the Agenda consistent with the strategy's framework. We also acknowledge that there are a number of other research agendas that have been or are being developed by organisations involved in outdoor recreation in New Zealand and this Agenda sits alongside these.

Who is it for?

The Agenda is intended to assist Sport and Recreation New Zealand (SPARC), other government agencies, outdoor recreation organisations, research institutions and researchers to work together to address *strategic* research topics and issues that will contribute towards achieving the goals of the Outdoor Recreation Strategy.

Objectives

The objectives of the Agenda are:

- To identify and address the research needs of the Outdoor Recreation Strategy;
- To develop a coordinated and collaborative approach to addressing priority strategic research topics and actions to advance the Outdoor Recreation Strategy;
- To communicate and promote the strategic research needs of the Outdoor Recreation Strategy; and
- To improve the translation, communication and delivery of research to decision-makers and practitioners; to ensure that research is adding value to a range of audiences.

What does it aim to do?

The Agenda aims to improve coordination and collaboration of outdoor recreation research by identifying and focusing on major knowledge gaps and issues. The Agenda sets out an initial list of priorities and research topics for the next four years (2011-2015).

The Agenda acknowledges that there is already significant research activity underway in the sector and notes there are opportunities for cross-agency collaboration to help address strategic knowledge gaps (e.g. baseline data collection and analysis, access and dissemination of research, and improving connections between researchers and practitioners).

Implementation will include a number of scoping and explorative studies as a first step to understanding and tackling key research gaps. The Agenda will be a flexible working document that can evolve to incorporate other important priorities and issues as they arise.

While the Agenda will assist SPARC in progressing specific research priorities that support the implementation of the Outdoor Recreation Strategy, the fundamental nature of many of the issues being tackled should be of broad benefit to outdoor recreation sector organisations.

Implementing the Agenda will involve a combination of addressing specific research priority themes and topics and improving research processes and systems.

The Agenda is a first step in building a focused outdoor recreation knowledge base that, over time, will support management, delivery and sustainable investment in the outdoor recreation sector.

2. Context and background

Outdoor Recreation Strategy

Sport and Recreation New Zealand (SPARC) released the *New Zealand Outdoor Recreation Strategy 2009-2015* in August 2009. The Strategy was informed by recommendations arising from the 2006 Outdoor Recreation Summit, and a 2007/08 review of the outdoor recreation sector undertaken by SPARC, with support from the Department of Conservation. Consultation for the review focused on submissions on a discussion document (SPARC 2008) and meetings with government agencies and sector stakeholders.

The Strategy tackles the challenges identified by the review and consultation. It is designed to help SPARC achieve its objective of getting more people involved in and enjoying outdoor recreation so that individuals, communities and the nation can enjoy the many benefits of being outdoors.

The Strategy has two research outputs: the development of an Outdoor Recreation Research Agenda and a Stocktake of Outdoor Recreation Research.

The Strategy is available at:

www.sparc.org.nz/en-nz/resources-and-publications/Research-reports/Outdoor-Recreation-Strategy-2009-15-/

Scope and focus of the Agenda

The Agenda is designed to address the intermediate outcomes in the Outdoor Recreation Strategy, namely, to achieve:

- A more capable and effective delivery system for outdoor recreation.
- Access to natural areas that support the full spectrum of outdoor recreation opportunities.
- More New Zealanders with the skills and knowledge to participate in outdoor recreation opportunities.

While all three intermediate outcomes of the Strategy will be addressed gradually, the underpinning implementation principle is to take a coordinated and collaborative approach, which will improve efficiency and avoid duplication of effort. Further, activity that addresses the outcome of a more capable and effective delivery system, including research, should have a flow-on effect to the two other outcomes (access, and participation and skills).

A key consideration when implementing the Agenda is to ensure that priority projects are initiated in a logical manner and can be built upon over time. Consequently, the Agenda is structured to kick-off key scoping projects (tackling broad topics that are considered large gaps) in year one and two, which will then inform further research projects in future years. In tandem, other strands of the Agenda will include improving baseline and tracking data on outdoor recreation participation (e.g. the next Active NZ Survey, a new Young People's (sport and recreation) Survey, and a proposed survey by the Department of Conservation of visitor demand and participation in New Zealand's public conservation areas – linked to the Destination Management Framework).

The timeframe for the Agenda mirrors that for the Outdoor Recreation Strategy, which covers the period 2009-2015.

The Agenda also covers access, dissemination and translation of research results by developing an outdoor recreation component of a sport and recreation Knowledge Library, which SPARC is currently developing (to build on the earlier Healthy Eating Healthy Action (HEHA) Knowledge Library). Progress on the Agenda will be monitored and evaluated as part of the overall implementation of the Outdoor Recreation Strategy in 2015.

Links to other work

This Agenda aims to take a coordinated and complementary approach to research in outdoor recreation to ensure activities are not duplicated and add value to each other.

The Agenda has been developed in consultation with other key government agencies (such as the Department of Conservation, the recently established Tourism Strategy Group in the Ministry of Economic Development) and sector organisations (including the Mountain Safety Council and Water Safety New Zealand), which have significant research strategies and initiatives underway in outdoor recreation. Tertiary institutions engaged in outdoor recreation research also have been engaged.

It is important to be aware of the full range of research activity occurring and planned in outdoor recreation (and related sectors) to provide the broad context for progressing this Agenda. Consequently, we have begun mapping research activity and have listed hubs of research activity by a number of key sector organisations (see Appendix 1).

Specific strategic research activity identified through this mapping exercise that is directly relevant has been incorporated into the Agenda (see Agenda tables on pages 14 to 17).

Note that SPARC has been implementing a number of research-focused activities that address the Outdoor Recreation Strategy since 2009, and these have been integrated into the Agenda, as is explained in Section 5: Implementing the Agenda.

3. How the Agenda was developed

SPARC developed the Agenda with help from a Working Group that included representatives from the Department of Conservation (DOC), the Sir Edmund Hillary Outdoor Recreation Council (the Council), the Ministry of Economic Development (Tourism Strategy Group), the Mountain Safety Council and Water Safety New Zealand. The Council also advised SPARC on the scope of, and priorities in, the Agenda.

The Agenda content also was informed by the Outdoor Recreation Research Stocktake (completed in August 2010) and an on-line forum. The draft Agenda was peer-reviewed.

Outdoor Recreation Research Stocktake findings

SPARC awarded a research grant in 2009 for a research stocktake of New Zealand outdoor recreation research publications from 1995 to mid-2010 (Booth, 2010). <http://www.sparc.org.nz/en-nz/recreation/Outdoor-Recreation-Research-Stocktake/>

The key purpose of the stocktake was to identify research gaps, particularly within the context of the Outdoor Recreation Strategy, to inform the development of the Outdoor Recreation Research Agenda. The research gaps identified in the New Zealand stocktake were tested through a targeted review of relevant international literature. This review showed that the major gaps identified in the domestic literature are not addressed by international research.

The stocktake found that, in New Zealand, there is a large and diverse body of published outdoor recreation research (with a total of 1135 references identified) with the main characteristics including:

- The literature is **very diverse**. Many topics have been studied, but most have received very little research attention (i.e. they are 2-3 studies 'deep'). Breadth overwhelms depth. Research is increasingly 'digging deeper' into topics. At the same time, an increasing array of research methods is being implemented, especially qualitative methods.

- Research knowledge is **stronger** (more of it, more definitive findings) **in some areas than in others** (e.g. research into motivations, barriers and constraints is not well developed, while impacts measurement is a major area of focus, for both the natural and social environments).
- While the literature is diverse, **forecasting is rare**. Studies are overwhelmingly focused on measuring existing conditions. A small number take a historical perspective, but projecting into the future is very rare. While research results assist planning, the stock of work does not support the sector in 'big picture' predictions about future outdoor recreation needs and resource requirements. Two types of research are lacking: trends; and 'helicopter views' of outdoor recreation (an overview of the current situation and assessment of factors that influence participation and their likely change in the future).
- The literature is **fragmented, with many gaps**. A multitude of gaps exist throughout the literature for virtually every topic. While there is a large volume of diverse publications, often findings in one area are not conclusive. Comprehensive, conclusive research on any one topic usually requires coordinated programmes of studies taking multiple approaches that build on previous results – this is rare in the outdoor recreation literature.
- The literature is generally of **high quality**; an estimated 40 percent has been peer reviewed (not including supervised student theses). About one-fifth of the research publications are postgraduate student theses. While some publications are authors 'talking about' research, rather than reporting on empirical studies, these commentaries are themselves sometimes critical and invigorating for the research community.
- From a brief review of known **unpublished (grey) literature**, several conclusions can be reached. First, there appears to be a lot of grey literature. Second, some significant studies have not been published. Third, by definition, this information is not available publicly, so its contribution to the sector, including the research community, is minimal. An obvious gap in the research literature is the absence of any analysis of this material.

The main research gap areas include:

- *Outdoor recreation sector:* more information is required about structure and coordination; and investment strategies for the sector.
- *Outdoor recreation organisations:* more information is required about governance and leadership; workforce capacity and capability; and volunteers' contribution and needs.
- *Peri-urban areas:* there is no clear understanding of outdoor recreation opportunities in this setting and how it links to other outdoor settings.
- *Resource management:* recreation resource use data is required to match data about other resource use (e.g. lakes and rivers)
- *Participation:* current information about participation, particularly among youth and population sub-groups (e.g. families, Maori, other ethnicities) is lacking; as is information about participants' changing expectations and needs; barriers and constraints; and participants' knowledge and awareness of opportunities.

- *Research*: developing a cohesive outdoor recreation research system, including: knowledge about research capability; databases and collated information sources; and regular communication within the research community.

Recent reviews commissioned by DOC confirm these research gaps.

On-line forum

For the first time, an on-line forum was set up to gather direct feedback from outdoor recreation researchers and practitioners on some key research questions. The forum was open for a two-month period. A large number of people viewed the forum and it received a number of posts, which were summarised and helped inform development of the draft Agenda. The draft Agenda was posted on the forum for further feedback, before it was finalised.

Feedback from the forum reinforced many of the key research gaps and issues identified in the outdoor recreation stocktake, including:

- The need to adopt a *coordinated and collaborative approach* to research activity
- A desire to produce research that *informs strategic planning* in outdoor recreation.
- Recognition of the need for *comprehensive population-level and trend data* on participation, as well as on preferences, motivations, barriers and beliefs to gain clear understandings about how New Zealanders value outdoor recreation and about the preferences of different sub-groups in order to design and deliver better outdoor recreation opportunities and experiences.
- Strong interest in understanding the *relationship between outdoor education and long-term outdoor recreation participation*; including: what part does quality teaching play; what is the role of specific experiences such as school camps; and can Education Outside the Classroom (EOTC) lift overall student engagement in education.
- A call for improvements in access to, and dissemination of, research results through a *clearinghouse or portal*.

Identification of common research needs

The research stocktake, on-line forum and recent research by other government agencies show that many of the key research questions and information gaps are common across the outdoor recreation sector (and to the sport and recreation sector in general). These include:

- comprehensive baseline data on participation, visitor demand and satisfaction (including to conservation lands);
- barriers, motivations, preferences and beliefs (and how these vary among population sub-groups in an increasingly diverse society);
- social and demographic profiles and trends to aid forecasting and planning;
- information about recreation resource use: data are required to match data about other resource use, as well as to understand demand and supply;

- a clear understanding of the significant economic contribution and social value of outdoor recreation to New Zealand to aid further investment and delivery; and
- better access to, and dissemination and translation of, research.

In order to address the major gaps, there is a clear need for a more efficient and effective approach by coordinating and collaborating work, and using multi-disciplinary expertise and techniques to close these gaps. SPARC and DOC are already discussing how to work together on a number of these common research topics and the Agenda can help facilitate further cross-agency collaboration.

Dissemination, translation and utilisation of research

An important aspect of research is the ability to communicate results to potential users, whether planners, decision-makers, managers, or on-site staff and volunteers delivering outdoor recreation opportunities.

The Agenda aims to improve this key area of research delivery by supporting and encouraging robust (and where possible standardised and comparable) research methods, multi-disciplinary approaches, user-friendly communication styles and techniques, and meta-analysis of existing data to provide actionable information for a range of audiences.

In particular, sector organisations commissioning research along with researchers, should be encouraged to seek to publish summaries of research findings through practitioner-focused publications such as Ki Waho, Out and About, and NZOIA's quarterly, the Australasian Parks and Leisure Journal and so on. This approach should help ensure the research gets out to a wider cross-section of the outdoor recreation sector in a timely manner.

A key resource to help get research delivered to practitioners will be the sport and recreation knowledge library currently being developed for SPARC (referred to below).

4. The Agenda

The Agenda is designed to address the intermediate outcomes in the Outdoor Recreation Strategy, which cover the period to 2015. The three intermediate outcomes, which contribute to the overall outcome that "New Zealanders participate regularly in outdoor recreation because they understand its contribution to their quality of life", are:

- A more capable and effective delivery system for outdoor recreation. (*capability*)
- Access to natural areas that support the full spectrum of outdoor recreation opportunities. (*supply side*)
- More New Zealanders with the skills and knowledge to participate in outdoor recreation opportunities. (*demand side*)

The Agenda is presented in the following tables (1 to 5):

- **Table 1:** summarises the strengths, weaknesses and gaps in information for each of the three intermediate outcomes from the Outdoor Recreation Strategy.
- **Table 2** provides an overview of the priorities and themes in the whole Agenda, also in relation to the three intermediate outcomes from the Strategy.

The intermediate outcome pillars are not prioritised against each other, as each pillar requires research to be initiated and progressed. As the Agenda is progressed projects will be undertaken taking into account the extent of knowledge gaps and the ability for particular research activity to impact across multiple outcome areas.

In some cases multiple research topics will be addressed by one research initiative (i.e. the 2011 Young People's Survey and the next Active New Zealand Survey will provide a range of information about participation in outdoor recreation).

- **Tables 3 to 5:** take each outcome area and list in the right column research activity that is currently addressing the research priority, or is planned, along with information on who is carrying out the research and the completion date. If there is no current or planned research activity, the box is left blank.

More detail on how the research activity is occurring is explained in Section 5: Implementing the Agenda. Relevant new work will be integrated into the Agenda by SPARC when it begins.

A note on research methodologies

The Agenda supports the use of a wide range of methodologies to address the research themes and priority topics. The type of methodology used will depend on the type of study and research questions being asked. There is likely to be a reliance on quantitative research where we are looking for national level data on participation patterns and trends (surveys). More qualitative techniques are likely to be employed to delve more deeply into questions around motivations, barriers and the experiences of particular groups and organisations (depth interviews, focus groups and case studies). At times, both quantitative and qualitative techniques will be needed, i.e. mixed-method approaches.

The table summarising strengths, weaknesses and gaps in information and the Agenda follows.

Table 1: Review of Existing Research

Review of existing research	Intermediate outcomes from the Outdoor Recreation Strategy		
	1. More capable and effective delivery system (capability)	2. Access to natural areas supports the full spectrum of outdoor recreation opportunities (supply side)	3. More New Zealanders with the skills and knowledge to participate in outdoor recreation (demand side)
Research strengths	<ul style="list-style-type: none"> • There is a large set of literature addressing the outdoor recreation sector, legislation policy and planning. • Risk management has received significant attention, as has leadership qualifications, competencies and skills. 	<ul style="list-style-type: none"> • There is a strong focus on protected areas, especially national parks. • The recreation resource has been broadly conceived. Both the social and biophysical setting for outdoor recreation is addressed in the literature. • Research examining the impacts (negative effects) of outdoor recreation on the natural and social environment is extensive. 	<ul style="list-style-type: none"> • There is a large body of work on the quality of the visitor experience, although the knowledge base is fragmented and far from adequate. • Some insights into adults' participation (who does/does not participate) are available from surveys such as SPARC's 2007/08 Active NZ Survey and the recent MSC study. • There is also some information available about participation barriers and motivations.
Research weaknesses/ gaps	<ul style="list-style-type: none"> • Governance and organisational aspects of the sector and outdoor recreation organisations has received little attention. • A lack of research on workforce capacity and capability. • While the sector is heavily reliant on volunteers they are largely absent in the literature. • Little attention has been given to investment strategies in the outdoor recreation sector. • Few research studies have been future-focussed. 	<ul style="list-style-type: none"> • A disproportionate amount of research effort has focused on visitors to backcountry areas • There are few studies focusing on peri-urban areas (areas on the periphery of cities and towns). Most publications focusing on rural and peri-urban areas report on rights of public access research. • Comparison of the 'impacts literature' with the 'benefits literature' shows greater emphasis upon the negative effects of outdoor recreation than upon its value. Without literature relating to outdoor education, this disparity would be much greater. • System-wide, regional or national level studies of demand and supply have rarely been pursued. As a consequence, generic issues relating to the provision of outdoor recreation may be overlooked. • There is a particular need for national data on contested environments, such as rivers and lakes. • Despite the attention received on all facets of the environment, seldom has inter-disciplinary research been undertaken (some examples exist). 	<ul style="list-style-type: none"> • Information about participation in outdoor activities is limited and mostly focused on adults. • Information about youth participation, apart from in outdoor education, is largely absent. Research has not explored the links between outdoor education and recreation and key research questions remain unanswered. • Information about how families participate in outdoor recreation and how this affects young people's participation is not comprehensive. • Information about participation in specific activities is patchy. • Few studies have explored participation by sub-groups, including, Māori, Pacific peoples, Asian peoples, people with disabilities. • Information about outdoor recreation from a Māori perspective is lacking – both in terms of participation and cultural significance. • Information about site-specific participation is limited, particularly about participation in peri-urban areas and how this relates to participation in the backcountry. • Important questions remain about participation barriers and motivations.

Table 1: Review of Existing Research – cont'd

Review of existing research	Intermediate outcomes from the Outdoor Recreation Strategy		
	1. More capable and effective delivery system (capability)	2. Access to natural areas supports the full spectrum of outdoor recreation opportunities (supply side)	3. More New Zealanders with the skills and knowledge to participate in outdoor recreation (demand side)
Research weaknesses/gaps – cont'd			<ul style="list-style-type: none"> • Information is limited about recreation participants' changing expectations and needs, and what this may mean for product development and delivery. • The role of events in outdoor recreation and links to other forms of participation are not known. • The role of volunteers in supporting participation in outdoor recreation is largely unknown. This is a key knowledge gap. • Understanding of the impact of perceived risk on outdoor recreation participation (among young people and adults) is limited.

Table 2: Outdoor Recreation Research Agenda

The Agenda			
Priorities themes/ topics	Intermediate outcomes from the Outdoor Recreation Strategy		
	1. More capable and effective delivery system (capability)	2. Access to natural areas supports the full spectrum of outdoor recreation opportunities (supply side)	3. More New Zealanders with the skills and knowledge to participate in outdoor recreation (demand side)
Priority theme 1	<ul style="list-style-type: none"> Understanding governance and organisational effectiveness in outdoor recreation (from non-government through to commercial entities). 	<ul style="list-style-type: none"> Consideration of the demand and supply of outdoor recreation resources. 	<ul style="list-style-type: none"> Improving participation data (particularly for young people) and our understanding of why people participate (people's motivations and barriers).
Topic 1	<ul style="list-style-type: none"> A series of case studies charting how outdoor recreation organisations are governed and organised, including identifying issues, challenges, and their implications for good practice. 	<ul style="list-style-type: none"> A cross-agency stocktake to identify and map research projects (including 'grey literature') that are currently underway and proposed, including work by local councils (note: this work may relate to the two other outcomes as well) 	<ul style="list-style-type: none"> Population-level research into participation in outdoor recreation (e.g. gender, age, income, location etc).
Topic 2		<ul style="list-style-type: none"> Scope a multi-disciplinary approach to integrate national and regional data on demand and supply utilising survey and GIS data and technology. 	<ul style="list-style-type: none"> Identify the reasons for engagement and non-engagement in outdoor recreation by sub-groups (e.g. Māori, Pacific peoples, Asian peoples, people with disabilities, families etc).
Topic 3			<ul style="list-style-type: none"> Quantitative and qualitative research into the link between outdoor education and recreation, including: <ul style="list-style-type: none"> the effects of Education Outside the Classroom (EOTC) on long-term participation from childhood to adulthood whether 'one-off' outdoor recreation experiences (e.g. through school camps or events) influence long-term participation from childhood through to adulthood.
Topic 4			<ul style="list-style-type: none"> Explore how people's skill levels impact on their participation in outdoor recreation.
Topic 5			<ul style="list-style-type: none"> Explore people's awareness and knowledge of outdoor recreation opportunities.

The Agenda			
Priorities themes/ topics	Intermediate outcomes from the Outdoor Recreation Strategy		
	1. More capable and effective delivery system (capability)	2. Access to natural areas supports the full spectrum of outdoor recreation opportunities (supply side)	3. More New Zealanders with the skills and knowledge to participate in outdoor recreation (demand side)
Priority theme 2	<ul style="list-style-type: none"> • Research into outdoor recreation workforce capacity and capability and the inter-relationship between professional and volunteer roles. 	<ul style="list-style-type: none"> • Understanding the peri-urban setting for outdoor recreation 	<ul style="list-style-type: none"> • Improving our understanding of the role of volunteers in promoting and enabling participation
Topic 1	<ul style="list-style-type: none"> • Describe the distribution (e.g. by type and location of organisations), employment status (e.g. paid and unpaid), roles and skills of the outdoor recreation workforce. This would include exploring the inter-relationships between paid and unpaid roles. 	<ul style="list-style-type: none"> • Scoping study of the issues and opportunities for outdoor recreation provision in peri-urban areas 	<ul style="list-style-type: none"> • Understanding the role of volunteers in supporting participation in outdoor recreation.
Topic 2			<ul style="list-style-type: none"> • Understanding motivations, barriers and experiences in volunteering and implications for recruitment and retention.
Priority theme 3	<ul style="list-style-type: none"> • Research into cost structures and drivers in outdoor recreation, sources of funding and impacts on future sustainability of outdoor recreation organisations 	<ul style="list-style-type: none"> • Research into resource management decision- making 	<ul style="list-style-type: none"> • Future-focussed research
Topic 1	<ul style="list-style-type: none"> • Scoping research into: <ul style="list-style-type: none"> – the drivers and costs among participants and providers for provision and use of recreational opportunities – the sources of funding and investment available and accessed across a variety of outdoor recreation organisations types in a range of settings (e.g. rural, peri-urban etc). 	<ul style="list-style-type: none"> • Scoping the scale and nature of recreational use of rivers and lakes to inform the development of a cost-effective approach to assessing recreational use (e.g. level, distribution and costs and benefits). 	<ul style="list-style-type: none"> • Explore needs and expectations and implications for product development and future delivery.
Topic 2	<ul style="list-style-type: none"> • Evaluation of investment by SPARC into outdoor recreation organisations 		
Priority theme 4			<ul style="list-style-type: none"> • Estimating and understanding the economic and social value of outdoor recreation

The Agenda			
Priorities themes/ topics	Intermediate outcomes from the Outdoor Recreation Strategy		
	1. More capable and effective delivery system (capability)	2. Access to natural areas supports the full spectrum of outdoor recreation opportunities (supply side)	3. More New Zealanders with the skills and knowledge to participate in outdoor recreation (demand side)
Topic 1			<ul style="list-style-type: none"> Investigate the economic benefits and social values of outdoor recreation and the outdoor recreation sector Explore how these benefits and values may differ from sport and other forms of recreation.
Priority theme 5			<ul style="list-style-type: none"> Research into outdoor recreation from a Māori perspective.
Topic 1			<ul style="list-style-type: none"> Initial study to scope the research objectives and research questions as a basis for developing an appropriate research approach
Topic 2			<ul style="list-style-type: none"> Explore what outdoor recreation is from a Māori perspective and the implications for Māori and the outdoor recreation sector (e.g. delivery, product development, workforce needs etc).
Priority theme 6			<ul style="list-style-type: none"> Understanding the impact of perceived risk on outdoor recreation participation (among young people and adults).
Topic 1			<ul style="list-style-type: none"> Explore the relationship between perceived risk and participation in outdoor recreation in the school and community environment and among young people and adults.

Table 3: Outdoor Recreation Research Agenda: research activity mapping for Outcome 1 of the Outdoor Recreation Research Strategy

Outcome 1: More capable and effective delivery system		
Research themes / topics		Current research activity¹ addressing theme (organisation(s) responsible/ completion date)
Priority theme 1.1	Understanding governance and organisational effectiveness in outdoor recreation (from non-government through to commercial entities)	
<i>Topic 1</i>	<ul style="list-style-type: none"> A series of case studies charting how outdoor recreation organisations are governed and organised, including identifying issues and challenges, and their implications for good practice. 	<ul style="list-style-type: none"> Exploring how outdoor recreation organisations are governed and organised, the issues, challenges and good practice. Shaw - University of Otago: April 2012 SPARC Research Grant
Priority theme 1.2	Research into outdoor recreation workforce capacity and capability and the inter-relationship between professional and volunteer roles	
<i>Topic 1</i>	<ul style="list-style-type: none"> Describe the distribution (e.g. by type and location of organisations), employment status (e.g. paid and unpaid), roles and skills of the outdoor recreation workforce. This would include exploring the inter-relationships between paid and unpaid roles. 	
Priority theme 1.3	Research into cost structures and drivers in outdoor recreation, sources of funding and impacts on future sustainability of outdoor recreation organisations	
<i>Topic 1</i>	<ul style="list-style-type: none"> Scoping research into: <ul style="list-style-type: none"> the drivers and of costs among participants and providers for provision and use of recreational opportunities the sources of funding and investment available and accessed across a variety of outdoor recreation organisations types in a range of settings (e.g. rural, peri-urban etc). 	<ul style="list-style-type: none"> Note – no research underway but the approach being used by a SPARC Research Grant project by Carolyn Cordery (Cash, sinkholes and sources) at Victoria University, which is analysing club finances at grassroots level for two sports, could be applied to outdoor recreation organisations
1. Note: the scope of projects funded by SPARC Research Grants are summarised in Appendix 2		

Table 4: Outdoor Recreation Research Agenda: research activity mapping for outcome 2 of the Outdoor Recreation Research Strategy

Outcome 2: Access to natural areas supports the full spectrum of outdoor recreation opportunities		
Research themes / topics		Current research activity¹ addressing theme (organisation(s) responsible/ completion date)
Priority theme 2.1	Consideration of the demand and supply of outdoor recreation resources	
<i>Topic 1</i>	<ul style="list-style-type: none"> A cross-agency stocktake to identify and map research projects (including 'grey literature') that are currently underway or proposed, including at the local authority level. <i>Note the results from this project will inform the other two outcomes too.</i> 	<ul style="list-style-type: none"> Stocktake of New Zealand sport and recreation research by territorial authorities, regional sports trusts, national sports organisations Cessford/Visitor Solutions: September 2011 SPARC Research Grant Note: Information about projects underway and completed will be available in the Sport and Recreation Knowledge Library (in development during 2011)
<i>Topic 2</i>	<ul style="list-style-type: none"> Scope a multi-disciplinary approach to integrate national and regional data on demand and supply utilising survey and GIS data and technology 	Note: it is suggested that SPARC and DOC work collaboratively on this project
Priority theme 2.2	Understanding the peri-urban setting for outdoor recreation	
<i>Topic 1</i>	<ul style="list-style-type: none"> Scoping study of the issues and opportunities for outdoor recreation provision in peri-urban areas 	<ul style="list-style-type: none"> Understanding the peri-urban setting in outdoor recreation Field - Synergia: February 2012 SPARC Research Grant
Priority theme 2.3	Research into resource management decision- making	
<i>Topic 1</i>	<ul style="list-style-type: none"> Scoping the scale and nature of recreational use of rivers and lakes to inform the development of a cost-effective approach to assessing recreational use (e.g. level, distribution and costs and benefits). 	<ul style="list-style-type: none"> Understanding the scale and nature of access to rivers and lakes by outdoor recreationists. Booth- Lindis Consulting: September 2011 SPARC Research Grant
1. Note: the scope of projects funded by SPARC Research Grants are summarised in Appendix 2		

Table 5: Outdoor Recreation Research Agenda: research activity mapping for Outcome 3 of the Outdoor Recreation Research Strategy

Outcome 3: More New Zealanders with the skills and knowledge to participate in outdoor recreation		
Research themes / topics		Current research activity¹ addressing theme (organisation(s) responsible/ completion date)
Priority theme 3.1	Improving participation data (particularly for young people) and our understanding of why people participate (people's motivations and barriers).	
<i>Topic 1</i>	<ul style="list-style-type: none"> Population-level research into participation in outdoor recreation (e.g. gender, age, income, location etc) 	<ul style="list-style-type: none"> SPARC's 2011 Young People's Survey 2011, the 2011/12 Sports Market Survey, and next Active NZ Survey in 2013/14 will contribute new data for this topic Note: Results from the Young People's Survey will be available early in 2012 Results from the Sports Market Survey will be available in 2011 DOC's national population survey (measuring a range of factors related to outdoor recreation/ participation on public conservation land, including locations visited, attitudes to conservation and recreation, and segmentation; focused on users and non-users. Part of DOC's Destination Management Framework Research Programme Survey and mapping of recreational use and value of New Zealand's coastal environment by DOC. Large-scale multi species survey by the Ministry of Fisheries, which incorporates recreational fishing (Statistics New Zealand's 2010 Time-Use Survey may contribute useful contextual data
<i>Topic 2</i>	<ul style="list-style-type: none"> Identify the reasons for engagement and non-engagement in outdoor recreation by sub-groups (e.g. Māori, Pacific peoples, Asian peoples, people with disabilities, families etc). 	<ul style="list-style-type: none"> DOC's national population survey may provide information for this topic Understanding commitment and enduring involvement in outdoor recreation in New Zealand Lovelock - University of Otago: October 2011 SPARC Research Grant Planting the seed: family preferences, experiences and benefits associated with outdoor recreation in Aotearoa/New Zealand Lovelock - University of Otago: completed SPARC Research Grant
<i>Topic 3</i>	<ul style="list-style-type: none"> Research into the link between outdoor education and recreation, including: <ul style="list-style-type: none"> the effects of Education Outside the Classroom (EOTC) on long-term participation from childhood to adulthood whether 'one-off' outdoor recreation experiences (e.g. through school camps or events) influence long-term participation from childhood through to adulthood. 	<ul style="list-style-type: none"> Exploring the relationship between non-competitive recreational events and on-going participation. (2012). Zink – Zink Research: November 2011
<i>Topic 4</i>	<ul style="list-style-type: none"> Explore how people's skill levels impact on their participation in outdoor recreation 	
<i>Topic 5</i>	<ul style="list-style-type: none"> Explore people's awareness and knowledge of outdoor recreation opportunities. 	

Outcome 3: More New Zealanders with the skills and knowledge to participate in outdoor recreation		
Research themes / topics		Current research activity¹ addressing theme (organisation(s) responsible/ completion date)
Priority theme 3.2	Improving our understanding of the role of volunteers in promoting and enabling participation	
<i>Topic 1</i>	<ul style="list-style-type: none"> Understanding the role of volunteers in supporting participation in outdoor recreation 	<ul style="list-style-type: none"> SPARC's next <i>Active NZ Survey</i> in 2013/14 will contribute new data on this topic SPARC's 2011/12 Sports Market Survey may contribute some information about volunteers in the more popular outdoor recreation activities
	<ul style="list-style-type: none"> Understanding the motivations, barriers and experiences in volunteering and implications for recruitment and retention. 	
Priority theme 3.3	Future-focussed research	
<i>Topic 1</i>	<ul style="list-style-type: none"> Explore needs and expectations and implications for product development and future delivery 	<ul style="list-style-type: none"> SPARC's 2011/12 Sports Market Survey may contribute some information about how and where people participate that may help inform this topic
Priority theme 3.4	Estimating and understanding the economic and social value of outdoor recreation	
<i>Topic 1</i>	<ul style="list-style-type: none"> Investigate the economic benefits and social values of outdoor recreation and the outdoor recreation sector 	<ul style="list-style-type: none"> SPARC's Value of Sport and Recreation Study will contribute some data on this topic, with initial results in the second half of 2011
<i>Topic 2</i>	<ul style="list-style-type: none"> Exploring how these benefits and values may differ from other forms of recreation 	
Priority theme 3.5	Research into outdoor recreation from a Māori perspective	
<i>Topic 1</i>	<ul style="list-style-type: none"> Initial study to scope the research objectives and research questions as a basis for developing an appropriate research approach 	
<i>Topic 2</i>	<ul style="list-style-type: none"> Explore what outdoor recreation is from a Māori perspective and the implications for Māori and the outdoor recreation sector (e.g. delivery, product development, workforce needs etc). 	
Priority theme 3.6	Understanding the impact of perceived risk on outdoor recreation participation (among young people and adults)	
<i>Topic 1</i>	<ul style="list-style-type: none"> Explore the relationship between perceived risk and participation in outdoor recreation in the school and community environment and among young people and adults. 	<ul style="list-style-type: none"> The influence of perceived risk on participation in outdoor education in pre-teen age children: perspectives from EOTC teachers and Board of Trustee Parents and Outdoor Education Providers. Orams- AUT: completed SPARC Research Grant
1. Note: the scope of projects funded by SPARC Research Grants are summarised in Appendix 2		

5. Implementing the Agenda

Timing

The Agenda above incorporates existing research initiatives and new ones for SPARC and the outdoor recreation sector to consider over the period of the Outdoor Recreation Strategy to 2015.

What is already happening?

Mapping, tracking and reporting on research by government agencies, other organisations and the outdoor recreation sector

An ongoing task (begun here) is to map and integrate into the Agenda relevant research underway and planned by other government and sector agencies with responsibilities for outdoor recreation. A next step will be to map and integrate relevant research by other outdoor recreation organisations and local councils to evolve and update the Agenda.

SPARC's Sector Monitoring Tools (SMT)

All of SPARC's research monitoring and evaluation work is coordinated by an organisation-wide approach, which defines information needs and the "tools" required to collect this information (including national population monitoring surveys, organisational partner reporting, and research and development, which includes the contestable research grants programme and commissioned projects). Outdoor recreation research funded by SPARC is part of this approach. Other results from the SMT, such as proposed participation and market surveys, will add to our knowledge about the outdoor recreation sector.

SPARC's Research Grants programme

A key funding mechanism to advance the outdoor recreation research Agenda is SPARC's contestable research grants programme. In order to establish momentum in outdoor recreation research, the programme has already funded three outdoor recreation studies in the 2009 round (see SPARC's website for project summaries: <http://www.sparc.org.nz/en-nz/resources-and-publications/Research-reports/Research-Grants/>).

The three projects are:

- Kay Booth (Lindis Consulting): *Outdoor Recreation Stocktake (Volume 1: Synthesis) and (Volume 2: Bibliography)*, which directly informs this document and provides an up-to-date, stand-alone resource on outdoor recreation research in New Zealand.
- Brent Lovelock (University of Otago): *Understanding commitment and enduring involvement in outdoor recreation in New Zealand* which investigates how to achieve sustained participation in outdoor recreation.
- Mark Orams (AUT): tackled another important issue through an exploratory study on *The influence of perceived risk on participation in outdoor education in pre-teen age children: perspectives from EOTC teachers and Board of Trustee Parents and Outdoor Education Providers*.

Five further studies have been funded and commissioned from the 2010/11 research grant round (see <http://www.sparc.org.nz/en-nz/resources-and-publications/Research-reports/Research-Grants/> for details and project summaries in Appendix 2). These include three scoping studies on the following topics already identified by the outdoor recreation stocktake, namely:

- Adrian Field (Synergia): *Understanding the peri-urban setting in outdoor recreation.*
- Sally Shaw (University of Otago): *Exploring how outdoor recreation organisations are governed and organised, the issues, challenges and good practice.*
- Kay Booth (Lindis Consulting): *Understanding the scale and nature of access to rivers and lakes by outdoor recreationists.*
- Robyn Zink (Zink Research): *Exploring the relationship between non-competitive recreational events and on-going participation.*
- Gordon Cessford (Visitor Solutions): *Stocktake of New Zealand sport and recreation research by territorial authorities, regional sports trusts, national sports organisations.*

National participation surveys

SPARC is planning the second *Active NZ* sport and recreation survey for adults (16 years and over) for 2013-14. This survey will build on the 2007-08 survey and provide an update on participation in sport and outdoor recreation that will help address a number of research themes under intermediate outcome 3 (participation/demand).

SPARC plans to work closely with other government agencies, such as the DOC, and outdoor recreation organisations to ensure that more detailed data on outdoor recreation is captured in the next survey.

In addition to *Active NZ*, a national survey of young people (2011 *Young People's Survey*) is being implemented. This will fill the large knowledge gap about sport and recreation, including outdoor recreation, participation by young people (aged 5 to 18 years) in New Zealand.

SPARC's Sports Market Survey, a more commercially-focused survey, also will provide information about participation in outdoor recreation activities.

SPARC will also collate information from other government agency surveys to understand the demand and supply sides of outdoor recreation (for example, the Ministry of Fisheries, DOC, Walking Access Commission and Statistics NZ).

Value of sport and recreation

The economic benefits and social value of outdoor recreation to New Zealand is of broad interest to outdoor recreation sector organisations and an area where there are large information gaps. This is an issue that extends to the broader sport and recreation sector. Generating up-to-date data and comprehensive information on the economic and social contribution of sport and recreation (including outdoor recreation) sectors will provide much needed evidence on the vital importance of outdoor recreation to New Zealand's current and future prosperity and well being.

SPARC is currently completing work to assess the economic benefits and social value of sport and recreation in New Zealand. This work could be extended to look specifically at the contribution of outdoor recreation in collaboration with agencies such as the DOC and the Ministry for Economic Development. This will aid planning, investment and forecasting of future needs for outdoor recreation and resource requirements.

Awareness, dissemination and translation of results: Sport and Recreation Knowledge Library

The Agenda aims to improve awareness of outdoor recreation research, access to results (dissemination) and understanding of the implications of research findings (translation) to assist policy-makers and practitioners, ie. turn research into action. To facilitate this objective, a comprehensive knowledge library for New Zealand sport and recreation research is being developed. This initiative will improve access, dissemination and coordination of research in sport and recreation in New Zealand, and will help address calls for a centralised clearinghouse for *outdoor recreation* research.

SPARC is currently commissioning the design of this web-based, knowledge library.

- The resulting website and database will be a repository of research projects that are *underway, completed and published*. Researchers will be able to post their own research projects and published research.
- Organisations needing research also will be able to post topics and connect with the research community. This component will provide an opportunity to introduce capable post-graduate students to both important 'real world' research questions and more theoretical, philosophical issues in outdoor recreation
- The knowledge library also has potential to be a central meeting point for outdoor recreation researchers and practitioners, allowing them to share information, learn, coordinate activities and collaborate.

SPARC will also organise and encourage others to organise workshops and seminars, including online webinars, to demonstrate how research can be put into practice and used to inform policy and strategy.

Progress and review of the Agenda

Progress against the Agenda will be reviewed each year to assess the work completed and whether the priorities/topics identified still meet current needs. SPARC will continue to convene the Outdoor Recreation Research Working Group that was set up to help develop the Agenda to help review progress. We will also provide regular progress reports to the Sir Edmund Hillary Outdoor Recreation Council and continue to seek its advice on the currency and relevance of the Agenda.

Overall progress of the Agenda and its contribution to the Outdoor Recreation Strategy will be reviewed in 2015.

References

Booth, K, and Lynch P. (2010) *Outdoor Recreation Research Stocktake: Synthesis* (Volume 1) and *Bibliography* (Volume 2). A report prepared for Sport and Recreation New Zealand. Lindis Consulting: Christchurch. available at:
<http://www.sparc.org.nz/en-nz/recreation/Outdoor-Recreation-Research-Stocktake/>

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Reis, A., Thompson, A., Lovelock, B. and Boyes, M. (2010). „*Planting the seed*“: *Family preferences, experiences and benefits associated with outdoor recreation in Aotearoa/New Zealand*. Centre for Recreation Research, Department of Tourism, School of Business, University of Otago: Dunedin. available at:
<http://www.crr.otago.ac.nz/docs/Sparc%20family%20report%20with%20cover.pdf>

Appendix 1: Outdoor recreation research mapping exercise (as at July 2011)

Note: This mapping exercise will continue as part of the implementation of the Agenda. The list of organisations and activity listed currently is not intended to be comprehensive, rather it reflects hubs of significant research activity to date.

Research activities identified as at July 2011 include:

Central government agencies

SPARC (Sport and Recreation New Zealand):

- Leading the implementation of the Outdoor Recreation Strategy
- Development of Outdoor Recreation Research Agenda
- Delivery and commissioning a range of national studies and research projects that support the Strategy and accompanying Agenda (listed above).

Department of Conservation (DOC):

- DOC is progressing the Destination Management Framework (DMF) and developing a multi-year research programme to support its implementation. This programme presents significant opportunities for collaboration. Key initiatives include:
 - Review and synthesis of existing information from New Zealand and Australia relating to public conservation areas, nature-based tourism, eco-tourism and outdoor recreation.
 - Primary research to meet priority information needs, with a focus on improving DOC's understanding of demand for visitor experiences in public conservation areas and how this translates into participation (including engagement with conservation).
 - The development of a communications programme so that research findings and existing related information published by other agencies are shared with internal and external stakeholders (with an emphasis on DOC staff).
 - Establishing agreements with other agencies about data and information sharing.
 - The development of marketing resources to promote DOC-managed destinations requiring customised application by Operations staff.
 - The development and implementation of a monitoring and evaluation programme to assess how well the DMF is achieving its outcomes (including the establishment of indicators to measure increased participation and visitor satisfaction).
 - Surveying and mapping recreational use and value of New Zealand's coastal environment.

Ministry of Fisheries

- Large Scale Multi Species Survey 2011/12.

Ministry of Economic Development (Tourism Strategy Group)

- Domestic and international visitor monitoring data, providing key information for the outdoor recreation sector, planning and delivery.
- Tourism satellite account providing critical economic data on tourism of direct relevance to the outdoor recreation sector.

Statistics NZ

- Time Use Survey 2010. May provide some useful contextual information on outdoor recreation participation.

Sector organisations

Water Safety New Zealand (WSNZ):

Water Safety NZ is driving a significant research programme, including:

- *DrownBase*[™] a database capturing all mortality and morbidity incidents that relate to drowning. This is likely to expand to cover non-morbidity incidents such as rescue data.
- Sealord Swim For Life Database a database of the competency of children's swimming ability in New Zealand (a key baseline).
- WSNZ Research Strategy, with two key projects underway:
 - what are the countermeasures to address cultural, socio-economic and developmental factors that create hazard awareness and assessment in young adult men in and around aquatic environments?
 - what is the relationship between swimming and surviving around water?
- WSNZ Pool Asset Strategy a GIS mapping of all public and school pools in New Zealand and development of priority regions for pool investment. This aims to work on one of the major barriers to children learning to swim – not enough water space.
- WSNZ Research Web Portal. Potential to capture all water safety research.
- WSNZ uses outcome reporting and is currently looking at some generic approaches to monitor attitudinal changes to measure outcomes.
- WSNZ Evaluation Framework – used to monitor the efficiency and effectiveness of water safety programmes that WSNZ funds.
- WSNZ Education Framework. A national framework for the development of Water Safety strategies / programmes in New Zealand that was put together by the membership of WSNZ.
- WSNZ also offers research scholarships and is currently funding a Doctoral Research Scholarship at Otago University.
- WSNZ has a Research Advisory Group (RAG) to lead in the facilitation and co-ordination of WSNZ's research function, as outlined in the Strategic Direction.
- More information is available at: www.watersafety.org.nz

Fish and Game:

The New Zealand Fish and Game Council has a statutory function to develop a research programme promoting the management of sports fish and game. This programme helps Fish & Game New Zealand (the NZ Council and 12 regional Fish and Game Councils) achieve its management and advocacy needs.

Research projects include:

- *License price elasticity and sensitivity survey:* an online survey of Fish & Game licence holders to understand optimal pricing strategies and likely appeal/uptake of new licence categories.

Mountain Safety Council (MSC):

To frame the expected outcomes of research and all other aspects of MSC operation, the organisation has engaged in a process of developing an outcomes model, which clarifies the role and expected outcomes of research.

MSC has a Research Committee of New Zealand academics and researchers who provide advice and guidance on MSC research process and projects.

The Mountain Safety Council collects and shares a range of national data on behalf of its member organisations. This includes.

- The National Incident Database – for collecting and analysing information about incidents in the outdoors within outdoor recreation and outdoor education.
- The National Incident Database for snow sports. This database collects incident data from all of the major ski areas within New Zealand and shares this with those organisations and individuals involved in the snow sport industry to maximise the lessons learnt from these incidents. This data is also used by researchers nationally and internationally as a part of other research projects
- Avalanche data, which tracks detailed avalanche data for incidents involving people or equipment. This data is disseminated in an annual report and shared with other researchers involved in relevant studies.
- MSC collects firearm incident data from non-intentional firearms incidents.

In addition to the collection of data, MSC also undertakes a range of research projects, often in conjunction with member organisations. This includes research into outdoor recreation participation, outdoor education, recreation and tourism, and leadership and decision-making.

More information is available at:

www.mountainsafety.org.nz/Research/default.asp

Land, Environment and People (LEaP), Lincoln University:

- A LEaP research report *Advancing an integrated Leisure Research Strategy for New Zealand* was published in 2010. This Lincoln University report, associated with the Leisure Research Strategy programme lead by Grant Cushman, Bob Gidlow and Stephen Espiner, supports the need for an integrated approach to leisure research (including outdoor recreation). While there were some differences between sectors (the arts sector was notable in this regard), leisure stakeholders identified a number of research themes that were important across the sector. Similar to the outdoor recreation stocktake and on-line forum, leisure sector representatives called for more research to identify the benefits and outcomes of leisure participation and understand contemporary leisure behaviour and demand.
- The full report is available at:
<http://researcharchive.lincoln.ac.nz/dspace/handle/10182/2738>

University Research Centres, faculties involved in outdoor recreation and outdoor education research

There are a number of research centres and faculties focusing on a range of outdoor recreation and outdoor education research including:

- Centre for Recreation Research, School of Business, University of Otago
- New Zealand Tourism Research Institute, School of Hospitality and Tourism, Auckland University of Technology (AUT)
- The Colleges of Education at the Universities of Otago, Canterbury, Massey and Auckland.

Appendix 2: SPARC's research grant projects 2010/11 - summaries

2010/11 Research Grants

Eleven projects were funded as part of the 2010/11 SPARC Research Grants round. A summary of projects relevant to the Agenda follows:

Outdoor recreation

Access to rivers and lakes by recreationalists

Dr Kay Booth, Lindis Consulting (due date: 31 October 2011)

New Zealand's rivers and lakes face increasing pressure from competing uses. They are highly valued for recreation but a lack of information makes it difficult for decision-makers to understand the needs of recreationists and for organisations to advocate for recreational values. This project will scope the issues associated with measuring recreational use of rivers and lakes and develop a methodology for measuring use.

Strategic opportunities and challenges in peri-urban recreation

Dr Adrian Field, Synergia (due date: April 2012)

Peri-urban areas (those on the periphery of urban cities and towns or "front country") are not well understood in terms of their potential to meet demand for outdoor recreation.

Using three case studies – in Auckland, Hamilton and Tauranga - this study will examine current and potential demand, the approaches taken to recreation development in each of the three cities, and the recreation experience of families living close to peri-urban areas (for example, what opportunities are available locally; what are the travel demands required for accessing recreation opportunities; what are the barriers and enablers to recreation). The implications of the results for recreation planning will be explored.

*Family-oriented, non-competitive outdoor recreation events and on-going participation**

Robyn Zink, Zink Research (due date: November 2011)

The role events play in fostering longer term participation in sport and recreation is not well understood. By interacting with participants at three events - The Big Coast Ride (19-20 March; Lower Hutt), The Meridian Bike Jam (22 May; Auckland), and Take a Kid Fishing (26 September; Dunedin) – the study will explore how taking part in an event may influence participation in the longer term. It will also explore young people's understandings of the outdoors and outdoor recreation, and how this may or may not differ from their parents.

A survey of past Take-A-Kid Fishing participants will also look at the extent to which young people continue fishing after attending an event.

This project will add to our knowledge of young people's recreation.

Mapping Outdoor Recreation – governance and leadership

Dr Sally Shaw, University of Otago; Dr Robyn Zink, Zink Research; Dr Pip Lynch, Elcho Consulting Ltd (due date: April 2012)

Governance and leadership are priority areas in SPARC's Outdoor Recreation Strategy. This study will produce a baseline 'map' of the various governance models in New Zealand outdoor recreation and gauge the extent to which organisations are engaged in capability-building activities. It will also get organisations to envisage what a cohesive approach to sector governance might look like.

Eight national organisations will be studied and four participation organisations.

Comparisons with governance models in the sport/community welfare sectors will be made.

Capability

*Cash, Sinkholes and Sources**

Dr Carolyn Cordery and Dr Rachel Baskerville, Victoria University of Wellington (due date: February 2012)

This study expands on a 2008/9 study, which analysed club finances at grassroots level, by taking a wider view and looking at two different sports – football and golf. By analysing clubs', regional sports organisations' and national sport organisations' financial statements and organisational documents and interviewing people from sporting organisations and other stakeholders (RSTs/TAs), the study will answer two questions:

1. What can the sports' key sources of funding tell us about their financial vulnerability?
2. What non-financial resources strengthen sports clubs' financial sustainability and contribute to organisational effectiveness?

Knowledge Sharing

Stocktake of New Zealand sport and recreation research by territorial authorities, regional sports trusts, national sports organisations

Dr Gordon Cessford, Visitor Solutions (due date: October 2011)

Local councils, regional sports trust and the larger national sport organisations commission a wide range of sport and recreation research but much of this is not readily available. This stocktake will identify and summarise research held by these organisations to make the sport and recreation sector aware of the information available and to identify key gaps in our knowledge.

While the outdoor recreation stocktake identified a number of "grey literature" studies on outdoor recreation, this work may find additional outdoor recreation-related "grey literature".