

WAKA AMA STRENGTHEN & ADAPT CONSULTATION - WHAT WE HEARD

INTRODUCTION

As part of the Waka Ama Strengthen and Adapt Project, community consultation was conducted with our waka ama whānau from mid-January to mid-February 2022. The consultation was hosted by Waka Ama NZ and facilitated by Tracey Diack (Sport NZ S&A Project Manager).

The purpose of the consultation was for us to listen to our waka ama whānau and to understand the opportunities for, and barriers to, growth in a meaningful and sustainable way, with a focus on potential transformational changes to achieve the future we want.

The following information provides a brief summary of the consultation findings.

 **More Info:**
[Strengthen & Adapt Project](#)

GENERAL FINDINGS

PARTICIPATION BARRIERS

- Negative experiences
- Travel
- Lack of support
- Lack of paddlers in age divisions
- Other commitments
- Affordability

OPPORTUNITIES

- Improved communication processes
- Sharing best practice
- Online connections between clubs and regions
- Increased regional strategic planning involving clubs and rangatahi
- Leveraging economies of scale
- Dedicated administration roles
- Support volunteer workforce

WAKA AMA NZ

There was positive feedback about Waka Ama NZ and the team in the office, however the following opportunities were identified of what Waka Ama NZ could do:

- More regional support (workshops, templates, advice)
- Doing and supporting promotion and advocacy
- Providing opportunities for connections within the sport
- Setting event standards

REGIONS

Regions are currently operating with limited capacity and little or no strategy or planning. They host regional events and, in some instances, undertake regional advocacy, fund applications, and club support. The following opportunities were identified:

- Club development and support
- Building relationships and partnerships
- Greater promotion and advocacy
- Bring clubs together for workshops and best practice sharing

CLUBS

Clubs play an important role in promoting, developing and providing opportunities to participate in waka ama. Clubs foster and promote tikanga Māori, develop communities and whānau, encourage whanaungatanga, hauora and inclusion for all. A key barrier

identified for clubs was their volunteer workforce capacity and capability. The following opportunities were identified:

- Internal system development (communication, finances, websites, membership management etc.)
- Development of administration and on water roles
- Volunteer workforce capability and capacity