



Chinese Sport Forum Report



Harbour Sport – ActivAsian

August 2012



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EXECUTIVE SUMMARY



Harbour Sport's ActivAsian team hosted the 3rd Chinese Sport Forum – “Engaging Chinese Youth in Sport” on the 16th August 2012 at Massey University, Albany. Over 120 people attended, including at least 70 from various Chinese youth related organisations, representatives from 17 Regional Sport Organisation and clubs, aligned organisations, as well as Auckland Council Officers, Councillors, Local Board Representatives and Melissa Lee – Parliamentary Private Secretary, Ministry of Ethnic Affairs.

The main objectives of the forum were:

- Continue the two-way dialogue between the Chinese community and RSO's in the Auckland North region
- Increasing RSOs awareness of the changing demographics of their community, especially in the age group of 16 to 25 where sports identify a decrease in participation
- Provide an opportunity for members of the Chinese community to communicate directly with RSOs about how to increase participation in their community
- Increase cultural understanding and awareness



Sport stalls and Have-a-go activities were set up in the foyer of Massey University's Sir Neil Waters building prior to the start of the forum.



Harbour Sport was honoured to have Melissa Lee speak at the forum, not only addressing our participants on behalf of the Ministry of Ethnic Affairs, but also sharing her personal experiences in sport participation.

It was also a great privilege to have international author and social scientist Professor Paul Spoonley, as well as 4 time Olympian and Commonwealth Games Gold medallist Li Chunli as our key note speakers.

Professor Paul Spoonley presented key changes in North Shore's demographics and its relevance to the sport sector, while Li Chunli shared about her road to success in her sporting career as a Chinese New Zealander.

The small group discussion format was successful with valuable documented conversations. It was also a great opportunity for sports and aligned organisations to gain insight into Chinese young people or parents' views on sports. Outcomes of the discussion have been documented and will allow sports to identify a direction in engaging Chinese youth.

The event proved to be positive with 100% of the participants finding the forum relevant and useful, and on a whole satisfied with the forum, as indicated on the evaluation results.

Following the Chinese Sport Forum, the Harbour Sport ActivAsian team will continue to work with RSOs in developing strategies to better engage the Chinese and wider Asian community in Sport and Recreation. The ActivAsian team will also continue promoting the benefits of Sport and Recreation to the Chinese community on the North Shore.



BACKGROUND

In the 2006 census, 17.8% (37,500) of North Shore City's population was Asian and 44.1% (16,500) of the Asian population was Chinese. It has been predicted that by 2016 there will be 400,000 Asians in Auckland. With the changes occurring in the North Shore demographics the ActivAsian project was started by Harbour Sport in 2009 aiming to increase sport and recreation participation in the Asian community on the North Shore. The initial focus was on the Chinese community as it was the second largest ethnic group on the North Shore after European however in 2011 support was extended to the Korean community as well. The main objectives of the ActivAsian project were to:

- improve sporting opportunities for the Chinese and Korean community, with a particular focus on school aged children and their parents
- improve access to information regarding sport and recreational activities for the Chinese and Korean community
- encourage more Chinese and Korean people to participate in sport and recreation

Also in 2009, the Auckland Regional Physical Activity and Sport Strategy (ARPASS) partnered with Massey University to commission a research report into sport and cultural diversity which outlined the need for enhanced cultural understanding and a positive relationship between the Regional Sport Organisations (RSO) and immigrant communities in order to encourage greater participation.

In 2010, based on the Massey University findings, Harbour Sport partnered with ARPASS to facilitate and deliver the first Chinese Sport Forum on the North Shore as a pilot to establish a method of beginning dialogue and reducing cultural barriers between RSOs and the Asian community on the North Shore. The 2010 Chinese Sport Forum was successful in achieving these goals and it led to seven RSOs actively working with Harbour Sport to implement the Asian Sport Engagement Model (ASEM) and create strategies to better engage the Asian community in their sports.

The second Chinese Sport Forum was held on the 11th August 2011 at the Takapuna Rugby Club, Northcote. This forum aimed to continue the discussions commenced at the 2010 Chinese Sport Forum, and to highlight the successes of some RSOs over the past year since the development of some key strategies for engaging with the Chinese community. Evaluation reports on both previous Chinese Sport Forums can be found on our website: <http://www.harboursport.co.nz/harbour-sport/activasian/>

It was decided, based on the feedback and results from the 2011 forum, that there needed to be particular focus on engaging Chinese youth in sport, targeting Chinese people between the age of 16 and 25.

The Chinese Sport Forum was identified as an effective way of bringing together Sport and Recreation groups and the Chinese community to discuss the topic and facilitate enhanced understanding. The desired outcome is an improved sporting environment and culture for Asian communities to participate in sport with increasing numbers.

INTRODUCTION

The Chinese Sport Forum (CSF): ‘Engaging Chinese Youth in Sports’ was held on the 16th August 2012 at The Sir Neil Waters building, Massey University. The overarching objective of the forum was for RSOs and clubs in the Harbour region to better understand the Chinese youth of our community, and ultimately increase their participation in sport. Cultural understanding, on-going two way communication, and the opportunity to share experiences in sport are fundamental aspects of the Chinese Sport Forum.

Nearly half of the Asian population are aged between 15 and 39, and RSOs have indicated a significant decrease in participation by people between the ages of 16 and 25. For this reason, understanding Chinese youths’ perspective towards sport is imperative for RSOs and clubs, in order for them to address the barriers, concerns, and opportunities in this population group.

Attendees included representatives from:

Regional Sport Organisations/ Clubs:

- Albany Table Tennis Club
- Auckland Petanque
- Badminton North Harbour
- Facebook Badminton Club
- GymSports New Zealand
- Harbour Golf
- Harbour Rugby
- Muriwai Surf Life Saving Club
- North Harbour Basketball Association
- North Harbour Table Tennis Association
- North Harbour Trampoline Club
- North Shore Baseball Club
- Northern Football Federation
- Shore Rhythmic Gymnastics Club
- Snowplanet/Snow Sports
- Tennis Northern

Asian Community Representative:

- AUT Chinese Students Association
- Kristin Chinese Parents Group
- Kristin Chinese Student Group
- Massey University Chinese Students
- New Zealand Chinese Youth Trust
- New Zealand Taiji and Martial Arts Association

- North Shore Chinese Leaders Network
- Public Health and Wellbeing Trust – Zumplus Fitness
- University of Auckland Chinese Students
- Westlake Chinese Student Group

Auckland Council:

- Andrew Pragnell - Sport and Recreation Project Leader, Auckland Council
- Geraldine Wilson – Sport and recreation Advisor North, Auckland Council
- Kay McIntyre – Kaipatiki Local Board
- Margaret Miles – Upper Harbour Local Board
- Mike Cohen – Takapuna Local Board
- Monica Mu - Community Services Advisor, Auckland Council
- Sarah Davies – Connect2Sport Project Manager

Aligned Organisations

- AUT University
- Massey University
- North Shore Police
- Office of Ethnic Affairs
- Raeburn House
- Sport Waitakere

Media

- North Shore Times
- World TV Limited

OBJECTIVES AND GOALS

The objectives of the 2012 Chinese Sport Forum (CSF) were to:

- Continue the two-way dialogue between the Chinese community and RSO's on the North Shore of Auckland
- Provide an opportunity for members of the Chinese community to communicate directly with RSOs about how to increase participation in their community
- To have a particular focus on Chinese youth between the ages of 16 and 25
- Provide the Chinese community with practical sporting information
- Create links and contacts between the Chinese community, RSO's and Auckland Council Officers, Local Board Representatives and Councillors.
- Increase cultural understanding and awareness
- Help sports understand the need to engage with a growing population in the community

The goals of the CSF included:

- Maintain communication with the community about the ActivAsian project
- Ensuring the CEO's of RSO's were present at the forum with the view that they would have the greatest influence on their sporting organisations, as well as clubs who work at grassroots level
- Increasing RSOs awareness of the changing demographics of their community, especially in the 16-25 age group where sports have identified a decrease in participation
- Providing RSOs with the opportunity to promote their sports directly to the Chinese community and build relationships
- Discussion to occur between the Chinese community and RSO's at the forum to build networks and identify possible ways to increase Chinese sport participation.
- Using a community development approach which included aligned organisations who had an interest in the wellbeing of the Chinese community
- More than 80% of attendees satisfied with all aspects of the forum.
- At least 50 members of the Chinese community, particularly influential leaders of the community and those who are interested in sports attend the forum.
- Having a local MP, Local Board Representatives, Auckland Council Officers and Councillors present
- Assisting sports to be self-sustainable in engaging the Chinese community

METHOD

There were some notable differences in this year's Chinese Sport Forum, in terms of planning as well as desired outcome. These included:

- Change in target age group – 16 to 25 years old
- Participants being provided with practical sporting information
- Forum to be more interactive and relatable

Due to these changes, key differences in methodology compared to previous years are noted in this section:

Promotion/Communication

Social media and direct contact were the main medium of promotion for this year's forum. A Facebook page was started for the event where young people were encouraged to join the page and updates were regularly posted.

Chinese student groups in Universities, student and parents groups in schools, and community groups were targeted in our promotion and communication.

Social media was chosen over Radio and Television promotion which was used in previous years due to the target age group.

Logistics

In order to provide participants with practical information, Regional Sport Organisations were asked to complete a Sport Starter Pack (Appendix 9) with information on participating, coaching and volunteering. This was translated and made available at the forum along with other translated promotional material from sports.



Tennis, Table Tennis, Golf, Surf Lifesaving, Snow Sports, Rhythmic Gymnastics, Baseball, and Petanque all had stalls with have-a-go games and equipment, videos on display at the start of the forum.

Volunteers

We have in previous years hired interpreters to assist with communication at the forum in English and Chinese (Mandarin and Cantonese).

This year, an opportunity for bilingual youth to volunteer as interpreters at the forum was provided. 10 Chinese youth who spoke English, Mandarin and/or Cantonese volunteered at the forum and assisted with interpreting, setting up, ushering and other general jobs.

This was a great success as it demonstrated that there were different avenues for Chinese youth to participate in sport, not only by playing the sport itself but by making it happen with their skills and talents.



An ActivAsian volunteers' database has been established with 15 bilingual volunteers (13 Chinese speaking and 2 Korean speaking). These volunteers will be exposed to further volunteering opportunities in the Sport and Recreation sector, and will be great assets to sport organisations which need to be bridge

builders between their sports and the Chinese and Korean community.

SYNOPSIS OF SPEAKERS

Speakers



Toni-Maree Carnie - CEO, Harbour Sport

Toni-Maree opened the evening with a brief welcome and thank you to the attendees of the night. She highlighted some of the key successes of the ActivAsian project, including being the winner of the Community Impact category of the 2012 New Zealand Sport and Recreation Awards. She also reinforced Harbour Sports commitment to working in the Asian community and with RSOs to increase participation.

Melissa Lee – Parliamentary Private Secretary, Ministry of Ethnic Affairs

Melissa Lee addressed the participants on behalf of Minister of Ethnic Affairs Judith Collins and shared her personal experiences in sport as an Asian New Zealander. She also illustrated the benefits of sport by explaining how the Rugby World Cup and Olympics brought New Zealand together, with no cultural, ethnicity, or language boundaries.



Li Chunli – Head Coach of Table Tennis New Zealand, 4 time NZ Olympian, Commonwealth Games Gold Medallist

Li Chunli spoke from her experiences in representing New Zealand on the world stage. Chunli shared stories from the Commonwealth Games and the Olympics and spoke of the pride of having the New Zealand flag around her following her victory at the Commonwealth Games. She also spoke of how her involvement in sport has helped her get her dream job. She urged the participants to actively participate in sport.

"Get more involved, and your life will be enriched, play Sport, play table tennis!"

Professor Paul Spoonley - Research Director of College of Humanities and Social Sciences, Massey University

Professor Paul Spoonley outlined the changing demographics in Auckland and the North Shore, as well as the background of his research in Sport and Cultural Diversity. He emphasised the importance for Regional Sport Organisations to engage the growing population and to make an effort to understand the culture and needs of the community.



"We want a lot more Li Chunli's"

DISCUSSION FEEDBACK

The discussion section of the event consisted of 10 groups of 8 to 10 people. These groups were formed with a mix of people from the Chinese community, representatives from RSOs, Auckland Council, Local Boards and aligned organisations.

The questions set for the discussion were:

- 1. What is a barrier for you to engage in sports? How do you/can you juggle sport with other parts of your life?**

Many responses for this question related to the ability and confidence level in different sports. These responses included: “thinking they won’t be good enough”, “lacking knowledge of the sport”, “lack of confidence”, “not keen on some sports, due to not being good at those” and “too shy”.

An interesting point came up regarding the lack of knowledge in sport, as most beginner classes only cater for young children. This is a significant barrier for older Chinese students and prevents them from getting involved.

Insufficient time is also a major factor that hinders their involvement in sport. This is due to sport not being considered a priority. Academics, music and religious practices are prioritised higher by Chinese youth and parents. Sport is perceived as a hindrance to study/academics and as a result, students are not driven to participate in organised sport. For high school students, parents play a big role in their involvement in sport. Cost, transport, and type of sport are main areas of concern for Chinese parents.

Another key issue that Chinese youth face in sport involvement is the lack of communication from sport organisations or clubs. Many participants receive sporting information via word of mouth and there is an unsatisfactory amount of translation displayed. This could lead to Chinese youth being unable to access sports and wanting to have more social sport opportunities offered to them. One participant described that their university gym had “very little advertising on campus, and is only advertised at the recreation centre”.

Other Responses

- Elite sport is expensive, time consuming and involves travel.
- Lack of social sport to keep children involved / social focus with youth / friends have a say in whether they play sport and what sport they play
- Lack of equipment and available/convenient facilities
- Lack of motivation / too lazy
- Have not heard of minority sports
- Poor public transport system makes finding and getting to venues difficult
- Some sports have difficult skills to acquire for beginners, especially for adults or older youth
- Existing members who are shy or awkward hinders the engagement of new Chinese members → Chinese could perceive it negatively
- Change perceptions of sport i.e. physical activity increases brain function

2. What aspects of sport do you think appeal to Chinese Youth? What could be done by sporting organisations to increase the levels of interest from Chinese Youth?

The most desirable aspect of sport to Chinese youth is the social benefits and the further development of social skills. The majority of participants wanted to “play for fun”, “meet new people”, and “socialise with like-minded youth”. By promoting these aspects of sport, Chinese youth are more likely to want to integrate into New Zealand sports.

The participants also valued sport as a way to develop their inter-personal skills and obtain social skills such as teamwork, leadership and discipline, which can be transferred into other areas of their lives. Chinese youth value these as it is something they consider important to be displayed on their Curriculum Vitae, as most people view sport participation as a benefit.

As previously mentioned, the parents of students have an influence on the amount of sport their children are involved with. An interesting response is from the other end of the spectrum, in which parents could guide their child through sport and give them a career in sport (playing, coaching or management).

Other responses

- Information being distributed at schools through assemblies, newsletters and notices
- Opportunity to explore the city and country
- NZ are world beaters in Rowing and Sailing, yet there is no information about clubs that Chinese youth can join
- Mainstream sports such as football are more easily accessible and advertised
- Chinese youth like to represent their school, club or country, as they obtain a feeling of pride
- Inviting club environment

3. Do you think employers value their employees' involvement with sport (participating, coaching, and volunteering)? Why do you think they do value/do not value sport?

It is important to establish there was no absolute answer to whether employers value their employees sport involvement, as it is ultimately down to the individual. However, it is noted the employers who did value sport, place 'differing values on different sports'. The participants deemed sport as valuable, adding to their employability and helped them get a 'foot in the door'.

Employers value sport

- Social benefits → Sports people are good team workers, display leadership traits. Skills obtained in a sport setting are transferable to other aspects of their lives i.e. work environment
- See their employees value their health
- Employers like their employees having a wider involvement, having other interests that they can work on

Employers do not value sport

- Sport takes up valuable work time e.g. employees leaving early to play, train, coach
- Sport is not valued during the recession
- Small businesses cannot afford their employees to take time off work for sport, however bigger businesses are more flexible due to their high staff numbers

4. Do you think Chinese people want to integrate into New Zealand sports? Why or why not?

Communication is a factor in the lack of integration in New Zealand sport. The language barrier seems to have a big influence on why Chinese youth struggle to get into the New Zealand sport sector. Language affects the communication on and off the field and determines which sports Chinese youth take part in.

Contrarily, it is also noted that language should not be a barrier for the newer, younger generation, the reason being that they have grown up in the New Zealand and English should be well grasped. It was discussed that possibly parents still have quite a strong influence on Chinese youths' participation in sport. This means that sports perceived as having high injury risks may be excluded.

Chinese youth who grow up in New Zealand, integrate more easily into the sport sector. However there is a significant drop off in sport participation once they leave school. This could be result of 'no one pushing them to continue', 'social groups/friends they affiliate with', and/or 'sport becomes neglected for university studies/work'.

Other Responses

- Chinese youth are selective/'picky', rather than an overall sense of not wanting to integrate into NZ sport
- Chinese youth tend to participate in sport in their clubs/groups, preventing integration in to the NZ sport sector. Chinese enjoy being in teams with their fellow countrymen.
- Chinese are generally quite small in stature, as a result they do not enjoy contact sports and find it a disadvantage in traditional Kiwi sports i.e. Rugby, netball
- Parents do not get enough information on sports and do not know where to go to get their children involved
- New Zealanders are not very welcoming and understanding of other cultures (not specific to Chinese), rejection and bullying can occur

5a. Chinese - Share your experience with your involvement in sports

- Sport strengthens and widens friendship groups. Friends have a big influence on sport participation
- Chinese people prefer a social, fun perspective towards sport as opposed to a competitive environment. Therefore casual, unstructured forms of sport are more desirable
- Unsuccessful integration in which Chinese youth were not accepted into the sport organisation/environment. Some have experienced a team setting in which the coach provided no assistance.
- Sometimes Chinese youth are forced into sports
- The Facebook Badminton Club – organisations with members who are adept with language are more able to develop larger network / relationships

5b. Regional Sport Organisations/Clubs – share your experience in dealing with new members from a different cultural background

- Student driven/led programmes are usually successful. Word of mouth is an efficient advertising/marketing method but must have effective Chinese (target group) advocates to spread the word
- Sports Organisations are trying to communicate more efficiently by translating information for the Chinese community and by advertising on Chinese Radio and Television channels
- Sports Organisations are trying to understand Chinese groups more

Recommendations

- Create ethnic sports clubs so Chinese youth can easily access the sport and have a first point of contact. Could act as a feeder club.
- ‘Have-a-go’ days at schools and universities so Chinese students get to experience the sport before committing
- Have a contact person in charge of a club who is bilingual. This would assist in the processes of getting started in a sport and have a more welcoming feel.
- In a team environment, provide new Chinese athletes with a teammate and act as a ‘buddy’ for the initial weeks
- Adult friendly beginner classes, people of the same skill/ability level
- Some Chinese youth are reluctant to pay a large sum fee to play throughout the year, would much prefer paying per play
- Educate from a young age the value of sport. This could create a lifelong affiliation that is passed on to future generations. Educate Sports Organisations about other cultures and how to engage them. This engagement must be specific to the individual cultures.
- Provide information that is accessible to parents, as opposed to only their children
- Create a social network database that is easily accessible to Chinese youth. This is a more informal method to create relationships and give Chinese youth the opportunity to meet those in the sport industry

OUTCOME OF CHINESE SPORT FORUM

The Chinese Sport Forum was a great success as it achieved all the desired outcomes of:

- Providing sports and the Chinese community with a platform for two-way dialogue
- Improved mutual cultural understanding.

The forum gave Harbour Sport's ActivAsian team, Regional Sport Organisations, and aligned organisations a new insight into the concerns, needs and barriers to sport participation amongst Chinese youth. It further highlighted the importance of engaging the Chinese community in Sport and Recreation following the results from the first two Chinese Sport Forums.

Local Board members, council officers and a number of new sports, which were not previously involved, expressed that the forum was informative and useful. Immediate actions after the forum include:

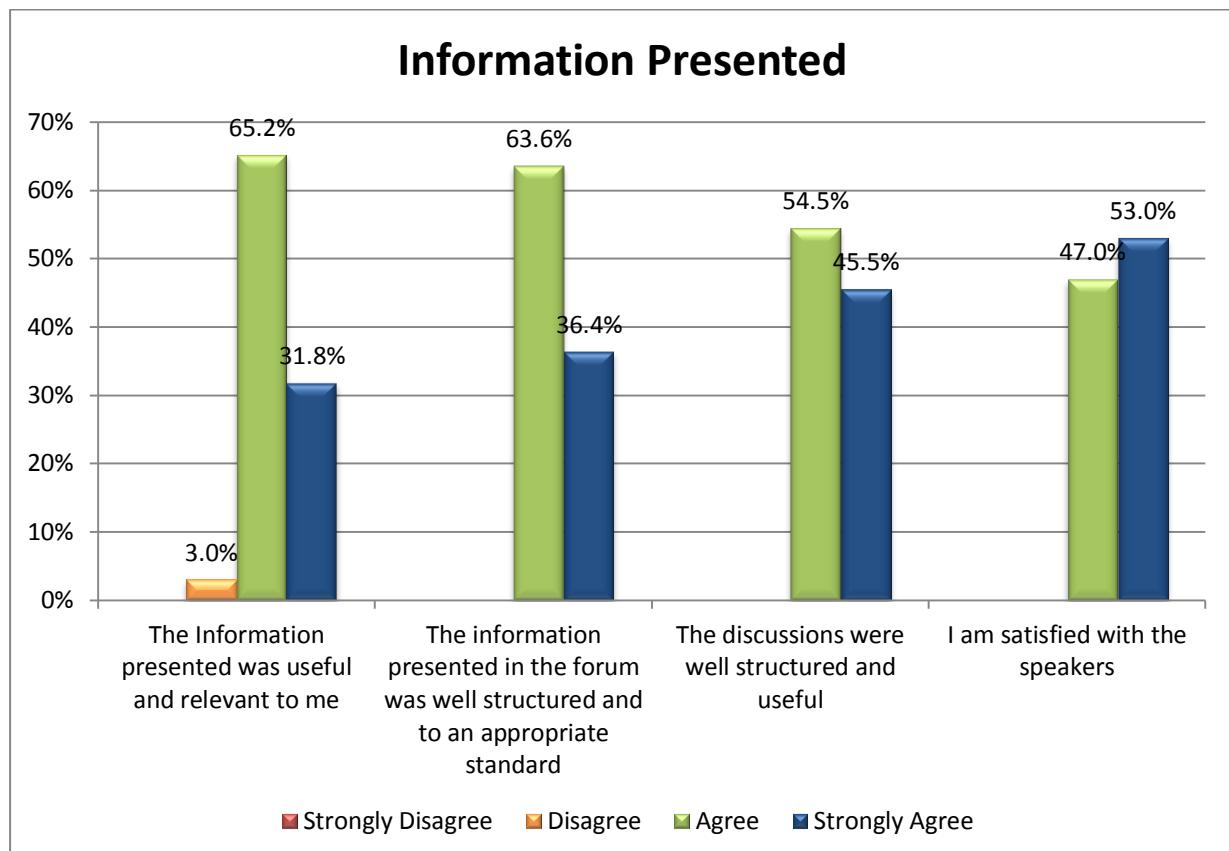
- A meeting with existing sports involved in the ActivAsian project to discuss the next step in increasing sporting opportunities for Chinese youth
- Meetings will be arranged with new sports that have expressed interest in the project from the Chinese Sport Forum including Surf Lifesaving, Softball and Football
- A feedback and debrief meeting with key partners of the ActivAsian project and the Chinese Sport Forum to identify key learnings and areas for improvements for next year
- Ensure the Harbour Sport Youth Strategy gives consideration to youth of ethnic minorities
- On-going RSO ethnic engagement will continue and support will be provided to new and existing sports in putting a plan in place to engage the Asian community.
- Information regarding consultation and submissions to Auckland Council plans as well as potential grants and funding opportunities will be provided to Chinese community groups in the future to ensure they are informed of the processes and opportunities
- A strategic plan implemented to develop a volunteering programme for Chinese and Korean people which will provide them with training, networking opportunities, and exposure to different sport related events and programmes. This will aim to broaden their networks, improve their interpersonal skills, provide them with working experiences and develop a stronger sense of identity.

EVALUATION

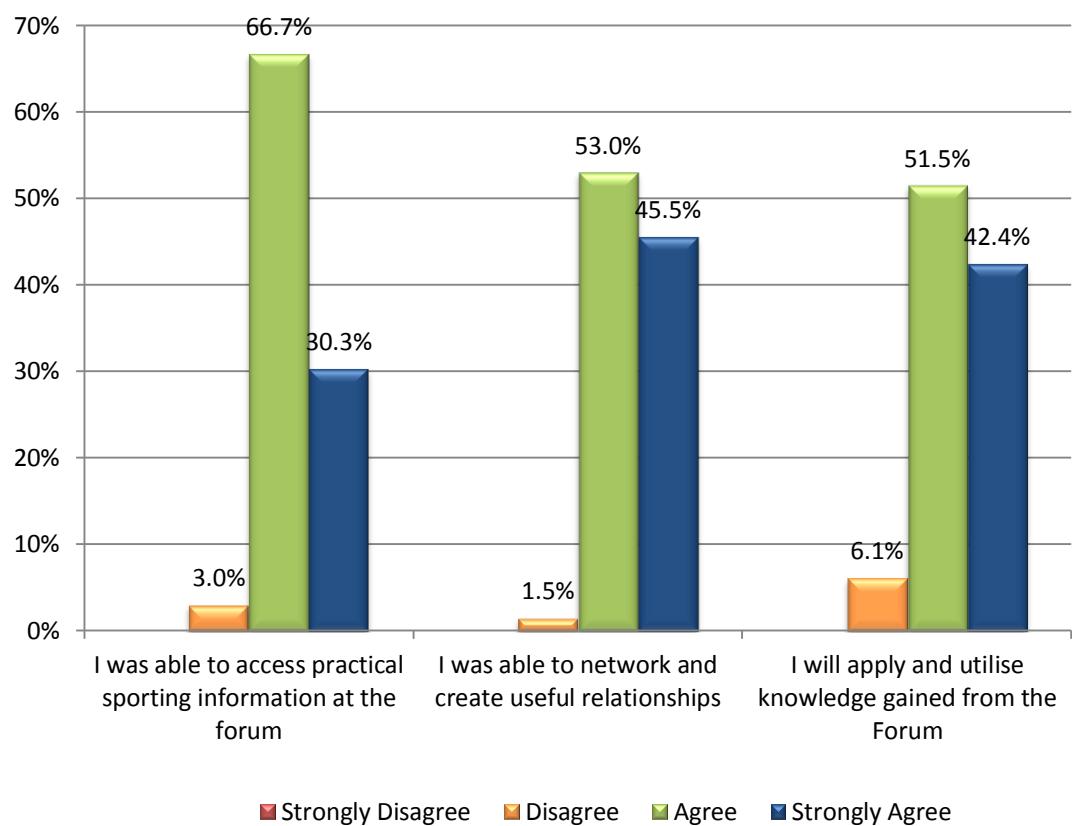
Over 120 participants attended the Chinese Sports Forum, including approximately 60 from the Chinese community (youth, parents, and community leaders), 26 from RSO's, 20 from aligned organisations, and 13 bilingual volunteers.

Participants were asked to fill out an evaluation form at the end of the forum which was also translated into simplified Chinese.

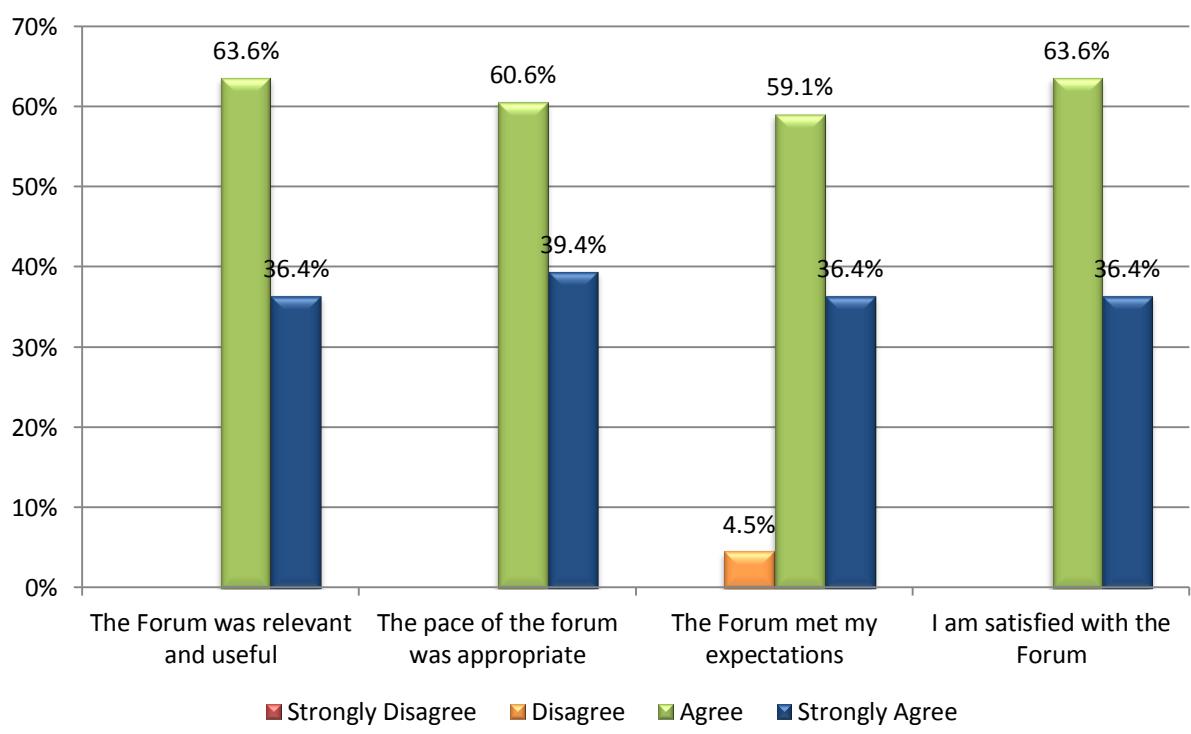
Chinese Sport Forum Participants Evaluation Results:



Benefits from Attending the Forum



Overall Feedback



APPENDIX 1: INVITATION LETTER

Dear,

"If an organisation is able to demonstrate that it is willing to listen to people from ethnic and immigrant communities to respect their representatives and cultural identities, . . . then some quite spectacular results could result."

(Spoonley & Taiapa, 2009)

In 2006 census, 18% of North Shore City's population is Asian. 44% are of Chinese descent and origin. Nearly half of this rapidly growing population are aged between 15 and 39.

With the increasing interest in engaging more Youth in sport and recreation, Harbour Sport's ActivAsian team will be holding the third annual Chinese Sport Forum with a particular focus on engaging Chinese youth in sport.

At Harbour Sport we believe it is vital for sports to take a proactive role in

understanding the needs of migrant communities and effectively engaging them in the sport sector at all levels and roles. Successful integration is the product of a two way adjustment; not a one way process.

I would like to invite you to join us for the **Chinese Sport Forum: "Engaging Chinese Youth in Sports"** on **Thursday 16th August 2012** so that together we can support the integration of the Chinese community, Regional Sport Organisations, and aligned organisations in the North Harbour region. (Please find enclosed invitation)

Yours sincerely,



Toni-Maree Carnie
CEO
Harbour Sport



APPENDIX 2: INVITATION LETTER IN CHINESE

尊敬的，

“如果一个组织可以证明它们愿意聆听不同种族及移民社区的声音，并尊重他们的代表与文化。。。那可能会有非常辉煌的成果。”

(Spoonley & Taiapa, 2009)

在 2006 年的人口普查结果，北岸市 18% 的人口是亚裔，其中 44% 是华人。这个迅速增长的人口的大约一半是属于 15 岁与 39 岁之间。

体育运动与娱乐活动组织在近期积极推广青少年多参加运动。因此，Harbour Sport 的活跃亚裔团队将会举办第三届的华人体育论坛，并且会着重于如何鼓励更多华人青少年参加体育运动。



在 Harbour Sport，我们相信北岸的体育组织必须积极地了解移民的需要，并有效地让他们在所有层次和角色上参与体育。成功的民族融合是双向调整的产物，不是一个单向过程。

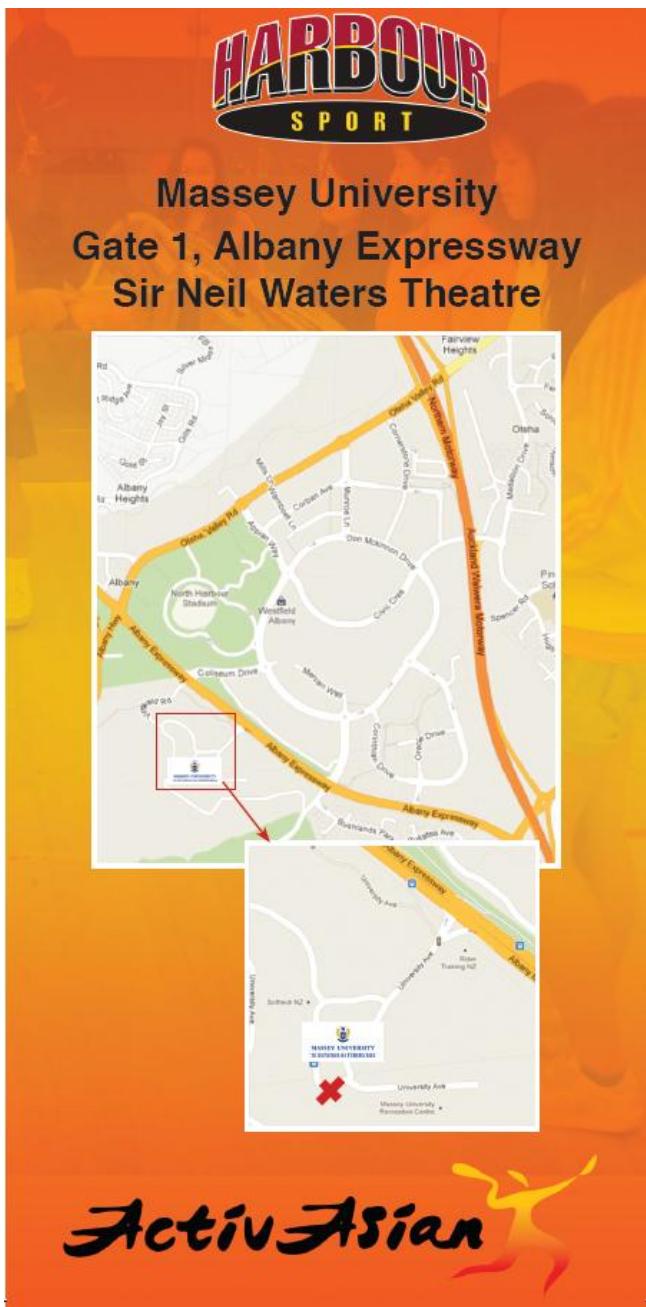
我们诚意邀请您在 2012 年 8 月 16 日星期四跟我们一起参与华人体育论坛：‘鼓励华人青少年参加体育运动’，让我们一同支持北港地区的华裔社区，地区体育组织，以及有关机构成功的结合。（附邀请函）

您真诚的，

Toni-Maree Carnie

Toni-Maree Carnie
CEO
Harbour Sport

APPENDIX 3: OFFICIAL INVITE





Chinese Sport Forum



'Engaging Chinese Youth in Sports'

Start	Programme	Presenter/Facilitator
5:30pm	Doors Open	
6:00pm	Harbour Sport Welcome and Thank you	Toni-Marie Carnie Chief Executive Officer Harbour Sport
	Welcome	Monica Mu - MC Community Services Advisor Auckland Council
	Opening	Melissa Lee Parliamentary Private Secretary, Ethnic Affairs (on behalf of Hon Judith Collins – Minister of Ethnic Affairs)
	Speakers	<p>Li Chunli</p> <ul style="list-style-type: none"> ➢ Gold Medallist at the 2002 Commonwealth Games ➢ 4 time New Zealand representative at the Olympic Games ➢ Founder of LCL Table Tennis Club and sport clothing line LCL Sports Ltd ➢ Head coach of Table Tennis New Zealand <p>Prof Paul Spoonley</p> <ul style="list-style-type: none"> ➢ Research Director of the College of Humanities and Social Sciences at Massey University ➢ Internationally renowned sociologist ➢ Author and editor of over 20 books on sociology, biculturalism, racism, ethnic relations and international migration
6:45pm	Small Group Discussions	Richard Casutt Team Leader of Sport Capability Harbour Sport
7:30pm	Dinner	
8:00pm	Small Group Discussions	Richard Casutt Team Leader of Sport Capability Harbour Sport
8:20pm	Feedback from each topic	
8:45pm	Final message Opportunity to network Evaluation	Jenny Lim Asian Community Sport Coordinator Harbour Sport



华人体育论坛

‘更多华人青少年参加体育运动’

时间	节目	发言人
5:30pm	来宾入场	
6:00pm	Harbour Sport 欢迎与致谢	Toni-Marie Carnie 行政总裁 Harbour Sport
	欢迎来宾	Monica Mu – 司仪 社区服务顾问 Auckland Council
	致辞	Melissa Lee 种族事务国会私人秘书 (代表 Judith Collins – 种族事务部部长)
	发言人	李春丽 ➤ 荣获 2002 年 英联邦运动会 金牌 ➤ 四度代表新西兰参加奥运会 ➤ 纽西兰国家乒乓球球队总教练 ➤ 李春丽乒乓球俱乐部，以及 LCL 运动服创办人
		Paul Spoonley 教授 ➤ 梅西大学 人文和社会科学学院 研究部主任 ➤ 著名社会学家 ➤ 超过 20 本有关社会学，文化，种族主义，民族关系，以及移民等书籍的作者/编辑
6:45pm	小组讨论	Richard Casutt 体育潜能经理 Harbour Sport
7:30pm	晚餐时间	
8:00pm	小组讨论	Richard Casutt 体育潜能经理 Harbour Sport
8:20pm	信息反馈	
8:45pm	感谢及欢迎来宾 交流时间	Jenny Lim Asian Community Sport Coordinator Harbour Sport

APPENDIX 6: FORUM EVALUATION FORM – ENGLISH

Harbour Sport – Participant Feedback Form Chinese Sports Forum – August 16th				
Information Presented	Strongly Disagree	Disagree	Agree	Strongly Agree
The information presented was useful and relevant to me				
The information presented in the forum was well structured and to an appropriate standard				
The discussions were well structured and useful				
The Speakers were informative and relevant				
Comments:				

Benefits from attending the Forum	Strongly Disagree	Disagree	Agree	Strongly Agree
I was able to access practical sporting information at the forum				
I was able to network and create useful relationships				
I will apply and utilise knowledge gained from the Forum				
Comments:				

Discussion Feedback	Comment
1 Please write your No. 1 solution for engaging Chinese youth in sport and recreation.	

Overall Feedback	Strongly Disagree	Disagree	Agree	Strongly Agree
The Forum was relevant and useful				
The pace of the forum was appropriate				
The Forum met my expectations				
I am satisfied with the Forum				
Please write two actions that you will undertake after the forum:				
1.				
2.				

Contact Details (Optional):			
Complete details to be in the draw to win Prizes, courtesy of:			
Name:	Organization / School / Sport:	Phone number:	Email:



You can also fill this out on: <http://www.surveymonkey.com/s/chinesesportforum2012>

Winners will be drawn and contacted by the 1st September

APPENDIX 7: FORUM EVALUATION FORM CHINESE

	Harbour Sport – 来宾评估表格				
华人体育论坛 – 8月 16 日					
资料介绍	非常反对	反对	同意	非常同意	
论坛上所发表的资料与讯息对我有帮助					
论坛上所发表的资料有良好的结构及水平					
论坛上小组讨论的结构良好即有用					
发表人的内容充实及有相关					
其他评语					

参加论坛的益处	非常反对	反对	同意	非常同意	
我在论坛上有机会得到实用的体育信息					
我有机会与他人交流及建立友谊的连接					
我会採用在论坛上所得到的知识					
评语					

小组讨论	评语
1. 请写下您在讨论过程中首要可以鼓励华人青少年参加体育运动的方法	

整体评论	非常反对	反对	同意	非常同意	
本论坛对您有相关既有用					
本论坛的流程速度适合今晚的来宾					
本论坛符合我的要求					
我对本论坛相当满意					
请写下在论坛后您会采取的两个行动：					
1.					
2.					

联系方式 (不是必填) :				
如果提供完整联系方式				
您将有机会赢得以下赞助商的奖品:				
姓名:	机构/学校/运动:	电话:	电邮:	

网上填写: <http://www.surveymonkey.com/s/chinesesportforum2012>

获奖名单将于 9 月 1 日前公布/联系

Chinese Sport Forum Questions

1. What is a barrier for you to engage in sports? How do you/can you juggle sport with other parts of your life?

Consider

- a. Other priorities –How much of a priority do you think sport is to Chinese youth?
- b. What can help Chinese youth continue sport through busy times
- c. Factors – time, cost, access, transport, culture, availability, opportunities.

2. What aspects of sport do you think appeal to Chinese Youth? What could be done by sporting organisations to increase the levels of interest from Chinese Youth?

Consider

- a. Aside from health benefits
- b. Ease of access
- c. Information
- d. Social vs. competitive
- e. Cost
- f. Location
- g. mixed in with local youth

3. Do you think employers value their employees' involvement with sport (participating, coaching, and volunteering)? Why do you think they value/do not value sport?

Consider

- a. Experience
- b. Networking
- c. Community Work
- d. Interpersonal Skills

4. Do you think Chinese people want to integrate into New Zealand sports? Why or why not?

5. Chinese youth - Share your experience with your involvement in sports

Regional Sport Organisations/Clubs – share your experience in dealing with new members from a different cultural background

Consider

- a. Positives and Negatives
- b. Challenges
- c. What could be done to turn those negatives to positives
- d. How did you feel

APPENDIX 9: SPORT ENTRY PACK TEMPLATE

Sport Entry Pack

Participating

- How do I join/register for a club?
- How much does it cost to play for a club? (list of clubs and cost/contact details)
- Who do I contact if I would like to play?
- Who do I contact if I need a coach?

Coaching

- Do I need any qualifications?
- How can I further my coaching abilities?
- How much would it cost for a coaching course
- Who do I contact if I would like to coach?

Volunteering

- What volunteering roles are there?
- How much time do I need to commit for each of those roles?
- How do I become a volunteer?
- Who do I contact if I would like to volunteer?

Other Opportunities/information:

Contact Details:

Other Ideas

- Bring upcoming programmes that you would like to advertise to Chinese community
- List of clubs + contact details and area of club
- Chinese community can see which club suits their location
- Think about the possibility of a Have-a-Go/Open day for the Chinese community
- Gives the Chinese community a trial of what the organization/club has to offer
- Opportunity for Student to work at organization (e.g. Chinese co-ordinator)
- Possible opportunity for placement and volunteer work

APPENDIX 10: TENNIS NORTHERNSPORT ENTRY PACK - ENGLISH

Sport Entry Pack

Participating

- How do I join/register for a club?
 - On the North Shore there are 24 affiliated clubs to play for:
 - Visit the following link: www.tennismnorthern.co.nz – Affiliated Clubs – Find a Club - for information including club websites and contact details.
 - A map of all clubs is available at the regional centre in Albany. Call in to the Tennis Northern reception (Mon-Fri 9am-6pm) to find out more about the clubs in your area.
- It will cost approximately \$300 for an adult membership at a tennis club for a year, plus a levy of around \$60 to play in regional interclub competitions. This will allow you to book courts at your club at your leisure. Family discounts are often available, whilst child memberships often include coaching sessions too.
- You can contact the club directly or simply book a court at one of our two 'pay-to-play' centres in:
 - Albany, Oteha Valley Road Ext, (09) 414 5530 ext 704
 - Forrest Hill, Bond Crescent, (09) 410 8804
- Who do I contact if I need a coach?
 - You can contact your local club to arrange coaching, or call our regional centre program manager David Herbert on (09) 414 5530 ext 705. You can also email him – coaching@tennisnorthern.co.nz

Coaching

- Do I need any qualifications?
 - Yes. To coach at the regionals centres a coach must be TNZ registered. This means they must have obtained a certified coaching qualification, have an up to date first aid certificate, have signed the TNZ Code of Ethics, completed a police check and paid their TNR registration fee. For more information please contact Nikki Howlett on (09) 414 5530 ext 701 or email nikki@tennisnorthern.co.nz.
- How can I further my coaching abilities?
 - As part of the Tennis New Zealand Coaching pathway Tennis Northern deliver a range of coach qualification courses throughout the year. For more information on the Coach Education Pathway please see the following link <http://www.tennisnz.com/Article.aspx?ID=506>.
- How much would it cost for a coaching course
 - Please see the link above.
- Who do I contact if I would like to coach?
 - Nikki Howlett, Tennis Northern Regional Development Officer on (09) 414 5530 ext 701 or email nikki@tennisnorthern.co.nz.

Volunteering

- What volunteering roles are there?
 - Coaching assistants, referees and club committee roles.
- How much time do I need to commit for each of those roles?
 - That is dependent on your free time and the volunteer role chosen. Coaching is likely to be during the evening or weekend. Referees are required during events that typically take place during the school holidays. Club volunteers are needed all year round, but particularly in the lead-up to the interclub season in August/September.
- How do I become a volunteer?
 - You can join a local club and ask the club committee or contact the regional body for more info on other types of volunteering.
- Who do I contact if I would like to volunteer?
 - Nikki Howlett, Tennis Northern Regional Development Officer on (09) 414 5530 ext 701 or email nikki@tennisnorthern.co.nz.

北部网球协会

如何开始打网球

- 北岸一共有 24 个网球俱乐部
- 更多有关俱乐部的信息以及联系方式，你可以上 www.tennismnorthern.co.nz – 点击 Affiliated Clubs – Find a Club.
- 在 Albany 地区网球中心可以索取所有俱乐部的地图。
- 请联系北部网球协会的前台（星期一至五 9am – 6pm）以得知更多有关俱乐部的信息
- 费用：成人一年会籍 – 大约 \$300，加上参加跨俱乐部比赛的费用\$60。会籍将允许你随时租用网球场。我们也提供家庭折扣，少年会籍通常也包括培训课程。
- 你可以直接与俱乐部联系，或与你社区的网球中心直接租用球场
 - Albany, Oteha Valley Road Ext, (09) 414 5530 ext 704
 - Forrest Hill, Bond Crescent, (09) 410 8804
- 如果你需要网球教练，你可以联系社区的俱乐部，或地区中心活动经理 David Herbert
 - 电话 : 09 414 5530 ext 705.
 - 电邮 : coaching@tennisnorthern.co.nz

如何成为网球教练

- 成为区域级教练需要有新西兰网球协会的认证
 - 须有合格的教练资格
 - 急救证书，警方清关证书，以及缴报名费
- 北部网球在新西兰网球协会的教练途径下提供各种等级的教练培训课程
 - 所有课程的费用及有关信息可以在新西兰网球的网站上索取
<http://www.tennisnz.com/Article.aspx?ID=506>.
- 更多有关信息请联系 Nikki Howlett – 北部网球的区域发展经理
 - 电话 09 414 5530 ext 701
 - 电邮 nikki@tennisnorthern.co.nz.

如何成为志愿者

- 志愿者类别：
 - 教练助理，裁判，俱乐部委员
- 时间
 - 依据个人喜好以及选择的工作
 - 教练- 周末或傍晚
 - 裁判 – 通常在学校假日活动中
 - 俱乐部委员 – 全年，特别是在跨俱乐部比赛前（八/九月）
- 更多有关志愿者的信息，或其他志愿者的类别，请直接联系社区的俱乐部委员，或联系区域网球机构

联系：

- Nikki Howlett – 北部网球的区域发展经理
 - 电话 09 414 5530 ext 701
 - 电邮 nikki@tennisnorthern.co.nz.

APPENDIX 12: MEDIA ARTICLES AND NEWS SEGMENT

WTV – Chinese News Coverage



Confidence and respect in her chosen home

Table tennis has paved the way for Chunli Li to be successful in sport and business in her adopted country of New Zealand.

She has won a Commonwealth gold medal, a silver medal and two bronze medals, all at the Manchester Commonwealth Games in 2002, and has represented New Zealand at four different Olympic Games during her career.

Li is eager to share her experiences at the upcoming Chinese Sports Forum on August 16.

The vehicle of sport has helped her gain the confidence she needed to succeed in business and life.

"My English is not as good as others, I don't have the skills that other students had in University, I did not do as well academically compared to other students, but I have my success in table tennis that has helped me gain confidence and respect in New Zealand."

Li is a Chinese-born New Zealander, from the Guang Xi province of China.

She has called New Zealand home for 25 years, having lived here longer than she has in China.



Role model: Table tennis Chunli Li will be the guest speaker at the Chinese Sports Forum.

Through her experiences in world class competitions, she had the opportunity to advance her

career in business as well as sport. She has started her own table tennis club in Panmure, and also

owns a sports clothing line, LCL Sports. Her love of table tennis reaches

far beyond business.

She is honoured to be the head coach of the New Zealand national table tennis team and is passionate about growing high level table tennis players to compete on the world stage for New Zealand.

"Young talented table tennis players tend to give up on the sport when they start tertiary studies. If they have the opportunity to advance to the world stage, they will be able to experience lifelong sporting success," Li says.

The Chinese Sport Forum, organised by Harbour Sport's ActivAsian team, will encourage Chinese young people in the region to participate in sports.

The forum aims to encourage open dialogue between sport organisations and the Harbour Chinese community, to ultimately increase sport participation in the Chinese community.

IThe Chinese Sports Forum is on August 16 at the Sir Neil Waters Building, Massey University, from 5.30pm to 9pm and is a free event. Contact the ActivAsian team on activasian@harboursport.co.nz to find out more.