



Evaluation of the Chinese Sport Forum

Prepared by Harbour Sport's ActivAsian Team

September 2010



EXECUTIVE SUMMARY

Harbour Sport's ActivAsian team and ARPASS partnered to establish a Chinese Sport Forum with the objectives to:

- Establish an on-going two-way dialogue between the Chinese community and RSO's on the North Shore of Auckland
- Create an opportunity for members of the Chinese community to voice their barriers and needs regarding sports and for sports to outline what they are able to deliver
- Increase cultural understanding and awareness
- Help sports understand the need to engage with a growing population in the community
- Create links and contacts between the Chinese community and RSO's
- Develop and pilot a model for delivering a sports forum for a targeted ethnic community which could be used regionally



The Forum consisted of various presentations at the start regarding the issues of the Chinese community in sports, followed by small group discussions on the barriers, needs, and opportunities of the Chinese community in sports, and a panel with set and open questions at the end of the forum.

Key stakeholders were identified and contact was made mainly by phone, email and meetings. Meetings and phone calls were found to be the most effective ways to contact key people in the community as we could directly communicate information regarding the forum.

Promotion occurred mainly via Chinese media in Auckland including Chinese Newspapers, Chinese radio stations and presentations at Chinese community groups on the North Shore.

Promotion on the Harbour Sport website also attracted a number of sports who were interested in this issue. Around 90 people attended the forum including 65 Chinese people. Leaders from the following 15 sports were represented: Netball, badminton, table





tennis, hockey, tennis, volley ball, rugby, gymnastics, rhythmic gymnastics, trampolining, AFL, athletics, soccer, aikikai, wushu as well as Taiji.

The structure of the evening worked very well as the presentations gave participants an opportunity to learn about the background of the Chinese Sport Forum, and the small group discussion acted as an ice breaker for the participants to

network over dinner.

Key Learnings and Success Factors

- With both communication and promotion of the forum, a Mandarin, Cantonese and English speaker was found to be essential as it allowed the Chinese community to better understand what the forum was about and all the Chinese media required articles and interviews to be completed in Chinese.
- Interpreters were essential at the forum as they enabled information to be communicated correctly and effectively between the Chinese and English speakers.
- Food played an important role in helping people connect between different cultures and many discussions and networking took place over dinner
- Sufficient time should be allowed for small group discussions and open questions as they allow the issues and concerns to be discussed and addressed directly
- Promotion on a wide range of Chinese and mainstream media was essential to attract participants from the wider community and to raise awareness to the issue.

100% of participants who filled out an evaluation form were either satisfied or very satisfied with the forum. Some participants such as rhythmic gymnastics, netball and table tennis have taken immediate actions after the forum including translation of their information to Chinese and promoting their sports at Chinese festivals.



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BACKGROUND

Harbour Sport's ActivAsian team and the Auckland Regional Physical Activity and Sport Strategy (ARPASS) partnered to establish a Chinese Sport Forum.

The ActivAsian project was started by Harbour Sport in 2009 aiming to increase sport participation in the Asian community on the North Shore. It focused initially on the Chinese community as it was the second largest ethnic group on the North Shore after European. The main objectives of the ActivAsian project were to:

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

ARPASS acknowledged the importance of sport involvement and aimed to increase sport and physical activity levels in all communities of the Auckland region, especially in targeted communities, such as the immigrant communities whose sport and physical activity participation rate was identified to be lower than the general population.

In 2009, 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.

With the common aim of increasing sport participation in the Chinese community, the Chinese Sport Forum was held on the North Shore, Auckland to bring together sports and Chinese people to begin consultation and dialogue on the topic of sport. The forum also served as a pilot, with the methods and learning experiences documented to be shared and replicated in other ethnic groups and regions.

INTRODUCTION

The Chinese Sport Forum (CSF) was held on the 9th September 2010 at the AMI Netball Centre in Northcote, aiming to increase cultural understanding and initiate dialogue between the RSOs and the Chinese community on the North Shore; ultimately increasing Chinese sport participation.

In the 2006 census, it was found that 17.8% (37,500) of North Shore City's population was Asian and 44.1% (16,500) of the Asian population was Chinese.

In a region where the Chinese population has been rapidly increasing, it was important that their concerns and needs in sports were considered by RSOs. The forum provided an opportunity for presentations, two-way dialogue in small groups, and hearing from RSOs and Chinese individuals about their experiences in sport as well as questions and answers. This led to improved mutual understanding.

OBJECTIVES AND GOALS

The objectives of the CSF were to:

- Establish an on-going two-way dialogue between the Chinese community and RSO's on the North Shore of Auckland
- Create an opportunity for members of the Chinese community to voice their barriers and needs regarding sports and for sports to outline what they are able to deliver
- Increase cultural understanding and awareness
- Help sports understand the need to engage with a growing population in the community
- Create links and contacts between the Chinese community and RSO's
- Develop and pilot a model for delivering a sports forum for a targeted ethnic community which could be used regionally

The goals of the CSF included:

- Ensuring CEOs and board chairpersons of RSO were present at forum with the view that they would have greatest influence on their sporting organisations.
- At least 50 members of the Chinese community, particularly influential leaders of the community and those who are interested in sports attend the forum.
- Increasing RSOs awareness of the changing demographics of their community and providing methods to promote their sports to increase participation
- Discussion to occur between the Chinese community and RSO's at the forum
- Identify possible opportunities and solutions to overcome barriers and needs in Chinese sport participation.
- Using a community development approach which included aligned organisations who had an interest in the well being of the Chinese community
- More than 80% of attendees satisfied with all aspects of the forum.
- Sports to implement the Asian Sport Engagement Model (ASEM) and utilise the Toolkit after the forum.

METHOD

Planning

A mind map of the vision, mission, key stakeholders and logistics of the Chinese Sport Forum were identified by the ActivAsian team and then transferred into project management software. The project management software enabled accurate monitoring of tasks and who was responsible for completion.

Communication

Key contacts in the Chinese community, RSO's, and other aligned organisations were determined.

Chinese:

Contacts were made through the ActivAsian Chinese contact database from previous research, and contacts obtained from different community meetings.

Phone calls were made to all leaders of the Chinese community to invite them to the forum. Groups contacted included:

- Chinese parent groups e.g. Rangitoto Chinese parents group
- Chinese Medical Association
- Chinese churches
- Chinese language organisations e.g. Confucius Institute
- NZ Chinese Youth Trust
- NZ Taiji and Martial Arts Society Inc
- Presentation at various Chinese community groups including the North Shore Chinese Association, Kiwi-Chinese Friendship Group, Albany Settling In group, and the North Shore Chinese Network Group.

Regional Sport Organisations:

- Badminton, table tennis, netball, volleyball, hockey, soccer, basketball, gymnastics, trampolining, swimming, rugby, cricket, golf and tennis were identified as key sports that the Chinese community might be interested in joining.
- CEO's and Board members of each of those sports were contacted via phone, email and meetings.

Other aligned organisations:

Other aligned organisations were also contacted via phone or email regarding the CSF and the following were sent invitations:

- schools
- city councils

- churches
- health organisations
- Ethnic Affairs
- SPROUT
- TANI (The Asian Network Inc)
- Members of Parliament
- Key contacts within the Korean community and other leaders of the community.

What Worked Well

Visits and presentations at various Chinese community groups on the North Shore were the most effective communication method as it was an efficient way to inform large numbers of people about the ActivAsian project and the Chinese Sport Forum.

Chinese parents groups based at Rangitoto College and Kristin School were also very interested in the forum as it involved working with Chinese school aged children and improving their general wellbeing through sport participation.

What Did Not Work Well

Chinese organisations which were not directly involved in sports such as Chinese churches and the Chinese Medical Association had less interest in the forum and did not attend.

Key Learnings

Group presentations and meetings enabled immediate feedback and questions regarding the ActivAsian project and the CSF. This assisted the Chinese community to understand the objectives of improving sporting opportunities for the Chinese community. The leaders of the Chinese community were very helpful in promoting the Chinese Sport Forum and the benefits of attending a forum as such.

For individuals or contacts through other people, the most effective form of communication was the old fashioned method of phone calls which although took longer at times, gained much better outcomes. Phone calls provided opportunities to give clearer and more informative

promotion and explanation. Email was also used and did assist but was not as useful as phoning especially if direct communication (either face to face or via phone) had not yet occurred. It is important to note that many Chinese people did not have email.

The RSOs were also contacted initially by phone to determine their interest and availability as phoning was known to get a quicker response than email.

Top tip...

“In order to effectively engage the Chinese community, it was essential to have a Mandarin, Cantonese, and English speaker making contact with people”

Promotion

Mainstream:

- Information about the forum was posted on the Harbour Sport Website to invite other Chinese people or interested sport organisations.
- An article was entered into the August issue of the TANI newsletter to promote the forum.

Chinese:

- Chinese articles were published on various Chinese Newspapers in Auckland including the Chinese Herald, Mandarin Pages, and The United Chinese Press (*refer to Appendix 9 for article on The United Chinese Press*).
- Radio interviews on the Chinese New Settlers Trust radio show were completed on the Mandarin radio station AM936 for two consecutive weeks. Both interviews included information on the ActivAsian project, the Chinese Sport Forum, and the benefits and importance of sport. These interviews were organised through contacts with The Chinese New Settlers Trust.
- Chinese Television was approached about featuring the Chinese Sports Forum however they did not follow up on this opportunity.

What Worked Well

- Two families attended the forum after listening to the radio interviews with the Chinese New Settlers Trust on Chinese radio station AM936.
- Waitemata District Health Board provided funding for 2 radio interviews and the 6 interpreters.
- Two families attended the forum after reading newspaper articles on the Chinese Herald and The United Chinese Press.
- Other sports and organisations made contact and expressed interest in attending the forum such as Auckland Aikikai and Auckland City Councillor candidate who have heard about the forum through different contacts and promotion on the Harbour Sport website.

Key Learnings:

- Promotion of the Chinese Sport Forum including radio interviews, promotion on the Chinese newspapers, phoning, and attending presentations were effective as there was a high turnout from the Chinese community as well and sports. Many participants also reported that they have heard about the forum through word of mouth from other leaders of the community.
- Promoting via radio was an effective way to communicate to the wider public as the Chinese New Settlers Trust radio show was very popular amongst the Chinese community across Auckland. It is also an effective way to show the Chinese community that they are able to contact someone who can speak their language with any questions regarding sports.

- An article in The North Shore Times prior to the event would also have been beneficial as it would reach a wider range of people on the North Shore rather than just the Chinese community.
- The accessibility to promote in the Chinese media was important for the success. In general the media organisations were very keen and helpful to promote the CSF. Having a Chinese speaker negotiating was again critical in having the Chinese media onside.
- Newspaper advertising would have been more effective if the articles were sent to the newspapers earlier as the advertisement would be seen for a longer period of time prior to the event.

Invitation

A letter from the CEO of Harbour Sport was drafted informing invitees of the background of the forum (*Refer to appendix 1*). A formal invitation was also designed taking into account Chinese preferences which was determined by surveying a number of Chinese people at the Chinese New Year Festival at the start of the year and printed (*Refer to appendix 2*). Both of these were sent to Chinese community leaders and key Chinese contacts, RSO's and aligned organisations who were interested in attending.

The letter of invitation and the formal invitation were both translated into simplified Chinese in order to ensure the information was communicated clearly. (*Refer appendix 3*) RSOs were invited to bring promotional information about their sports to the forum. Along with the ActivAsian brochure, invitations to the forum were also distributed to members of the various Chinese community groups and were encouraged to inform others who may be interested in attending.

Invitees were asked to RSVP two weeks before the forum. A follow up call and email was sent a week prior to the RSVP date to those who had not responded.

RSVPs were recorded on a spreadsheet along with their contact details so they could be contacted with any additional information or changes of the forum.

As some older Chinese people do not use email, a phone line with a Chinese message was set up to enable them to call and leave a message in Chinese.

What Worked Well

- A follow up email closer to the date of the event was effective and most of the invitees responded promptly after the reminder.
- Calls were made to organisations such as Bridge Beyond Badminton Club and Sunset Badminton Club which are quite influential in the Chinese community and sports. The organisations responded promptly via phone call or email.
- Most Chinese people had responded by leaving a message on the ActivAsian phone.

What Did Not Work Well

- There were some last minute RVSPs from members of the Chinese community groups as the invitations were distributed by the chairperson after the RVSP date.
- Due to the event being on a club night for some Chinese clubs, they were unable to attend or send a member.

Key Learnings:

- Invitees who were spoken to on the phone or at a meeting prior to sending out an invitation had shown more interest in the issue and in attending the forum
- Chinese people were more likely to RSVP or leave a message when they hear a Chinese answering message.

Presenters

Presenters and structure of the evening were chosen and decided on according to the preferences of the Chinese community and the information we wished to communicate to the participants. The forum was structured to have presentations at the start of the forum, small group discussion to break the ice between participants, followed by dinner where people could continue to network, and finally, the panel questions and answers. (See *appendix 4 and 5 for Agenda for evening*) A time limit was assigned to each segment of the evening to ensure there was sufficient time for each item and questions at the end of the forum.

Monica Mu, finalist of Miss Chinese New Zealand 2008 was invited to be the MC of the night and help facilitate the small group discussions. Monica is bilingual and has had experience in hosting similar Chinese community events. The Miss Chinese New Zealand pageant is also very popular in the Chinese community and is broadcasted across New Zealand; hence we believed Monica was a suitable candidate for the MC of the forum.

The North Shore City Mayor Andrew Williams and Northcote Member of Parliament Hon. Jonathan Coleman were invited to address the audience briefly at the start of the forum as leaders of the community.

Jo Wiggins, Director of ARPASS welcomed the audience and gave a brief background on the forum. Riki Burgess, Sport Capability Manager of Harbour Sport presented the State of Sport on the North Shore to outline the importance of the rapidly growing Asian community in Sports. Justine Martin, Community Sport Manager of Harbour Sport presented the Asian Sport Engagement Model and the Toolkit which acts as a guideline for RSO's to indicate how well they engage with the Asian community in their sports and a resource to assist them with engaging the Asian community.

Royal Reed, a Chinese lawyer with great experience in immigration law and work in the Chinese community was invited to do a presentation 'Connecting with the Chinese Community' to assist sports in gaining an understanding of how to approach Chinese people and to provide methods for engaging them.

A panel was formed which consisted of a number of representatives from different aspects of the Chinese community, RSO's and aligned organisations. The panel were sent their respective questions a week in advance of the forum in order to prepare. The panel included:

- Paul Bradshaw: CEO of Badminton North Harbour
- Max Tong: Captain of the Marist Chinese Rugby Team
- Lyn Gunson: Director of Netball North Harbour
- Jack Lin: Board member of North Harbour Table Tennis Association
- Doug Cole: Sport Development Officer for North Shore City Council.

Panel Questions

Max Tong –Member of Marist Chinese Rugby team

- What has been your experience with joining a club and playing rugby in NZ?

Please include in your answer:

- Why did you and your friends want to play rugby?
- How many seasons have you played?
- What did the club do to make you feel comfortable to join?
- How has the club accommodated your team?
- What have you learnt from playing rugby?
- Has it helped you understand NZ culture better and if so what insights have you gained?
- What have been your highlights of playing rugby?

Jack Lin-Board member of Table Tennis North Harbour

- What are the benefits of having representation of a Chinese person on the Table tennis board?
- What do you think sports could do better to reach the Chinese community on the North Shore to grow:
 - Participants? Chinese volunteers?
 - Chinese coaches?

Lyn Gunson-Director of Netball North Harbour

- What are your top 3 challenges in growing netball amongst the Chinese?
- Have you developed any strategies for making it easier for Chinese people to learn about and join your sport?
- Netball is a non traditional Chinese game-why would a Chinese parent encourage their children to play?

Paul Bradshaw-CEO badminton

- What would assist you in better understanding the needs of the Chinese community?

Please include in your answer:

- What can the Chinese community do better to assist Sports to make Chinese feel welcome and part of their sport?
- What would be the best way to survey the Chinese community to find out what they want?

Doug Cole-North Shore City Council

- You have experience with ethnic communities in the UK in relation to sport. What do the changing demographics for NS and Auckland mean for sports?

Please include in your answer:

- Ideas for how they can adjust to the changes?
- As we move towards a regional Auckland Council- how do you see the needs of ethnic minorities in sport being prioritised?

What Worked Well

The structure of the evening was very appropriate as participants had the opportunity to further understand the background of the forum, the importance of the issue, and information about the community before discussing the issue in small groups. Participants were also actively making connections and networking over dinner in their small groups which showed their interest in the issues raised.

The panel group were very informative and expressed well the issues and opportunities from the area they represented.

What Did Not Work Well

- Some Chinese community leaders did not feel comfortable speaking and did not agree to be on the panel.

Key Learning's

- Having presenters who were well known and influential in the community helped the participants recognise the importance of the issues.
- Panellists from different areas of the Chinese community and Sport made a great contribution to the forum as it provided different perspectives.

Top tip...

“Food played an important role in helping people connect between different cultures and many discussions and networking took place over dinner”

Forum Logistics

- The forum was held on the 9th September 2010 (Thursday) from 5:00pm to 8:00pm.
- The agenda for the forum was developed to incorporate presentations, small group discussions, dinner, and panel questions.
- The agenda and an evaluation form for the forum were translated into simplified Chinese and included in a hand out with the ActivAsian brochure at the door for attendees on entry.

- Six interpreters were hired for the night to interpret presentations and to facilitate small group discussions alongside Harbour Sport Staff.
- With the RSVP number at 115 attendees and 10 staff members, caterers were advised to prepare Chinese food for 120 people.
- An exhibition game of table tennis took place at 4:45pm as people entered the function room at AMI Netball Centre, North Harbour. The two players included a Chinese New Zealand table tennis player Brad Chen to demonstrate sporting excellence in the Chinese community as well as provide a sporting atmosphere to the forum.
- Sports information was displayed on a table at the forum.
- All PowerPoint presentations for the night were translated into simplified Chinese.
- The room was branded with a Chinese flavour using decorations from Wahlees (an Asian based emporium) and Chinese music playing in the background
- The countdown of the Beijing Olympics opening ceremony was played at the start of the forum.

Top tip...

“Professional interpreters were essential in ensuring information was communicated accurately”

What Worked Well

- Interpreters were very helpful in helping facilitate small group discussion and helping the older Chinese people fill out evaluation forms at the end of the evening.
- The majority of the attendees were Chinese: around 65 Chinese people
- Participants enjoyed the table tennis exhibition game and joined in to play
- Small group discussions were very effective and informative as many issues that sports were not aware of were raised and it helped them recognise the importance to understand the barriers and needs of the Chinese community. It also helped the Chinese community understand the way sports operate and their problems in engaging the Chinese community.

What Did Not Work Well

- The times assigned for some presentations were shorter than what was needed.
- The time allowed for the group discussion could have been longer
- Shou Zi Yang, President of New Zealand Taiji and Martial Arts Society felt there was insufficient time for them to ask questions at the end and thought another forum is needed to discuss the barriers and problems in more detail.

Key Learnings

- Less items on the agenda would allow for more time for discussion or questions and a shorter forum as there was feedback on the forum being a bit too long

- Interpreters were essential to assist communication across cultures and for important issues to be communicated between the Chinese community and Sports.
- Small group discussion was the main part of the forum where issues were discussed directly between the Chinese community and sports.

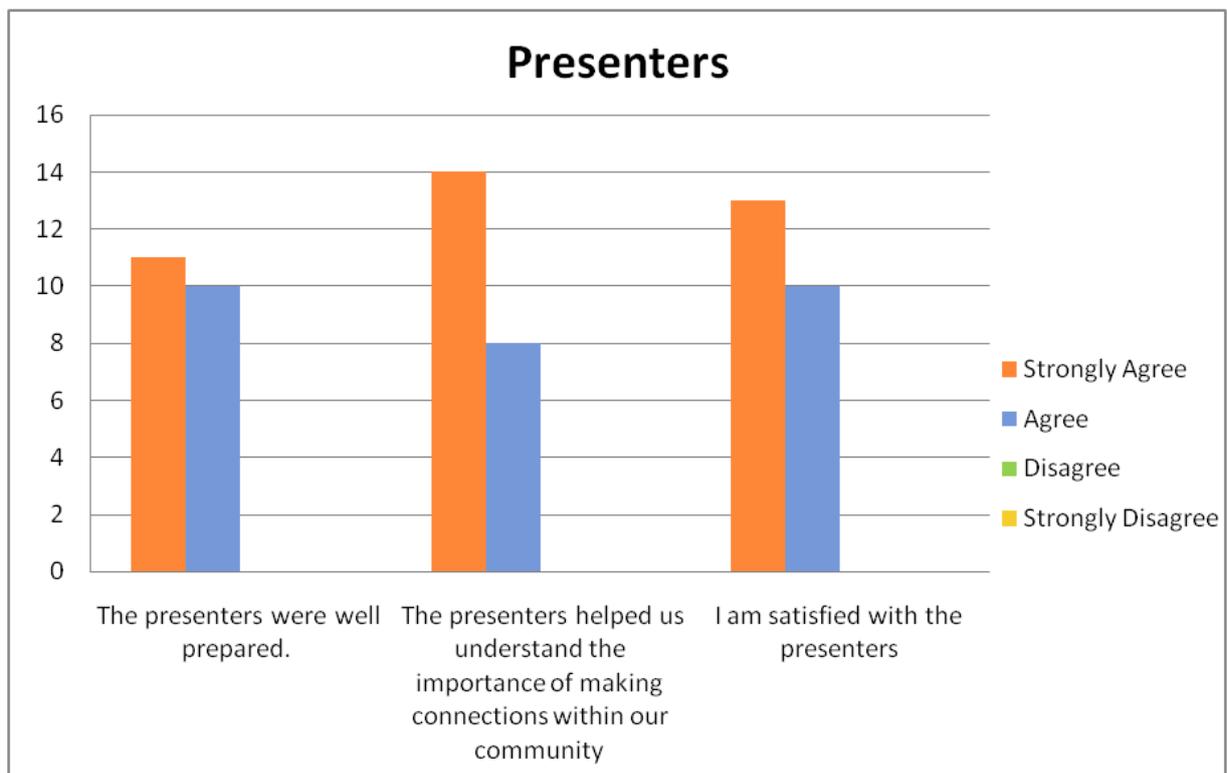
EVALUATION

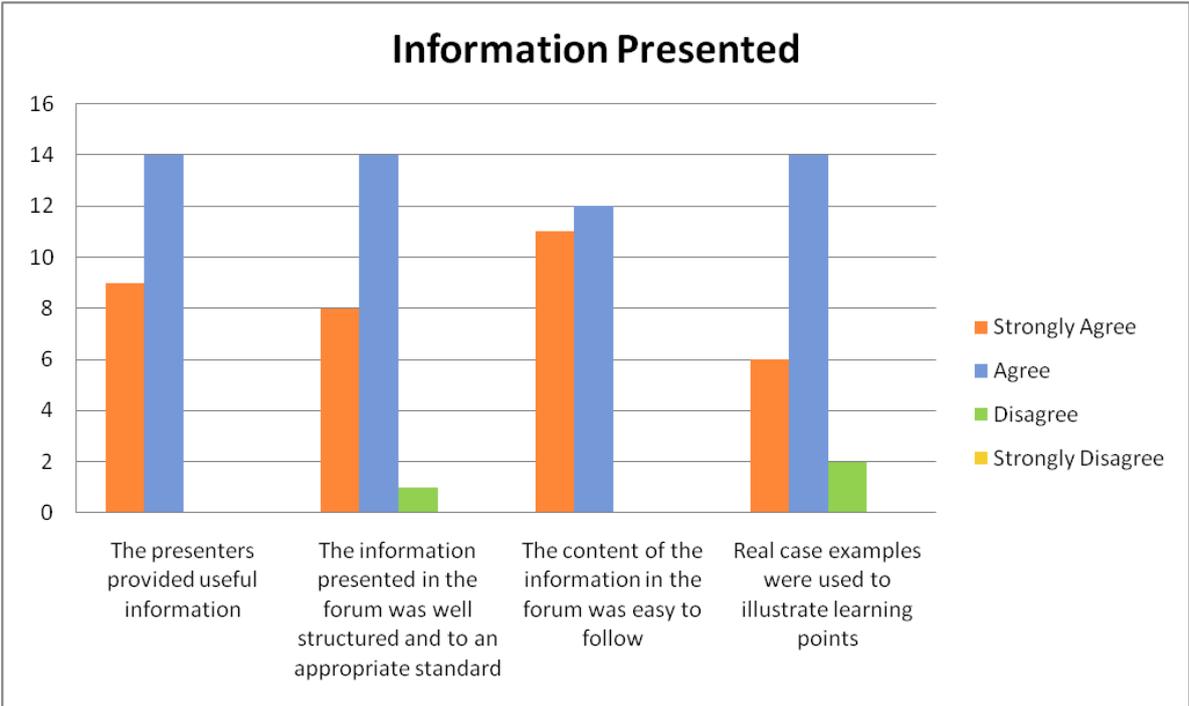
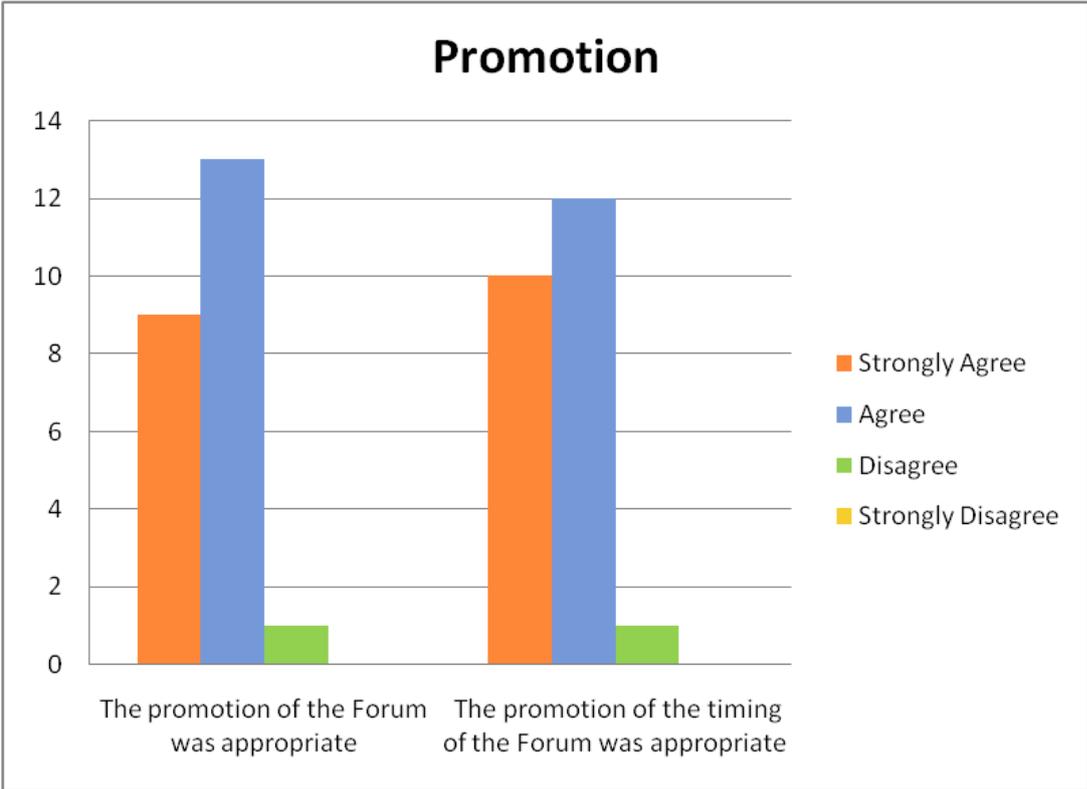
A total of 90 participants attended the Chinese Sport Forum, consisting of approximately 65 people from the Chinese community.

Participants were asked to fill out an evaluation form at the end of the forum which was also translated into simplified Chinese (*Refer to Appendix 7 and 8*).

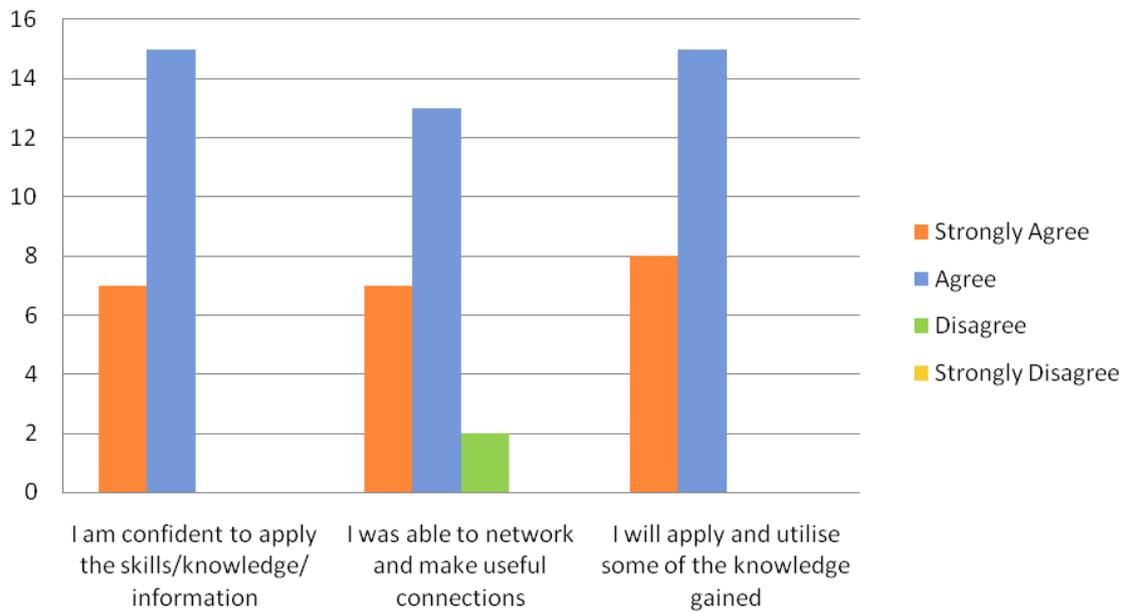
100% of participants who stayed for the entire duration of the forum filled out an evaluation form and were either satisfied or very satisfied with the forum.

Chinese Sport Forum Participants Evaluation Results:

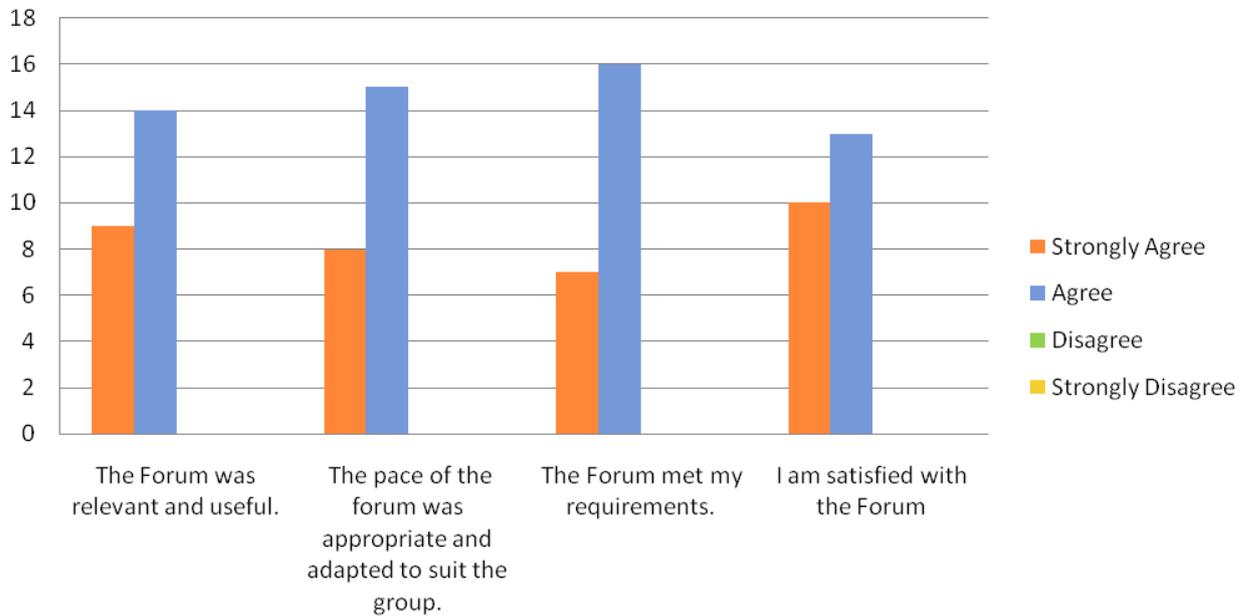




Benefits from Attending the Forum



Overall Feedback



Small Group Discussion Results

11 groups of 8 to 10 people were formed with a mix of people from the Chinese community and from sports. In the groups, discussions were held regarding the barriers, needs, and opportunities in Chinese sport participation. Each group was asked to identify their number one barrier, need and opportunity. These are listed below along with all other comments:

What are the main barriers for Chinese participation in sports?

No. 1 barrier:

- Language
- Lack understanding of rules of different sports
- Cost, lack of funds – facilities, uniform, activities.
- Availability of facilities for minority sports e.g. AFL, lawn bowls, target shooting.
- Ignorance of culture in both directions – Sport vs. Chinese.

Other barriers:

- Nervous, lack confidence in trying a new sport
- Cultural understanding
- Transport, lack of public transport services to facilities
- Access to sporting information and sport contacts
- Priority given to sports, too busy with other things
- Sports being closed-minded about Chinese interests – not adapting to changes in demographics
- Access to lessons for various age groups
- Lack of advertising
- Difficult to identify clubs
- Not sure what standards or level in certain sports are required to join.
- Familiarity to 'kiwi' sports e.g. Cricket, rugby etc
- Tendency of Asian groups to stick together – possibly due to language barrier
- Main reasons in playing sports. Kiwi -for the challenge, tendency to play contact sports, Chinese – for good health and wellbeing.
- Opening hours, cater to all working groups
- Availability of popular Chinese sports e.g. fishing / chess
- Chinese people feel awkward when approaching New Zealanders
- Whether or not it is better to separate 'Asian' from mainstream.

What are the needs in encouraging Chinese sport participation?

No. 1 needs:

- Facilities for young children and parents being able to do something while kids are playing sports
- Provide sport specific training for Chinese community
- Opportunity to get engaged
- Improved access to information
- Sport clubs to collect information about Chinese community e.g. Demographics
- Interpreter or Chinese coordinator in clubs
- Extended hours of facilities – evening and weekends
- Leaders of the community to encourage participation in sport and lead their community
- Set up sport centre in regions with high Asian population e.g. Northcote

Other needs:

- After school sport sessions which can then integrate into regional teams which is what happens in China
- Provide facilities or build more facilities e.g. public swimming pools in Albany area
- Signs and advertisement in Chinese to attract potential Chinese members
- Have free trial session for different sports
- Sports to listen to the Chinese community and engage them
- Chinese community to proactively participate in more sports
- Provide funding
- Networking between different cultures
- Assistance with joining clubs
- Promote wider range of sports through school
- Getting more young people involved, especially girls as there is a low participation in girls
- Central hub for all cultures that are interested in sport to go to
- Chinese people speaking publically about their positive experiences and sporting achievements in mainstream sports
- More forums like the Chinese Sport Forum to raise awareness in different ethnic groups and regions.

Opportunities:

No. 1 opportunities:

- Promotion of sports in Chinese media – Radio, websites, signs, newspapers, Chinese community groups
- Influence people in important positions in RSOs.
- Networking between cultures
- Publicity of Chinese community in English newspapers to raise awareness

- To learn from other countries about how to develop certain sports
- More promotion through school – Children as messengers for parents and sports
- Create an ethnic section in each sport e.g. Chinese club, then integrate them with mainstream club
- Provide Chinese with opportunity in a greater variety of sports

Other opportunities:

- Demonstration or exhibition games
- Increased government funding
- More Chinese coordinators in organisations
- Realising the need for a change in sport clubs and organisations
- Sport to recognise the minority groups
- Training and education for the Chinese community
- Integration of the community – mainstream and other ethnic groups
- To set up database of talented sports people amongst migrant community
- Set up 'Open Day' for sports
- Advertise in school newsletters
- Flyers with basic information in Chinese
- Holiday programmes for children
- Bilingual coaches
- Connect with other Asian groups, not just sports people, e.g. churches
- Promote sports during festive times e.g. Chinese New Year festival
- Introduce new non-traditional Chinese sport to the Chinese community e.g. Cricket
- Increase publicity of high achievers from the Chinese community
- More competition for people to watch or play in.

Actions participants would undertake after the forum

Participants were asked to write down two actions they would undertake after the forum on the participants' feedback form. Below are the results:

Chinese:

- Pick up a new sport: Table tennis, fishing, Taichi
- Keep in contact with Harbour Sport
- Tell more people about the forum and attend more forums like this in the future
- Find different ways to understand NZ's mainstream sports
- Promote different sport and recreational activities to their community
- Write down all the main issues learned from the forum

- Take action immediately
- Spend more time on sports
- Understand rules of different sports
- Organize a sport or family day for people and families to try different sports and learn the rules of sports
- Promote this forum to other areas in the region
- Encourage friends to join sports
- Get in contact with more people who are interested in Rugby
- Network with sports
- Utilise knowledge learned from forum

RSO's:

- Made contact on the night
- View Harbour Sport Website and download Asian Sport Engagement Model and Toolkit
- Advertise sport in Chinese Newspapers
- Attend such forums in the future
- Look into using Asian Sport Engagement Model for club
- Establish contact points in Chinese community

Panel Comments

Max Tong - Member of Marist Chinese Rugby team

What has been your experience with joining a club and playing rugby in NZ?

Max played for the Marist Rugby Club Chinese team for the past 2 years. In the first season it was just friends teaming up together. Kiwi kids play rugby from 4 or 5 but he didn't touch a rugby ball until he was 25. He thanked the club for providing a coach and taking time to train the team. He urged the Chinese community to take the time to understand the culture of New Zealand; you are in New Zealand, you enjoy the clean environment and friendly people and you need to embrace the New Zealand culture. He stated he had made lots of friends from the club and from other teams and that kiwis were encouraging about them playing. On the street he was sometimes discriminated against but on the rugby field people asked when they would play again. He felt getting involved with a club helped and finished by stating we were all there to support rugby and the All Blacks.

Lyn Gunson -Director of Netball North Harbour

Netball is a non traditional Chinese game-why would a Chinese parent encourage their children to play?

It is a commonwealth game sport and also hopefully soon an Olympic Sport. Netball is one of the biggest sports in NZ. It is good for fundamental movements and is also about sharing and friendship. It is mainly played by woman and is a very safe sport. It can also be played by men. 16,000 people come through the North Harbour centre every week.

As part of the ActivAsian project we learnt that Chinese children enjoy playing Netball, both girls and boys. It is a co-operative game where you must work together which would be good for Chinese people

Jack Lin-Board Member Table Tennis North Harbour

In your opinion what is the benefit of having a Chinese person on the Table Tennis board?

Jack had gained a lot from being a board member. He felt that if you were at home you would rely on your parents; if you are out of home then you relied on friends. By being a member he had gained more friends.

It had been a pleasure to help the Chinese people and their interest in Table Tennis.

He felt he had more understanding of the conduct and operation of the association and that he had also learnt knowledge from the other board members. Jack had satisfaction and a sense of achievement through the use of his language and encouraging others from the Chinese community to play.

Paul Bradshaw –CEO Badminton North Harbour

As a RSO, what would assist you in better understanding the needs of the Chinese community?

Paul Bradshaw commented on how badminton was a major sport in the Asian community with 50% of all North Harbour members being Asian. He discussed how he wanted to make the Chinese community feel more comfortable at Badminton North Harbour and how he would like to see greater integration with the Chinese. He would like to gain a better understanding of the culture but needed the Chinese community to take the initiative to communicate their needs by attending meetings and providing feedback. He emphasised that Badminton North Harbour is committed to seeing strong win-win relationships develop. He would like to see Chinese people involved in the structure like the board.

Doug Cole –North Shore City Council

What do the changing demographics mean for the North Shore and the affect of the Super city on the ethnic minorities on the North Shore?

Doug Cole implored sports to take a more proactive role in engaging people of all minority ethnic communities. His key message was that 'if it looks like me, then it is like me'- that sports needed to look at the communities around them and ensure that the diversity represented in our community was reflected at all levels and roles within sport. He had worked previously in the UK with many ethnicities (Pakistan, African countries, Afghan, Asian) and his lesson from that time was to stop and listen in order to effectively engage different ethnicities.

He felt some organisations in Auckland were unwilling to adapt and that we couldn't move forward until they did. He felt funding was an issue. If organisations couldn't help support Chinese in sport then they shouldn't be entitled to funding as Chinese are a major part of our community and they are rate payers like the rest of us. He felt it was about the council "stepping up" as well. Minority ethnic communities are underrepresented all over the region.

OUTCOMES IMMEDIATELY FOLLOWING THE CHINESE SPORT FORUM

The forum was established as a starting point for an on-going communication between the Chinese community and the sports as well as for sports to be proactive in engaging with the Asian community. Since the forum, some RSO's and members of the Chinese community have contacted us to express their thoughts about the forum and have taken action immediately after the forum:

- Acknowledgement by the sports generally that they needed to be considering the needs of Chinese, take some action and be proactive.
- SPROUT (a charitable organisation promoting sport and recreation for Indians) signalled that a forum like this would be beneficial if run for Indians and RSOs in another region of Auckland.
- SPROUT felt the ASEM and toolkit would be very useful to use.
- Waitemata District Health Board and ARPASS were open to considering supporting this initiative using the Chinese Sport Forum as a model.
- The ActivAsian team at Harbour Sport would like to initiate 1-2 pilot projects with sports who would like to better engage the Chinese community in sport.
- People from the Chinese community felt the forum was very useful and well organised. Susan Zhu from Settling In, Ministry of Social Development commented that the forum had opened doors for Chinese people to try different sports apart from traditional Chinese sports. George Thien, the Vice-Chairman of the Rangitoto Chinese Parent Group felt that an on-going forum like this was very much needed to assist the integration of the Chinese community and sports.
- 2 RSOs (netball and table tennis) promoted their sports at the annual Northcote Moon Festival (a Chinese and Korean festival with over 1,000 attendees) with a shooting competition, table tennis tables and information available.
- Some RSOs beginning to translate information into Chinese e.g. rhythmic gymnastics (*Refer to Appendix 5*)

CONCLUSION

The Chinese Sport Forum was successful as it achieved all the set objectives and goals initially planned. The feedback from the evening was very positive from the Chinese community, RSOs and aligned organisations. The CSF has provided a foundation for ongoing open communication and dialogue. It is hoped that sports will take up the challenge to better engage the Chinese community and take greater consideration for the needs of other ethnic minorities. This is not a one sided matter however and the Chinese community needs to proactively get involved in sport at all levels.

This will ultimately cause not only increased participation in sport but will improve social cohesion, integration and greater understanding which will enhance the community we live in.



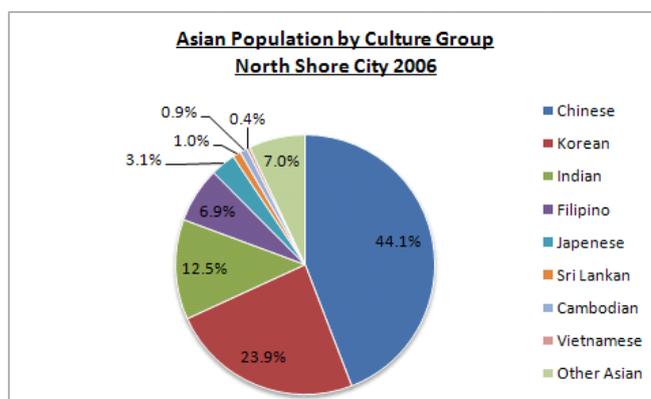
APPENDIX 1: INVITATION LETTER

Dear,

In the North Harbour region there is rapid change occurring in many areas of our community. One area of considerable change in recent years has been the changing demographics of our population. This is already impacting on the sport sector and will continue to do so in the coming years.

Population Demographics

- 2006 census: **17.8%** (37,500) of North Shore City's population was Asian.
- **44.1%** of North Shore City's Asian population were Chinese, making it the largest Asian group.
- Asian populations were the second largest ethnic group after European.
- It is predicted that by 2016 there will be 400,000 Asians in Auckland.



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.

Research commissioned by ARPASS in 2009 into sport and cultural diversity recommended the need to build positive relationships and understanding between regional sports organisations and immigrant communities in order to develop positive ways to encourage greater participation. As a result of this research Harbour Sport has partnered with ARPASS to establish a 'Chinese Sport Forum'. This forum is focussing on the Chinese community initially due to their large numbers on the North Shore and will be used as a pilot to determine learnings for other areas within Auckland.

I would like to invite you to join us for the Chinese Sport Forum on Thursday 9th September 2010 so that together we can encourage dialogue and networking between sports organisations, the Chinese community and aligned organisations to enhance understanding and support growth. (Please find enclosed invitation)

Yours sincerely

Toni-Maree Carnie
CEO
Harbour Sport



**Harbour Sport 及
ARPASS 诚意邀请**
Harbour Sport and ARPASS Invite

来参加 华人体育论坛
to the Chinese Sports Forum:

日期: 9月9日2010年 (星期四) 5 - 8pm
Date: 9th September 2010 (Thursday) 5 - 8pm

地点: The Function Room
Venue: The Function Room
AMI Netball Centre - Netball North Harbour,
44 Northcote Rd, Northcote

本论坛将提供便餐
A light meal will be served

请于8月27日2010年(星期五)前答复。您可拨打电话 415 4654
或寄电邮至 activasian@harboursport.co.nz.

Please RSVP by 27th August (Friday) by phoning 4154 654
or email activasian@harboursport.co.nz.



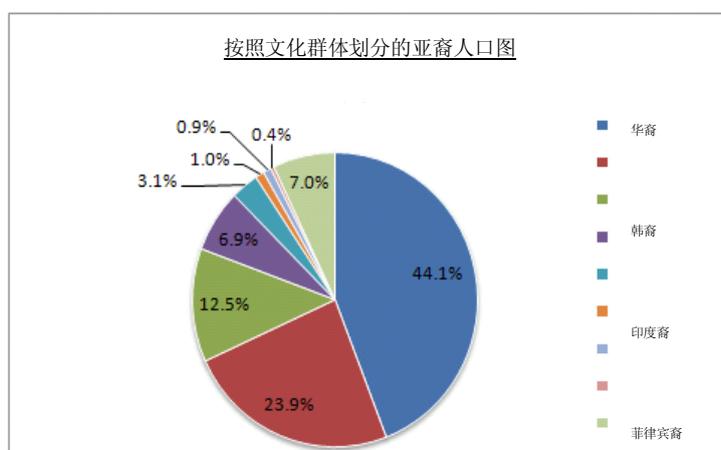
APPENDIX 3: INVITATION LETTER – CHINESE TRANSLATION

尊敬的,

在 North Harbour 地区，我们社区的许多领域正在发生迅速的变化。近年来发生相当大变化的一个领域就是我们人口构成的变化。这已经在影响体育界，并将在未来几年里继续如此。

人口构成

- 2006 年人口普查：北岸市 17.8%（37,500）的人口是亚裔。
- 北岸市 44.1% 的亚裔人口是华裔，华裔成为最大的亚裔团体。
- 亚裔人口是仅次于欧裔的第二大种族团体。
- 据预测，到 2016 年为止，在奥克兰将有 400,000 亚裔。



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。

“奥克兰地区体育运动与体育策略”（ARPASS）于 2009 年委托进行一项研究，研究报告认为，需要在各区域性体育组织和移民社区之间建立积极的关系和促进正面的理解，以开发出积极的方法来鼓励更大程度的参与。由于有这项研究 Harbour Sport 与“奥克兰地区体育运动与体育策略”（ARPASS）已经合作，来成立一个“华人体育论坛”。起初，由于北岸华裔人口众多，本论坛焦点集中在华裔社区，并将被作为一个试点项目，以确定奥克兰内其他领域的研究。

我愿意邀请您在 2010 年 9 月 9 日星期四跟我们一起参与华人体育论坛，这样我们就可以一起鼓励在体育组织，华裔社区和结盟组织之间进行对话和建立网络，以便增进了解和支持成长。（附邀请函）

您真诚的

Toni-Maree Carnie
CEO
Harbour Sport

APPENDIX 4: CHINESE SPORT FORUM AGENDA

Agenda for Chinese Sport Forum Thursday 9th September



Agenda	Presenter	Start
Harbour Sport welcome	Jay Martin-Community Sport Manager, Harbour Sport	5-5:17pm
Welcome and housekeeping	MC-Monica Mu-Miss China NZ finalist 2008	
ARPASS welcome	Colin Dale-Chairman of the Board of ARPASS	
Minister of Parliament Northcote-Greeting and welcome	Hon. Jonathon Coleman	
Mayor North Shore-Greeting and welcome	Mayor Andrew Williams	
Presentation on State of Sport on the North Shore-demographics	Riki Burgess-Sport Capability Manager, Harbour Sport	
Chinese Culture-'Connecting with the Chinese community'	Royal Reed-Chinese Lawyer	
Small group discussions-barriers/ needs/opportunities	Facilitated by Richard Casutt	5:52pm
Light meal and opportunity to network/chat		6:17pm
Present Asian Sport Engagement Model and Toolkit	Jay Martin-Community Sport Manager, HS	6:47pm
Panel-set questions <ul style="list-style-type: none"> ○ Max-plays for Marist Rugby Club with a team of Chinese friends. ○ Lyn Gunson-Director of Netball for Netball North Harbour ○ Jack Lin-on the board of North Harbour Table Tennis Association ○ Paul Bradshaw-CEO for Badminton North Harbour ○ Doug Cole-Sport Development Officer for North Shore City Council 	Facilitated by Richard Casutt, Sport Development Advisor, Harbour Sport	7:05pm-7:55pm
Panel open questions	Facilitated by Richard Casutt	
Final Messages and close	Jay Martin	7:55pm

Information about the Chinese Sport Forum and ActivAsian project are found at

<http://www.harboursport.co.nz/Information/ActivAsian.html>

APPENDIX 5: CHINESE SPORT FORUM AGENDA – CHINESE TRANSLATED

9月9日2010年(星期四) 华人体育论坛节目流程



节目	负责人	开始
Harbour Sport 欢迎来宾	Jay Martin-社区体育运动经理,Harbour Sport	5:00pm-
司仪欢迎来宾，报告其他事项。	司仪 – Monica Mu 2008 年新西兰区华裔小姐六强	5:17pm
奥克兰体育运动策略 (ARPASS) 欢迎来宾	Colin Dale- ARPASS 董事会主席	
Northcote 国会议员 – Hon Jonathan Coleman 致辞	Hon. Jonathon Coleman	
北岸市长 Mayor Andrew Williams 致辞	Andrew Williams 市长	
Harbour Sport 发表北岸的体育运动现状及人口统计	Riki Burgess- 体育运动能力经理， Harbour Sport.	5:17pm-
华人文化 – “与华人社区连接”	Royal Reed-华人律师	5:37pm
小组讨论 – 参加运动的障碍，需要，及可采取的行动	Richard Casutt 协调	5:52pm
晚餐，互相交流		6:17pm
介绍 亚裔体育运动参与模式 (ASEM) 及参考工具。	Jay Martin-社区体育运动经理， Harbour Sport	6:47pm
社区代表 – 预设问题： Max Tong - Marist 华人橄榄球队 - 队长 Lyn Gunson- 北岸蓝网球协会-董事 Jack Lin-北岸乒乓球协会-董事会会员 Paul Bradshaw-北岸羽球协会 – 总裁 Doug Cole- 北岸市议会 – 体育运动发展主任	Richard Casutt 协调	7:05pm- 7:55pm
社区代表 – 开放问答	Richard Casutt 协调	
感谢及欢送来宾	Jay Martin	7:55pm

如想了解更多关于华人体育论坛及活跃亚裔的信息，请上此网站：

<http://www.harboursport.co.nz/Information/ActivAsian.html>



North Shore Rhythmic Gymnastics Club Inc.

北岸體操俱樂部

假期訓練課程

七月十三日(週二) & 七月十五日(週四)

早上十點至中午十二點

地點：**Birkenhead 小學禮堂(Birkenhead Primary School Hall)**

地址：**77 Mokoia Rd Birkenhead**

韻律體操幫助孩童開發本身的創造力及想像力，以充滿樂趣的方式表演彩帶、韻律體操球、韻律體操圈、韻律體操繩，能夠幫助孩童開發體能、認知及情緒技能，對於孩童的成長及發展至為有益。

費用：每次**\$10.00** 或 兩天**\$15.00**

請於十二日(週一)以前向 **Margaret Woolf** 報名(電話：473 8971)

Email: margaretwoolf@extra.co.nz

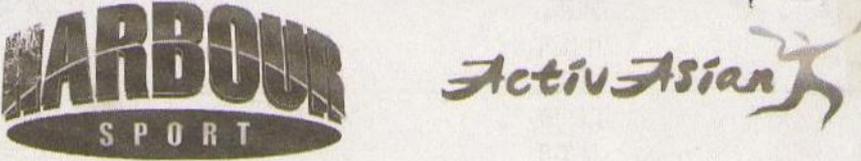


APPENDIX 7: FEEDBACK FORM

Presenters		Strongly Disagree	Disagree	Agree	Strongly Agree
1	The presenters were well prepared.				
2	The presenters helped us understand the importance of making connections within our community				
3	I am satisfied with the presenters				
Comments:					
Promotion		Strongly Disagree	Disagree	Agree	Strongly Agree
1	The promotion of the Forum was appropriate				
2	The promotion of the timing of the Forum was appropriate				
Comments:					
Information Presented		Strongly Disagree	Disagree	Agree	Strongly Agree
1	The presenters provided useful information				
2	The information presented in the forum was well structured and to an appropriate standard				
3	The content of the information in the forum was easy to follow				
4	Real case examples were used to illustrate learning points				
Comments:					
Benefits from attending the Forum		Strongly Disagree	Disagree	Agree	Strongly Agree
1	I am confident to apply the skills/knowledge/ information				
2	I was able to network and make useful connections				
3	I will apply and utilise some of the knowledge gained				
4	Please write two actions from forum that you will undertake: 1. 2.				
Your final comments		Comment			
1	Please write your No. 1 barrier for Chinese participation in sport				
2	Please write your No. 1 need to assist Chinese participate in sport				
3	Please write your No.1 opportunity or solution to help Chinese participate in sport				
Overall Feedback		Strongly Disagree	Disagree	Agree	Strongly Agree
1	The Forum was relevant and useful.				
2	The pace of the forum was appropriate and adapted to suit the group.				
3	The Forum met my requirements.				
4	I am satisfied with the Forum				
Feedback Details: Please complete details so we can get in touch to discuss points if need be					
Name:		Organisation/ Sport:		Email:	

APPENDIX 8: FEEDBACK FORM – CHINESE

		Harbour Sport – 来宾评估表格 华人体育论坛 – 9月9日			
发言人		非常反对	反对	同意	非常同意
1	所有发言人做了充足的准备				
2	发言人帮助我们了解与我们的社区连接的重要				
3	我对所有的发言人感到满意				
其他评语:					
宣传		非常反对	反对	同意	非常同意
1	本单位针对体育论坛做了有效的宣传				
2	本单位针对体育论坛的日期与时间做了有效的宣传				
其他评语:					
资料介绍		非常反对	反对	同意	非常同意
1	发言人分享了有用的资料				
2	论坛上所发表的资料有良好的结构及水平				
3	论坛上的资料内容易于理解				
4	发言人说明内容要点时利用了真实范例				
其他评语:					
参加论坛的益处		非常反对	反对	同意	非常同意
1	我有自信可以应用论坛上所学的技能、知识、及资料。				
2	我有机会与他人交流及建立友谊的连接				
3	我会采用在论坛上所得到的知识				
4	请写下在论坛后您会采取的两个行动: 1. 2.				
最后评语		评语			
1	请写下您觉得华人参加运动的首要障碍				
2	请写下您觉得可以帮助华人参加运动的第一需要				
3	请写下您觉得可以帮助华人参加运动最有效的解决方法				
整体评论		非常反对	反对	同意	非常同意
1	本论坛对您有相关既有用				
2	本论坛的流程速度适合今晚的来宾				
3	本论坛符合我的要求				
4	我对本论坛相当满意				
联系方式: 请填写资料以便我们在需要时可以与您联系					
姓名:		组织/运动:		电邮:	



Harbour Sport 华人体育论坛

北岸的 Harbour Sport 活跃亚裔与奥克兰体育运动策略 (ARPASS) 将在 9 月 9 日举办首次的华人体育论坛。此计划首先针对北岸的华人社区, 主要目的包括:

- 让北岸的华人社区与体育组织建立良好关系及持续的双向沟通
- 增进文化了解
- 给予北岸华人表达他们对于参加运动的困难或需要的机会。

在 2006 年的人口调查中显示, 亚裔人民占北岸人口的 17.8%。据预测, 在 2016 年, 奥克兰地区会有将近四十万个亚洲人。在一个亚洲人口日益增长地区, 我们深信北岸的体育组织需要更积极的去了解北岸各种族群对于参加体育运动的需要或困难, 并在鼓励亚裔人民在该体育组织的各个阶层和角色上参与体育。

Harbour Sport 及 ARPASS 相信在华人社与北岸体育组织之间建立友好的关系是非常重要的, 也持续的在开发更多有效鼓励体育运动参与的方法。

Harbour Sport 的活跃亚裔团队期望在此华人体育论坛过后, 北岸的华人社及体育组织能够建立持续的联系及沟通, 更希望更多的华人能够积极的参与体育运动, 并改善北岸华人身心的健康。此外, 参加体育运动能让学龄儿童脑部血液流动, 改善他们的记忆力, 注意力, 及课堂上的表现, 也让华人能够更容易地融入新西兰社会。

华人体育论坛虽然目前是针对的北岸的华人社区, 论坛所讨论的各种议题将提供给各个族群或地区参考, 并增进奥克兰的各种族群与社区的种族了解。

华人体育论坛将在 9 月 9 日 (星期四) 晚上五点到八点在 Northcote 举行。如果您和您的家人喜欢运动, 或有兴趣参加论坛, 请尽快与我们联系: Jenny 林静好 (亚裔社区体育协调员)

电话: 09-4154654 电邮: activasian@harbourport.co.nz 可以中文留言