

22. OVER 50S 'LEISURE FOR LIFE' EXPO

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The purpose of this report is to inform the Board about the Over 50s 'Leisure for Life' Expo held on Thursday, 12 June 2003 from 11am–3pm at the Woolston Club.

EVENT SUMMARY

This event aimed to promote active, healthy lifestyles among older adults living in the greater Linwood area. It also provided community groups, leisure, health and social agencies with an opportunity to network and share information and ideas.

Promotion was extensive, using local networks, community bulletins and newspapers, older adult publications, radio, fliers, brochures and signage. More than 500 older adults attended to experience and gather information on over 30 local leisure opportunities provided by community groups and organisations in the area. Entertainment and refreshments were also provided and various health agencies carried out health checks and provided information.

Evaluation of the event showed that it was considered highly successful by individual participants, participating groups and agencies alike with a demand to stage the event on an annual basis. The event was co-ordinated by the Leisure Unit with funding from the Board's community events and special days fund and the Leisure Unit. The venue was provided by the Woolston Club.

2003 EVENT PROGRAMME

Te Whare Roimata opened the event with a karakia and waiata followed by a welcome speech by Linda Rutland (vice chairperson of the Board). Forty groups from within the Hagley and Ferrymead wards took part in the event with displays, have-a-go activities, information, health checks and entertainment. MCs Chris Martin and Jacqui Leask kept people informed throughout the day and have-a-go tickets were issued to be stamped and returned for the opportunity to go into the draws for locally sponsored spot prizes.

A summary of activities, entertainment and information displays is set out below.

Have-A-Go Activities

Gentle exercise – Therapy Professionals

Auroa Line Dancers

Tai Chi

Woolston Club Table Tennis Section

Woolston Club Bowls Section

Woolston Club Cards Section

Woolston Community Centre Craft Groups

Linwood Avenue Community Corner Trust Craft Groups

Linwood Avenue Community Corner Trust Walking Group

Linwood Community Arts Centre

Te Whare Roimata

Woolston Community Centre Craft Groups

Sumner Croquet Club

Woolston Club Quoits

CCS Boccia

Mt Pleasant Community Centre Pottery Club

Community Net Mt Pleasant Community Centre

Entertainment

Te Whare Roimata

50s up Brass Band

The Troupers

Information Displays

Linwood Library

Woolston Community Library

WEA

Push Play Active ChCh Partnership

Pegasus Health/Falls Prevention

Stay on Your Feet Canterbury

Linwood Community House Craft Group

Presbyterian Support

Linwood Woolston Rotary Club

Edmonds Factory Garden

Disability Information Service

Gloucester Sports Clinic Podiatry

Phillipstown Leisure Club

Haelan House Reflexology

Woolston Sumner Handiscope

Community and Public Health

Mt Pleasant Community Centre Pottery Club

Woolston Club Fuchsia Circle

Community Net Mt Pleasant Community Centre

PROMOTION

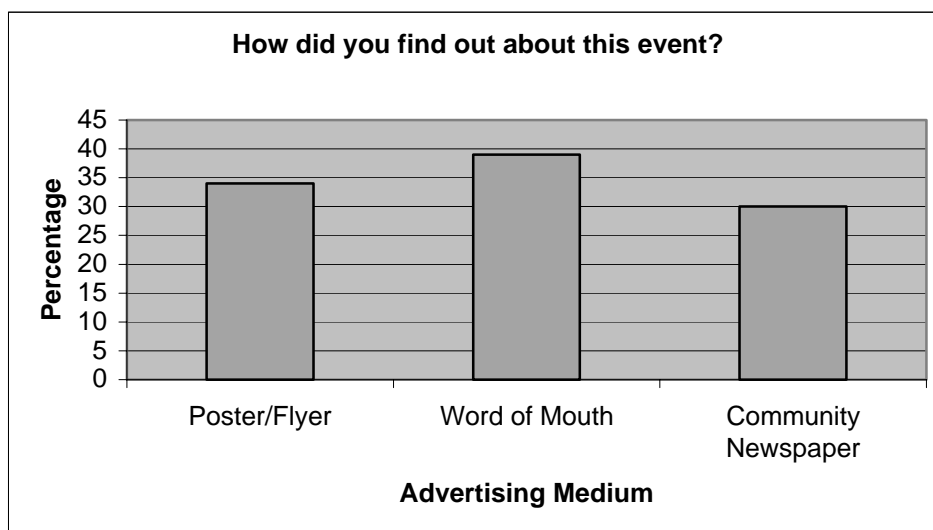
Local promotion of the event was extensive both before and after the event. This promotion included:

- A promotional sign on the corner of Linwood Ave and Hargood Street for 10 days leading up to the event;
- A letterbox drop distributed to 7,000 households in the local community 7 days prior to the event;
- A mail out to all the rest homes and older adults' clubs/organisations in the area;
- A special feature in *Older and Bolder*;
- Effective take up of media releases in *Keeping On*, local community newspapers, community bulletins, radio and local television.

EVALUATION

Over 50 participants completed an event evaluation form plus community groups and organisations were asked to complete a community group evaluation form. This information will be useful in planning future events.

PARTICIPANT EVALUATION RESULTS

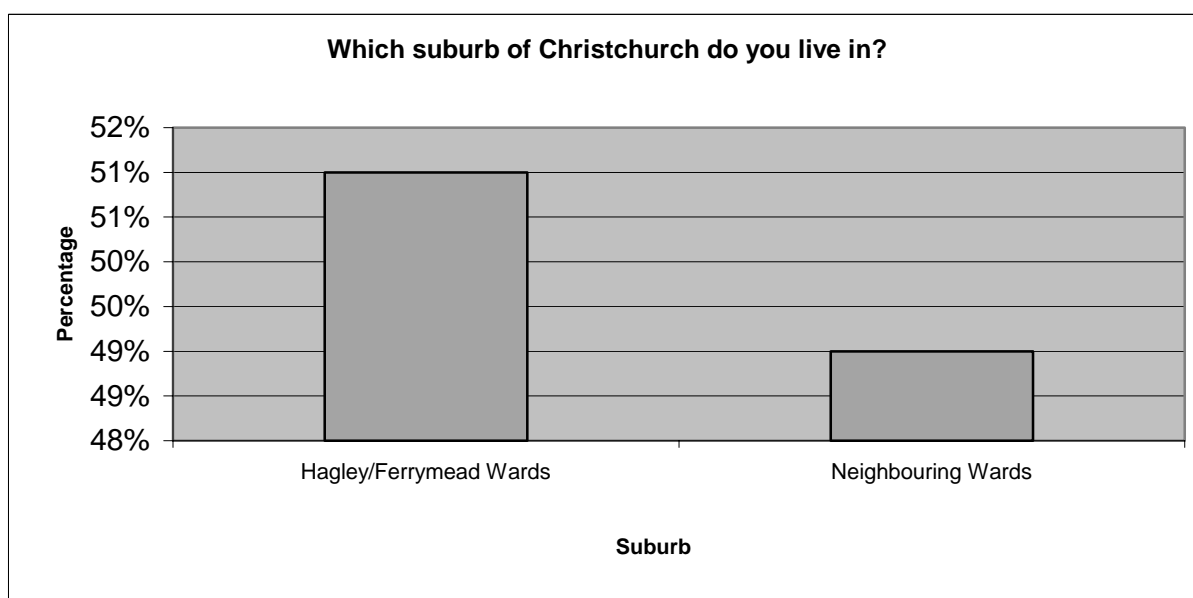
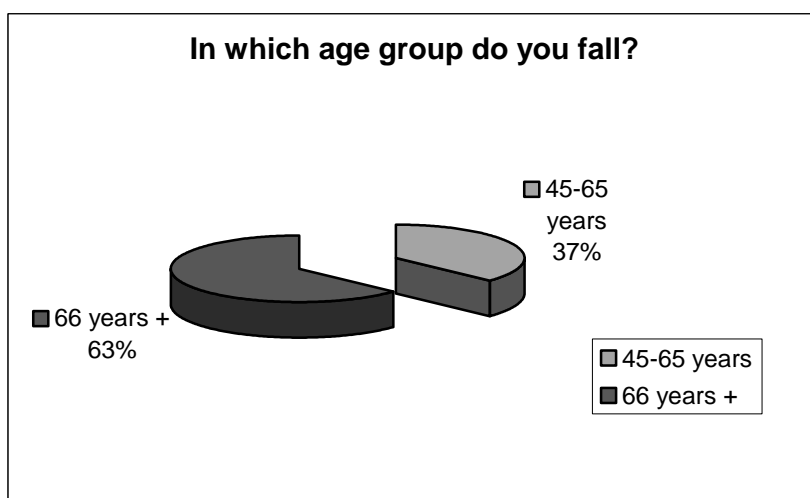
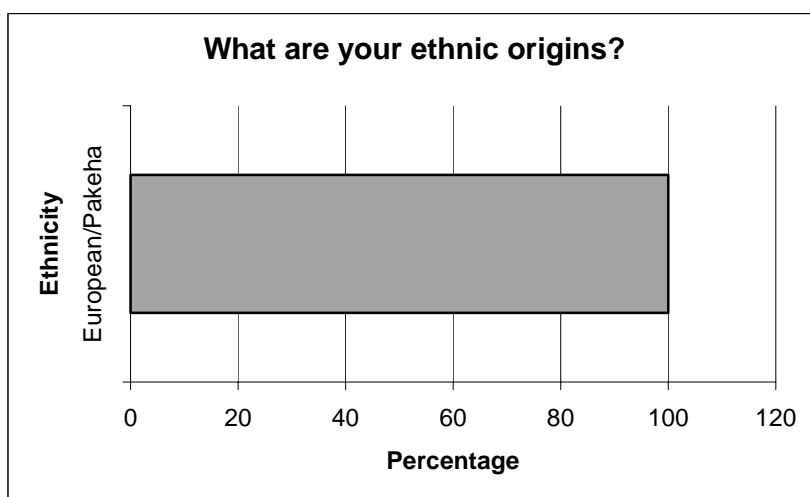


How would you rate your satisfaction with the following aspects of the event?

	Excellent	Good	Neutral	Poor	Very Poor
The quality of the event	59%	39%	2%	0%	0%
The activities of the event	48%	41%	11%	0%	0%
The organisation of the event	68%	30%	2%	0%	0%
The promotion of the event	40%	44%	7%	9%	0%
The location of the event	67%	31%	2%	0%	0%

Would you like to come to this event again?

100% Yes



COMMUNITY GROUP EVALUATION RESULTS

How did you find out about this event?

Community Newspaper	6%
Word of Mouth	31%
Letter from the Christchurch City Council	57%
Other	17%

How would you rate your satisfaction with the following aspects of the event?

	Excellent	Good	Neutral	Poor	Very Poor
The quality of the event	54%	46%	0%	0%	0%
The activities at the event	49%	51%	0%	0%	0%
The organisers	65%	35%	0%	0%	0%
The promotion of the event	50%	44%	3%	3%	0%
The location/layout of the event	50%	47%	3%	0%	0%

Suggestions on the above:

More time to prepare for the event
 Maori intro went on a bit too long
 Long queue for food
 Include Charleston in promotion
 Woolston Club an ideal place to stage this event x2
 Too crowded
 Timing of event – keep to times stated on programme x2
 Promote in “Town and Around”, Star
 Information too late in coming
 Fence off table tennis
 Would like it in locations all over Christchurch
 More room for exhibitions x5
 Female NZ voice most difficult to hear if you have a hearing difficulty – slower speaking, lower pitched voice needed x 6
 Chair exercises
 Bigger number of activities all day to keep people from sitting down – like at Hoon Hay
 More hands on activities, more than one demo for line dancing x 2
 The health stalls were most informative and helpful
 Our participation depended on the goodwill of the Woolston Club greenkeeper who allowed us to make holes in his lawn
 Have a go passports and spot prizes

If this event was to be staged again, what other activities/suggestions would you like to see at next year's event?

Mental health education stall x 2
 More groups to have a go
 More health checks
 More variety of activities
 Better quality food for this mature level
 What else is there for people with low mobility e.g. Friends of the Art Gallery
 Timing – Summer event would encourage more outdoor sports to participate
 Flower arranging activity
 Intergenerational opportunities
 Outreach Services, books to housebound people and storyline to sight-impaired

Would you like to be involved in this event again?

97% Yes
 3% No

Did the event meet your expectations/objectives?

100% Yes
 0% No

Comments:

Well done Diana – a very organised team
 Fabulous
 Great crowd – everyone seemed to enjoy it
 Lots of interest, gave out heaps of brochures
 We hope to get some volunteers to help us
 Signed up 8 new members to our group

Any other comments/suggestions you would like to make about this event?

Great event and good numbers – quiet in the afternoon – not enough activity perhaps?

2 x 15 minute seniors line dancing

Made excellent contacts

Great for networking other orgs/groups

Enjoyed our participation – had new people coming as a result

Sound system difficult to hear

Display products/trade exhibits. This could become a big event.

We have referrals coming to us already. Good PR for us.

Each group have 10 minutes to say what they do

Well organized event and exhibitors did well

Would like to know if people participate in activities after the event

People were having a great time

Well done organizing committee

More non-traditional activities for this age group – instead of listening to bands. A bit of both perhaps.

Not sure if it is relevant to YMCA – outside the Woolston area

Great opportunity for people to know what is going on in their community

Benefits community groups

Many people attending already participating in activities. How can we target non participants more effectively?

Display boards could be useful or an extra table otherwise spot on!

Thank you for your fine effort and energy!

Good to see such a good turn out of older people

Expected more active pursuits to try and less of the band and sing-along which tends to reinforce stereotyping of older adults

Layout of rooms meant people moving back and forth – difficult for the MCs

Make more use of the outdoor area?

Good event – look forward to being back next year

Great to be involved. Able to talk to many people, develop their concept of the library in relation to services we offer. Achieved exciting networking opportunities

Clearer signage to sports hall and clearer programme so that people knew when activities were on

Good venue

Make it a regular annual event

Different/more activities/groups involved

STAFFING

The event was managed by the Community Recreation Advisor with a capable group of volunteers from local community organisations, recreation students from CPIT and Recreation and Arts team colleagues.

FUNDING

The Board provided \$2,000 for this event from its community events and special days fund. A further \$1,000 was contributed by the Leisure Unit. The venue was provided free of charge by the Woolston Club with help as required to set up the venue. A number of sponsors provided prizes including Woolston Club, Aqua Gym, Sport Canterbury and the Leisure Unit, Regent on Worcester and the YMCA.

CONCLUSION

This event provided older adults from the Hagley and Ferrymead wards and neighbouring ward areas an opportunity to participate in and find out what is available in their community. Feedback indicated that everyone enjoyed themselves and networking took place between community groups and organisations. This was considered beneficial when developing partnerships for working together to facilitate healthy, active environments for ageing populations. The Woolston Club was an ideal venue to stage the event and it was tremendous to have this support to enable the event to occur at the onset of winter.

Staff

Recommendation: That the information be received.

Chairperson's

Recommendation: That the information be received and those involved in the organisation of the Expo be commended on the production of a most successful event.