

## 11. “PUSH PLAY WITH ACTIVE CHRISTCHURCH” PARTNERSHIP AND CAMPAIGN LAUNCH

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| Corporate Plan Output: Recreation Programmes and Promotion |                                   |

The purpose of this report is to inform Councillors about the partnership between five Christchurch agencies involved in promoting the benefits of an active lifestyle and the launch of the Christchurch “Push Play With Active Christchurch” campaign.

### “PUSH PLAY WITH ACTIVE CHRISTCHURCH” PARTNERSHIP

In recent years many research studies have been undertaken on the positive health benefits of regular physical activity. In 1996, the US Surgeon General’s Office advised that just 30 minutes of gentle physical activity, most days, would be enough to produce significant health benefits (for example, protection from heart disease and strokes). Appropriate physical activity includes gardening, housework, and using the stairs, as well as the more traditional activities such as walking, swimming and biking. What’s more, this 30 minutes of physical activity can be taken in three “bites” of 10 minutes, termed “snackactivity” by the Hillary Commission.

Earlier this year the Hillary Commission launched their “Push Play” initiative, a three-year physical activity campaign aimed at getting New Zealanders more active, more often. The Commission’s initial focus has been a television advertisement, as well as promotional activities such as the “Mayoral Challenge”, where mayors around New Zealand have been challenged to take part in a six month physical activity programme.

In Christchurch the Leisure Unit had launched its “Active Christchurch” programme a year before the advent of “Push Play”, so it was decided to form a partnership with other Christchurch agencies involved in promoting the benefits of regular physical activity and to somehow link the two brands (“Push Play” and “Active Christchurch”) to give a local feel and identity to the Hillary Commission’s national promotion.

The partnership agencies are the Christchurch City Council, Sport Canterbury, the YMCA, the National Heart Foundation and Crown Public Health. The benefits of the partnership are many, for as well as greater reach through combined advertising, the partners are working together on new programme initiatives to meet gaps in the city (for instance the new “30 Minute” walking groups recently launched and jointly promoted by the Leisure Unit, the YMCA and Sport Canterbury), and sharing ideas and resources.

### CAMPAIGN LAUNCH

The “Push Play With Active Christchurch” promotion will be launched the week commencing 25 October 1999, with newspaper and radio advertising. On Sunday 31 October two events have been endorsed by the campaign – a 30 and 60 minute walk being organised by Sport Canterbury, which will commence and finish at the New Brighton Pier, and the inaugural “Park to Pier Bike Ride” being organised by the Leisure Unit, which will commence at Hagley Park and finish at the New Brighton Pier. Both events will then join forces for a “Spring into Action” Gala Day, to be run in the New Brighton Mall and featuring displays and stalls related to gentle physical activity, as well as food and entertainment.

## **ONGOING PROMOTION**

From Term 1, 2000, the partners will be producing a brochure and flyers outlining suitable activities (both their own and those of other providers in the community), as well as advertising jointly each term in the community newspapers. Other promotional activities to be undertaken next year include ongoing promotion through free newspaper and radio “community noticeboard” advertising, displays, establishment of a website, regular media releases, and merchandise such as bookmarks and stickers to give out at suitable promotions.

## **CONCLUSION**

The “Push Play With Active Christchurch” promotion will add to the vibrancy and life of Christchurch by encouraging residents to make use of the many excellent facilities, walkways, parks and open spaces the city has to offer, while improving their health and contributing to healthier communities.

The partnership established between the five agencies is a first, and will result in a clear, consistent message reaching a wider Christchurch market.

### **Chairman’s**

**Recommendation:** That the information be received.