**SPORT IS GOOD FOR US**

- Keeping New Zealanders active through sport and recreation helps prevent more than 1,126 premature deaths per year.
- It makes us healthier and more productive (that’s worth $1b a year).

**SPORT MAKES A BIG CONTRIBUTION TO OUR ECONOMY...**

- NZ households spend $1.3bn on sports goods and equipment — as much as they spend on dining out.

**KIWIS ARE INTO SPORT**

- 750,000 volunteers give 50 million hours of their time each year to make sport happen.

**15,000**

- New Zealand has 15,000 sport and recreation clubs.

**750 THOUSAND VOLUNTEERS**

- Around 750,000 volunteers give 50 million hours of their time each year to make sport happen.

**$1.3 BILLION**

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**1/3 ADULTS**

- Around 1/3 of adults belong to a sport and recreation centre/club/gym—fitness centre.

**$672m**

- Construction of facilities — mandatory (inc. Sport & PE Curriculum).

**$728m**

- Volunteer contributions.

**$3.8bn**

- Sport and recreation.

**$150m**

- Coaches, managers and support staff (2003–2009).

**50,000**

- People employed in sport & recreation (2012).

**1,000**

- Professional athletes.

**11,000**

- Coaches, managers and support staff (2003–2009).

**150,000 VOLUNTEERS**

- Around 150,000 volunteers give 50 million hours of their time each year to make sport happen.

**SPORT IS GOOD FOR US**

- Active workers work on average 1.8 days more than their inactive counterparts.

**1.8 DAYS**

- Keeping New Zealanders active through sport and recreation helps prevent more than 1,126 premature deaths per year.

**MORE PEOPLE TELL US SPORT CHANGES LIVES**

- “We change kids that come here”
- “It’s lifted the profile of the area, lifted the aspirations of the kids. You can’t put a dollar figure on that”
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- “We change kids that come here.”
- “A lot of guys have gained employment because of who they play for, because it’s on their CV. It shows that you’re committed, dedicated”
- “They know that in their local community they can be aiming for a career at the highest level”
- “It supports the young person’s goals. It’s helping that young person reach their potential.”

- “I’ve learnt how to concentrate on the field and off the field. I’m applying myself in school”
- “It’s lifted the profile of the area, lifted the aspirations of the kids. You can’t put a dollar figure on that.”
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**SPORT MAKES A BIG CONTRIBUTION TO OUR ECONOMY...**

- $5.2 billion, 2.8% of GDP.
- $1.3 billion.
- Volunteer contributions.

**PEOPLE EMPLOYED IN SPORT & RECREATION**

- 50,000 people work in sport and recreation.

**LIVES**

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**WHAT’S THE REAL VALUE OF SPORT?**

- It’s more than just a game to New Zealanders.

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It's more than just a game to New Zealanders... REVEAL THE BIG PICTURE...

WHAT'S THE REAL VALUE OF SPORT?