

SOUTH WAIRARAPA DISTRICT COUNCIL

12 DECEMBER 2018

AGENDA ITEM C7

SHIFT FOUNDATION – WAIRARAPA PROPOSAL

Purpose of Report

For the Council to be made aware of the opportunity of bringing the Shift Foundation programmes to the Wairarapa.

Recommendations

That the Council:

1. *Receives the Shift Foundation – Wairarapa Proposal.*
2. *Agrees to endorse the pilot programme in the Wairarapa for January to June 2019.*
3. *Agrees to consider on-going funding for this programme delivery and Coordinator during the Annual Plan process.*

1. Executive Summary

The Shift Foundation is an organisation based in the Wellington region that focusses on improving wellbeing outcomes for young women aged 12 – 20 years old.

Shift is currently operating successfully in Wellington, Lower Hutt, Upper Hutt, Porirua and Kapiti.

There is an opportunity for the Shift Foundation to pilot a programme in the Wairarapa for six months, from January to June 2019.

Officers from the three Councils have met to discuss this proposal and fully support the implementation of the pilot programme.

No funding is sought from Council at this stage for the pilot but a funding application may be submitted as part of the Annual Plan process to continue funding in the 2019/20 financial year if the pilot is successful.

2. Background

The Shift Foundation NZ is an organisation based in the Wellington region that focusses on improving wellbeing outcomes for young women aged 12 – 20 years old.

Shift was established in October 2015 as an incubator programme under the Parks, Sport and Recreation Department at Wellington City Council. After a successful Wellington City pilot in 2016, Shift spread to deliver in Lower Hutt, Upper Hutt, Porirua and Kapiti in 2017. In December 2017, the programme was transferred from Wellington City Council to The Shift Foundation.

The Foundation is governed by a board of trustees from a range of backgrounds, all with a commitment to improving the wellbeing of young women through a holistic, human-centred approach.

The Shift Foundation works in partnership with youth, health & wellbeing and sport & recreation organisations to create collective impact and improve young women's wellbeing.

There is an opportunity for the Shift Foundation to pilot a programme in the Wairarapa for six months, starting in January to June 2019.

3. The Shift Programme

The Shift programme initiative is to improve the wellbeing of young woman aged 12 – 20 years by:

- INCREASING AWARENESS of wellbeing through education and role modelling.
- REDUCING BARRIERS to participation by providing fun, social, low cost physical activity and sport opportunities and administering financial support
- EMPOWERING YOUNG WOMEN by inspiring and growing leaders to create change in their own communities.

The two main programmes that are delivered are:

1. **Just Shift It** – co-designed fun, social and low-cost community based activities for young woman to move and be inspired.
2. **LeadHERship** - Leadership mentoring for groups of young women, with a focus on building capability through the lens of physical activity and wellbeing.

4. Pilot Programme

Funding for an initial six month pilot programme has been confirmed by both Shift Foundation NZ (through Ministry of Youth Development Funding) and Sport Wellington.

This is for a coordinator to deliver both the programmes in the Wairarapa.

The programme delivery will be for:

Just Shift It (co-designed wellbeing opportunities):

Term Time - 225 Young Wairarapa Women over 15 sessions
Holidays - 120 Young Wairarapa Women in 6 sessions

LeadHERship:

The LeadHERship programme is a two and a half day workshop.

- 1 X Senior group of 6 young women (year 11, 12 &/or 13)
- 1 X Junior group of 10 young women (year 9 &/or 10)

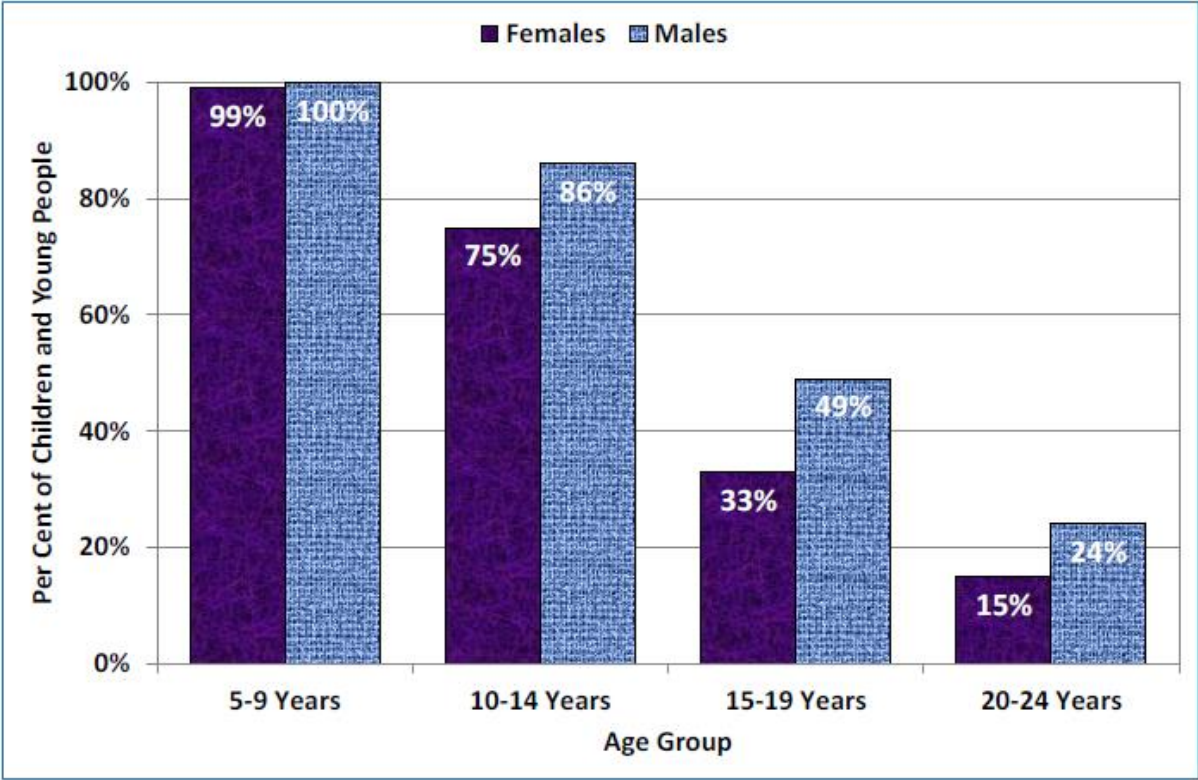
Further funding has been applied for by Shift Foundation for the delivery costs of the programme and this decision should be known by early December.

Delivery funding is estimated to be \$80 per session during the term and \$150 per session in the school holidays.

5. Benefit to Shift Participants

The need for a programme such as this is demonstrated through a report published by Lincoln University "The Economic Value of Sport and Outdoor Recreation to New Zealand", which shows there is a significant drop off from young women meeting guidelines for physical activity from ages 10-14 years, when 75% meet guidelines to 33% at 15-19 years as illustrated in the table below.

Proportion of Children and Young People Meeting Guidelines for Physical Activity (Any Day Average Method), by Age Group and Gender, 2008/09



Source: AERU and Lincoln University

6. Three Councils Support

Officers from the three Councils have met to discuss this proposal and fully support the implementation of the pilot programme.

Contact Officer: Jennie Mitchell, Group Manager Corporate Support

Reviewed By: Paul Crimp, CEO