

A Diverse Auckland

Superdiversity and Sports in a Gateway City

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**SPRINZ Ethnic Diversity Think Tank:
Leadership & Governance Action**

30 August 2018

A Future Auckland

- Declining fertility
- Immigration = growth
- Distinct geographical patterns of concentration and diversity

Auckland: fourth
most diverse city
in the world
40% / 56%

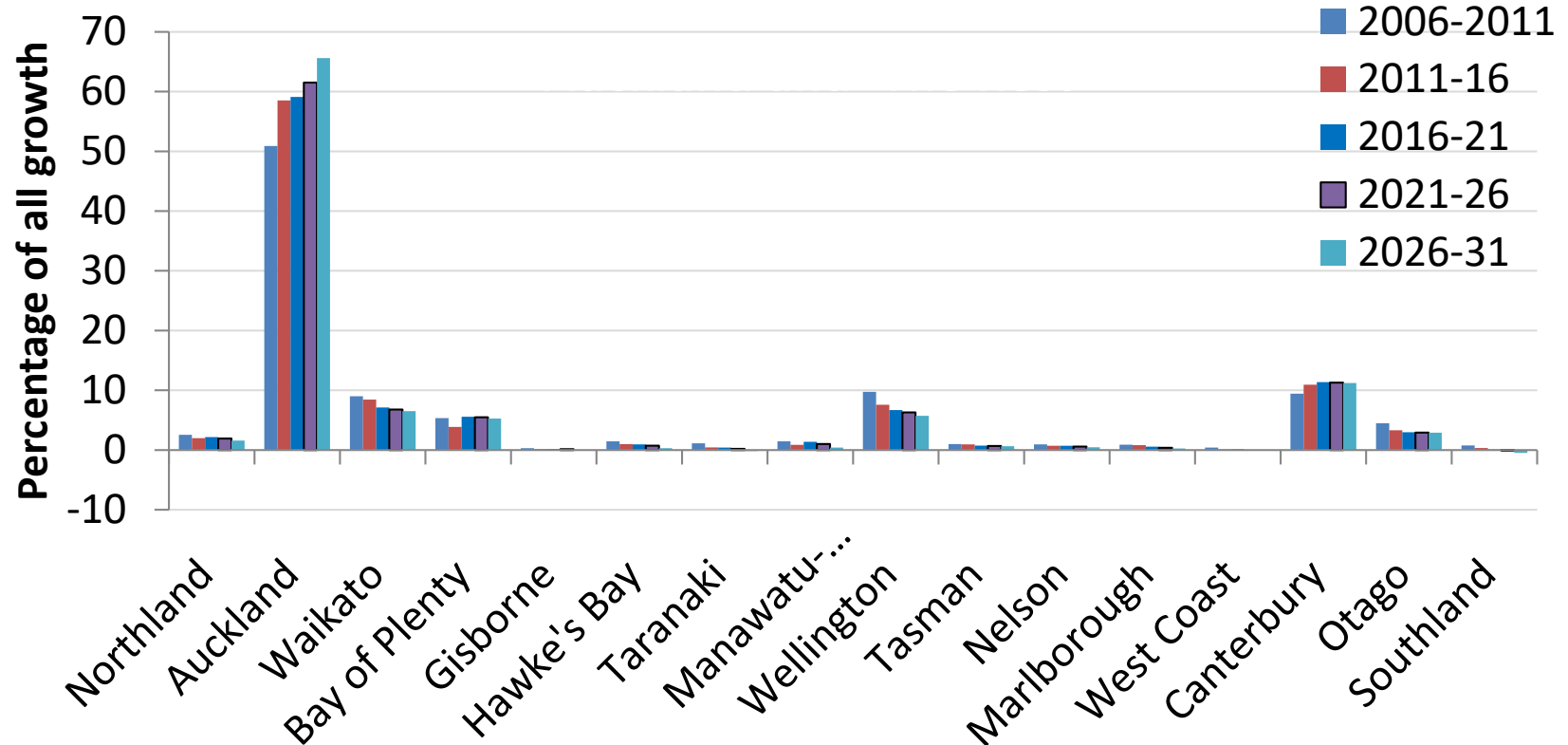


In 10 Years

- **2** out of every **5 NZers** will live in Auckland
- **Asian** communities will outnumber **Māori**
- There will be more people aged over **65** than **0-15** years of age



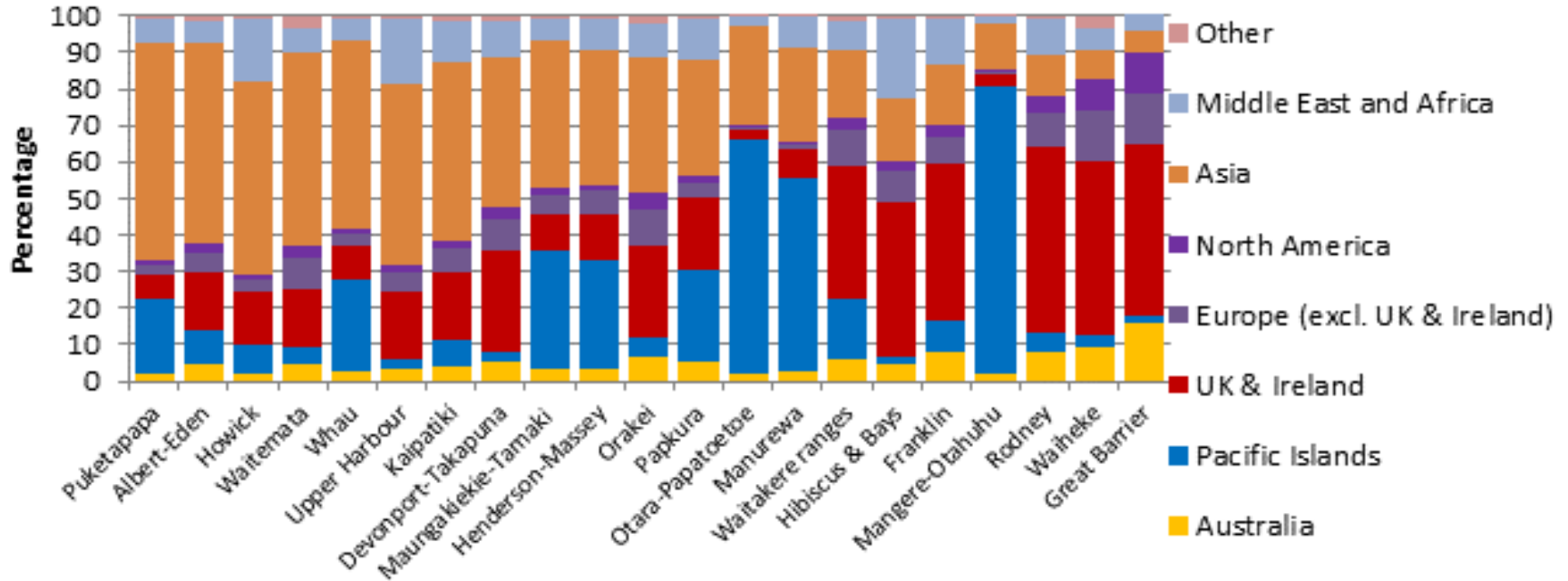
Auckland and 'The Rest'



Auckland

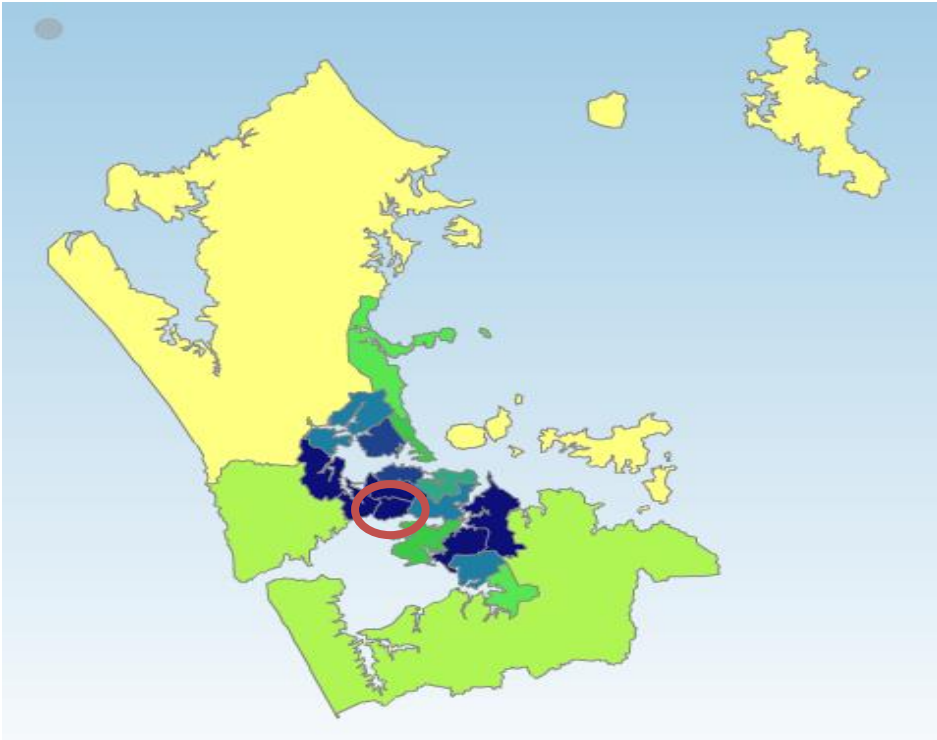
	Auckland (2038)	New Zealand (2038)
Population change (2009-2014)	15.2%	4.1%
Net Migration (2014)	17,779	+38,338
Māori	10.7% (11%)	15% (18%)
Asian	23.1% (36%)	12% (22%)
Pasifika	14.6% (16%)	7.6% (10%)

Diversity and Local Boards



Source: Author/Statistics New Zealand 2013 Census Regional Summary Tables – Table 2

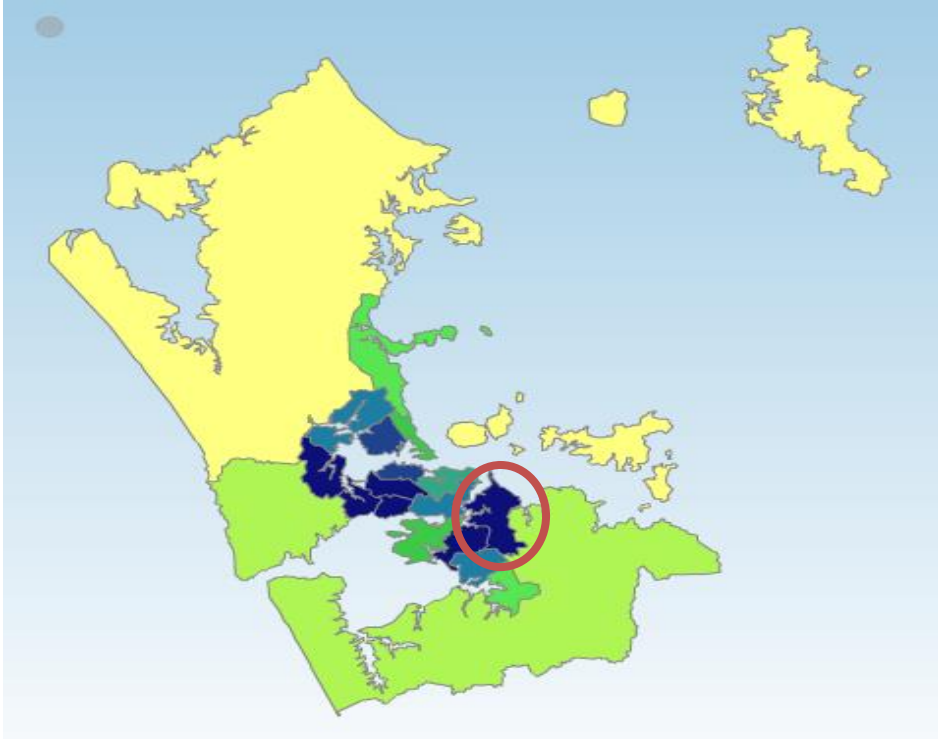
Puketapapa



Asian 22,284 (44.2%)

06-13 +14%

Howick



Asian 47,511 (39%)

06-13 +29%

Northcote



Dominion Road



Changes in Sports/Leisure Activity

- When engaged in sport (Ramadan)
- Cultural/religious expectations (female only)
- New sports
- Use of facilities (beaches)



Implications for Sport and Leisure

Some sports are going to struggle

- Education is the priority
- No prior engagement/understanding
- Physicality

SPORT | Rugby

Study: Weight restricted rugby driving youth away from the sport in New Zealand

10 Jul, 2018 2:09pm

4 minutes to read



Junior rugby is divided into weight categories to avoid unsafe mismatches in size. Photo / Warren Buckland

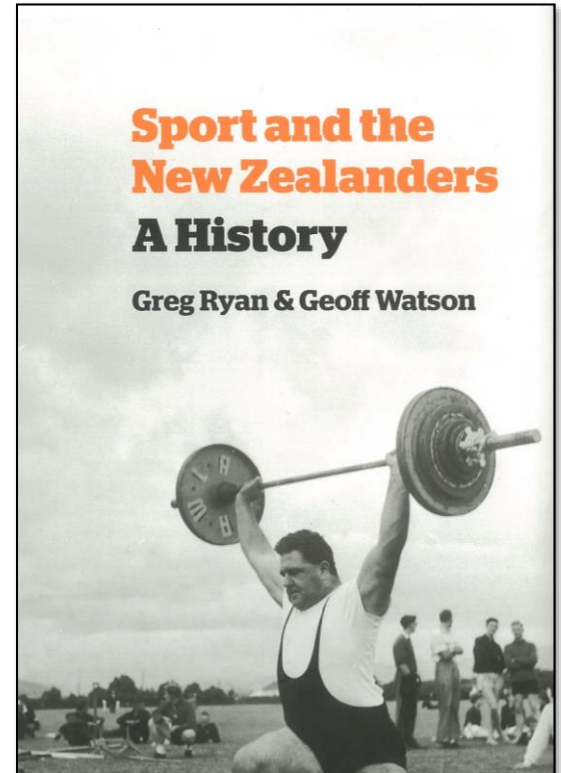


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What Makes a Difference?

- Ethnic specific competitions
- Clear policies from RSOs
- Informal (any-time, any-where?) facilities/competitions
- Language use
- Ethnic cheerleaders/brokers




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Older and browner
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What our changing population means for your business

How do sports
respond to
superdiversity?