



Keeping you ahead of the game™

admin@impactconsulting.co.nz
www.impactconsulting.co.nz
Phone: 03 477 8779
Fax: 03 477 9099

Impact Consulting is a Dunedin based multidisciplinary consulting team, primarily focussed on community and business development projects in the areas of sport, education and tourism.

Guaranteed:

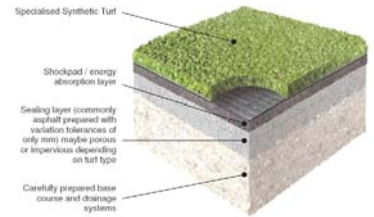
Our experience in a wide range of regional development projects for local and regional authorities, sports clubs, businesses and independent organisations, guarantees your project the best possible chance of success.

Skill Set:

Our multidisciplinary team of consultants provide you with a focused and professional team, capable of taking a project from conception or feasibility right through to construction, marketing and management.

Skills include: project management, financial modelling, feasibility assessments, development projects, accounting, human resource management, research and analysis, marketing, brand management and design.

A team of passionate professionals to support your team and *Keep you ahead of the game™*.



Project: Full feasibility study and impartial research for the upgrade of public toilets and shared sports pavilion facilities on Greenmeadows Reserve.

Services: Focus groups, a comprehensive survey of public, local residents, mediation between parties, financial modelling & reporting.

Client: Nelson City Council

CONSULTATION & MEDIATION

Project: Detailed feasibility study for the replacement of Blenheim's all-weather surface

Services: Stakeholder discussions, user survey, requirements assessment, option presentation, preliminary costing, reporting and recommendations.

Client: Marlborough District Council & Marlborough Hockey

FEASIBILITY REPORT



Project: Targeted promotion for Dunedin Student market.

Services: 2008 student discount card design and development. Distribution and print management. Negotiation of a complementary offer from an additional business.

Client: Pinewood (one of Queenstown's largest accommodation providers)

MARKETING & PROMOTION

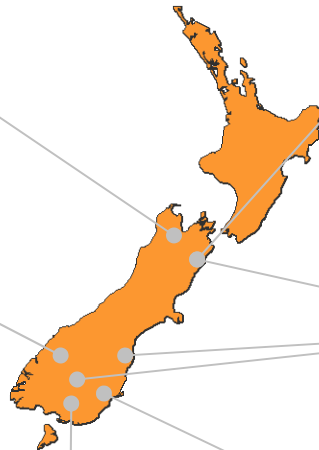
Project: Physical Activity Strategy and Implementation Plan Development.

Services: Development of detailed regional strategies based on public research, literature review and situation assessment.

Clients: Central Otago District Council, Marlborough District Council, Waitaki District Council (SPARC initiative)

STRATEGY DEVELOPMENT

EXAMPLE PROJECTS



Project: Establishment of two international standard water turfs in Invercargill.

Services: Pre-planning, tender process management, project and construction management.

Client: Hockey Southland

PROJECT MANAGEMENT



Project: Redevelopment options and feasibility.

Services: Focus groups, survey, financial modelling, development options assessment & presentation.

Client: Selwyn College

DEVELOPMENT OPTIONS

Current Sporting Environment Observations



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Understanding and keeping up to date with the many factors that influence the current New Zealand sport and recreation environment, is important when attempting to accurately gauge industry trends and movements. Impact Consulting has repeatedly observed many of the predominant trends influencing the industry, while undertaking recent physical activity strategy research and sports facility development projects, throughout the South Island.

One of the major issues having a significant impact and numerous follow-on effects in the NZ sporting environment, is the work/life balance within New Zealand. The Department of Labour has noted a number of changes in New Zealand demographics, including an increasing number of working woman and solo-parents, as well as increasing age diversity in the workforce. The use of cell phone and laptops is also allowing greater cross over between traditional business/private boundaries. Department of Labour statistics also indicate that over 81,000 New Zealanders are juggling more than one job and that New Zealanders have some of the longest working hours in the developed world. This is amplified by an increasing number of people working weekends.

The follow-on effects from these work related trends include an increasing lack of volunteers and a trend towards reduced commitment to weekly team-based practices and activities. Both of these issues affect Sports and Recreation organisations directly.

With reduced leisure time and changing work patterns there has been a rise in popularity of pay-to-play and social league competitions. A key factor to maintaining a successful competitive sporting environment is attracting and retaining a greater number of volunteers. This is critical to retaining and transferring knowledge, skill and experience within sports. Research has gone into this area, and SPRAC has recently published a number of findings outlining the issues involved in recruiting and retaining volunteers.

The increase in popularity of casual and social sports, and the relative shortage of volunteers have played a significant part in the development of a nationwide trend towards the consolidation and centralisation of sport and recreation facilities. These multipurpose community facilities require fewer staff and volunteers to run, and allow greater flexibility for various casual users. Pay-to-play and social sport structures have also influenced changes in the scheduling of games, with a drop off in Saturday afternoon adult participation in sport. While Saturday is still the peak time for junior players, particularly for outdoor sports, adult sporting participation is increasingly on weekday evenings.

Larger centralised facilities and increasing construction costs throughout NZ, has also seen a move away from traditional small scale, community-based fundraising techniques, as well as influencing changes in the role and involvement of Local Councils.

Perhaps the most highly publicised issue affecting sport and recreation in New Zealand at present, is the increasingly sedentary nature of the general population and the effects this has on health and welfare nationally. The increasing proportion of our population who are overweight or obese is a serious concern and is closely linked to the physical activity habits of our communities.

These lifestyle issues are amplified by the increasing number of New Zealanders employed in technology-based occupations, rather than manual fields. Leisure time is also being spent on sedentary activities such as watching television and surfing the internet, (especially predominant among younger people) rather than sport or active recreation.

Although these trends are not all negative, we must continue to be aware of changes in the New Zealand sport and recreation environment, in order to make well reasoned, strategic decisions and successfully plan for the future. **Impact Consulting** is committed to playing an active role in this process, and looks forward to furthering its collaboration with National Sporting Organisations, Local Authorities and sporting and community groups in the future.

Contact Lindsay Dey

Managing Director



Above: NZ Representative Triathlete Rebecca Grant

If you would like to join Impact Consulting & Accounting in supporting Rebecca in her objective of achieving success at the 2009 World Triathlon Championships in Australia please email: josh.bruce@impactconsulting.co.nz