

Active Response V Delivering recreation online

Pivoting to new delivery has been the challenge **and** it could be the opportunity to expand your reach and impact in creative ways.

Remember about recreation – an experience or activity that has an element of pleasure or enjoyment. Recreation meets our need for: relaxation, social connection, competition, achievement, creativity, escapism and being in nature.

Recreation online

Providers are responding with a range of flexible and creative solutions, most of which are easy to set up. Most providers have translated existing face to face opportunities into an online delivery mode. This gives people an opportunity to learn online if they can't attend in person. – increasing access to many.

Have a [look](#) at some things going on around Aotearoa.

Identify your audience, products and services – and curate online content that has the same qualities as your recreation offering.

Case Study: Matua Whaitiri Poutawa: **kapahaka4kids**

- Kapa haka teacher, teaches in schools and facilities
- All age groups, grandchildren to grandparents
- Available Facebook and YouTube
- Engaging, free, easily available



Case Study: Auckland City #wegotthisnz lockdown challenge

[Daily missions](#) for school aged kids and their parents around Auckland, within the Covid19 restrictions – at home or on their local walk. The missions are active, creative and relationship building and use the GooseChase app.

- Encourages family/whanau to come together
- Missions are coming from two parents/caregivers - nothing too fiddly or challenging
- No assumptions about what people have access to
- Uses the 5 Ways to Wellbeing framework.

Case Study: Girl Guides NZ Pippins online – “Explore” Digital programme

Online [Pippins programme](#) for 5-6 year olds

- Key engagement points throughout programme including digital celebration animation
- Customised online certificates
- Curated existing online activities to fit with the current restrictions
- Offer support to leaders: webinars to upskill in the technology used to deliver

To find out more, click [here](#)

Case Study: Hutt City

Quick off the mark, Hutt City have been offering fitness and dance.

Fitness on Facebook

Facilitating online classes is not for everyone. They use instructors who know how to engage in an online environment, understanding the technology, and being able to work virtually.

- Moved existing Older Adults fitness classes online
- Started with a private Facebook group – seniors embraced technology when motivated to participate.
- Slowly extended invitations, and now inviting community to participate in a range of online options.

Lockdown Dance Challenge

Originally a face to face programme at Wainioma school, taught as part of curriculum, they have adapted it to online delivery.

- Pre-recorded dance moves and DJ sound
- School selects delivery platform
- Kids record their chosen dance, video or a photo and submit to the teacher.



Tech tips

There are a range of options for preparing and delivering instructional videos and [online content](#) (sites, pages, embedding videos and images). While many of these are focusing on a school setting, they can be used by those offering opportunities to a wider audience.

Get tips for working with existing online platforms such as [Google classroom](#), [Education Perfect](#), and [Learncoach](#). There are plenty of [tools](#) to support participant engagement – or take a [Virtual field trip to Antarctica!](#)

Marketing

Make sure that you get the most out of the opportunity:

- Build your brand like [Shut up and Dance](#). Don't be afraid to give stuff away!
- Be transparent - [The Body Coach](#) is generating revenue and donating to a cause
- Fact checking before publication against the current government policy
- Connect your communications – web, blog, e-news, social media posts – keep an eye on what Recreation Aotearoa are doing with the [Covid-19 site](#)
- Keep track of who is participating, and who is not using Facebooks' [Insights tool](#)

Insights into action

Remember the audience	<p>A slow burn: start small and layer up offerings</p> <p>Build on feedback from customers</p> <p>Responsive programming: Testing, feedback, modify loop</p>
Align with values and key messages	<p>Your brand: values align with your organisation</p> <p>Build on your organisation's existing strengths</p>
Value People	<p>Choose the right people for online delivery</p> <p>Provide appropriate training</p>
Use easy (free) technology	<p>Customer-platform fit: Online tools that match the audience and tailored content</p>
Keep things simple and inclusive	<p>Make it easy for people to participate across ages</p>
Be nimble and Be bold	<p>Built-in flexibility</p> <p>Room for creativity and innovation</p>