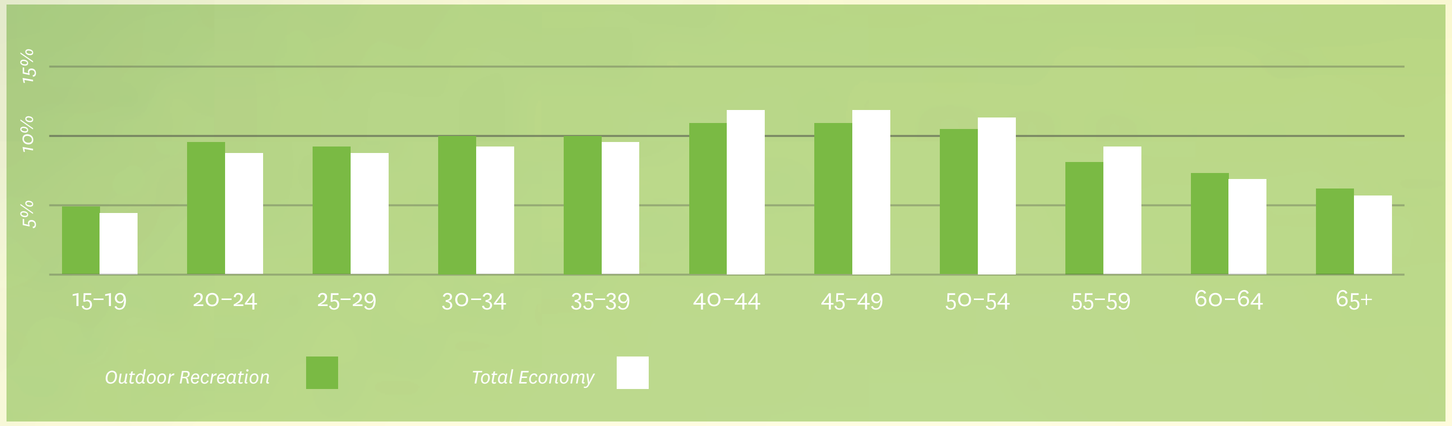
Outdoor Recreation

The outdoor recreation industry is a key component of our national identity and our reputation as a world-class tourism destination. It takes New Zealanders and visitors alike out into natural, heritage, rural and urban environments to enjoy a range of leisure, recreation, cultural and sporting activities. Outdoor recreation delivers mental and physical wellbeing, educational gains and social development for its participants.

Industry Snapshot

Getting active outdoors is central to our national identity.

EMPLOYMENT BY AGE



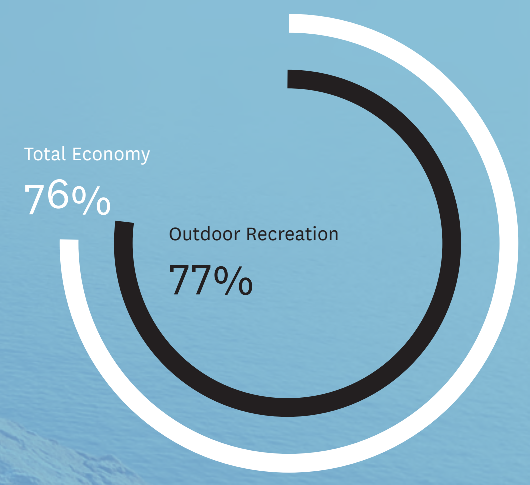
Employment by Gender

Economic Contribution

$742m GDP

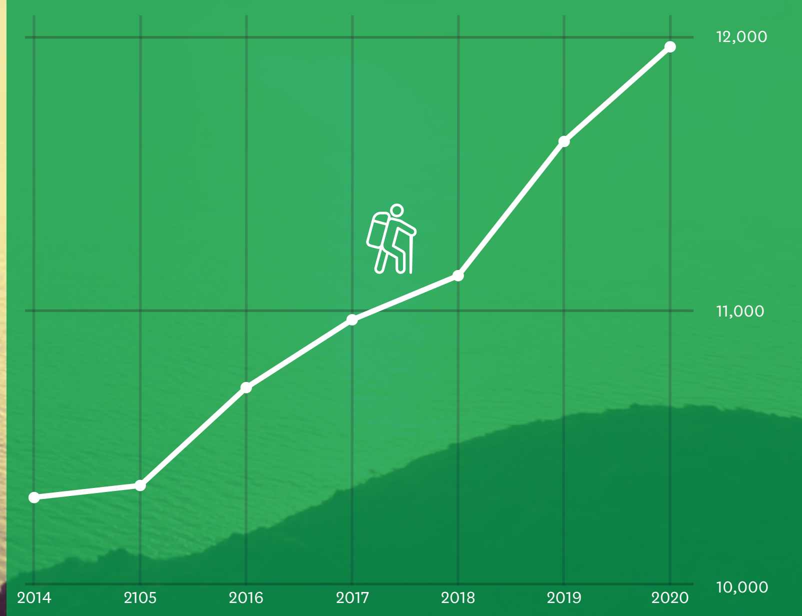
0.34% of New Zealand's GDP in 2015

Demographics of Employees



Percent Full-Time in 2013

Outdoor Recreation Forecast Employment Growth



Industry Profile

Activities provided through outdoor recreation include:

TRAMPING · CAMPING · BIKING · FISHING · HUNTING · BOATING

MOUNTAIN SPORTS · ADVENTURE TOURISM · WATER SPORTS · 4WD DRIVING · HORSE RIDING · OUTDOOR EDUCATION

The industry has three distinct groups:

OUTDOOR EDUCATORS

Councils, community groups and any of the approximately 70 Christian Camps that offer outdoor experiences. Secondary and tertiary institutions. Non-profit outdoor centres like Hillary Outdoors, Outward Bound, or organisations such as Whenua Iti Outdoor Centre.

OUTDOOR LEISURE GROUPS

Non-profit clubs and groups like the NZ Alpine Club and Ferderated Mountain Clubs (FMCs), and youth groups such as Scouts and Guides. Council-run outdoor programmes and community groups.

COMMERCIAL OUTDOOR OPERATORS

Adventure tourism operators like Zip Trek, Queenstown Rafting, Fat Tyre Adventures, North West Adventures, Big Foot Adventures.

In 2015, the industry comprised 2,596 business units, up from 2,513 in 2014. The average staffing level was 4 full-time equivalent employees per business. By comparison, the national figure was 4.3.

Many of these outdoor recreation businesses are incorporated societies and non-profit trusts, and most are reliant on government, philanthropic and gaming funding to support their operations. Some offer outdoor instruction, such as Hillary Outdoors or Adventure Specialties, or guiding services like the NZ Rivers Association and NZ Mountain Guides.

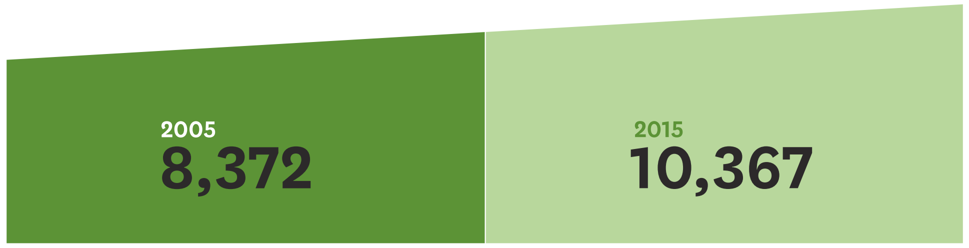
Many businesses work with young people, providing youth leadership and development programmes that use outdoor recreation as a tool for experiential learning. These services include YMCA, Christian Camping, the Perry Foundation and Hillary Outdoors.

Workforce Profile

SKILL LEVEL

JOB	2005	2015	CHANGE
Tour Guide	1,852	1,923	71
Outdoor Adventure Guide	713	804	91
Outdoor Adventure Instructor	467	630	163
Office Manager	94	168	74
Chief Executive or Managing Director	104	140	36

FILLED JOBS



Employment in the industry has seen average annual growth of just 0.1% in the five years to 2015. This compares to average annual employment growth in the total economy of 1.34%.

However, outdoor recreation employment is forecast to rebound strongly over the next five years, at an average growth rate of 2.8% per annum. Employment in the industry is expected to reach 11,911 by 2020.

There were 10,367 people employed in the industry in 2015, representing 0.5% of the total workforce in New Zealand.

Workforce Makeup

GENDER

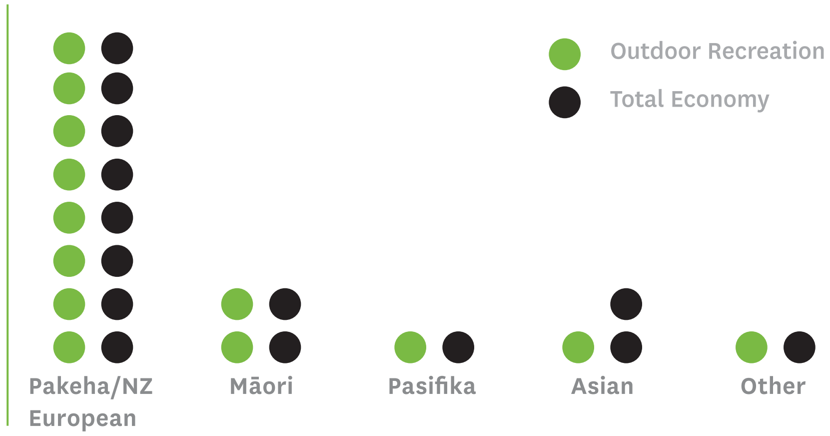
In 2015, some 61% of the workforce was male and 39% female; the proportion of women in the industry is much lower than in the total workforce, where the gender ratio is 53% male and 47% female.

TYPE OF EMPLOYMENT

In 2015, some 17.2% of all outdoor recreation professionals were self-employed, up from 16.7% in 2012.

The industry's rate of self-employment is higher than in the national labour force, where the figure is 16.6%. Over the past five years self-employment in outdoor recreation has increased, while the rate in the total workforce has declined. Outdoor recreation also has a large proportion of contractors. This may reflect the large number of outdoor professionals who choose to work in the industry because it offers a flexible lifestyle.

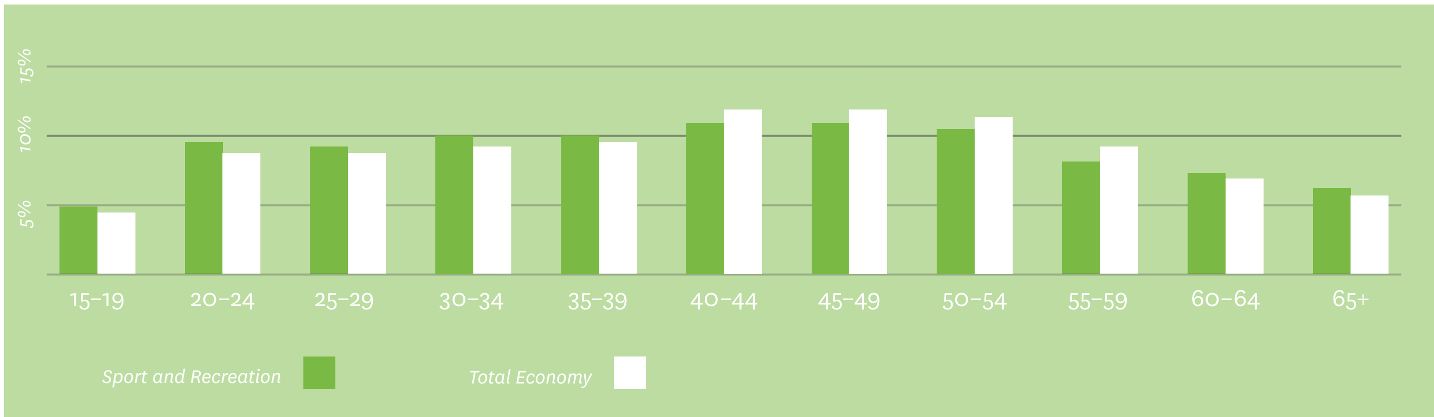
ETHINICITY



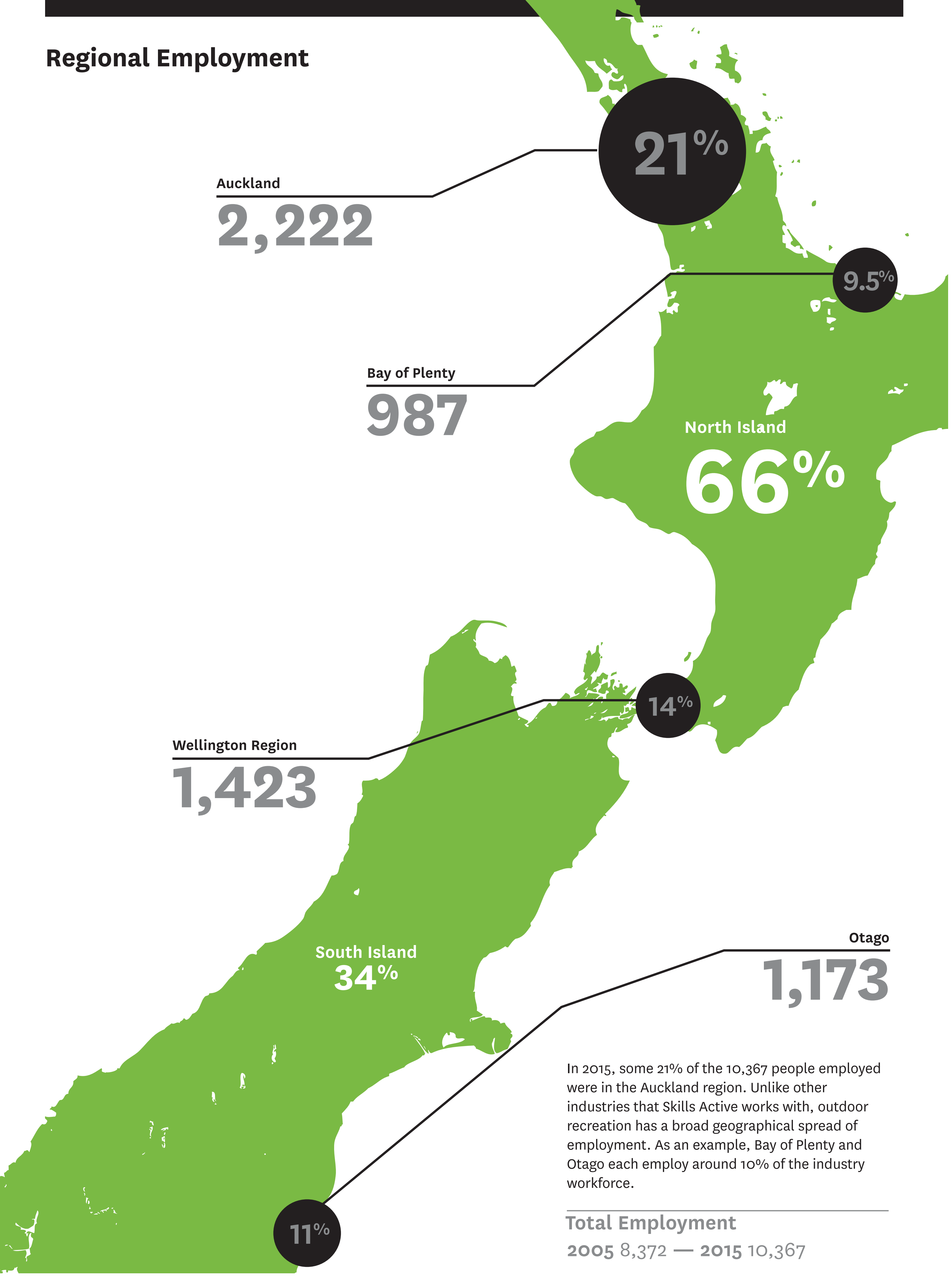
EMPLOYMENT BY AGE

The outdoor recreation industry has a younger age profile than the total workforce, employing:

- More people aged 15- to 39 than the total workforce.
- Slightly fewer people aged 40- to 59.
- Slightly more aged 60 and over.



Regional Employment



In 2015, some 21% of the 10,367 people employed were in the Auckland region. Unlike other industries that Skills Active works with, outdoor recreation has a broad geographical spread of employment. As an example, Bay of Plenty and Otago each employ around 10% of the industry workforce.

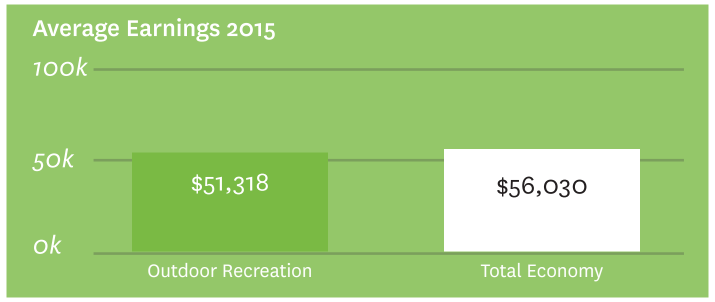
Total Employment

2005 8,372 — **2015** 10,367

EARNINGS

The average annual earnings of outdoor recreation professionals in 2015 were \$51,318, compared to a figure of \$56,030 for the national labour force.

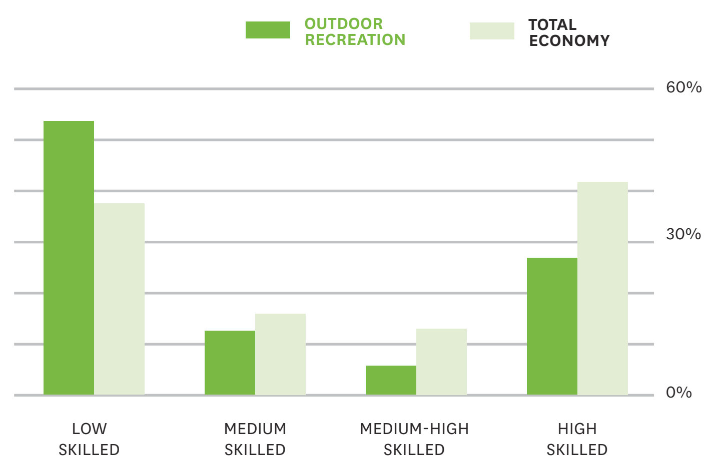
Earnings in the industry saw annual growth of 3.6% on average, in line with average annual wage growth of 3.6% for the economy as a whole.



SKILL AND QUALIFICATION LEVEL

In 2015, the industry had a larger proportion of lower-skilled employees (53.4%) than the total workforce (38.5%). However the ratio of highly-skilled outdoor recreation professionals (30.2%) was close to that of the total workforce (33.1%). The proportion of highly-skilled staff in the industry has grown significantly since 2005, when it was 23%.

Skill Level for Outdoor Recreation Vs Total Economy



Impact

PARTICIPATION

In 2013/2014, the most popular outdoor pursuits for New Zealanders were fishing, tramping, canoeing/kayaking and hunting.[43]

Canoeing/kayaking was most popular among the 35 to 64 age group, while tramping was popular in all age groups apart from 16 to 24 years, and 75 years and over. Tramping, fishing, canoeing/kayaking and hunting were all activities marked by an increasing participation trend.[44]

In 2010/2011, some 52% of boys aged 11 to 18 reported that they had been tramping or bush walking in the past 12 months, and the figure was the same for girls. Some 41% of boys and 39% of girls had been canoeing/kayaking over the same period.[45]

In 2009, over one million people were identified as cycling for sport and/or recreation purposes, including over 200,000 adult mountain bikers. There was a 5.3% increase in recreational road cycling since 1997.[46]

ECONOMIC

In 2015, the outdoor recreation industry made a contribution of $742 million to the New Zealand economy, or 0.34% of GDP.

Over the five years to 2015, the industry's contribution to GDP has grown by an average of 0.8% per annum.

A 2013 survey of 3,000 respondents found that for every $100 they spent directly on outdoor recreation, they spent another $36.62 on travel, accommodation and other trip-related expenses.[47]

Economic Contribution

$742M GDP

0.34% of New Zealand's GDP in 2015

TOURISM

There is a strong overlap between outdoor recreation and domestic and international tourism in New Zealand.

In the five years to 2012, some 318,000 international tourists went cycling while in New Zealand, and of these 45% went mountain-biking, while the remainder cycled on-road. Cycling tourists spent an average of $3,800 during their trip, compared to a figure of $2,500 average spend for all international visitors.[48]

Tourists who took part in adventure activities in New Zealand in 2012-13 spent a total of $1.6 billion while they were here. This amounts to 60% of all holiday-related tourism revenue.[49]

From June 2014 to July 2015, 70% of international tourists on holiday in New Zealand reported they had spent time walking or tramping during their visit. Outdoor and adventure activities were the second most popular reason for visiting New Zealand.[50]

HEALTH

Physical inactivity is the fourth most common cause of death worldwide and is on par with smoking and obesity as a risk factor for serious diseases including heart disease, cancer and diabetes.[51]

Outdoor pursuits like tramping, mountain biking and kayaking are growing in popularity while traditional organised sports like cricket, tennis and touch rugby are seeing a decline in participation. The outdoors offers New Zealanders a low-cost and informal means of staying active and enjoying the natural environment, with friends and family or as individuals.

As well as the physical health benefits of being active, outdoor recreation participants gain personal growth, mental and emotional wellbeing, and social bonding.

Outdoor recreation skills, once mastered, can be used throughout life, thus adding real value to an ageing population striving to preserve good health and mobility.

[43] Sport NZ, Active NZ Survey, 2013/14 [44] Sport NZ, Active NZ Survey, 2013/14 [45] Sport NZ, Young People's Survey, 2010/11 [46] Ministry of Tourism, NZ Cycleway Market Research Report, 2009 [47] Horizon Research, Online Survey, 2013 [48] Tourism New Zealand, Cycling Tourism Profile, 2012 [49] MBIE, International Visitor Survey, 2013 [50] MBIE, International Visitor Survey, 2015 [51] Market Economics Limited for Auckland, Waikato and Wellington Councils, The Costs of Physical Inactivity: Towards a Regional Full-Cost Accounting Perspective, 2013

SOCIAL

Many outdoor recreation organisations such as Hillary Outdoors and Outward Bound offer leadership development for people of all ages through outdoor experiences. For young people in particular, they build cooperation, trust, self-belief and good citizenship to others and the environment.

In a report to the 2014 Sociological Association of Aotearoa New Zealand Conference, the Rod Donald Banks Peninsula Trust in conjunction with Lincoln University examined research on the health and wellbeing value of outdoor recreation, and argued that access to outdoor recreation resources was contributing to the social and emotional recovery of Cantabrians, post-quake.[52]

The benefits of outdoor recreation to communities are immense, from social development and economic prospects to building national identity and environmental awareness.[53] Sport New Zealand's 2008 Outdoor Recreation Review noted the restorative value of outdoor recreation and its provision of a context in which young people can develop self-sufficiency, self-responsibility, problem-solving and life leadership skills.[54]

[52] Rod Donald Banks Peninsula Trust, Banks Peninsula is the Stadium: Outdoor Recreation and Recovery in Post-Quake Christchurch, 2014
[53] New Zealand Recreation Association, website, October 2016 [54] Sport NZ, Outdoor Recreation Review Initial Findings Report, 2008

Trends / Issues / Risks[55]

POLITICAL

- **Health and Safety at Work Act 2015:**
  A rising compliance burden under the new health and safety regime, including more paperwork and the cost of drug testing and safety audits, was cited by many respondents to the Skills Active Workplace Survey as the biggest challenge confronting the industry. The new legislation has also resulted in a reduced scope of activities for some, meaning they are unable to offer the same range of services that they did prior to the law change.[56]
- **Skills shortages:**
  Many businesses are facing significant shortfalls of qualified applicants. Candidates who combine both technical abilities and people skills are hard to find.[57]
- **Access to land:**
  30% of New Zealand's land area is managed by the Department of Conservation for conservation, scientific and recreational purposes. A shift in focus from recreation to conservation could see overall access decline.
- **Treaty of Waitangi settlements:**
  Treaty settlements are seeing more land pass into the management of iwi. This could either open up or restrict access to land for recreational purposes, and it could also lead to higher participation rates among Māori.

ECONOMIC

- **Increasing popularity of outdoor recreation:**
  The uptake of outdoor pursuits like kayaking, mountain biking and tramping is on an upward trend, opening the way for businesses to capitalise on this growing market.
- **More focus on tourism revenue:**
  Some of the new outdoor recreation qualifications that are developed through NZQA's Targeted Review of Qualifications process, which is currently underway, will have a stronger emphasis on guiding in order to capitalise on the growth of the adventure tourism industry.
- **Reduced conservation funding:**
  This may see less maintenance and construction of the huts and tracks used by walkers and trampers.
- **Auditing and training costs:**
  Smaller organisations may struggle to meet the increased financial burden of training staff and undergoing audits.

SOCIAL

- **Outdoor responses to inequality:**
  Outdoor recreation is increasingly being used to deliver education and improved wellbeing for youth, in populations with higher levels of socio-economic disadvantage.
- **Risk aversion:**
  Fear of the danger of outdoor activities, whether real or perceived, is leading to fewer schools, parents and councils offering young people outdoor experiences, and certain providers are making infrastructure unavailable for outdoor recreation use.

TECHNOLOGICAL

- **Apps and gadgets:**
  The development of new apps like PokemonGo could see more people using the outdoors in non-traditional ways, especially young people.
- **GPS technology:**
  Personal GPS devices may encourage people to feel more confident about exploring the outdoors on their own, but they could also create a false sense of security and prompt unnecessary risk-taking. Use of this technology could also reduce the job market for professional instructors and guides.

[55] Skills Active, Workplace Survey, 2016 [56] Skills Active, Workplace Survey, 2016 [57] Skills Active, Workplace Survey, 2016

Training Environment

In 2013, some 47.9% of people employed in the outdoor recreation industry had a level 4 qualification or higher, compared to 45.7% of people in the national labour force. Only 10.4% of outdoor recreation professionals in 2013 had no qualifications at all, compared with 13.4% in 2006.

With a wide range of highly technical roles and industry-specific skills, and a large volunteer base, on-job training is a key component of workforce development for outdoor operators.

BARRIERS TO INDUSTRY TRAINING AND QUALIFICATION COMPLETION

For many of the small businesses and non-profit organisations in the industry, the major barrier to training and qualifying staff is cost.

Other barriers include:

- Access and availability of suitable trainers and assessors.
- High turnover of staff and volunteers.
- Commitment by staff and volunteers to undertake training and complete their qualifications.

The industry struggles to find qualified outdoor education teachers, raft guides, tramping and kayaking instructors and administration and business management staff. Respondents to the Skills Active Workplace Survey listed skills shortages, isolation, seasonal and part-time work, low pay, and lack of mentoring and career progress as some of the key barriers to filling these roles.[58]

CURRENT AND FUTURE SKILL NEEDS

Outdoor recreation employers want to see more training in the follow skillsets:

- Job-specific and technical training.
- Health and safety.
- Coaching, mentoring and education.
- Management and supervision.
- Tikanga and te reo Māori.

Garth Oakden
National Owner
Tongariro River Rafting

In outdoor recreation you get to see the joy of someone doing something for the first time, or doing something that they love. If someone loves fishing and you take them out fishing, you see them start to chill out and relax and get back to basics.

I started rafting when there were no qualifications, and [training] was voluntary. Qualifications give our raft guides a pathway, but it's also important to have people around that keep driving them, and saying that there's more to learn.

I reckon the biggest challenge facing our workforce is giving people a reason to stay in the industry once they are at a high level. For example, a lot of people in rafting have reached senior guide level but then they've dropped out. There's a shortage at the moment. We need a career pathway for those people.

[58] Skills Active, Workplace Survey, 2016