

Wellington Round The Bays



Context

Understanding The Brief

Sport Wellington is a Regional Sports Trust (RST) established in 1990, dedicated to sports and recreation across the greater Wellington region. Each year in February they host and run the fun run event, Round the Bays. The event is open to everyone and its purpose is to help promote Sport Wellington's mission, to encourage everyone in the greater Wellington regions to have a lifelong involvement in sport and active recreation. Aside from the runs, the day is also dedicated to raising money for charities through ticket sales and after run festivities. Sport Wellington's three principles they wish people to have are: Motivation for sustained and regular participation; Opportunities to participate whatever their needs; Meaningful experiences at all levels.

<http://www.sportwellington.org.nz/>

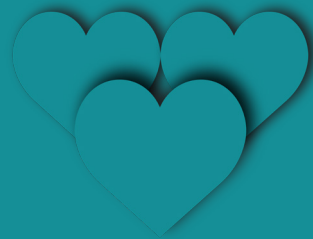
The Issue

When analyzing the campaigns of previous Wellington Round the Bays events, some salient opportunities to increase participation numbers revealed themselves.

The objective: encouraging physical activity and a healthy sport filled lifestyle - as Sport Wellington professes on the homepage of their website. An opportunity we identified in this analysis, was to broaden the scope to pre and post event in an effort to increase the positive impact physical activity can have on our community; while also creating a build up excitement effect - enhancing the overall satisfaction of the event as well as participation numbers.

We believe the most beneficial approach is creating a targeted identity and campaign which focuses directly on the young families in our community. We noticed a trend in statistics provided by Sport Wellington from previous RTB events, that one of the age groups which had lower participation rates were those aged 5-14. This identity will act as an invitation to young families increasing awareness of Round the Bays Wellington, the benefits of participating and how it can increase Sport Wellington's involvement in the local sporting community.

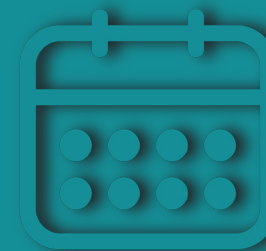
Macrotrends



Influences

Studies show kids influence their parents buying decisions from breakfast choices to family activities, this is referred to the “kidfluence”. Kids play a large role in influencing their parents on what they should spend their money on. Family entertainment choices are usually based off of what kids want to do as they help suggest options for the family (94% of the time they are for family trips and excursions). Based off of this information, targeting kids is a great move in order to bring more people and families to round the bays.

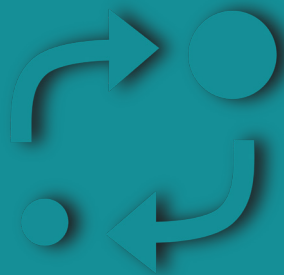
Poulton, T. (2008, February 22). ‘Kidfluence’ on family spending strong: YTV Tween Report. Retrieved from <http://mediaincanada.com/2008/02/22/tweenreport-20080222/>



Other Events

Fun runs interest kids by having spot prizes, merch etc. The Sanitarium Weet-bix TRYathlon for example incorporated a run, swim and a cycle on a carefully designed course track for kids and young teenagers to participate in. The kids receive numerous amounts of prizes for participating in the event, these prizes include - A Weet-Bix Tryathlon medal, a certificate, a t-shirt (also drawstring kit bag & swim cap), a complimentary breakfast plus a chance to win more prizes and meet their sporting heroes at the event. All these prizes entice kids to participate along with their friends.

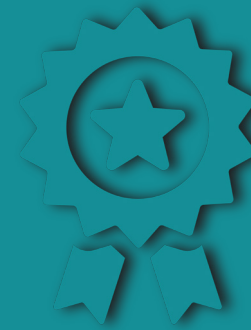
Poulton, T. (2008, February 22). ‘Kidfluence’ on family spending strong: YTV Tween Report. Retrieved from <http://mediaincanada.com/2008/02/22/tweenreport-20080222/>



P.O.D (Point of Difference)

Fun runs are becoming more and more popular over the years. These types of runs are extremely popular and entice families to bring their children as the parents want their kids to try something new and have a fun experience together. The runs are much more appealing to kids and teenagers who are in primary and intermediate, compared to a standard 5KM run that kids sometimes feel “forced” to participate in.

Poulton, T. (2008, February 22). ‘Kidfluence’ on family spending strong: YTV Tween Report. Retrieved from <http://mediaincanada.com/2008/02/22/tweenreport-20080222/>

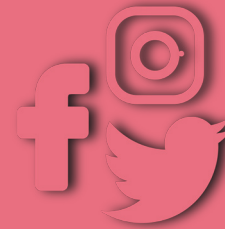


Rewards

Prizes and rewards are a great incentive to get kids encouraged to participate in events, as they keep their attention in the hopes that they’ll be rewarded for their achievements. It can also encourage kids to work together and cooperate with their friends and family in order to receive the desired prizes.

FAQs - Sanitarium Weet-Bix Kids TRYathlon. (2018). Retrieved from <https://tryathlon.co.nz/>

Research



Product

Sports Wellington hosts and runs an annual fun run event called Round the Bays.

The event is open to everyone and its purpose is to encourage everyone in the greater Wellington regions to have life-long involvement in sport and active recreation.

Aside from the runs, the day is also dedicated to raising money for charities through ticket sales and after run festivities.

Price

There are 4 different runs that people can pay to sign up to: 6.5km Run/Walk, 6.5km Buggy Walk, 10km, 21km. Other than the runs, Sports Wellington puts on festivities after the event such as: Live music, food stalls, spot prizes, massage tents.

These festivities are for people to relax and enjoy themselves, this caters to everyone, not just those who ran.

Promotion

For previous events, Cigna NZ was in charge of promotion for the event as the main sponsor.

Other than their website, which contains the information on the event, they mostly promoted over social media with: Facebook, Instagram and Twitter

Through their social networks they used a cohesive promotion system that involved crossposted with their sponsors to advertise each other, reminding people of how long till the event date with post encouraging them to keep active and also celebrity endorsements through the social networks.

Billboards and bus stop advertising were also used.

Place

Sports Wellington starts the Round the Bays event along Waterfront Quay for the participants and then makes its way round Oriental Parade to the finish line at Kilbirnie park* for the after event festivities.

*Participants doing the 10km or 21km run may not end at Kilbirnie Park

Competition



Relay For Life

Where everyone gets to celebrate cancer survivors and carers; remembering special ones that lost to cancer or ones fighting through by raising awareness and funds that will support the Cancer Society organization. This is suitable for people all of ages and with no difficulty so anyone can participate in it. The Cancer Society doesn't receive any direct government funding and it relies on the support of the community. With whatever money raised in the event, it stays in the region and helps the community by Cancer Society's support services, health promotion programs and cancer research. A fun event with people bringing their own special energy, keeping each other's company and entertainment proving a good time.



Neon Run

A fun and fantastic way to get together with friends and family or team while making a difference by raising funds for your chosen charity. It is located in the Colonial Knob/Rangituhi Scenic Reserve in Porirua. With the options of completing a 8km, 16km or 24km. People get to dress up, portray and represent themselves and join the Halloween spirit.



Park Run

Free event that happens weekly providing a 5km timed run around the world. It is open to anyone and it is an easy course to participate in. It is located in random pleasant parkland surroundings and it encourages people of any ability to take part of. This event is possible through the sponsorship deals and without it, parkrun would not survive.



Color Run

Known as the "Happiest 5km on the planet" and the largest running series in the world. A paint race that celebrates and targets the people to make the world happiness, healthiness and individuality. It creates an experience where memories will be captured and make running feel accessible to all people. The event is all about having fun but focuses also on promoting healthy lifestyle. In the event, there are no winners or official times. It caters for everyone from first time runners to seasoned athletes.

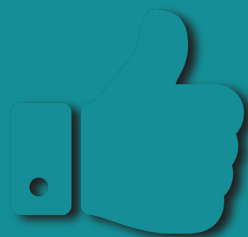
<http://www.relayforlife.org.nz/>

<https://neonnightwalk.co.nz/>

<https://www.parkrun.co.nz/>

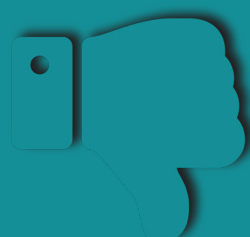
<https://thecolorrun.com/about/>

Research



Strengths

- Thousands of participants
- Regular participation
- Covers a range of age groups and competitiveness
- Encourages good health and well being
- Sponsorships can provide positive additions to the event
- Mural advertising
- Fun summer family event
- High chance of nice weather
- Charity Donation
- Volunteers



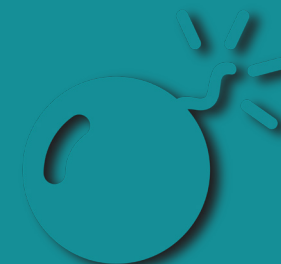
Weaknesses

- New ways to create awareness of the event throughout the region through social media, advertising and the website
- Different approaches to create pre and post event excitement
- Increasing clarity of the aim and main identity of the event
- Expenses for participation



Opportunities

- To increase the participation
- Find RTB a strong identity
- Pre and post event initiatives
- Attract school age children and University students
- There is a possibility to encourage participation through primary schools
- Increase the amount murals throughout the central Wellington region



Threats

- Round the bays is a unique event and doesn't appear to have a competitor. Although there are other running events such as the Colour Run and Charity events like Relay for Life which each have their own identities.

https://en.wikipedia.org/wiki/List_of_schools_in_the_Wellington_Region

<https://www.stats.govt.nz/topics/family>

<https://www.healthkids.nsw.gov.au/teachers-childcare/physical-activity.aspx>

Why we chose young families



From our research and the insights, we discovered that 11% New Zealand's families live in the Wellington region, with the largest group being 34.6% of those families having at least one child under the age of 18. This group makes up a considerable portion of the population and we thought they would be most beneficial to target as parents want the best for their children and their family. Targeting families as a whole is a tough challenge that no "one size fits all" approach could cover. This has to lead us to think of alternative ways we could still encourage them to participate and promote a healthy sport filled lifestyle. We started looking at the children of these families and discovered that there are 193 primary/intermediate schools, with over 45,000 children enrolled across the greater Wellington region. Fostering and cultivating a passion for sports and being active amongst families is vital to their development and we want to try help encourage this through Round the Bays.

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<https://www.healthykids.nsw.gov.au/teachers-childcare/physical-activity.aspx>

Audience



Different Types of Young Families

Harrison family

2 parents, 2 kids, both not allowed play sport. Sport is expensive to take part in and isn't an option at the moment for the Harrison family. Not only does it cost to be in a sports team but these kids' parents also work really long hours to provide for their family. There just isn't enough time or money to get their kids to sports.



Smith family

Single parent 3 kids all play one sport in common and train 12 hours a week for it. The Smith family has huge aspiration and goals aiming high to become successful within the sporting industry. The parent is a coach for one of the kids teams. Sport plays a huge part in life for the Smith family.



Brown family

2 parents 1 kid who doesn't like to play sport. Her parents are large sporting fans and try to encourage her to partake in absolutely anything whether it's a team sport or individual. She struggles to be interested in sport because she hasn't found any sports that she enjoys and gives up on them all together.



Jones family

2 parents, 4 kids each, doing 3 different sports each. The Jones family lives a super busy lifestyle always eating breakfast on the go and spends a lot of time in the car getting between each and every one of their kids sports. Always pushed for time but the parents try their absolute best to provide opportunities for their kids and will always be supporters on the sideline.

Shared values

These are 4 examples of young families that we aim to target for an increased involvement and participation in the event Round the Bays. Families include both a parent and child that can both enter, participate and enjoy the fun filled event in the same race. By entering the race as a family it encourages parents to spend time with their kids and introduce them to the healthy active lifestyle that may be hard to make time for together on a daily basis.

Our Vision

Fostering and cultivating a passion for sports and being active amongst families is vital to their development and we want to try help encourage this through Round the Bays.

Program Overview

Wellington
Round The Bays
2019



Bird's Nest - Week 1

Equipment

- Bean bags
- Around 5 hoola hoops

Instructions

In a large open space, spread out the hoola hoops and divide the children into 5 small groups.

Each group starts in their hoop. Place all the bean bags in the middle between all the hoops. The aim is to get the most amount of bean bags in their teams hoop. All five people from each group can run around gathering bean bags but can only carry one at a time.

Set a time limit and at the end of the time, each team counts how many bean bags they have and the winner is the team with the most bag in their hoop.

Skills Involved

- Strategic thinking
- Focus and concentration
- Body awareness
- Positive Competition
- Team work



Wellington
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Link Tag - Week 2

Equipment

- Cones to create area

Instructions

In this large group game of tag one person begins as "it". As other players get tagged, they link arms with the person chosen to be "it" and form a chain. The chain of people must work together and communicate as they try to tag the remaining players. The last player to get tagged is the winner and a new game can begin.

Skills Involved

- Communication
- Footwork
- Cooperation
- Body awareness
- Positive Competition
- Team work



To initiate excitement and knowledge of the round the bays event within primary schools, training programmes similar to the example below could be a possible outcome.

Training programmes would be designed to promote the event in a positive and fun way to attract our target age group and their families.

Our training programmes would be sent to the primary and intermediate schools in the Wellington region that are interested in the Sport Wellington Round the Bays Physical Education programme.

The programme would be constructed so that any teacher would easily be able to teach this to their classes.

Training programmes would not necessarily be running focussed as user research found that young kids engage more when playing competitive, strategic games and activities.

Creating extra phases to the programme post event could be an additional advantage for Round the Bays. Producing a year long package then exposes the event for a longer period of time and is more attractive to schools who like to invest in long term ideas.

If designed, this could be an asset for Sport Wellington who promote healthy lifestyles for families and growing children in the region.

Kit Overview



T-shirt

We included the t-shirt in the kit to let kids customise their own shirt for the event and allow kids to express themselves with the fabric paint which is also included in the pack. This way kids can bring their customised t-shirt to the event and also wear it whenever they want, including future round the bays events.



Info leaflet

We're including a leaflet in the pack with information about the day just to give parents and kids more knowledge leading up to the event of where it is when it is etc.



Bib

A running bib is also included. This has each Child's running number on it which they need to wear to compete.



Fabric paint

The fabric paint is included as the kids need something to paint and draw on their RTB shirt with. The available colours are: yellow, orange, pink, purple, blue, white, black and red. Parents/caregivers can help their children design the shirt if they want, or the kids can draw basically anything they want on the shirt (within reason).

Drink bottle

With round the bays being held in the mid-summer time period, it is important to supply kids with essentials that they will need for the big day. Keeping the kids hydrated is very essential for the event as it is most likely to be a very hot day, families can bring the bottles.

Yellow Ball

The squishy yellow ball included in the pack is basically for kids to play with either over the summer period, at school or even it to the event. It encourages kids to exercise by playing games and having fun while doing it.

SPF Lipbalm

Being sunsmart is crucial in the summertime period for kids which is why we want to include a SPF 30 lipbalm. The lipbalm can be used on the day or whenever they like.

T-Shirts



As a part of our interschool training programme aimed at primary schools in Central Wellington, we aim that those who register will receive a pack for the event Round the Bays. Included in this pack is a Round the Bays designed T-shirt that can further be customized by the students as an interactive and personal item that can be used before during and long after the event.

Inside the pack a long with an R.T.B t-shirt will be fabric paint for the kids to further personalize and make the tops their own and something to be proud of. This activity would be done at home not only to encourage and remind the kids about R.T.B but also getting their parents and siblings involved in the event.



- T-shirts and process for designs would be all through one company and the fabric paint would be an added item in the pack that could be supplied through the warehouse at \$12 per set.
- To make the T-shirts in the pack more affordable the price could be subsidized with the help of sponsorship. T-shirts could be sponsored per school or per 100 t-shirts and with this, the sponsored logo would be on the T-shirts for future advertisements for the business.
- The interaction with the customization of T-shirts can be pushed through uploading a photo or hashtag to the Round the Bays event and going in the draw for a spot prize at the after run festival.



By having a t-shirt specifically for R.T.B it creates conversation, can be worn before and after the event and helps build a wider community that's likely to re-enter the event. It is something that can be personalized to engage the younger generation and is a reminder of the event/ day and the accomplishments that come with it. It is an opportunity to advertise sponsors and a good way to get the message out about R.T.B Wellington. It can be distributed through the packs you get pre-event that include your race bib. T-shirts provide another opportunity to brand the event and stamp its mark on Wellington.

Design, Fabric and Process T-Shirt Design

As our vision is for kids to personalize their own T-shirt in terms of the initial t-shirt design we aimed to keep it simple as we want the kids to be super creative and make the tops individually unique.

Key aspects towards T-shirt design development

- Include the Sport Wellington logo
- A motto to represent the event and on the reverse to be coloured in – LACE UP
- The opportunity for future sponsors to put their logo on the sleeves
- Keep the Sport Wellington colour of 'yellow' running through the whole design
- Have minimal but easily identifiable graphics
- Space for Race bib

Choice of fabric and design process

Both cotton and synthetic fabric are suitable for different purposes and different processes of design. After analyzing the possibilities of each we have chosen to use a cotton shirt to go inside the pack as we are focusing on the 'fun' aspect and not the competitive aspect for the kids' involvement with RTB. The designs for the shirt can be screen printed and fabric paint can be used for customization by kids unlike on the synthetic fabric. For the competitive runners of the event, there are synthetic t-shirts that are more breathable and designs can be achieved through a process of sublimation. These types of t-shirts could be added to any potential R.T.B merchandise sold at the end of the race festival.

Cotton T-Shirt for pre-event pack



Synthetic T-Shirt for additional merchandise



Installations

Mt. Victoria



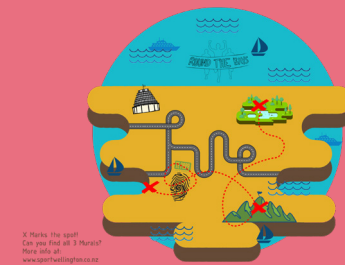
Oriental Bay



Kilbirnie Park



The mural installed in Kilbirnie Park was a huge success promoting the event - especially to the right audiences. To expand on this, we propose an increase in the number of instalments throughout Wellington's parks and public spaces. This time instead of having mural designs, we have created posters and 3 of them will be displayed their own separate locations: Kilbirnie Park, Wellington Waterfront and Mt Victoria. Each poster will be marked on the treasure map kids receive before school breaks up in December. For each poster, there are different RTB inspired graphics and a similar background that represents Wellington. We believe that these designs can act as a 'checkpoint' or 'challenge' to get kids and their families involved in preparation for the event.



Sponsors



Sponsors play a huge part in making RTB Wellington possible, and we believe we can broaden the opportunities sponsors have to participate. Inviting sponsors to run in-race activations can elevate the experience especially for our younger competitors and Sport Wellington has done an incredible job at initiating these, however, this isn't always possible for some sponsors. These opportunities tie in with our race packs for kids, where sponsors are invited to help fund the cost of creating the race packs for kids – allowing them to have their brand attached to those t-shirts and merchandise. Not only does this allow more sponsors to get involved, but also increases the scope of their promotion as merch will be utilized by those wearing and using it long after the event has finished; meaning a more beneficial opportunity for sponsors.

Journey Map



Start early

By sending out the initial taste of what's to come for Round the Bays for next year, we let kids and families know that they have plenty of time to sign up. And even give them the opportunity to get involved early with the treasure maps leading to the murals around Wellington Central. By letting the kids & families know about the event for next year, it gives them vital event information before the rush of Christmas and back to school as well as getting families outside and active during the school holidays. This will also be the big reveal for the RTB race kits kids will receive when participating!

Mid holiday reminder

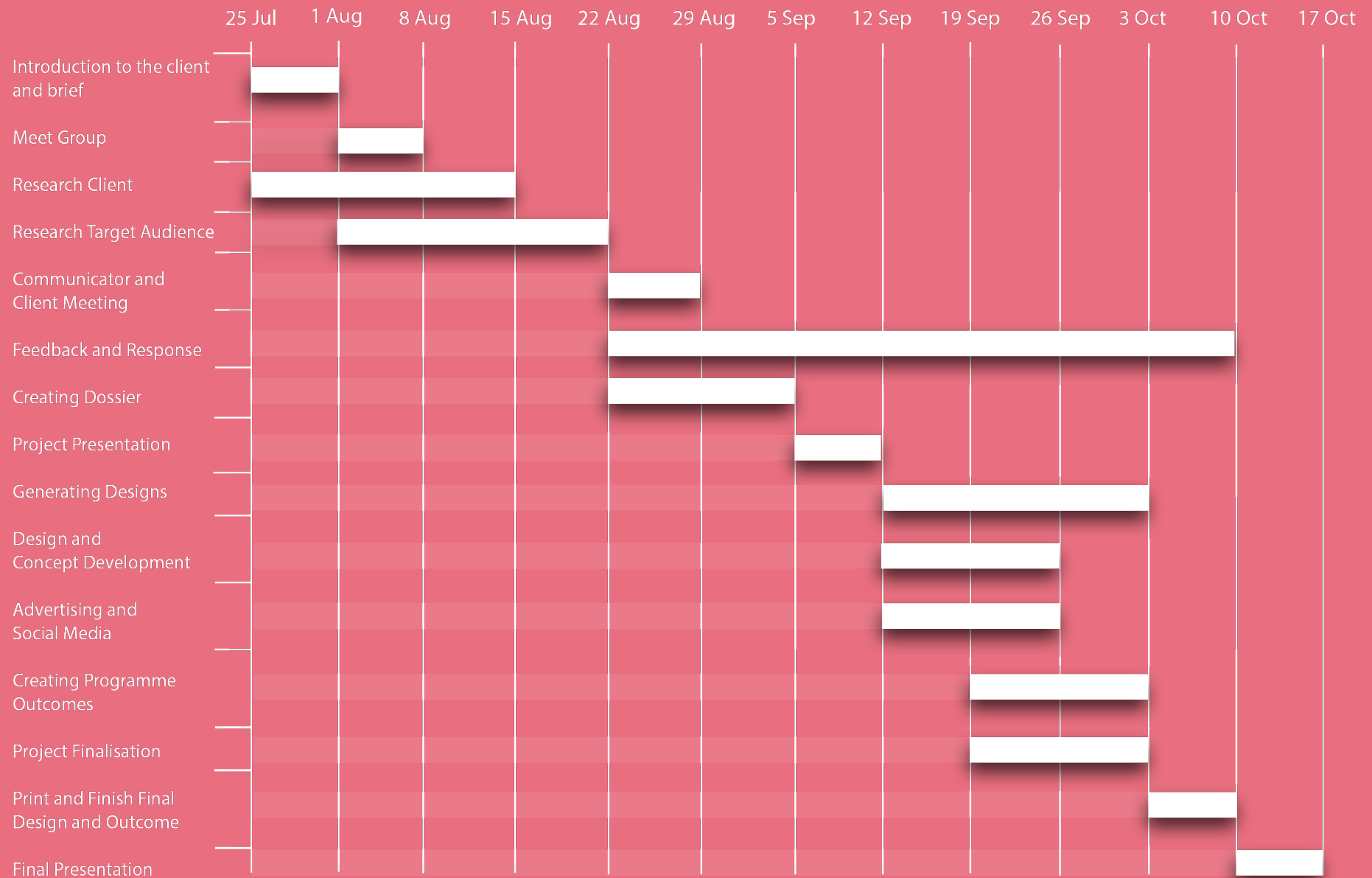
During the holidays just as the stationery lists are being sent out we will remind parents about the event so it's not a rushed process when all the kids are coming back to school. Parents may sign up after receiving the notice or they can do it just when school starts again. Kids that visited the murals over the holidays will have a headstart, which will act as fuel to the fire as returning to school will see the kids excited to start the training programmes and see who of their friends and classmates will be participating with them!

Last chance/back to school

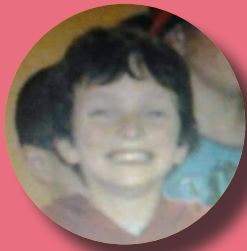
During this period there are only 2 weeks before RTB starts, this is the last chance kids and families have to sign up to the event and receive their race kits! It is also when the training programmes are implemented into the P.E. classes, fueling the buzz to what is coming up.

Kids will receive their race kits so they can start designing their very own t-shirts! The sponsored t-shirts can be customised with all the tools coming in the kit, which we believe is going to elevate the entire day as the kids can show off their unique race gear and get stuck in!

Timeline



Our Team



Ryan Walker
Visual Communication



Max Wills
Industrial



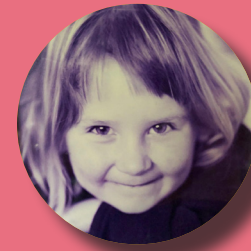
Rj Patricio
Visual Communication



Jorden Dunlop
Visual Communication



Abbey Johnson
Textiles



Megan Edwards
Fashion

