



National Certificate of Educational Achievement  
TAUMATA MĀTAURANGA Ā-MOTU KUA TAEA

## **Exemplar for Internal Achievement Standard**

### **Physical Education Level 3**

This exemplar supports assessment against:

**Achievement Standard 91502**

**Examine a current physical activity event, trend, or issue and its impact  
on New Zealand society**

An annotated exemplar is an extract of student evidence, with a commentary, to explain key aspects of the standard. It assists teachers to make assessment judgements at the grade boundaries.

New Zealand Qualifications Authority

To support internal assessment

	Grade Boundary: Low Excellence
1.	<p>For Excellence, the student needs to critically examine a current physical activity event, trend or issue, and its impact on New Zealand society.</p> <p>This involves:</p> <ul style="list-style-type: none"> <li>• questioning and challenging assumptions about a current physical event, trend or issue</li> <li>• using the findings to draw coherent and insightful conclusions about the impact or potential impact of the physical event, trend or issue on New Zealand society.</li> </ul> <p>The student has started to question and challenge assumptions about a triathlon event (1).</p> <p>The student has used the findings to draw coherent and insightful conclusions about the impact or potential impact of the event on New Zealand society (2).</p> <p>For a more secure Excellence, the student would need to question and challenge in more detail the assumptions about the event.</p>

Phil Irons from Sanitarium Weet-Bix is quoted as saying "The Sanitarium Weet-Bix Kids TRYathlon has become a New Zealand icon since its inception 20 years ago, and hundreds of thousands of young New Zealanders have experienced the joy and pride of crossing the event finish line to receive a medal for their efforts,"<sup>1</sup> Television advertisements, newspapers and websites are full of images showing children smiling and enjoying themselves crossing the finish line for what they could rightly interrupt as their first "Big Event" Competing in the Sanitarium Weet-Bix TRYathlon is a '*rite of passage*' for many New Zealand families with older brothers and sisters encouraging the participation of their younger siblings. This essay will examine whether the Weet-Bix TRYathlon is in fact an iconic, defined by Oxford English Dictionary<sup>2</sup> as '*very famous and well known*' kiwi event as stated by Irons, and a rite of passage for young children in New Zealand. If so then it will have major impact on New Zealand Society has there have been over 200,000 young New Zealanders participating in the event in the last 20 years...

In a survey of 200 Year 7 and 8 students<sup>3</sup>. The first question asked without any reference to the sponsor's names or association with the event was whether they had competed in the 'Weet-Bix'. Over 90% of the students indicated they had at one time or the other competed in the event. However, more significantly they associated the phrase 'Weet-Bix' to mean the Sanitarium Weet-Bix TRYathlon. When events, places or people are referred to by a nick name and it has instant recognition, then by definition the event is famous and well known. According to the Oxford English definition this indicates iconic status. Therefore with people referring to the event by it using the shortened the 'Weet-bix' it truly indicates its status as an New Zealand iconic sporting event. Other examples of this are '*the Coast*' meaning the Speight's Coast to Coast Multi Sport Event.

An end result is individuals taking responsibility for their own health by maintain regular exercise combining with the association of a Healthy nutritional breakfast food. The New Zealand government would welcome this 'Healthism' approach, where individuals take responsibility for their health, as there are potential benefits in reduced Health costs and increased productivity. However, the amount of physical activity and nutritional intake does not rest with the child alone. Throughout a child's upbringing they are met with numerous influencing factors such as parents and family, income, opportunities, schooling and the home life that will also determine what if any further physical involvement they will have.

An interview with a family who recently emigrated from the United Kingdom to New Zealand gave a very contrasting point of view to that commonly associated to the Sanitarium Weet-Bix TRYathlon<sup>4</sup>. They would be described as a very active family that promoted sports and healthy lifestyle choices. High level of sporting involvement was a characteristic of the family. They competed in the event for only one year and did not return in subsequent years. Both the parents and the children were very surprised that there was no competitive element to the competition. The event was quickly dismissed as not worth it has there were no opportunity to compete and compare individual performance against other children of similar ages.

<sup>1</sup> Trathlon NZ Website

<sup>2</sup> Oxford English Dictionary

<sup>3</sup> Survey Results – Aquinas College Y7 & 8 Students 2012

<sup>4</sup> Interview with Local Tauranga family 2012

As a result the family have not participated in the event since. Is there need to rethink the basis on which the 'Sanitarium Weet-Bix TRYathlon' is modelled on? If there is some correlation between a competitive event and future attitude to sport then should we make it more competitive and allow children to compete against their own age group and gender?

1

However, this is not a forgone conclusion or result. The facts state that over 200,000 children have participated in the event in the last 20 years. It is a reasonable assumption to make that Triathlon New Zealand, which is a separate body from the event organisers, would see increased participation levels in their sport over the last 20 years?

I believe that the end result of having over 200,000 participants in the Sanitarium Weet-Bix TRYathlon (over a 20 year period) is going to have a positive impact on New Zealand society. The large major of children are going to experience a positive influence on their hauora. Hauora is a Māori philosophy of well-being that includes the dimensions spiritual (taha wairua), mental and emotional (taha hinengaro), physical (taha tinana), and social (taha whanau)<sup>5</sup>. Each dimension is said to influence and support the others, overall creating positive well-being. A child participating in the Sanitarium Weet-Bix TRYathlon is going to gain a physical benefit from the increase in physical activity during the preparation and by doing the actual event. By completing the event in front of their friends and family they will gain a sense of achievement and there by having a positive influence on both the social (taha whanau) and the mental and emotional (taha hinengaro) dimensions of hauora. The flow on effect to the spiritual (taha wairua) dimension comes through from children achieving goals and gaining confidence. This increase in hauora of young children caused by participation in a physical activity is incredibly important. As a result of this positive experience they are going to form an association between involvement in sport and feeling of improved health and well-being. This in turn is going to encourage further involvement in sport and activity. Although the involvement may not be triathlons it is going to be some type of sport or activity. This is going to have two major effects. Firstly, a reduction in the amount of screen hours per week (computers, mobile phones and gaming) of young New Zealand children. Secondly, an increase in the amount of physical activity which will help to tackle two of New Zealand's major health concerns, heart disease and diabetes. Inactivity is proven to be one of the leading casual factors for obesity and diabetes according to Ministry of Health.<sup>6</sup> The benefits to New Zealand society are numerous. A healthier population that have had positive experiences from involvement in physical activity. A reduction in the health costs carried by the government because of an overall increase in the hauora of young people. Also the potential for ongoing involvement in physical activity through to later life.

2

<sup>5</sup> New Zealand Curriculum – Ministry of Education 2010

<sup>6</sup> [www.health.govt.nz](http://www.health.govt.nz)

	Grade Boundary: High Merit
2.	<p>For Merit, the student needs to examine, in depth, a current physical activity event, trend or issue, and its impact on New Zealand society.</p> <p>This involves:</p> <ul style="list-style-type: none"> <li>• explaining in detail a current physical event, trend, or issue by discussing the values or reasons framing different perspectives</li> <li>• using the findings to draw coherent conclusions about the impact or potential impact of the physical event, trend or issue on New Zealand society.</li> </ul> <p>The student has explained in detail a triathlon event by discussing the values or reasons framing different perspectives (of the event sponsor, former athletes and children) (1).</p> <p>The student has used findings to draw coherent conclusions with some insight about the impact or potential impact of the event (2).</p> <p>The student has started to question and challenge assumptions about the event (3).</p> <p>To reach Excellence, the student would need to:</p> <ul style="list-style-type: none"> <li>• question and challenge in more detail the assumptions about the event</li> <li>• use the findings to draw conclusions with insight about the impact or potential impact of event on New Zealand society.</li> </ul>

The Sanitarium Weet-Bix TRYathlon began in 1993 with a single event held in Auckland attracting approximately 500 children. It is a swim, bike run triathlon for children aged 7-14 years old with appropriate distances for the younger and older athletes within this age range. With 8-10 year olds completing 100m swim, cycling, 4 km and running 1.5 km. Compared to 11-14 year olds individuals swimming 200m, cycling 8 km and running 1.5 km. Over the last 20 years it has morphed into the New Zealand's largest sporting event<sup>1</sup> for children with more than 220,000 New Zealanders have participated in a TRYathlon<sup>2</sup>. In 2012 it is held in 12 different locations across the country where an estimated 20,000 young children will participate.<sup>3</sup> As you can see there has been a staggering growth in the event over this 20 year period. The original event was organised by a group of volunteers from the Sanitarium Head office and members of the local Auckland Triathlon club. Nowadays it is a business in its own right. It has a full time staff of 10 people based in Auckland responsible for the organisation and logistics in each of the twelve venues. With up to 90 volunteers helping from 6am to 1.30pm on the day at each event location.

The Sanitarium Health and Well-being company are the promoters of the event. They have been a locally owned New Zealand company for the last 50 years. They produce Sanitarium products, such as, Weet-Bix, Skippy Cornflakes, Honey Puffs, Ricies and the world famous Marmite<sup>4</sup>. As a company they will see enormous benefits from being associated with this event. In recent times we are bombarded with the message of increasing physical activity and the benefits to us as individuals. The Government through many of its agencies like Sport and Recreation New Zealand and Ministry of Health are trying to get New Zealanders to increase its level of physical engagement.<sup>5 6</sup>. They use a number of messages eg '20minutes a day push play' to encourage participation in physical activities. Sanitarium are in an ideal position to be seen as promoting such an event that is successfully increasing the amount of exercise young children are getting. They produce a healthy choice staple breakfast food and are also by association the name of an event that is seen to be the answer to the increasing obesity epidemic. By having one of their major brands associated with young children participating in a fun safe physical event is a huge benefit. Young children will ultimately benefit from participating and being associated with this event. 'A Weet-Bix Tryathlon can be the beginning of bigger things for many children. Olympic triathlete Debbie Tanner started out in the Weet-Bix Tryathlon aged 11 years, and has since gone on to represent New Zealand in a number of world class events including the 2006 Melbourne Commonwealth Games and 2008 Beijing Olympics,' (NZ Herald). They will experience a well organised physical activity where the emphasis is on fun and participation.

Erin Baker has talked about the triathlon being good for the soul and good for the kids. 'The event is called a 'TRYathlon' because we do not award prizes for first, second and third, but every child receives a medal and a certificate and has the chance to win spot prizes. It's a wonderful event, and I do believe that the young children who participate will have gained more than the tangible benefits they receive on the day' (NZ Herald).

The event name 'TRYathlon' is a deliberate pun on 'triathlon' because the emphasis is on trying. The event is staged with mass starts for different age groups and while there is a finish line there is no winner.

<sup>1</sup> The Guinness Book of Records 2011.

<sup>2</sup> [www.tryathon.weetbix.co.nz](http://www.tryathon.weetbix.co.nz)

<sup>3</sup> [www.tryathon.weetbix.co.nz](http://www.tryathon.weetbix.co.nz)

<sup>4</sup> [www.sanitarium.co.nz](http://www.sanitarium.co.nz)

<sup>5</sup> [www.health.govt.nz](http://www.health.govt.nz)

<sup>6</sup> [www.sparc.org.nz](http://www.sparc.org.nz)

As each child crosses the finish line they are met with celebration sometimes in the form of a national sporting hero shaking their hand, a competitors medal, photos at the finish and free giveaways. Overall, a hugely positive experience for the child and one which is likely to elicit further involvement in physical activity. This is going to have wider and long term benefits as a Nation. A population that sees physical activity as a fun safe pursuit will be more likely to continue involvement in later life.<sup>7</sup>

In discussing the recent involvement of a group of 8-9 year olds in the Sanitarium Weet-Bix TRYathlon their main reason for competing in the event was to be with their friends and because it was fun and enjoyable. However, if you move to a slightly older age group, this time 11 and 12 year olds over 90% had competed at least once in the event but most said that they wouldn't repeat the experience because they wanted to know who had won. For them there was no longer the simply pleasure of competing to have fun and gain enjoyment.

1

The more sinister analysis of the 'Sanitarium Weet-Bix TRYathlon' is that by its very nature it is producing a Nation of participants rather than competitors. By having no easily identifiable winners and the emphasis on trying rather than competing are they setting the child up for failure in the future?

3

There are also some negative aspects associated with parent involvement. While the event is usually supported by positive role modelling from parents who encourage their children to participate, enjoy themselves and have fun. But there have been examples of undesirable and objectionable behaviour exhibited by parents at some of the events.<sup>8</sup> Verbal abuse has occurred to volunteers for a perceived lack of organisation that has had adverse effects on their child. Behaviour witnessed by marshals at the 2012 Tauranga TRYathlon event were parents who cannot contain their competitiveness even at an event that stresses a non-competitive environment. One parent shouted at their child to push out the way another child that was blocking their way. With no finishing order to compete for, you would have to ask what is to be achieved by this aggressive stance by parents.

2

Also there is impact on local residents surrounding the event who are affected by the event each year across all 12 venues of the TRYathlon. Due to the event being held in the same locations each year local residents will face road closures from 6am to 12noon on the day the event. This will impact on travel movements, their ability to get their car in and out of their own property. In addition they will have to put up with not just the 1000 – 2000 participants who will line up at the start line but the numerous support people that accompany the children to the event. This could amount to approximately 5000 people descending on their neighbourhood, which causes an inconvenience to those people in the immediate area the event is held.

I believe that the end result of having over 200,000 participants in the Weetbix TRYathlon (over a 20 year period) is going to have a positive impact on New Zealand society. The large majority of these students are going to have a positive experience. As a result of this positive experience they are going to form an association between involvement in sport and feeling of improved health and well-being. This in turn is going to encourage further involvement in sport and activity. Although the involvement may not be triathlons it is going to be some type of sport or activity. This increase level of physical activity is going to help tackle two of New Zealand's major health concerns, heart disease and diabetes. Where inactivity is proven to be one of the leading casual factors.<sup>9</sup> Therefore positive involvement in physical activity at a younger age leading to further involvement in later life is a huge benefit to New Zealand society.

2

<sup>7</sup> [www.sparc.org.nz](http://www.sparc.org.nz)

<sup>8</sup> Interview with volunteer marshals Sanitarium Weet-Bix Tryathlon event Tauranga 2012

<sup>9</sup> [www.health.govt.nz](http://www.health.govt.nz)

	Grade Boundary: Low Merit
3.	<p>For Merit, the student needs to examine, in depth, a current physical activity event, trend or issue, and its impact on New Zealand society.</p> <p>This involves:</p> <ul style="list-style-type: none"> <li>• explaining in detail a current physical event, trend, or issue by discussing the values or reasons framing different perspectives</li> <li>• using the findings to draw coherent conclusions about the impact or potential impact of the physical event, trend or issue on New Zealand society.</li> </ul> <p>The student has examined in detail the AIMS Games event by discussing the values or reasons framing different perspectives (HPE strands in the NZ Curriculum, Diver-2012, and the tournament director) (1).</p> <p>The student has drawn conclusions about the impact or potential impact of the event on New Zealand Society (2).</p> <p>For a more secure Merit, the student would need to draw coherent conclusions about the impact or potential impact of the event on New Zealand society.</p>



Iconic events are by definition 'very famous and well known'<sup>1</sup> and the Association of Middle and Intermediate Schools (AIMS) sporting tournament, hosted in Tauranga each year, is just that. It regularly has over 6000 participants each year who contest other school throughout New Zealand in 16 different sports. Its popularity has grown so large that it is now considered as the Intermediate aged National champs (Diver 2012) for each contested sport that is at the games. It is also become known to schools across the Tasman where in 2012 for the first year the competition can claim international status as Australian schools for the first time in its 9 year history will send teams to the games.

The strands of Health and Physical Education in The New Zealand Curriculum emphasise 'personal growth and development, regular physical activity, personal identity, movement skills, positive attitudes, physiology, relationships, sensitivity and respect, winning and losing with humility and dignity, accessing community facilities, and care and safety of others in tournament conditions, school, and the wider community'<sup>2</sup>. The AIMS games can tick each and every one of these boxes. Participants will have to be involved in regular fitness in the months leading up to the tournament. Movement skills are definitely improved as a result of the week long competition. Sensitivity and respect, winning and losing with humility and dignity are the corner stones to the competition. Their website states the all participants must abide by their fair play charter that is summarised by 'Good sport is about positive attitude. Play your part - play fair'.<sup>3</sup> It is clearly evident that the AIMS games mirrors the objectives of the New Zealand Curriculum and has a result is held in such high regard.

1

With 6000 participants learning the about the joys of winning, the camaraderie of meeting and playing against similar aged students from throughout the country, and experiencing the lows that go with loosing, all within a positive environment. These participates are going to come away from the tournament with personal skills and experience that is going to allow them to cope with other demands of life. As Diver (2012) said "Emerging adolescent participants come away from the AIMS GAMES feeling a true sense of self-worth and increased confidence." This has to be a positive result and have positive impact on the wider New Zealand society.

Another obvious benefit of this tournament is the economic windfall to Tauranga. Over 1200 supporters, coaches and managers are going to accompany the 6000 participants. With 90% of these numbers coming from out of Tauranga this is going to mean a full house for almost every hotel, motel, backpackers and camping ground in the area. There is also the additional spending that an event like this has. The supermarkets, shopping malls and tourist activities such as movies and hot pools will notice a substantial increase in numbers during this week.

An associate drive to this year's event is on sustainability. Recycling has become a huge issue for the event organisers. A huge number of empty drink cans and water bottles will accumulate over the course of the week. This year the 6000 competitors will be asked to reduce and recycle their waste. Tournament director Vicky Semple says, 'You can imagine, at an event of this size, how many cans and food wrappers could potentially wind up in the could potentially wind up in landfills and this year we're just not prepared to let that happen.'<sup>4</sup> This year, dozens of recycling bins and more than 30 food scrap buckets will be available at all 16 venues. Twenty-five uniformed student volunteers from four Tauranga schools will encourage competitors, spectators and coaches to reduce waste and use specially-labelled recycling bins. Food waste will be collected separately and fed to the 200,000 worms that inhabit Tauranga City Council's downtown worm farm.

1

<sup>1</sup> Oxford English dictionary (UK)

<sup>2</sup> NZC

<sup>3</sup> NZAIMS Website

<sup>4</sup> Interview with Tournament director – Vicky Semple

There are some groups that will not see the huge social, personal and economic benefit of the AIMS Games. Some may have grounds for their frustrations and concerns. The local men's senior and social hockey competition is unable to be played during this week because of the demands for the hockey turf. This comes after the preceding week where play was suspended for the secondary school winter tournament week. Adult players have now had two weeks of no hockey and it is easy to see their concerns. Why should their season be effected when they may not see any direct benefits of the tournament week. Cost to parents is also high. The average fee of sending a child to a week long tournament within the North Island is \$500. There will be some families where this cost is prohibitive and cause stress for children and parents when the difficulty of finding the money is realised.

There is unfortunately an ugly side to sport. Parents, supporters coaches and managers can, at times, demonstrate some undesirable behaviour from the side-lines and the dug outs. Being over competitive, abuse of officials, putting far too much pressure on players and even sending out key players on to the field who are carrying injuries are all examples from past tournaments where the winning gets in the way of the essence of the competition. We often see the coaches and managers displaying behaviour that gets sport such a bad name.

2

Will this happen at AIMS in 2012? I believe no. The tournament has grown because of its reputation for its emphasis on competitive sport within the confines of a supportive atmosphere and positive behaviour. A tournament that can grow from having 760 competitors in 2004 and experiencing almost 800% growth must be addressing the issues of side-line behaviour and ensuring people are entering into the spirit of the competition. There is an old adage about sport that says '*sport will be the winner on the day*' I believe the 2012 AIMS games will also be a winner for the life lessons that are learnt over the course of the week.

	Grade Boundary: High Achieved
4.	<p>For Achieved, the student needs to examine a current physical activity event, trend or issue, and its impact on New Zealand society.</p> <p>This involves:</p> <ul style="list-style-type: none"> <li>• researching and explaining a current physical event, trend or issue</li> <li>• using the findings to draw conclusions about its impact or potential impact on New Zealand society.</li> </ul> <p>The student has researched and examined the AIMS Games event (1).</p> <p>The student has drawn conclusions about impact or potential impact of the AIMS Games event on New Zealand Society (2).</p> <p>The student has discussed the values or reasons from their own perspective (competitors, schools, City of Tauranga, parents) (3).</p> <p>To reach Merit, the student would need to:</p> <ul style="list-style-type: none"> <li>• explain the event in detail by discussing the values or reasons framing different perspectives</li> <li>• draw coherent conclusions about the impact or potential impact of the event on New Zealand society.</li> </ul>

During the second week of September, over 6000 athletes from 121 schools throughout New Zealand and Australia will compete in 16 different codes in the annual AIMS Games in Tauranga. AIMS stands for Association of Middle and Intermediate Schools and the sporting tournament has grown from very small beginnings since its inception in 2004. It has evolved into a truly iconic sporting event.

The sporting tournament was first played 8 years ago when a group of 4 local Intermediate schools, Mount Maunganui Intermediate, Otumoetai Intermediate, Te Puke Intermediate & Tauranga Intermediate, formed the AIMS Games trust. The first event attracted 760 competitors across four different sporting codes. The idea was incredibly successful as it provided a platform for 11, 12 and 13 year olds to compete in a national Sporting tournament.

1

A number of successful years later and the tournament as now grown to attracting over 6000 Year 7 and 8 students for the week long sporting contest. That's more than half the number of competitors at the recent London Olympics. In 2012, 121 schools will be involved bringing with them 1200 coaches, managers and supporters. 16 different sports are represented in the competition with Rugby League and Indoor Bowls being added in recent years.

The obvious benefit is to the competitors. They get to participate in a well organised national sporting competition at only 11 and 12 years old. They will form friendships that may last a life time. They will get to experience the highs of winning and the character building that comes from losing. There will be a huge amount of team training and fitness training that takes place leading up to this week long competition. This will have huge benefit for this many young pre-adolescent children throughout New Zealand to develop their individual fitness. With the majority of sports being team sports the emphasis will be on aerobic fitness. This is going to install good fitness habits into a large proportion of New Zealand youth. You could assume that because of the benefits that see at this age from exercise, team sports and fitness there will be some flow on effects to when they are older.

3

2

The sport is now recognized as the National champs for each individual code with schools gaining a lot of mana and kudos from having winning teams. Winning at AIMS will give a school a tremendous lift in their profile. The medal table that lists the number of gold, silver and bronze medals each school has won is displayed in the same way as the Olympic medal table is displayed. Schools will try hard to have their name at the top. In the current climate where schools are competing against each other for students, having a winning AIMS team is another feather in the cap. It can be used in marketing through school newsletters, prospectuses and other promotional material.

3

The other obvious benefit is to the city of Tauranga, its economy and the indirect spending in local retailers. Of the 121 schools that are competing, 90% of them are from out of town. This means accommodation is heavily booked out for the week and certain boom for local Motels, Backpackers, and camping grounds. There is also the indirect spending that is associated with a team spending a week at a sporting tournament. Supermarkets, movie theatres, hot pools and shopping malls will all see a huge influx in spending over the course of the week.

However, it can be a huge drain on the financial resources of families. Also with such a young age group involved it often means that Mum and Dad are also attending the tournament to support their son or daughter. Costs can be in excess of \$500 on average to send a child to a week-long tournament, double this if mum or dad go for the week. There will be pressure placed on parents to find the money necessary so they don't let teams down. This can mean financial cut backs to other family activities. Is this financial outlay worth it?

With the AIMS tournament being for elite teams and individuals will there be some dissension when these students get back to school and amongst the rest of their peers? There is also the situation of missed school work. There is one group of students who will miss a week of school. But this is not the only problem with many school programmes unable to run back at school because so many students are away involved in the tournament. Aquinas College, an intermediate school in Tauranga has close to 100 students involved in the tournament leaving 110 students back at school effectively marking time during alternative programmes that put them out of routine with their normal teachers and their normal subjects.

	Grade Boundary: Low Achieved
5.	<p>For Achieved, the student needs to examine a current physical activity event, trend or issue, and its impact on New Zealand society.</p> <p>This involves:</p> <ul style="list-style-type: none"> <li>• researching and explaining a current physical event, trend or issue</li> <li>• using the findings to draw conclusions about its impact or potential impact on New Zealand society.</li> </ul> <p>The student has briefly examined the Maadi Cup event, supported with some research (1).</p> <p>The student has started to draw conclusions about the potential impact of the event on different groups within New Zealand society (the host town, health benefits for participants, resentment from local youth) (2).</p> <p>For a more secure Achieved, the student would need to:</p> <ul style="list-style-type: none"> <li>• explain the event in more detail</li> <li>• draw more detailed conclusions about the potential impact of the event on New Zealand society.</li> </ul>

The Maadi Cup is the prize for the New Zealand Secondary Schools Boys' Under 18 Rowing Eights. More colloquially, it is the name given to the New Zealand Secondary Schools Rowing Regatta, at which the Maadi Cup is raced. The regatta is the largest school sports event in the Southern Hemisphere and is held alternatively at Lake Karapiro in the Waikato region, and Lake Ruataniwha, near Twizel<sup>1</sup>. In 2012 the regatta attracted 1600 competitors from 118 schools, which will make up the 1300 crews racing in 48 events in six days<sup>2</sup>. Nearly everyone knows it as 'Maadi' and has become an iconic New Zealand sporting event. For a secondary school rower it is the event that we all strive to do well at. If you take the sport seriously and want to continue on in rowing, then this is the event that high performance squads are identified at and coaches are looking for the next top rowers. This essay will investigate the impact this event has on New Zealand society.

The first major impact is on the small South Island town of Twizel. With a normal population of just over 10,000 people there is a huge increase in the number of visitors to the town. The Timaru Herald reported in March this year that there is an expected additional 1600 competitors. However, this does not take in to account the parents, supporters and officials. In addition more than 8000 people are expected to converge on the town on the event's final day<sup>3</sup>. This is nearly double the normal permanent population. There will be a huge financial gain for the township. One regular supporter mentions the massive long queues that form in the local Four Square mini supermarket. With no local big chain supermarket this is the only place the fresh food can be purchased. So the Four Square mini supermarket, along with the petrol station, local bars and cafes will experience a financial windfall due to the increase in customer demand.

There are also positive spin offs from having over 1600 teenagers associated with a well organised event like Maadi. Firstly, all athletes would have been committed to a very comprehensive training programme that would have had them on the water training 6 days a week for 12 months leading up to the competition. Athletes will have had to give up their social life to gain the necessary aerobic fitness needed to compete. Having young people experience this will have lasting effects. They will know how to train, the importance of nutrition, what sacrifices are needed in order to reach goals and also the exhilaration of competing in a national event. Having students with this experience is important as they will be able to apply the lesson learnt to later life. This may mean they have the knowledge to undertake their own training programmes in the future and be responsible for their own health and fitness.

There are some groups that will not get the opportunity to experience this event. Financial cost is a major barrier to participation. Each year it cost approximately \$1500 per student to row for their school. On top of this it costs approximately \$1500 per rower for a North Island school to attend the Twizel event. There also may be some resentment of the youth in the local community of Twizel. They do not regularly compete in the regatta. In past years there have been reports of rowing crews fighting with local youths.

<sup>1</sup>Wikipedia

<sup>2</sup> Timaru Herald

<sup>3</sup> Timaru Herald

The end result of participating in the Maadi Cup is that secondary school students see involvement in sport as enjoyable and a real sense of achievement. This will lead to students wanting to become more involved in sports. This is going to have a positive effect on New Zealand society has a fitter healthy population is more productive and less drain on our health system.

	Grade Boundary: High Not Achieved
6.	<p>For Achieved, the student needs to examine a current physical activity event, trend or issue, and its impact on New Zealand society.</p> <p>This involves:</p> <ul style="list-style-type: none"> <li>• researching and explaining a current physical event, trend or issue</li> <li>• using the findings to draw conclusions about its impact or potential impact on New Zealand society.</li> </ul> <p>The student has attempted to examine the Maadi Cup event (1).</p> <p>The student has drawn some conclusions about the event's impact or potential impact of the current physical activity event on New Zealand society (2).</p> <p>To reach Achieved, the student would need to:</p> <ul style="list-style-type: none"> <li>• explain the event in more detail, supported with research</li> <li>• use findings to draw more detailed conclusions about the impact or potential impact of the event on New Zealand society. w</li> </ul>



Maadi Cup is an annual rowing event for secondary school rowers held alternatively between Twizel in the South Island and Karapiro in the North Island. The regatta is the largest school sports event in the Southern Hemisphere and is held alternatively at Lake Karapiro in the Waikato region, and Lake Ruataniwha, near Twizel. In 2012, the regatta attracted 1600 competitors from 118 schools, which will make up the 1300 crews racing in 48 events in six days. The township of Twizel swells to nearly double the size on the last day of racing with an estimated additional 8,000 people wanting to watch the final day of races.

There is no entry criteria for the event which means that the event is open to all secondary school students in New Zealand. However, most schools set their own criteria. For example at our school novice rowers have to have medalled at a secondary school event and senior rowers have to have made an A final when the event is held in Twizel. For the North Island event in Karapiro there is no set criteria due to the reduced travel costs involved.

1

Of the 48 events included in the competition, the Springbok Shield for the boys' under 18 coxed fours; the Levin Jubilee Cup for girls' under 18 eight, the Star Trophy awarded to the top overall school at the Regatta are the major events to win, with the Maadi Cup - Boys under 18 eights being the Blue ribbon event.

There is potential for positive spin offs for New Zealand society because of the discipline and commitment that is needed to compete in this event. Rowers train for up to 12 months leading up to the event. There is potential for a huge number of teenagers to enter the work force or enter tertiary study with the knowledge that exercise and training require a tremendous amount of commitment but there are spin offs with the positive feelings associated with reaching a goal.

The influx of such a large number of people into a small town ship will have financial benefit as lots of people will be spending money in the town that normally would not have. Places like the local pub and dairy will experience a very high profit during the week. However, there are problems in trying to accommodate all these people. Local services like rubbish collection and sewerage will be stretched to capacity. The local district council will have to spend more money ensuring basic services are able to cope.

2

There is nothing but positives that can be drawn from participation in Maadi Cup. It has extremely high amount of participation – over 1600 secondary school students every year. This will mean that a large segment of senior students heading into the work force or tertiary study will be knowledgeable in training programmes and training and this will have health benefits to New Zealand as a whole.

2