

## **A TRENDS ANALYSIS RELEVANT TO NEW ZEALAND RECREATION AND LEISURE ORGANISATIONS**

Here is an outline of my trends presentation which is available on request. If organisations wish to hear the full presentation, then I am willing to present it to their organisations. My fee plus travel expenses would be required.

The following abbreviated summary of the trends covered in my presentation could well influence your planning for activities now and in the future. These trends and others covered in my seminars are presented to stimulate understanding which can enhance your planning and better focus your activities. This trends seminar is often tied in with a strategic and business planning programme for an organisation.

We can think of the trends as a bit like signposts on a road - some of the signposts are easily seen, but some become obscured by trees, are knocked over or are so far away as to be obscure, while others seem irrelevant so you miss the turning or the opportunity to do something that is more acceptable or appropriate for your audience. Occasionally you think you know the way or you have done something the same way for ever and this leads to a complacency which means you miss an opportunity to gain more members or more income.

The Trends Analysis sign posts are offered to provide you with ideas that could help you to design and modify, improve or enhance your position in the market and the products you design. These improvements or modifications could well arise from your discussions and represent a slightly different road meaning you will reach a wider audience or just to keep up-to-date.

Looking out for new signposts doesn't mean abandoning your years of tradition. The ways you have done things before still identify your organisation and they represent a reservoir of experience. They should certainly be respected and acknowledged, but failing to keep those traditions up to date will mean stagnation and will make your product increasingly irrelevant. The irrelevance will emerge only as members stop attending when the programme falls short of their current needs.

You might not agree entirely with the following list of trends and their relevance to your situation, but that doesn't matter. They are printed here, and as a planning exercise presented, to stimulate the thinking of the trustees and staff of your organisation or society. The following headings are the signposts.

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**1. Rapid changes in methods of communication**

140-character information – communication presented in small bits.  
The use of Text messaging, Facebook, Twitter, youtube, your website increases daily.

The internet/ email means less now in the way of printed material. Newsletters are going out of date and if they do still exist likely to be in electronic and certainly little items.

Promotional material is easy and simple to read and through the net.

**2. Mixed events / speed dating/ ways of meeting new people**

Mixed events encouraging mixing, fun, enjoyment and celebration. While some all-male and all-female activities are still popular the growth area is mixed events and mixed organisations.

**3. New Zealand identity (your own local identity)**

- a. In music
- b. In programme
- c. In sport
- d. In style

**4. Home grown/ original/ local**

Be proud to be local, use local food, local content, local tutors - all within a national and international context. (This is not a contradiction)

**5. Multi-cultural/ inclusive**

The audience will be varied in age, sexual orientation, cultural group and ethnicity and a feature of both programmes and participants.

**6. Instant, spontaneous/ short attention span**

Recognise that people will increasingly expect to choose among a variety of small sized items. Recognise why the multiplex theatres are now so popular.

**7. Individual/ small is beautiful**

Treat every member, student and tutor as special - "the customer is always right".

**8. Transparency/ authenticity/ honesty/ realness**

If you make a mistake, admit immediately.

**9. Co-creation/ involvement in decision making/ ownership of process**

This is one of the most difficult things to achieve, but putting your programme out for consultation can enable you go get an increased level of ownership. Ask for feed-back all the time.

**10. Professionalism/ excellence**

You should be committed to search for excellence and professionalism in the products you produce as your criterion of success. The approach is then professional and the results inspire.

**11. Choice/ infinite variety**

The way products and services are now marketed mean that people expect to benefit individually. Give choice. Think of the diversity that has happened since the bar code was invented. More choice fits the trend.

**12. Green and Grey**

This describes your emerging audience - more Baby boomers with disposable money and time, but also the X and Y generations with an obsession with green, environmental, organic, pure healthy fresh food. Exploit these trends and make these two groups are accessed by your niche.

**13. User-pays economics**

Recognise that this is increasingly the reality. As the potential benefit is expected to be directly to the individual you will find it becomes increasingly difficult to market the public good.

**14. Participation/ true engagement**

In everything people want to be involved. Community events are growing in popularity, markets, concerts, family occasions.

**15. Risk/ experimentation**

Give the participants a challenge - some difficult items as well as the easy. Tell them they are experimental and risky. They will love this, especially younger generations, but the baby boomers shouldn't be forgotten.

**16. Global**

Try to give an international global edge and attract more international students. The internet makes this possible.

**17. 'I give up my luxuries last'**

This trend is sometimes called "Small Indulgences." If your programme is a holiday event and people are prepared to pay, they believe they are going to be spoilt. Make sure the quality stays excellent in everything.

**18. Healthy/ comfortable/ organic**

Increasingly important even for the younger members. Cope with this with food. It can be simple, but must be healthy. Maybe add a walk or

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two in the early evening – think about this it is an important trend for all age groups and could also include more special events such as a celebration at unusual venues

### **19. Theatre-going experiences**

This is a trend away from the membership of an organisation and towards what could be called 'pick and mix' - the taking part in anything, but not staying with any activity. It has been called 'theatre going' because of this casual choice. Dress up – have a special experience – go for a short time. 7's Rugby one week, 20/20 Cricket, the Opera, the pictures, Picnic in the park, little events sometimes quite expensive. The trend away from belonging to one code and staying faithful to that one code is becoming less important for younger people. They like to taste everything.

### **20. Spiritual dimension**

The word spiritual is no longer 'scary' - it is about emotion, about the awe of music and the environment, as well as (for some,) God. Some events can be promoted as having that "Wow" spiritual factor, a trend that will continue into the future.