

**Reply 10154 (2026)****Sport New Zealand:**

| <b>Survey or Market Research</b>                                            | <b>Who</b>                     | <b>Est commence</b> | <b>Est complete</b> | <b>Total cost 23/24</b> | <b>Total cost 24/25</b> | <b>Tenders Invited/Number Received</b> |
|-----------------------------------------------------------------------------|--------------------------------|---------------------|---------------------|-------------------------|-------------------------|----------------------------------------|
| Active NZ                                                                   | Verian                         | 2016                | ongoing             | \$1,109,006             | \$1,042,763             | Yes - 2 (2021)                         |
| Workforce survey                                                            | Angus and Assoc                | May-23              | May-24              | \$103,442               | \$2,220                 | Yes 2019                               |
| RST Stakeholder survey                                                      | Research NZ, Rangahau Aotearoa | Jul-23              | Dec-25              | \$81,406                | 0                       | Yes - 3 (2023)                         |
| Cost of living (omnibus)                                                    | Research NZ, Rangahau Aotearoa | Mar-24              | Mar-24              | \$5,650                 | 0                       | No (omnibus research)                  |
| Qualitative research to inform Active NZ refresh                            | The Research Agency            | Mar-24              | May-24              | \$99,118                | 0                       | Yes - 3 (2024)                         |
| Public reputation report                                                    | Kantar Public                  | Mar-23              | Jun-24              | \$12,780                | \$9,800                 | No (syndicated research)               |
| Partner Confidence Survey                                                   | The Navigators Limited         | Jun-23              | Jul-25              | \$21,450                | \$22,420                | yes - 2 (2017)                         |
| Media and Gender Study                                                      | iSentia                        | Jul-23              | Dec-25              | \$140,000               | \$70,000                | Yes 2019                               |
| Voice of Customer research (research platform - research completed inhouse) | InMoment                       | Jul-23              | ongoing             | \$183,431               | \$186,487               | Yes - 8 (2023)                         |

|                                                                                             |                                     |         |         |          |          |                                                                        |
|---------------------------------------------------------------------------------------------|-------------------------------------|---------|---------|----------|----------|------------------------------------------------------------------------|
| Funding of sport play and active recreation in New Zealand                                  | NZIER                               | May-23  | Sept-23 | \$32,000 | 0        | No                                                                     |
| Women and Girls research to identify barriers to physical activity                          | The Research Agency                 | Nov-23  | Dec-23  | \$40,000 | 0        | No, appointed via agency                                               |
| Women and Girls – It's Time research into awareness and engagement with women's elite sport | Gemba                               | Sept-23 | Oct-23  | \$25,000 | 0        | No – research repeated first round to determine change post world cups |
| Cognitive testing for Voice of tamariki                                                     | NZ Council for Educational Research | Jan-25  | Apr-25  | 0        | \$22,288 | No (low value, direct source)                                          |
| Volunteering (omnibus)                                                                      | Research NZ, Rangahau Aotearoa      | Apr-25  | May-25  | 0        | \$7,575  | No (omnibus research)                                                  |
| AUT Club Survey                                                                             | AUT Ventures Ltd                    | Jun-23  | Mar-26  | \$10,000 | \$10,000 | No - only provider that offers this                                    |