

Dawn Bowden AS/MS  
Dirprwy Weinidog y Celfyddydau a Chwaraeon, a'r Prif Chwip  
Deputy Minister for Arts and Sport, and Chief Whip



Llywodraeth Cymru  
Welsh Government

Ein cyf/Our ref DB/774/22

Delyth Jewell MS  
Chair of the Culture, Communications, Welsh Language,  
Sport, and International Relations  
Committee  
Welsh Parliament  
Cardiff Bay  
CF99 1SN

08 November 2022

Dear Delyth,

Thank you for your letter of 28 October regarding the Committee's short inquiry on the impact of increasing costs and whether any other issues or lessons were learned relating to this during my recent visit to New Zealand.

Whilst the cost-of-living crisis is a key issue facing the sector it did not feature in my programme visit which was set up a few weeks in advance. The purpose of my visit, in addition to supporting the Wales Women's Rugby team, was to explore some common themes faced by sport in both countries; women and girls sport, using sport for soft diplomacy and increasing participation in disadvantaged areas. On the latter point, I had a meeting to discuss the Active Me – Kia Tū programme, a recommendation of the recent 'Levelling the playing field' Committee report. I was pleased to have the opportunity to discuss the programme in greater detail with Karen Laurie and Susan Glasgow, Young People Consultant at Sport New Zealand and CEO of Variety, The Children's Charity.

I was given an overview of how the programme's policies and strategies were deployed across New Zealand to provide financial support towards sporting equipment and sports lessons to remove some of the barriers faced by disadvantaged families to being active. I was impressed by the positive outcomes of their programme and am keen to explore how these could potentially be implemented in Wales. I have asked officials to further explore with the sector and to report back to me later in the year.

Bae Caerdydd • Cardiff Bay  
Caerdydd • Cardiff  
CF99 1NA

Canolfan Cyswllt Cyntaf / First Point of Contact Centre:  
0300 0604400

[Gohebiaeth.Dawn.Bowden@llyw.cymru](mailto:Gohebiaeth.Dawn.Bowden@llyw.cymru)  
[Correspondence.Dawn.Bowden@gov.wales](mailto:Correspondence.Dawn.Bowden@gov.wales)

Rydym yn croesawu derbyn gohebiaeth yn Gymraeg. Byddwn yn ateb gohebiaeth a dderbynnir yn Gymraeg yn Gymraeg ac ni fydd gohebu yn Gymraeg yn arwain at oedi.

We welcome receiving correspondence in Welsh. Any correspondence received in Welsh will be answered in Welsh and corresponding in Welsh will not lead to a delay in responding.

I will write to you and the Committee when I have further information.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Dawn Bowden'. The signature is written in a cursive, flowing style with a prominent initial 'D'.

**Dawn Bowden AS/MS**

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