



Media Release – 27 December 2024

Season's Greetings: Setting Goals That Stick with Exercise New Zealand

With the holiday season upon us, ExerciseNZ encourages everyone to make movement a joyful part of their Christmas and New Year celebrations—embracing the opportunity to reflect on the strides made in 2024 and set inspiring goals for an active, thriving 2025.

The summer break in Aotearoa is a perfect time to unwind and reflect on the whirlwind of the past year. Staying active through exercise and movement not only helps us recharge but also releases those feel-good hormones that make the season even brighter. Whether it's a family stroll, a refreshing beach run, or joining a group class, staying active enhances physical health while providing much-needed mental balance during this often-hectic time of year.

Globally, 31% of adults and 81% of adolescents fall short of the recommended physical activity levels. Alarmingly, New Zealand ranks among the worst in the world for physical inactivity, with more than 50% of adults and 90% of children not meeting these guidelines. Sedentary habits, such as prolonged sitting and excessive screen time, are increasingly common and linked to poor health outcomes.

The World Health Organization (WHO) advises adults to aim for at least 150 minutes of moderate exercise (about 21 minutes a day) or 75 minutes of vigorous exercise (around 11 minutes a day) per week. As the New Year approaches, many people set resolutions to improve their health and fitness. To ensure your goals lead to lasting success, consider these tips to help you stay active and make exercise a consistent part of your daily routine:

- **Start small:** Set realistic, specific goals, like walking for 20 minutes a day or attending two exercise classes a week.
- **Prioritise habits over outcomes:** Focus on building sustainable routines, such as adding workouts to your calendar, rather than obsessing over results.
- **Make it social:** Exercise with friends or join a group to stay accountable and make the experience more enjoyable.
- **Find your why:** Stay motivated by connecting your goals to a meaningful purpose—whether it's boosting your energy, improving your health, or being a role model for loved ones.
- **Celebrate progress:** Recognise and reward your small wins to keep yourself inspired and committed to your journey.

In summary, ExerciseNZ CEO Richard Beddie highlights that "exercise, specifically during this time of the year, is all about discovering enjoyable ways to stay active, whether it's walking, cycling, or simply spending time playing with your whānau. Every bit of movement counts and supports better health."

ExerciseNZ wishes you a safe, festive, and active holiday—mā te wā!

For more information on this release or to arrange an interview, please contact Richard Beddie at richard@exercisenz.org.nz or P: 0800 66 88 11, M: 027-520-5744.