

Sport and recreation adds circa \$4bn to New Zealand's annual GDP.

Sport and physical activity strengthens social networks and brings communities together.



SPORT NZ GROUP STRATEGY

2024-2028

Sport gives New Zealand positive international exposure.

Māori males spend the most time being active, while Asian females spend the least.



Only 54% of young people and 58% of adults met the physical activity guidelines in 2023.

Males spend more time being active than females across their lifespan. Fewer females than males meet the physical activity guidelines.

Nearly all young people know that being active is good for them, but this knowledge doesn't always translate into action.

*World Health Organisation guidelines: Young people = more than 420 mins a week, Adults = more than 150 mins a week.

Tamariki are the most active New Zealanders but participation declines as they age. Across all young people, older rangatahi aged 15-17 participate least, due to a range of experience and life stage factors.



When New Zealand athletes and teams win Olympic medals, there is a measurable increase in life satisfaction for New Zealanders. This increase in wellbeing is valued at \$100 million for each medal.

83% of New Zealanders believe high performance sport helps instill a sense of pride in our country.

High performance sport strengthens and fosters cultural identity and belonging.

Watching and engaging with high performance sport leads to greater engagement which can have a positive impact on participation.



Sport New Zealand Group Strategy to 2032

OUR ASPIRATION FOR AOTEAROA NEW ZEALAND

Mauri Tū, Mauri Ora – Every body active, in their way, everyday

Play, Active Recreation and Sport has the power to create a happier, healthier and more connected Aotearoa New Zealand through enabling communities to be active and inspiring performances on the world stage

OUR MISSION

Empower everybody to realise their aspirations in Play, Active Recreation and Sport, whilst giving effect to Te Tiriti o Waitangi

OUR VALUES

He Tangata
We stand for the people

Mahi Toa
We strive for the remarkable

Ngātahi
We're better together

TO ACHIEVE OUR ASPIRATION

We Lead
by maintaining the strength, resilience and integrity of the Play, Active Recreation and Sport system

We Partner
with organisations to improve the provision of Play, Active Recreation and Sport

We Invest
in our partners and others across the sector to achieve shared outcomes

OUR COMMITMENT TO THE SECTOR'S PREFERRED FUTURE

Mana Taurite
Foster a culture and environment that embraces and celebrates diversity, equity, and inclusion

Mana Tangata
Empower communities, networks and hapori to lead and act for themselves

Mana Māori
Uphold the mana of Te Tiriti o Waitangi and its principles

Oranga Taiao, Oranga Tangata
Value the relationship between tangata and te taiao that supports physical activity, and reduce our impact on the natural environment

Mauri Ora
Promote and celebrate the value of physical activity and sport to individual and collective wellbeing



Sport NZ Strategy 2024-2028



HPSNZ Strategy 2025-2028

OUR VISION

Every Body Active

OUR VISION

Inspiring performance every day

LONG-TERM OUTCOMES

Increased frequency, intensity, time and type of participation in physical activity and sport

Enhanced experience of participants, supporters, volunteers and workforces

Increased variety of culturally distinct pathways for tangata whenua and all New Zealanders

LONG-TERM OUTCOMES

Performances that Connect
International performances that inspire and unite New Zealanders, contributing to national pride and wellbeing

Engagement
Increase the proportion of New Zealanders engaging with high performance sport

STRATEGIC FOCUS AREAS

Through Play, Active Recreation and Sport, we will focus on:

Maintaining physical activity levels of tamariki

Reducing the decline in physical activity levels for rangatahi

Improving equity for tamariki and rangatahi who are less active

STRATEGIC FOCUS AREAS

Through partnerships we work to deliver a sustainable high performance system that enables New Zealand athletes to achieve repeatable success on the world stage. Our focus will be:

Tū te ihi
Performance Pathways
Pathways for athletes and coaches that enable them to develop and succeed now and in the future

Tū te Wehi
Wellbeing and Engagement
High Performance sport environments that empower individuals to thrive

Tū te Wana
Sustainable Investment
An efficient, integrated and collaborative high performance sport system enabling sustainable success
Kia Pono, Kia Tika, Me Aroha

STRATEGIC PRIORITIES

To be successful, we will aim to achieve:

Capable and resilient partner organisations

Quality opportunities and experiences

Empowered local communities and hapori

Active schools and kura

Support targeted athletes to succeed on the world stage

Enhance system capability to ensure that wellbeing is everyone's right and everyone's responsibility

Enhance collaboration, capability and sustainability of the high performance system

Build system capability to increase use of quality data to support performance and investment decision-making

HOW WE DELIVER

System leadership and direction setting
Research, insights and foresight
Partnerships and collaboration
Advocacy and policy development

Investment and funds
Programmes and initiatives
Targeted campaigns
Advice, tools and resources

HOW WE DELIVER

Athlete investment
Targeted NSO and campaign investment
Athlete Performance Support
Performance environments and facilities

Programmes and partnerships
Research and innovation
Intelligence and systems
Leveraging success