

Sport New Zealand
Strategic Plan 2024-2028



Mihi

Mānawa maiea te putanga o Matariki

Celebrate the rising of Matariki

Mānawa maiea te ariki o te rangi

Celebrate the lord of the skies

Mānawa maiea te Mātahi o te Tau

Celebrate the New Year

Whano, whano

Unite, unite

Haramai te toki ata huakirangi

And bring forth the dawn

Haumi e Hui e Tāiki e!

Together in union, we are one!

Te Tiriti o Waitangi Commitment Statement

Te Tiriti o Waitangi is Aotearoa New Zealand's founding document. Sport NZ Ihi Aotearoa is committed to upholding the mana of Te Tiriti o Waitangi and the principles of Partnership, Protection and Participation.

We are committed to partnership with tangata whenua and the protection of Māori culture and taonga. We value the

distinctiveness that tangata whenua bring to physical activity and our success on a world stage. We believe a strong bicultural foundation is critical to our national identity and wellbeing.

Aotearoa New Zealand will realise its full potential in play, active recreation and sport when tangata whenua and all New Zealanders are able to participate and succeed as themselves.

Foreword

We're delighted to share Sport New Zealand's Strategic Plan, outlining our focus for the next four years.

As a sector, the past four years have presented many challenges including the COVID-19 pandemic and extreme weather events. We have learned to be resilient, to adapt and strengthen for the future, and these themes are reflected as priorities in the next period.

As we look ahead, the long-term outcomes and goals identified in our 2032 Strategic Direction still ring true. This strategy represents an evolution, building on the positive momentum we've seen across a number of key performance areas since 2020. We have much work to do but believe we are collectively, as a sector, heading in the right direction.

Our focus remains on maintaining and growing the physical activity levels of tamariki and rangatahi. We also want to provide more opportunities and better experiences to groups that are currently missing out and doing less, such as disabled people, women and girls and Māori.

Importantly, this is the first time in which we have outlined a combined strategy for Sport NZ Group – reflecting Sport NZ and High Performance Sport NZ. This outlines how both organisations, working in different but connected ways, contribute to wellbeing across the entire physical activity and sport pathway.

In charting the way forward, we have been mindful of the preferred future for physical activity that was identified in collaboration with the sector in 2020. This features five pou

that outline what we collectively want to see from a more sustainable, equitable system.

Our commitment to Te Tiriti o Waitangi and improving participation for Māori is woven throughout our mahi. Te Pāke, our Māori Outcomes Framework and Te Aho, our Māori Activation Plan, remain important foundation documents that are core to the kaupapa of our organisation. We're also committed to further improving participation for women and girls and disabled people through the outcomes in our Women and Girls Action Plan and Disability Plan.

We should all acknowledge what we have achieved collectively as a sector over the past four years. We are personally energised by the outcomes we are targeting over the next four years and the potential impact it will have on future generations here in Aotearoa New Zealand.

It's important for us to recognise and celebrate this progress as we look ahead to an environment in which we must be very targeted and focused on impact. Thank you to all those who are working tirelessly across sport, active recreation and play to create the future we want to see for our nation and its young people.

Ngā mihi,



Raelene Castle

Group Chief Executive Sport NZ Group



Raewyn Lovett

Board Chair

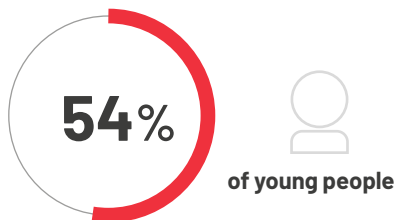
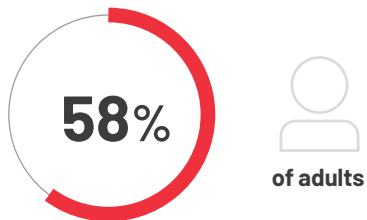
The participation challenge

Our latest insights and learning over the last four years have honed our focus for the next strategic period. We remain committed to our focus on tamariki (5-11) and rangatahi (12-18).



Physical activity in New Zealand

Just over half of New Zealanders meet the WHO activity guidelines



New Zealanders who met the World Health Organisation's physical activity guidelines in 2023.

Most young people enjoy being active, but this doesn't translate into action.

Of all rangatahi, 4 out of 5 enjoy being physically active and want to take part in physical activities, but these figures have been declining.

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

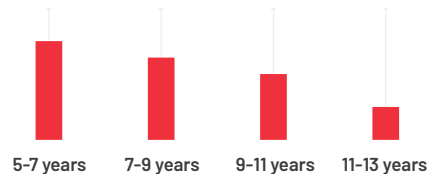


4/5 young people want to take part in physical activities

Tamariki are the most active New Zealanders

Across all young people, tamariki aged 5-7 years have the highest informal participation rate (primarily play) but this declines as they age.

Informal participation rate by age



15-17 year olds participate least across all young people

Rangatahi participation levels decrease between ages 12-17 and often do not recover over the course of their lives due to a range of contributing factors.



PE isn't compulsory



Academic pressures



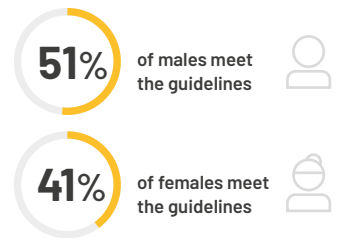
Less fun and friendship

Key demographic snapshot

Young women and girls spend less time being active than young males

Fewer females than males meet the physical activity guidelines from age 12-17.

Factors like confidence and fear of judgement are more present for young women.



Disability affects participation

Disabled people are less likely to be active than non-disabled people.

Time spent being active among tamariki is comparable between disabled and non-disabled, however the gap widens over their lifespan.

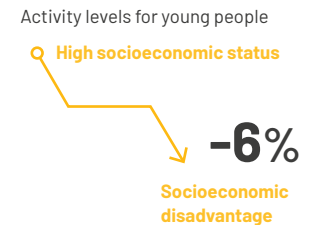


1/3 disabled adults are not physically active on a weekly basis

Socioeconomic status is highly correlated with participation

Young people and adults from communities of socioeconomic disadvantage have lower levels of weekly participation than those in communities of high socioeconomic status.

Cost barriers are slightly higher for those in communities of socioeconomic disadvantage.





Sport NZ 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

OUR VISION

Every Body Active

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

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 PRIORITIES

To be successful, we will aim to achieve:

Capable and resilient partner organisations

- Effective governance and leadership
- Diverse and inclusive systems and structures
- Upholding the mana of Te Tiriti o Waitangi
- Environmentally responsible

Quality opportunities and experiences

- Aligned and integrated systems
- Diverse and inclusive
- Participant centred
- Culturally distinctive pathways

Empowered local communities and hapori

- Supported to lead and act
- Community and hapori centred
- Equity focused
- Accessible natural and built environments

Active schools and kura

- Active learning environments
- Culturally distinctive approaches
- Ākonga centred and equity focused
- Connected local communities

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

Our strategic priorities in action

Capable and resilient partner organisations

Why

Working together with our partners is critical to delivering on our Strategic Focus Areas. Sport NZ works with, and invests in, partners who make the biggest difference to the play, active recreation and sport sector.

We all need to be ready to respond and adapt to changes and make decisions that will lead to a more sustainable sector for future generations.

What we will do

We will support and enable organisations across the sector to develop their leadership capabilities in areas such as climate change, business capability, diversity, equity and inclusion, research and evaluation, and upholding the mana of Te Tiriti o Waitangi. Sport NZ will also 'lead by example' and provide partners with a source of practical advice based on its experience.

Success outcomes

Effective governance and leadership

Partner organisations have fit for purpose governance and leadership structures and practices to ensure long-term sustainability and resilience.

Diverse and inclusive systems and structures

Partner organisations have effective systems and structures and capable people in place to deliver services that are responsive to diverse and changing needs.

Upholding the mana of Te Tiriti o Waitangi

Partner organisations uphold authentic relationships with mana whenua and Māori organisations that support improved outcomes in play, active recreation and sport.

Environmentally responsible

Partner organisations are aware of and reduce their negative impacts on the environment and are responsive to the changing landscape of our natural environment.



Our strategic priorities in action

Quality opportunities and experiences

Why

Motivation to participate differs across age, gender, ethnicity and disability. Tamariki and rangatahi that have positive physical activity experiences have a greater chance of establishing a life-long involvement in play, active recreation and sport.

What we will do

We will support the sector to develop opportunities and experiences for tamariki and rangatahi that meet their needs, wants and aspirations.

Success outcomes

Aligned and integrated systems

National, regional and local organisations are aligned and work together to enable quality play, active recreation and sport opportunities and experiences for tamariki and rangatahi.

Diverse and inclusive

Partner organisations implement approaches and practices that promote diverse and inclusive play, active recreation and sport opportunities.

Participant-centred

Key enablers of play, active recreation and sport understand and are responsive to the needs, wants and aspirations of tamariki and rangatahi.

Culturally distinctive pathways

National, regional and local organisations promote culturally distinctive approaches to play, active recreation and sport.



Our strategic priorities in action

Empowered local communities and hapori

Why

Evidence tells us that living in areas of socioeconomic disadvantage has a negative impact on participation in play, active recreation and sport.

By working with, and supporting, communities and hapori, together we can target our efforts to address barriers to participation and enable a more meaningful and sustainable response through local solutions.

What we will do

We will support an aligned national, regional, and local approach that improves access to play, active recreation and sport in local communities and hapori where the greatest barriers to participation exist.

Success outcomes

Supported to lead and act

Local communities and hapori are empowered to lead the provision of quality play, active recreation and sport opportunities.

Community and hapori centred

Regional and local organisations work effectively together to enable the needs, wants and aspirations of local communities and hapori.

Equity focused

Regional and local organisations are focusing on increasing equitable access to quality play, active recreation and sport for those who are less active.

Accessible natural and built environments

Te Taiao (natural environments) and built environments are accessible and promote quality play, active recreation and sport.



Our strategic priorities in action

Active schools and kura

Why

Schools and kura play an important role in shaping the lives of tamariki and rangatahi. By supporting the education system to embrace the holistic value of play, active recreation and sport, we can enhance the attitudes and motivation of tamariki and rangatahi to be physically active.

What we will do

We will support schools and kura to provide quality play, active recreation and sport opportunities.

Success outcomes

Active learning environments

Schools and kura (including teachers/kaiako) value and prioritise quality play, active recreation, sport and physical education.

Culturally distinctive approaches

Schools and kura value Mātauranga Māori in their approach to play, active recreation and sport.

Ākonga centred and equity focused

Schools and kura adopt ākonga centred approaches and promote inclusive and equitable opportunities to be physically active.

Connected local communities

Schools and kura work effectively with whānau and their local community to enable quality play, active recreation and sport opportunities.



Our investment portfolio

In order to achieve our strategic priorities, we have committed to the following partnerships, programmes and funds for the coming strategic period.

Strategic priorities	Capable and resilient partner organisations	Quality opportunities and experiences	Empowered local communities and hapori	Active schools and kura	
Partnerships Investment	Partnerships Investment – National Partners (NSOs, NROs, NEOs, NDOs)			Partnerships Investment – NEOs	
	Partnerships Investment – RSTs				
	Partnerships Investment – Māori Partnerships				
	Disability Investment – Disability Sector (Parafeds, NDSOs)				
Programmes		Active Recreation Investment	Healthy Active Learning and Mātaiao		
		He Oranga Poutama		Active As (to 2026)	
		Local Play Workforce (to 2026)		Regional Sport Directors	
Funds	Business Capability	Tū Manawa Active Aotearoa			
			Rural Travel Fund		
		Spaces and Places investment			
		Hawaiki Hou			

Glossary

NSO: National Sports Organisation
NRO: National Recreation Organisation
NEO: National Education Organisation

NDO: National Disability Organisation
RST: Regional Sports Trust
NDSO: National Disability Sports Organisation



SPORT
NEW ZEALAND
IHI AOTEAROA