



**SPORT  
NORTHLAND**

# Strategic Plan 2010-15

**Vision** - All Northlanders are healthier through regular, lifelong participation in sport and physical recreation

**Core Purpose** - Creating a more active Northland

**Values** -

*"He aha te mea nui o tenei ao? He tangata! He tangata! He tangata!"  
"What is the most important aspect in this world? It is people, it is people, it is people"*

Kotahitanga / Unity • Aroha / Passion • Whanaungatanga / Relationships • Rangatiratanga / Leadership • Whakatupuranga / Excellence

## STRATEGIC OUTCOMES

Sport	Physical Recreation	Strategic Relationships	Internal Capability	Financial Viability
<i>There is a measurable increase in the number of Northlanders participating in sport</i>	<i>There is a measurable increase in the number of Northlanders participating in physical recreation</i>	<i>Effective relationships enable quality services to be provided</i>	<i>Effective and efficient internal systems, processes and leadership enable us to provide quality services</i>	<i>Sport Northland is financially sustainable</i>

## MEASURES

Increase the number of Northlanders participating in targeted sports (in targeted communities) and in targeted schools from 14,931 to 16,424 (10% increase)

Increase the number of deliveries in fundamental movement skills (FMS) for under 12 year olds from 24,143 to 26,557 (10% increase)

Increase the number of Northlanders participating in targeted recreational settings, activities and events from 20,563 to 22,619 (10% increase)

Independent evaluation demonstrates that, overall, Sport Northland's major stakeholder groupings have increased their satisfaction level about their relationship with the trust from 76% to 80%

SPARC's ODT process rates Sport Northland as high performing (over the current 69%), maintaining its position as the top performing RST in NZ.

Sport Northland has replaced the Kauri Club investment (\$180,000) and has increased cash reserves from \$25,000 to \$100,000.

## STRATEGIC OBJECTIVES

- Capable and effective RSOs, clubs and schools
- Stronger links between schools and club sport
- More volunteers are attracted to sport and are effectively developed and retained
- Young Northlanders are equipped with the skills to participate in sport
- Sporting success is identified, acknowledged and recognised

- Targeted populations/settings have increased their participation rates
- Quality events are attracting increasing numbers of Northlanders
- Increased/improved infrastructure supports Northlanders to become more active

- Relationships with Iwi enhance the provision of sport and physical recreation to Maori
- Relationships with Councils and health service agencies enhance the provision of sport and physical recreation to Northlanders

- Quality systems and processes at all levels enhance our capacity to deliver effective services
- Quality operational-level leadership and teamwork make Sport Northland a great place to work and provide a model for partner organizations' practices
- Our focus on Tikanga Maori protocols and practices enhances our ability to work and partner with Maori
- The board demonstrates best practice governance that serves as a model to sporting boards throughout the region
- We are capable of measuring our strategic outcomes

- Our financial reserves are at a level that mitigates against risk