



PLAN 2007 - 2009

think sport and physical activity. . . think **Sport Bay of Plenty**

www.sportbop.co.nz

SPORT BAY PLENTY



Who are we

We are one of 17 Regional Sports Trust(s) in New Zealand that exists to support regional sport and physical activity.

Our Vision

That people in our region will be highly aware of what Sport Bay of Plenty can provide and that we **make a positive difference to people's well being.**

Why

So that people in our Bay of Plenty region benefit from involvement and participation in physical activity and sport.

Our Mission

The purpose of Sport Bay of Plenty is to provide information and support for physical activity and sport.

Our Values

In our work we will always show:

- Enthusiasm
- Energy
- Innovation
- Respect
- Team Work

OUR HISTORY

We were established in 1987 – by a group of people who were passionate about providing for the more effective support of sport and recreation within the Bay of Plenty region.

Originally we received funding from the (former) Hillary Commission to deliver services and programmes within the region.

As we developed we added other funder(s) – e.g. Councils, and also delivered services and programmes on their behalf.

In 2002 the Hillary Commission was replaced by Sport and Recreation NZ (SPARC) and they are one of our core funder(s) for the delivery of a range of services and programmes. However we also receive funding from the following sources to deliver services and programmes aimed at supporting regional sport and enhancing people's participation in physical activity.

- Councils
- BayTrust
- Community Funders
- Health Organisations
- Halberg Trust



To achieve our Vision we have two Main Goals

1

Our First is to work collaboratively to establish ourselves as the LEAD AGENCY within the Bay of Plenty region for providing information and support for physical activity and sport.

2

Our Second is to ensure that we have robust and sustainable, resources, systems and processes.

To achieve our Goals we will

Restructure to provide enhanced service delivery opportunities across the Bay of Plenty region and to provide a marketing / promotions function.

Provide more and better services for the BOP Community.

Develop and implement a stakeholders communications/ promotions campaign.

Develop new funder stakeholder relationship(s).

Implement the "Info Hub" project.

Provide better 'sport(s) / activity house' facilities.

Develop our governance.

Ensure all organisation system(s) and processes (including information management, human resources, financial and administrative) are robust.

We will monitor our success annually by measuring and evaluating the satisfaction of our

Customers

Funders

Staff



OUR SERVICES

Sport Bay of Plenty currently provides a wide range of services, and will continue to develop these across four key areas



Health

an active, healthy community

Current Services include:

Green Prescription

Promoting the benefits of physical activity to GPs practice nurses, and medical centres encouraging them to prescribe physical activity as well as, or instead of medicine.

Family Lifestyle Coaches

Educating and encouraging families to embrace "Healthy Lifestyles" via GP referral.



Active Living

more people, more active, more often

Current Services include:

Base Services

A series of services across the Bay including: Push Play, Rest Home Games, Walking programmes, Bike Wise week, Active Women's week, Active Living Guides.

Promoting Active Living

Community 'seminars' for people wanting to learn about the benefits of physical activity for health and wellbeing and how to PUSH PLAY.

Active Communities

Partnering Local Authorities to develop and implement Active Communities projects.

No Exceptions

Assisting organisations to include people with a disability into active recreation.

He Oranga Poutama

Working in partnership with Kaiwhakahaere to provide healthy lifestyles for Maori.



Active Youth

increasing the activity levels of young people

Current Services include:

Active Movement

Focusing on the under five age group and quality movement experiences.

Active Schools

Working with primary and intermediate schools to get more kids more active more often.

SportFit

Working with secondary schools to get more kids more active more often

No Exceptions

Assisting schools, to include people with a disability into sport and active recreation

Sport Development

improving the capability of regional sport

Current Services include:

Assisting Regional Sport

Assisting Regional Sport Organisations (RSO's) and clubs to become efficient and effective organisations in the delivery of sport.

CoachForce

Encouraging increased participation through more and better coaching.

Recognising Achievements

Recognising the contribution volunteers make to the sector as well as the outstanding achievement, including the BOP Sports Awards.

School Sport

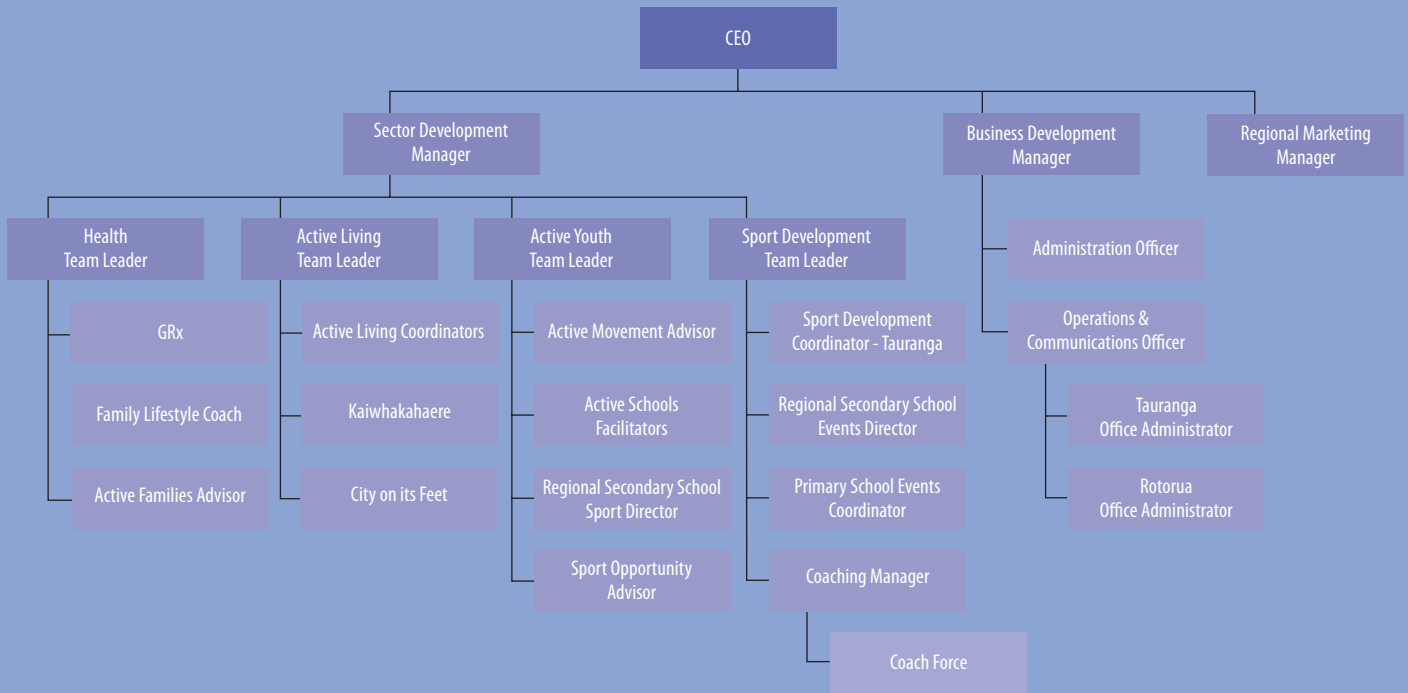
Working with schools to support school sports events and provide professional development opportunities for teachers.

Sport Opportunity

Assisting sports clubs and individuals to include people with a disability into sport and active recreation

OUR STRUCTURE

We are proposing that our structure be as shown below so that it provides even greater opportunity for service delivery across the entire region and a marketing/promotions function.





CHAIRPERSON

Sport Bay of Plenty is an organisation that has experienced significant change over its 20 year lifespan. Three years ago the organisation developed a strategic plan that focused on rebuilding the capability internally and improving the credibility in the community. To a large degree we have achieved this, but there is still a lot of work ahead of us. Over the past few months the Sport BOP Board and staff have talked to our stakeholders around the future direction of the organisation. To all the stakeholders who took the time to respond to our consultation phase we would like to extend our thanks. The outcome is the strategic plan you see before you. We believe the new strategic plan will allow us to strive towards making a difference in the community, and we must. To do this however we need to work very closely with a range of agencies in a collaborative way. As discussed in this document, our focus will be on making a difference to sport and physical activity in the Bay of Plenty through providing information and support. This means we will work with you and other agencies to get more people, more active, more often. Together we can make a difference.

DAME SUSAN DEVOY



CEO

It is exciting times for Sport Bay of Plenty, but also very challenging times. We have signaled our intention to be the LEAD AGENCY with regard to providing information and support to the physical activity and sport sector in the Bay of Plenty. To achieve this goal we will need to work collaboratively with a vast number of stakeholders throughout Bay of Plenty, working together to make a difference. In order to ensure we make a difference, we will also need to be sharp at what we do internally and to do this we must strive to have robust and sustainable systems in place. Unfortunately there is a growing need for what we do; we have a population that is not active enough and is also not participating in sport to the levels that they could be. It is our job to work alongside the BOP community to address these issues. We exist to make a difference in our community and this is the exciting part. If we can motivate and support the sector to promote, inform and deliver more opportunities for people to be active, which in turn leads to a healthier more active community then we can all be proud of what we have achieved. It is an exciting challenge for Sport BOP, but one I look forward to being a part of.

WAYNE WERDER



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Visit our website:

www.sportbop.co.nz



more people . more active . more often