



STRATEGIC PLAN 2017-2021

Vision: Enriching lives through sport, recreation and physical activity
more people, more active, more often

Purpose: Leadership of sport, recreation and physical activity in the Bay of Plenty



Sport Bay of Plenty

This will be achieved through the following areas:

Partnerships & Collaboration

Provide regional leadership through collaborative partnership and shared goals

Opportunities to Participate

Motivate targeted groups by utilising the Physical Literacy approach

Community & People Focused

Support and work within communities to provide focused initiatives

Fit for Purpose Infrastructure

Ensure our community has the best spaces and places to play

Expertise in the Sector

Develop our sector through a capable workforce

Embracing Technology

Identify and review technology opportunities

Strategic Plan 2017-2021 Focus Areas

- 1 Connect the sector through listening, sharing knowledge and insight.
- 2 Advocate and influence decision makers to ensure that sport and recreation is a priority.
- 3 Increase collaboration within the sport, recreation, education & health sectors.
- 4 Celebrate success and contribution in all aspects of sport and recreation.
- 5 Develop foundation & fundamental skills in children 0 to 12.
- 6 Contribute to better health outcomes by reducing the incidence and impact of chronic diseases.
- 7 Empower disengaged youth through sport to actively engage in the community.
- 8 Focus on the physical activity needs of older adults.
- 9 Work with communities to ensure there are a variety of quality and accessible sport & recreation opportunities.
- 10 Develop the capability and sustainability of local sports clubs and recreational providers.
- 11 Work with sporting codes to ensure appropriate athlete and coach development pathways exist.
- 12 Work with schools to improve the quality, delivery, variety and priority of sport and recreation within the school setting.
- 13 Educate and advise on the benefits of healthy lifestyles and encourage self-responsibility.
- 14 Ensure there is a collaborative approach to the development of places and spaces in the region.
- 15 Educate and promote use of natural and built environment and encourage active transport.
- 16 Ensure the sector has a highly skilled, sustainable and paid workforce that meets the current and future sport and recreation needs of the region.
- 17 Provide continuous learning experiences that support and develop more quality coaches, teachers, deliverers and other sport and recreation volunteers.
- 18 Adopt technology and harness the benefits to improve our systems and ability to deliver.
- 19 Ensure there is positive relationship between technology and BOP people to support their sport and recreation goals.

Success Measures

- A Continuous improvement in the external stakeholder survey.
- B Financial sustainability.
- C Examples of collaborative projects or partnership between sport, health and education.
- D Achievement of Health, Youth Education and Fundamental Skills targets.
- E Implementation of a Bay of Plenty approach for over 65's.
- F Evidence of successful community led projects.
- G Development of a Bay of Plenty Young Peoples Plan.
- H Evidence that the Bay of Plenty Spaces and Places Strategy is being implemented successfully.
- I Examples of Council, funders, sport and education working together to achieve spaces and places outcomes.
- J Evidence of Active Transport options – utilisation of cycle ways.
- K CoachForce continues to be recognised as leading practice.
- L Evidence of learning experiences that support volunteers.
- M Actions from the Sport Bay of Plenty workforce plan are implemented.
- N A Bay of Plenty wide sport and recreation workforce plan is developed.
- O Continuous improvement in the Best Places to Work survey.
- P Examples of technology assisting accessibility or participation in sport and recreation.

Our 2017-2021 Strategic Plan works towards the sport and recreation sector 'Vision 2030' goal of:

"The Bay of Plenty is a healthy, active and happy community"

Click here
To find out more about
Vision 2030

Our Values

One Team

Foster a positive team spirit, collaborate and share knowledge.

This means:

- Show humility through our actions
- Be inclusive
- Have fun in our work

Leading the Way

Inspire the community, motivate and empower others.

This means:

- Promoting integrity in sport and recreation
- Working with at risk communities
- Standing up for the Bay of Plenty region

Keeping it Real

Connect with our community, create opportunities and do what we say we will do.

This means:

- Authentically engaging with Maori and other cultures in the Bay of Plenty
- Working for the sport and recreation sector
- Committing to on-going learning and development within the sector

Our Story

Sport and recreation are in our nature. We were born to move and play. Some are team players; others are fierce competitors pushing the limits. Some would rather breathe forest air, follow a river, or feel the sand between their toes. Some don't get out to play much, even though they might like to. It's easy to get stuck on the couch and it can be hard to get started again.

For 25 years, Sport Bay of Plenty has helped to get our community moving and to keep them going. When your group needs a boost, we're there to cheer you on. If your coach needs a hand, we are happy to help. If you need motivation to get started, we'll give you a reason to step out the door. Even when the effort seems too big, we'll find a way to make it fun, because enthusiasm is infectious.

Sport Bay of Plenty goes out to bat for the people who make sport and recreation happen. We know everyone needs encouragement and that volunteers need help. We are your support crew on the side and leaders in the field. Whoever your team or group may be, we help you to get out and get active. We do it because we know everyone will feel better for it.

Here in the Bay of Plenty, sport is all around and nature is our playground. Let's make the most of it, so you can make the most of us.