



# STRATEGIC PLAN 2013-2016

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**Sport Bay of Plenty**  
more people, more active, more often

## Vision

*Enriching lives through sport and recreation:  
More People, More Active, More Often*

## Purpose

*Leadership of sport and recreation in Bay of Plenty*

## Critical Focus Areas

- A) Future delivery models***
- B) Developing capability of deliverers***
- C) Growing interdependent networks***







## Key Priority Areas

### *Regional Leadership*

An influential organisation providing regional leadership

### *Getting Started*

Motivating and educating targeted groups

### *Recreation*

Physical activity and recreation to improve lifestyles

### *Community Sport*

Modern and effective delivery of community sport





## Key Workstreams

### Regional Leadership



- 1 Examine and lead the implementation of new delivery models that will be successful in the 21st century
- 2 Connect the sector through sharing knowledge, information and insight
- 3 Advocate and influence decision makers to ensure that sport and recreation is a priority
- 4 Celebrate success and contribution in all aspects of sport and recreation
- 5 Maintain robust and sustainable resources, systems and processes





## Key Workstreams

### Getting Started



- 6 Improve fundamental skills development in children (0-12)
- 7 Contribute to better health outcomes by preventing and reducing the harm from chronic diseases
- 8 Empower disengaged youth through sport to be actively engaged in the community
- 9 Increase opportunities for older adults especially over 65





## Key Workstreams

### Recreation



- 10 Develop the capability of deliverers to ensure a variety of quality recreation opportunities
- 11 Facilitate opportunities for increased collaboration within the recreation sector
- 12 Empower the inactive to become active to improve their wellbeing
- 13 Ensure there are a variety of quality events for the wider community to participate in







## Key Workstreams

### Community Sport



- 14 Develop the capability and sustainability of sporting organisations to deliver sport
- 15 Improve the delivery, variety and priority of sport within the school setting
- 16 Increase the number and quality of volunteers, especially coaches
- 17 Work with sporting codes to ensure appropriate talent development pathways exist



## *Sport Bay of Plenty will be successful when:*

- Sport and recreation organisations acknowledge we are adding value
- Sport and recreation is a higher priority amongst key stakeholders
- We are viewed as the Knowledge Hub for sport and recreation
- We can show we have improved the lives of people in the Bay
- More people are meeting the NZ Physical Activity Guidelines
- Our staff and board are recognised regionally and nationally as leaders
- We are future proofed, financially viable and our brand is respected





## *Sport Bay of Plenty will always:*

- Strive to support and grow interdependence between our BOP communities
- Commit to the learning and development of its people
- Be fully inclusive: everyone has the opportunity to participate and achieve
- Stand up for the Bay of Plenty: In the Bay for the Bay.
- Work FOR the Sport and Recreation community
- Show Humility: Let it be others that sing your praises
- Promote the integrity of sport: fair play and positive sideline behaviour





# *Sport Bay of Plenty*

more people, more active, more often

## *Sport Bay of Plenty – 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.*