



## Our History

Sport Bay of Plenty was 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 Hillary Commission to deliver services and programmes within the region. As we developed we added other funders 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 funders for the delivery of a range of services and programmes. We also receive funding from a number of sources to deliver services and programmes aimed at supporting regional sport and enhancing people's participation in physical activity.

## Boundaries

Sport Bay of Plenty's geographical area covers from Waihi Beach in the north to Turangi in the south, to Cape Runaway in the east and to the Kaimai Ranges in the west. The area is split into three sub regions; being Eastern BOP, Western BOP, and Central BOP with offices in Tauranga, Whakatane and Rotorua to service these sub regions.

## The Organisation

Sport Bay of Plenty is a non-profit charitable trust positioned to meet the needs of the wider BOP sport and recreation community:

- Regulated by a trust deed, governed by a Board of Trustees (8), and managed by a CEO and staff
- Offices in Tauranga, Whakatane and Rotorua
- Operates a separate events company: Sport Bay of Plenty Events Ltd (100% owned by Sport BOP Charitable Trust)
- One of 17 Regional Sports Trusts

## Contact Details

Sport Bay of Plenty Offices

### Tauranga Office

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### Rotorua Office

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### Whakatane Office

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### General Information

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### Visit our website:

www.sportbop.co.nz



## Outcomes by 2014

- More BOP young people in sport and recreation.
- 80% of school-aged children participating in organised sport and recreation for at least three hours a week.
- More young people staying in sport and recreation after secondary school.
- More BOP people in sport and recreation.
- 32,000 more adults in BOP participating at least once a week in sport and recreation.
- Over 64,000 people volunteering in sport and recreation.

## Our Not Negotiables We will:

- Promote Active Lifestyles, and fair play.
- Recognise the diversity and cultural significance of the Bay of Plenty region.
- Ensure there is accessibility for all - NO Exceptions.
- Ensure everyone has the opportunity to achieve at a level they choose to.

## The four key priorities of the Strategic Plan are:

### 1. Active Lifestyles

#### More people, more active, more often

- Building stronger links between schools and recreation organisations to keep young people physically active into adulthood.
- Strengthening the capability of recreation organisations and providers.
- Improving health outcomes through empowering the inactive community to become active.
- Advocating for Sport and Recreation to be a priority in the community amongst both participants and decision makers.



### 2. Grassroots Sport

#### Great delivery of local sport

- Supporting Regional Sports Organisations (RSO's) to improve the delivery of sport in communities.
- Developing the capability of key organisations; especially in leadership, governance and management of finances and people.
- Continuing to provide an environment to support More and Better Coaches, Coaching More Often.
- Continuing to increase the number and quality of volunteers.
- Ensure there are quality events for the community to participate in.



### 3. Young People (0-18)

#### Developing a life-long love of sport and recreation

- Ensuring Children (aged 0-12) develop Fundamental Skills.
- More organised Sport and Recreation in Primary Schools.
- More Secondary School students playing Sport and taking part in Recreation.
- More young people participating in Sport and Recreation outside the school setting.
- Ensuring Sport and Recreation for young people is a priority in the Community and School.



### 4. Our Capability

#### A professional and capable organisation

- Providing Leadership and Management that enables maximum outcomes to be achieved.
- Promote Sport Bay of Plenty through clear and consistent Marketing and Branding.
- Connect the sector through quality Information and Communication.
- Quality Research, Monitoring and Evaluation that informs decision making.
- Robust and Sustainable resources, systems and processes.



# Strategic Plan 2010 - 2013

Our Vision: Bay of Plenty - the most Active Community in New Zealand

Our Mission: To inspire and enable Bay of Plenty communities to be the most Active in NZ

