

NEW ZEALAND OLYMPIC COMMITTEE

THE NZOC OLYMPIANS' COMMISSION STRATEGY 2021 – 2024

MISSION: Once an Olympian, always an Olympian.

VISION: All NZ Olympians have a sense of whanaungatanga to the Olympic whanau and have the opportunity to celebrate their Olympic experience.

| RESPONSIBILITIES | ENGAGE Engage athletes on their Olympic Journey | INSPIRE Use Olympic legacy to inspire athletes | UNITE Recognise and celebrate an athlete's Olympic experience | ADVISE Advise the NZOC on matters related to Olympians and their legacy |
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| OBJECTIVES | <p>Get athletes to understand that being an Olympian is not just about performance</p> <p>Increase the profile and impact of Olympians' Commission activities with Athletes</p> | <p>Be the curators of Olympian stories for athletes by athletes</p> <p>Promote the Olympic values and the experience that binds a special group of people together</p> | <p>Identify opportunities to support NZ Olympians</p> <p>Empower NZ Olympians to give back to the Olympic Movement</p> <p>Create networks for NZ Olympians</p> | <p>Run an effective Olympians' Commission that motivates Olympians to participate in, and contribute to, the NZOC achieving its goals</p> |
| ACTIONS | <p>Develop end to end communication strategies to enable engagement opportunities with past,</p> | <p>Integrate education initiatives into the legacy programme, i.e. assisting with Olympic Day and ensure Olympians' stories are</p> | <p>Acknowledge the hard work it takes for Olympians to get to a Games</p> | <p>Support and administration for the Olympians' Commission</p> <p>Coordinate Olympians' Commission meetings</p> |

KPIs

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| <p>present and aspiring Olympians</p> <p>At Games end, reach out to Athletes, “Welcome Back Pack”, letter from CEO, Chair of Olympians’ Commission explaining PIN number OLY pin and certificate etc. Also provide them with a Highlights reel.</p> <p>Social competitions in MIQ – keeping them engaged</p> | <p>told through education resources and the Ambassador programme</p> | <p>Hold Olympian functions every second year at a minimum</p> <p>Provide initiatives for Olympians which are aligned with NZOC brand strategies, including community initiatives such as a sustainability day or NZHQ during games time</p> | <p>Pin/Certificate project administration</p> <p>Develop and maintain links with athlete legacy representative bodies such as WOA</p> |
| <p>A minimum of quarterly newsletters to Olympians. 60% opened</p> <p>Olympians have an awareness of their Olympian numbers and opportunities available</p> | <p>Four athlete stories told each year through Olympians’ newsletter</p> <p>Work with Education team to ensure Olympian stories are told to inspire a new generation of athlete</p> | <p>Strong engagement in Olympian initiatives by Olympians</p> <p>Olympians understand the magnitude of their achievements</p> <p>Olympians provided with pre offers such as merchandise or showing of uniform prior to general public</p> | <p>All PIN presentations of Rio. PyeongChang, Tokyo and Beijing Olympians made by December 2023</p> <p>Minimum of two meetings a year for the Olympians’ Commission</p> <p>Promote representation on WOA and other like athlete bodies. Ensure representation at athlete seminars/webinars etc.</p> |

