



**New Zealand Olympic Committee  
Strategic Plan 2010 to 2013**

# Our Vision

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Inspiring New Zealanders through sport and the Olympic Ideals

We are guided by the International Olympic Charter and the Commonwealth Games Federation Constitution

**Inspire** through sports performance and education

**Excel** by being the best one can be

**Together** through effective partnerships



# Key Outcomes By 2013

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## Inspirational Games Experiences

- Athletes, Coaches and NSOs believe that the work of the NZOC for Olympic and Commonwealth Games added value to their performance

## Focus

We will create an inspirational high performance environment at every Games by:

- Being Athlete centred, Coach and Support driven
- Ensuring team members feel strong and proud as New Zealanders
- Ensuring we impact positively on performance by assisting Athletes to excel
- Ensuring through an integrated campaign (team, education, marketing and communications) all Games are a source of inspiration and excellence for team members and all New Zealanders
- Ensuring Olympians are utilised to lead, inspire and encourage
- Ensuring identified medal potential Athletes and Teams are given priority consideration for resource and support
- Partnering effectively with NSOs, SPARC, NZAS, DFSNZ, PNZ, Athletes Commission and Games Organising Committees
- Producing and delivering against a Games Team Plan, outlining the key elements specific to each Games



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## Inspiration Through Education

- More youth will know about and feel inspired by the Olympic Games, the Olympic Movement and our education programmes

### Focus

We will promote the ideals and values of the Olympic Movement (Excellence, Friendship and Respect) by:

- Developing a fully integrated education plan, delivered through a variety of mediums and targeting all young New Zealanders
- Educating through programmes that develop the body, mind and character of our youth
- Using Games campaigns to provide inspiration for our education programmes
- Using our Olympic Museum and Study Centre to celebrate our past and challenge our future
- Ensuring our Olympians' achievements are recognised and recorded, and their stories are maximised for the benefit of our youth



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## Effective Leadership

- We will be recognised as a leader of sport in New Zealand and internationally and as a strong advocate for our members

## Focus

We will demonstrate leadership by:

- Being recognised as a credible voice for sport in New Zealand by our members and their athletes
- Working in collaboration with our members, the Government, education agencies and other organisation involved in sport in New Zealand
- Initiating programmes and events either independently or with others, that provide opportunities and benefits for our stakeholders
- Maximising Olympic Solidarity for the benefit of coaches and athletes of our members
- Maintaining an active role in ONOC, ANOC and the CGF
- Identifying and promoting leaders in sport at every opportunity
- Acting ethically and with integrity in all our actions and decisions

## Financial Capability

- We will have the necessary financial stability and capability to allow us to achieve all the key outcomes

## Focus

We will retain our financial autonomy and independence by:

- Setting and achieving financial targets annually and over the four years of this plan
- Developing commercial opportunities and sponsor partnerships for all operational areas of our organisation through a 'return on objectives' model
- Increasing the profile and value of our Olympic Foundation
- Enhancing brand and identity through effective communication with our stakeholders



# Portfolio Of Services / Opportunities

## (In Partnership With Others)

### Elite Sport

- Olympic, Commonwealth and Youth Games
- Winter Performance Programme
- NZ Winter Games
- Private sector funding into NZ Sport

### Member Federations

- Sport development programme funding through Olympic Solidarity
- Political and non political advocacy
- Access to Zeus technology
- Provide link to IOC, Olympic Movement and Olympic Sports Federations of Oceania
- Sponsor links and benefits and marketing assistance

### Athlete Support

- Athletes Commission
- Olympians Club
- Adecco Athlete Careers programme
- Athlete scholarships
- Organisation, inspiration and protection at Games

### Olympic Education

- Olympic Museum and Study Centre
- Educational resources for schools (Olympic Schools)
- 'One stop shop' for all matters relating to Olympic or Commonwealth Games
- NZ Olympic Academy
- Leadership in promotion of Olympic Values

### Sport For All

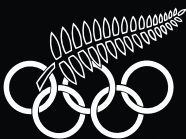
- Initiate or support projects or programmes
  - Refugees Project
  - NZ College Games
  - Olympic Ambassadors
  - Women in Sport
  - Sports Medicine Committee



# What Makes Us Unique?

- Membership of IOC and Olympic Family
- Membership of CGF and Commonwealth Family
- 100 years of sports experience and involvement
- Being an autonomous entity within New Zealand Sport
- Highly developed expertise in selection, leadership and management of all NZ Games team operations
- Strong values based educational movement for youth
- Portfolio of services that add value to Youth, National Federations, SPARC and athlete performance





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