



# STATEMENT OF PURPOSE

INSPIRING PRIDE AND EXCELLENCE IN NEW ZEALANDERS



# NEW ZEALAND OLYMPIC COMMITTEE STATEMENT OF PURPOSE



**VISION**  
TO INSPIRE EXCELLENCE AND PRIDE IN NEW ZEALANDERS.

**MISSION**  
Use our unique mandate as a member of the International Olympic Movement to maximise benefits for New Zealand and New Zealand sports and athletes by:

- Enabling athletes to successfully compete and excel at Olympic and Commonwealth Games
- Promoting the Olympic brand and values
- Leading and connecting

**WHAT WE VALUE**

- EXCELLENCE
- LEADERSHIP
- INTEGRITY
- ATHLETES
- RESPECT

**OVERVIEW**

The New Zealand Olympic Committee represents the Olympic Movement in New Zealand. We hold the unique mandate to select and send teams to Olympic Games and to promote the Olympic brand and values, a role that has been held for more than 100 years.

Games time performance planning, operations and leadership are our primary focus. We also lead and advocate for sport and athletes and use our international connections to deliver value to New Zealand.

We are also responsible for the delivery of the Commonwealth Games.

Together with our sports and athletes we inspire New Zealanders and make them proud.

Our aim is to inspire excellence and pride in New Zealanders and enable our athletes to achieve on the world's stage.

We're heavily reliant on partnerships for funding and are not-for-profit. We operate with integrity and are athlete-focussed.

**CORE FUNCTIONS**

**SELECT, ORGANISE AND LEAD NEW ZEALAND TEAMS TO GAMES**

**LEAD AND ADVOCATE IN THE INTERNATIONAL AND DOMESTIC SPORTING ENVIRONMENT**

**PROMOTE AND CELEBRATE OLYMPIC VALUES AND LEGACY IN NEW ZEALAND**

**GENERATE REVENUE BY MAXIMISING THE NEW ZEALAND OLYMPIC BRAND**

**SUCCESS STATEMENT**

Athletes have achieved their targets and excelled in a performance-focused team environment

The NZOC leads with integrity, using its international connections to maximise value for New Zealand sport and athletes

The Olympic Games and Movement has a positive impact on New Zealand

The NZOC has a sustainable revenue stream to enable the delivery of aspirational goals

**SCOPE OF FUNCTION**

1. TEAM SELECTION
  - Standards and processes
2. TEAM PREPARATION AND DELIVERY
  - People
  - Culture
  - Performance planning
  - Operations
  - Stakeholder engagement

Olympic Games (Summer and Winter), Commonwealth Games, and Youth Games (Summer, Winter, Commonwealth, Australian Youth Olympic Festival).

1. REPRESENT NEW ZEALAND'S SPORTING INTERESTS IN INTERNATIONAL FORUMS
2. LEVERAGE OLYMPIC NETWORKS AND FUNDING
3. ADVOCATE FOR
  - The priorities of the IOC
  - The priorities of NSOs
  - Integrity issues
4. OPERATE AN EFFECTIVE ATHLETES COMMISSION

1. PROMOTE THE OLYMPIC AND COMMONWEALTH GAMES AND ATHLETES
2. FACILITATE MEDIA COVERAGE
3. INSPIRE YOUNG NEW ZEALANDERS TO LIVE THE OLYMPIC VALUES
4. CAPTURE AND PROMOTE NEW ZEALAND'S OLYMPIC HERITAGE AND STORIES
5. LEVERAGE PARTNERSHIPS PROMOTING SPORT AND ITS BENEFITS

1. MAXIMISE REVENUE THROUGH A STRONG NZ OLYMPIC BRAND
2. GENERATE COMMERCIAL REVENUE
3. MAXIMISE IOC/SOLIDARITY FUNDING
4. SECURE LONG-TERM PUBLIC (CENTRAL GOVERNMENT AND COMMUNITY) FUNDING
5. GROW PHILANTHROPIC FUNDING
6. LEAD PARTNERSHIPS WITH NSOs THAT OPTIMISE THE POWER OF THE OLYMPIC BRAND