

# STRATEGIC PLAN 2016 – 2020

*Values* - The behaviours we strive to demonstrate day to day  
*Respect – Creative - Innovative – Teamwork*

## *Mission*

To contribute to the health and well-being of all New Zealanders by providing, promoting and fostering Marching as a disciplined and organised performance sport with a difference

## *Vision*

Within reach of more people

## *Goals* – our outcomes

### 1. MEMBERSHIP

There is a measurable increase in membership numbers and growth in participation in marching activities.

### 2. MANAGEMENT

Marching is seen as a vibrant and exciting sport operating under effective governance and efficient management nationally and locally

### 3. FINANCE

Marching New Zealand is financially sustainable providing a long-term future for Marching

### 4. EDUCATION

There is a measurable increase in the numbers of accredited Coaches and Judges

## *Initiatives* – our priorities

Develop and implement a national Recruitment Plan

Deliver quality events more often that will attract more Volunteers and an increase the number of participants

Simplify & Diversify options for involvement in marching

Develop an exciting and simple to deliver marching package to introduce participants to the sport

Assist Board Members to up-skill in governance principles and annually undertake the Sport NZ Governance Evaluation

Support, Association Committees to become more effective and efficient and undertake regular evaluations

Develop a sustainable Marketing Plan that will increase awareness of marching as a desirable sport option

Maintain subscriptions at affordable levels, any increase in-line with the cost of living

Develop a strategy to create new revenue streams that will reduce membership contributions

Grow the value of sponsorship and commercial revenue

Assist Associations to become more financially viable

Establish simplified pathways and education programmes for coaching and judging that are accessible and achievable

Ensure the growth, development and capabilities of coaches and judges results in attracting new people into these roles

Relevant and compelling national workshops and education programmes are delivered

## *Measures* – our success factors

Membership will have increased by 5% annually and retention levels will reach 70% by 2020

The Board will score within the top quartile in the Sport NZ Governance Evaluation and the awareness of marching will have grown

MNZ and all Associations will return a surplus annually and Increase cash reserves to a level that mitigates against risk

The number of Coaches and Judges will have increased by 5% annually and each year more coaches and judges will complete accreditation