



MARCHING
NEW ZEALAND

STRATEGIC DIRECTION 2026 - 2030

VISION – PURPOSE – VALUES

VISION

A VIBRANT, CONNECTED AND SUSTAINABLE MARCHING COMMUNITY IN NEW ZEALAND, WHERE EVERYONE EXPERIENCES THE JOY OF PARTICIPATION AND STRIVES FOR EXCELLENCE.

MISSION

MARCHING NZ EXISTS TO PROVIDE, PROMOTE AND FOSTER POSITIVE MARCHING EXPERIENCES FOR THE MARCHING COMMUNITY OF NZ.

VALUES

TEAMWORK – WE WORK TOGETHER, SUPPORT ONE ANOTHER, AND CELEBRATE COLLECTIVE SUCCESS.

INTEGRITY – WE ACT WITH HONESTY, FAIRNESS AND RESPECT IN EVERYTHING WE DO.

ACHIEVEMENT – WE STRIVE TO REACH OUR GOALS AND RECOGNISE PROGRESS AT ALL LEVELS.

CREATIVITY – WE EMBRACE INNOVATION, INDIVIDUALITY AND THE ARTISTIC SPIRIT OF MARCHING.

PASSION – WE BRING ENERGY, PRIDE AND JOY TO ALL ASPECTS OF OUR SPORT.

PILLAR 1 PARTICIPATION

Outcomes by 2030 – our priorities

- ▶ Increased number of members across New Zealand.
- ▶ Higher retention of participants and more new members at all participation levels.
- ▶ Increased volunteer participants – coaches, judges, and officials.
- ▶ Broader reach of marching through community partnerships.
- ▶ Increase in Junior sport participants (5–18 years).
- ▶ Increased number of Accredited Coaches & Judges.



PILLAR 1 PARTICIPATION

Measures by 2030 – our priorities

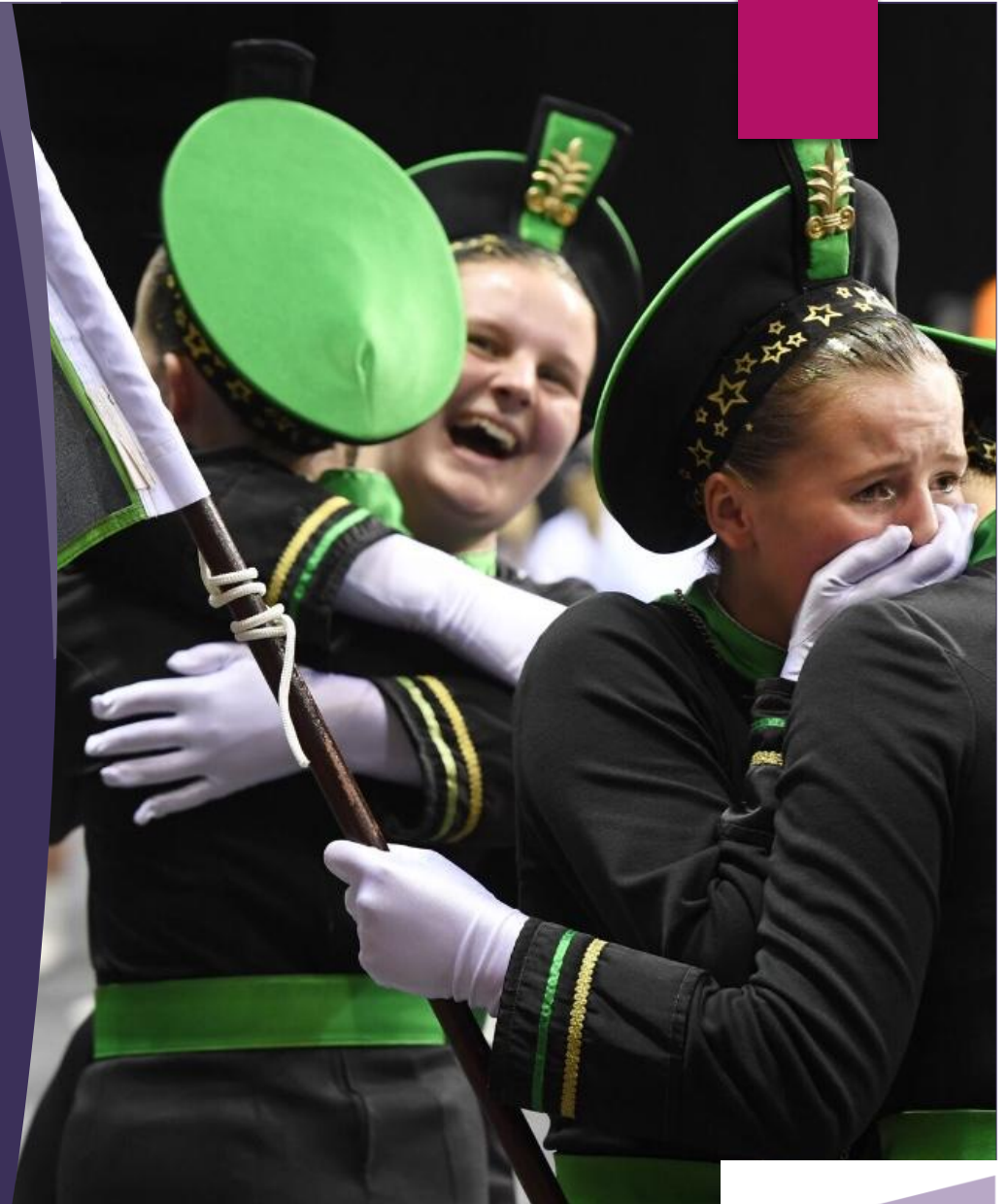
- ▶ Individual membership increases by 20% to exceed 1,000 members.
- ▶ Participant retention rate improves to 70%.
- ▶ Team numbers increase to 70 across all grades.
- ▶ Volunteer participants increase by 20%.
- ▶ Junior sport participation increases by 20% nationwide.
- ▶ Growth in the number of accredited coaches by 20%.
- ▶ Growth in the number of accredited judges by 20%.



PILLAR 1 PARTICIPATION

Key Initiatives – our priorities

- ▶ **Subscription Initiative** – addressing the barriers to participation at all levels.
- ▶ **National “Membership Growth” Campaign Initiative** – to attract new participants.
- ▶ **Community Engagement Programme** – to strengthen partnerships between our Associations and local organisations & groups.
- ▶ **Publicity Support Toolkit** – for recruitment, retention, and member engagement.
- ▶ **Volunteer Training Programme Initiative** – to recruit, train, and empower volunteers and officials.
- ▶ **Coach & Judge Development Programme Initiative** – to improve the quality of learning opportunities, support tools, and resources, emphasising development and engagement.



PILLAR 2

COMPETITION & EVENTS

Outcomes by 2030 – our priorities

- ▶ High-quality, well-organised competitions at local, regional, and national levels.
- ▶ Increased number of competitions and marching events around New Zealand.
- ▶ Enhanced experience for teams, officials, and spectators.
- ▶ Sustainable event structures that support both participation and performance.



PILLAR 2

COMPETITIONS & EVENTS

Measures by 2030 – our priorities

- ▶ Growth in total number of team entries at the NZ Championships by 20%.
- ▶ Increase in competitions and marching events to reach 60 nationally.
- ▶ NZ Championship event to be financially sustainable without loss.
- ▶ Attendance at MNZ Workshops continuously maintained at 80%.



PILLAR 2 COMPETITION & EVENTS

Key Initiatives – our priorities – PART 1

- ▶ **Competition Review Programme** – ensuring fair, engaging, and inclusive competition structures.
- ▶ **Event Delivery Framework Initiative** – establishing consistent quality standards for all events.
- ▶ **National Event Calendar Initiative** – aligning schedules for accessibility and opportunity for all participants.



PILLAR 2

COMPETITION & EVENTS

Key Initiatives – our priorities – PART 2

- ▶ **Mentoring Programme** – to strengthen support systems and foster collaboration between coaches, judges, and officials.
- ▶ **Peer Review Programme** – to support the education and ongoing development for a fair and engaging judging system.
- ▶ **Event Host Support Toolkit** – providing Associations with resources for planning, promotion, and delivery.
- ▶ **Sponsorship & Partnership Initiatives** – to grow the potential of commercial value at all levels & support the sustainability of Marching NZ

