

## Values

the behaviours we strive to demonstrate day to day

Teamwork, Respect,  
Innovation, Creative

## Goals

Membership, Education,  
Management, Finance

# MARCHING NEW ZEALAND

## STRATEGIC PLAN 2020 – 2025

## Mission

to provide, promote and foster Marching as a disciplined and organised sport that contributes to the health and well-being of all New Zealanders

## Vision

within reach of more people

### Goal 1 – our outcomes for **MEMBERSHIP**

By 2025 there will be a 5% increase in membership, 70% retention rate and a 10% growth in participation in marching events.

### Goal 2 – our outcomes for **DEVELOPMENT**

Programmes will be participant and athlete focused with 5% increase in attendance and a 5% increase in accredited Coaches and Judges.

### Goal 3 – our outcomes for **MANAGEMENT**

Marching will be operating under effective governance and efficient management with a 5% increase in skilled Volunteers.

### Goal 4 – our outcomes for **FINANCE**

MNZ/Associations will be financially sustainable, hold reserves and return annual profits providing a secure long-term future for the Sport.

### Initiatives – our priorities

Deliver enhanced and rewarding experiences for all - Participants, Supporters, Volunteers and Workforce (Judges/Administrators).

Improving our understanding of the Participant needs and identifying and addressing barriers to people participating.

Developing strategic partnerships at regional, national and international level aimed at improving participation opportunities

Focus on 'play' for Under 12 's, the key years of the development of skills that will encourage being actively involved for life.

Diversify options and Improve the quality of experiences, opportunities and support for the involvement of youth (Under 16's) in Marching,

### Initiatives – our priorities

Improve frequency of learning opportunities and engulf creative types of participation.

Promote/champion the importance of cultural capability, diversity and inclusion of all ethnicities and those with disabilities.

Promoting the importance of being active for health and well-being

Informing, educating and empowering key influencers to promote quality experiences.

Identifying and working with partners who can influence the participation-focused initiatives that best meet the needs of their local community

Create simplified pathway programmes for all Volunteers.

### Initiatives – our priorities

Improve systems that will be capable, inclusive and trusted and reflect the principles of partnerships, protection and participation.

Common vision ensuring all participating in marching are realising their potential in and through Marching.

Setting principles and rules of the Sport to instil confidence in Marching and call out bad practice /behaviour.

Stimulating innovation and experimentation for improvement in delivery of all opportunities.

Board Members/Appointees and Association Committee Members will be more effective and efficient and will undertake regular evaluations.

### Initiatives – our priorities

Membership subscriptions will be welcoming and affordable and any increase in-line with the cost of living

Promoting common business systems and practise to enable regular reporting to members is accurate and understandable.

Provide advice and best practise resources.

Investing to boost opportunities for priority communities.

Use innovative strategies to create revenue streams that will reduce membership contributions

Grow the value of sponsorship and commercial revenue