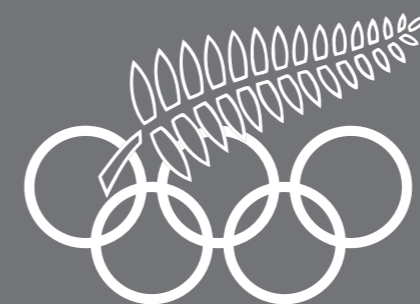
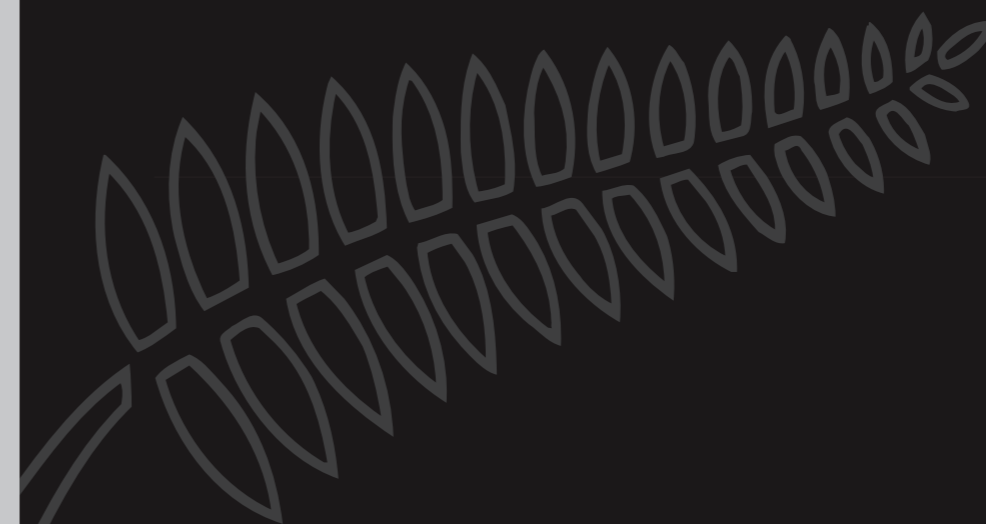
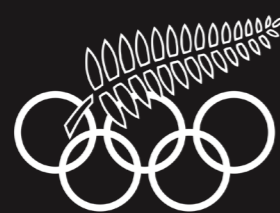

**THANK
YOU**



**NEW ZEALAND
OLYMPIC COMMITTEE**

STRATEGY 2017 - 2020



OVERVIEW

The New Zealand Olympic Committee was established in 1911, more than a century ago. Since then, we have used our unique mandate to select and lead more than 60 teams to Olympic and Commonwealth Games across the globe.

Today our athletes and teams remain at the heart of our organisation and their stories have become integral to our national identity. They represent Aotearoa New Zealand with honour and pride and the silver fern is a symbol of their sporting success.

As an organisation, we value excellence, integrity, leadership, pride and respect. Inclusion and diversity underpin these values and carry across all the work we do.

We honour and recognise the unique history and culture of Aotearoa. It shapes and supports our teams, unifying our athletes as they inspire pride and excellence in New Zealanders.

For decades our teams and athletes have showcased our unique culture and values on the world stage as well as promoting excellence and innovation through their stories and success.

The work we do has a significant benefit and positive impact on New Zealand society and also provides international exposure, connections and opportunities for our sports, athletes, business and government leaders.

We are a charity and rely heavily on commercial and other funding partnerships as we promote sport and the Olympic values and help create New Zealand history.

We are engaged in education programmes for young New Zealanders and, through Olympic Solidarity and other partnerships, help fund athlete and sport development.

We share the inspiring stories of our athletes and teams through our own communications channels and also support the media in performing this role.

As a membership organisation, we comprise more than 40 national sporting organisations. We are proud to represent the Olympic and Commonwealth sporting movements in New Zealand.

OUR VISION

INSPIRE PRIDE AND EXCELLENCE IN ALL NEW ZEALANDERS.

OUR PURPOSE

TO ENABLE ATHLETES AND TEAMS TO COMPETE AND EXCEL ON THE WORLD STAGE, AND TO MAXIMISE THE POSITIVE IMPACT OF THE OLYMPIC AND COMMONWEALTH SPORTS MOVEMENTS IN NEW ZEALAND.

WE VALUE

EXCELLENCE, INTEGRITY LEADERSHIP, PRIDE AND RESPECT.

CORE FUNCTIONAL AREAS

1.0// SELECT, ORGANISE AND LEAD NEW ZEALAND TEAMS TO OLYMPIC, COMMONWEALTH AND YOUTH GAMES

SUCCESS STATEMENT:

—
We deliver performance-focused team environments that enable all athletes to represent New Zealand with honour and pride.

HOW:

- Implement seamless planning and integration with High Performance Sport NZ, NSOs and the NZOC
- Ensure strong operational delivery and maximise partnerships which add value and capability to our delivery
- Create a team culture that enhances performance, builds pride and respects NZ's unique bicultural status and reflects our culture and history
- Ensure strong, effective team leadership and management and capable support staff
- Develop, communicate and implement clear selection criteria and processes
- Continuous review and process improvement across all aspects of team delivery.

2.0// LEAD AND ADVOCATE AT HOME AND ABROAD

SUCCESS STATEMENT:

—
We lead with integrity, using our influence to benefit New Zealand, it's sports and athletes.

HOW:

- Build an effective and sustained presence in domestic and international forums including IOC, ANOC, ONOC, and CGF Executive's, Commissions and Working Groups
- Actively advocate for:
 - integrity in sport and the protection of a clean field of play
 - the needs and ambitions of our NSO members
 - diversity and inclusion
 - the values and priorities of the Olympic and Commonwealth Movements
- Operate an effective Athletes Commission to guide and inform the organisation
- Identify opportunities to support and empower current and retired athletes
- Establish a Maori Advisory Committee to support and guide the inclusion of Tikanga Maori within the NZOC
- Communicate and advise on matters of importance regarding the reputation and wellbeing of the NZOC, games, athletes and teams
- Govern and lead the organisation to global best practice standards.

3.0// PROMOTE AND CELEBRATE OUR OLYMPIC AND COMMONWEALTH ATHLETES, VALUES AND LEGACY

SUCCESS STATEMENT:

—
The success and stories of New Zealand's athletes and our values and legacy are widely celebrated and aspired to throughout New Zealand.

HOW:

- Further develop and implement education programs and activations that inspire and educate young New Zealanders on the Olympic Values through sport
- Develop and execute engaging marketing and communications campaigns
- Promote and facilitate media coverage of athletes and games
- Grow and expand digital capability and content
- Use a partnership approach to amplify the impact of the NZOC
- Leverage the impact and potential of our Olympians, their networks and their stories
- Operate effective Education and Olympians Commissions to guide and inform organisational direction.

4.0// GENERATE REVENUE AND RESOURCES

SUCCESS STATEMENT:

—
We have sustainable revenue and resources enabling us to achieve our purpose and vision.

HOW:

- Develop integrated partnerships and joint ventures to grow resources and capability
- Generate additional commercial revenue from existing global and domestic partnerships and identify new revenue opportunities
- Identify and nurture stronger streams of philanthropic and charitable funding
- Increase public funding streams
- Capitalise commercially on the Asia Pacific opportunities arising from the Games located within the region over the 2020 Olympiad
- Maximise Olympic and Commonwealth funding streams
- Work collaboratively with NSOs and athletes to deliver collective value
- Manage the organisation and our resources in an effective, sustainable and transparent manner.

