



# **PETANQUE NEW ZEALAND**

**Strategic Plan 2010 – 2013**

## 1.0 Strategic Direction

**Mission Statement:** *“To promote and foster the growth and development of Petanque in New Zealand, both as a recreational game and a competitive sport.”*

**Vision Statement:** *“To be recognised as a sport that has established a strong player base and is successful on the world stage”*

Petanque New Zealand’s achievement of the purpose statement and vision will be guided by the following core values:

### Core Values:

- Excellence
- Continuous Improvement
- Teamwork
- Sportsmanship

## 2.0 Strategic Goals:

To achieve Petanque New Zealand’s mission statement and vision the following strategic goals have been developed:

1. To grow participation across all levels
2. To ensure that Petanque New Zealand (PNZ) develops a strong volunteer base to support and grow the sport
3. To ensure that the PNZ board sets strategic direction for the sport and supports its implementation
4. To establish strategic relationships with similar sporting organisations to maximize funding opportunities and effectively utilize joint resource(s)
5. To increase organisational revenue to sustain growth
6. To establish effective communication processes and systems with all PNZ stakeholder groups
7. To ensure the sport attains a high profile at a regional and national level

### 3.0 Strategic Implementation:

| Strategic Goals:   | Key Performance Indicator(s)   | Key Strategic Initiatives   |
|--|--|---|
| 1. To grow participation across all levels   | <p>10 schools involved in pilot programme</p> <p>300 new participants</p> <p>Increase competitive playing numbers by 10%</p>   | <p>S.1 Develop and pilot a school programme that encourages students to play the sport</p> <p>S.2 Provide new participation opportunities to increase the number of organisations/groups playing the sport</p> <p>S.3 Increase the number of players participating in other than club events</p>                                |
| 2. To ensure that PNZ develops a strong volunteer base to support and grow the sport                   | <p>5 workshops delivered<br/>(3 in North Island, 2 in South Island)</p> <p>Number of coaches accredited by 2013:<br/>Level 1- 1 per Club<br/>Level 2- 3 per region (6 regions)<br/>Level 3- 1 per region (6 regions)</p> <p>Number of umpires accredited by 2013:<br/>Level 1- 40<br/>Level 2- 20<br/>Level 3- 6</p> | <p>S.1 Provide training opportunities to up-skill club administrators and officials</p> <p>S.2 Increase the number of qualified level 1-3 coaches and umpires</p>   |
| 3. To ensure that the PNZ Board sets strategic direction for the sport and supports its implementation | <p>20% improvement in Board capability</p>   | <p>S.1 Complete a governance assessment to ascertain areas that can be developed to improve the Boards performance</p> <p>S.2 Develop an action plan to highlight strategies that the Board will adopt to improve its performance</p> <p>S.3 Reassess the Board's performance to determine improved capability / competence</p> |

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|---|--|--|
| 4. To establish strategic relationships with similar sporting organisations to maximize funding opportunities and effectively utilize joint resource(s) | x 2 potential partner organisations identified and approached  | <p>S1: Identify organisations that could partner with PNZ to achieve common goals – consideration will be given to:</p> <ul style="list-style-type: none"> <li>- Shared facility provision</li> <li>- Administration efficiencies</li> <li>- Revenue generation opportunities</li> </ul>   |
| 5. To increase organisational revenue to sustain growth   | 30% increase in organisational revenue                         | <p>S1: Identify what revenue requirements are needed to grow the sport</p> <p>S2: Form an appropriately skilled sub-committee that will assume the following responsibilities:</p> <ul style="list-style-type: none"> <li>- To optimize existing revenue streams</li> <li>- To develop and implement new strategies that will diversify and increase organisational revenue</li> </ul> |
| 6. To establish effective communication processes and systems with all PNZ stakeholder groups   | 90% customer satisfaction achieved                             | <p>S.1 Identify key PNZ stakeholder groups</p> <p>S.2 Complete a survey to ascertain stakeholder needs</p> <p>S.3 Develop and implement a communications plan that meets the expressed communication needs of specific stakeholder groups</p> <p>S.4 Resurvey PNZ stakeholders to ascertain stakeholder communication satisfaction</p>   |
| 7. To ensure the sport attains a high profile at a regional and national level  | 30% of clubs are regularly submitting information to the media | <p>S.1 Appoint a public relations officer</p> <p>S.2 Create a database of organisations that will assist PNZ to promote the sport</p> <p>S.3 Establish a mechanism that channels information to the PR Officer</p>   |