

OUR VISION

Everyone in the greater Wellington region has a life-long involvement in sport and active recreation.

OUR PURPOSE

To provide region wide leadership to the sport and active recreation community wherever they are in the region in order to enable people to have:

- **Motivation.** For sustained and regular participation.
- **Opportunities.** To participate whatever their needs.
- **Meaningful experiences.** At all levels.

OUR ROLE

When we say region wide leadership, we specifically mean:

- **Partnering.** Identify organisations and work with them to achieve shared outcomes.
- **Knowledge sharing.** Share this expertise effectively through strong networks.
- **Expertise.** Recognition as the subject matter experts in relevant areas of sport and active recreation.
- **Influence.** Advocate, mentor and bring positive change to the Wellington region.

STRATEGIC OUTCOMES

We aim to achieve the following strategic outcomes:

01. A region of sporty school-age kids. (5–17).
02. A region excellent at achieving and celebrating success.
03. Young adults (18–34) with a future of life-long positive sport and active recreation habits.
04. A sustainable sport and recreation system for the entire region.
05. Innovative opportunities to participate in response to changing lifestyles and macro trends.

OUR VALUES

SERVICE
PASSION
OPENNESS
RESPECT
TEAMWORK

STRATEGIC PRIORITIES

FRONT OF HOUSE:
Provide leadership to the community centred around the following areas:

- **Set our kids up for life.** Enable schools, clubs and other organisations to deliver consistently quality experiences for school-age kids to provide skills and inspiration, including coaching and talent development.
- **Hook, or re-hook young adults (18–34).** Enable sport and active recreation organisations to set or reset positive habits, particularly at clearly identified lifestages where involvement drops.
- **Sport & active recreation system sustainability.** Help target organisations build the capability to deliver positive impact long into the future.
- **Facilities & resources.** Influence how facilities and resources are made available and barriers minimised to enable participation in sport and active recreation.

BACK OF HOUSE:
In order to be able to provide this leadership in a sustainable way, we must:

- **Develop leadership capabilities.** Both internally and by working with partners to build relevant knowledge sharing, partnering and influencing skills.
- **Develop broad funding base.** Ensure Sport Wellington's long term sustainability by widening the sources of funding including commercial partnerships.

GET INVOLVED

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STRATEGIC PLAN