

ARCHERY NZ

Strategic Plan

2015 - 2020

OUR VISION

Archery is recognised as an important sport within New Zealand with the Archer at the core of everything we do

Archery NZ

OUR MISSION

To enable & celebrate a community of people of all ages & abilities who participate in Archery

Archery NZ

OUR VALUES

- *Excellence in all things
- *Inclusion, participation & recognition at all levels
- *Sportsmanship, fair play & integrity
- *Encouragement
- *Enjoyment

Archery NZ

MESSAGE FROM THE BOARD

This strategic plan will be used to provide a focus for the Association's activities and to lead us into the future.

It identifies key objectives that will support our organisation's goals and development of the sport towards our vision.

The KPI's within the plan will be reviewed and reported regularly so that all members and stakeholders can see how the organisation is performing and have a sense of ownership.

The board sees this as a living and evolving document that can be modified and changed to ensure we maximise return on our limited resources.

EXECUTIVE SUMMARY

This strategic plan identifies eight key objectives we need to concentrate on to ensure we achieve our vision. Each of the objectives has key performance indicator (KPI's) that will be evaluated and monitored to confirm we are focusing on, and achieving the right things. Each of the objectives is further broken down into a series of specific activities that support each of the goals.

Each of the activities identifies a person or group responsible, a time frame and an allocation of resources at our disposal.

This plan forms the reference document for everything we do and provides the focus for an operational plan to be used for budgeting and resource allocation.

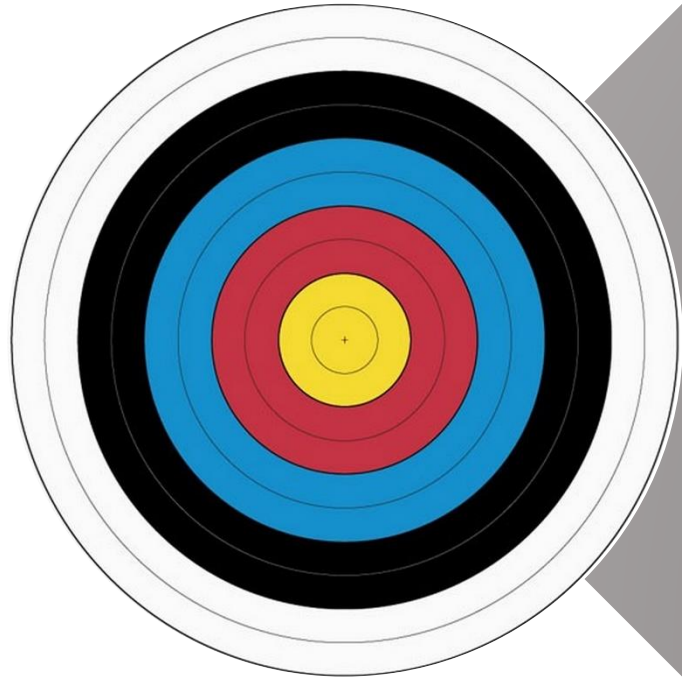
HISTORICAL PERSPECTIVE

Archery NZ is the recognised National Sporting Organisation for Archery in New Zealand. We are aligned with Sport NZ, the New Zealand Olympic Committee, World Archery, Paralympics NZ & Drug Free Sport NZ and we support their goals & objectives.

We have important relationships with Archery Australia, World Archery Oceania and the New Zealand Field Archery Association.

Archery is a core sport at the Olympics.

We have had medal success at World Championship events and archers attend the Commonwealth and Olympic Games.



ARCHERY NZ GOALS

**GROW
MEMBERSHIP**

- Increase Affiliated Membership

- Promote Archery in Schools – Secondary & Intermediate
- Advocate for NCEA Credits
- Increase Membership options
- Promote the benefits of membership

**MAINTAIN &
SUPPORT OUR
OFFICIAL
VOLUNTEERS**

- Number of official volunteers role at 17% of membership

- Provide Coaches Training
- Provide Judges & DOS Training
- Provide Support & training for Club level administration
- Recruitment & Recognition of more volunteers

**PROVIDE QUALITY
SERVICES &
BENEFITS**

- Improve Member retention
- Member satisfaction

- Improve Membership retention
- Membership Growth through increased options
- Provide “Value” to our members
- Provide quality services & benefits

**PROMOTE &
IMPROVE THE
PERCEPTION OF
ARCHERY AS A
GREAT SPORT**

- Maintain & improve the profile of archery in the media

- Increase the number of media articles
- Increase in The NZ Archer magazine subscriptions
- Secure sponsorship deals
- Increase website hits/page views

DEVELOP OUR ATHLETES

- Olympic representation by 2020
- Qualify Teams
- Archers finishing top 16 on the world stage

- Increase Top 3 Male & Female tournament averages
- Increase number of “Elite” archers
- Implement HP Programme & secure an HP Manager/National Coach

IMPROVE OPERATIONAL EFFICIENCY

- Maintain & improve operational efficiency to effectively carry out operational activities

- Improved Communication with members & stakeholders
- Better Planning
- Improved Commission structures by 2018

PROVIDE A HIGH QUALITY GOVERNANCE & STRUCTURE

- Meet our obligations under NZ Law & Inc Societies Act 1908
- Regular review of Board & Board appointed positions

- Regular reporting against objectives
- Provide a number of membership options
- Updated & new Policies & Procedures

MAINTAIN FINANCIAL VIABILITY

- Reserves of 2 yrs operational costs

- Improved Financial Planning
- Improved Financial Systems
- Membership Growth & Retention

EXISTING CORE PROGRAMMES & ACTIVITIES

- Governance and financial management of the Association
- National Outdoor & Indoor tournaments and provision of equipment to run these
- Archery NZ Postal Leagues and other postal tournaments
- Provision of Judges, DOS & Judge training and tournament registration systems
- Coaching systems, accreditation and coach & athlete development at all levels – grassroots through to High Performance
- JAMA section supporting Junior archery, including Archery in Schools (AIS)
- Website, New Zealand Archer magazine, Facebook promotion and communication channels
- Membership Registrations
- Athlete recognition through records, awards, medals and trophies
- International representative teams and sound selection processes
- Representation to World Archery, World Archery Oceania, NZ Olympic Committee, Sport NZ and other key organisations
- Representation at world events where archery is a core sport, e.g. Olympic Games, World Masters Games, World Games etc.