**Towards 2020**

**PNZ Strategic Plan**

**Towards 2020 Goals**

# **Medal Winning Performances**

## Success is:

Sochi 2014 = 2 medals

Rio 2016 = 18 medals

PyeongChang 2018 = 2 medals

Tokyo 2020 = 22 medals

## Core Strategies:

### High Performing Sports Programmes

### We will:

* Ensure there is a wide pool of Para athletes who are capable of medal winning performances
* Ensure there is a pool of coaches who have the capability to support medal winning Para athletes
* Utilise Para sport research and innovation leading to performance success

### Successful Team Environments

Team selection and delivery creates the optimal athlete performance environment at each Paralympic Games

and international events

# **Leadership of Para Sports**

## Success is:

All National Sports Organisations whose sports have Para sport disciplines hold PNZ membership and have a Partnership Agreement with PNZ

Government Ministries, crown entities, local government, national sector groups, media, business groups and the New Zealand community recognise PNZ as the leader of the Para sport sector

The International Paralympic Committee, international federations, international sector groups, media and business groups recognise PNZ as a proactive and successful organisation

Positive, robust relationships with all stakeholders that generate mutually beneficial outcomes

## Core Strategies:

### Coordinated Sector Leadership of Para sport in New Zealand

We will:

* Lead Para sport development. This involves pathways in Para sport, educative, advocacy and resource functions across the sport sector
* Incorporate initiatives reflecting our role in representing and advocating on behalf of PNZ members and Para athletes

### Successful Transition of Para sport Programmes to National Sports Organisations

Where appropriate, we will lead the effective and complete transition of Para sport programmes

### Oceania Region

We will support the capability and development of Para sport within the Oceania Region

# **High Profile Brand**

## Success is:

* PNZ and Paralympians are household names
* The success of PNZ and Paralympians is recognised through winning awards
* PNZ is a preferred charity
* Maximised media and broadcast coverage of Paralympic Games and international events
* PNZ brands are recognised, influential, valuable and protected
* PNZ partners share and promote our story for mutual benefit

## Core Strategies

### Broadcast of Paralympic Games

We will develop a partnership that maximises the viewership of Paralympic Games coverage

### Strong Brand

We will:

• Build a programme of activities to develop, promote and build the reputation of the PNZ brand and intellectual properties

• Ensure that PNZ brands and related intellectual properties are fully protected and that the financial value of the brand and the properties increase

• Ensure PNZ and Para athlete success stories are profiled to the New Zealand public

• Work with our partners to develop mutually beneficial marketing activities

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# **Sustainability**

## Success is:

PNZ generates income through partnerships, commercial programmes, Government funding, community funding, philanthropy and fundraising to:

• Appropriately resource teams to the Paralympic Games and international events

• Invest into the development of Para sport to support Para athletes

• Promote and market Para sport and Para athletes in New Zealand

## Core Strategies:

### Income Generation

We will:

• Build and leverage mutually beneficial partnerships

• Innovate to diversify and increase funding

• Secure funding from Government Ministries and Crown entities

### Organisation

We will reduce expenditure through cost efficiencies

The PNZ structure will be appropriately resourced to achieve our strategic goals

Paralympics New Zealand (PNZ) is affiliated to the International Paralympic Committee as the National Paralympic Committee for New Zealand