

Sport Waitakere Strategic Plan 2010-2012

'Brave New World'

SPORT
WAITAKERE



Who we are

Sport Waitakere is a community organisation that was developed in 1991 to help create and maintain a healthy active community. As a not for profit Regional Sports Trust, we are funded by Sport & Recreation New Zealand (SPARC), the Auckland Council, Community and Gaming Trusts, Health and Sport Contracts, sponsorship and user pays programmes and workshops.

Sport Waitakere is "owned" locally by our community and therefore provide an independent regional voice for community sport and recreation. We aim to increase participation and act to strengthen the infrastructure for sport and recreation. Our impact in the community was recognised when we were awarded the 'Community & Volunteer Sector Best Practice Award' at the 2008 Waitakere Business Awards.

The sport and recreation environment is changing and the issues impacting on the environment are many and varied. This strategic plan outlines how we will address some of these issues. Sport Waitakere aims to not only ride the wave of change, but influence the direction of that wave as we move ahead to the future.



Sport Waitakere

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Vision

Through our leadership, West Auckland is an increasingly active community and successful sporting region.

Purpose

Lead. Enable. Strengthen. Making a difference in sport and recreation. Ma te mahi whakapakari tinana, ka ora ai te tangata.

What we want to achieve by 2012

- 3% average growth in participation across activities
- Growth in sport and/or recreation organisations with improved capability
- More 'across Auckland region' projects initiated.

The four key priority areas are:

Young Westies



Outcome One
Young westies have increased confidence and competence to participate in sport and recreation.

Strategies:

1. Increase resources and support to maximise opportunities
2. Equip young westies with appropriate skills for life long participation
3. Provide opportunities to participate in quality sport and recreation

Performance measures for 2012:

- Increase in the number of kids participating in organised sport; both in-school and out of school.
- Increase in the provision of initiatives that focus on Fundamental Movement Skills and sport specific skill development.
- Increase in number of youth participating in sport and recreation activities.

Sector Capability



Outcome Two
Sport and recreation is strong and capable.

Strategies:

1. Develop our people, our organisation and our effectiveness in our community
2. Increase and develop the leaders and providers of sport and recreation
3. Strengthen the capability of sport and recreation organisations

Performance measures for 2012:

- Increase in community sport organisations implementing ODT plans.
- Increase the number of organisations Sport Waitakere partners with to increase capability.
- Improved capability and performance of SW through; effective leadership, operations and delivery.
- Well trained and supported people operating in the sport & recreation

Active Communities



Outcome Three
Sport and recreation forms an integral part of vibrant connected communities in the West.

Strategies:

1. Develop initiatives in partnership with specific populations
2. Build strong resilient communities and develop community leadership
3. Develop and implement appropriate strategies to increase recreation participation

Performance measures for 2012:

- Proportion of community to have reached recommended levels of participation in sport and active recreation, as measured through the Active NZ survey.
- Targeted groups are catered for through programmes that respond to evolving community needs.
- Partnering with recreation organisations to increase participation in recreation opportunities.

Regional Approach



Outcome Four
Regional leadership and collaboration achieves improved outcomes for the community.

Strategies:

1. Actively engage in regional projects of significance
2. Increase participation and leadership as Maori at community level
3. Lead the Active Waitakere collaboration
4. Provide advocacy and advice

Performance measures for 2012:

- Regional plan for greater Auckland implemented.
- Increase in participation and leadership as Maori at a community level.
- Effective collaboration achieves wider community outcomes through Te Waka ki Mua Move It action plan.
- Extent of provision of sport & recreation advice (e.g submissions, governance & management policy, and infrastructure).