

# SOFTBALL NZ - STRATEGIC PLAN 2014 – 2018



**SUMMARY:** Softball NZ is the national governing body of softball in New Zealand and is committed to leading the development of our game.

The landscape of sport is continually changing and Softball NZ has built our strategy around growth, our vision and our values.

Growth is about realising the value softball, introducing additional resources to the game, performance on and off the diamond, building a bigger and better public profile and is also about personal development

We are excited about the future and its challenges as we build on the successes of the past while capitalising on today's passions to grow softball into the premier summer sport in NZ

**OUR VISION:** Softball is a champion sport on and off the diamond

**OUR MISSION:** To offer leadership, support and deliver an accessible sport that promotes enjoyment, success and lifelong participation

**OUR VALUES:** Leadership, courage, integrity, passion & respect

## OUR FOCUS

1. Grow and develop participation

2. Growing our business

3. Connecting softball nationally

4. Create champion athletes and coaches on the international stage

## OUR INTENTIONS

To offer an accessible and great experience to all our communities

To promote and strengthen SNZ, our brands, values and partnerships

To provide leadership and guidance to our membership.  
  
To build excellence through our people, our affiliates, facilities and partners

To provide optimum performance environments enabling SNZ teams to be in contention for medals

## OUR STRATEGIES

1. Develop and package a variety of enjoyable game and competition formats targeted at different audiences
2. Target key sectors within our game and build successful development programs and frameworks

1. Re-package softball's competition and events programme
2. Establish regular national and regional forums on developing the business of softball
3. Cultivate community partnerships with Councils, RSTs, tertiary institutions
4. Build on the relationships with international partners
5. Build on our national brands to increase public profile and financial opportunities

1. Provide resources to enable sustainable and successful clubs / associations
2. To develop, enhance and recognize our people
3. Continually improve and , modernise the current delivery structure
4. Develop and adopt a current national facilities strategy

1. Create an optimal high performance environment to allow our HP teams to excel
2. Develop international exchange opportunities
3. Build the relationship with HPSNZ