

# 2019-2021

## Waikato Secondary Schools Sports Association STRATEGIC PLAN





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# STRATEGIC FRAMEWORK

## OUR PURPOSE

To ensure quality sports experiences are available and accessible to all Waikato Secondary School students

## OUR VISION

Lead and drive Waikato Secondary School Sport

## OUR VALUES

Inclusiveness | Collaboration | Integrity | Equity | Resilience

# STRATEGY OBJECTIVES

**Our strategy will focus on** Leadership and Governance of Sport for schools in our region

**We will do this by** leading, promoting and empowering schools to deliver quality sporting opportunities to benefit our student's wellbeing through **the four key priority objectives.**

**Our Relationships | Our Communications**  
**Our Capacity | Our Services**



## OUR RELATIONSHIPS

**Develop effective relationships with a diverse range of stakeholder groups to broaden our student and community engagement.**

**Actions:**

- Align with Sport Waikato to support their Moving Waikato 2025 strategy objectives for youth.
- Collaborate with Sport Waikato to maintain current funding streams available for the secondary school sector and strengthen the partnership with their regional leadership team to increase delivery to school students.
- Establish new partners [commercial entities, government/community agencies] to support targeted student groups to engage in a wider range of sporting opportunities and develop evidence to determine effectiveness.
- Ensure Principals and designated sport contacts [Directors of Sport and Sport Coordinators] are informed advocates to influence others, to access services and resources from the Waikato Secondary Schools Sports team.



## OUR COMMUNICATIONS

**Implement a Communication and Marketing Plan to establish our identity and brand awareness in the region.**

**Actions:**

- Implement a Marketing and Communication Plan aligned with the Waikato Secondary Schools Sport Association’s strategic direction.
- Publicise and promote the new Waikato Secondary Schools Sport Association’s website and social media platforms as the main driving communication portals for Secondary School Sport to the wider community.
- Work with stakeholders on delivering a Regional Road Show to inform schools and sports bodies of Waikato Secondary Schools Sports Association’s new identity and direction.
- Continue to build “smarter online” capability and initiatives to improve market awareness and information on successes, news, trends, event management.
- Support the Executive Leadership Team to promote the value of sport in secondary school education.



## OUR CAPACITY

**Build capability to assist schools to deliver effective and quality sporting experiences.**

**Actions:**

- Use an evidence-based approach to gather data about the current status of sports in Waikato secondary schools and identify key priorities for the next three years.
- Work with School representatives in regional clusters to develop a strategy for school sport to align with Waikato Secondary Schools Sport Association's objectives and/or schools strategic plan and direction.
- Develop and implement an Annual Plan for Secondary School Sports operations across the Region.



# OUR SERVICES

**Ensure our services are appropriate and relevant to our schools and communities.**

**Actions:**

- Agree the 10 - 15 priority sports that are commonly popular in the Waikato Region.
- Develop Memorandums of Understandings with sporting bodies to align with Waikato Secondary Schools Sport Association’s objectives. [including bylaws, competitions delivery, shared services, and athlete performance pathways].
- Review and sanction the competition delivery formats with Regional Sports Organisations, National Sports Organisations and Private Providers in the region and adapt/change as required to ensure events are accessible to all.
- Work within regional clusters to support appropriate recruitment and development strategies to attract adequate numbers of coaches and officials to service the participants [students & community].
- Identify and implement initiatives and best practice for targeting non-participants in a range of activities including intra-school sporting activities.
- Use a variety of events to recognise and celebrate sporting successes of secondary schools. [e.g. Young student athlete of year, student coach of the year].



[www.wsss.org.nz](http://www.wsss.org.nz)

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OUR PARTNERS

