

# STRATEGIC PLAN 2026 - 2029



## TORONA KI MUA VISION

Whanganui, Ruapehu and Rangitikei are the most active communities in the motu.

## ARONGA PURPOSE

Activate, connect, and strengthen our communities to enhance their health and wellbeing.

## NGĀ WAWATA ASPIRATIONS

Every member in our community is active. Competitive and social activity is a part of who we are. Other RST's aspire to our community's health and wellbeing outcomes.

There is a visible, vibrant, positive energy here. The playgrounds, parks, sport fields, community centres, gyms and streets are activated spaces people enjoy. They are full. People are swept up in the energy and get involved.

All key stakeholders are unified and aligned in their commitment to an active district – Iwi, Council, Schools, Clubs and workplaces. Together, we break down the barriers to participation.

Sport Whanganui is the go-to 'hub' of our active community. We create opportunity, advocate, equip, empower, partner, support and inspire. We share people's stories and champion success.

Volunteering is rewarding and valued. We equip and support our volunteers to play their role.

## NGĀ TIKANGA ARATAKI GUIDING PRINCIPLES

Grounded in Te Tiriti o Waitangi, we strengthen diversity and inclusion through a place-based approach that values local knowledge, tikanga, and aspirations. By empowering communities to lead, we create connected, culturally safe environments where everyone feels welcome.

## NGĀ ROUROU OUR APPROACH

### NGĀ ŪARA VALUES

### NGĀKAU PONO INTEGRITY

### MANAWAWERA PASSION

### MANAWANUI COMMITMENT

### NGĀKAU KOTAHI TEAMWORK

## WHAKAKOHE ACTIVATE

Improved activity and health outcomes

### Priorities:

- Deliver funded contracts in full and to the highest standards to maximise community impact.
- Break down identified barriers to participation.
- Grow participation in our physically active participation events or those we are actively supporting.

## WHAKAKAHA STRENGTHEN

Capable and resilient organisations and regional network.

### Priorities:

- Grow and diversify our funding base.
- Equip our community sport workforce (paid and volunteer) to succeed.

## TŪHONONGA CONNECT

Strong relationships and partnerships, diversity and connection.

### Priorities:

- Prioritise focus on targeted communities.
- Tell the Sport Whanganui story.

# FOCUS AREAS FOR 2026 - 2029



STRATEGIC GOAL	SPECIFIC ACTIONS	KEY PERFORMANCE INDICATORS
<b>ACTIVATE</b>		
1. <b>Delivery to the highest standards to maximise community impact.</b> Meet or exceed targets on all funded programmes.	<ul style="list-style-type: none"> <li>• Ensure there set targets identified within contracts and that there is an assigned resource.</li> </ul>	<ul style="list-style-type: none"> <li>• Letter of performance indicates meet or completion of set expectations.</li> </ul>
2. <b>Break down barriers to participation.</b> Distribute funds at least \$350,000 per annum into the community to assist the removal of clearly demonstrated barriers for the community to participate in sport or active recreation.	<ul style="list-style-type: none"> <li>• Identifying and allocating funding to specific projects or initiatives which address known barriers.</li> </ul>	<ul style="list-style-type: none"> <li>• Funds have been distributed accordingly. Tu Manawa impact report is reflective of impactful projects to reduce barriers.</li> </ul>
3. <b>Grow participation in our physically active participation events.</b> Achieve a 5% annual growth in youth participation across key programs and events, including Tough Kid, Whanganui secondary school competitions, and Boys and Girls Gym Club activities.	<ul style="list-style-type: none"> <li>• Continue deliver and improvement of existing events and programmes to increase participation.</li> <li>• Development of new events which are reflective of participant needs.</li> </ul>	<ul style="list-style-type: none"> <li>• Increase in participation which can be received from the outputs.</li> </ul>
<b>STRENGTHEN</b>		
1. Grow and diversify our funding base: Increase operational funding per annum, with no single funder being more than 50% of our funding income.	<ul style="list-style-type: none"> <li>• Research and establish philanthropic investment.</li> <li>• Actively seeking our additional funding streams.</li> <li>• Consider another commercial operation.</li> </ul>	<ul style="list-style-type: none"> <li>• Increase in amount of funding and no single funder is more that 50% of income.</li> </ul>
2. Equip our community sport workforce (paid and volunteer) to succeed. 100 paid or volunteer community sport workers trained and supported to improve the governance and operational performance of their organisations per annum.	<ul style="list-style-type: none"> <li>• Governance workshops are offered.</li> <li>• Professional networks PD forums are offered eg HAL, D&amp;I, Volunteer, Coaching workshops, school sport workforce and sports leaders forums.</li> </ul>	<ul style="list-style-type: none"> <li>• Number of community sport workers who attend any workshops or PD</li> <li>• Improved capability feedback gathered through survey or questionnaires.</li> </ul>
<b>STRONG COMMUNITIES AND HĀPORI</b>		
1. Prioritise focus on targeted communities. Identify aspirational outcomes for selected priority communities and support network builds.	<ul style="list-style-type: none"> <li>• Connect with stakeholders in targeted communicates to identify community strengths, aspirations and challenges.</li> <li>• To work with the partners to develop appropriate networks and link them to funding opportunities.</li> </ul>	<ul style="list-style-type: none"> <li>• Relationships with GPC partners increases and strengthens.</li> </ul>
2. Tell the Sport Whanganui story. Increase social and traditional media profile for Sport Whanganui and its activities.	<ul style="list-style-type: none"> <li>• Develop and deliver a consistent brand story.</li> </ul>	<ul style="list-style-type: none"> <li>• Key stakeholder survey is reflective of improved story telling.</li> <li>• Increase Sport Whanganui's social media engagement rate (likes, shares, comments) by 5% and grow follower base across all platforms by 2% annually.</li> </ul>