

NEW ZEALAND AMERICAN FOOTBALL FEDERATION

STRATEGY OUTLINE

2018 - 2028



MISSION (Why we exist)

To be the national body in New Zealand to promote, develop and foster all forms of the sport of American Football as an amateur sport in New Zealand for the health, well-being and benefit of the general public in New Zealand

VALUES (What we believe in)

Teamwork, Community, Enjoyment, Respect, Excellence, Passion, Integrity

VISION (What we want to be/have)

COMMUNITY
The fastest growing sport in New Zealand over the next decade.

PATHWAYS
Members achieving Internationally.

FEDERATION
Recognised as delivering best practice sport governance.

STRATEGIC OUTCOMES (Our game plan)

1. More and better trained Coaches & Officials.
2. Increase numbers through more grassroots competition.
3. "Effective" clubs.
4. Increase participation in regional & national competitions.

5. Identify pathways for athletes, officials and coaches.
6. Deliver-international competitions as platforms for our members.

7. Positively affect sport culture with increased transparency.
8. Deliver to the strategic plan.
9. Widen the appreciation of all forms of AF in NZ.
10. Diversify revenue streams.

STRATEGIC INITIATIVES (Our delivery)

1. Coaching accreditation program approved and implemented.
2. Official's accreditation program approved and implemented.
3. Launch & grow ENDZONE.
4. Appoint a Club development person.
5. Assess opportunities for equipment procurement.
6. Hold National events.

7. Initiate player pathways review process.
8. Assist coaches and officials to international standard.
9. Assess opportunities to develop and deliver quality international events.

10. Increase communication and transparency to members through social media and other channels.
11. Develop an app to support and promote our activities and to help support Club development and result in a National database.
12. Actively seek sponsor and funding opportunities to reduce reliance on single funding source.
13. Adopt more detailed audit reporting and include a statement of service performance in the annual report.