



# New Zealand Lacrosse

2022 – 2027 Strategic Plan



# NEW ZEALAND LACROSSE OVERVIEW

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New Zealand Lacrosse (NZL) is the National Governing Body for Lacrosse in New Zealand.

The core aims of the organisation are to

1. Work with the Regional Governing Bodies (Members) to develop programs and offer services that can be delivered locally to grow the game.
2. Raise the profile of the sport in Aotearoa.
3. Work with its Members and external partners to grow participation and ensure a safe and inclusive environment.



## VISION

For Lacrosse to be a widely recognised and chosen sport in Aotearoa

## MISSION

To promote, develop and grow Lacrosse as a sport for all Kiwis





THE NZ LACROSSE  
VALUES APPLY TO  
EVERYONE  
INVOLVED IN THE  
GAME IN NEW  
ZEALAND.

WE ALL PLAY A PART  
IN THE VALUES AND  
CULTURE OF THE  
SPORT.

### **WHANAUNGATANGA**

We are united together with a common goal and passion for the game. Everyone plays a part in the future of New Zealand Lacrosse.

### **MANAAKITANGA**

Extending aroha and kindness to others. We treat each other with respect and care on and off the field.

### **KAITIAKITANGA**

We are all guardians and caretakers of the game of Lacrosse. We recognise its past, present and future.

### **FUN**

We exist together with a common passion for the game and remind ourselves that sport should be fun.

### **ACCOUNTABILITY**

We are all responsible for our actions and impacts to NZL. We do what we say we are going to do.



# OUR STRATEGIC INTENT

This strategic plan has been prepared with the future in mind. The NZL Board has ambitious goals for NZ Lacrosse over the next 5 year strategic period.

The key focus for the first year is to fine tune sustainable, system-led processes and operations which will lay the groundwork for now and into the next four years. This will also set the benchmark of where we sit now and the measures of success we set ourselves to move into the future.

This serves to define and bring all stakeholders on the same path to NZL's future success. Off the back of this, implementation streams will be formed to identify the next level of detail, track our benchmarking and define measures of success.



# STRATEGIC PILLARS



## GROW THE PEOPLE

Clear, accessible pathways and resources to getting involved in the sport across New Zealand for all players, coaches, officials and volunteers.



## GROW THE GAME

Lacrosse is known as a sport by many throughout Aotearoa, including prospective players and partners.



## GROW THE ORGANISATION

NZL and its regions are professional organisations that best represent the vision, mission and values of the sport.

# GROW THE PEOPLE

Making it easy and accessible for participants (players/coaches/officials), regions, clubs and schools to establish and play the game across Aotearoa.

## OFFICIATING AND COACHING

Standardised pathway and programme (including tools and resources) established, that can be jointly rolled out by Regions and NZL.

## ACCESSIBILITY

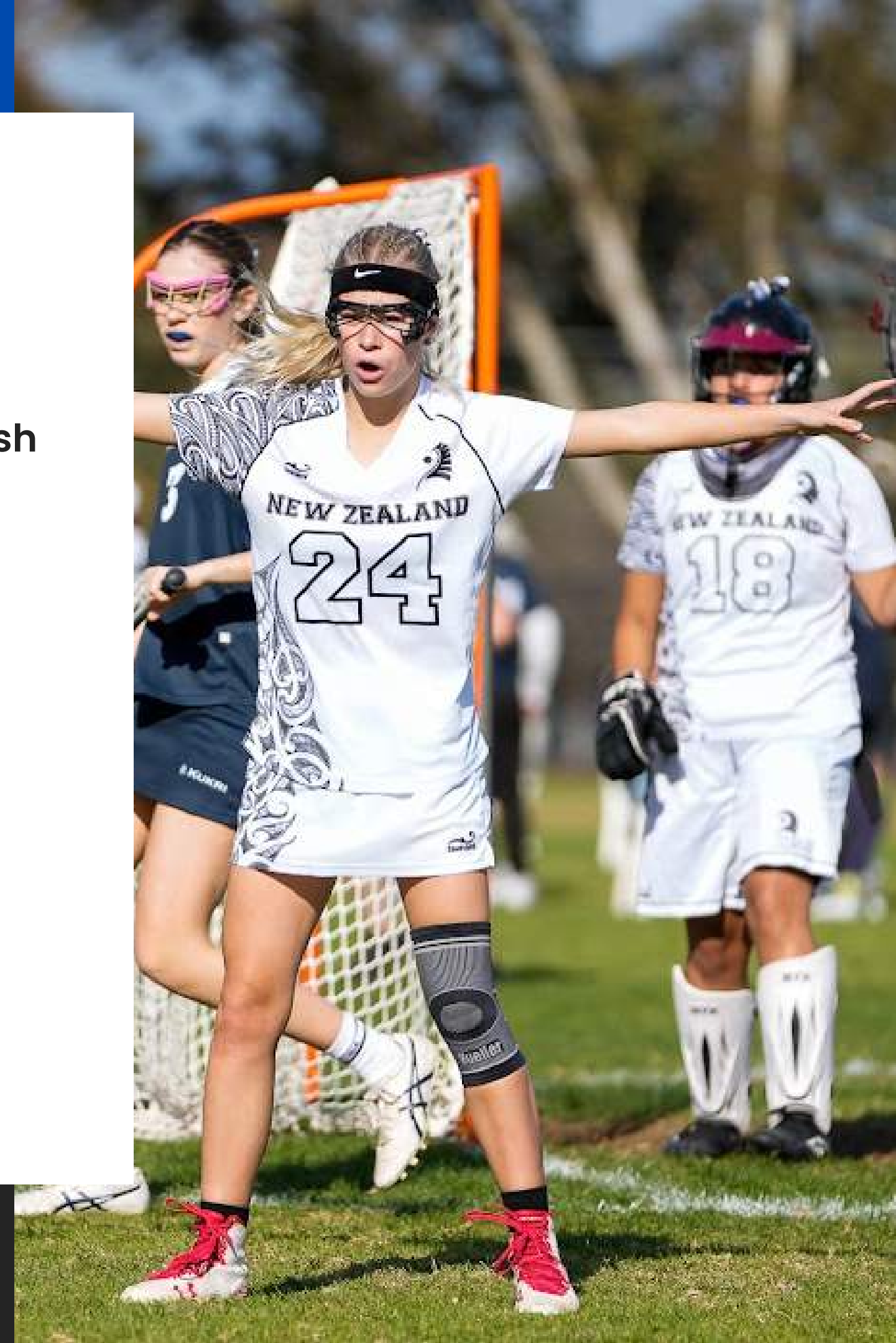
Inclusive initiatives established to increase the access to the sport for all New Zealanders.

## GRASSROOTS

Development programmes to support regions, clubs and schools to grow and develop the game.

## HIGH PERFORMANCE

Policy and program that supports national and regional improvement in skill level, excellence, pathways and results at a high performance level.



# GROW THE GAME

Improving the recognition and knowledge of Lacrosse through Aotearoa. Securing sustainable funding streams to increase access to the game through the quality/quantity of programs offered by NZL to all levels and locations.

## MARKETING & COMMUNICATIONS

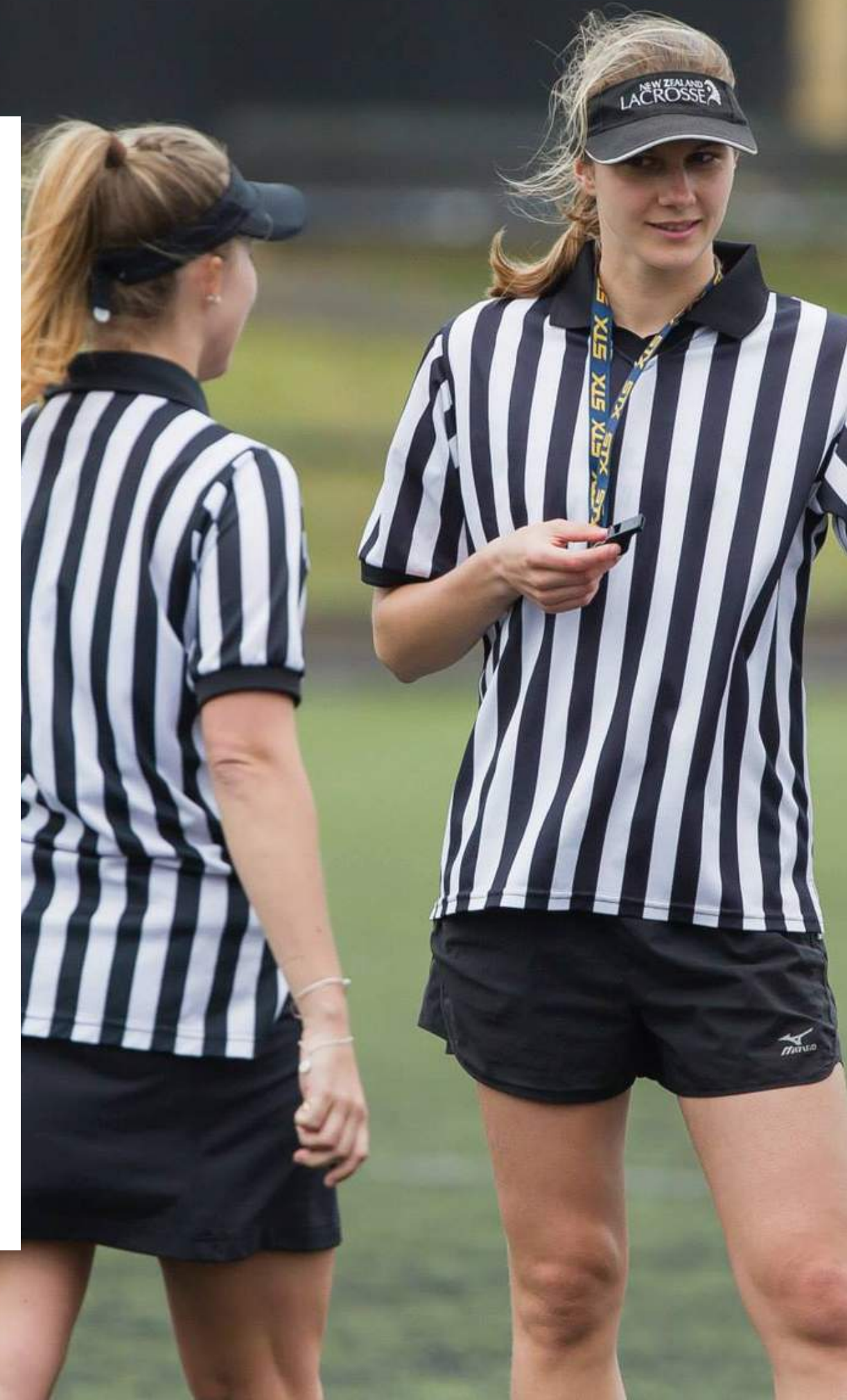
Streamlined and clear branding and content to ensure consistent and professional experience of NZL for all.

## PARTNERSHIPS

Grow partnerships with key external stakeholders to leverage mutual opportunities.

## FUNDING & SPONSORSHIPS

Strategic and considered activity to attract and secure funding and sponsorships for Grassroots through to High Performance to increase access and participation of the sport.





# GROW THE ORGANISATION

Establishing best practice and fit for purpose organisational structures and processes to ensure the best groundwork for NZ Lacrosse's future sustainable success.

## SAFE & FAIR ENVIRONMENT

Suite of policies and processes that ensure a safe and fair environment for all.

## OPERATIONAL

Operational structure and roles, led by a General Manager, with KPIs that enable the day to day management of Lacrosse alongside the implementation of this NZL Strategy.

## EXTERNAL RELATIONSHIPS

Key relationships established and grown to enable growth and pathways nationally and internationally.

## FUNDING

Sustainable funding streams to support NZL to continue to grow professionally.





# KEY STAKEHOLDERS

## REGIONAL SPORT ORGANISATIONS

Responsible for administering, promoting and developing Lacrosse in their region in accordance with the vision, mission and values of NZL.

NZL fosters an open collaborative approach to the management and growth of the sport alongside the RSOs.

## PARTICIPANTS

Players, coaches, officials, team management/personnel, parents and supporters.

NZL is committed to placing our participants at the core of what we do.

## EXTERNAL PARTNERS

This includes World Lacrosse, APLU, Sport NZ, other Lacrosse NSOs and funding partners.

NZL is focused on establishing strong, long term relationships that offer mutual benefit.



# WHAT NEXT

This strategic document sets stage 1 in our strategic journey and will be iterated and updated as we progress through.

Led by the Operations Manager, the implementation plan will set the benchmarking and specific goals and metrics for each strategic pillar. Initially, the following strategic streams have been established:

- Coaching
- Officiating
- High Performance
- Sponsorships/Partnerships
- Grassroots Development

## **Advisory Groups**

Advisory groups will be established to bring together key individuals within NZ Lacrosse to provide insight and recommendations in the direction of key streams within NZL, keeping our vision, mission and values at the core.

Participation to these groups will be by appointment and invitation at the discretion of the NZL Operations Manager and will exist to guide, but will not be the decision makers.