**BLIND SPORT NEW ZEALAND STRATEGIC PLAN 2020 – 2023**

**Our Vision:** Enriching and empowering the lives of blind and low vision New Zealanders through sport

**Our Daily Mission:** To inspire and support quality, accessible and socially inclusive sport

**Our Key Strategies:** Participation & Awareness

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| **PARTICIPATION** | | | | |
| ***Grow, retain and support participation through key delivery partners and quality blind and low vision sport delivery*** | | | | |
|  | **Sport Partnerships** | **Coaches** | **Pathways** | **Sustainability** |
| ***Opportunity*** | Lead increased adapted sport opportunities through mainstream sport partnerships | Support the development of skilled and confident adapted format coaches through mainstream sport partnerships | Support pathways for aspiring athletes, coaches and officials | Support sustainable sport through exploration of improved efficiencies and partnerships |
| ***Objective*** | Increase access to adapted sport opportunity in the mainstream sports community through partnerships | Work collaboratively with targeted sports to inspire the planning and delivery of blind sport and coach education | Increase the number of new participants through effective communication and pathway planning and support | Create key partnerships, identify areas to improve organisational efficiency and provide practical resourcing across the sport sector |
| ***Desired Outcome*** | An increase in Blind Sport New Zealand endorsed participation opportunities delivered by mainstream sport | An increase in the number of skilled and trained coaches delivering blind and low vision sport sessions in a year | An increase in the number of athletes, coaches and officials transferring through the blind and low vision sport pathway | Best practice implemented and key partnerships developed and maintained |

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| **AWARENESS** | | | |
| ***Increase the awareness and profile of blind and low vision sport in New Zealand*** | | | |
|  | **Increased Visibility** | **Ambassadors** | **Engagement** |
| ***Opportunity*** | Utilise partnerships to increase profile of blind sport to the mainstream media and sport sector | Connect with current athletes promoting them as role models to inspire and drive awareness of blind and low vision sport | Promote the benefits of sport to the blind and low vision community and potential partners |
| ***Objective*** | Empower targeted sports to prioritise blind sport in their organisation | Blind and low vision athletes to have a relationship with Blind Sport New Zealand that they value and promote | Grow the attendance for both athletes and partners at the Blind Sport New Zealand events and blind and low vision sport participation opportunities |
| ***Desired Outcome*** | Increased demand of ownership of blind and low vision sport formats and increased coverage in mainstream media | Become household names, driving awareness of Blind Sport New Zealand and blind and low vision sports | Grow the attendance for both athletes and partners at the Blind Sport New Zealand events and blind and low vision sport participation opportunities |

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| **FINANCIAL STABILITY** |
| ***Generate income through diverse sources including partnerships, commercial activity, community and government grants, philanthropy and fundraising to enable appropriate resourcing, enabling us to achieve our strategic goals*** |