

2022 – 2027 STRATEGIC PLAN

OUR WHAKAPAPA (PURPOSE):

Strengthen cultural identity and community connections through play, active recreation and sport.

OUR WHAKAKITENGA (VISION):

Healthy, resilient, and thriving communities that have accessible opportunities to participate in play, active recreation and sport.

OUR NGĀ UARA (VALUES):

- **Pārekareka:** Fun
- **Kounga:** Quality
- **Whakaute:** Respect
- **Auaha:** Innovation
- **Whakawhanake tonu:** Continuous Improvement

STRATEGIC PRIORITIES

GOVERNANCE AND MANAGEMENT

WHAT IMPACT DO WE WANT

- CLCT demonstrates a commitment to Te Tiriti o Waitangi and Te Ao Māori
- The Board is representative of the community
- Positive relationships with our partners and stakeholders
- CLCT is a recognised leader in the sport, recreation and play space
- CLCT is fiscally responsible and financially sustainable

WHAT DO WE WANT TO ACHIEVE

- The commitment is evident in the mahi and decision-making
- A culturally diverse board with a broad range of experience and views applied to decision-making
- CLCT is a preferred supplier for a range of delivery options based on integrity and professional delivery
- Strategic direction is informed by research, and based on insights
- CLCT is prepared to challenge and disrupt traditional thinking about sport, recreation and play
- Funding partners officially recognise CLCT's leadership in the sport, recreation and play space
- Decision-making is consistent with financial policies
- CLCT is fully compliant and accountable for funds received, spent and distributed

PROGRAMMES DELIVERY AND DEVELOPMENT

- Programme funding and delivery is relevant to the needs of the culturally diverse communities in which we work
- Distribution of funds supports delivery of sport, recreation and play opportunities
- Innovation solutions to meeting needs and filling gaps are found through empowering and working with communities
- Sports clubs and organisations are supported to provide sport, recreation and play opportunities

- Targeted programming and investment in a range of culturally diverse programmes
- Programme funding is targeted at organisations with the capability to deliver effective programmes
- Programmes meet funder obligations and provide measurable outcomes for communities
- Needs and gaps in ways sport, recreation and play is delivered are identified and addressed
- Investment in sports clubs and organisations leads to improved capability and delivery of positive outcomes for the community

PROGRAMME AND FACILITY DEVELOPMENT

- Facilities are the hub of the community providing a range of programmes meeting community needs
- Incidences of drowning are reduced across culturally diverse communities

- CLCT is investing in programme delivery in leisure and aquatic facilities
- Swimming lessons are reaching into culturally diverse communities

MARKETING AND COMMUNICATIONS

- CLCT has strong visibility and is receiving recognition for its contribution to the sport, recreation and play industry
- Successes are recognised and rewarded

- Central and local government agencies identify CLCT as a recognised delivery agent
- Opportunities for public recognition of the work of the team are sought