



waka ama
Aotearoa New Zealand

Waka Ama NZ Strategy

Koronga Purpose

More whānau experience enhanced well-being, connection, achievement and belonging through the culture of waka ama

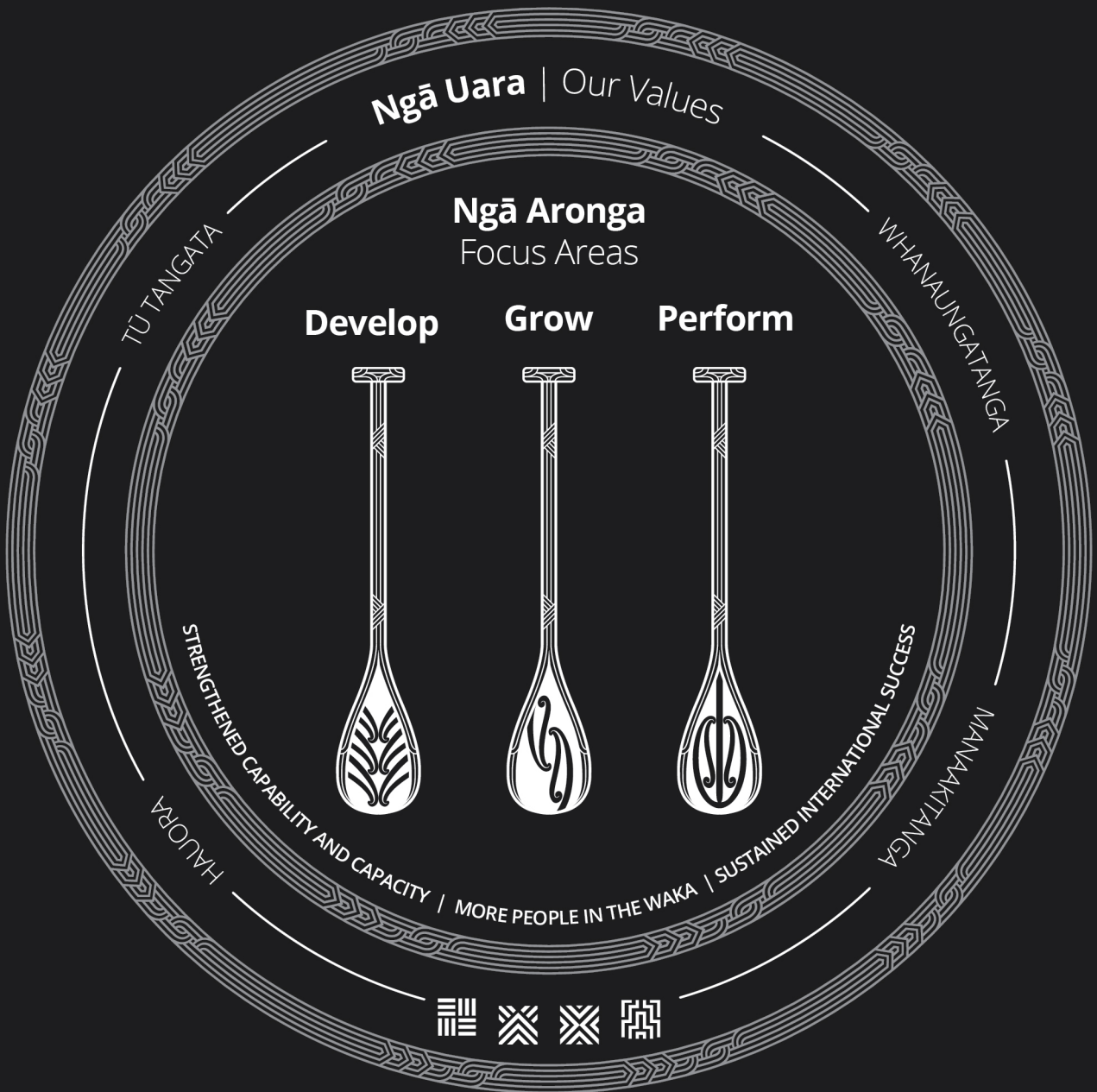
Tūmanako Vision

Waka Ama – mā te katoa, mō āke tonu!

Waka Ama – for all, for life!

Te Tiriti o Waitangi

Te Tiriti o Waitangi is enacted in all that we do



2024 – 2029

Develop | Strengthened Capability and Capacity



Initiatives

- Board self assessment
- Implement Revenue Partnership Strategy
- Organisation structure and capacity assessment
- Professional development initiatives including increased Te Ao Māori Cultural Capability
- Te Tiriti and Te Reo Māori framework
- Implement Aukaha project
- Volunteer development and retention initiatives
- Data insights development including retention data
- Develop an IT support plan and process
- Tiaki Taiao plan
- Marketing and Communications plan

Measures

Board:

- Achieve governance mark
- The competencies of the Board are aligned with the skills matrix
- Strategic outcomes are met
- Increased board te ao Māori cultural capability

Waka Ama NZ:

- Increased sustainable WANZ revenue by 25%
- Increased staff productivity and satisfaction
- Increased staff te ao Māori cultural capability
- Aukaha Project outcomes delivered
- 100% Regional and Club compliance with Incorporated Society Act 2022
- Increased volunteer engagement and retention
- WANZ IT systems and processes are fit for purpose
- Improved kaitiakitanga of our taiao
- Increased WANZ media coverage and engagement across all platforms

Grow | More People in the Waka



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Initiatives

- National Events
- Promote opportunities for Tamariki and Rangatahi
- Implement Rōpū Whaikaha Action Plan
- Sanctioning and promotion of regional/club events
- Embed Balance is Better philosophy at all levels
- Implement Rautaki Rangatahi
- Membership data insights development and understanding
- Development and delivery of coaching framework and coaching development pathway
- Waka Ama Safety initiatives
- Advocacy of well-being and hauora initiatives

Measures

- 25% increase in new paddlers with a specific focus on these areas:
 - increased rangatahi (13-24) participation
 - increased tamariki participation
 - increased tāngata whaikaha participation
- Improved sanctioning process
- Increased level of quality experiences for tamariki and rangatahi
- Increased positive rangatahi engagement in waka ama opportunities
- Increased retention of rangatahi 13 to 24
- Increased club membership retention
- Increased number of coaches
- Increased number of coach developers
- Increased waka ama whānau engagement and awareness to safety protocols, well-being and culture of waka ama
- Increased well-being and hauora initiatives

Perform | Sustained International Success



Initiatives

- National Performance plan including Elite Athlete and Coaching Pathway
- Performance Revenue workstream included and implemented into Organisation Revenue Strategy
- Elite and Club World Championship support developed and reviewed annually
- Performance workstream is fit for purpose, well-resourced and integrated

Measures

- National Performance Plan developed, implemented and reviewed
- Increased number of Elite Coaches and development of Elite Coach Network
- Increased revenue to deliver performance plan
- A placing in the top three at the IVF World Championships every year across all age categories and events
- At least 1 male and 1 female para paddler at ICF World Championships annually to increase performance over time