

## Development Strategy - Korfball New Zealand, May 2005

In May 2005 the KNZ executive committee adopted a defined development strategy. The reasons for pursuing this strategy are:

- In recognition that such a document is the minimum standard for any organisation that aspires to conduct itself in a professional manner.
- Because the distributed nature of KNZ requires that a strategy be written down, following discussion by all concerned, such that the words on the page articulate exactly what we intend to do.
- That such a plan will assist our members in their decision making, as well as other stakeholders including funding bodies, potential sponsors, support agencies and others who may identify common interest with KNZ.

Notwithstanding the above, it is noted that the development strategy is a living document – the issues and objectives recorded are a summary of KNZ's best intentions at that time, and will inevitably be subject to review and amendment as time passes.

This development strategy is divided into three sections:

- Governance/structure (being areas of activity that need to be addressed to maintain and enhance the health of the Korfball New Zealand)
- Participation (being areas of activity necessary to assist KNZ and its member organisations to increase the number of players taking part in korfball)
- Performance (being areas of activity formulated to improve the competitiveness of NZ korfball teams in international competition)

The following is a brief summary of these. For more information on progress towards these objectives, please contact Rob Smith – [president@korfball.org.nz](mailto:president@korfball.org.nz)

- **Governance/Structure**

Title/Priority	Objective
Finance/HIGH	To streamline all fund-raising and other revenue activities so that we are able to accurately budget, in advance, all activities.
External Agency Recognition/MED	To maintain links with IKF, NZOC and achieve recognition from SPARC
Register/MED	To keep a current database of all korfball participants in all centres
Internal Communication/MED	To ensure good communication between all member regional organisations, and all individual players within those organisations.
Marketing/LOW	To establish a sponsorship and marketing programme focusing on raising revenue from commercially motivated sponsors for specific korfball activities.
Structural Support/MED	To work with member organisations in Canterbury, Wellington and Auckland to assist, where required, the consolidation of their activities and co-ordinate where appropriate any nationwide development and promotion activities.

- **Participation**

Title/Priority	Objective
Development Officer/HIGH	To identify revenue opportunities, job descriptions and budgets, including ongoing revenue projection, for the employment of a development officer.
Coaching/HIGH	To establish a programme of qualification and accreditation for coaches.
Refereeing/HIGH	To maintain the programme of qualification and accreditation for our refereeing expertise and provide refereeing opportunities to international level to those referees who seek it.
Equipment/HIGH	To develop a low stress system to promptly turn around orders for korfs.
Media relations/HIGH	To build relationships with the media at every level
PE Teachers/HIGH	To continue to promote korfball to secondary school physical education teachers and trainees throughout the country.
Volunteer Development/MEDIUM	To work with individual players, officials and administrators to assist them to recognise, articulate and achieve whatever korfball-related personal goals they may have.
Expansion/LOW	To identify and exploit opportunities for the development of new korfball organisations in regions outside those already established.

- **Performance**

Title/Priority	Objective
National Provincial Competition/HIGH	To establish and operate a programme of elite level national senior competition for participation by regions and/or clubs.
National Squad/MEDIUM	To establish a programme of competition for New Zealand at international level over the next four years, aiming to qualify for the 2007 Korfball World Championships.
International Tournament/MEDIUM	To host the 2007 Asia-Oceania Youth Championship
Long term future/MEDIUM	To scope the opportunities to harness commercial imperatives and social trends for the development and promotion of korfbal.