



**NEW ZEALAND  
OLYMPIC  
COMMITTEE**

111TH ANNUAL REPORT 2022



2022



**WHAKAKOHA**  
**RESPECT**  
**NGĀKAU PONO**  
**INTEGRITY**  
**KAIRANGATIRA**  
**EXCELLENCE**  
**HAUTŪTANGA**  
**LEADERSHIP**  
**POHONUI**  
**PRIDE**



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# PRESIDENT'S REPORT

Liz Dawson

**“It is a true honour to lead an organisation that inspires so much pride and excellence in New Zealanders.”**

Tēnā koutou katoa,

I am delighted to present my first New Zealand Olympic Committee (NZOC) Annual Report as President. It is a true honour to lead an organisation that inspires so much pride and excellence in New Zealanders. On the world stage we are seen as capable, credible and acting with integrity, and the silver fern resonates beyond our borders.

In 2022 New Zealand's Winter Olympic and Commonwealth Games athletes delivered outstanding performances, on and off the field of play. I would like to extend my warmest congratulations to them all for the way they represented our nation, especially given the challenging circumstances that they and their support personnel had to navigate in order to train, qualify and compete with distinction.

The achievements of the year were set against a backdrop of the continuing COVID-19 pandemic. While restrictions eased throughout 2022, the impact on the NZOC, our staff and New Zealand's wider sporting community continue to be felt.

It is during the challenging times that we draw most heavily on our partners, stakeholders, friends and whānau. I acknowledge the support of Her Excellency Dame Cindy Kiro, the Hon Grant Robertson, the experienced teams at Sport New Zealand (Sport NZ) and High Performance Sport New Zealand (HPSNZ), our commercial and philanthropic partners, our member sports and, of course, New Zealand's outstanding athletes. Together we achieved some incredible results.

The international sporting landscape is providing us with opportunities as well as issues to work through. Our strong and positive relationships with the International Olympic Committee (IOC), Olympic Solidarity and our fellow National Olympic Committees (NOCs) enable us to benefit from resources, share information, process complexity and advocate for what we believe is right. Within the Association of National Olympic Committees (ANOC) we are promoting open

dialogue and we are working with our colleagues across Oceania to help create an empowering pathway through to both the Victoria 2026 Commonwealth Games and on towards the Brisbane 2032 Olympic Games. We look forward to strengthening our position on the international stage as advocates for integrity, inclusion, athlete voice and excellence on the field of play.

We stood in solidarity with the people of Ukraine in the face of the aggressions of the Russian state, and supported the sporting sanctions and protective measures recommended by the IOC. The dilemma facing the Olympic Movement around sporting inclusion for athletes from Russia and Belarus will continue throughout 2023 and beyond.

To be the first woman to be elected President of the New Zealand Olympic Committee Board and seeing Diana Puketapu appointed Chair – our first female Chair and our first Māori leader of the NZOC – is a real reflection of the journey of the NZOC to embrace and recognise the importance of diversity and inclusion and the value that this can bring to our sporting communities and organisations.

During 2022, we welcomed new CEO and Secretary General Nicki Nicol, who brings a wealth of experience in sport and commerce both nationally and globally. We also acknowledged the significant contributions of outgoing CEO Kereyn Smith and President Mike Stanley; we know both will stay connected to the Olympic and Commonwealth Games movements. On behalf of the board, thank you to Nicki and the management and staff at the NZOC for their tireless efforts and incredible achievements throughout the year.

Ngā mihi nui



**Liz Dawson**

President / New Zealand Olympic Committee



# A MESSAGE FROM THE CHAIR

## Diana Puketapu (Ngāti Porou)

Tū maunga, tū Manaia!  
Tū tārehu atu  
ki te rangi  
Tū tārehu mai  
ki te whenua.  
Nei hoki au  
Ka tū, ka mihi  
Ki ngā poutāngata katoa  
Mauri tū maunga  
Mauri tū Manaia  
Mauriora e!

Here stands tall  
The majestic mountain known as Manaia.  
Enshrouded and enshrined  
Between Sky and Earth.  
Here also I stand  
As I greet you all and  
Call to the life essence of Manaia maunga

To bestow the potential, ideas, connections and wellness of  
the ancients upon us all.

Tēnā koutou katoa,

As Chair of the New Zealand Olympic Committee Board,  
I'm delighted to look back on the successful delivery of the  
NZOC strategy in 2022 and two historic Games.

It was a year with its share of challenges and I warmly  
acknowledge the commitment and skill of the NZOC  
management team and staff. Together they delivered three  
Games in 13 months during a global pandemic. In 2022  
they also on-boarded two new Chefs de Mission, farewelled  
longstanding CEO Kereyn Smith and President Mike Stanley  
and welcomed Nicki, Liz and I as a new leadership team.

The performances of New Zealand's athletes at Beijing 2022  
and Birmingham 2022 were outstanding. Their efforts, with  
the backing of their friends, whānau and supporters have  
helped shape a nation. The commitment and dedication of  
our member sports, along with our partners Sport NZ and  
HPSNZ contributed to a truly historic year of Olympic and  
Commonwealth sport.

As an organization we work hard to generate revenue and  
note that the impact of COVID-19 on our financial position  
cannot be understated.

We will continue to identify new ways to bring money into  
the organization and leverage those opportunities, including  
growth in our Philanthropic revenues and additional new  
Commercial Partners for Paris 2024. We extend our gratitude  
to Sport NZ and HPSNZ, along with our family of commercial  
partners, donors and suppliers, for their ongoing support.

We were pleased to be able to continue to share revenue  
with our stakeholders. Through Olympic Solidarity the NZOC  
distributed \$466,775 to NSOs and athletes, and more than  
\$2,240,000 to NSOs through the Olympic Foundation in  
addition to \$101,318 to athletes via the Athletes' Collective.

Diversity and inclusion have been strategic priorities for  
the NZOC for some time. We are internationally recognised  
for improving gender equality and human rights as well as  
the steps we have taken to better recognise New Zealand's  
unique bicultural status.

In this context, I am truly honoured to be appointed NZOC's  
first female Chair, and first Māori Chair. Building a culture of  
manaaki will continue to be a priority and I thank Tā Derek  
and Rose, Lady Lardelli, Olympic Order Holders Whaea Ranui  
Ngarimu and Trevor Shailer and the members of Te Urunga  
Tū (the Māori Advisory Committee) for their invaluable work  
and advice in this area.

I thank the NZOC Board for their expertise, commitment  
and integrity and warmly welcome new CEO Nicki Nicol  
to her role.

Tihei mauri ora!

He tangata, he tangata, he tangata

Diana Puketapu  
Chair  
New Zealand Olympic Committee



# CEO AND SECRETARY GENERAL'S REPORT



Nicki Nicol

**"A collaborative approach across the sporting system is core to our shared success and I look forward to working with our members and partners as we prepare for the pathway ahead"**

Tēnā koutou katoa,

As incoming CEO and Secretary General of the NZOC I am delighted to present my first Annual Report. I'm honoured to have been appointed to lead a great team, and an organization with such a rich history and valued legacy.

The NZOC is proud to inspire pride and excellence in all New Zealanders and to support our members and athletes, and advocate for our values and our team culture of manaaki. Around the world we are acknowledged for our commitment to integrity, inclusion and diversity as well as for our consistently high performing teams – as evidenced by the incredible team cultures and outstanding performances this year at both Beijing 2022 and Birmingham 2022. Thank you to all those that contributed to the New Zealand Team's success at these Games and the positive impact these performances had, and will continue to have, on our nation.

I would also like to acknowledge our international Commonwealth Sport and Olympic families with whom we worked to deliver Games, support sport and athletes and promote the Olympic values. It was particularly wonderful to be joined here in New Zealand by HRH Prince Feisal of Jordan who led delegations from the IOC, Olympic Solidarity and ANOC for the IWG Women in Sport Global Conference in November. We were also proud to support the teams delivering the Cricket and Rugby Women's World Cups in 2022 and have no doubt of their impact on women's sport going forward. It was a remarkable year in this regard.

While we were able to celebrate some outstanding results in 2022, the environment in which we are operating in is both dynamic and complex, and our responses need to be agile in these ever-changing times. A collaborative approach across the sporting system is core to our shared success and I look forward to working with our members and partners as we prepare for the pathway ahead, identifying opportunities to bring real benefits to New Zealand's sports, athletes and communities.

I would like to acknowledge the significant efforts and achievements of the NZOC staff, management and board, and the wider New Zealand sporting sector, which were so evident in 2022. I also acknowledge my predecessor, Kereyn Smith, who has left me with an organisation ready to deliver on its objectives and contribute to the Olympic and Commonwealth sport movements. I'm hugely honoured to be contributing to the NZOC's next chapter and working with an outstanding team of committed and inspiring individuals.

I am proud to present the 2022 CEO and Secretary General's Report delivered under the NZOC's four strategic pillars.

Nicki Nicol  
CEO and Secretary General  
New Zealand Olympic Committee



# 1. SELECT, LEAD AND ORGANISE TEAMS

The past 12 months saw the successful delivery of two major Games as organisers managed the ongoing impact of the COVID-19 pandemic.

## Beijing 2022

Beijing 2022 was New Zealand's most successful Olympic Winter Games campaign to date, with the team bringing home a record three medals.

The New Zealand Team was made up of 15 athletes (nine men, six women) with the athletes winning two gold medals and one silver. The gold won by Zoi Sadowski-Synnott in slopestyle was New Zealand's first ever at the Olympic Winter Games. The total surpasses the previous record of two medals, set at the PyeongChang 2018 Games. The medals were won across three events, snowboard slopestyle, snowboard big air, and freeski halfpipe.

The New Zealand Team ranked 17th on the medal table in Beijing, our highest-ever Winter Olympic ranking.

Fifty-three per cent of the athletes met the selection standard for Beijing 2022. This is slightly down from the PyeongChang 2018 Olympic Winter Games at 55%, but higher than 43% at the Sochi 2014 Olympic Winter Games.

The New Zealand Team was led by first-time Chef de Mission Marty Toomey, who brought the team together despite myriad challenges relating to the pandemic.

The impact of the Tokyo 2020 postponement and repeated lockdowns in New Zealand reduced the time and resources available for the NZOC to prepare and deliver the New Zealand Team to Beijing. Uncertainty generated by

the new variant Omicron that was sweeping the globe, combined with freight, travel, immigration, the 'closed loop' system and other responses to the pandemic, in the build-up to Beijing was an additional complication.

Several athletes and support team members were affected by pre-Games COVID-19 infections, uncertainty following positive tests on arrival, and the requirements of being a 'close contact'.

Fortunately, every New Zealand athlete was able to compete at the Games.

No international spectators were allowed into China, so Beijing 2022 effectively took place in front of National Olympic Committee delegations, the media and small local crowds.

While operationally Beijing 2022 was the most restrictive Games the New Zealand Team had ever been part of, the team culture of manaaki was strong. Welcome ceremonies and pounamu presentations, the flag-bearer announcement, opening and closing ceremony participation, and a positive village environment were all features of the New Zealand Team at Beijing 2022.

A hundred per cent of the team members said they were proud to be part of the New Zealand Team, 84% said the team was led and organised effectively and 76% felt the New Zealand Team environment added value to their performances.

Finn Bilous and Alice Robinson were Ngā Pou Hāpai (flag-bearers) for New Zealand at the Opening Ceremony and Nico Porteous was Te Pou Hāpai at the Closing Ceremony.

**100% WERE PROUD TO BE PART OF THE NEW ZEALAND TEAM**



## Birmingham 2022

The Birmingham 2022 Commonwealth Games campaign was a success for athletes, sports and the New Zealand public. The New Zealand Team brought home 50 medals, including a record-breaking 20 gold medals, along with 12 silver and 18 bronze – the most medals of any colour ever won by New Zealand at an away Games. Sports as diverse as Cycling, Athletics, Judo and Squash returned record-breaking results. Off the field of play, demonstrations of sporting spirit reflected the New Zealand Team culture of manaaki. For the first time at a Commonwealth Games, a New Zealand athlete advocated for social change on the podium as Sam Gaze raced for Mental Health Awareness.

Ngā Pou Hāpai (flag-bearers) were Joelle King and Tom Walsh for the Opening Ceremony while Aaron Gate led the New Zealand Team as Te Pou Hāpai for the Closing Ceremony.

A total of 234 athletes (124 female, 110 male) were initially selected for the New Zealand Team, with 230 competing, of which 61% of athletes met their top six or top three selection standard, for individuals and teams respectively. Border closures, flight challenges, Managed Isolation and Quarantine (MIQ) and other COVID-19-related issues significantly limited travel and therefore reduced availability of data for selection, along with impacting athletes' preparation.

While the global pandemic was waning and restrictions had been significantly reduced, the New Zealand Team, and preparations for its delivery, was nonetheless impacted by COVID-19. A small number of athletes were unfortunately unable to compete due to infection, but notably, New Zealand Team athletes competed in stadiums filled with cheering spectators.

First-time Chef de Mission Nigel Avery set the tone for an exceptional team culture and environment that provided a strong sense of team spirit and a focus on wellbeing and athlete experience.

As a result, New Zealand Team members reported they were 100% proud to be part of the team, 99% said the team was effectively led and organised and 94% said the New Zealand Team environment added value to their performance.



**100%** were proud to be part of the New Zealand Team

**84%** said the New Zealand Team was effectively led and organised

**76%** said the New Zealand Team environment added value to their performance

**100%** enjoyed being part of the New Zealand Team organised by the NZOC

**100%** were proud to be part of the New Zealand Team

**99%** said the New Zealand Team was effectively led and organised

**94%** said the New Zealand Team environment added value to their performance

### Team Planning

Birmingham 2022 was the final instalment in a series of 'pandemic' Games delivered by the NZOC in a 13-month period, and as a consequence, Games planning and delivery were challenged.

The compressed Games schedule caused by the postponement of Tokyo 2020 did delay NZOC's planning for Birmingham 2022. The Birmingham 2022 Organising Committee itself was behind in its planning also, having had to move from the original single village plan to a multi-village approach to accommodate COVID-19-related construction delays.

Freight and travel were impacted by COVID-19 too. Fortunately, the NZOC had a strong planning model in place, and Birmingham 2022 preparations and delivery were led by an experienced Team Leadership Group. The late change from a single-village to a multi-village environment provided an opportunity to develop systems and approaches that will be able to inform models for upcoming Olympic and Commonwealth Games as this format becomes more common.

### Team Manaaki

A positive culture underpinned the New Zealand Team at Birmingham 2022. Founded on New Zealand Team values and the Pou Tangata framework, the culture of manaaki at Birmingham was an evolution of 25 years of cultural development.

The Pou Tangata haka, first introduced for Tokyo 2020, resonated across sports, and the individual challenges issued to each athlete by Chef de Mission Nigel Avery to learn and embrace the team haka were accepted. For the first time, a Roopu Tautoko (Māori Support Group) led by Team Matua Tā Derek Lardelli and Rose, Lady Lardelli, supported team welcomes and ceremonies and helped build a strong sense of Team Manaaki. The culture of the team was a highlight for many, underscored by 100% of team members saying they were proud to be part of the New Zealand Team.

### Athlete Support, Health and Wellbeing

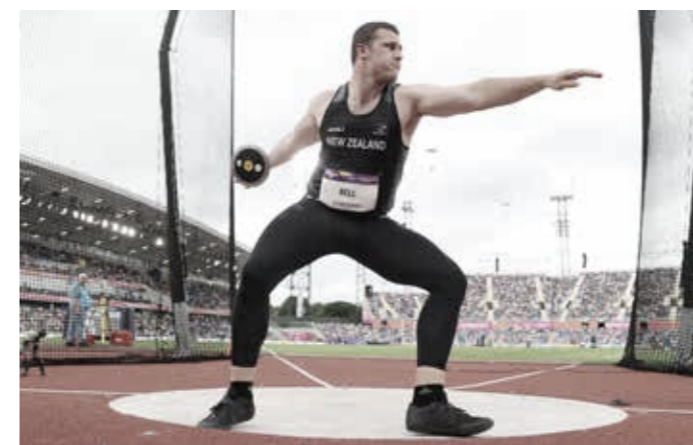
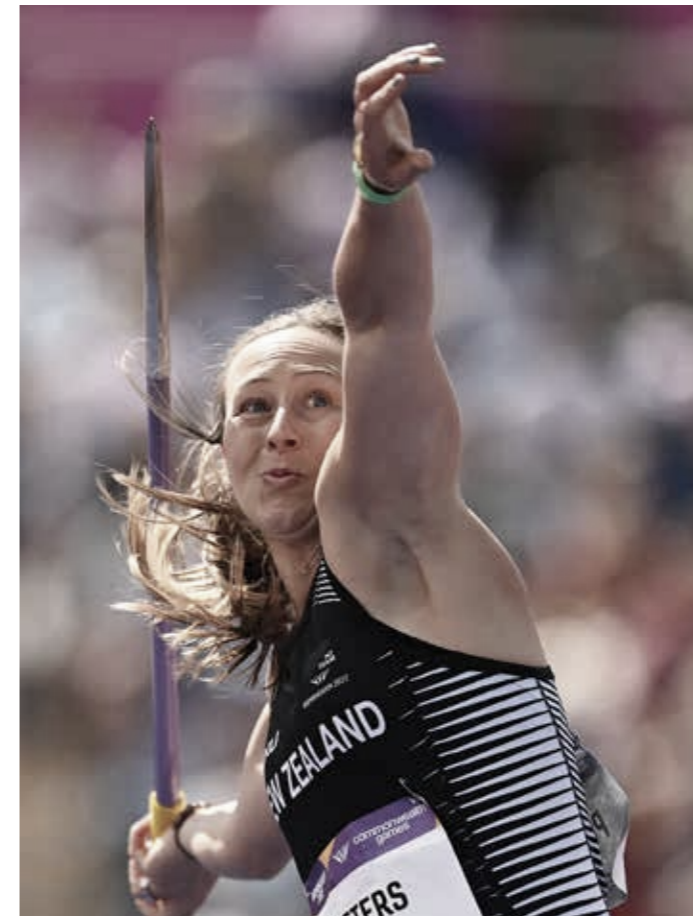
The Athlete Support Team added value to the New Zealand team environment. Survey results showed that athletes were aware that they could speak to the members of the Athlete Support Team in confidence (90%); team members listed the New Zealand Team's hub/tent, social areas and the welcome they received, along with friendly, helpful people, as among the most valued aspects of the Team environment; and 90% were satisfied with the team lounge areas – a testament to the Athlete Support Team members that were on hand to look after them.

The New Zealand Teams to Birmingham and Beijing ensured athletes and team support had access to a range of people to address any wellbeing or integrity issues during Games time. A Safeguarding Officer was supported by the Health, Psychology and Athlete Support Teams. Reporting concerns processes were in place and 98% of Birmingham team members said they knew where to go for trusted support or integrity matters during the Games.

**98%** of Birmingham team members said they knew where to go for trusted support or integrity matters during the Games

The pandemic environment meant that there was considerable uncertainty throughout the Health Team's preparation period. Collaboration between the NZOC Operations Team, the Health Team leadership and HPSNZ (particularly around data management through the electronic health record) meant that there was a clear and rational process for meeting the Local Organising Committee's COVID-19 requirements and ensuring a safe and healthy New Zealand Team environment. Ultimately, three New Zealand athletes did not compete in Birmingham directly because of COVID-19-positive test results and/or illness (Basketball/Cycling/Triathlon).

The Psychology Team was active at Birmingham 2022 and noted the importance of establishing relationships with athletes and sports pre-Games in maximising Games-time impact.



## 2. ADVOCATE AND LEAD

### Advocate and Lead at Home and Abroad

The NZOC welcomed new leadership in 2022 with new CEO and Secretary General Nicki Nicol and the election of Liz Dawson as our first female President. In addition, NZOC member sports agreed that the position of NZOC Chair would be separated from that of President, paving the way for the board appointment of Diana Puketapu as first female and first Māori Chair in November.

### Across New Zealand Sport

The NZOC continued to support Games-Ready sports and athletes, particularly as 2022 proved another challenging year for NZOC members. Travel restrictions into New Zealand continued until mid-year and complex planning and processes were required for sports and athletes to meet immigration and COVID-19 protocols for each different nation. Wellbeing and integrity remained high on the agenda for NSOs. Turnover among key staff members remains an issue across the sector. We acknowledge the commitment and dedication of all those working in NSOs.

Partnerships with Sport NZ and HPSNZ in 2022 continued to be critical to the delivery of the NZOC vision to inspire pride and excellence in New Zealanders. Leadership and

resourcing across health, psychology and preparation and recovery in Games team environments were highly valued and we continue to collaborate on matters of integrity, wellbeing, athlete and sport resourcing and performance.

As the COVID-19 pandemic continued, health and safety consultations with NSOs were a particular focus ahead of both the Beijing and Birmingham Games. By the end of the year, the NZOC was able to remove our Vaccination Policy.

The outcomes of the Sport NZ Integrity Report and the HPSNZ Cycling Review were monitored by the NZOC, and we welcomed the appointment of NZOC Athletes' Commission member Alexis Pritchard to the new, independent Integrity Unit Transition Board.

We were also pleased to support athlete voice and athlete advocacy during 2022, notably including the new Athlete Leaders Network. Together with the NZOC Athletes' Commission the NZOC encouraged athletes at Birmingham 2022 to advocate for what was important to them on the field of play and podium, making the most of new and more flexible guidelines. We acknowledge Sam Gaze, who raised awareness of mental health during these Games.



The Department of Prime Minister and Cabinet (DPMC), Ministry of Foreign Affairs and Trade (MFAT) as well as New Zealand Police and other agencies provided advice and resourcing around security and health, including on-the-ground support provided during Games time by MFAT and NZ Police.

The New Zealand Government, led by Sport NZ, also supported the New Zealand Team with access to MIQ – fortunately this was only required for those returning from Beijing 2022.

These government relationships are highly valued by the NZOC and we thank the agencies for their ongoing expertise, advice and support across team travel, health, safety and risk.

### International Relations and Public Affairs

The NZOC continued to be active around issues facing international sport during the year.

Together with the NZOC Athletes' Commission, we joined with the sporting world in calling for peace following the Russia's aggressive invasion of Ukraine in February 2022. The NZOC supported IOC recommendations for sporting sanctions against the Russian and Belarusian states and the implementation of protective measures for athletes from those countries, while acknowledging the dilemma these sanctions pose.

Following the release of the IOC's Framework on Fairness, Inclusion and Non-Discrimination on the Basis of Gender Identity and Sex Variations in November 2021 the NZOC Board reconfirmed its commitment to providing a safe, inclusive and accessible environment to enable all athletes to compete.

The NZOC thanks the members of the Integrity Committee for their expertise and ongoing commitment.

The IWG Women in Sport Global Conference 2022 was the biggest sports conference ever to be staged in Aotearoa New Zealand. The NZOC had supported the project from bid to delivery and was delighted to connect IWG with the IOC, ONOC and ANOC to help build meaningful communities of action. The NZOC hosted the official handover of the IWG at New Zealand House in Birmingham, welcoming New Zealand's Minister for Sport and his British counterpart to the event.

We were delighted to host IOC Executive Board member and Deputy Chair of the IOC's Gender Equality, Diversity and Inclusion Commission HRH Prince Feisal Al Hussein in New Zealand for the IWG Global Conference. He called on sports organisations to do more to fight harassment and abuse in sport as he represented the President of the IOC at the conference. Joined by a delegation from the Jordan Olympic Committee, His Royal Highness had the opportunity to connect with New Zealand community and sporting leaders, and returned to Jordan an advocate for our capability, credibility and culture.

The IOC was a formal partner of the IWG Global Conference, and Olympic Solidarity provided valuable funding. IOC staff members joined the conference as both delegates and speakers.

We thank the ONOC for supporting the participation of members of the Oceania Gender Equity Commission at the IWG Global Conference. It was a wonderful opportunity to share and learn alongside our Pacific neighbours.

The NZOC also collaborated with the ONOC as we embarked on the pathway to Brisbane 2032 and we look forward to supporting the development of Pacific and New Zealand capability in sport over the coming decade.

The ANOC General Assembly elected Fijian Dr Robin Mitchell as President, strengthening Oceania's influence and connections within the wider Olympic Movement. We warmly congratulate Dr Mitchell on his recent appointment.

The NZOC continued to keep the door open to exploring a potential Commonwealth Games bid and thanks the Commonwealth Games Federation (CGF), Sport NZ and the Ministry of Business, Innovation and Employment (MBIE) for ongoing dialogue. We thank the Minister for Sport and Recreation, Hon Grant Robertson, for joining us in Birmingham to experience the Commonwealth Games first-hand.

We also thank our colleagues and friends and at the IOC, CGF, ONOC and ANOC for their support of the Olympic Movement in New Zealand and look forward to ongoing collaboration.

# 3. PROMOTE AND CELEBRATE

## Promote and celebrate Olympic and Commonwealth athletes, games and legacy

The NZOC tells the stories of New Zealand's athletes and their legacy, and inspires pride and excellence in all New Zealanders.

Despite pressures caused by the compressed Games schedule and the impacts of COVID-19, the brand, marketing, media and communications outputs had a significant and positive impact on both the New Zealand Team, and the New Zealand public during 2022.

Research indicated that New Zealand's interest in the New Zealand Team peaked following both the Olympic Winter and Commonwealth Games at 97%.

The variety of sports, being able to see the world's best, the opportunity to see sports which otherwise have little coverage, and being able to support New Zealand were among the drivers behind Kiwis' engagement with both these Games.

## Faster, Higher Stronger – Beijing 2022 Olympic Winter Games

The Beijing 2022 marketing and communications campaign centred on a re-imagined Olympic Games motto and drew on athlete voices, images and personalities.



Billboards, a television commercial, non-paid media and social media were used to share the stories of the New Zealand Team with the New Zealand public. The athlete friends and family base, NZHQ, was based in Wānaka this year, providing an opportunity for athlete friends and family and local school children to connect with the Games.

## Beijing 2022 Campaign Results

- **Billboards: 5.4 million total contacts**
- **TV commercial: \$135,000 airtime**
- **NZHQ in Wānaka connected athlete friends and family and local school children with the Olympic Winter Games broadcast and educational activities**
- **2.2 million video views across all NZOC digital channels**
- **Non-paid media value: NZ\$32 million**

## We are All In – Birmingham 2022 Commonwealth Games

The NZOC campaign story for the New Zealand Team to the Birmingham 2022 Commonwealth Games, "We Are All In", leaned into the diversity and size of our team while focusing on the shared desire to give it our absolute all. The campaign ran through all areas of the organisation and the New Zealand Team.

## Birmingham 2022 Campaign Results

- **Billboards: 5.3 million total contacts**
- **TV commercial generated 68% of brand recall**
- **New Zealand House in Birmingham welcomed 4,000+ guests including our Governor-General, Deputy Prime Minister and Minister for Sport and Recreation, valued donors and commercial partners, and athletes and their friends and families**
- **2.8 million TikTok views**
- **Non-paid media value: \$96 million**



## Brand, Marketing and Events

Billboards were a core driver of the New Zealand Team's brand campaign for Birmingham 2022. Thanks to a partnership with JCDcaux, we delivered \$406,500 of value to the team across the campaign period. One hundred per cent of sports featured across more than 32 sites nationwide, and over 100 bespoke live updates were delivered throughout New Zealand.

A television commercial produced using banked footage provided a clean, simple and cost-effective way to show the variety of sports and people who wore the silver fern for the New Zealand Team in Birmingham. SKY broadcast the spots free of charge for us in the lead-up to and during Games time, to a total airtime rate-card value of \$134,530.

The television commercial had a positive impact on the campaign's visibility and effectiveness. This resulted in an uplift in pride in the New Zealand Team directly after the Commonwealth Games, with 64% of New Zealanders retaining interest in following the team post Games.

The Queen's Baton Relay saw the baton travel with our Chef de Mission and athletes to Tairāwhiti Gisborne, the Hawke's Bay, Wellington and Auckland, and, while adhering to COVID-19 restrictions, it was shared with members of the community, schools and members of the public.

Give it Your Best Shot provided the opportunity for members of the public and some of New Zealand's primary school children in Auckland, Rotorua, Wellington and Christchurch to pit their skills against those of our team members, in Shot-put and other activities. It brought to life the world-class achievements of our New Zealand Team in attending the Commonwealth Games.





### New Zealand House

New Zealand House was delivered in Birmingham through a takeover of the Edgbaston Golf Club – a Georgian manor house looking out over the golf course and located within a five-minute walk of the main Birmingham University village.

The House was established to deliver a safe place for New Zealand Team members to meet with their friends and family prior, during and post competition. It was also created as a base for travelling friends and family, key stakeholders, partners and donors, and a place where UK-based supporters and friends and family could gather.

During its operation the House welcomed over 4,200 visitors. New Zealand House also hosted our team function, an IWG function, medal celebrations, end-of-sport celebrations, and breakfast and cocktail functions with special guests and stakeholders.

In addition, we were delighted to be joined by our Patron Her Excellency Dame Cindy Kiro, Governor-General of New Zealand, and Dr Davies, as well as the Deputy Prime Minister and Minister for Sport and Recreation, Hon Grant Robertson.

The New Zealand House facility was supported by 62 volunteers, of which 32 were Edgbaston Golf Club members.

The House was incredibly popular with New Zealand Team members and 84% of athletes who attended the House more than once said it added to their performance at the Games.

Back in New Zealand, the NZOC delivered the Birmingham Club at the Royal New Zealand Yacht Squadron in Auckland. A total of nine events hosting commercial and philanthropic members of our Olympic family took place at the Club for those unable to travel to the Games.

### The New Zealand Team 2022 Olympic Gala

The NZOC hosted the New Zealand Team 2022 Olympic Gala, which was attended by over 700 guests including 250 athletes and team members from Tokyo 2020, Beijing 2022 and Birmingham 2022, along with NSOs, commercial partners, donors, government representatives and the media. This event was particularly special as the 2020 and 2021 Gala Dinners had been postponed due to COVID-19. Athletes from each of the three Games were celebrated and some shared their stories of success, determination, pride in the New Zealand Team and what being at three vastly different Games was like. A special part of the evening was an original performance from musician, activist and producer Tike Taane, paying tribute to the mana and achievements of our teams.

### Media and Communications

The strategy for Birmingham 2022 spanned non-paid media, digital and stakeholder communications. Collectively these channels showcased the stories of our proud, diverse and passionate athletes across non-paid and digital media through team selections, athlete features, competition highlights and other content.

During the Games, the New Zealand media and communications team produced exceptional content, covering every sport and medal.

The New Zealand Team's 657,000 followers were able to follow athlete-centred content as it happened on our social media channels (Facebook, Instagram, Twitter, TikTok and YouTube), with all platforms providing users with a slightly different experience, and exclusive behind-the-scenes access to the athletes.

### Media Operations

Media operations was a large body of work with a combined 20 New Zealand media crews attending from SKY, TVNZ, Newshub, NZME, Stuff and Radio New Zealand.

Pre-competition press conferences were held and the NZOC organised and facilitated 700 mixed-zone interviews. For the first time, non-rights-holding media (ENR) were able to film vision and record audio in the Games mixed zones, resulting in far easier and more immediate access to athlete reaction post competition.

Medal celebration events took place at New Zealand House the day after finals competition, providing further media opportunities for medal-winning athletes.

### The Halo Effect

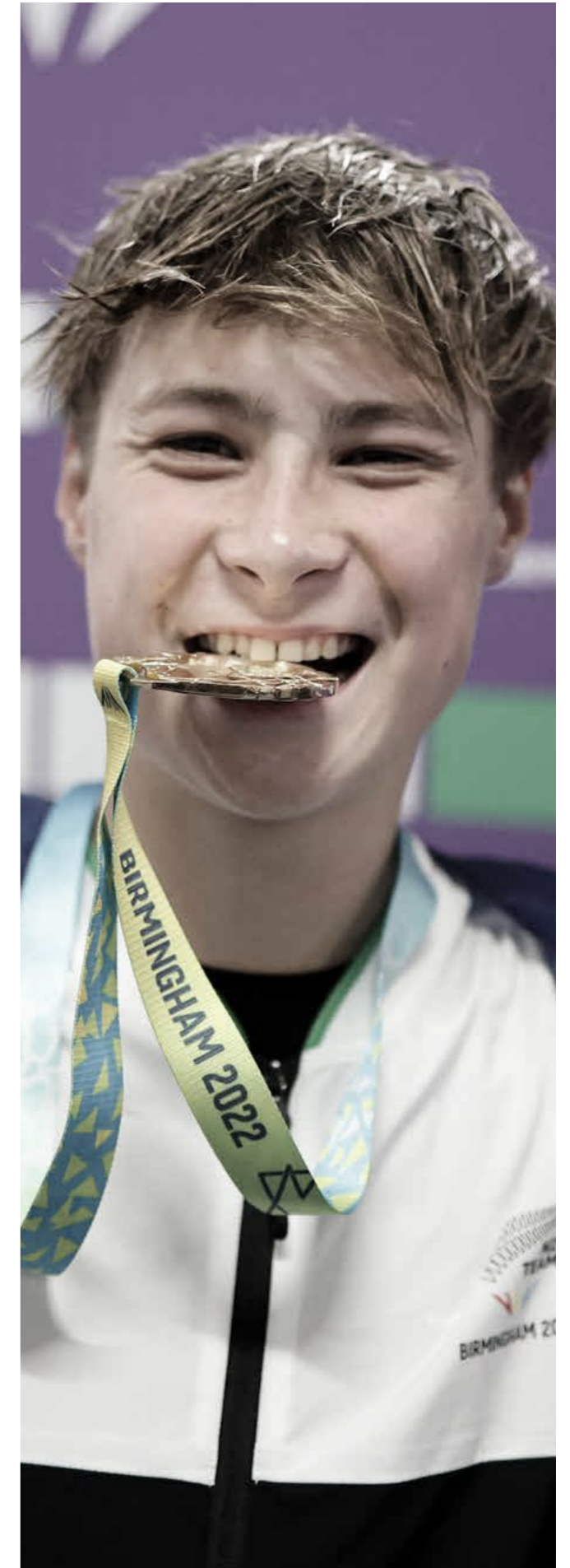
The campaigns for both Beijing and Birmingham also extended to village dress, merchandise and uniform, creating a halo effect as campaign messaging and design flowed through to athlete and public-facing touchpoints.

Of all respondees to the Post Games Pulse who expressed a view to agree or disagree:

- 83% agreed the New Zealand Team "Connects with who we are as New Zealanders"
- 85% agreed the New Zealand Team "Connects with what it means to be a New Zealand athlete"

At the end of 2022, the annual NZ Brand Tracker found "The New Zealand Team" public sentiment had grown during the year.

- 97% of New Zealanders said they were interested in following the New Zealand Team at Olympic Winter and Commonwealth Games (Kantar).



### Olympic Ambassadors and Values in Education

It was a successful year for Olympic Values education in 2022, despite the COVID-19 restrictions in schools for the first half of the year. Highlights included the NZOC Schools programme at the Wānaka NZHQ, the development of five cross-curricular education resources and activities for the Birmingham Commonwealth Games, and the My Virtual Mission schools relay to the Commonwealth Games.

Olympic Ambassador visits continue to add value. In 2022, a total of 158 visits took place across low-decile (34%), mid-decile (28%), high-decile (39%) schools around Aotearoa New Zealand. Students said they found the visits motivating (100%), were more inspired to participate in sport (100%), felt the visit helped them to set goals (96%) and were more aware of not giving up (73%). Equally, teachers said the visits were relevant to their teaching and learning and they engaged in Olympic education learning activities before, or after, these visits.

#### A school responds to a visit from an Olympic Ambassador

***“It was an awesome experience for our school. The Ambassador pitched at the right level, kept the kids engaged and interested and they had loads of questions... Being a low decile school, it is vital we have such awesome people visit and share their experiences, inspire kids and talk about the values. Thanks so much - we loved it!”***

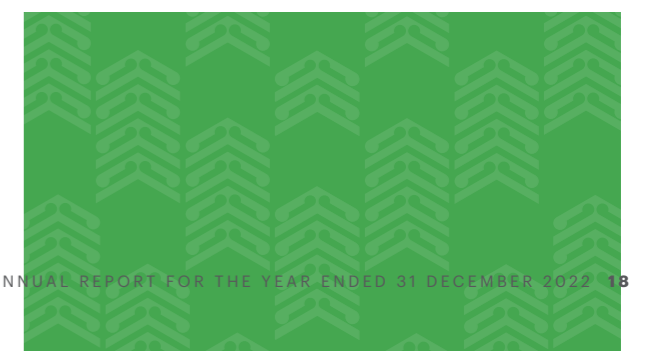
***We acknowledge the significant donations of Sir Owen Glenn and the late Sir Eion Edgar through whom our Olympic Ambassador visits are made possible.***

The School Leadership Pilot at St Peter’s School in Cambridge was a resounding success. Olympic Ambassadors presented to Years 11 to 13 students on themes of Respect and Participation, Friendship and Resilience, Excellence and Being Brave to empower these students to go back and ‘lead’ similar sessions within their own school environments. The feedback from the students was very positive.

The NZOC extends our thanks to the partners we engaged with during 2022. Snow Sports NZ, The Warehouse, Sport NZ, and the Asia New Zealand Foundation aided the success of the Beijing 2022 Schools Programme. We supported Sport Waitākere to deliver a Future Leaders Day and the Give it Your Best Shot activation series within schools.

We acknowledge the significant donations of Sir Owen Glenn and the late Sir Eion Edgar through whom our Olympic Ambassador visits are made possible.

The Education Commission continues to make excellent contributions – not only with strategy but also with great practical ideas and suggestions for resources in schools.



# 4. GENERATE AND SHARE REVENUE

The New Zealand Team was honoured in 2022 to be supported by leading New Zealand and international companies and much-loved brands. Through their combined investment and services, New Zealand Team partners provide critical support for our New Zealand Team to the Games. In turn the New Zealand Team works with our partners to support them in their brand, marketing and community engagement objectives.

With the postponement of the Tokyo 2020 Olympic Games to 2021, 2022 saw the real beginning of commercial partnerships for the 2024 quadrennial. As such the focus in 2022 was on delivering partner value and activation around Beijing and Birmingham and extending partnerships concluding in 2022 through to 2026.

NZOC partners used the spotlight of the Beijing 2022 Olympic Winter Games to amplify their support of the New Zealand Team. The Warehouse and Noel Leeming, Bridgestone and Mr Apple all ran strong marketing campaigns during the Games, while Toyota and the New Zealand Team continued digital collaboration with the content series *On The Startline* achieving positive results.

It was pleasing to see high levels of partner engagement in the "Ice Cube" activation and at NZHQ in Wānaka. We are grateful to those partners that enabled us to stand up this edition of NZHQ as the New Zealand base for the friends and family, partners and supporters that were unable to travel to the Olympic Winter Games due to COVID-19 travel restrictions. Our thanks to SKY, Toyota, The Warehouse Group, Sport New Zealand Group and Asia New Zealand Foundation, and our suppliers Big Blue ActivePure and Rako Science.

We were also grateful to the partnerships extended by both RealNZ (Cardrona and Treble Cone) and NZSki (Coronet Peak) in NZHQ and other events during the Games.

In the build-up to the Birmingham Commonwealth Games, partners supported us as we took the Queen's Baton Relay on the road to communities around the North Island. This was further enhanced at one month to go with the Give it Your Best Shot community activation supported by Sport NZ, Barfoot & Thompson, Jennian Homes, The Warehouse Group and Athletics New Zealand.

The Birmingham Commonwealth Games provided opportunities for the NZOC family of partners too. Of our New Zealand domestic partners, 8 out of 11 (72%) activated with the New Zealand Team in the lead-up to, and during, the Birmingham 2022 Commonwealth Games. We were also delighted to host commercial partners and donors at NZHQ in Auckland, which was the New Zealand-based activation for the Commonwealth Games.

As mentioned elsewhere in this report, more than 4,000 guests, donors, partners and athlete friends and families joined us at New Zealand House in Birmingham. Several New Zealand businesses based in the United Kingdom supported the House through the provision of food and beverage. We are also grateful to Sport NZ for their support of the House, and the role it played in providing a high-performance environment for our athletes and team members.

A highlight of 2022 was the completion of the first of the Jennian Olympic Homes in Halswell, Christchurch. This is a unique partnership where the NZOC, together with partner Jennian Homes, build show homes, which are then sold with profit returning to the New Zealand Team.

## Global Ticketing and Hospitality

The year also saw the introduction of a new global ticketing and hospitality model for Olympic Games, with the appointment of On Location globally as the sole supplier of Games hospitality packages. This effectively replaces the previous New Zealand Olympic Travel operation – a joint venture between House of Travel and the NZOC which provided travel agency and ticketing services to stakeholders and travelling friends and family, with a small profit back to the New Zealand Team. Going forward, the NZOC will host a small institutional programme with friends and family able to access tickets via a global ticketing ballot, or packages via On Location. New Zealand Olympic Travel will continue to provide wrap-around services, including accommodation and travel for those who require it, but will no longer be a provider of tickets to Olympic Games.



## Brand Protection

A key part of our commercial programme is ensuring that the exclusive rights of our New Zealand Team partners and suppliers are not compromised through ambush or naive behaviour of other companies and organisations.

The year's two pinnacle Games required close attention of New Zealand companies and athletes' social media channels as well as traditional media.

During the Beijing 2022 Olympic Winter Games, there were 15 known breaches of the Major Events Management Act 2007, the Fair Trading Act 1986 and general passing off.

During the Birmingham 2022 Commonwealth Games, there were 28 known breaches of New Zealand legislation and/or the Commonwealth Games Federation (CGF) Entry and Eligibility Criteria relating to athlete name/imagery use by brands on social media. All breaches were digital and/or social media, and many successfully intercepted before going live.

## Sharing Revenue

The New Zealand Olympic Foundation continues to enable the NZOC to generate and share revenue with New Zealand sports and athletes. We extend our heartfelt thanks to our Foundation members.

The NZOC Athletes' Collective continues to add value, bringing commercial partners together with athletes. We thank the domestic and TOP partners who participated in this programme and acknowledge their direct contribution to New Zealand's athletes.

Both the NZOC Athletes' Collective and New Zealand Olympic Foundation, and the generous support of our Olympic Family of donors and partners are acknowledged in more detail elsewhere in this report.

## The Financial Accounts

The 2022 deficit of (\$979,271) was \$165,000 favourable to Budget. Revenue was \$17,314,344, of which 33% was from commercial partners, 22% from donors, 20% Games income, 11% HPSNZ and 6% Sport NZ. We would like to thank and acknowledge all partners and donors for their investment towards the New Zealand Team. Expenditure was \$18,218,103, of which Games spend for Beijing and Birmingham was our largest cost, followed by personnel costs, donations to members and Games activations.

This concludes the CEO and Secretary General's Report for 2022.

# BEIJING 2022

A look back at our most successful Winter Olympic Games

4 – 20 February 2022

Ngā Pou Hāpai - Flag Bearers

**Opening Ceremony:**

Ngā Pou Hāpai Tane Finn Bilous and  
Te Pou Hāpai Wahine Alice Robinson

**Closing Ceremony:**

Nico Porteous

## THE NEW ZEALAND TEAM

15 athletes competing across Freeski, Snowboard, Alpine, Biathlon and Ice Speed Skating

New discipline of Freeski Big Air made its Olympic debut with three New Zealanders competing

100% of athletes said the New Zealand Team was effectively led and organised

Unprecedented Reach and Engagement via • Continuous performance improvement over consecutive Games since 1992

Nico Porteous wins New Zealand's second-ever Winter Olympic gold medal

## OUR MEDAL TALLY

●● **2 GOLD**

● **1 SILVER**

New Zealand finished 17th on the medal table, one place ahead of Australia and two ahead of Great Britain.



### Social Media

15 million total reach on Facebook

310,000 Games-time feed engagement on Instagram



### Media

\$32.6 million worth of media coverage

Cumulative audience of more than 187 million



### Broadcast

47% of New Zealanders watched Beijing 2022 on Prime/SKY



## NZHQ



10 schools visited NZHQ

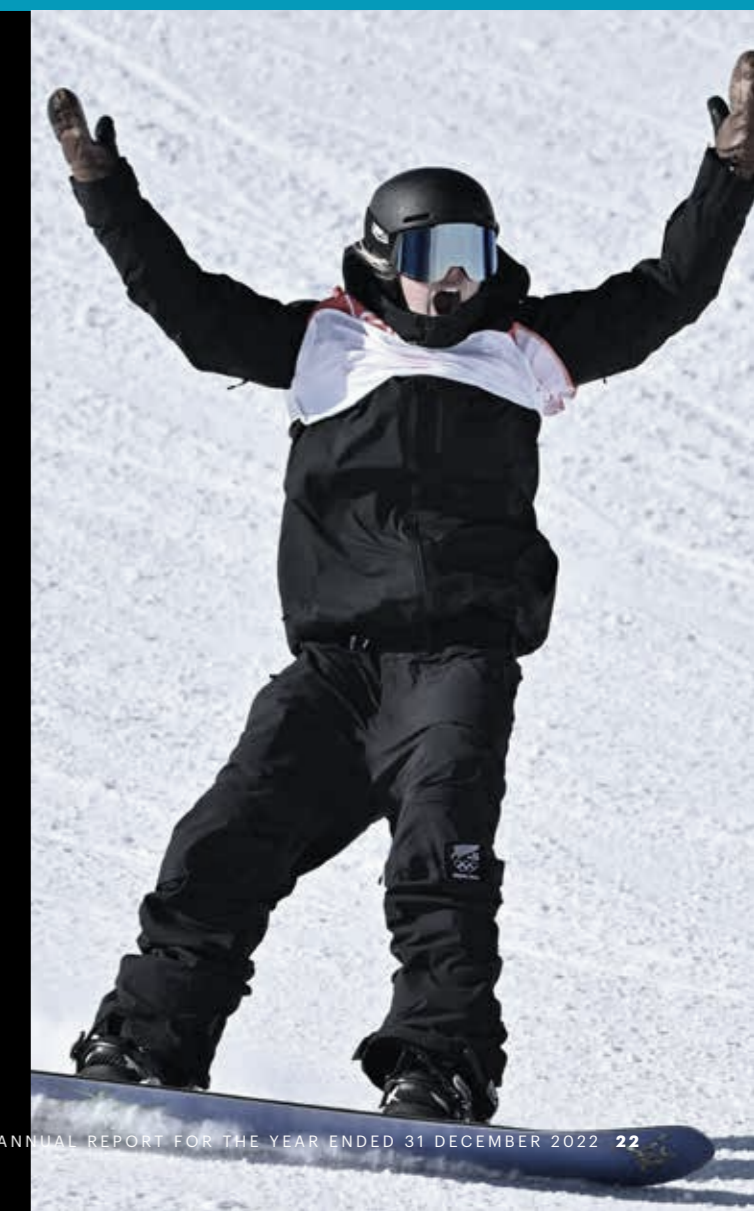


64% of the team had friends and family cheering them on at NZHQ, with the venue operating at capacity throughout the Games



Daily presentations and demonstrations by Olympians

Zoi Sadowski-Synnott wins New Zealand's first-ever Winter Olympic gold medal and is the first winter athlete to win two medals at the Winter Olympics.



# BIRMINGHAM 2022

A look back at our most successful offshore Commonwealth Games

**28 July – 8 August 2022**

**Ngā Pou Hāpai - Flag Bearers**

**Opening Ceremony:**

Te Pou Hāpai Tane Tom Walsh and Te Pou Hāpai Wahine Joelle King

**Closing Ceremony:**

Aaron Gate



## OUR MEDAL TALLY

● **20 GOLD**

● **12 SILVER**

● **18 BRONZE**

**50 MEDALS**

largest-ever away Games tally for New Zealand

**20 GOLD MEDALS**

most ever gold medals for New Zealand

**5TH** On the medal table



234 athletes selected across 19 sports including two Para sports



Gender balance: 53% female, 47% male –first time New Zealand has been represented by more women than men



New disciplines of 3x3 Basketball and Women's T20 Cricket contested by New Zealand



New Zealand Team embraced our culture of manaaki and grew our Pou Tangata kaupapa



100% were proud to be part of the New Zealand Team, 99% said the team was led and organised effectively



Aaron Gate becomes first ever New Zealander to win four gold medals at a single Games



Joelle King wins two gold medals to become our most decorated female Commonwealth Games athlete (eight medals overall 5x gold, 1x silver, 2x bronze)



Paul Coll wins New Zealand's first-ever male Squash gold medal

## WRESTLING BRONZE TAKES MEDAL TALLY

TO **50**

**“It means a huge amount. I’ve been wrestling since I was a young kid so to get this result is really special. I told my family straight away; they were so happy about it and it was a really special moment to share.”**

Suraj Singh (Wrestling, 57kg freestyle) on being told three months after the Games that his result was upgraded to bronze following the disqualification of another competitor.



## Social Media

More than 60M impressions across all channels

26M views of Hayden Wilde Instagram reel



## Media

\$96 million worth of media coverage

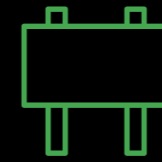
Cumulative audience of more than 529M

## NEW ZEALAND HOUSE IN BIRMINGHAM

Became a home away from home for New Zealand Team members.

84% of athletes who visited more than once said the House added to their performance.

- More than 4,000 guests through the doors
- 34 events hosted at the House



### Billboards

Partnership with JCDecaux to promote the New Zealand Team through nationwide billboards

- 120+ bespoke updates
- 100% of sports featured across 32 sites nationwide
- Total contacts of more than 5 million



### Television Commercial

- \$134,000 worth of airtime, delivering high levels of brand and campaign recall



### Selections

- 19 team selections held across New Zealand
- Athletes' friends and families invited to share in the celebration

## COMMUNITY ACTIVATIONS

More than 2,000 New Zealanders giving Shot-put a go



4 event days across New Zealand

8 schools visited

## QUEEN'S BATON RELAY

5-day programme of events and community engagements across Tairāwhiti Gisborne, the Hawke's Bay, Wellington and Auckland

High levels of media interest and coverage of the relay, with supporting digital within our own community of interest

## BIRMINGHAM CLUB

Hosted at Royal New Zealand Yacht Squadron in Auckland to connect with the cohort of sports sector networks, commercial partners and donors who didn't travel to the Birmingham Commonwealth Games

- Featured SKY Sport NZ broadcast, campaign branding and numerous hosted events, Birmingham Club became a key space to feel close to the action



### Commercial Partnerships

- 72% of New Zealand partners activated with the New Zealand Team
- Sky's free-to-air channel Prime, reached 3x their average audience in target demographic of 25 to 54-year-olds



### NZ Team App

- 23,893 app users



# TEAM MANAAKI

## OUR SILVER FERN

In ancient Aotearoa, night was no obstacle to our warriors. They looked to the silver fern to find a path. The shimmering underside reflecting moonlight, lighting the way. Assisting, encouraging and enabling. Today, we too are guided by the silver fern, the one we have worn for more than 100 years.

## POU TANGATA

### The New Zealand Team Haka

Tena i poupoua!

Poutangata! Uia! Pou tangata! Uia!

Uia poutangata ki runga

Uia poutangata ki raro

I ahaha!

E kia tika, tika e! E kia pono, pono e!

Kia tūturu rawa, kia tūturu rawa

Kia poutangata rawa e

Aue! Hi!

## TE KAPA O AOTEAROA

### The New Zealand Team

We carve the path that's true to ourselves. We are the pathfinders and we defy expectations. Our diversity is our power. Our past and our future. One team. When we compete as the New Zealand Team; we bring everything. We honour our land and people and respect our opposition. Always. Our spirit is unrestrained. We are grounded in manaaki; we hold our values true. And the fern, as always, leads the way.

## TE WHARE O POU TANGATA

### Becoming part of the New Zealand Team

We are navigators and pathfinders. Our ancestors have come from across the seas. We have each followed the path of the silver fern. When we come together, we enter Te Whare o Pou Tangata. And we unite as te Kapa o Aotearoa on a whāriki (mat) woven from the silver fern and imbued with stories, our pasts and our futures. Here, we are protected by the strong supporting structures (pou) of the whare, or house. The pou symbolise our culture of manaaki, defining our values and grounding us in the essence of who we are. They remind us of all those who have backed us on our journey. Here, in Te Whare o Pou Tangata, we draw on the power of our taonga – our pounamu, our haka, and Te Mahutonga, our cloak – as we prepare for battle. The tekoteko (carved figure) that sits above us is called 'Pou Tangata' and is our guardian, a symbol of our athletes, our ambition and our ultimate potential. It is from here, Te Whare o Pou Tangata, that we go out and take on the world.



# A CHANGE OF LEADERSHIP

## Farewell Kereyn Smith

This year saw the departure of one of the NZOC's most long-serving and highly regarded CEOs.

Kereyn Smith took up the role of New Zealand Olympic Committee CEO and Secretary General in 2011, bringing a strong focus to integrity, athlete wellbeing and governance.

Kereyn provided strong and stable leadership for more than 1,000 of New Zealand's elite athletes and their support teams spanning three Olympic Games (London 2012, Rio 2016, Tokyo 2020), two Olympic Winter Games (Sochi 2014, PyeongChang 2018) and two Commonwealth Games (Glasgow 2014, Gold Coast 2018). Under her watch the NZOC established the Integrity Committee and Te Urunga Tū (the Māori Advisory Committee) and strengthened the capability and responsibilities of the NZOC Athletes' Commission.

With the support of former NZOC President Mike Stanley, Kereyn led the NZOC through the COVID-19 pandemic, providing leadership for her team as well as ensuring the wellbeing of New Zealand Team athletes at the Tokyo 2020, Beijing 2022 and Birmingham 2022 Games.

Kereyn was also a member of the International Olympic Committee (IOC) Sport and Active Society Commission, as well as the 2024 and 2028 Olympic Bid Evaluation Commissions.

Her development of women in sport is among her most notable achievements, establishing the Women's Sport Leadership Academy in New Zealand and being a founding

member of the International Working Group (IWG) on women and sport.

In 2015 the IOC awarded the NZOC the World Trophy for Women in Sport for our work on improving the number of women in sport - the first for a National Olympic Committee.

As NZOC CEO, Kereyn created a kind, inclusive and social culture within the NZOC that delivered exceptional results and empowered her staff to make a difference in the domestic and international sporting communities. She is extremely well regarded across the sporting sector in New Zealand and globally, and leaves an enduring legacy.

***"I extend my heartfelt thanks to the New Zealand Olympic Committee Board and staff as well as my colleagues in Sport NZ, HPSNZ and our National Sporting Organisations. Their contribution and collaboration to achieve on behalf of New Zealand's Olympic and Commonwealth athletes has been invaluable to me, both personally and professionally."***

**NZOC CEO, 2011 - 2022, Kereyn Smith CNZM**



## Farewell Mike Stanley

Mike Stanley closed a significant chapter in New Zealand sport when his term as President of the New Zealand Olympic Committee ended in October 2022.

A former Olympian and World Champion Rower, Mike brought a commitment to integrity, athlete voice and wellbeing, gender equality and team culture to his role as President, which spanned from 2009 to 2022.

During this time, Mike made an exceptional contribution to both the NZOC and Olympic and Commonwealth sport in New Zealand. He drew on his experiences as an athlete that missed the 1980 Olympic Games due to the government boycott, and as an athlete that had both met and failed to meet their own performance expectations on the world stage.

Under his leadership, New Zealand Teams at Olympic and Commonwealth Games became increasingly recognised for a unified and athlete-led team culture, as well as outstanding performances. Mike has been an active supporter of gender equality and has advocated for gender-balanced boards and commissions throughout New Zealand sport. He has also been a driving force behind the establishment of Te Urunga Tū, which has guided the organisation as it works towards greater inclusion of Māori culture.

Mike provided exceptional leadership throughout the COVID-19 pandemic, balancing the health, wellbeing, performances and experience of New Zealand athletes at Tokyo 2020, Beijing 2022 and Birmingham 2022, each resulting in New Zealand's best-ever performances.

Mike was elected Honorary NZOC President as he finished his term, a reflection of the highest esteem in which he is held by the Olympic and Commonwealth Games movements in New Zealand.

The Honorary President role is created under the NZOC Constitution and recognises exceptional service. The appointment has been made only once previously in NZOC history when Sir Eion Edgar was elected to the position in 2009. Mike's election acknowledges his long-standing contribution to the NZOC, New Zealand sport and New Zealand athletes throughout his 13-year tenure as President.



***"It's been an honour and a privilege to have worked alongside so many fine people in this role."***

***"I'm incredibly proud of the NZOC, the team culture of manaaki we've grown, and our athletes and the way they represent New Zealand both on and off the field of play."***

***"I'm now looking forward to being our Games teams' biggest supporter and celebrating the ongoing success of the NZOC, our member sports, and their athletes."***

**NZOC President, 2009 - 2022, Mike Stanley CNZM**

# AWARDS AND HONOURS

## Lonsdale Cup

Snowboarder Zoi Sadowski-Synnott was awarded the prestigious Lonsdale Cup for 2022, the year in which she became New Zealand's first-ever Winter Olympic gold medalist.

The 21-year-old won gold and silver at the Beijing 2022 Winter Olympic Games. Competing first in slopestyle, Zoi landed an extremely technical rail line and laced together a frontside double 1080 into a huge backside double 1080 on the final two jumps, securing the gold medal with a huge score of 92.88.

Ten days later she claimed her second medal of the Games, winning silver in a closely contested big air final. The medal wins in Beijing followed her success at the PyeongChang 2018 Winter Olympic Games where she won bronze in the big air.

Zoi is the first-ever winter sport athlete to win the Lonsdale Cup. Outside of her Olympic success she has won two gold medals and two silvers at the World Championships. At the prestigious invite-only Winter X Games she has won five golds, three silvers and a bronze.

The Lonsdale Cup is the NZOC's most prestigious award and is presented annually by the NZOC to the athlete or team that has made the most outstanding contribution to an Olympic or Commonwealth sport.

The Lonsdale Cup was first awarded in 1961, with Sir Murray Halberg the inaugural recipient. Since then it has been won by a host of inspirational New Zealanders who have represented our country with pride and passion. Past winners include Dame Valerie Adams, Dame Lisa Carrington, Sir John Walker, Barbara Kendall, Sir Peter Snell and many more.

Zoi is coached by Snow Sports NZ High Performance Snowboard Coach Sean Thompson.

***"Zoi is an incredible athlete who is at the forefront of global snowboarding and we are extremely proud of her achievements on the world's stage."***

***"She is a leader in sport and inspires young New Zealanders, especially young women, to live healthier lives and follow their sporting dreams."***

**Nicki Nicol, CEO, NZOC**

## Mike Stanley Receives ANOC Merit Award

The Association of National Olympic Committees (ANOC) recognised former NZOC President Mike Stanley for his outstanding contribution to the Olympic Movement.

Mike received the ANOC Merit Award at the XXVI ANOC General Assembly in Seoul, South Korea, in 2022.

The ANOC Merit Award is the ANOC's highest honour and was created to acknowledge people who have in an exceptional way furthered or contributed to the work of the Association. The ANOC Merit Award was formally presented to Mike in a ceremony which took place during the ANOC General Assembly in October.

## NZOC Olympic Order Holders Named

Three long-time supporters of the NZOC had their service recognised by being named NZOC Olympic Order Holders.

Barry Maister, Ranui Ngarimu and Simon Wickham were officially named NZOC Olympic Order Holders at the 2022 Special General Assembly. The Order is an award of merit, recognising outstanding service to the Olympic Movement and/or Commonwealth Sport Movement.

Former NZOC CEO and IOC Member Barry Maister was honoured for his significant contribution to the Olympic and Commonwealth Sport movements in New Zealand, as well as his commitment to youth and the power of sport to make the world a better place.

Whaea Ranui Ngarimu, Ngāi Tahu, received her Olympic Order for helping to create the New Zealand Team culture of manaaki and the additional cultures and traditions that provide athletes with a strong sense of national identity and the values that ground our teams.

Leading sports administrator and business leader Simon Wickham was recognised for his service as an NZOC Board member and as an Olympic and Commonwealth Games selector.

The NZOC Olympic Order has been presented on only 17 occasions in the history of the Olympic Movement in New Zealand.



# NZOC ATHLETES' COMMISSION

## NZOC Athletes' Commission Strengthens Athlete Voice

The NZOC Athletes' Commission continued to deliver on its strategy to enhance athlete mana and voice in 2022.

A significant body of work was the development of the Athletes Leaders Network (ALN). The ALN grew from its beginnings as an internal NZOC Athletes' Commission initiative into a stand-alone athlete voice mechanism.

The ALN was designed with input from athlete representatives to promote a wellbeing focus across the system, understand the needs of diverse sports, athletes, funding levels, and provide support to enable these athletes to grow their leadership capabilities.

The purpose of the ALN is to:

- increase the strength and mana of the athlete voice in New Zealand;
- support the resolution of wellbeing and other issues; and
- grow, empower and support New Zealand athletes.

The NZOC looks forward to seeing the ongoing positive impact of the ALN throughout the New Zealand sporting system.

In 2022, the Athletes' Commission assisted the NZOC in comprehensive COVID-19 planning for both the Beijing 2022 Olympic Winter Games and the Birmingham 2022 Commonwealth Games. The Athletes' Commission also represented athletes at the HPSNZ athlete wellbeing hui and participated in the ONOC Athletes' Forum in Fiji. In addition, the Commission worked with Sport NZ on providing feedback on the new Integrity Unit.

Two athlete elections were held after Beijing 2022 Olympic Winter Games and the Birmingham 2022 Commonwealth Games, with Beau James (Olympian #1242), Alexis Pritchard (Olympian #1196) and Richie Patterson (Olympian #1072) all being reappointed to the Athletes' Commission.

Ben Sandford (Olympian #991) was recognised by the World Olympians Association as an Olympian for Life for his achievements on and off the ice.

***"We appreciate and acknowledge the athlete-centric kaupapa of the NZOC that encourages the NZOC Athletes' Commission to contribute to decision-making and support our New Zealand Team athletes. As we build into the Paris 2024 Olympics, 2026 Milano-Cortina Olympic Games and global youth events, our commission is committed to continuing to advocate for athletes to be in environments to uphold their wairua for their best sporting performance."***

**Sarah Cowley Ross,**  
NZOC Athletes' Commission Chair



# NZOC OLYMPIANS' COMMISSION

## NZOC Olympians' Commission Strengthens Athlete Voice

The NZOC Olympians' Commission seeks to foster a sense of whanaungatanga among New Zealand's Olympians, providing opportunities for them to connect, celebrate their achievements and engage with each other and their communities.

The Olympians' Commission ran several pinning presentations in 2022, with 45 new Olympians presented with their unique Olympic pin number (39 Summer and six Winter Olympians). In particular, the pinning function prior to the 2022 Olympic Gala provided a wonderful opportunity for Olympians to reunite and welcome new Olympians to the family.

The Olympians' Commission was also in action at the first-ever New Zealand Team winter fan zone in Wānaka during the Beijing 2022 Olympic Winter Games. Approximately 1,000 primary school children attended with a host of

talks and sport simulations provided by Winter Olympians. Originally greater numbers were expected but were adjusted due to the Government moving to a COVID-19-related 'red traffic light' system.

***"After the seemingly endless disruptions caused by COVID-19 in 2020 and 2021 we were thrilled to gather together again to welcome our newest Olympians into New Zealand's Olympic whānau and to celebrate their herculean efforts in Tokyo and Beijing."***

**Chantal Brunner,**  
NZOC Olympians' Commission Chair

## The Athlete Leaders Network (ALN)

The ALN was founded on the following principles:

- active engagement with high performance athletes in New Zealand across sports in a professional, cooperative, and integrated manner;
- addressing, escalating and supporting athlete wellbeing issues only where existing processes/avenues are not appropriate or need alternative advocacy;
- collaborative resolution in resolving issues or triaging to appropriate mechanisms; for example, the Sports and Recreation Complaints and Mediation Service, Sports Tribunal or the independent New Zealand Integrity Unit (once established);
- providing opportunities for athletes to become leaders of change through governance and leadership training, networking opportunities and the development of links with New Zealand and international athlete representative bodies;
- operating in a professional and ethical manner in accordance with any applicable legislation, regulations and/or professional rules or codes, with a particular focus on diversity, integrity and inclusion;
- strong partnerships and open and ongoing dialogue between athlete leaders and key personnel in the NZOC, HPSNZ, Sport NZ and National Sport Organisations (NSOs) to further develop and enhance athlete voice;
- operational independence from the NZOC, HPSNZ, Sport NZ and NSOs; and
- development of ongoing self-assessment mechanisms to continuously assess whether each of the above principles are being met, and the ability to develop or change its corporate structure as it determines to best meet the above principles.

# FUNDING SUPPORT FOR ATHLETES AND SPORTS

The NZOC continues to provide a high level of support to our athletes and National Federations through programmes and initiatives.

A total of \$2,800,000 was distributed by the NZOC in 2022 to New Zealand National Federations and athletes through Olympic Solidarity, the Athletes' Collective, the New Zealand Olympic Council and the Olympic Foundation.

This revenue provides significant value to the New Zealand sports sector, by promoting the Olympic and Commonwealth Games Movements and directly contributing to New Zealand athlete success on the world's stage.

## Olympic Solidarity

In 2022 the NZOC provided financial support to New Zealand National Federations and Olympic Games athletes via Olympic Solidarity funding worth a total of \$466,755.

A total of 14 National Federations received Olympic Solidarity funding during 2022 with the highest recipient sports being Artistic Swimming, Basketball, Ice Speed Skating and Snow Sports.

The Beijing 2022 Olympic Winter Games Athlete Scholarships finished in 2022. The recipients were: Finn Bilous (Freeski), Tiarn Collins (Snowboard), Peter Michael (Ice Speed Skating), Miguel Porteous (Freeski), Nico Porteous (Freeski), Alice Robinson (Alpine) and Zoi Sadowski-Synott (Snowboard). All of these athletes attended the Beijing 2022 Olympic Winter Games.

Paris 2024 Olympic Games Athlete grants commenced in 2022. The recipients were: Connor Bell (Athletics), Elliot Connelly (Judo), Justina Kitchen (Yachting), Molly Meech (Yachting), Georgia Nugent-O'Leary (Rowing), Eddie Osei-Nketia (Athletics), Tayler Reid (Triathlon), Zac Reid (Swimming), Eve Thomas (Swimming) and Nicole van der Kaay (Triathlon).

The NZOC would like to thank the IOC and ONOC for their continued support of New Zealand sports, athletes and legacy programmes through Olympic Solidarity. We would particularly like to acknowledge the work of Nils Holmegaard and Sheila Stephens Desbans and their colleagues at Olympic Solidarity. We continue to have an incredibly positive and collaborative relationship with these organisations.

We also extend our thanks to the team at the Commonwealth Games Federation, whose support is highly valued.

## Athletes' Collective

The NZOC Athletes' Collective continues to provide significant opportunities and remuneration for athletes.

In 2022, a total of 83 Athletes' Collective days were invested in athletes at a value of \$101,318. Alongside this, high levels of partner engagement were seen with 9 out of our 11 domestic partners using the Collective with our TOP partners providing additional leverage of the programme.

## The Olympic Foundation

In 2022 the New Zealand Olympic Foundation helped to deliver over \$2,240,000 to the NZOC's member sports and associations. In addition, the NZOC secured more than \$3,960,000 via the NZ Olympic Foundation and philanthropic means to help with Games-time preparation and general operations.

We would like to thank the Edgar Olympic Foundation for the significant funding made available to establish the New Zealand Olympic Foundation and our Olympic family of donors who continue to see the value the NZOC delivers within New Zealand society.

**We would like to thank our New Zealand Olympic Foundation members for their significant support and contributions to New Zealand's Olympic Legacy. Particularly, we acknowledge the late Professor John Hawk, who was an avid supporter and a true believer in the good that sport brings to our society. Professor Hawk passed away in December 2022.**

## Olympic Council and Community Partnerships

Through the generous donations of Sir Owen Glenn and Sir Eion Edgar, our Olympic Ambassadors received funding of over \$121,918, making an impact in 158 primary, intermediate and secondary schools. The Olympic Ambassadors promoted messages of resilience, participation and the Olympic Values (Excellence, Friendship, Respect) to the schools and the feedback from these schools was that the visits strongly resonated in what was another challenging year.

## Solidarity Funds Approved For Sporting Organisations and Athletes In 2022

NZD

Athletes - Beijing Winter Olympics 2022	\$63,692
Athletes - Paris Olympics 2024	\$54,609
Athletes - Refugee Paris Olympics 2024	\$15,012
Artistic Swimming NZ	\$27,100
Athletics NZ	\$16,260
Badminton NZ	\$20,389
Basketball NZ	\$69,455
Diving NZ	\$17,717
Fencing NZ	\$13,234
Ice Speed Skating NZ	\$27,427
Judo NZ	\$13,964
Roller Sports NZ (Skateboarding)	\$22,898
Snow Sports NZ	\$31,000
Table Tennis NZ	\$12,207
Tennis NZ	\$11,899
Triathlon NZ	\$12,064
Waterpolo NZ	\$27,900
Wrestling NZ	\$9,949

**\$466,775**



# OBITUARIES



## SIR MURRAY HALBERG, ONZ, MBE

**Olympian #94, Melbourne 1956, Rome 1960, Tokyo 1964, Vancouver 1954, Cardiff 1958, Perth 1962**  
**7 July 1933 – 30 November 2022**

**New Zealand sport lost one of its most revered athletes in 2022. Olympian number #94 Sir Murray Halberg passed away in November, aged 89.**

Sir Murray was one of the country's greatest runners at a time that is still regarded as a golden era in New Zealand athletics.

For a decade he excelled as a world-class athlete on the international stage. He won the Olympic 5000m gold medal in 1960, and the Empire Games three-mile golds in 1958 and 1962. In 1958, he became the first New Zealander to break four minutes for the mile.

Away from the track he will be remembered for his inspirational work in transforming the lives of children with a disability, as the founder of the Halberg Foundation.

Sir Murray was voted New Zealand Sportsman of the Year in 1958, was knighted in 1988, and in 1990 was inducted into the New Zealand Sports Hall of Fame. He was the inaugural recipient of the Lonsdale Cup in 1961.

The NZOC recognised Sir Murray's outstanding work on behalf of the Olympic Movement by making him an Olympic Order Holder.

Sir Murray is survived by his wife, Phyllis, Lady Halberg, and their two children.

***"No-one ever exemplified the Olympic spirit of triumphing over adversity better than Murray Halberg"***

**Liz Dawson, NZOC President**

## NOELINE BROKENSHIRE

**(née Gourley)**  
**December 1925 - 3 April 2022**

**Athletics (Hurdles)**  
 1950 Auckland Commonwealth Games

## EDDIE ADLAM

**3 January 1951 – 22 August 2022**

**Shooting (Air Rifle/Rifle)**  
 1986 Edinburgh Commonwealth Games  
 1990 Auckland Commonwealth Games

## GIL CAWOOD

**4 December 1939 – 28 August 2022**

**Rowing (Eight)**  
 1968 Mexico City Olympic Games

## SIR MURRAY HALBERG

**7 July 1933 – 30 November 2022** **OLY#94**

**Athletics (mid-long distance)**  
 1956 Melbourne, 1960 Rome, 1964 Tokyo, 1954 Vancouver, 1958 Cardiff, 1962 Perth

## DICK JOHNSTONE

**23 June 1936 – 18 November 2022** **OLY#181**

**Cycling (Road)**  
 1958 Cardiff Commonwealth Games  
 1962 Perth Commonwealth Games  
 1964 Tokyo Olympic Games

## ALAN LARKINS

**21 February 1934 – 20 January 2022** **OLY#103**

**Cycling (Track)**  
 1956 Melbourne Olympic Games

## PAUL MIKKELSON

**Passed away aged 46 - 13 March 2022**

**Gymnastics (Artistic)**  
 1998 Kuala Lumpur Commonwealth Games

## SHANE REED

**16 June 1973 – 30 October 2022** **OLY#1079**

**Triathlon**  
 2008 Beijing Olympic Games

## GAVIN THORLEY

**11 June 1947 – 3 July 2022** **OLY#318**

**Athletics (5,000/10,000m)**  
 1972 Munich Olympic Games

## JOELI VIDIRI

**23 November 1973 – 23 February 2022**

**Rugby (Sevens)**  
 1998 Kuala Lumpur Commonwealth Games

**Acknowledging**

## PROFESSOR JOHN HAWK

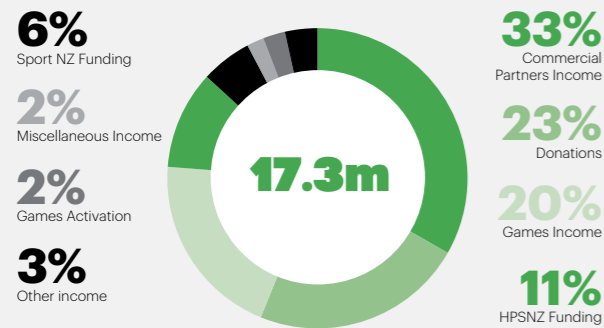
**8 November 1942 – 25 December 2022**

New Zealand Olympic Foundation member, philanthropist and supporter of the New Zealand Olympic Movement

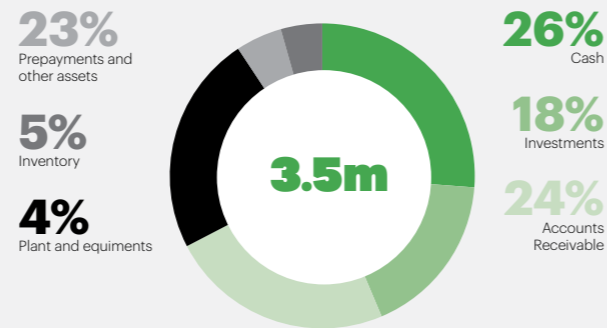


# FINANCIAL REPORT NZOC

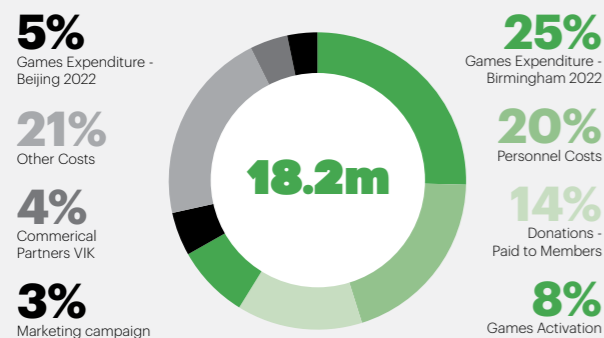
## OUR FUNDS



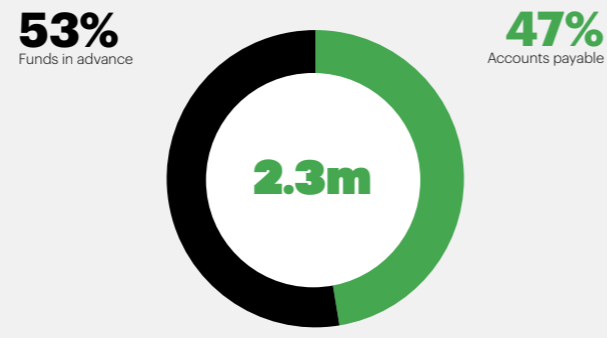
## WHAT WE OWN



## WHERE WE INVEST



## WHAT WE OWE



# 33% OF REVENUE IS FROM COMMERCIAL PARTNERS

## New Zealand Partners



## Worldwide Partners



NEW COMMERCIAL PARTNERS IN 2022 INCLUDE MR APPLE AND WORLDWIDE PARTNER DELOITTE

FUNDERS INCLUDE: HPSNZ, Sport NZ, IOC, Sir Owen Glenn Olympic Legacy, Edgar Olympic Foundation

HPSNZ REVENUE  
**11%**

GAMES EXPENDITURE BIRMINGHAM IS OUR LARGEST COST

**4M** DONATIONS RECEIVED

**2.2M** DONATIONS PAID TO MEMBERS

**467K** SOLIDARITY PAYMENTS TO MEMBERS AND ATHLETES

**101K** ATHLETE COLLECTIVE PAYMENTS

**3M** SIR OWEN GLENN OLYMPIC LEGACY FUND (OVER 3 YEARS)

**+** BEIJING & BIRMINGHAM 2022 GAMES BOTH POSTIVE TO BUDGET



**979K**  
**DEFICIT**  
FOR 2022



**RESERVES**  
**OF 1.2M**



**920K**  
CASH AND  
INVESTMENTS

**New Zealand Olympic Committee Incorporated**  
**Summary Financial Report**  
**Statement of Comprehensive Revenue and Expense**  
**For the Year Ended 31 December 2022**

**Revenue from exchange transactions**

	2022 Group \$	2021 Group \$	2022 NZOC \$	2021 NZOC \$
Commercial Partners income	5,010,921	3,844,197	5,010,921	3,844,197
Commercial Partners income (Value in Kind)	750,004	910,004	750,004	910,004
Games income (Value in Kind)	1,017,111	735,635	1,017,111	735,635
Games activation	412,809	826,221	412,809	826,221
Membership fees	8,100	8,100	8,100	8,100
Merchandise sales	112,111	343,860	112,111	343,860
	<b>7,311,056</b>	<b>6,668,018</b>	<b>7,311,056</b>	<b>6,668,018</b>

**Revenue from non-exchange transactions**

Charitable Gaming Trusts income	-	21,000	-	21,000
Donations	4,076,294	2,284,880	3,962,242	2,486,129
Games Income	2,457,139	3,205,469	2,457,139	3,205,469
High Performance Sport NZ funding	1,834,637	2,945,362	1,834,637	2,945,362
Sport NZ funding	947,831	2,547,895	947,831	2,547,895
International Olympic Committee	168,195	187,288	168,195	187,288
Games activation	105,106	84,667	105,106	84,667
Fundraising income	209,725	-	209,725	-
Miscellaneous Income	318,412	18,782	318,412	18,782
	<b>10,117,340</b>	<b>11,295,342</b>	<b>10,003,288</b>	<b>11,496,591</b>

**Total revenue**

	<b>17,428,396</b>	<b>17,963,360</b>	<b>17,314,344</b>	<b>18,164,609</b>
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**Expenses**

Commerical Partners sign on commission fees	312,964	220,330	312,964	220,330
Commerical Partners VIK	750,004	910,004	750,004	910,004
Donations - paid to Members	2,241,086	1,267,703	2,491,086	1,267,703
Education - Olympic Ambassadors in Schools	136,033	152,478	136,033	152,478
Foreign currency losses	203,071	42,455	206,360	42,455
Fundraising costs	345,664	54,640	345,664	54,640
Games expenditure - Tokyo 2020	-	8,494,791	-	8,494,791
Games expenditure - Beijing 2022	864,722	-	864,722	-
Games expenditure - Birmingham 2022	4,626,507	-	4,626,507	-
Games expenditure - Future Games	170,436	122,215	170,436	122,215
Legal costs	138,053	122,223	138,053	122,223
Marketing campaign	593,937	325,674	593,937	325,674
Meeting costs	139,466	68,049	139,466	68,049
Merchandise	168,231	427,044	168,231	427,044
NZ Olympic Foundation programme costs	315,674	352,769	315,674	352,769
Other costs	684,798	469,197	672,589	458,194
Partner Servicing	292,001	314,671	292,001	314,671
Personnel costs	3,598,164	3,339,431	3,598,164	3,339,431
Premise costs	297,310	277,882	297,310	277,882
Public affairs and international relations	254,921	229,066	254,921	229,066
Special projects	-	310,157	-	310,157
Telephones	33,637	38,552	33,637	38,552
Games activation	1,453,908	1,714,759	1,453,908	1,714,759
Travel and accommodation (excluding Games travel)	302,032	55,889	302,032	55,889
Website	54,404	59,104	54,404	59,104
	<b>17,977,023</b>	<b>19,369,081</b>	<b>18,218,103</b>	<b>19,358,078</b>

**Total expenses**

	<b>17,977,023</b>	<b>19,369,081</b>	<b>18,218,103</b>	<b>19,358,078</b>
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**Surplus/(deficit) before investment activities**

	<b>(548,627)</b>	<b>(1,405,722)</b>	<b>(903,760)</b>	<b>(1,193,469)</b>
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Finance income	62,386	36,070	8,691	1,473
Investment activity returns	(196,577)	138,702	(84,202)	44,730

**Surplus/(deficit) from investment activities**

	<b>(134,191)</b>	<b>174,773</b>	<b>(75,511)</b>	<b>46,203</b>
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**Surplus/(deficit) for the year**

	<b>(682,818)</b>	<b>(1,230,949)</b>	<b>(979,271)</b>	<b>(1,147,266)</b>
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**Total Comprehensive Revenue and Expense for the year**

	<b>(682,818)</b>	<b>(1,230,949)</b>	<b>(979,271)</b>	<b>(1,147,266)</b>
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**New Zealand Olympic Committee Incorporated**  
**Statement of Changes in Equity**  
**For the Year Ended 31 December 2022**

**Accumulated Comprehensive Revenue and Expense**

	2022 Group \$	2021 Group \$	2022 NZOC \$	2021 NZOC \$
Opening balance	1,901,116	3,132,065	1,722,300	2,869,566
Surplus/(deficit) for the year	(682,818)	(1,230,949)	(979,270)	(1,147,266)
Transfer to Endowment Funds	(500,000)	-	-	-
<b>Closing Balance</b>	<b>718,298</b>	<b>1,901,116</b>	<b>743,030</b>	<b>1,722,300</b>

**Edgar Olympic Foundation Endowment fund**

Opening Balance	1,000,000	1,000,000	-	-
Transfer From Accumulated Comprehensive Revenue and Expense	250,000	-	-	-
<b>Closing Balance</b>	<b>1,250,000</b>	<b>1,000,000</b>	<b>-</b>	<b>-</b>

**Other Endowment funds**

Opening Balance	500,000	500,000	500,000	500,000
Transfer From Accumulated Comprehensive Revenue and Expense	250,000	-	-	-
<b>Closing Balance</b>	<b>750,000</b>	<b>500,000</b>	<b>500,000</b>	<b>500,000</b>

**Total Equity**

<b>Opening Balance</b>	3,401,116	4,632,065	2,222,300	3,369,566
Surplus/(deficit) for the year	(682,818)	(1,230,949)	(979,270)	(1,147,266)
<b>Closing Balance/Total Equity</b>	<b>2,718,298</b>	<b>3,401,116</b>	<b>1,243,030</b>	<b>2,222,300</b>

**New Zealand Olympic Committee Incorporated**  
**Statement of Financial Position**  
**As at 31 December 2022**

	<b>2022 Group \$</b>	<b>2021 Group \$</b>	<b>2022 NZOC \$</b>	<b>2021 NZOC \$</b>
<b>Current assets</b>				
Cash and Cash equivalents	1,569,055	2,212,526	920,719	2,084,034
Investments	1,308,568	1,440,141	612,587	696,789
Accounts receivable	834,713	744,263	834,713	744,263
Inventory	172,848	164,778	172,848	164,778
Prepayments and other assets	819,408	457,370	819,408	457,370
<b>Total current assets</b>	<b>4,704,592</b>	<b>5,019,079</b>	<b>3,360,276</b>	<b>4,147,236</b>
<b>Non-current assets</b>				
Investments	445,735	306,974	-	-
Property, plant and equipment	154,060	194,739	154,060	194,739
<b>Total non-current assets</b>	<b>599,795</b>	<b>501,713</b>	<b>154,060</b>	<b>194,739</b>
<b>Total assets</b>	<b>5,304,387</b>	<b>5,520,792</b>	<b>3,514,336</b>	<b>4,341,975</b>
<b>Current liabilities</b>				
Accounts payable	1,391,597	1,181,956	1,076,813	1,181,955
IOC - Solidarity projects funds in advance	307,611	169,185	307,611	169,185
Other funds in advance	886,882	768,534	886,882	768,534
<b>Total current liabilities</b>	<b>2,586,090</b>	<b>2,119,675</b>	<b>2,271,306</b>	<b>2,119,674</b>
<b>Total net assets</b>	<b>2,718,297</b>	<b>3,401,116</b>	<b>1,243,030</b>	<b>2,222,300</b>
Accumulated comprehensive revenue and expense	718,297	1,901,116	743,030	1,722,300
Edgar Olympic Foundation Endowment Fund	1,250,000	1,000,000	-	-
Other Endowment funds	750,000	500,000	500,000	500,000
<b>Total equity</b>	<b>2,718,297</b>	<b>3,401,116</b>	<b>1,243,030</b>	<b>2,222,300</b>

Authorised for and on behalf of the Board on 27 March 2023



**Diana Puketapu**  
**Chair**



**Nicki Nicol**  
**CEO and Secretary General**

**New Zealand Olympic Committee Incorporated**  
**Statement of Cash Flows**  
**For the Year Ended 31 December 2022**

	<b>2022 Group \$</b>	<b>2021 Group \$</b>	<b>2022 NZOC \$</b>	<b>2021 NZOC \$</b>
<b>Cash flows from/(to) operating activities</b>				
Receipts from exchange transactions	5,710,265	5,183,860	5,710,265	5,183,860
Receipts from non-exchange transactions	10,117,340	9,745,342	10,003,288	9,957,592
Payments to suppliers	(12,701,567)	(11,329,347)	(13,257,430)	(11,329,347)
Payments to employees	(3,598,164)	(3,339,432)	(3,598,164)	(3,339,432)
<b>Net cash inflow/(outflow) from operating activities</b>	<b>(472,126)</b>	<b>260,423</b>	<b>(1,142,041)</b>	<b>472,673</b>
<b>Cash flows from/(to) investing activities</b>				
Interest and dividends received	62,386	36,070	8,691	1,473
Increase/(decrease) in investments	(203,765)	296,305	-	5,800
Purchase of property, plant and equipment	(29,967)	(157,140)	(29,967)	(157,140)
<b>Net cash inflow/(outflow) from investing activities</b>	<b>(171,346)</b>	<b>175,235</b>	<b>(21,276)</b>	<b>(149,867)</b>
<b>Net increase/(decrease) in cash and cash equivalents</b>	<b>(643,472)</b>	<b>435,658</b>	<b>(1,163,317)</b>	<b>322,806</b>
Cash and cash equivalents at the beginning of the year	2,212,528	1,776,870	2,084,035	1,761,229
<b>Cash and cash equivalents at the end of the year</b>	<b>1,569,057</b>	<b>2,212,528</b>	<b>920,718</b>	<b>2,084,035</b>

**Notes to the Summary Financial Report**  
**For the Year Ended 31 December 2022**

The reporting entity is New Zealand Olympic Committee Incorporated (NZOC), an Incorporated Society in New Zealand established under the Incorporated Societies Act 1908. These consolidated summary financial statements along with the consolidated statement of service performance for the year ended 31 December 2022 comprise the controlling entity and its controlled entities (together, the 'Group'), and have been presented in New Zealand dollars (NZD) which is NZOC's presentation currency. The full financial report was audited by RSM Hayes Audit who issued an unqualified audit opinion.

These summary financial statements which are prepared in accordance with PBE FRS-43, were authorised by the Board on 27 March 2023. These statements are extracted from our full set of statutory financial statements dated 27 March 2023, prepared in compliance with PBE Standards RDR which contain other details such as accounting policies and detailed notes to the financial statements.

Our full audited financial report is available for viewing on our website [www.olympic.org.nz](http://www.olympic.org.nz).

**New Zealand Olympic Committee Incorporated**  
**Notes to the Summary Consolidated Financial Statements**  
**For the Year Ended 31 December 2022**

1	2021 Group \$	2021 NZOC \$	Revenue	2022 Group \$	2022 NZOC \$
	1,235,362	1,235,362	<b>Revenue from exchange transactions:</b>	2,725,917	2,725,917
	2,608,835	2,608,835	Commercial Partners income	2,285,003	2,285,003
	910,004	910,004	Worldwide Global Partners	750,004	750,004
	4,754,201	4,754,201	NZ Commercial Partners	5,760,925	5,760,925
	735,635	735,635	NZ Commercial Partners (Value in Kind)	-	-
	-	-	Games income	266,400	266,400
	-	-	Tokyo Summer Olympics 2020 (Value in Kind)	750,711	750,711
	735,635	735,635	Beijing Winter Olympics 2022 (Value in Kind)	1,017,111	1,017,111
	693,741	693,741	Birmingham Commonwealth Games 2022 (Value in Kind)	-	-
	132,481	132,481	Games activation	-	-
	-	-	NZHQ Fanzone	-	-
	-	-	Giant Skateboard Roadshow	165,000	165,000
	826,221	826,221	NZHQ Wanaka	247,809	247,809
	8,100	8,100	NZ House Birmingham	412,809	412,809
	343,860	343,860	Other	8,100	8,100
	351,960	351,960	Membership fees	112,111	112,111
	<b>6,668,018</b>	<b>6,668,018</b>	Merchandise sales	120,211	120,211
			<b>Total exchange revenue</b>	<b>7,311,056</b>	<b>7,311,056</b>
			<b>Revenue from non-exchange transactions:</b>		
	21,000	21,000	Charitable Gaming Trusts income	-	-
	21,000	21,000	Southern Trust	-	-
	1,265,196	1,266,444	Donations	3,035,227	2,771,175
	354,305	354,305	Donations	440,200	440,200
	629,118	629,118	Olympic Council	600,000	600,000
	1,500	1,500	Sir Owen Glenn	-	-
	71,434	271,434	Misc donations	36,673	186,673
	(36,673)	(36,673)	Edgar Olympic Foundation	(35,806)	(35,806)
	2,284,880	2,486,129	Less deferred income - Edgar Olympic Foundation	4,076,294	3,962,242
	1,655,469	1,655,469	Games income	-	-
	1,550,000	1,550,000	Tokyo 2020 Olympic Games	-	-
	-	-	Tokyo 2020 Olympic Games (Value in Kind)	319,453	319,453
	-	-	Beijing 2022 Winter Olympic Games	1,967,250	1,967,250
	-	-	Birmingham 2022 Commonwealth Games	170,435	170,435
	3,205,469	3,205,469	Paris 2024 Olympic Games	2,457,139	2,457,139
	945,362	945,362	High Performance Sport NZ funding	-	-
	2,000,000	2,000,000	Tokyo 2020 Olympic Games	-	-
	-	-	Reset and Rebuild funding	382,508	382,508
	-	-	Beijing 2022 Winter Olympic Games	1,452,129	1,452,129
	2,945,362	2,945,362	Birmingham 2022 Commonwealth Games	1,834,637	2,945,362
	2,547,895	2,547,895	Sport NZ funding	-	-
	-	-	Tokyo - covid additional costs funding	500,000	500,000
	-	-	NZ Olympic Foundation funding	73,231	73,231
	2,547,895	2,547,895	Beijing - covid additional costs funding	374,600	374,600
	187,288	187,288	Birmingham - covid additional costs funding	947,831	947,831
			International Olympic Committee	168,195	168,195
			Solidarity funding for NZOC initiatives		

2021 Group \$	2021 NZOC \$	Games activation	2022 Group \$	2022 NZOC \$
84,667	84,667	NZHQ Fanzone	-	-
-	-	Queens Baton Relay	24,123	24,123
-	-	NZHQ Wanaka	30,000	30,000
-	-	NZ House Birmingham	50,983	50,983
84,667	84,667		105,106	105,106
-	-	Fundraising income	209,725	209,725
-	-	Miscellaneous income	151,002	151,002
18,782	18,782	NSO contributions to philanthropic programme	167,410	167,410
18,782	18,782	Other	318,412	318,412
<b>11,295,342</b>	<b>11,496,591</b>	<b>Total non-exchange revenue</b>	<b>10,117,340</b>	<b>10,003,288</b>
<b>17,963,360</b>	<b>18,164,609</b>	<b>Total revenue</b>	<b>17,428,396</b>	<b>17,314,344</b>

**New Zealand Olympic Committee Incorporated**  
**Notes to the Summary Consolidated Financial Statements**  
**For the Year Ended 31 December 2022**

2	2021 Group \$	2021 NZOC \$	Total Expenses	2022 Group \$	2022 NZOC \$
	180,000	180,000	<b>Total expenses include the following:</b>	184,500	184,500
	56,200	56,200	Office rental	68,652	68,652
	26,500	26,500	Depreciation	35,815	35,815
	26,500	26,500	Audit fees		
	<b>36,070</b>	<b>1,473</b>	<b>Finance Income and Expenses</b>	<b>62,386</b>	<b>8,691</b>
			<b>Finance income</b>		
	1,473	1,473	<b>Interest income on loans and receivables</b>	8,691	8,691
	13,406	-	Interest on term deposits and bank balance		
	18,493	-	<b>Income from financial assets available for sale</b>	17,194	-
	2,698	-	Interest income	26,755	-
	36,070	1,473	Dividends	9,745	-
			Realised gain/(loss) on investments	62,386	8,691
			Total finance income		
			<b>Finance expense</b>		
			Interest expense	-	-
			<b>Net finance income/(expense)</b>	<b>62,386</b>	<b>8,691</b>
			<b>Investment Activity returns</b>		
			Unrealised gain/(loss) on investments	(196,577)	(84,202)
			<b>Olympic Solidarity</b>		
			Funds approved from International Olympic Committee	545,479	545,479
			Grants approved to National Sporting Organisations and Athletes	(545,479)	(545,479)
				-	-
			In 2022 NZOC provided financial support to 14 National Sporting Organisations, 7 Beijing Winter Olympic Scholarships, 1 Refugee Paris Olympic Scholarship and 10 Paris Olympic Scholarships.		

# NZOC 2022 STATEMENT OF SERVICE PERFORMANCE

## Introduction

This Consolidated Statement of Service Performance outlines the material activities undertaken by the NZOC in 2022 and delivered against the 2021 – 2024 Strategy. The NZOC operates on a quadrennial cycle, which means year-on-year outputs vary depending on the Games cycle. In 2022 two major Games took place – the Beijing Olympic Winter Games in February and the Birmingham Commonwealth Games in July/August. The following Statement details the outcomes that demonstrate the range and impact of work carried out in 2022 from each of the four pillars of organizational activity. Comparatives figures for 2021 are provided.

## Our Vision

To inspire pride and excellence in all New Zealanders

## Our Mission

To enable athletes and teams to compete and excel and maximise the positive impact of Olympic and Commonwealth sport in New Zealand.

## Who We Are

The New Zealand Olympic Committee's (NZOC) unique and global remit is Olympic and Commonwealth sport.

The Olympic Summer, Winter and Youth Games, Commonwealth Games and Commonwealth Youth Games and the Pacific Games are all part of our international and

## Activity and Outcomes

The Statement of Service Performance outlines the NZOC's material activity and outcomes as detailed against our four strategic pillars and measured against each pillars' success statement.

### Pillar 1: Select, Organise and Lead the New Zealand Team to Olympic, Commonwealth and Youth Games

**Success Statement:** We deliver high-quality performance-focused team environments that enable Olympic and Commonwealth athletes to represent New Zealand with honour and pride.

A. Developed, communicated, and implemented selection policies, pathways, and nomination and selection processes for Games. The results were:

Beijing 2022 Olympic Winter Games	Birmingham 2022 Commonwealth Games	Tokyo 2020 (in 2021)
15 athletes selected (9 male, 6 female) 3 sports 27 appointed to Sport and Performance Support Team Total team size: 42	234 athletes selected (124 female, 110 male) 19 sports 162 appointed to Sport and Performance Support Team Total team size: 396	222 athletes selected (106 female, 116 male) 22 sports 211 appointed to Sport and Performance Support Team Total team size: 433

domestic mandate.

Operating across the international and domestic sphere, we are a connector between New Zealand and global sport. We represent 54 New Zealand member organisations (NSOs), to enable them to have a voice at the top tables of global sport and have been proud to lead more than 65 teams and 3,000 athletes to Olympic and Commonwealth Games to date.

We are a charitable organisation, delivering return on investment to our valued commercial, philanthropic and performance partners. We are committed to athlete engagement and advocacy.

We are guided by the silver fern, and a culture of manaaki supports everything we do. We respect and honour our nation's unique bicultural status. Ko tātau te Kapa o Aotearoa. We are the New Zealand Team.

## Our 2021 – 2024 Strategy

We deliver our capability, Games, teams and brands through four key functional areas.

## Our Four Pillars:

1. Select, Organise and Lead the New Zealand Team to Olympic, Commonwealth and Youth Games
2. Advocate and Lead at Home and Abroad
3. Promote and Celebrate Olympic and Commonwealth Athletes, Games and Legacy
4. Generate and Share Revenue and Resources

B. Organised and led the New Zealand Team to the Beijing 2022 Olympic Games and the Birmingham 2022 Olympic Games. The significant activity undertaken to achieve this was:

2022	2021
<ul style="list-style-type: none"> <li>worked in alignment with NSOs and HPSNZ;</li> <li>ensured athletes and NSOs understood the Game-time environment, through in-person and online briefings, in-person workshops and by means of video and written communication;</li> <li>developed capability across leadership, staff and team support through regular Team Leadership Group meetings, forums for Sport Support and Performance Support personnel;</li> <li>planned and delivered all Games operations. This is an extensive area of work and concluded the following outputs for both Birmingham and Beijing Games: <ul style="list-style-type: none"> <li>processing the accreditations for all team members</li> <li>planning, preparing, packing and unpacking freight</li> <li>planning and delivering optimal use of village spaces</li> <li>making travel bookings and ensuring travel requirements are in place</li> <li>preparing and delivering athlete health, wellbeing, safeguarding and general athlete support services;</li> </ul> </li> <li>developed and implemented COVID-19 health and safety protocols and athlete wellbeing, safeguarding and support services;</li> <li>created a New Zealand Team culture by engaging athletes in the team values and story of Te Whare o Pou Tangata at workshops, briefings and in written/ video communication; and</li> <li>Strengthened New Zealand Team culture at Games through the presence of team taonga (kākahu/cloaks, mauri stone, pounamu, pins), the presence of Te Roopu Tautoko (Birmingham 2022 Games only).</li> </ul>	<p>Note: The NZOC delivered the same activities to Organise and Lead to the Tokyo 2020 (in 2021) Olympic Games.</p> <p>In addition the following activity took place in response to relevant COVID-19 requirements.</p> <ul style="list-style-type: none"> <li>Worked with Government to arrange MIQ access for returning athletes, team support</li> <li>Worked with Government to arrange early vaccination for all NZ Team members</li> <li>Booked 3 x charter flights to return from Tokyo</li> <li>Worked with NZ Government, private companies and Tokyo 2020 (in 2021) organisers to deliver vaccination, testing and Japanese immigration protocols for NZ Team</li> </ul>

The results for Pillar 1 were measured through an athlete and team member survey and conducted anonymously by a third-party research company (Navigators). The following key performance indicators are those which most clearly demonstrate our performance against the success statement above.

Beijing 2022	Birmingham 2022	Tokyo 2020 (in 2021)
<ul style="list-style-type: none"> <li>100% were proud to be part of the New Zealand Team</li> <li>84% said the New Zealand Team was effectively led and organised</li> <li>76% said the New Zealand Team environment added value to their performance</li> </ul>	<ul style="list-style-type: none"> <li>100% were proud to be part of the New Zealand Team</li> <li>99% said the New Zealand Team was effectively led and organised</li> <li>94% said the New Zealand Team environment added value to their performance</li> <li>100% enjoyed being part of the New Zealand Team organized by the NZOC</li> </ul>	<ul style="list-style-type: none"> <li>99% were proud to be part of the New Zealand Team</li> <li>97% said the New Zealand Team was effectively led and organised</li> <li>85% said the New Zealand Team environment added value to their performance</li> <li>97% enjoyed being part of the New Zealand Team</li> </ul>

## Pillar 2: Advocate and Lead at Home and Abroad

**Success Statement:** We are a respected voice of integrity and we use our influence, connections and capability to benefit New Zealand and our Olympic and Commonwealth athletes and sports.

The significant activities undertaken in 2022 (and 2021) to deliver Pillar 2 are outlined below:

2022	2021
<ul style="list-style-type: none"> <li>Stood up for matters of integrity within the New Zealand sporting system                             <ul style="list-style-type: none"> <li>supported sporting sanctions on Russia/Belarus following the invasion of Ukraine;</li> <li>provided input into new Sport NZ Integrity Unit.</li> </ul> </li> <li>Created the next generation of empowered sporting leaders with a focus on women, athletes and youth                             <ul style="list-style-type: none"> <li>Wāhine Toa Olympic Women's Leadership Programme ready for 2023 intake; and</li> <li>promoted and celebrated appointment of first female NZOC President and first female, and Māori, NZOC Chair.</li> </ul> </li> <li>Empowered and resourced the influential Athletes' Commission                             <ul style="list-style-type: none"> <li>supported the NZOC Athletes' Commission to establish a new stand-alone Athlete Leaders Network</li> </ul> </li> <li>Valued and resourced Te Urunga Tū (the Māori Advisory Committee) and its recommendations to develop a culture of manaaki                             <ul style="list-style-type: none"> <li>Te Roopu Tautoko attended Birmingham 2022 to support the New Zealand Team and build international awareness of NZ/NZ Team culture, traditions and taonga; and</li> </ul> </li> <li>Benefitted New Zealand sports and athletes through participation in international settings                             <ul style="list-style-type: none"> <li>hosted IOC Executive Board Member HRH Prince Feisal during the IWG's Women in Sport Global Conference;</li> <li>provided resource, connections and advice to the IWG conference to grow and empower female leadership in sport;</li> </ul> </li> <li>Advocated for hosting opportunities                             <ul style="list-style-type: none"> <li>ongoing dialogue with the Commonwealth Games Federation regarding potential for a future bid.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Stood up for matters of integrity within the New Zealand sporting system                             <ul style="list-style-type: none"> <li>Built understanding in NZ sport, media and public around participation of transgender athletes in NZ Team</li> <li>Highlighted issues with the UCI rules in Track Cycling regarding rider replacement</li> </ul> </li> <li>Created the next generation of empowered sporting leaders with a focus on women, athletes and youth                             <ul style="list-style-type: none"> <li>Supported development of first version of Athlete Leadership Network</li> </ul> </li> <li>Empowered and resourced the influential Athletes' Commission                             <ul style="list-style-type: none"> <li>Supported Commission around changes to IOC Rule 50</li> <li>Engaged NZOC AC to support athlete wellbeing in MIQ</li> </ul> </li> <li>Valued and resourced Te Urunga Tū (the Māori Advisory Committee) and its recommendations to develop a culture of manaaki                             <ul style="list-style-type: none"> <li>Worked with Matua Ta Derek Lardelli to introduce new haka to the New Zealand Team</li> </ul> </li> <li>Benefitted New Zealand sports and athletes through participation in international settings                             <ul style="list-style-type: none"> <li>Actively participated in like-minded NOC groups to access early information, decision-making support and the ability to advocate for our needs in the build-up to Tokyo 2020 (in 2021)</li> </ul> </li> </ul>

## Pillar 3: Promote and Celebrate Olympic and Commonwealth Athletes, Games and Legacy

**Success Statement:** New Zealanders connect with and celebrate our athletes, teams and Games, building on our values and creating a positive impact on New Zealand society.

The significant activities undertaken to deliver Pillar 3 and the results which most clearly demonstrate performance against the success statement are outlined below.

A. Create and lead education and engagement programmes:

2022	2021
<ul style="list-style-type: none"> <li>developed and rolled out education resources that aligned with the New Zealand curriculum                             <ul style="list-style-type: none"> <li>80% primary and intermediate schools registered</li> <li>76% high schools registered</li> </ul> </li> <li>developed a virtual relay that took school children from New Zealand to the Games' host city of Birmingham, encouraging participation in sport and engaging with the Olympic values of excellence, friendship and respect                             <ul style="list-style-type: none"> <li>181 registrations for My Virtual Mission to Birmingham</li> </ul> </li> <li>delivered the Olympic Ambassador programme that resulted in 158 athlete visits to schools                             <ul style="list-style-type: none"> <li>1,000 students from Wānaka, Cromwell and Queenstown participated in NZHQ Wānaka</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>developed and rolled out education resources that aligned with the New Zealand curriculum                             <ul style="list-style-type: none"> <li>75% primary, 82% intermediate, 66% secondary were registered in 2021</li> </ul> </li> <li>developed a virtual relay that took school children from New Zealand to the Games' host city of Tokyo, encouraging participation in sport and engaging with the Olympic values of excellence, friendship and respect                             <ul style="list-style-type: none"> <li>250 registrations for My Virtual Mission to Tokyo;</li> </ul> </li> <li>delivered the Olympic Ambassador programme that resulted in 199 visits in 2021.                             <ul style="list-style-type: none"> <li>4,500 students from 51 schools participated in NZHQ Auckland in 2021;</li> </ul> </li> </ul>

B. Marketing and Communications Activities

2022	2021
<ul style="list-style-type: none"> <li>Developed and executed brand campaigns for each Games that included billboards, television commercials and public activations and events</li> <li>Created media opportunities to promote the New Zealand Team through selection announcements, preview press conferences, mixed zones and on-request interviews</li> <li>Created campaign and reaction videos, photos and stories about New Zealand athletes and shared them on New Zealand Team social media, website and app.</li> </ul>	<p>As per 2022 with the following addition:</p> <ul style="list-style-type: none"> <li>In-village studio constructed to deliver media and content (to counter COVID-19 location restrictions)</li> </ul>

The following results from both Beijing and Birmingham, with comparative figures from the Tokyo Olympic Games, provide a snapshot of the reach and value of the marketing and communications activities during 2022 (and 2021). They most clearly demonstrate performance against the success statement above.

<b>Beijing 2022</b> "Faster, Higher, Stronger"	<b>Birmingham 2022</b> "We Are All In"	<b>Tokyo 2020 (in 2021)</b> "United We Shine"
<ul style="list-style-type: none"> <li>5.4 million billboard contacts</li> <li>\$135,000 airtime for television commercial</li> <li>NZHQ in Wānaka – legacy athletes, friends, family, schools</li> <li>Media value at Games: \$32 million</li> <li>TikTok views: 1.2 million</li> </ul>	<ul style="list-style-type: none"> <li>5.3 million live billboard contacts</li> <li>Television commercial generated 68% of brand recall</li> <li>New Zealand House in Birmingham – VIPs, international guests, current athletes and team, friends and family</li> <li>Media value at Games: \$96 million</li> <li>TikTok views: 2.8 million</li> <li>Of all respondees to the Post Games Pulse who expressed a view to agree or disagree: <ul style="list-style-type: none"> <li>83% agreed the New Zealand Team "Connects with who we are as New Zealanders"</li> <li>85% agreed the New Zealand Team "Connects with what it means to be a New Zealand athlete"</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>13.6 million billboard contacts</li> <li>Television commercial generated 51% of brand recall</li> <li>NZHQ in Auckland – VIPs, public, friends and family, legacy athletes, schools</li> <li>Media value at Games: \$73 million</li> <li>TikTok views: 26.7 million</li> <li>Of all respondees to the Post Games Pulse who expressed a view to agree or disagree: <ul style="list-style-type: none"> <li>83% agreed the New Zealand Team "Connects with who we are as New Zealanders"</li> <li>85% agreed the NZ Team "Connects with what it means to be a New Zealand athlete"</li> </ul> </li> </ul>

The following results of an annual online 'brand tracker' survey of a sample of New Zealanders from the end of 2022 (and 2021) reflect public sentiment as it pertains to the NZ Team brand.

<b>2022</b>	<b>2021</b>
<ul style="list-style-type: none"> <li>97% of New Zealanders are interested following the New Zealand Team at the Olympic Winter and Commonwealth Games</li> <li>70% say the New Zealand Team makes them feel proud</li> <li>71% of New Zealanders believe the New Zealand Team promotes excellence</li> </ul>	<ul style="list-style-type: none"> <li>96% of New Zealanders are interested following the New Zealand Team at the Olympic Games</li> <li>71% say the New Zealand Team makes them feel proud</li> <li>72% of New Zealanders believe the New Zealand Team promotes excellence</li> </ul>

(Pillar 3 Sources: iSentia media reports, NZOC Social Media Analytics, Navigator Team Debrief survey, Post Games pulse by Consumer Link, Brand Tracker reports by Kantar and Post Campaign Analysis reports by JCDecaux)

## Pillar 4: Generate and Share Revenue

**Success Statement:** We have sustainable revenue and resources enabling us to achieve our purpose and vision.

Generating diverse commercial, philanthropic and government streams of income support the development of sustainable revenue and resources for the NZOC, enabling it to deliver on its strategic goals and share revenue with stakeholders including sports and athletes.

The NZOC current reserve balance reflects the impact of a two-year period which took in the global COVID-19 pandemic and the delivery of three major Games ie Tokyo 2020 (postponed and therefore held in 2021), Beijing 2022 and Birmingham 2022. NZOC's 2022 Equity/Reserves are \$1,243,030 (2021: \$2,222,300). The \$979,271 loss in 2022 was favourable to Budget. (2021: loss of \$1,147,266)

The material activities undertaken to generate and share revenue under Pillar 4 of the NZOC strategy and their results are outlined below.

<b>2022</b>	<b>2021</b>
<ul style="list-style-type: none"> <li>NZOC Revenue was \$17,314,000</li> <li>Commercial Partnerships <ul style="list-style-type: none"> <li>Revenue - \$5,761,000</li> <li>New partners On Location and Deloitte</li> </ul> </li> <li>Philanthropy and donor activation <ul style="list-style-type: none"> <li>Revenue - - \$3,960,000</li> <li>Philanthropy outreach taking place in USA</li> <li>New Zealand Olympic Endowment Fund established</li> </ul> </li> <li>Games revenue <ul style="list-style-type: none"> <li>Beijing, Birmingham &amp; Paris revenue \$3,474,000</li> </ul> </li> <li>Approved funding to athletes and sports <ul style="list-style-type: none"> <li>Olympic Solidarity \$466,775</li> <li>Athletes' Collective \$101,000</li> <li>Olympic Ambassador Programme \$121,000</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>NZOC Revenue was \$18,165,000</li> <li>Commercial Partnerships <ul style="list-style-type: none"> <li>Revenue - \$4,754,000</li> <li>Farewelled ANZ</li> </ul> </li> <li>Philanthropy and donor activation <ul style="list-style-type: none"> <li>Revenue - \$2,486,000</li> <li>New Zealand Olympic Foundation established</li> <li>BlackGold2020 Programme concluded</li> </ul> </li> <li>Games revenue <ul style="list-style-type: none"> <li>Tokyo revenue \$3,941,000</li> </ul> </li> <li>Approved funding to athletes and sports <ul style="list-style-type: none"> <li>Olympic Solidarity \$462,000</li> <li>Athletes' Collective \$157,000</li> <li>Olympic Ambassador Programme \$97,000</li> </ul> </li> </ul>

Report of the Independent Auditor  
On the Summary Consolidated Financial Report  
To the Members of New Zealand Olympic  
Committee Incorporated



# Independent Auditor's Report To the Members of New Zealand Olympic Committee Incorporated

## Opinion

The summary consolidated financial report, which comprises the summary consolidated and separate statement of financial position as at 31 December 2022, the summary consolidated and separate statement of comprehensive revenue and expense, statement of changes in net assets/equity and statement of cash flows for the year then ended, and related notes, and the summary consolidated statement of service performance, are derived from the audited consolidated financial report of New Zealand Olympic Committee Incorporated for the year ended 31 December 2022.

In our opinion, the accompanying summary consolidated financial report set out on pages 41 to 52 is consistent, in all material respects, with the audited consolidated financial report, in accordance with PBE FRS-43: *Summary Financial Statements* issued by the New Zealand Accounting Standards Board.

## Summary consolidated financial report

The summary consolidated financial report does not contain all the disclosures required by Public Benefit Entity Standards Reduced Disclosure Regime (PBE Standards RDR). Reading the summary consolidated financial report and the auditor's report thereon, therefore, is not a substitute for reading the audited consolidated financial report and the auditor's report thereon. The summary consolidated financial report does not reflect the effects of events that occurred subsequent to the date of our report on the audited consolidated financial report.

## The audited consolidated financial report and our report thereon

We expressed an unmodified audit opinion on the audited consolidated financial report in our report dated 31 March 2023.

## Other information

The board is responsible for other information on pages 1 to 40 and 55 to 58 (but does not include the summary consolidated financial report and our auditor's report thereon), which we obtained prior to the date of this auditor's report. Our opinion is on the summary consolidated financial report and does not cover the other information within the annual report and we do not express any form of audit opinion or assurance conclusion thereon.

In connection with our audit of the summary consolidated financial report, our responsibility is to read the other information identified above and, in doing so, consider whether the other information is materially inconsistent with the summary consolidated financial report or our knowledge obtained in the audit, or otherwise appears to be materially misstated. If, based on the work we have performed on the other information that we obtained prior to the date of this auditor's report, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

## Board's responsibility for the summary consolidated financial report

The board is responsible on behalf of New Zealand Olympic Committee Incorporated for the preparation of the summary consolidated financial report in accordance with PBE FRS-43: *Summary Financial Statements*.

## Auditor's responsibility

Our responsibility is to express an opinion on whether the summary consolidated financial report is consistent, in all material respects, with the audited consolidated financial report based on our procedures, which were conducted in accordance with International Standard on Auditing (New Zealand) (ISA (NZ)) 810 (Revised), *Engagements to Report on Summary Financial Statements*.

Other than in our capacity as auditor, we have no relationship with, or interests in, New Zealand Olympic Committee Incorporated or any of its subsidiaries.



RSM Hayes Audit  
Auckland

31 March 2023

THE POWER OF BEING UNDERSTOOD  
AUDIT | TAX | CONSULTING

RSM Hayes Audit is a member of the RSM network and trades as RSM. RSM is the trading name used by the members of the RSM network. Each member of the RSM network is an independent accounting and consulting firm which practices in its own right. The RSM network is not itself a separate legal entity in any jurisdiction.

# THE PEOPLE WHO MAKE IT HAPPEN

## Patron

Dame Cindy Kiro, GNZM, QSO

## NZOC Honorary President

Mike Stanley, CNZM from November 2022

## President

Mike Stanley, CNZM (until October 2022)

Liz Dawson, MNZM (from October 2022)

## Chair

Diana Puketapu (from November 2022)

## Chief Executive Officer and Secretary General

Kereyn Smith, CNZM (until March 2022)

Nicki Nicol (from March 2022)

## NZOC Board

Mike Stanley, CNZM, (until October 2022)

Liz Dawson, MNZM

Diana Puketapu

Graham Child

Sarah Cowley Ross

Tony Hall, MNZM

Annette Purvis, ONZM

Sarah Walker

## IOC Member

Sarah Walker

## Olympic Order Holders

Ian Boyd, ONZM

Bruce Cameron, ONZM

Dave Currie, CNZM

Bernie Fraser

Dr David Gerrard, CNZM, OBE

Sir Murray Halberg\*, ONZ, MBE

Gary Hermansson, ONZM

Michael Hooper

Barbara Kendall, CNZM, MBE

Barry Maister, ONZM

Selwyn Maister, QSM

Ranui Ngarimu, ONZM

Tony Popplewell, ONZM

Ralph Roberts, MBE

Trevor Shailer, MNZM

Simon Wickham

\*passed away November 2022

## NZOC Athletes' Commission

Sarah Cowley-Ross, Chair

Max Brown

Richie Patterson

Alexis Pritchard

Ben Sandford

Alison Shanks

Emma Twigg

Sarah Walker

Beau-James Wells

Kayla Whitelock

## NZOC Olympians' Commission

Chantal Brunner, Chair

Lorne DePape

Bevan Hari

Erica Harris

James Nation

Char Pouaka

Alexis Pritchard

Dave Schaper

## NZOC Education Commission

Bernice Mene, Chair

Simon Clarke

Richie Patterson

Kylie Thompson

Leanne Walker

Tone Kolose

Advisor: Roger Wood

## NZOC Selection Panel

Simon Wickham, Convenor

Tony Hall, MNZM

Mike Kernaghan

Annette Purvis, ONZM

Lesley Rumball, ONZM

Tim Slyfield

## Te Urunga Tū

Tā Derek Lardelli, KNZM

Nicki Nicol

Whaea Ranui Ngarimu, ONZM

Kereyn Smith, MNZM (until March)

Mike Stanley, CNZM

Diana Puketapu

## Commonwealth Games Federation

Kereyn Smith, CNZM, Vice President

Alison Shanks – Athlete Advisory Commission

## NZOC Integrity Commission

Liz Dawson, MNZM, Chair

Nicki Nicol (from March)

Ben Sandford

Kereyn Smith, CNZM (until March)

Mike Stanley, CNZM

Maria Clarke

## Audit and Finance Committee

Diana Puketapu, Chair

Graham Child

Mike Stanley, CNZM

## Chefs de Mission

Marty Toomey

Beijing 2022 Olympic Winter Games

Nigel Avery

Birmingham 2022 Commonwealth Games

## Olympic Legacy Founder

Sir Owen G Glenn, KNZM, ONZM

## New Zealand Olympic Foundation Members

Legacy:

Sir Owen G Glenn, KNZM, ONZM

Lady Jan Edgar and the Edgar Family

The Levene Foundation

Robert Hutton

Champion:

Garth and Judy Barfoot

Mitchell, Kate and Mikayla Plaw and Family

Michael and Kate Sidey

Peter and Fiona Thompson

Mark Stewart and Ainsley Walter

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Neville and Nadi Crichton

Dean and Chanelle Farmer

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Emmet Hobbs

Steven and Jacqui McDonald

David Melrose and Bronwen Allen

Mikayla Plaw

Rowan and Emily Simpson

Michael and Mary-Lou Stiassny

Greg and Jill Tomlinson

\*passed away December 2022

## NZOC America

Dr Murray Clarke

The Robertson Foundation

## NZOF Trustees

Mike Stanley, CNZM, Chair

Liz Dawson, MNZM

Mikayla Plaw

Kereyn Smith, CNZM

Mark Stewart

## NZOC USA Trustees

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Anthony Mosse, MBE

Mike Stanley, CNZM

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## Sport Funding Committee

Graham Child, Chair

Sarah Cowley Ross

Mike Stanley, CNZM

## Edgar Olympic Foundation Trustees

Adam Edgar

Mike Stanley, CNZM

Kereyn Smith, CNZM

Nicki Nicol Staff

## NZOC Staff

Nicki Nicol

Chief Executive Officer and Secretary General (from March)

Kereyn Smith, CNZM

Chief Executive Officer and Secretary General (until March)

Ashley Abbott

Public Affairs and Communications Director

Ella Agnew

Team Services Intern (from March)

Michael Arms

Relationship Manager - Philanthropy

Cathleen Bias

Information and Legacy Manager

Alex Cooper-Cuthbert

Head of Brand and Marketing

Liz Fitzgerald

Events and Activation Manager

DJ Forbes

Athlete Engagement Manager

Tom Fox

Commercial Partnerships Manager

Lewis Hampton

Communications Manager

Shaun Iwikau

Team Services Project Manager

Henry Matthews

Commercial Partnerships Manager

Cindy McKay

Accounts Payable and Funding Officer (from August)

Shelley Nicholson

Executive Assistant

Laura Overton

Digital and Communications Executive

Rob Page

Education Manager (until February)

Tracey Presland

Chief Financial Officer

Tara Pryor

Chief Operations Officer

Anna Ready

Education Manager (from February)

Alex Spence

Head of Digital

Michael Taylor

Team Services Manager

Natalie Tong

Team Services Manager

Frances Turrall

Accountant

Sharon van Gulik

Commercial Director

Jake Wilkins

Team Services Director

Evelyn Williamson

Team Services Project Manager

# COMMERCIAL AND FUNDING PARTNERS



## New Zealand Partners



## Worldwide Partners



## Community Sport Partner



## Funders and Donors



## Performance Delivery Partner



## Suppliers

ACTIVEPURE | CATCH DESIGN | GETTY IMAGES | HOUSE OF TRAVEL | JACANNA | LANACO | RAKO SCIENCE  
SAATCHI & SAATCHI | SIMPSON GRIERSON

