



NEW ZEALAND OLYMPIC COMMITTEE STRATEGY

2025 - 2028



WHAKAKOHA

NGĀKAU PONO

KAIRANGATIRA

HAUTŪTANGA

POHONUI

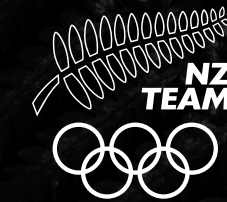
RESPECT

INTEGRITY

EXCELLENCE

LEADERSHIP

PRIDE



Te Whare o Pou Tangata – *Mō Mātou*

Ko Pou Tangata te whare
Ko Aotearoa te marae
Ko Te Māhutonga ki te rangi
Ko Te Hono ki Matariki ki te whenua
Poua ki te Ponga
Ko tātou te Kapa o Aotearoa

The New Zealand Olympic Committee – *Who We Are*

Pou Tangata is the house
New Zealand is our home
Te Māhutonga connects us above
Te Hono ki Matariki links us below
We are bound by the Fern
We are the New Zealand Team

Founded in 1911, the New Zealand Olympic Committee (NZOC) has a unique mandate to select and lead The New Zealand Team to Olympic and Commonwealth Games across the globe.

At the heart of our organisation are our athletes and teams. Their stories shape our national identity, and through their achievements, they represent Aotearoa New Zealand with honour and pride. Bound by the ponga – the silver fern, the enduring symbol of New Zealand sport, Te Kapa o Aotearoa - the New Zealand Team showcases our unique culture and values on the world stage.

For over a century, New Zealand athletes have worn the silver fern with distinction. In 1978, the fern was officially integrated with the Olympic rings, debuting on the team uniform at the 1980 Moscow Games as the ‘rings and fern’ symbol. Today, this emblem remains an iconic representation of Te Kapa o Aotearoa - the New Zealand Team.

As a charitable organisation, we rely on commercial and philanthropic partnerships to promote sport, uphold Olympic values, and drive success on the global stage. With support from Olympic Solidarity we deliver education programmes to inspire young New Zealanders and help fund athlete and sport development across the country.

Our collaboration with High Performance Sport New Zealand and Sport New Zealand – Ihi Aotearoa plays a crucial role in supporting athlete performance.

Te Whare o Pou Tangata is a unique Māori model that depicts Who We Are as the New Zealand Olympic Committee. The exterior represents our core values while internally, key structures integral to sustaining our whare are aligned to our strategy.

At the New Zealand Olympic Committee, we are proud to lead and support the New Zealand Team, championing the Olympic and Commonwealth sporting movements in Aotearoa.

STRATEGY

Vision: To inspire pride and excellence in all New Zealanders

Te Tāhuhu: Kia Pou Tangata a Aotearoa

PURPOSE *POU KAIĀWHĀ*

1. To enable the New Zealand Team to compete and excel at the Olympic and Commonwealth Games
2. To amplify the impact of the Olympic and Commonwealth Sport movements for New Zealanders

WE CREATE VALUE BY *NGĀ POU O ROTO*

**Leading New Zealand
Teams to Games**

Pou Tāhū: Te Matakīrea

**Connecting and Growing
our Community**

Pou Tokomanawa: Te Mātinitini

Enhancing our legacy

Pou Tuarongo: Te Matakōkiri

ENABLED BY *NGĀ POUPOU*

People and Culture

Pou Manaaki

Funding the Team

Pou Whirinaki

Digital Integration

Pou Atamai

Our unique NZ Identity

Pou Whenua

TE TĀHUU

VISION

To inspire pride and excellence in all New Zealanders

Kia Pou Tangata a Aotearoa

Our vision is to inspire pride and excellence in all New Zealanders – both on and beyond the field of play. This vision is deeply rooted in our history and the legacy of those who have worn the fern before us.

Pride is more than national identity – it is the feeling of unity when our athletes take the world stage, representing not just themselves but the communities, whānau and those who have shaped them. It is the future generations who see their own potential reflected in the achievements of our Team.

Excellence is about more than winning. It is the relentless pursuit of being better – whether that's striving for personal bests, breaking barriers or leading with integrity. It's a standard that applies to everyone connected to the New Zealand Olympic and Commonwealth movements.

Through the power of sport, we inspire the next generation to dream big, work hard and carry forward the legacy of excellence that defines Aotearoa New Zealand on the world stage.

P O U K A I Ā W H Ā

PURPOSE

To enable the New Zealand Team to compete and excel at the Olympic and Commonwealth Games.

We empower the New Zealand Team to compete and excel at the Olympic and Commonwealth Games by providing the support, resources, and environment to help athletes succeed. By fostering a culture of high performance, we ensure our teams can stand proudly on the world stage, representing Aotearoa New Zealand with mana.

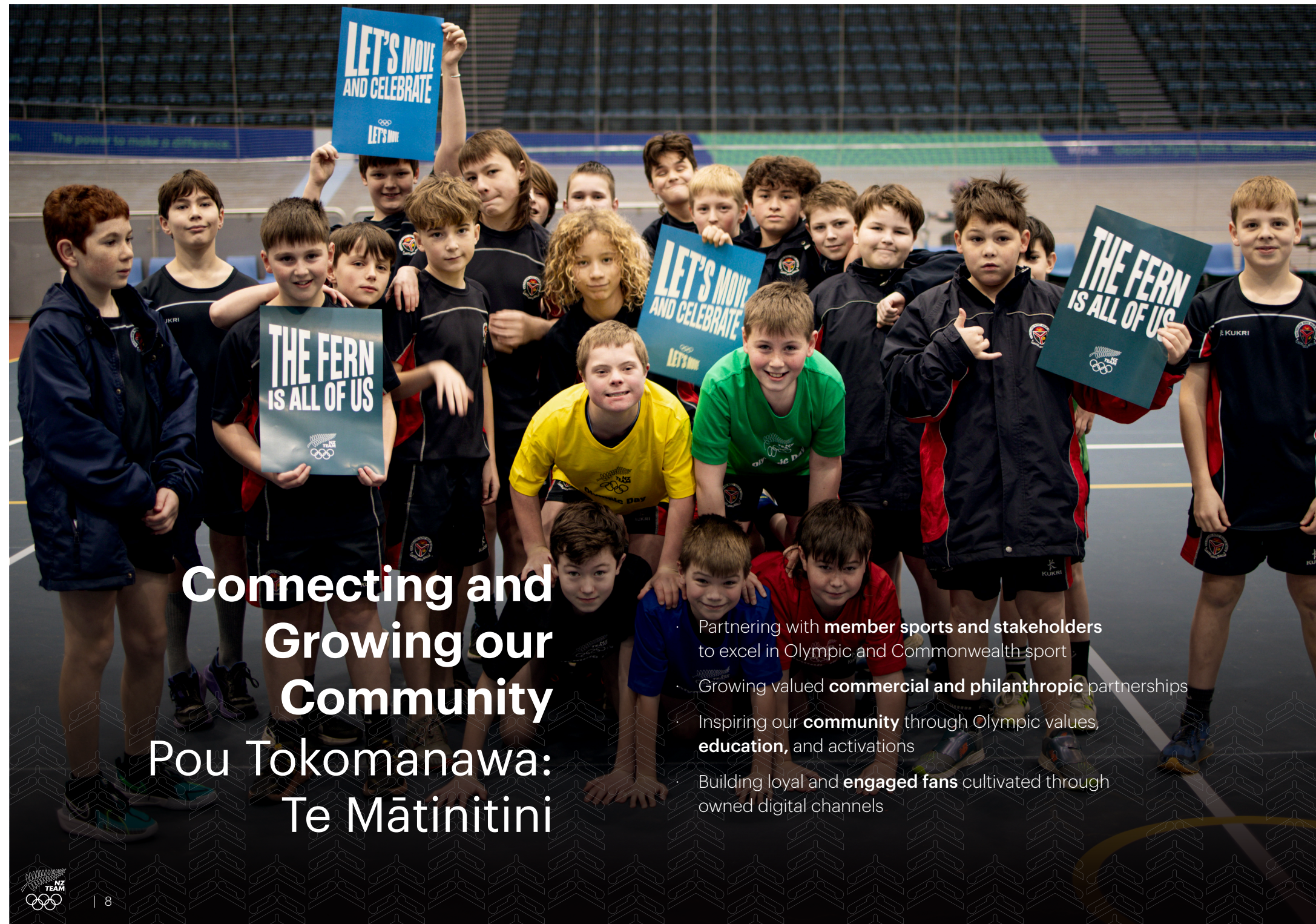
To amplify the impact of the Olympic and Commonwealth sport movements for New Zealanders.

Sport has the power to inspire, unite, and drive positive change. We work to amplify the impact of the Olympic and Commonwealth movements by promoting their values, engaging communities, and creating opportunities that extend beyond the Games—ensuring sport enriches the lives of all New Zealanders.

Leading New Zealand Teams to Games

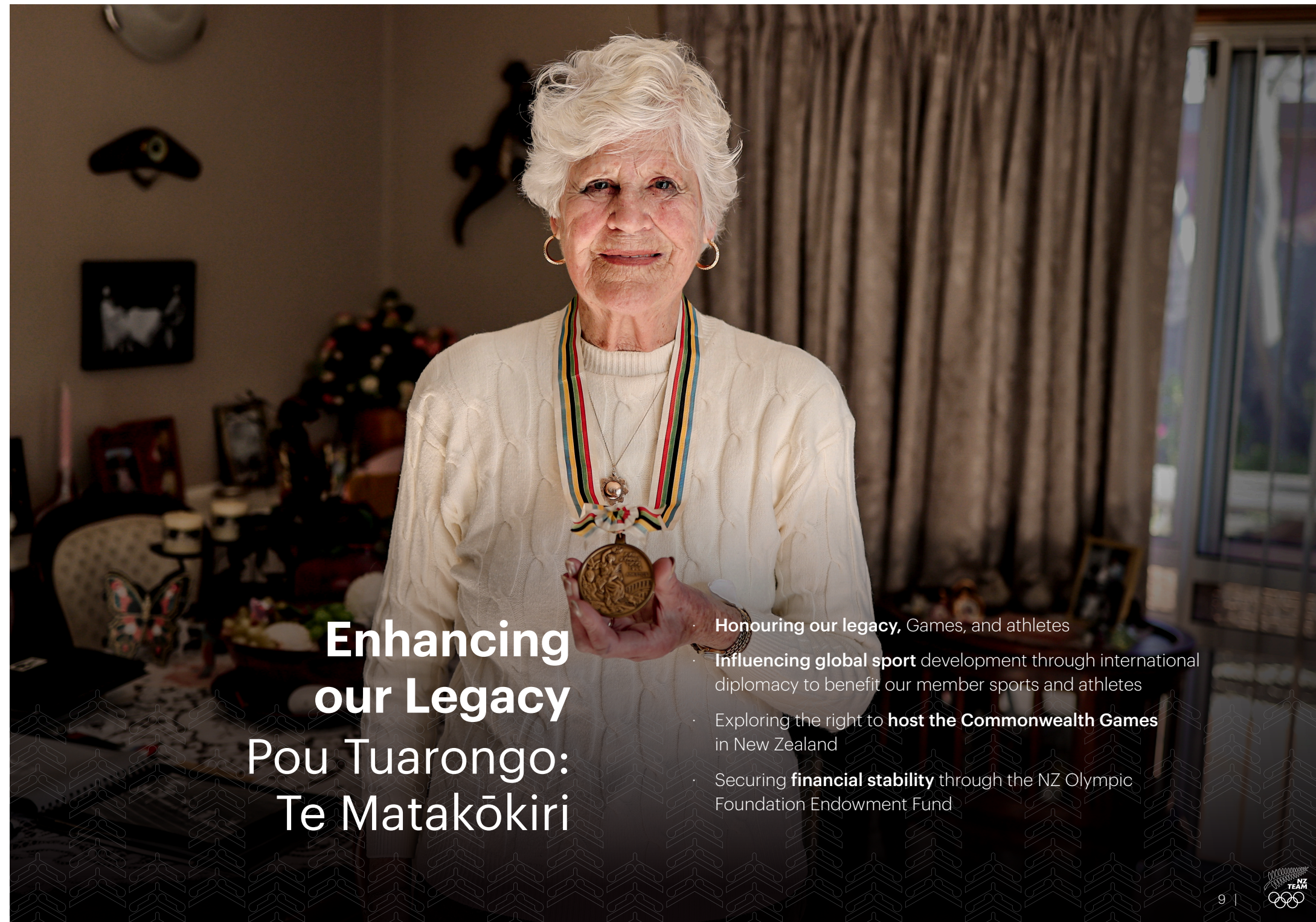
Pou Tāhū: Te Matakīrea

- Ensuring **Athletes have a voice** in our decision making
- Celebrating every **athlete's journey** to Games
- Grounded in Team Manaaki, creating a **high-performance environment** at Games
- Effectively leading and organising Teams through world-class **Games planning and preparation**
- Selecting Teams** with purpose and transparency
- Prioritising **safe sport, wellbeing** and acting with **high integrity**



Connecting and Growing our Community Pou Tokomanawa: Te Mātinitini

- Partnering with **member sports** and stakeholders to excel in Olympic and Commonwealth sport
- Growing valued **commercial and philanthropic** partnerships
- Inspiring our **community** through Olympic values, **education**, and activations
- Building loyal and **engaged fans** cultivated through owned digital channels



Enhancing our Legacy Pou Tuarongo: Te Matakōkiri

- Honouring our **legacy**, Games, and athletes
- Influencing **global sport** development through international diplomacy to benefit our member sports and athletes
- Exploring the right to **host the Commonwealth Games** in New Zealand
- Securing **financial stability** through the NZ Olympic Foundation Endowment Fund

INGĀPOUPOU

ENABLED BY

People and Culture Pou Manaaki

- Building a **strong organisational culture** that attracts and retains top talent.
- Championing **leadership excellence**, collaboration and innovation.
- Maintaining the highest standards of **governance and integrity**.
- Drawing on the insights of our **Commissions, Committees, Foundations and Advisory Boards** to make informed decisions.
- Empowering our people** to perform at their best.

Funding the Team Pou Whirinaki

- Building an **enduring brand** that grows commercial opportunities.
- Developing **meaningful commercial partnerships** aligned with our values and vision.
- Strengthening the **Olympic Donor Family**, fostering long-term engagement and support.
- Ensuring **financial sustainability** to be able to fund athletes and teams to Games.



Digital Integration Pou Atamai

- Using **data-driven insights** to strengthen capability, engagement, and decision-making.
- Prioritising **seamless digital platforms** to improve efficiency and operations.
- Ensuring we continuously evolve, using digital innovation to meet new opportunities and challenges.



Our unique New Zealand identity Pou Whenua

- Grounding the New Zealand Team in Te Whare o Pou Tangata, weaving Te Ao Māori through the foundations of what we do.
- Celebrating a **bi-cultural Aotearoa New Zealand**, while embracing our diverse **multi-cultural national identity**.
- Showcasing our **ingenuity**, bringing creative approaches to the challenges we face in sport.

inspiring us to stand on the shoulders of those who came before

THE FERN
KO TĀTOU KATOĀ
IT IS ALL OF US

Aotearoa New Zealand.
Proudly standing side by side.
Fronds of the fern united in one.
Carrying the aroha and strength of our nation.
To compete with respect, fairness, and mana.
We wear this fern emblazoned on our hearts.
Not just to show the world what we can do.
But to show the world who we are.

KO TĀTOU TE KAPA O AOTEAROA
WE ARE THE NEW ZEALAND TEAM





KO TĀTOU TE KAPA O AOTEAROA
WE ARE THE NEW ZEALAND TEAM

This strategy will run across the 2025-2028 quadrennial. Post the LA 2028 Games the new strategy will be developed and finalised for final presentation to members at the 2029 General Assembly