

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



2024 ANNUAL REPORT

NEW ZEALAND OLYMPIC COMMITTEE



WHAKAKOHA
RESPECT
NGĀKAU PONO
INTEGRITY
KAIRANGATIRA
EXCELLENCE
HAUTŪTANGA
LEADERSHIP
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PRIDE



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PRESIDENT’S REPORT

Liz Dawson, MNZM

“The success of the Paris team reflects not only the strength of New Zealand sport but also our culture, our people, and who we are.”

E ngā mana, e ngā reo, tēnā koutou katoa,

It is with immense pride and gratitude that I reflect on the New Zealand Team’s remarkable achievements in 2024. Our athletes inspired the nation with an extraordinary Paris Olympic Games campaign, earning 20 medals, including a record 10 golds. While there is often a focus on medals, I would like to also acknowledge the personal bests and those athletes who gave it their all and pushed their limits – reminding us that success is about the spirit of perseverance as well. The team’s performance was incredibly inspiring, and the athletes truly showcased the spirit of Aotearoa New Zealand to the world.

The success of the Paris team reflects not only the strength of New Zealand sport but also our culture, our people, and who we are. Led by Chef de Mission Nigel Avery and supported by the New Zealand Olympic Committee (NZOC) staff and 54 team support in Operations, Health, te ao Māori (Cultural Support), and more, our team’s dedication to creating a cohesive, supportive environment paid off in outstanding results and strong post-Games satisfaction.

New Zealand’s unique culture was on full display in Paris. From the team celebrations featuring the Pou Tangata haka at the Olympic Village, to the Whāngārā Mai Tawhiti haka and poi performances, we shared the beauty and depth of the NZOC’s journey in te ao Māori with the world. This spirit of manaaki was felt by all who interacted with our Team, strengthening New Zealand’s reputation on the international stage.

We thank the sporting sector – National Sporting Organisations (NSOs), commercial partners, members of the Olympic Foundation, and our sporting delivery partners High Performance Sport New Zealand (HPSNZ) and Ihi Aotearoa Sport New Zealand (Ihi Aotearoa Sport NZ) – for their ongoing collaboration and commitment to sport in New Zealand.

I would also like to recognise a brilliant campaign by the New Zealand Team at the Gangwon 2024 Winter Youth Olympic Games. New Zealand’s emerging winter sports athletes represented us with distinction at these Games, with seven medals as well as numerous personal bests and top 10s across seven disciplines underscoring the depth of talent in our young athletes.

We now turn our focus to the Milano Cortina 2026 Olympic Winter Games, the Glasgow 2026 Commonwealth Games and the Los Angeles 2028 Summer Olympic Games, as well as a host of pre-elite Games. In addition, as we approach the Brisbane 2032 Summer Olympic Games, our participation in the Oceania region’s Pathway to 2032, particularly through Oceania National Olympic Committee (ONOC), remains a priority. I am especially pleased with the progress of the Oceania Equity Commission, Oceania Sport, Equality and Inclusive Communities Impact Network, and our commitment to safeguarding athletes throughout our region.

As always, I extend my thanks to the NZOC Board, led by Chair Diana Puketapu-Lyndon, for their strategic guidance, and to CEO Nicki Nicol and her team for their dedication and determination in supporting our athlete-centred approach. Together, we look forward to building on the incredible accomplishments of 2024.

Ngā mihi nui



Liz Dawson, MNZM
President
New Zealand Olympic Committee



A MESSAGE FROM THE CHAIR

Diana Puketapu-Lyndon (Ngāti Porou)

Tuia te rangi e tū iho nei
Tuia te papa e takoto ake nei
Tuia te taura here tangata
Ka rongo te pō, ka rongo te ao
E ngā tini mate o te wā, haere atu rā
Ko te pō ki a koutou, ko te ao mārama ki a mātou
Tihei mauri ora!

Bind all that is celestial
Bind all that is terrestrial
Bind all kinship strands of humanity
May peace prevail, in death and in life
I bid farewell to the multitudes who have passed on
It is beyond the veil where you return
It is the world of light where we remain
I acknowledge all life.

Rau rangatira mā, tēnā koutou katoa,

The year 2024 has been a milestone for New Zealand Olympic sport, highlighted by the outstanding achievements at the Paris Olympic Games. Our athletes’ performances brought pride to every corner of Aotearoa New Zealand, underscoring the resilience and excellence of our New Zealand Team.

This year, we welcomed Richie Patterson (Olympian #1072), Marcus Daniell (Olympian #1264), and Dallas Seymour to the NZOC Board. Their combined expertise greatly enriches our work, with Richie joining as Chair of the NZOC Athletes’ Commission, Marcus as an International Olympic Committee Athletes’ Commission representative and Dallas as Chair of Te Urunga Tū (the NZOC Māori Advisory Committee).

We also farewelled Sarah Cowley Ross (Olympian #1134), who concluded her tenure as Chair of the NZOC Athletes’ Commission. I would like to extend a huge mihi (thanks) to Sarah for her leadership and guidance during her time on the NZOC Board. She has been exceptionally forward thinking and has helped us deliver on the NZOC’s mission of ensuring the athlete’s viewpoint is at the heart of every decision we make.

In late August, we joined all of New Zealand in mourning the passing of the Māori King, Kiingi Tuheitia Pootatau Te Wherowhero VII. Our relationship with the Kiingitanga was first established in 2004 with the late Māori Queen, Te Arikinui Dame Te Atairangikaahu, who named the

New Zealand Team’s very first Olympic kākahu (traditional Māori cloak), ‘Te Māhutonga’. This connection was renewed in April 2024 when her son, Kiingi Tuheitia, oversaw the blessing of the second Olympic kākahu, ‘Te Hono ki Matariki’, at Tūrangawaewae Marae. The relationship grew further with Kiingi Tuheitia and his whānau attending the Paris Olympic Games and witnessing first-hand the largest celebration of sport and culture in the world.

We were pleased to host our patron, the Governor-General of New Zealand Her Excellency the Right Honourable Dame Cindy Kiro, and the Minister for Sport and Recreation, the Honourable Chris Bishop, as the New Zealand Team’s Paris 2024 distinguished guests of honour. We thank Dame Cindy and Minister Bishop for their support of sport and its role in the health and wellbeing of all New Zealanders.

New partnerships flourished during 2024, with a 25 per cent increase in partner support from 20 New Zealand and 15 global partners, and 400 stakeholders engaged through Paris events.

Sending a team to an Olympic Games requires a significant amount of funding and we are grateful to our commercial and philanthropic partners and HPSNZ, whose support enables our athletes to excel. We extend a warm welcome to our new New Zealand Team partners – 2degrees, Lotto NZ, My Food Bag™ New Zealand and Westfield – and thank our long-standing Olympic Foundation members and Olympic Solidarity for their continued support.

This year, we proudly shared financial success with our stakeholders, distributing funds to support member sports and athletes. To all those who make these accomplishments possible, my sincerest thanks.

Mā tini, mā mano, ka rapa te whai – A great number will achieve what few cannot. There is strength in unity.

Nāku noa nā,



Diana Puketapu-Lyndon
Chair
New Zealand Olympic Committee



CEO AND SECRETARY GENERAL'S REPORT

Nicki Nicol

"Thank you to the NSOs, and of course the athletes who made the success possible in both Paris and Gangwon."

Kia ora koutou katoa, greetings to all.

It is a privilege to present the NZOC's 2024 Annual Report, celebrating an exceptional year highlighted by New Zealand's success at the Paris Olympic Games. I extend my heartfelt congratulations to each athlete, coach and team member involved in this extraordinary achievement.

Our Winter Youth Olympic team delivered an outstanding campaign also, making Gangwon 2024 New Zealand's most successful Winter Youth Olympic Games ever, with a brilliant total of seven medals.

Thank you to the NSOs, and of course the athletes who made the success possible in both Paris and Gangwon.

I'd also like to draw attention to the successes off the field of play in Paris; New Zealand House welcomed 20,000 visitors, more than double what we anticipated.

Sarah Walker (Olympian #1101) was elected as an International Olympic Committee (IOC) Member and will continue her involvement as part of the governing body responsible for overseeing the Olympic Movement.

Marcus Daniell (Olympian #1264) was elected to the IOC Athletes' Commission and Barbara Kendall (Olympian #631) was named a Life Member of the World Olympians Association.

We grew our international connections and were proud to host our Patron and New Zealand Governor-General, Her Excellency the Right Honourable Dame Cindy Kiro, and Minister for Sport and Recreation, the Honourable Chris Bishop, in Paris. It was also the first time sharing the Olympic Games with the Kiingitanga Movement as we welcomed the late Māori King, Kiingi Tuheitia, and his wider whānau to Paris. The world stage also witnessed New Zealand celebrating its indigenous culture and we were proud to be recognised for this contribution at the 2024 Māori Sports Awards.

In October, we were pleased to receive confirmation that Glasgow will host the 2026 Commonwealth Games. While it was great to see the Games find a home, the news was bittersweet, with a number of traditional sports not included on the programme. We shared in the disappointment of the sports that have missed out and will discuss with them how they can best advocate to be included on the programme at future editions of the Games.

Our global engagements continue to grow too, with New Zealand actively contributing to the Oceania and Commonwealth sports communities.

He waka eke noa, we are all in this together – therefore, to our long-time partners, HPSNZ, Ihi Aotearoa Sport NZ, our amazing commercial partners and wonderful donors, your support is invaluable in helping to take our New Zealand teams to the Games. To the NZOC staff, my deepest gratitude for your partnership and hard work. Your dedication strengthens the New Zealand Team and ensures our athletes have every opportunity to succeed. I am immensely proud of your unwavering commitment to this kaupapa.

This report outlines the key elements of the NZOC's build-up to and delivery of the Paris 2024 Olympic Games and highlights the breadth of the people and activities that made 2024 such a resounding success. My CEO's report is presented across the NZOC's four strategic pillars.

Ka nui te mihi nā,



Nicki Nicol
CEO and Secretary General
New Zealand Olympic Committee



1. SELECT, LEAD AND ORGANISE TEAMS

The New Zealand Team participated in two Games in 2024: the Paris Summer Olympic Games and the Gangwon Winter Youth Olympic Games.

The NZOC also moved forward with planning for the Milano Cortina 2026 Olympic Winter Games and Glasgow 2026 Commonwealth Games.

Paris 2024 Olympic Games

The Paris Olympic Games took place from 26 July to 11 August 2024, with the New Zealand Team spread across Paris, Nice, Saint-Étienne, Marseille, Châteauroux, Tahiti and Lyon.

A total of 10,500 athletes took part, including 204 New Zealanders from across 23 sporting disciplines. The team was led by Olympian and five-time Commonwealth Games medallist Nigel Avery.

The Paris Olympic Games was New Zealand’s golden Games. With 20 medals – ten gold, seven silver and three bronze – the New Zealand Team’s results in Paris equalled

the previous record medal tally of 20, set by the team that competed at the Tokyo Olympic Games in 2021, but with a record-breaking ten golds.

The results also continued New Zealand’s impressive record of Games’ performance advancements with consistent improvements across every Summer Olympic Games since Sydney 2000.

The medals were won across nine disciplines, including a first-ever medal for New Zealand in high jump. Fourteen of the medals were won by women, five by men and one by a mixed sailing crew (Erica Dawson, Micah Wilkinson). Nine medals were won by Māori athletes.

After Late Athlete Replacements and Provisional Athlete (Accredited Travelling Reserves) usage was accounted for, the final number of athletes selected to the New Zealand Team to Paris 2024 was 204; 38 of these were Māori. This was 18 fewer total athletes than the final team of 222 at Tokyo 2020.

Team Leadership and Performance Support

The New Zealand Team to Paris 2024 was led by Chef de Mission Nigel Avery. Nigel chaired a leadership group consisting of leaders across Operations, Sport Engagement, Athlete Engagement, Health, Psychology, Security, Public Affairs and Communications, Preparation and Recovery and Māori Culture. The total number of Performance Support personnel for Paris was 54.

During the Games, the Performance Support team worked exceptionally well together. This was due to clarity of roles and responsibilities across the various functions, a willingness to collaborate and pitch in, particularly in the set-up phase immediately prior to the Games, and ultimately due to effective leadership.

The functional areas led by the NZOC operations personnel were delivered effectively. The team did an impressive job managing team travel, on-the-ground transport, team accommodation, rate-card procurement and sport entry requirements, and built positive working relationships with the organising committee that helped to smooth the way for any issues that arose during the Games.

With only 47 per cent of athletes residing in the St Denis Village, a key challenge in Paris for Team Services was supporting the team across many locations. Considerable effort was made to provide consistency throughout all sites, with all sports receiving a Māori welcome, known as a whakatau, to the Olympic environment.

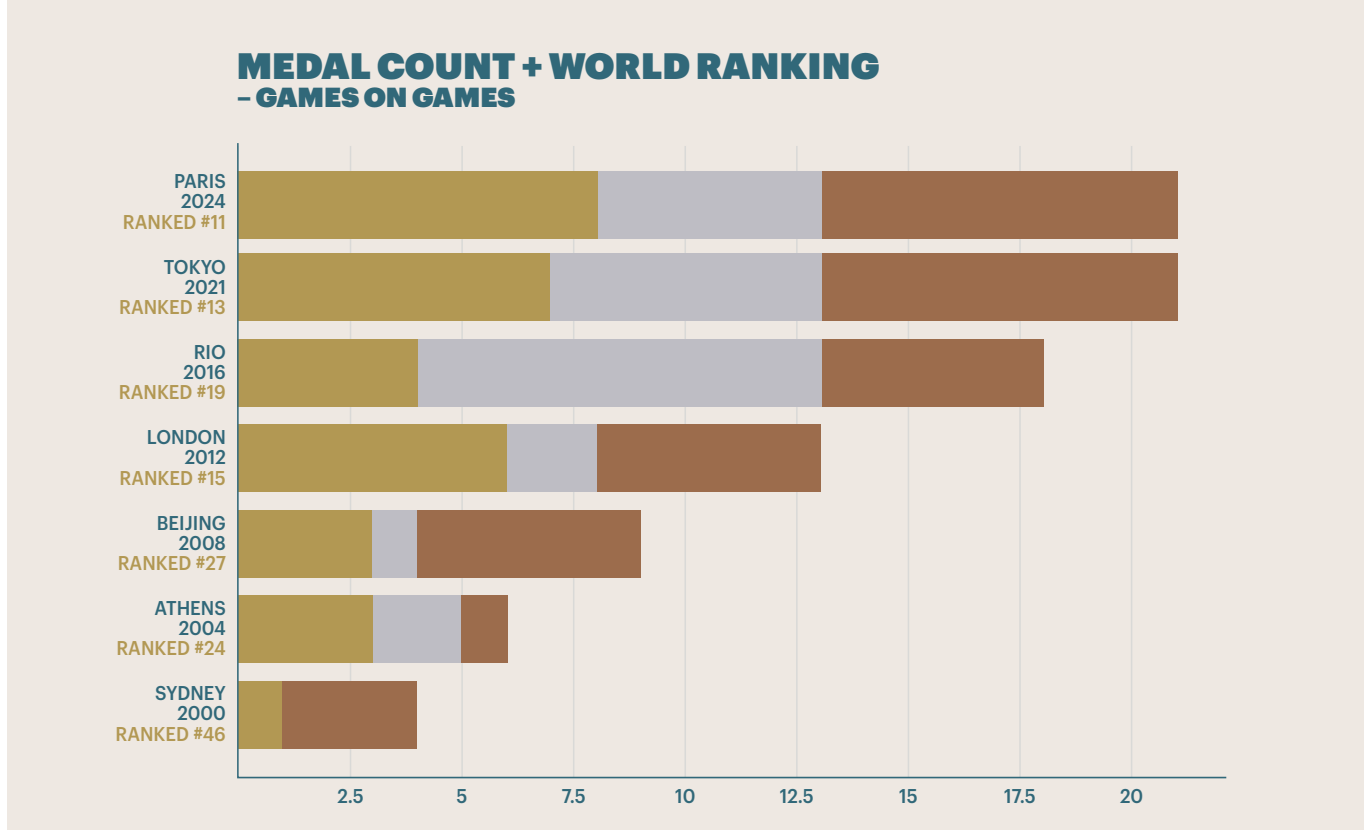
The NZOC Health Team, comprising 38 professionals, supported approximately 1,055 athlete and staff consultations. The psychology team worked closely with medical and athlete support services to provide holistic

care, ensuring quick responses to issues and timely mental health interventions. Pre-Games education shifted from a COVID-19 focus to broader infection control, emphasising vaccination, hand hygiene, mask use, physical distancing, and early symptom recognition to protect team health and performance.

Paris 2024 marked the retirement of Dr Bruce Hamilton as the Chief Medical Officer for the NZOC. Dr Bruce made a significant contribution to the development and execution of health service provision at all Games since 2014, and acted as Health Team Leader at the Rio, Tokyo and Paris Olympic Games. We extend our thanks to Dr Bruce for his significant expertise, which helped to ensure athletes and team support remained healthy at Games time.

Paris 2024 was Nigel Avery’s first Olympic Games as Chef de Mission. His steady leadership, positive nature and attention to detail were recognised by athletes and team support and he has since been appointed as Chef de Mission for the Glasgow 2026 Commonwealth Games and the Los Angeles 2028 Olympic Games.

- 99% of athletes and support staff were proud to be part of the New Zealand Team (target 95%)
- 91% of stakeholders said the team was led and managed effectively (target 90%)
- 84% of athletes and support staff said the New Zealand Team environment added value to performance (target 90%)



New Zealand Team Manaaki

Manaaki is a Māori value that means to safeguard and look after others through kindness, care, respect, generosity and hospitality. It is central to the NZOC and underpins the culture of Te Kapa o Aotearoa – the New Zealand Team. This culture reflects the NZOC and Olympic values respectively, while honouring all things indigenous to Aotearoa New Zealand, to te ao Māori.

Team Manaaki is the backbone of the New Zealand Team and was woven through the comprehensive Paris 2024 Games Plan, designed and developed by Performance Support team leaders. The key objective for Team Manaaki during Paris 2024 was to ensure a safe and supportive environment and experience for all athletes and team members, enabling them to perform at their absolute best.

Manaakitanga, the process of delivering manaaki, is consistent with sustaining a high-performance environment. Team Manaaki achieved this through providing efficient, high-quality support with great care and respect in the build-up to Paris, and throughout the Games. Team safety and wellbeing remained top priorities and wrap-around services were delivered, including cultural support.

With the assistance and guidance of the Rōpū Tautoko (Māori Leadership Support Group), Games tikanga (practices) were developed in line with Te Whare o Pou Tangata to enable Team Manaaki to achieve its cultural objectives, to deliver a strong and authentic cultural programme in Paris, and to empower all team members to actively engage in Māori culture safely and appropriately.

These tikanga included karakia (prayers) for the ‘opening’ and ‘closing’ of the Olympic Village, whakatau or team welcomes for all athletes and team support, flagbearer ceremonies, the presentation of the Paris pounamu, sport farewells, athlete commemorations and medal celebrations, along with attendance at the Olympic Games’ opening and closing ceremonies.

Given the geographic spread of the team, considerable effort was made to ensure consistency of welcomes for team members residing outside the Olympic Village. It was evident that many of the sports invested time, effort and energy into learning the Pou Tangata haka and to gain a basic understanding of Māori culture and its importance to the team.

Manaaki was not exclusive to the Games team, and encompassed our entire NZOC membership including our patron, distinguished guests, donors, partners, sponsors, stakeholders, New Zealand Team whānau and friends, fans and every person who contributed to the campaign, at home and abroad.

Based on data from the post-Paris 2024 Team Performance Survey, Team Manaaki achieved its core objective and delivered a positive, memorable Games experience for all.

“The New Zealand Team’s space in the village was truly epic. It made it very enjoyable and easy to focus on performing well.” – Athlete

“Everyone was very helpful and supportive. I loved the integration of the New Zealand culture while being overseas; it kept me grounded and offered a sense of home.” – Athlete

“Once again, the on-site support was excellent as was the culture that was created.” – Coach

Nigel Avery - Chef de Mission

“A real highlight for me, beyond the field of play, was witnessing the evolution of Pou Tangata and the growing significance of the team welcomes. It was incredibly rewarding to see our haka being embraced by more and more teams within the wider group. The common feedback from those who dedicated time and effort to learn and practice the haka was that the process itself fostered an amazing sense of team spirit, connection, and unity. It became more than just a performance; it was a bonding experience that resonated deeply with everyone involved. The hakas were something that left a lasting impact on me and many others.

Teams like Rowing, Hockey, Track Cycling, Canoe Sprint, Football, Sailing and Rugby Sevens really committed to learning and practicing the haka. These resulting team welcomes were amazing, infused with authenticity and pride, and they elevated the entire experience for everyone. The welcoming processes was something we could deliver to all team members, regardless of where they were based in Paris or elsewhere in France. For those staying outside the main village, the feedback was positive—they felt truly connected and part of the wider Team, even at a distance. It was a powerful reminder of how Pou Tangata is driving our team unity and culture.”



New Zealand Team Rōpū Tautoko

The inclusion of the Rōpū Tautoko enhanced the team’s cultural engagement and experience overall. For many, including Olympic debutants, Paris was the first time for experiencing te ao Māori, actively participating in tikanga, and performing a haka. For returning team members, the inclusion of the Rōpū Tautoko was a significant and obvious boost that enabled them to deepen their understanding, raise awareness, and connect with te ao Māori.

The Rōpū Tautoko refers to a team of four Māori members: Team Matua Tā Derek Lardelli; Rose, Lady Lardelli; NZOC Pouwhiringa Oriini Kaipara; and David Jones. To ensure adequate cultural support across the entire team, Oriini and David remained with the Games team in the Olympic Village to support Team Manaaki, while Tā Derek and Rose led Whāngārā Mai Tawhiti to deliver a standout showcase of Māori culture at New Zealand House and across Paris.

The addition of seven professional haka performers from Whāngārā Mai Tawhiti was a first for the New Zealand Team at an Olympic Games. Although the haka group was based outside the Olympic Village, their presence and support during medal celebrations and ceremonies provided further exposure to te ao Māori, enhancing team pride.

Whāngārā Mai Tawhiti played a key role in welcoming and supporting the Māori King, Kiingi Tuheitia, and his whānau, to Paris and the team environments, as well as to Arras – to strengthen our ties with France through our shared history from World War I.

As a result of the New Zealand Team’s performance on and off the field of play in Paris, particularly around showcasing Māori culture to the world, the NZOC was recognised by the Māori Sports Awards with the prestigious Te Pou Herenga Tahī award.



The NZOC acknowledges Te Matatini, the New Zealand Ministry for Foreign Affairs and Trade (MFAT), the Ministry of Culture and Heritage’s Cultural Diplomacy Fund and Ihi Aotearoa Sport NZ for providing funding support to deliver a strong cultural programme in Paris. The NZOC also recognises the contributions of Te Urunga Tū (NZOC Māori Advisory Committee), to ensure the NZOC meets our cultural aspirations.

“We do what we do for the betterment of others and this develops and enhances them in every way.

He puna iti ra, he waimanawa no Poutangata

A small spring indeed but life-giving water from Poutangata

This teaches us to appreciate the significance of small contributions, whether they be in knowledge, culture, or resources. Size does not determine value and even seemingly minor aspects of our heritage and environment can provide substantial spiritual and cultural sustenance, contributing significantly to our overall well-being, identity and performance.”

Tā Derek Lardelli, Team Matua

Paris 2024 Preparationa

During January to February, a series of Long List Games Ready Workshops were held in Christchurch, Cambridge, Tauranga, and Auckland to engage all eligible athletes, coaches, and support teams to Paris. These workshops covered Paris 2024 and Team Manaaki values and expectations delivered by Chef de Mission Nigel Avery, the Pou Tangata haka and Māori culture led by Team Matua Tā Derek Lardelli and Pouwhiringa Oriini Kaipara, media and communications, digital and social media guidelines, nutrition and health, mental wellbeing, uniforms, and words of inspiration and advice from former and current athletes.

Nine online masterclasses were held to enhance athlete education prior to Paris 2024. Hosted by subject matter experts and leaders from the Performance Support team, topics included heat mitigation, performing under pressure, physical health, post-Games wellbeing, the selection process, media and personal brand training, safeguarding awareness and anti-doping education.

In addition, a two-day Team Support forum was hosted by the NZOC in May for members of the NZ Team support personnel to Paris.

Gangwon 2024 Winter Youth Olympic Games

Gangwon 2024 was New Zealand’s most successful Winter Youth Olympic Games ever, with the team winning seven medals (one gold, two silver and four bronze).

A total of 2,000 young athletes (aged between 14 and 18 years) from around the world competed in seven sports, 15 disciplines and 81 events at the Games. It was the first time the Winter Youth Olympic Games had been held outside of Europe, with South Korea reusing many of the existing facilities from the PyeongChang 2018 Olympic Winter Games.

New Zealand was represented by 22 athletes in Gangwon, consisting of seven freestyle/freeski athletes, five snowboard athletes, four curlers, three alpine ski racers, one luge athlete, one biathlete and one figure skater. Chef de Mission Marty Toomey led his first Winter Youth Olympic Games team, bringing significant experience from holding the same role at the Beijing 2022 Olympic Winter Games.

The campaign saw New Zealand win its first-ever gold medal at the Winter Youth Olympic Games (Luke Harrold – freeski halfpipe). Team member Yanhao (Dwayne) Li won New Zealand’s first-ever medal in ice figure skating (bronze).

- 97% of the athletes were proud to be part of the New Zealand Team
- 90% said the team was led and managed effectively
- 83% said the team environment added value to their performance

Sixty-five per cent of athletes finished in the top half of their field in at least one of their events. Injury and illness hampered the participation of several athletes in some of their preferred events.

The Games were well delivered by the organising committee and provided an excellent development opportunity for NZOC and NSO support staff – with mentoring offered by more experienced staff on the ground and from New Zealand.

NZOC President Liz Dawson and CEO Nicki Nicol travelled to Gangwon to support the team and connect with international counterparts. They highly valued the opportunity to grow relationships with the Olympic Family and to cheer on New Zealand’s athletes.

Media coverage of the New Zealand Team was strong, with around 100 stories shared across New Zealand media platforms during the Games (\$550,000 value).

The athletes were celebrated through the NZOC’s social media channels and were engaged in the coverage, sharing much of the content with their own channels. Instagram was the main channel utilised, with daily event wrap stories posted to the New Zealand Team app and website.

Sky New Zealand was the rights-holding broadcaster for the Games and screened a pop-up channel with 12 hours of daily coverage from the ‘international feed’.



2. ADVOCATE AND LEAD

The NZOC was proud to support and lead the sporting sector both at home and abroad during 2024, growing connections and delivering valuable leadership across New Zealand, Oceania and global sport.

Elections and Honours

The election of two IOC Members will strengthen New Zealand’s voice at the top table of sport. Together, London 2012 silver medallist Sarah Walker (BMX) and Tokyo 2020 bronze medallist Marcus Daniell (tennis) will help shape the future of the Olympic Movement. Sarah was elected as an independent IOC Member following the conclusion of her term as an IOC Athletes’ Commission representative, while Marcus will represent athletes on the IOC Athletes’ Commission for the next eight years.

In 2024, Sarah sat on the ONOC Executive Board and a number of IOC Commissions: Athletes’ Commission (until Paris 2024), Future Hosts, Digital and Engagement, Technology and Technical Innovation, Human Rights Advisory, and the Esports Steering Committee.

Marcus Daniell also sat on the ONOC Executive Board in 2024 as an IOC Member.

Olympian and three-time Commonwealth Games medallist Julia Ratcliffe (hammer throw) earned an international position also, elected to the Commonwealth Games Federation’s (CGF) Athletes’ Advisory Commission (AAC) as the Oceania representative. She was also appointed to the CGF Audit and Risk Committee and the Investment subcommittee as the AAC representative.

In 2024, NZOC Olympians’ Committee Chair, Chantal Brunner, sat on the Executive Boards of the World Olympians Association and the International Testing Agency. She is also a member of the IOC Entourage Commission (Co-Chair of the Health and Wellbeing working group) and the IOC Athlete Charter Steering Committee.

Triple Olympic medallist Barbara Kendall (sailing) was named an Olympian for Life by the World Olympians Association, one of only five international recipients in 2024.

Kereyn Smith, former CEO of the NZOC, was appointed Honorary Vice President of the CGF.

We thank our international representatives for their integrity, commitment and dedication to Olympic and Commonwealth sport.

Te Urunga Tū

Te Urunga Tū – the NZOC Māori Advisory Committee – achieved full membership in 2024, with the addition of Dallas Seymour (Commonwealth Games, rugby sevens), Jenny-May Clarkson (Commonwealth Games, netball) and Joseph Royal (Māori All Blacks, Moana Pasifika).

These three new members join Tā Derek Lardelli (NZOC Team Matua) and Ranui Ngarimu (NZOC Order Holder), and bring important athlete insight and experience, governance expertise, extensive networks among iwi and sport, and a strong desire to develop Te Whare o Pou Tangata further.

New Terms of Reference were adopted by the Board, which made way for the co-option of the Te Urunga Tū Chairperson to the Board as the inaugural Pou Tikanga. Dallas Seymour was elected Chair in April and his role as Pou Tikanga was formally announced at the NZOC General Assembly in May.

Te Urunga Tū contributed greatly to the NZOC this year, providing critical support around the blessing of the second Olympic kākahu, Te Hono ki Matariki, and during the funeral of the late Māori King, Kiingi Tuheitia.

The privilege as Chair of Te Urunga Tū and Pou Tikanga is also one of great responsibility. Especially looking back and following in the footsteps of those who are no longer with us and set strong foundations for where we are today. E koutou mā e iri rā ki te rangi, e piataata iho mai nei, tēnā koutou.

Te Whare o Pou Tangata provides the space for our teams to be inspired by our collective heritage to gain the ‘edge’, be our best selves and thrive. Drawing on our culture to step up and utilising our collective strengths from the Board to our teams representing Aotearoa on the world stage.

Whether it be to lift the spirits, to calm the waters, or to inspire ourselves to greater heights. Being deeply connected to who we are, no matter where we are in the world, we need look no further for the sustenance that feeds our aspirations.

We have come a long way on the journey since Athens 2004 and are well placed to continue adorning Te Whare o Pou Tangata for the next 20 years and beyond.

‘Kia hora te marino, kia whakapapa pounamu te moana, kia tere te kārohirohi’

Dallas Seymour
Pou Tikanga NZOC Board and Chair, Te Urunga Tū

Wāhine Toa Leadership Programme 2024

A group of female Olympic, Paralympic and Commonwealth Games athletes graduated from an NZOC-run programme working to develop female leadership within sport.

The Wāhine Toa Leadership Programme was launched in New Zealand in 2017 (previously referred to as Women’s Sport Leadership Academy) and has helped around 50 female Olympians transition from sport performance to leadership roles including coaching, governance and change management.

The programme provided a unique learning environment and saw the athletes attend three residential workshops where they developed their leadership competencies and were linked into a global network of female leaders in sport.

Iwi Engagement

The relationship between the NZOC and the Kiingitanga was reaffirmed in April, when both houses joined for the first time at Tūrangawaewae Marae – the home of the reigning Māori monarch. This was the first of two visits the NZOC leadership team made to Tūrangawaewae Marae in 2024, solidifying our 20-year long-standing relationship. Both visits were extraordinary experiences and demonstrated the importance of maintaining strong connections with Māori, particularly the Māori monarchy.

This renewed relationship with the Kiingitanga also led to the Māori King’s attendance in Paris, which was very special for both the Kiingitanga and the New Zealand Team.

The Memorandum of Understanding between the NZOC and Ngāi Tahu was renewed. This year also saw this relationship take a step forward with the addition of a commercial agreement that enabled Ngāi Tahu to have a Paris Olympic athlete promote the Paris pounamu online. Planning is underway to build opportunities with Ngāi Tahu for upcoming Games including Milano Cortina 2026.

The NZOC strengthened our engagement with Māori across the sporting sector as well, including sport media. We partnered with the Māori Language Commission and Sky’s Māori team, Te Hau o Rangiaata, to achieve some of our cultural commitments together. We were also engaged in the development of sector-wide cultural capability planning run by the Regional Sports Trust Network with support from Ihi Aotearoa Sport NZ.

We were proud to support Cycling NZ and Yachting NZ to start their Māori cultural journey, by teaching te ao Māori concepts through Te Whare o Pou Tangata – our Pou Tangata framework – and the team haka. The success of these engagements was clear in Paris when both teams arrived ready, engaged, deeply respectful and more confident in their performance. Athletes noted that the haka is what brought their teams together outside of their training regimes – something they say was key to fostering team unity.



International Relations

Through the delivery of our International Relations strategy, we aim to grow influence to add value for New Zealand athletes, sports and our wider nation. In 2024, areas of focus included increasing our engagement and contribution, winning elections, hosting and advocating for what matters to us.

The NZOC attended the general assemblies of the Oceania National Olympic Committees (ONOC) and, the Association of National Olympic Committees (ANOC). We contributed to Commission meetings, debriefs and workshops on a range of topics – from gender equality in sports media, safeguarding, rights to moving footage, accreditation and village services, the evolving Olympic Games programmes and more.

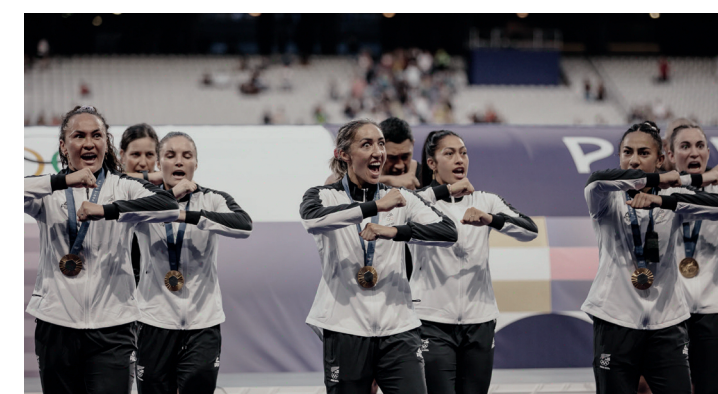
The NZOC advocated for the successful election and appointment of key international positions, which helps ensure New Zealand values and the interests of New Zealand sports and athletes are represented at the top tables of global sport. Appointments in 2024 included: President Liz Dawson to the IOC's Gender, Equality, Diversity and Inclusion (GEDI) Committee as well as the IOC Safe Sport Steering Committee; CEO Nicki Nicol to the ONOC Finance and Audit Commission and IOC Revenue and Partnerships Commission (observer); Team Services Director Ryan Archibald to the CGA Reference Group for the Glasgow 2026 Commonwealth Games; and Chief Operations Officer Tara Pryor to the Olympic Movement Unit on the Prevention of the Manipulation of Competitions Legal Working Group.

At the Paris 2024 Olympic Games, New Zealand House provided an excellent platform to deepen international sporting relationships and reinforce the credibility of New Zealand leaders in global sport movements. Numerous meetings between NZOC's senior leadership and delegations from the IOC, CGF, ONOC and International Federations took place, progressing areas of mutual interest. The New Zealand culture of manaaki shared at New Zealand House was a real highlight and point of difference.

The NZOC hosted a significant event for the ONOC International Relations Commission during Paris 2024. Pacific government leaders (including presidents and prime ministers) and Non-Governmental Organisation (NGO) stakeholders and their European counterparts came together to highlight the important role sport can play in the Pacific. This was very well received by our National Olympic Committee (NOC) partners and reinforced the elevated role NZOC is playing in the Pacific with increased support for programmes and aligned United Nations' Sustainability Development Goals (SDGs) aspirations.

We were delighted to work with the New Zealand Embassy in Paris, MFAT, Ministry of Culture and Heritage, and Ihi Aotearoa Sport NZ's Sport Diplomacy team to ensure New Zealand Inc was able to unlock value through the promotion of New Zealand's values and reputation around Paris 2024. New Zealand House and activations of the Māori cultural group, Whāngārā Mai Tawhiti, helped build New Zealand's brand and reputation and we were able to provide hosting opportunities for government representatives to build positive relationships and connections. We warmly thank Her Excellency Caroline Bilkey, Ambassador to France, and her team for their support, along with Her Excellency the Right Honourable Dame Cindy Kiro, Governor-General of New Zealand, and the Honourable Chris Bishop, Minister for Sport and Recreation, for joining us at the Paris Olympic Games. It was a great honour to host the late Kiingi Tūheitia and his whānau at the Games as well.

In 2024, the IOC President, Dr Thomas Bach, confirmed the conclusion of his term and seven candidates announced their intention to stand for this highly influential role. Although the NZOC does not have a vote, we can advocate for a candidate who will support athletes' voice and integrity, while ensuring the Olympic Games and its sports programme remain relevant to our member sports, athletes and nation. The IOC presidential elections take place in March 2025.



Oceania Impact Network

The NZOC obtained funding, as part of its role on the network and appointed a project manager (Dr Michele Cox) to lead the Oceania Impact Network in its establishment phase.

This network aims to collaborate in delivering sport-based programmes and initiatives that will promote gender equity, inclusion and prevention of violence against women, girls and vulnerable people in the Pacific.

Empowering Young Female Leaders: Oceania National Olympic Committees (ONOC) Equity Workshop in Oceania

The ONOC Equity Commission was supported by the NZOC to host a workshop for young female leaders from 10 countries across Oceania.

The three-day workshop was held in Tāmaki Makaurau Auckland and focused on improving equity across the region, with the main goals being to connect young female leaders, raise awareness and equip them with actionable steps to advance equity in their respective communities.

Each leader left the workshop with a personalised action plan on how they can promote equity in their home countries.

Also in attendance were representatives from the Oceania Equity Commission, who participated in the workshop and undertook further work to determine their future strategy.

A cultural immersion experience with Ngāti Whātua, at Ōrākei Marae, was included in the programme, where participants learnt from Ngāti Whātua about their history and gaining authentic insights into te ao Māori. The opportunity was supported by Māori staff and Te Urunga Tū.

ONOC Shared Communications Services

As part of ongoing efforts to enhance knowledge sharing across Oceania, the NZOC Communications Team supported ONOC to establish a Shared Communications Services project. This initiative aimed to increase media coverage and visibility of Pacific athletes competing at the Paris 2024 Olympic Games.

The project saw the NZOC collaborate with ONOC to appoint three press attachés, two photographers and two journalists to travel to Paris and work across Oceania NOCs.

At the Games the project came together successfully. A skilled team produced high-quality photographs and competition summaries, which were distributed to media outlets across the Pacific. This effort significantly boosted reporting on Pacific athletes throughout Oceania and contributed to a stronger media presence for the region globally. Ultimately, this added to the wider efforts of the Olympic Movement throughout Oceania to promote success, pride and Olympic values.

Commonwealth Sport Indigenous Declaration

The NZOC is helping to progress the Commonwealth Sport Indigenous Declaration, despite not yet signing the declaration. In July, our Pouwhiringa was invited to join the CGF’s Indigenous Declaration Working Group, co-chaired by CGF President Chris Jenkins and Canada’s Six Nations leader Ava Hill.

The position enables a strong Māori voice and NZOC representation at the table, to help steer discussions and inform better decisions as advised by Te Urunga Tū and NZOC leadership, in alignment with the NZOC Constitution.

The group meets quarterly online to progress the implementation, promotion, monitoring and evaluation of the declaration across the world. Much work is still to be done, but there has been strong support among other nations since the declaration was approved at the CGF General Assembly in 2023.

Technical Coaching Workshops

The NZOC was pleased to offer Olympic Solidarity grants to support the delivery of technical coaching workshops in New Zealand for World Rowing, International Ice Hockey Federation (IIHF), International Skating Union (ISU) and International Hockey Federation (FIH).

World Rowing partnered with Rowing New Zealand to deliver three courses in New Zealand, catering to ocean rowing coaches and officials from across Oceania ahead of the debut of the discipline at Los Angeles 2028.

Hockey New Zealand held workshops in conjunction with FIH to deliver an international coaching course. These workshops were open to participants from New Zealand and Oceania, helping to grow the depth of performance coaches across the region.

Ice Speed Skating New Zealand worked with the ISU to hold two camps which saw global technical experts brought in to develop the skills of local coaches, together with online learning opportunities.

New Zealand Ice Hockey has seen rapid growth over the past five years, leading to a significant increase in the number of registered players. In 2024, it worked closely with Hockey USA and IIHF to develop New Zealand coaches, particularly in the youth space, within a more formalised structure.



3. PROMOTE AND CELEBRATE

The NZOC was proud to celebrate athletes and inspire pride and excellence in New Zealanders in the build-up to and during the Paris 2024 and Gangwon 2024 Games.

The ‘Fern is All of Us’ campaign began in July 2023 by lighting up Auckland’s Sky Tower in the colours of the French flag – red, white and blue. From there, the year-long campaign weaved together billboard campaigns, television commercials, athlete selections, workshops, athlete stories, te ao Māori, partner content, NSO events and milestones, culminating in New Zealand’s involvement at the Paris 2024 Olympic Games.

The communications and digital strategies ran across multiple streams, including non-paid media, digital channels and stakeholder engagement. These efforts collectively highlighted the stories of our nation’s proud, diverse and passionate athletes and delivered on the NZOC’s mission to inspire pride and excellence in all New Zealanders.



Brand Campaign

In Māori culture, te ponga, the fern, has guided us on countless journeys, illuminating the path for those to follow and representing our connection to home. It has undoubtedly been a unifier for not only our ancestors, but also for all New Zealanders, and, most importantly, the New Zealand Team.

Throughout the year leading into, and during, the Paris 2024 Olympic Games, the New Zealand Team proudly shared the significance, legacy and mana of our fern.

Developed and produced by the team’s athletes in part, the campaign was amplified through various media, including billboards, television commercials, events, digital platforms, New Zealand House, team uniform and Olympic Village decals, to name just a few.

The campaign featured a No. 1 hit song on the New Zealand Music Charts by athletes Max Brown and Ellesse Andrews with band TOI, the Fronds of the Fern artwork piece by Olympian Hannah Wilkinson, and a series documenting Stacey Waaka receiving her own fern tattoo and the meaning behind her fronds. The impact exceeded expectations, with engagement and coverage across channels enhancing the team’s visibility and connection with the public. Research showed that 86 per cent of New Zealanders felt proud of the team immediately after the Paris 2024 Olympic Games, reflecting the campaign’s success in fostering national pride and interest.

Kantar 2024 Annual Brand Research Results

- 96% of New Zealanders interested in the Olympic Games are interested in following the New Zealand Team’s participation
- No. 1 team appeal against other New Zealand sports team brands
- 63% of New Zealanders are more likely to purchase from companies and brands who support the New Zealand Team (2% increase on 2023)

Goldie’s Makeover and Relaunch

In the build-up to the Paris 2024 Games, we also relaunched the New Zealand Team’s beloved mascot Goldie. A digital Illustrator was used to refine his identity, which then became a full mascot suit.

Goldie’s main re-release to the public was via a digital competition to win a chance to wear his suit at the Paris 2024 Games. The competition had an overall Instagram reach of 663,106, engagement of 22,686 and overall TikTok views of 1,339,054.

Goldie attended over 20 events in the lead-up to the Games, as well as visiting the Olympic Village and becoming a regular at New Zealand House in Paris.

Te Ponga Tattoo

The journey of Rugby Sevens athlete Stacey Waaka to immortalise her Olympic experience with a fern tattoo became a compelling narrative for the New Zealand Team. Collaborating with her preferred tattoo artist, Stacey’s story was captured through a moving TV commercial and a behind-the-scenes digital content series. Viewers witnessed the design process, the tattooing itself, and Stacey’s reflections on the fern’s deep personal meaning. The campaign achieved the highest brand recall of the year, amplified by \$123,734 of gifted airtime from Sky and prominent placement on JCDecaux billboards. Stacey’s story resonated widely, offering an emotional perspective on the pride and permanence of representing Aotearoa New Zealand on the world stage.



Dynamic Digital Billboard Campaign

Through a partnership with JCDecaux, the New Zealand Team leveraged \$1 million worth of digital billboard placements from July 2023 to August 2024. More than 300 unique billboard designs featured campaign messaging, 3D animated ferns and live updates during Games time. Real-time medal wins and social media posts were broadcast via exclusive access to JCDecaux’s D4 system, delivering instant updates to billboards nationwide. The campaign achieved a net reach of 950,857 people and 20 million gross contacts. Every New Zealand Team sport was featured, creating a dynamic, live storytelling experience. By transforming billboards into interactive media, this campaign brought fans closer to the action, strengthening national pride and uniting audiences in real-time celebration.

Fronds of the Fern – Hannah Wilkinson’s Artistic Tribute

Olympian and artist Hannah Wilkinson created Fronds of the Fern, a stunning piece of art representing the collective spirit of the New Zealand Team. Each frond of the fern depicted an athlete’s story, crafted after extensive research and 27 personal interviews. This athlete-driven art was unveiled online and displayed at New Zealand House in Paris, sparking widespread attention. The artwork embodies the campaign concept that ‘the fern is all of us’, offering a visual celebration of team unity, strength and identity. By having a former team member create this tribute, the New Zealand Team deepened its legacy, bringing athlete stories to life in a uniquely powerful way.



**Ain't Just Dreaming –
The New Zealand Team's First Official Single**

The New Zealand Team's debut single, Ain't Just Dreaming, embodied passion, drive and strength. The track was co-written by cyclist Ellesse Andrews and kayaker Max Brown and was recorded and produced with band TOI. Released in February 2024, the song debuted in the Top 20 before climbing to No. 1 on the New Zealand Music Charts. Ain't Just Dreaming amassed 152,739 Spotify streams, 194,925 Instagram reach, and 214,125 video plays at the time of printing. The project not only inspired athletes but also connected with broader audiences, and continues to do so, with the Ain't Just Dreaming content series full of reflections on Paris currently being rolled out.

100 Days to Paris 2024

On 17 April the NZOC celebrated '100 Days to Go to the Paris 2024 Olympic Games'. The ceremony was led by Ngāti Whātua Ōrākei, as the New Zealand Team Olympic kākahu, Te Māhutonga, was formally passed from the Winter Olympic Team to the Summer Olympic Team.

Athletes from a range of Olympic sports including gymnastics, swimming, football, weightlifting, athletics and more, gathered on the water's edge of Auckland's Waitematā Harbour to celebrate the occasion alongside New Zealand's sports leaders.

All in attendance were asked to place a fern frond in a basket which was then placed in the sea. The silver fern is a symbol of Aotearoa New Zealand guiding our tipuna (ancestors) and was symbolically used to guide our Olympic team to Paris.



Te Reo Māori ki Pari 2024

The NZOC partnered with Rangiatā (Sky) and Te Taura Whiri i te Reo Māori (the Māori Language Commission) to create the first-ever bilingual sporting resource for an Olympic Games.

'Te Reo Māori ki Pari 2024' is the first Olympic Games glossary in Māori and English. Targeted at Paris 2024, it features more than 1,000 terms and phrases, across 30 Olympic Games sporting codes.

This resource contributed to a significant increase in the use of te reo Māori not only in Sky's broadcast coverage of the Paris Games, but across all New Zealand media. The terms are designed for beginner to advanced levels of te reo speakers and learners, from fans to support teams and athletes to broadcasters. The glossary is available to everyone for free and is used as a tool for the Olympic Values Education programmes run by the NZOC in schools across Aotearoa New Zealand.



Media and Social Media

The Paris 2024 Olympic Games generated a significant amount of positive media and social media coverage for the New Zealand Team.

For Paris 2024, the communications efforts shared the stories of the New Zealand Team with the public, celebrating our athletes and the Olympic Movement and inspiring New Zealanders.

The NZOC surpassed our targets for media impact and social media growth, stepping up to a new level from our successes in Tokyo and Birmingham. This included increased media coverage, more engagement on digital platforms and broader audience reach. The enhanced visibility and storytelling not only amplified the profiles of our athletes but also deepened the connection between the New Zealand public, our Team Manaaki and the Games.

The Paris 2024 Olympic Games generated a significant amount of media coverage, which exceeded the NZOC target as well as all previous Games' results.

The overall Games' Advertising Sales Rate (ASR) of Olympic coverage in New Zealand media was \$102 million – an increase of 39 per cent on the Tokyo ASR of \$73 million and almost double the Rio 2016 return of \$54 million in value.



Digital

The Paris 2024 campaign saw substantial growth in the NZ Team’s social media presence, with significant increases in followers, engagement and visibility across key platforms.

Channels featured a mixed-content approach including static imagery, video from Sky Sport, designed memes, Instagram reels, TikTok videos, illustrations and behind-the-scenes stories. Captured by a team of digital experts embedded in the Olympic Village and teams, together with Getty Images photography and stunning content from Sky Sport, the NZOC digital channels delivered a creative look at the experience of athletes.

Every athlete or team was featured during the Olympic Games build-up and Games time itself. Ensuring we didn’t just focus on the medallists, we told the stories of those who reached personal milestones or who were competing at their first Games. We were delighted to achieve this goal.

The NZOC was also pleased to increase digital activation for the NZOC alongside our partners, producing content for seven commercial partners for the Paris 2024 campaign. The joint content created impact and value for our commercial partners based on mutual benefit.

Key Results Highlights

- The total fan base across all social media platforms grew by 19%, reaching 807,410 followers by the end of the Games.
- On Facebook, followers increased to 358.7k, with a total reach of 5.9m, 79.5m impressions, and 7.3m engagements, marking a 14.7% improvement compared to Tokyo.
- Instagram followers rose to 149.0k, with impressions increasing by 106.1% compared to the Tokyo Games, and total engagements reaching 2.8m.
- TikTok saw notable growth, adding 50.0k followers to reach 231.7k, while video views increased by 72.0% from Tokyo, totalling 52.2m.

Website and App

The NZOC launched a new website and app for the Paris 2024 Games. The extra features added to the platforms (live blog and video shorts), as well as detailed and timely schedule/results, kept users returning for updates, contributing to a nine per cent increase in total sessions compared to Tokyo 2020.

Gangwon 2024

The Gangwon 2024 campaign was celebrated through digital and traditional media. Coverage of the New Zealand Team for Gangwon 2024 was strong, with 100 stories shared across New Zealand media platforms during the Games. The athletes were promoted through the NZOC’s social media channels also, with posts generating engagement of more than four million impressions. Sky New Zealand was the rights-holding broadcaster for the Games and screened a pop-up channel with 12 hours of daily coverage from the ‘international feed’.



Olympic Values in Education

Through our engaging schools programmes, we promote the Olympic values and celebrate the legacy of the Olympic Movement and New Zealand Teams. Olympic Ambassadors conducted a record-breaking 308 official visits around the country, the highest number since the programme’s inception in 2008. These visits inspired over 60,000 students through the impactful messages shared by the Olympic Ambassadors, with teachers commenting on the strength of the messaging around the Olympic values of friendship, respect and excellence and the ideas of resilience and persistence. Ambassadors travelled to regions that do not have local ambassadors and upon returning from the Paris Olympic Games, many of our Olympic Ambassadors visited schools in their home towns. Students reported that they found the visits both enjoyable and motivating (100 per cent), were more inspired to participate in sports (100 per cent) and were more aware of the importance of ‘not giving up’ (99.5 per cent). Similarly, teachers noted that the visits were relevant to their teaching and learning and they incorporated Olympic Values Education activities into their lessons either before or after the visits.

Along with school visits, NZOC Olympic Ambassadors completed sessions at student leadership days, Physical Activity Leaders (PALS) training and Future Leaders Hauora (health) Forums. Cross-curricular resources were developed for the Paris 2024 Olympic Games consisting of six modules – Getting to Know France; Finding Out About Paris and the Olympics; Olympic Sports; Environmental Sustainability at the Paris 2024 Olympic Games; Building the Legacy of the Games; and the Integrity of the Games – Values and Manaaki.

A Paris-related ‘Run a mini-Olympic Games’ resource enabled students to learn movement patterns required by Olympic athletes and adopt coaching roles, as well as having the opportunity to learn about the diverse range of sporting roles required to run a Games, including athletes, coaches, officials, photographers and journalists, event managers and promoters. A total of 87 per cent of primary and intermediate schools in New Zealand (a seven per cent increase on 2023) and 86 per cent of secondary schools in New Zealand (a 10 per cent increase on 2023) are registered to use Olympic Education resources available on the NZOC website.

An online quiz on all things Olympics and the New Zealand Team, ‘The NZ Team – Paris 2024 Olympic Games’, was played over 1200 times, involving more than 15,700 participants during the Games.

A total of 250 classes participated in My Virtual Mission for Paris 2024. The virtual route was just over 1500km around France, Greater Paris and the city of Paris, passing by many of the venues where the New Zealand Team competed. Milestone points along the way gave more details about the



New Zealand Team athletes and teams, as well as venues and famous landmarks in Paris. When classes reached a milestone, they also received a video message from one of the New Zealand Team athletes.

The Tour de Fern community cycling activation visited schools in Auckland, Cambridge, Tauranga, Wellington, Christchurch and Invercargill where the students were able to race down the virtual Avenue des Champs-Élysées against their classmates. The students learnt some fun facts about the Paris 2024 Olympic Games before hearing a presentation from an NZOC Olympic Ambassador.

The NZOC celebrated Olympic Day 2024 on Monday 24 June, at the ILT Stadium in Southland and the Velodrome in Invercargill, with this year’s theme, ‘Let’s Move’. The event brought together over 300 students from Southland Boys’ High School, filling both venues with excitement throughout the day. Year 7 and 8 students participated in activities such as sport climbing, the Interactive Multi Wall, touch tag, boxing and the Tour de Fern cycling activation.

The Education Commission is currently well-positioned, with its members collaborating effectively and offering valuable insights and guidance in the field of education. The primary, intermediate, secondary and tertiary sectors are all represented within the Commission from a school-focused perspective. Members consistently contribute not only to strategic planning but also by providing practical ideas and resource suggestions for schools.

We acknowledge the support of Olympic Solidarity, Sir Owen Glenn, Grassroots Trust and the New Zealand Community Trust (NZCT) through whom our NZOC Education programme and Olympic Ambassador visits are made possible.

“Max Brown was an absolute LEGEND! He was so inspiring for our students. We have had parents of five-year-olds telling us all about how their child came home talking about Max Brown and the challenges he had along the way to achieving his Olympic dream! A really great story, spoke well about resilience and the opportunities to take up as many sports as you can. Thank you so much for allowing us an opportunity to have him at our school.”

“Alicia Hoskin was an outstanding speaker, who had really thought about the age group she was engaging with. She really appealed to the students who have some athleticism and are active in sport, but she also made an impression on the others talking about the Olympic values, but also resilience, perseverance and determination – not just in sport, it can be anything you turn your mind to. Ngā mihi ki a koutou. Thank you for sending us an Olympic Ambassador. Having a home town gal was the icing on the cake.”

50th Anniversary of Christchurch 1974 Commonwealth Games

The NZOC hosted a celebratory 50th Anniversary of the Christchurch 1974 Commonwealth Games dinner and reunion function for team members in Christchurch in 2024. Guests were able to reunite, reminisce and celebrate what was an iconic sporting event for New Zealand. Speakers included former Commonwealth athletes, NZOC President Liz Dawson and CGF CEO Katie Sadleir.

Known as the ‘Friendly Games’, the 1974 Commonwealth Games took place in Christchurch from 24 January to 2 February. The iconic Queen Elizabeth II Stadium was host to the Opening Ceremony where Prince Philip, the Duke of Edinburgh, declared the Games open.

The New Zealand Team’s flagbearer at the opening ceremony was Warwick Nicholl, who led the New Zealand Team into the stadium in front of 35,000 spectators.

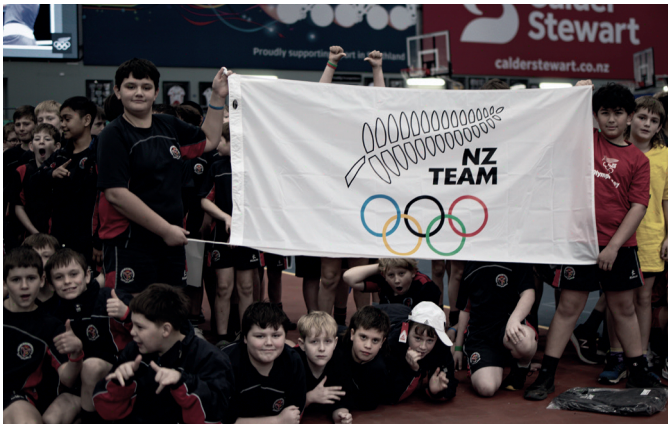
The New Zealand Team went on to finish an incredible 4th on the medal table, winning a total of 35 medals (9 gold, 8 silver and 18 bronze).

Tour de Fern – Sprint for the Fern

Our community activation, Tour de Fern – Sprint for the Fern, commenced in May 2024 and ran for seven weeks across New Zealand. The activation delivered on its purpose to raise and increase awareness about the New Zealand Team in the build-up to the Paris 2024 Olympic Games. The NZOC designed and developed an interactive cycling challenge involving a 300m virtual sprint along the Avenue des Champs-Élysées.

The activation visited six New Zealand cities and six New Zealand schools, along with nine partner events. A total of 2,000 riders participated in the activation with hundreds more who viewed others participating. This public activation wrapped up in Invercargill, where Olympic Day took place the next day at the Velodrome.

Ten presenting partners supported Tour de Fern – Sprint for the Fern. These included: Allianz, Barfoot & Thompson, Beef + Lamb New Zealand, Cadbury, Flex Fitness, Jennian Homes, Manuka Doctor, Technogym, Toyota, and HPSNZ.



New Zealand House, Paris

New Zealand House in Paris, delivered across 19 days of competition at the Marriott Champs-Élysées, surpassed our expectations on visitor numbers by double (20,000) and was a popular destination for New Zealand media. New Zealand House supported our hosting and hospitality deliverables, enabled activity with government agencies and partner activations, and celebrated our New Zealand Team across multiple events including the Opening Ceremony Flagbearer Announcement, medal celebration events and end-of-sport celebrations.

The House was open to all visitors at no charge during the Paris 2024 Olympic Games. The event space featured two outdoor areas (a terrace and a courtyard) at the Marriott Champs-Élysées hotel and had multiple viewing zones (five) allowing the 12 dedicated Sky Olympic channels to display the Sky NZ broadcast.

It was a showcase of our New Zealand Team, our culture, our partners and the Olympic Movement through a relaxing and welcoming environment which was thoughtfully branded.

New Zealand House provided an environment for New Zealand media to generate news stories and coverage of the team and a safe place for New Zealand Team members to meet with their friends and family prior, during and post competition. The House offered content collection and activation opportunities for the New Zealand Team and partners.



On-site ticketing, accommodation and travel services to the Games for partners of the New Zealand Team and their guests were available, as well as a professional New Zealand Team merchandise store, supported by Peak.

A showcase of New Zealand food and beverage included Villa Maria wines, Alliance Group lamb/beef/venison, a range of beer and bar infrastructure with AB InBev, Manuka Doctor honey, and Whisky from the NZ Whisky Collection.

The presence of Whāngārā Mai Tawhiti at New Zealand House was made possible through funding support from Te Matatini and the Cultural Diplomacy Fund – supported by MFAT. Whāngārā Mai Tawhiti’s presence was the most impactful development of our New Zealand House programme and ensured guests enjoyed a uniquely New Zealand cultural experience.

What we achieved:

- 20,000 visitors from all over the world, with a greater-than-expected attendance from internationals, particularly the USA. A 60:40 split was determined (New Zealanders to internationals)
- 70 events, including the Blessing of New Zealand House, Opening and Closing Ceremony BBQs, the New Zealand Team’s Flagbearer Announcement, medal celebrations, end-of-sport celebrations, Ministerial events, government official events, happy hours, partner events, the NZ France Association held an event within our space, and we hosted events with and for our Māori King, New Zealand Embassy in France, NOC, NSOs, IOC, On Location and Paris 2024 representatives



- 10 NSO and/or sport family groups used New Zealand House as their hosting venue
- High in-house media interest with Sky, TVNZ, Radio NZ, Stuff, Three News, The New Zealand Herald and Newstalk ZB, visiting daily
- In addition to our own delivery team, we operated with a team of 75 volunteers from all over the world
- Connected our athletes with the public through medal celebration events and provided the opportunity for fans to take photographs with athletes after formalities
- Positive feedback from all sports who attended New Zealand House
- Strong relationships with key suppliers who we will continue to work with at future Games
- Sold out on key merchandise in the retail store
- Lasting memories with a dedicated team from the NZOC and the staff at the Marriott Hotel

During the Games, the home-based events team delivered the New Zealand version of the Opening Ceremony Flagbearer Announcement, sharing in the activity held in Paris just hours earlier. Media stand-ups and Welcome Home moments were delivered at Auckland International Airport for the initial arrival of athletes after the Closing Ceremony.

The New Zealand Olympic Gala 2024

The New Zealand Olympic Gala 2024, held in association with Paralympics New Zealand and supported by Allianz New Zealand, was celebrated on Thursday 21 November at the Viaduct Events Centre in Auckland.

Celebrations were enjoyed with an audience of 520 guests including NZOC key commercial partners, stakeholders, funders, staff, athletes and members of our NSOs. Also in attendance were Paralympic New Zealand Board members, commercial partners and athletes.

Presented by MC Frankie Stevens, guests enjoyed a three-course, sit-down meal and fine wine. Entertainment included Whāngārā Mai Tawhiti, three athlete panels and music from New Zealand band TOI. The evening reflected on the success and superb moments at the Paris 2024 Olympic and Paralympic Games, along with a look to the future with Milano Cortina 2026, Glasgow 2026 and Los Angeles 2028 on the horizon.



4. GENERATE AND SHARE REVENUE

The New Zealand Team is proud 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.

The NZOC’s commercial programme currently attracts 20 brands with New Zealand-specific rights, and 15 global companies through the IOC Olympic Partner (TOP) programme. In the prior quadrennial, we had 13 New Zealand partners and 15 TOP partners – as such, 2024 saw a 25 per cent increase in the number of partners of the New Zealand Team for Paris 2024.

We were delighted to welcome new New Zealand Team partners 2degrees, Lotto NZ, My Food Bag™ and Westfield to the commercial partner whānau in 2024.

Following on from the disruptions of the COVID-19 era, Paris 2024 provided a significant opportunity to showcase our partnerships to key audiences and amplify their relationship with the New Zealand Team through innovative campaigns and activations, without any restrictions.

A total of 19 out of 20 (95 per cent) of our New Zealand partners and 11 out of 15 (73 per cent) of Worldwide partners activated with the New Zealand Team for Paris 2024. All either achieved or exceeded their campaign and activation objectives.

Combined partner investment into the Paris 2024 New Zealand Team campaign was estimated to be more than \$8m across all partner marketing, activation, athlete ambassador, broadcast investment, campaign execution, and value-in-kind (VIK) and media-in-kind (MIK) expenditure.

A special thanks to all those partners and suppliers who supported us in our events and activations during 2024.

Ticketing and Hospitality

Paris 2024 represented the first major Games under the new global On Location hospitality programme and a new NOC institutional and global ballot ticketing programme, significantly impacting the structure of our own programme and the scope of services. The NZOC hosted an institutional programme for key stakeholders and provided friends and family ticketing support to ensure athletes’ whānau were able to cheer them on at Games. Like previous pinnacle Games, New Zealand Olympic Travel provided wrap-around services, including accommodation, ticketing management and travel bookings, for those who required them.

Merchandise and Licensing

The year 2024 saw the appointment of Business of Sport as a Master Licensee who directly managed partner merchandising. Business of Sport also drove a licensing and merchandise programme which was distributed through a range of retail channels, making it easily accessible for fans to show their support of the New Zealand Team.

With little effort, a new online store was launched and a pop-up New Zealand Team Shop was hugely successful at New Zealand House in Paris.

We look forward to extending this partnership and expanding the programme further in the next quadrennial.

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 naïve behaviour of other companies and organisations.

We scaled up our efforts for Paris 2024 to safeguard commercial rights and protect against intellectual property breaches, which rose significantly compared to Tokyo 2020.

We implemented a commercial waiver programme, provided comprehensive proactive education on Rule 40 via Games-Ready Workshops, simplified guidelines, and delivered newsletters, NSO briefings and Agency/Manager briefings. We closely monitored breaches, managing 145 incidents in total, most involving social media. The work programme increased awareness of Olympic and New Zealand Team rights protection and delivered new opportunities.

New Zealand Olympic Foundation Acknowledgement

We continue to benefit from the generosity of the philanthropic donors that contribute to the New Zealand Olympic Foundation (NZOF) and our member sports. Having streamlined the architecture of the Foundation in 2023, a huge focus into 2025 and the next quadrennial is to create an endowment fund that will support greater sustainability of our financial base. We extend thanks to our external Trustees in New Zealand (Jonty Edgar, Kent Gardner, Gretchen Hawkesby, Mikayla Plaw and Mark Stewart), along with NZOC Honorary President Mike Stanley, President Liz Dawson and CEO Nicki Nicol and in the USA (Leon Grice and Anthony Mosse), for their leadership and support as we grow the role of philanthropy to our organisation’s future strength and financial security.

We also acknowledge the support of HPSNZ and Ihi Aotearoa Sport NZ as critical partners in our ambition for supporting New Zealand athletes to excel on the world stage.

The NZOC continued to share commercial and philanthropic revenue directly with sports and athletes as detailed later in this report.

We warmly extend our thanks to the IOC and Olympic Solidarity for their ongoing help and collaboration as they provide much-needed financial resources and expertise to support the organisation. We acknowledge the contribution and leadership from Sheila Stephens Desbans and her Olympic Solidarity team for their support for Aotearoa New Zealand and across the Pacific.



PARIS 2024 OLYMPIC GAMES

10th August 2024

New Zealand's most successful day at an Olympic Games ever, with three gold (athletics high jump, canoe/kayak sprint K1 500, women's golf) won on the Saturday.

21% of the New Zealand Team medalled

45% of the New Zealand Team medals won by Māori athletes

47% of the New Zealand Team finished with one or more Olympic Diploma (top eight placing)



Hamish Kerr's gold medal was New Zealand's first ever medal in the high jump at the Olympic Games.



Dame Lydia Ko completed her set of Olympic medals after winning gold at Paris 2024. She had previously won bronze in Tokyo 2020 and silver in Rio 2016.



20 MEDALS

Most gold medals ever by a New Zealand Team at an Olympic Games

10 GOLD



7 SILVER



3 BRONZE



23 sports



New Zealand's first ever medal in high jump



11 personal bests/national records or Olympic bests



9 medal winning sports



204 athletes



New Zealand finished 11th on the medal table

Dame Lisa Carrington is New Zealand's most successful Olympian, having won a staggering nine Olympic medals (eight gold, one bronze) over four Games. Three golds came at the Paris 2024 Games.



7 MEDALS

New Zealand's most successful Winter Youth Olympic Games ever

1 GOLD

2 SILVER

4 BRONZE

GANGWON HIGHLIGHTS

New Zealand was represented by 22 athletes in Gangwon

7 Freestyle/freeski athletes

5 Snowboard athletes

4 Curlers

3 Alpine skiers

1 Luge

1 Biathlete

1 Figure skater



New Zealand's first medal in ice figure skating – Yanhao (Dwayne) Li



New Zealand's first gold medal at the Winter Youth Olympic Games – Luke Harrold



TE WHARE O POU TANGATA

Māori Culture: 20 years on

2024 marks 20 years since the NZOC first began introducing Māori culture across our work.

Athens 2004 was the start of this journey, when the Olympic kākahu (traditional cloak), Te Māhutonga, was worn by flagbearer Beatrice Faumuina (Olympian #706) at the Opening Ceremony. It was the first time such a significant symbol of Māori culture featured prominently and proudly at an Olympic Games.

In 2024 we saw the re-strengthening of our relationship with the Kiingitanga movement, ignited through the blessing of our new kākahu, Te Hono ki Matariki, followed by the Māori King's attendance at the Paris Olympic Games with his whānau, and the attendance of his tangihanga (funeral) by NZOC leadership, staff and athletes.



Te Māhutonga and the Pou Tangata mauri stone are how our relationship with Ngāi Tahu was forged. This connection developed further into the production of Games' pounamu for athletes and performance teams at the Winter and Summer Olympic Games.

From the outset, the NZOC engaged iwi and Māori leaders with national and international recognition, to guide and support us on this journey. The NZOC continues to acknowledge the contributions of past members, including Dave Currie, the late Amster Reedy, and Trevor Shailer, who founded this journey through a culture built on manaaki.

The evolution of that mahi was seen in Tokyo 2020 with the establishment of Te Whare o Pou Tangata framework and the birth of the Pou Tangata haka. By Birmingham 2022, the New Zealand Team had its first kapa haka and Rōpū Tautoko attend in support. The following year, a Waka Hourua model was adopted by the NZOC Board, which paved the way for two dedicated Māori roles at governance and operations levels.

This year, the NZOC welcomed both Dallas Seymour and Oriini Kaipara into the new roles of Pou Tikanga and Pouwhiringa respectively, Jenny-May Clarkson and Joseph Royal to complete the Te Urunga Tū membership, and Harley Wall as NZOC Team Operations Manager.

Since 2004, the NZOC has maintained our respective relationships with three key iwi: Ngāi Tahu (South Island), the Kiingitanga (Waikato) and Ngāti Whātua (Auckland CBD and north-west of Auckland).

The celebration of Māori culture was a highlight of the New Zealand Team's campaign at Paris 2024. Through powerful use of Māori performing arts, te reo Māori, and tikanga, our New Zealand Team shared Māori culture with Aotearoa New Zealand and the world.

From athletes speaking te reo Māori, casting mana waves, performing the haka with passion and pride, to powerful displays of tikanga and teaching French fans to poi, the increased visibility and exposure of Māori culture carried by the New Zealand Team in Paris was the strongest in Olympic history.



- Te Hono ki Matariki Olympic Games debut at Paris 2024 Opening Ceremony
- 27 whakatau – athlete welcome ceremonies – in cities including Paris, Marseilles, St Etienne, Nice, and Versailles.
- 400+ Tahutahi pounamu pendants presented in Paris to the NZ Team
- 1,200 poi used in cultural celebrations across Paris, showcasing Māori culture
- Te Reo Māori ki Parī 2024 launched – the first official Olympic Games glossary in Māori and English
- Whāngārā Mai Tawhiti performances to tens of thousands of fans and Parisians on the world stage
- First attendance of a Māori monarch as an official NZ Team distinguished guest at an Olympic Games
- Inclusion of the first Rōpū Tautoko and Kapa Haka - Whāngārā Mai Tawhiti – at an Olympic Games



New Zealand's First-Ever Olympic Gold Medal Recovered

In 2024, the NZOC recovered the first-ever Olympic gold medal won by swimmer Malcolm Champion, competing for NZ under Australasia at the Stockholm 1912 Olympic Games.

The medal was gifted in private to the NZOC by an Australian donor whose family was given the medal by Malcolm Champion's family in approximately the 1940s. Their wishes were for the medal to be returned to Aotearoa for all New Zealanders to enjoy its significance.

The medal travelled to the Paris 2024 Olympic Games with the New Zealand Team and was displayed in the New Zealand section of the Olympic Village alongside other precious New Zealand Team taonga.

The NZOC intends to put the medal on public display so all New Zealanders can enjoy this piece of sporting history.

The medal is 33mm in diameter, made of gold and gilt silver, and was presented to Malcolm Champion by King Gustaf V of Sweden. On the front, two female figures place a laurel crown on the head of a victorious athlete. On the back, a herald proclaiming the opening of the Stockholm 1912 Olympic Games stands alongside a statue of the host country's physical education pioneer Per Henrik Ling.

Te Hono ki Matariki

The NZOC was honoured to receive a second Olympic kākahu in 2024. NZOC Kuia and Order Holder Ranui Ngarimu led the creation of the new kākahu, which has been entirely hand woven and took around 16 months of work to complete.

She has named the second kākahu 'Te Hono ki Matariki'. Alongside Te Māhutonga, they will be worn by the New Zealand Team's flagbearers at the Opening Ceremony of upcoming Olympic Games (summer and winter).

The late Kiingi Tuheitia Pootatau Te Wherowhero VII gave his blessing to Te Hono ki Matariki at Tūrangawaewae Marae in April.

The NZOC extends our sincere gratitude to Ranui Ngarimu for her leadership and work on the exquisite kākahu which was seen by millions as it was worn in the Opening Ceremony of Paris 2024.

"The kākahu is a symbol of the Māori traditions at the core of our unique team culture. It is worn by the leaders of our team and is seen by millions around the world as the New Zealand Team represents our nation in the Opening Ceremony of the Olympic Games.

"It is the perfect symbol to represent the New Zealand Team and we extend our heartfelt thanks to Ranui for the creation of this taonga and to Kiingi Tuheitia for his blessing,"

Liz Dawson, NZOC President

Kiingi Pacific Pearl

During his visit to the Olympic Village in Paris, Kiingi Tuheitia presented a new taonga to the New Zealand Team; a large mother of pearl shell, engraved with the following proverb:

Ruia te kakano, kia puawai tatou. Sow the Seed of Unity, so we may blossom together.

The taonga is symbolic of two things; acknowledgement of our inherent ties to Oceania and to acknowledge the New Zealand Team as a testament to kotahitanga, the Māori concept of unity, solidarity, and collective action that is synonymous with the Kiingitanga movement.

This new taonga will be recognised as the official taonga for future Pacific Mini Games and Pacific Games competitions.



NZOC ATHLETES' COMMISSION

NZOC Athletes' Commission – Strengthening Athlete Voice and Mana

The NZOC Athletes' Commission was proud to deliver on its strategy to enhance athlete mana and voice in 2024.

Two New Zealand athletes were nominated for international representative positions by the NZOC Athletes' Commission.

Julia Ratcliffe was successfully elected as the Oceania representative to the Commonwealth Sport Athletes' Advisory Commission. Julia will serve a four-year term on the Commonwealth Sport Athletes' Advisory Commission where she will work to ensure athletes' views are represented in every facet of the Commonwealth Games Movement.

Tokyo bronze medallist (men's doubles tennis) Marcus Daniell was elected to the IOC Athletes' Commission, being voted on by athletes at the Paris Olympic Games. As well as sitting on the NZOC Athletes' Commission, as an IOC Member, Marcus also sits on the NZOC Board.

After eight years on the NZOC Athletes' Commission, Sarah Cowley Ross concluded her term this year. Elected in 2016 during the Rio Olympic Games, she became Chair in 2020 and has been a vital member throughout her tenure. Reflecting on her time on the Commission, Sarah described it as a privilege, highlighting the importance of service. She expressed pride in advocating for the athlete voice across various platforms, including the IOC, ANOC, ONOC, World Anti-Doping Agency (WADA), the CGF, and the NZOC.

Richie Patterson, the new Chair, acknowledged the high standard Sarah has set and feels honoured to have worked alongside her. Other members who concluded their terms in September 2024 include Sarah Walker, Ben Sandford, Alison Shanks and Emma Twigg.

Sarah Walker, appointed to the IOC Athletes' Commission during the Rio 2016 Olympic Games, concluded her term on the IOC Athletes' Commission and therefore, her position as an ex-officio member of the NZOC Athletes' Commission, marking a total of eight years in both of these roles. She has been appointed as an IOC Member and in this capacity, will remain on the NZOC Board.

Two new Commission members, Eliza McCartney and Dylan Schmidt, along with Max Brown (who was standing for re-election), were elected by their peers from the Paris 2024 Olympic Games.

Samantha Child has been co-opted to the Commission in order to provide gender balance in the composition of the Commission as well as bringing a considerable diverse skill set and experience.

The Commission had significant input into preparations for the Paris 2024 Olympic Games, in particular around length of stay after games, athlete experience, the health and safety of participants and the topics of focus for athlete education for Paris 2024. The Commission also provided feedback for the Selection Policy review process following the Games.



NZOC OLYMPIANS' COMMISSION

Olympians Supporting Olympians – NZOC Olympians' Commission in Action

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

New Zealand Olympic legend Barbara Kendall was nominated by the Commission and was subsequently recognised with a lifetime honour by the World Olympians Association (WOA).

Barbara, a three-time Olympic medallist over five Olympic Games, was made an Olympian for Life by the WOA, an accolade bestowed to just five Olympians at each edition of the Olympic Games. The recognition is reserved for Olympians who have drawn on their Olympic experiences to make the world a better place by promoting the Olympic values at every stage of their lives.

She has remained deeply involved in sport since she finished competing. She has served as a coach, ambassador and IOC Member, and has sat on numerous national and international sporting boards and commissions.

The Olympians' Commission also led a number of legacy initiatives for Paris 2024, with each athlete receiving a welcome letter and sports pack with their Paris uniform. The sports pack provided a snapshot of the legacy of the athlete's sport, with information such as how many athletes had competed in their sports at Olympic Games, who were the youngest and oldest competitors, and how many medals had been won. These packs provided a great reminder to athletes of those that had come before them and how they were continuing the legacy of their sport.

In addition, the Commission provided opportunities for Olympians to be presented with their unique Olympic pin number. The pinning function, held prior to the 2024 Olympic Gala, was a wonderful event to enable Olympians to reunite and welcome new Olympians to the family, with 50 Olympians receiving their unique pins.



“New Zealand’s Olympians are more than champions. Each one is a source of inspiration whose story of perseverance, passion and triumph can ignite the dreams of youth, and show that, with hard work and belief, anything is possible.”

**Chantal Brunner (Olympian #692)
Chair of the NZOC Olympians' Commission**



FUNDING SUPPORT FOR ATHLETES AND SPORTS

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

Olympic Solidarity Funding

A total of \$584,268 was distributed by the NZOC in 2024 to New Zealand National Federations and athletes through Olympic Solidarity. This revenue provides considerable value to the New Zealand sporting sector, both promoting the Olympic and Commonwealth Games Movements and directly contributing to New Zealand athlete success on the world stage.

A total of 17 National Federations received Olympic Solidarity funding during 2024 with the highest recipients being basketball, fencing, hockey, surfing and ice hockey.

Paris 2024 Olympic Games Athlete Scholarships commenced in 2022 and were completed in 2024. During 2024, the recipients were: Connor Bell (athletics), Justina Kitchen (yachting), Molly Meech (yachting),

Georgia Nugent-O’Leary (rowing), Tayler Reid (triathlon), Zac Reid (swimming), Eve Thomas (swimming) and Nicole van der Kaay (triathlon). Five of the eight grant holders qualified and were selected for Paris.

The Milano Cortina 2026 Athlete Scholarships commenced in 2024 for those athletes vying for qualification and selection to the Milano Cortina 2026 Olympic Winter Games. The recipients are: Luca Harrington (freestyle), Luke Harrold (freestyle), Fin Melville Ives (freestyle), Ruby Star Andrews (freestyle) and Cool Wakushima (snowboard).

The NZOC would like to thank Olympic Solidarity, 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 James Macleod and Sheila Stephens Desbans and their colleagues at Olympic Solidarity. We continue to enjoy an incredibly positive and collaborative relationship with this organisation.

The NZOC Athletes’ Collective

This collective continues to provide considerable opportunities and remuneration for athletes via the NZOC’s commercial partnerships.

In 2024, athletes received a combined value of \$185,000 for their participation in Athlete Collective fulfilment with our Partners. Alongside this, high levels of partner engagement were seen with 19 out of our 20 Domestic Partners using the Collective, with our TOP Partners providing additional leverage of the programme.

The New Zealand Olympic Foundation

In 2024, the New Zealand Olympic Foundation (NZOF) secured over \$2,500,000 to support the NZOC’s core functions, including Games-time preparation, sending New Zealand teams to international competitions, and sustaining NZOC operations. In addition, \$2,155,000 was gifted to the NZOF Endowment Fund, including the amalgamation of the Edgar Olympic Fund, which will ensure dividends will support our initiatives for generations to come. Our Member Sport NSOs also benefitted significantly from the NZOF’s NSO Collab programme, which helped raise more than \$1.6m for their own philanthropic initiatives.

Internationally, our American Foundation raised over US\$250k with the help and support of our LA28 Club of influential donors and business leaders, ensuring our

New Zealand Team is ready to excel at Los Angeles 2028. Meanwhile, we are progressing with the establishment of our Australian Foundation, which will play a critical role as we build towards Brisbane 2032.

We extend our deepest gratitude to our devoted Olympic Donor Family. Your passion, commitment and generosity continue to advance NZOC’s mission: inspiring pride and excellence in all New Zealanders while fostering healthier futures through the NZOF.

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 James Macleod 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.

Solidarity Funds Approved for Sporting Organisations and Athletes in 2024	NZD
Archery New Zealand Inc	\$14,767
Artistic Swimming NZ	\$4,368
Badminton New Zealand	\$20,200
Basketball New Zealand	56,454
Beach Volleyball	\$12,306
Canoe Racing New Zealand	\$15,966
Climbing New Zealand	\$1,648
Diving New Zealand	\$14,767
Fencing New Zealand	\$42,944
Hockey New Zealand	25,570
Judo New Zealand	\$16,310
New Zealand Ice Hockey Federation	\$7,383
NZ Olympic Wrestling Union & Association Styles Inc	\$14,767
NZ Water Polo Association	20,507
Skateboarding NZ Inc	\$6,153
Snow Sports New Zealand	\$3,773
Surfing New Zealand	\$21,448
Weightlifting NZ	\$16,471
Cycling New Zealand	\$221
Gymnastics New Zealand	\$4,804
Ice Speed Skating NZ Inc	\$6,343
New Zealand Football	\$4,002
Table Tennis NZ	\$8,082
Paris Olympics 2024 Athlete Scholarships	\$90,344
Paris Olympics 2024 Refugee Athlete Scholarships	\$18,193
Milano Cortina 2026 Athlete Scholarships	\$136,481
	\$584,268



AWARDS AND HONOURS

Lonsdale Cup Awarded to Dame Lydia Ko

New Zealand golfing great Dame Lydia Ko won the NZOC's Lonsdale Cup for her achievements in 2024.

The Lonsdale Cup is our most prestigious honour and is awarded annually to the athlete or team that has made the most outstanding contribution to an Olympic or Commonwealth sport.

The award recognises the year in which Dame Lydia completed her set of Olympic medals, winning gold with a clinical performance at Le Golf National in Paris.

The gold-medal win continued Dame Lydia's astonishing record of Olympic success. She made her Olympic debut at Rio 2016 where she won silver and hit a hole-in-one as golf made its return to the Olympic programme. At the next Games, Dame Lydia was again in the medals, winning bronze in extremely hot conditions at Tokyo 2020.

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, Barbara Kendall, Sir Peter Snell, Sir John Walker, and many more.

Dame Lisa Carrington Receives ANOC Award

Dame Lisa Carrington was awarded one of the Olympic movement's highest honours in 2024, receiving the Association of National Olympic Committee's (ANOC) Outstanding Sporting Career Award.

Dame Lisa received the award in Cascais, Portugal, at the 2024 ANOC Awards. The event was attended by more than 600 people from the Olympic Movement including IOC President Dr Thomas Bach, as well as representatives from the world's 206 NOCs.

The award recognises Dame Lisa's career to date and came in a dominant year in which she claimed three gold medals at the Paris Olympic Games (K4, K2, K1). The wins took her total Olympic medal haul to a staggering nine medals, eight of which are gold.

"I'm honoured to be recognised by ANOC and to receive this award," said Dame Lisa.

"From winning my first gold in London back in 2012, through to the success this year in Paris, it's been an opportunity for me to reflect on the journey to get to this point. I'm so lucky to do what I do – sport is such a privilege. Thank you to the ANOC for allowing people like me to live out their dreams."

It is the first time a New Zealander has won this award.

NZOC Order Holders

Former NZOC Board Member Tony Hall received the NZOC's highest honour in 2024. Tony was made an NZOC Order Holder, with the honour recognising outstanding service to the Olympic Movement and/or Commonwealth Sport Movement.

A new NZOC Merit Award was awarded to four members of the New Zealand sporting whānau who had made important contributions to Olympic and Commonwealth sport. They were: Mike Kernahan (NZOC Athletes' Commission Chair, NZOC Selector), Dr Chris Milne (sports physician), Pete Miskimmin (Olympian #475, NZOC Athletes' Commission Chair, NZOC Board Member), Lesley Rumball (NZOC Athletes' Commission Chair, NZOC Selector).

New Zealand Orders of Merit

A number of athletes and sports administrators were recognised with honours in 2024. CGF CEO and New Zealand Olympian #497 Katie Sadleir was named a Companion of the New Zealand Order of Merit (CNZM) in the King's Birthday Honours.

Katie was recognised for services to sports governance and women, having held significant roles since the 1990s.

Four-time football Olympians, Ria Percival (Olympian #1074) and Ali Riley (Olympian #1080), were made Members of the New Zealand Order of Merit (MNZM).

New Zealand Olympian #180 Theodora Gotz, who competed in gymnastics in the Tokyo 1964 Olympic Games, was made an Officer of the New Zealand Order of Merit (ONZM) for ongoing services to gymnastics.

Sports administrator Sarai-Paea Bareman received a Damehood for services to football governance, while Dr Johanna Wood was made a CNZM. Curling New Zealand President Liz Matthews was made an ONZM for ongoing services to curling.

The NZOC also acknowledges Tennis New Zealand CEO and Women in Sport Aotearoa Co-founder Julie Paterson, who was named an ONZM for services to women and sport.

Māori Sports Awards

The NZOC was recognised at the 2024 Māori Sports Awards for our work to celebrate and share Māori culture during the Paris 2024 Olympic Games.

The NZOC received the Te Tohu Taakaro o Aotearoa Trustees Award for weaving te ao Māori into the New Zealand Team at the Paris 2024 Olympic Games.

The awards panel credited the NZOC for our powerful use of Māori performing arts, te reo Māori, and tikanga which created a significant impact on the world and on New Zealanders.



OBITUARIES



REMEMBERING MARISE CHAMBERLAIN

Olympian #166

Marise Chamberlain passed away in 2024, aged 88 years.

Marise is remembered as an athlete ahead of her time. She remains New Zealand’s only female Olympic track medallist, and for four decades was the fastest New Zealand woman over 800m. She set world records covering distances from 440 yards to the mile.

Her standout performance was in the 800m event at the Tokyo 1964 Olympic Games where she won bronze. She also won a silver medal at the Perth 1962 Commonwealth Games in the 880-yard event.

“Marise was an amazing athlete and a trailblazer at a time when opportunities for women in sport were limited.

“Her performance in Tokyo not only showcased her incredible talent but also inspired a host of young New Zealand women to pursue their dreams in sport. She remained connected to the Olympic Movement after retiring from athletics and was a huge advocate for sport and the power it has to change lives for the better. She leaves a brilliant legacy and will be missed by all those who knew her.”

Diana Puketapu-Lyndon, Chair, NZOC Board

MICHAEL KENNY

2 June 1964 - 17 July 2024

Boxing Athlete: 91kg

Los Angeles 1984 Olympic Games
Auckland 1990 Commonwealth Games (Gold)

OLY#455

KIINGI TUHEITIA

POOTATU TE WHEROWHERO VII

Māori King of New Zealand

21 April 1955 - 30 August 2024

LAURIE BYERS

30 March 1941 – 21 July 2024

Cycling Athlete: Road

Tokyo 1964 Olympic Games
Kingston 1966 Commonwealth Games (Bronze)
Perth 1962 Commonwealth Games (Bronze)

OLY#162

MARISE CHAMBERLAIN

5 December 1935 – 5 November 2024

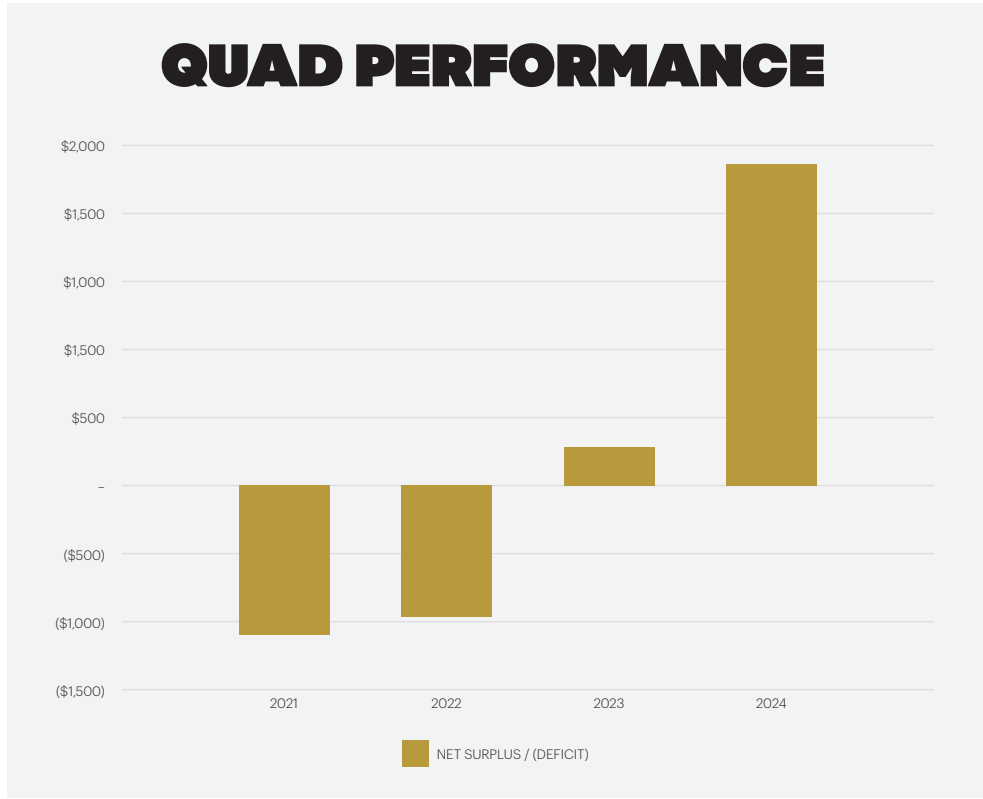
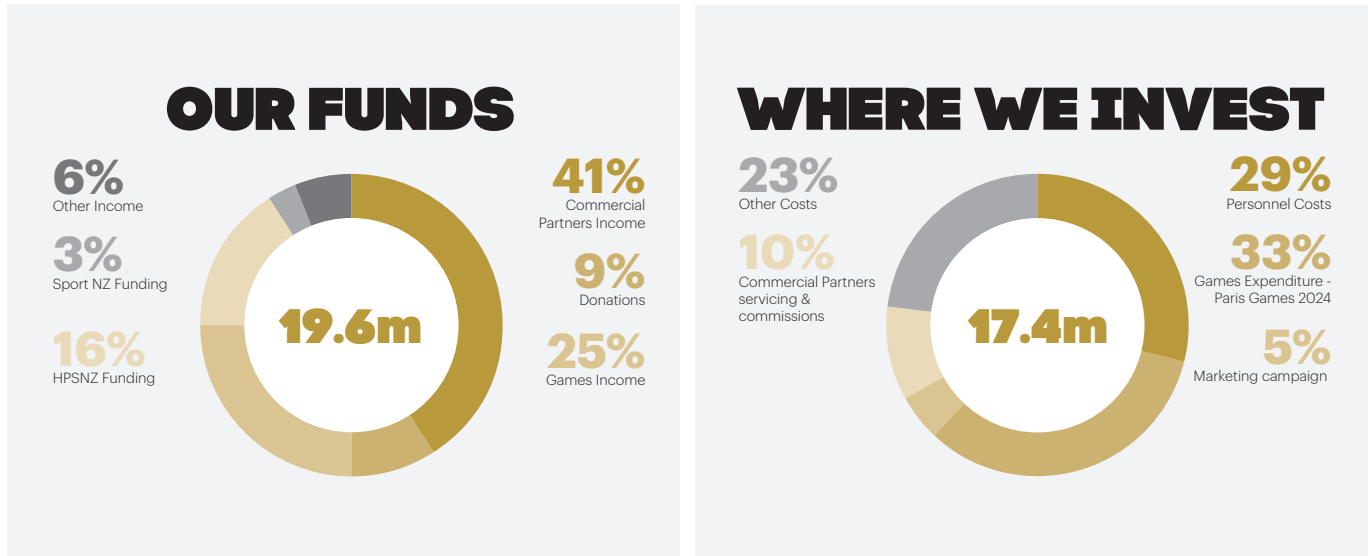
Athletics Athlete: 800m, 200m, 100m

Tokyo 1964 Olympic Games (Bronze)
Kingston 1966 Commonwealth Games
Perth 1962 Commonwealth Games (Silver)

OLY#166



FINANCIAL REPORT NZOC




(5K)
DEFICIT FOR
2021-2024 QUAD

41% OF REVENUE IS FROM COMMERCIAL PARTNERS



NEW COMMERCIAL PARTNERS IN 2024 INCLUDE 2DEGREES, LOTTO NZ, MY FOOD BAG AND WESTFIELD.

FUNDERS INCLUDE: HPSNZ, Sport NZ, IOC, Olympic Solidarity, Sir Owen Glenn Olympic Legacy, Edgar Olympic Foundation, the Levene Foundation, the Stewart Family, the Plaw Family, NEXT Foundation.

4.9M DONATIONS RECEIVED

2.0M DONATIONS PAID TO MEMBERS

3.2M HPSNZ FUNDING

New Zealand Olympic Committee Incorporated
Summary Consolidated Financial Report
Statement of Comprehensive Revenue and Expense
For the Year Ended 31 December 2024

Revenue from exchange transactions

Commercial Partners income (incl. VIK)	8,112,264	5,197,752	8,112,264	5,197,752
Games income	1,221,431	392,299	1,221,431	392,299
Membership fees	8,550	8,250	8,550	8,250
Merchandise sales & Royalties	94,383	150,726	94,383	150,726

Revenue from non-exchange transactions

Donations	4,856,376	4,498,206	1,762,300	3,810,647
Games income	3,716,053	252,896	3,716,053	252,896
High Performance Sport NZ funding	3,230,000	1,026,722	3,230,000	1,026,722
Sport NZ funding	500,000	714,300	500,000	714,300
International Olympic Committee	209,799	375,074	209,799	375,074
Fundraising income	-	92,935	-	92,935
Miscellaneous Income	775,909	463,336	775,909	463,336

Total revenue

Expenses

Commercial Partner servicing & commissions	1,711,599	678,821	1,711,599	678,821
Donations - paid to Members	1,988,581	2,212,764	-	2,212,764
Education - Olympic Ambassadors in Schools	205,069	177,814	205,069	177,814
Foreign currency losses	-	4,178	-	(383)
Fundraising costs	263,914	113,712	263,914	113,712
Games expenditure - Future Games	99,954	745,391	99,954	745,391
Games expenditure - Paris 2024	5,762,784	-	5,762,784	-
Games expenditure - Trinbago 2023	-	193,814	-	193,814
Games expenditure - Pacific Games 2023	-	442,407	-	442,407
Legal costs	247,899	151,293	247,899	151,293
Marketing campaign	786,950	530,527	786,950	530,527
Meeting costs	55,328	96,569	55,328	96,569
Merchandise	11,593	182,435	11,593	182,435
NZ Olympic Foundation programme costs	409,233	311,434	409,233	311,434
Other costs	1,135,588	1,215,595	1,132,725	1,203,264
Personnel costs	5,061,021	4,211,176	5,061,021	4,211,176
Premises costs	339,335	291,513	339,335	291,513
Public affairs and international relations	457,266	256,849	457,266	256,849
Telephones	39,418	25,713	39,418	25,713
Travel & Accommm (non Games)	434,760	368,205	434,760	368,205
Website	382,826	65,055	382,826	65,055

Total expenses

Surplus/(deficit) before investment activities

Finance income	271,741	156,294	187,410	50,962
Investment activity returns	218,938	73,809	-	48,262

Surplus/(deficit) from investment activities

Transfer to NZOF (Yvette Williams scholarship Fund)	490,679	230,103	187,410	99,224
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Total Comprehensive Revenue and Expense for the year

2024 Group \$	2023 Group \$	2024 NZOC \$	2023 NZOC \$
8,112,264	5,197,752	8,112,264	5,197,752
1,221,431	392,299	1,221,431	392,299
8,550	8,250	8,550	8,250
94,383	150,726	94,383	150,726
9,436,628	5,749,027	9,436,628	5,749,027
4,856,376	4,498,206	1,762,300	3,810,647
3,716,053	252,896	3,716,053	252,896
3,230,000	1,026,722	3,230,000	1,026,722
500,000	714,300	500,000	714,300
209,799	375,074	209,799	375,074
-	92,935	-	92,935
775,909	463,336	775,909	463,336
13,288,137	7,423,469	10,194,061	6,735,910
22,724,765	13,172,496	19,630,689	12,484,937
1,711,599	678,821	1,711,599	678,821
1,988,581	2,212,764	-	2,212,764
205,069	177,814	205,069	177,814
-	4,178	-	(383)
263,914	113,712	263,914	113,712
99,954	745,391	99,954	745,391
5,762,784	-	5,762,784	-
-	193,814	-	193,814
-	442,407	-	442,407
247,899	151,293	247,899	151,293
786,950	530,527	786,950	530,527
55,328	96,569	55,328	96,569
11,593	182,435	11,593	182,435
409,233	311,434	409,233	311,434
1,135,588	1,215,595	1,132,725	1,203,264
5,061,021	4,211,176	5,061,021	4,211,176
339,335	291,513	339,335	291,513
457,266	256,849	457,266	256,849
39,418	25,713	39,418	25,713
434,760	368,205	434,760	368,205
382,826	65,055	382,826	65,055
19,393,118	12,275,263	17,401,674	12,258,371
3,331,647	897,233	2,229,015	226,566
271,741	156,294	187,410	50,962
218,938	73,809	-	48,262
490,679	230,103	187,410	99,224
-	-	(621,113)	-
3,822,326	1,127,336	1,795,312	325,790

New Zealand Olympic Committee Incorporated
Statement of Changes in Equity
For the Year Ended 31 December 2024

Accumulated Comprehensive Revenue and Expense

Opening balance	1,995,627	718,292	1,068,816	743,026
Surplus/(deficit) for the year	3,822,326	1,127,336	1,795,312	325,790
Transfer (to)/from Endowment Funds	(855,000)	150,000	500,000	-
Closing Balance	4,962,953	1,995,627	3,364,128	1,068,816

Edgar Olympic Foundation Endowment fund

Opening Balance	1,100,000	1,250,000	-	-
Transfer to NZOF Endowment Fund	(1,100,000)	-	-	-
Transfer (to)/from Accumulated Comprehensive Revenue & Expense	-	(150,000)	-	-
Closing Balance	-	1,100,000	-	-

NZOF Endowment fund

Opening Balance	750,000	750,000	500,000	500,000
Transfer from Edgar Olympic Foundation Endowment Fund	1,100,000	-	-	-
Transfer (to)/from Accumulated Comprehensive Revenue & Expense	855,000	-	(500,000)	-
Closing Balance	2,705,000	750,000	-	500,000

Total Equity

Opening Balance

Surplus/(deficit) for the year	3,845,627	2,718,292	1,568,816	1,243,026
Transfer (to)/from Endowment Funds	3,822,326	1,127,336	1,795,312	325,790
	-	-	-	-
Closing Balance/Total Equity	7,667,953	3,845,627	3,364,128	1,568,816

2024 Group \$	2023 Group \$	2024 NZOC \$	2023 NZOC \$
1,995,627	718,292	1,068,816	743,026
3,822,326	1,127,336	1,795,312	325,790
(855,000)	150,000	500,000	-
4,962,953	1,995,627	3,364,128	1,068,816
1,100,000	1,250,000	-	-
(1,100,000)	-	-	-
-	(150,000)	-	-
-	1,100,000	-	-
750,000	750,000	500,000	500,000
1,100,000	-	-	-
855,000	-	(500,000)	-
2,705,000	750,000	-	500,000
3,845,627	2,718,292	1,568,816	1,243,026
3,822,326	1,127,336	1,795,312	325,790
-	-	-	-
7,667,953	3,845,627	3,364,128	1,568,816

New Zealand Olympic Committee Incorporated
Statement of Financial Position
As at 31 December 2024

	2024 Group \$	2023 Group \$	2024 NZOC \$	2023 NZOC \$
Current assets				
Cash and Cash equivalents	5,296,251	4,580,245	3,493,219	3,425,970
Investments	1,048,175	1,067,388	-	580,892
Accounts receivable	476,366	615,757	666,366	615,757
Inventory	106,403	45,284	106,403	45,284
Prepayments and other assets	192,293	474,341	192,293	474,341
Total current assets	7,119,489	6,783,015	4,458,282	5,142,245
Non-current assets				
Investments	1,730,859	612,329	-	-
Property, plant and equipment	201,023	184,970	201,023	184,970
Total non-current assets	1,931,882	797,299	201,023	184,970
Total assets	9,051,371	7,580,314	4,659,305	5,327,215
Current liabilities				
Trade & other payables	1,143,295	1,152,559	1,055,054	1,176,271
IOC - Solidarity funds in advance	104,660	133,993	104,660	133,993
Other funds in advance	135,463	2,448,135	135,463	2,448,135
Total current liabilities	1,383,418	3,734,687	1,295,177	3,758,399
Total net assets	7,667,953	3,845,627	3,364,128	1,568,816
Accumulated comprehensive revenue and expense	4,962,953	1,995,627	3,364,128	1,068,816
Edgar Olympic Foundation Endowment Fund	-	1,100,000	-	-
Other Endowment funds	2,705,000	750,000	-	500,000
Total equity	7,667,953	3,845,627	3,364,128	1,568,816

The Summary Consolidated Financial Report is authorised for and on behalf the Board on 1 April 2025

Diana Puketapu-Lyndon
Chair

Nicki Nicol
CEO and Secretary General

New Zealand Olympic Committee Incorporated
Statement of Cash Flows
For the Year Ended 31 December 2024

	2024 Group \$	2023 Group \$	2024 NZOC \$	2023 NZOC \$
Cash flows from/(to) operating activities				
Receipts from exchange transactions	8,310,815	5,415,681	8,310,815	5,415,681
Receipts from non-exchange transactions	9,491,732	8,603,403	6,397,656	7,915,844
Payments to suppliers	(11,305,601)	(7,084,020)	(9,616,114)	(6,647,066)
Payments to personnel & contractors	(5,061,021)	(4,211,176)	(5,061,021)	(4,211,176)
Net cash inflow/(outflow) from operating activities	1,435,925	2,723,888	31,336	2,473,283
Cash flows from/(to) investing activities				
Interest and dividends received	271,847	156,294	187,410	50,962
Decrease/(increase) in investments	(880,490)	229,957	(40,221)	79,957
Purchase of property, plant and equipment	(111,276)	(98,949)	(111,276)	(98,949)
Net cash inflow/(outflow) from investing activities	(719,919)	287,302	35,913	31,970
Net increase/(decrease) in cash and cash equivalents	716,006	3,011,189	67,249	2,505,252
Cash and cash equivalents at the beginning of the year	4,580,245	1,569,056	3,425,970	920,718
Cash and cash equivalents at the end of the year	5,296,251	4,580,245	3,493,219	3,425,970

Notes to the Summary Consolidated Financial Report
For the Year Ended 31 December 2024

The reporting entity is New Zealand Olympic Committee Incorporated (NZOC), an Incorporated Society in New Zealand established under the Incorporated Societies Act 1908.

This summary consolidated financial report for the year ended 31 December 2024 consolidates the controlling entity (NZOC) and its controlled entities (together, the ‘Group’) and has been presented in New Zealand Dollars (NZD) which is NZOC’s presentation currency.

This summary consolidated financial report is prepared in accordance with PBE FRS-43, and was authorised by the Board on 1 April 2025. It is extracted from our full consolidated financial report dated 1 April 2025 prepared in compliance with PBE Standards RDR which contain other details such as accounting policies and detailed notes to the financial statements. It also includes full consolidated Statement of Service Performance.

The full consolidated financial report was audited by RSM Hayes Audit who issued an unqualified audit opinion dated 1 April 2025. This is available for viewing on our website www.olympic.org.nz

New Zealand Olympic Committee Incorporated
Notes to the Summary Consolidated Financial Report
For the Year Ended 31 December 2024

1	Total Expenses	2024 Group \$	2023 Group \$	2024 NZOC \$	2023 NZOC \$
	Total expenses include the following:				
	Office rental	245,255	228,216	245,255	228,216
	Depreciation	52,932	64,292	52,932	64,292
	Audit fees	43,616	42,500	43,616	42,500
	Personnel costs	5,061,021	4,211,176	5,061,021	4,211,176
2	Finance Income and Expenses	2024 Group \$	2023 Group \$	2024 NZOC \$	2023 NZOC \$
	Finance income				
	Interest on term deposits and bank balance	108,147	50,962	69,013	50,962
	Interest, dividends and realised investment gains	163,594	105,332	118,397	-
	Total finance income	271,741	156,294	187,410	50,962
	Finance expense				
	Interest expense	-	-	-	-
	Net finance income/(expense)	271,741	156,294	187,410	50,962
3	Investment Activity returns	2024 Group \$	2023 Group \$	2024 NZOC \$	2023 NZOC \$
	Unrealised gain/(loss) on investments	218,938	73,809	-	48,262
	Total Investment Activity returns	218,938	73,809	-	48,262
4	Olympic Solidarity	2024 Group \$	2023 Group \$	2024 NZOC \$	2023 NZOC \$
	Funds approved from International Olympic Committee	584,268	475,665	584,268	475,665
	Grants approved to National Sporting Organisations and Athletes	(584,268)	(475,665)	(584,268)	(475,665)
		-	-	-	-



NZOC 2024 CONSOLIDATED STATEMENT OF SERVICE PERFORMANCE

Introduction

This Consolidated Statement of Service Performance outlines the material activities undertaken by the NZOC in 2024 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 2024 two Games took place, the Gangwon 2024 Winter Youth Olympic Games, and the Paris 2024 Summer Olympic Games.

The following Statement details the outcomes that demonstrate the range and impact of work carried out in 2024 from each of the four pillars of organisational activity.

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 domestic mandate. Operating across the international and domestic sphere, we are a connector between New Zealand and global sport. We represent 56

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 teams and athletes to Olympic and Commonwealth Games. 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

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 pillar’s success statement.

B. Organised and led the New Zealand Team to the Gangwon 2024 Winter Youth Olympic Games and the Paris 2024 Summer Olympic Games. The significant activity undertaken to achieve this was:

Gangwon 2024 Winter Youth Olympic Games	Paris 2024 Summer Olympic Games
<div>Worked in alignment with NSOs</div> <ul style="list-style-type: none">ensured athletes and NSOs understood the Games-time environment, through in-person and online briefings, in-person workshops and by means of written communication;developed capability across leadership, staff and team support through regular meetings and briefingsplanned and delivered all Games operations. This is an extensive area of work and concluded the following outputs for Gangwon 2024:<ul style="list-style-type: none">processing the accreditations for all team membersplanning, preparing, packing and unpacking freightplanning and delivering optimal use of village spacesmaking travel bookings and ensuring travel requirements are in placepreparing and delivering athlete health, wellbeing, safeguarding and general athlete support services;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	<div>Worked in alignment with NSOs and HPSNZ</div> <ul style="list-style-type: none">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;developed capability across leadership, staff and team support through regular Team Leadership Group meetings, forums for Sport Support and Performance Support personnel;planned and delivered all Games operations. This is an extensive area of work and included the following outputs for Paris 2024:<ul style="list-style-type: none">processing the accreditations for all team membersplanning, preparing, packing and unpacking freightplanning and delivering optimal use of village spacesmaking travel bookings and ensuring travel requirements are in placepreparing and delivering athlete health, wellbeing, safeguarding and general athlete support services;developed and implemented health and safety protocols and athlete wellbeing, safeguarding and support services;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; andStrengthened New Zealand Team culture at Games through the presence of team taonga (kākahu/cloaks, mauri stone, pounamu, pins)
Solomon Islands 2023 Pacific Games Trinidad and Tobago 2023 Commonwealth Youth Games	
<div>Worked in alignment with NSOs;</div> <ul style="list-style-type: none">ensured athletes and NSOs understood the Games-time environment, through in-person and online briefings, in-person workshops and by means of written communications;developed capability across leadership, staff and team support through regular meetings and briefingsplanned and delivered all Games operations. This is an extensive area of work and concluded the following outputs for both the Commonwealth Youth and Pacific Games:<ul style="list-style-type: none">processing the accreditations for all team membersplanning, preparing, packing and unpacking freightplanning and delivering optimal use of village spacesmaking travel bookings and ensuring travel requirements are in placepreparing and delivering athlete health, wellbeing, safeguarding and general athlete support services;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 communications	

Pillar 1: Select, 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:

Gangwon 2024 Winter Youth Olympic Games	Paris 2024 Summer Olympic Games
22 Athletes 7 Sports 18 Sport and Performance Support Team Total team size 40	204 athletes 23 sports 206 Sport and Performance Support Total Team size: 410
Pacific Games Solomon Islands 2023	Trinidad and Tobago Commonwealth Youth Games 2023
45 Athletes (21 male, 24 female) 5 Sports 21 Sport and Performance Support Team. Total team size 66	14 athletes (7 x male, x 7 female) 2 sports 8 sport and Performance Support Total Team size: 22

The results below for Paris were measured through an athlete and team support member survey and conducted anonymously by a third-party research company (Navigators). For Gangwon, Solomon Islands and Trinidad and Tobago the survey was administered internally using Survey Monkey. The following key performance indicators are those which most clearly demonstrate our performance against the success statement above.

Gangwon 2024 Winter Youth Olympic Games	Paris 2024 Olympic Games
<ul style="list-style-type: none">97% were proud to be part of the New Zealand Team90% thought the team was effectively led and organised83% believe the New Zealand Team environment added value to their performance	<ul style="list-style-type: none">99% were proud to be part of the New Zealand Team91% thought the team was effectively led and managed84% believe the New Zealand Team environment added value to their performance.
Solomon Islands 2023	Trinidad and Tobago 2023
<ul style="list-style-type: none">98% were proud to be part of the New Zealand Team96% though the team was led and organised effectively94% believe the New Zealand Team environment added value to their performance98% enjoyed being part of the New Zealand Team organised by NZOC	<ul style="list-style-type: none">100% were proud to be part of the New Zealand Team95% thought the team was led and organised effectively86% believe the New Zealand Team environment added value to their performance100% enjoyed being part of the New Zealand Team organised by NZOC

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 to deliver Pillar 2 are outlined below:

2024	2023
<ul style="list-style-type: none">Created the next generation of empowered sporting leaders with a focus on women, athletes and youth<ul style="list-style-type: none">Third intake of Wāhine Toa Olympic Women’s Leadership Programme completed with 15 graduatesAssisted in facilitation of ONOC Equity Commission Emerging Female Leaders Workshop in Auckland which brought together 22 emerging leaders from across the pacific.Empowered and resourced the Athletes’ Commission who:<ul style="list-style-type: none">Identified and supported an IOC Athletes’ Commission candidate resulting in the election of Marcus Daniell.Identified and supported a CGF Athletes’ Commission candidate resulting in the election of Julia Ratcliffe.Provided valuable feedback on matters relating to Paris 2024 Olympic GamesValued and resourced Te Urunga Tū (the Māori Advisory Committee) and its recommendations to develop a culture of manaaki<ul style="list-style-type: none">Pouwhiringa staff member employedTe Urunga Tu member co-opted to NZOC Board to bring committee lens to all operations in Pou Tikanga role.Benefitted New Zealand sports and athletes through participation in international settings<ul style="list-style-type: none">Active involvement in ONOC General Assembly and their pathway to 2032Delivered implementation of ONOC Shared Services Press Attache conceptHeld sport workshops in New Zealand in conjunction with World Rowing, International Ice Hockey Federation, International Skating Union and FIH (International Hockey Federation)Identified and supported a Finance Audit & Risk Committee candidate for the Commonwealth Games Association, resulting in the appointment of Graham Child	<ul style="list-style-type: none">Stood up for matters of integrity within the New Zealand sporting system<ul style="list-style-type: none">responded to Zane Robertson’s doping violationongoing feedback to IOC regarding Russia/Belarus athlete participationCreated the next generation of empowered sporting leaders with a focus on women, athletes and youth<ul style="list-style-type: none">third intake of Wāhine Toa Olympic Women’s Leadership Programme underway with first two workshops completedEmpowered and resourced the influential Athletes’ Commission who:<ul style="list-style-type: none">supported the Athlete Leaders Network to appoint a General Manager and admin staff and a full board appointedundertook a career transition pilot with Athletes’ Commission members.identified and supported an IOC Athletes’ Commission candidate, resulting in the nomination of Marcus Daniell.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">new terms of reference drafteddrafted a new Board position description (Pou Tikanga) to deliver cultural safety and greater inclusiona pouwhiringa staff position created and contractedBenefitted New Zealand sports and athletes through participation in international settings<ul style="list-style-type: none">developed and approved 2024 – 2028 International Relations Strategynominated and supported Kereyn Smith, candidate for Commonwealth Games Federation (CGF) President; Graham Child – Sports Committee; and Kayla Whitelock – ONOC member. Kayla Whitelock’s campaign was successful.actively involved in ONOC General Assembly and its pathway to 2032developed and implemented the initial ONOC Shared Services Press Attache conceptemployed a Project Manager for the “Pacific Sport Together” campaign to support ONOC, via Olympic Solidarityheld a Secretaries General Forum for new Secretaries General in Oceania to learn, share and networkAdvocated for hosting opportunities<ul style="list-style-type: none">lodged expression of Interest in hosting 2034 Commonwealth Games with CGFlodged expression of interest in hosting ONOC General Assembly 2026

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:

2024	2023
<ul style="list-style-type: none">developed and rolled out education resources that aligned with the New Zealand curriculum<ul style="list-style-type: none">87% primary and intermediate schools registered86% high schools registereddelivered the Olympic Ambassador programme that resulted in 308 Ambassador visits	<ul style="list-style-type: none">developed and rolled out education resources that aligned with the New Zealand curriculum<ul style="list-style-type: none">80% primary and intermediate schools registered76% high schools registereddelivered the Olympic Ambassador programme that resulted in 227 athlete visits to schoolsdelivered the Commonwealth Sport Foundation ‘Game Changers’ project “Empowering Girls in Sport – the Wellbeing Series”

B. Marketing and Communications Activities:

2024	2023
<ul style="list-style-type: none">Developed and executed brand campaigns for each Games campaignExecuted Paris 2024 brand strategyDelivered New Zealand House for Paris 2024Created media opportunities to promote the New Zealand Team and NZOCCreated campaign and reaction videos, photos and stories about New Zealand athletes and shared them on New Zealand Team social media, website and app	<ul style="list-style-type: none">developed and executed small brand campaigns for each pre-elite Gamesdeveloped and launched the Paris 2024 brand strategycontracted New Zealand House location for Paris 2024developed Digital Strategy 2024 – 2028 and implemented phase 1created media opportunities to promote the New Zealand Team and NZOC through “One Year to Go to Paris 2024”, Gangwon 2024 Selection announcement, NZ2034 Commonwealth Games Expression of Interest, Kereyn Smith’s CGF Presidential campaign and announcement of new Olympic sportscreated campaign and reaction videos, photos and stories about New Zealand athletes and shared them on New Zealand Team social media, website and app

2024 Campaigns		2023 Campaigns	
Gangwon 2024	Paris 2024 “The Fern is All of Us” and “For The Fern”	Key Activations Paris 2024 One Year to Go / Hosting 2034 Commonwealth Games	Pacific Games/ Commonwealth Youth Games
Media value at Games: \$549,560 Facebook 1.69 million impressions 63.8k engagement 58.2k video views Instagram 989.4k impressions 26.8k engagement	20.1 million billboard contacts (gross) \$123,734 airtime for television commercial Media value at Games: \$102 million TikTok views: 52.2 million Facebook 79.5 million impressions 7.3 million engagement Instagram 66.3 million impressions NOTE: The social media statistics span the key Paris games engagement period from 23/7/23 to 18/8/24	Commonwealth Games - NZ2034 Expression of Interest Announcement 528.05 k Advertising Space Rate Paris 2024 Media value \$239.84m Social media value 9,900 TikTok Views Media launch event at Viaduct Harbour and Cocktail functions	Commonwealth Youth Games Media Value at Games \$101,000 TikTok 114.7K Views Facebook 1.25 million impressions 67K engagement Instagram 739K impressions 85.5K Video Views Pacific Games Media Value at Games \$4.64m TikTok 110K Views Facebook: 1.69 million impressions 93K Engagement Instagram: 1.1 million impressions 422K Video Views
Total 2024 ‘post Paris games’ social media followers 807,410		Total 2023 social media followers 678,506	

“Media Value” figures above reflect the advertising space rate (ASR), measuring the value of earned media through public relations as drawn from independent analytics from iSentia.

The following are results of an annual online ‘brand tracker’ survey of a sample of New Zealanders that reflect public sentiment as it pertains to the NZ Team brand.

2024	2023
<ul style="list-style-type: none">96% of New Zealanders interested in the Olympic Games are interested in following the New Zealand Team at the Olympic Games, 96% for the Olympic Winter Games and 98% for the Commonwealth Games.66% say the New Zealand Team makes them feel proud69% of New Zealanders believe the New Zealand Team promotes excellence	<ul style="list-style-type: none">96% of New Zealanders are interested in following the New Zealand Team at the Olympic Games, 96% for the Olympic Winter Games and 97% for the Commonwealth Games.69% say the New Zealand Team makes them feel proud74% of New Zealanders believe the New Zealand Team promotes excellence

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

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 financial result for the 2021-2024 Quadrennial is a net deficit of \$5,000.

The NZOC financial result for 2024 was a net surplus of \$1,795,312 (2023:\$325,790). This strong Games year result supported rebuild of reserves consumed in the first half of the Quad. NZOC current reserves are \$3.4 million (2023: \$1.6million).

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

2024 (NZOC)	2023 (NZOC)
<ul style="list-style-type: none">Revenue was \$19,631,000Commercial partnerships<ul style="list-style-type: none">Revenue \$8,112,000New partners : 2degrees, Lotto NZ, My Food Bag and WestfieldPhilanthropy and donor activation<ul style="list-style-type: none">Revenue - \$1,762,000Philanthropy outreach in USA continuedInitiated fund raising in Australia ahead of the 2032 Summer Olympics in BrisbaneGames revenue<ul style="list-style-type: none">Paris Revenue - \$8.2m (HPSNZ - \$3.23m)Gangwon Games Revenue - \$304,090Distributed funding to athletes and sports<ul style="list-style-type: none">Olympic Solidarity \$584,000Athletes’ Collective \$185,000Olympic Ambassador Programme \$151,000	<ul style="list-style-type: none">Revenue was \$12,485,000Commercial partnerships<ul style="list-style-type: none">Revenue \$5,198,000New partners Manuka Doctor, Placemakers, Flex Fitness, Beef + LambPhilanthropy and donor activation<ul style="list-style-type: none">Revenue \$3,811,000Philanthropy outreach continues in USAGames revenue<ul style="list-style-type: none">Trinbago & Pacific Games \$645,000Distributed funding to athletes and sports<ul style="list-style-type: none">Olympic Solidarity \$476,000Athletes’ Collective \$52,000Olympic Ambassador Programme \$178,000

The NZOC has related party relationships with two foundation entities (NZOF and NZOC America Inc.); these entities act as the vehicles for raising funds, which may be applied to advance the objects of the NZOC; this may be through direct contribution of donations received or through investment returns on the endowment funds.

In January 2024, the Edgar Olympic Foundation resettled its endowment fund into the New Zealand Olympic Foundation endowment; and discontinued its activities.

Through the generosity of philanthropic donors, The New Zealand Olympic Foundation made donations to the NZOC of \$1,762,000 (2023 \$150,000).

The combined endowment funds of the Foundations at 31 December 2024 are \$2.7 million (2023 \$1.85 million).





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

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

RSM Hayes Audit

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Opinion

The summary consolidated financial report, which comprises the summary consolidated and separate statement of financial position as at 31 December 2024, 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 2024.

In our opinion, the accompanying summary consolidated financial report set out on pages 49 to 61 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 1 April 2025.

Other information

The board is responsible for other information on pages 1 to 48 and 65 to 70 (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 controlled entities.



RSM Hayes Audit
Auckland

1 April 2025

THE POWER OF BEING UNDERSTOOD
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GNZM, QSO

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Diana Puketapu-Lyndon

Chief Executive Officer and Secretary General

Nicki Nicol

NZOC Board

Liz Dawson, MNZM

Diana Puketapu-Lyndon

Graham Child

Dr Jonathan Coleman

Sarah Cowley Ross (Olympian #1134)

(until September 2024)

Marcus Daniell, IOC Athletes’ Commission,

(Olympian #1264) (from August 2024)

Richie Patterson, (Olympian #1072) (from September 2024)

Annette Purvis, ONZM

Glen Sowry (Olympian #848)

Sarah Walker, IOC Member (Olympian #1101)

Dallas Seymour, (co-opted from May 2024)

NZOC Order Holders

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Bruce Cameron, CNZM, ONZM

Dave Currie, CNZM

Bernie Fraser

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Tony Hall, CNZM

Gary Hermansson, ONZM

Michael Hooper

Barbara Kendall, CNZM, MBE, (Olympian #631)

Barry Maister, CNZM, ONZM, IOC OOH (Olympian #235)

Selwyn Maister, QSM (Olympian #236)

Ranui Ngarimu, ONZM

Tony Popplewell, ONZM (Olympian #196)

Trevor Shailer, MNZM (Olympian #668)

Kereyn Smith, CNZM

Rob Waddell, ONZM (Olympian #745)

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Richie Patterson (Olympian #1072)

(Chair from September 2024)

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Samantha Child (Olympian #1132)**

Marcus Daniell (Olympian #1264)

IOC Athletes’ Commission Member (from August 2024)

Eliza McCartney (Olympian #1312)**

Julia Ratcliffe (Olympian #1480) (from May 2024),

CGF Athletes’ Advisory Commission Member)

Dylan Schmidt (Olympian #1346)**

Ben Sandford (Olympian #991)*

Alison Shanks (Olympian #1085)*

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Sarah Walker (Olympian #1101)*

Beau-James Wells (Olympian #1242)

Kayla Whitelock, MNZM (Olympian #951)

ONOC Athletes’ Commission Member

*until September 2024

**from September 2024

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Erika Harris (Olympian #987)

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James Nation (Olympian #935)

Char Pouaka (Olympian #832)

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Richie Patterson (Olympian #1072)

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Kylie Thompson

Leanne Walker (Olympian #859)

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Oriini Kaipara

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Joseph Royal (from April 2024)

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Commission (from August 2024)

Sarah Walker, Olympian #1101 – IOC Athletes’ Commission

(until August 2024), IOC Member (from September 2024)

Commonwealth Games Federation

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(until November 2023)

Julia Ratcliffe, (Olympian #1480)

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Alison Shanks, (Olympian #1085)

Athletes’ Advisory Commission (until April 2024)

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Sarah Cowley Ross, (Olympian #1134)

(until September 2024)

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Public Affairs and Communications Director
(until September 2024)

Ella Agnew
Team Operations Coordinator

Ryan Archibald (Olympian #993)
Team Services Director

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Cathleen Bias
Information and Legacy Manager

Gabrielle Cairns
Executive Services Advisor

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NZ Olympic Foundation Manager

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Nick Forrester
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Tom Fox
Commercial Partnerships Manager

Lewis Hampton
Communications Manager

Alysha Jensen
Sport Engagement Manager

Oriini Kaipara
Pouwhiringa

Chris Klassen
NZ Olympic Foundation Director

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Brand and Commercial Manager (from December 2024)

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Athlete Engagement Lead

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Education Manager

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Hannah Swift
Communications Executive (from December 2024)

Michael Taylor
Head of Sport Engagement

Sarah Thorpe
Head of Events

Natalie Tong
Head of Team Operations

Sharon van Gulik
Commercial Director

Regi Varghese
Financial Accountant (from April 2024)

Harley Wall
Team Operations Manager

Evelyn Williamson (Olympian #865)
Sport Engagement Manager



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