

Parafed Manawatū Strategic Plan 2022 - 2024

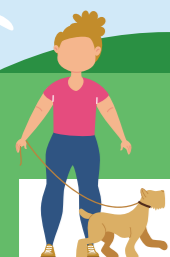


Our Mission: WHAT IS OUR ROLE?

To inspire and celebrate the physically and visually impaired through sport, active recreation and play.

Our Vision: OUR IDEAL FUTURE

Equity, excellence and wellbeing for all our members.



STRATEGIC GOALS

INITIATIVES

1 STRATEGIC PRIORITY PROGRAMMES

- 1.1 Annual calendar of key active and social events prepared and promoted
- 1.2 Clear pathway programme developed for serious athletes
- 1.3 Adult inclusive activities developed and implemented
- 1.4 One new 'focus' sport chosen and promoted each year (including 'give it a go' and competitive pathway)
- 1.5 School Disability Support programme reviewed and refined

Strategic Initiatives:

- Pathway project
- Annual calendar of events
- Programmes and activities for all age groups
- "Parafed in Schools" programme

2 STRATEGIC PRIORITY MEMBERSHIP

- 2.1 Decision made regarding Parafed Manawatū extending services and membership into Whanganui
- 2.2 Membership structures and processes reviewed
- 2.3 Members surveyed annually to support annual planning and ensure needs are being met
- 2.4 Increase active membership by 10%
- 2.5 Increase new membership by 20%

Strategic Initiatives:

- Whanganui expansion project
- Membership expansion plan
- Membership structures and processes review
- Annual membership survey

3 STRATEGIC PRIORITY AWARENESS

- 3.1 Rebrand
- 3.2 Marketing and communications plan created
- 3.3 Website review and refresh completed
- 3.4 Increased awareness and understanding of Parafed Manawatū across other disability associations/organisations

Strategic Initiatives:

- Rebranding project
- Communication and marketing plan (including social media)
- Website review project

4 STRATEGIC PRIORITY PARTNERSHIP

- 4.1 Systems map of partners, that we currently have and those we need to target, created
- 4.2 Hold a partnership event once a year to showcase what we do and how they could help
- 4.3 CRM/database of partners created
- 4.4 Two enduring partnerships built with RSOs each year

Strategic Initiatives:

- Partners map project
- Partnership event
- CRM development project
- RSO partnership plan

5 STRATEGIC PRIORITY FOUNDATIONS

- 5.1 All policies and procedures updated
- 5.2 Organisation budget maintained
- 5.3 Sustainable working Board structure created and implemented
- 5.4 All Board members completed Sport Governance 101
- 5.5 Staffing requirements reviewed and updated
- 5.6 Parafed structure reviewed

Strategic Initiatives:

- Policies and procedures update project
- Fundraising plan
- Board development project
- Staffing review
- Organisation structure review

