



UNIVERSITY AND TERTIARY SPORT NZ

STRATEGIC PLAN 2022 - 2025



UNIVERSITY AND TERTIARY SPORT NZ

OUR VISION

New Zealand university and tertiary student well-being enhanced through sport.

OUR PURPOSE

UTSNZ exists to lead and enable New Zealand university and tertiary students to represent their tertiary institution in sport.

OUTCOME

By 2025, there is an increase in the number of New Zealand university and tertiary students representing their tertiary institution in competitive inter-tertiary events at a regional, national and international level.



OUR WHY

Our university and tertiary institutions are motivated by success and in particular successful students. Institutions are therefore primarily interested in the impact sport has on student experience, student achievement and student well-being.

Our sport sector partners want students to develop a life-long love of sport and being active, maximising participation and engagement. They want a strong and sustainable sports system.

Our students want to be a part of something that's successful, quality and which creates a positive life experience. They want to feel a part of a team, be recognised and connect with others.

Success will be maximised when we come together.

It is the strategic coming together of the tertiary and sports sectors in a way that can help realise the full potential of sport that will maximise the value for New Zealand tertiary students on campus, in competition and in our communities.

THE OPPORTUNITY

Through UTSNZ acting as the interface between the tertiary and sport sectors our aim is to;

- Improve the alignment of sport and tertiary education agendas.
- Influence how tertiary resources are individually and collectively deployed.
- Co-ordinate investment and effort across and between key stakeholders.
- Encourage and support pathway and participation models which encourage life-long participation.
- Strengthen the role of sport as a contributor to the government's well-being agenda.

WHY TERTIARY

The tertiary sector is a large and powerful network and substantial contributor to sport through:

- Provision of an institutional framework for the continuance of sport participation.
- Preparation of the next generation of sports leaders, administrators and volunteers.
- Positive contribution to the well-being of young New Zealanders.
- Research and innovation.
- Investment in and provision of strategic sport facilities.
- Strategic resourcing and investment in collaborative partnerships.
- Improved student athlete welfare through high performance athlete support.
- Support for diversity and inclusion through a broad range of participation opportunities and integration of international students and other targeted populations.

KEY ENABLERS



LEADERSHIP



STAFF



STUDENTS



NETWORKS



PARTNERSHIPS



KNOWLEDGE & INSIGHTS



RESOURCES

STRATEGIC FOCUS AREAS

▶ LEADERSHIP

UTSNZ will lead, advocate and influence tertiary sport delivery through knowledge, evidence and insight.

▶ EVENTS

More tertiary students participating in UTSNZ events.

▶ PARTNERSHIPS

Collaborative and purposeful partnerships will support the profile and growth of tertiary sport in New Zealand.

▶ PATHWAYS

Participation and performance pathways will contribute to tertiary student engagement and experience.

▶ PROFILE

UTSNZ's visibility, purpose, and credibility will drive increased participation, promote partnerships and enhance tertiary institution profiles.

▶ STUDENT WELL-BEING

The well-being of New Zealand tertiary students will be enhanced through UTSNZ events and opportunities.





LEADERSHIP

GOALS

1. UTSNZ will be a recognised and trusted leader within both the sport and education sectors.
2. UTSNZ will play a leadership role in promoting student well-being through sport.
3. The interests of students will be represented through the provision of clear and relevant information to partners.
4. UTSNZ will make decisions based on accurate information and data, ensuring events and initiatives are relevant and meaningful.
5. UTSNZ will influence members and partners to maximise their commitment to tertiary sport through the provision of evidence-based data.

KEY PERFORMANCE INDICATOR

UTSNZ is leading, advocating and influencing tertiary sport delivery through knowledge, evidence and insight.

MEASURED BY: • Stakeholder Survey.



EVENTS

GOALS

1. Working with key stakeholders, UTSNZ will deliver high quality competitive events that meet the needs and expectations of students.
2. UTSNZ events will appeal to a wide range of students through the diversity of sports and levels catered for.
3. NSO's and tertiary institutions will encourage students to participate in UTSNZ events because of the value they offer.
4. UTSNZ will deliver a competition structure that is recognised by students as a priority event and one which represents value for money.
5. Student event participation will be fostered through stakeholder flexibility, teamwork and collaborative decision-making.

KEY PERFORMANCE INDICATOR

More tertiary students participating in UTSNZ events.

MEASURED BY:

- Event participation metrics; including number and breakdown of students participating, satisfaction of event experience, quality and delivery.



PARTNERSHIPS

GOALS

1. UTSNZ will understand and be able to clearly articulate its value proposition to individual partners.
2. Student event participation will be fostered through stakeholder flexibility, teamwork, and collaborative decision-making processes.
3. The profile of tertiary sport in New Zealand will be elevated through commercial partnerships.
4. UTSNZ will have a growing number of organisations and partners wanting to be part of tertiary sport in New Zealand.
5. Our profile and value proposition to stakeholders will be elevated through our partnerships with multiple tertiary institutions.

KEY PERFORMANCE INDICATOR

Collaborative and purposeful partnerships are supporting the profile and growth of tertiary sport in New Zealand. .

MEASURED BY:

- Number and effectiveness of partnership agreements.
- Number and value of commercial partners/event sponsors promoting and advocating their support and association with tertiary sport.
- Number of tertiary institutions participating in UTSNZ events.



PATHWAYS

GOALS

1. More school leavers will be retained in sport as they transition into tertiary institutions.
2. Vocational skill development will be enhanced through tertiary sport participation opportunities.
3. There will be strategic pathways linking tertiary sport to NSO performance and community programmes.
4. Innovative or modified sport opportunities will allow for tertiary students to re-enter or commence sport participation.
5. Opportunities will exist for students to represent New Zealand and/or their tertiary institution on the world stage.

KEY PERFORMANCE INDICATOR

Participation and performance pathways are contributing to tertiary student engagement and experience.

MEASURED BY:

- Participation in UTSNZ events.
- Number of off-field student representatives involved in UTSNZ events and initiatives.
- Number of students representating either New Zealand or their tertiary institution in tertiary sport events.



PROFILE

GOALS

1. Profile and promotional campaigns will ensure existing and future students know what we deliver and how they can be involved.
2. There will be increased recognition of our brand and value proposition by Year 13 students.
3. There will be increased exposure of UTSNZ events nationally, regionally and locally.
4. The profile and reputation of tertiary institutions will be positively enhanced through the sporting opportunities offered.
5. There will be increased awareness of international pathways and opportunities for students to represent on the world stage.

KEY PERFORMANCE INDICATOR

UTSNZ's visibility, purpose and credibility is driving increased tertiary participation, promoting effective partnerships and enhancing tertiary institution profiles.

- MEASURED BY:**
- Level of engagement with UTSNZ communication platforms.
 - Participant survey.



STUDENT WELL-BEING

GOALS

1. The tertiary student experience will be enhanced because of the connections and relationships created through sport.
2. Targeted stakeholders will support UTSNZ with understanding and implementing plans to support tertiary student well-being.
3. We will know from tertiary student voice what the impact sport participation and events are having on student well-being.
4. The right people and support mechanisms will be in place to care for New Zealand tertiary students participating at national and international events.
5. Existing and future tertiary students will understand the benefits associated with participating at UTSNZ events..

KEY PERFORMANCE INDICATOR

The well-being of New Zealand tertiary students is being enhanced through UTSNZ events and opportunities.

MEASURED BY: • Participant survey.

