



2021-2026 STRATEGIC PLAN



OUR PURPOSE:
To promote, lead, support and evolve the sport of Tag Football in New Zealand

OUR VISION:
More people participating in strong and inclusive community Tag modules linked to regional, national and international events

- OUR VALUES:**
- **ĀHURUTANGA:** A place where people feel safe
 - **KAITIAKITANGA:** A guiding light for our young people
 - **MANAAKITANGA:** Supportive, kind, respectful and welcoming to all people
 - **RANGATIRATANGA:** Chieftainship, professionalism, integrity and leadership to build character
 - **WHANAUNGATANGA:** A sense of whānau, community and connection

- OUR CRITICAL CHALLENGES:**
- **Quality people** – module coordinators, referees, coaches, managers, and volunteers who feel supported and valued
 - **Growing Community Tag** – a network of strong Tag modules with consistent rules and uniform delivery
 - **Regional sport structure** – a strong regional structure as a pathway to national events
 - **A Tag culture** – pride in Tag as a sport of choice with high standards of delivery and side-line behaviour
 - **Financial Sustainability** – a reliable and consistent funding model with sufficient resource to support growth of the game nationally

STRATEGIC PRIORITIES	WHAT IMPACT DO WE WANT	WHAT DO WE WANT TO ACHIEVE (STRATEGY)
The game of Tag Football is nurtured, and supported and growing nationally	A regional, national and international events programme is professionally organised and managed to meet expectations of participants	<ul style="list-style-type: none"> • Annual increased participation in national events • COVID-19 protocols in place for all events • A Code of Conduct is delivering increasingly high standards of behaviour • An annual review ensures continual improvement in organisation and delivery of festivals and tournaments
	Māori and heritage national Pasifika affiliates based in NZ have a pathway from local to national and international events	<ul style="list-style-type: none"> • Increased participation by Māori and Pasifika affiliates in Oceania and Trans-Tasman events • Selection criteria provides a pathway to the 2026 World Tag Cup
	Increase in number of qualified and capable referees, coaches and managers	<ul style="list-style-type: none"> • Level 1 and 2 online training programmes are accessible for referees, coaches and managers • National events have sufficient qualified/and or competent referees to control games • L2 and L3 NCEA modules in schools (subject to resources being available)
	A growing national network of community-based Tag modules that meet community needs	<ul style="list-style-type: none"> • Annual growth in the number of tag modules • A tool kit for modules with consistent methods, playing rules and delivery standards • Improve capability of module coordinators through sharing knowledge and information • The sport of Tag is accessing grant funding on an equitable basis
	A pathway from community-based Tag modules to national events	<ul style="list-style-type: none"> • A fee differential for non-affiliated players equivalent to the cost of playing in a module • Regional events held annually in Auckland Waikato, Hawkes Bay, BOP and Wellington • All national event participants affiliated through a local module within five years
	School Tag programmes are established in key regional destinations	<ul style="list-style-type: none"> • Growth of SS Tag programmes in Northland, Waikato, BOP, Auckland and Wellington regions • Growing Y7 & 8 participation in AIMES games

STRATEGIC PRIORITIES	WHAT IMPACT DO WE WANT	WHAT DO WE WANT TO ACHIEVE (STRATEGY)
Marketing and communication are increasing the profile of Tag Football	A strong tag culture embedded within the sport and growing visibility within the community	<ul style="list-style-type: none"> • The Tag NZ values are embedded and result in evidence-based improvements in behaviour • Tag has a growing social media presence that connects it to the community • Livestreaming of games is attracting an increasing number of supporters annually

STRATEGIC PRIORITIES	WHAT IMPACT DO WE WANT	WHAT DO WE WANT TO ACHIEVE (STRATEGY)
Strong and trusted governance and leadership with a sustainable financial model	A head office that is efficient, professional, connected, and responsive to the needs of the Tag community	<ul style="list-style-type: none"> • HO Processes are clear, consistent and transparent • HO budgeting, accounting processes and reporting outcomes are transparent and timely • Communication is consistent and ongoing
	A diversified revenue stream enables the sport to meet its annual costs	<ul style="list-style-type: none"> • Annual revenue targets are fully met or exceeded, and expenditure does not exceed budget • Grant funding and sponsorship meets annual targets.