



Strategic Plan 2020

Mission

To promote and develop the sport and recreational activity of fishing for all





Vision

Responsible fishing for a more abundant tomorrow. Clubs / Communities / Fisheries





Aspiration

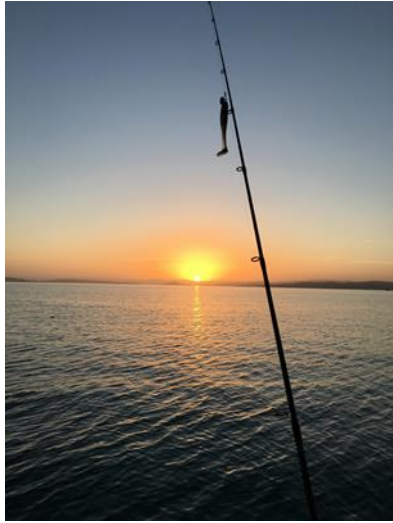
By 2025 the Council will,

- Provide pathways to engage future generations from the earliest age to participate in the sport of fishing and club membership
- Have 50,000 individual members who are engaged and understand the value of belonging to an affiliated Club
- Have resilient affiliated Clubs supported by NZSFC through a range of initiatives including training systems, support and member benefits
- Positively affect change to bring all fisheries stock to 50% of unfished biomass
- Build revenue to support the operational aspirations of the strategic plan



Values

- Fishing for fun, food, and sport for everybody is our reason for being
- Abundant fisheries and a healthy marine environment are essential for health and social well being
- A thriving membership and motivated volunteers are our life blood
- Young fishers are our future



Values

- Access to waterways and fishing grounds
- We champion ethical fishing practices that minimise impact and maximise the utilisation of our catch
- We are responsible contributors to our wider community



Strategic Priorities

Clubs

- Provide information, access to business systems, processes, assistance and advice to help member clubs thrive
- Build processes that support and reduce club administration / financial costs
- Develop cross sports code / membership / club relationships to gain operational efficiencies
- Build Fishing Clubs within non fishing Clubs
- Have member clubs, zones and executive team members functioning to a high standard
- Be well resourced and growing to meet the demands of increased membership and participation



Strategic Priorities

Youth

- Provide complimentary 3rd party training programmes to develop and retain tomorrows members
- Increase the number of junior fishing tournaments
- Developed and expand educational programmes such as Hiwi the Kiwi into both middle and senior schools
- Communicate junior programmes to Clubs and their members



Strategic Priorities

Communication

- Communicate NZSFC programmes, actions and value propositions directly to all Clubs affiliate members
- Become recognised as the National Sports Organisation trusted to represent in excess of 500,000 New Zealand recreational fishers
- Communicate a clear understanding of LegaSea's purpose to affiliated and non affiliated Clubs / Members
- Connect unaffiliated public to NZSFC policies and activities of LegaSea



Strategic Priorities

Funding

- Grow revenue streams to supplement fees and fund future operational requirements
- Develop new national fishing tournaments
- Continue to provide national procurement opportunities for member clubs
- Develop national sponsorship opportunities
- Provide a connection for unaffiliated public to donate to LegaSea



Strategic Priorities

Fisheries Management

- Continue to develop and fund fisheries management policy
- Continue to support LegaSea the public outreach arm of NZSFC





Strategic Priorities

Community Engagement

- Provide a welcoming environment for community participation and utilisation of facilities
- Continue to develop effective partnerships with NGO's, relevant Ministries, and suppliers to the recreational fisheries sector

