

# SkateNZ (NZ Federation of Roller Sports) Strategy 2024-2028

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## Mission, Vision & Aspirations

SkateNZ's mission is to provide opportunities and events all over NZ that inspire people of all ages and abilities to enjoy participating in roller sports for Active Recreation, Exercise and Play, and/or as a Competitive Sport, and to uphold the mana of Te Tiriti o Waitangi and its principles.

Our vision is that we promote and celebrate the value of roller sports to individual and collective wellbeing through our three main organisational categories:

1. Competitive

A wide range of roller sports offer a pathway of learning skills as a skater/rider, coach, official; developing achievement goals; and competition for talented skaters, coaches and officials at a National and International level.

2. Active Recreation

Around the country, beginner classes and fun public sessions are offered for casual skaters/riders to enjoy themselves in a non-competitive environment.

3. Exercise & Play

Roller sports can be used for a variety of exercise, fitness and transport. For example, Skate Clubs run roller discos for the general public to participate.

SkateNZ's aspiration is to embrace these categories of skaters/riders at all ability levels, and grow them all over NZ where there is interest from Clubs and affiliate groups, and demand from skaters.

Recreational skaters/riders keep our sport in the public eye because roller sports are a fun activity enjoyed by all ages and abilities. SkateNZ and local sports clubs and affiliate groups are providing our communities with a wonderful opportunity to participate in physical activity in a way that meets their needs. An ongoing remit is to keep pathways open for recreational skaters/riders to engage in roller sports as a sporting option.

Competitive roller sports meet World Skate regulations. Roller sports competitions are held around the country, and our skaters/riders, coaches and officials work hard each season, and enjoy the camaraderie that exists when meeting competitors again at each event.

SkateNZ represents the interests of the Federation at National, Oceania and World level. SkateNZ also embraces engagement with other organisations in our family of roller sports.

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## SkateNZ Core Values

1. Integrity / Ngākau Tapatahi  
Supporting our athletes to participate in a fair environment, and ensure our club and affiliate administration meets the national integrity standards
2. Empowerment / Whakamana  
Inspiring passion for courageous personal success with roller sports across all levels from beginners to international athletes
3. Inclusive Participation / Whai Wāhi Whakaurunga  
Ensuring everyone interested has the opportunity to participate actively and safely in roller sports in a way that makes them feel like this is their second home
4. Education & Professional Development / Mātauranga  
Encouraging our members to continue to learn new skills, attend workshops, and gain new qualifications within roller sports as an official or as a club administrator

Our strategic key points are aligned with two separate functions:

1. Our Core Values
2. SportNZ Strategic Goals

As you read through our strategy, it will be clear which values and SportNZ goals are being matched.

SportNZ Key Vision: Every Body Active  
High Performance Sport Key Vision: Inspiring Performance Every Day

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## SWOT Analysis: Strengths, Weaknesses, Opportunities, Threats for Strategic Differentiation

### Strengths

- Running national events
- Increased awareness of skating as a recreational activity
- Increased participation in beginner classes and casual roller sports sessions.
- Roller Sports are recognised and socially accepted as a fun recreational activity
- Initiatives have improved communication between the Board and members, and Skater level back to the Board (Voice of Participants)
- Volunteer time invested in the sport
- International events raising profile eg World Games, Oceanias, European tours

### Weaknesses

- Cost to participate - competition requires a time commitment, including time off work for travelling to competitions with skaters/riders as a family / coach / official.
- Reliance on volunteers
- Understanding the value of recreational skaters/riders
- International events are increasingly expensive to attend
- Difficulty in finding suitable venues to hold regional and national events

### Opportunities

- Building awareness around different types of roller sports as a competitive sport
- Creating beginner events that bridge the gap between casual skaters/riders and club membership
- Offering non-competitive fun events and classes
- Engaging with all stakeholders and disciplines outside of clubs
- Retention of members
  - why are they staying (fun, competition, social aspects, achievement, exercise)
- Understanding the value of recreational members for membership growth

### Threats

- Retention of competitors/members
  - why are they leaving (age, injury, personal, cost, other commitments?)
- Retention of coaches and officials
  - Volunteer time and expenses
  - Demanding environment
  - Coaching/Official upskilling requirements
- Club leadership, competency, finances
- Time required for heavy club administration - almost a full time job for a volunteer
- Difficulty planning for international events in NZ and attending events overseas.

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## Objectives, Strategies for Growth, Operational Tactics

Our sport is growing with participants, members, volunteers and ideas. This strategy document is a living document and is open for discussion with all our Roller Sports. We want our collective strategy to work for everyone, and we will add topics as our Board Meeting Agenda time allows. These ones are a starting point.

### Growth in Numbers: Recreational Skaters/Riders

Core Values: Empowerment / Whakamana, Inclusive Participation / Whai Wāhi Whakaurunga

SkateNZ clubs and affiliate groups need to recognise the value that recreational skaters/riders play in our organisation, and that this category of roller sports participant represents huge growth of numbers. When SkateNZ capture these recreational participants into a club membership level, they will feel involved in their hobby, have social interactions with other like-minded friends, and are presented with the opportunity to learn new skills.

#### Opportunities:

1. Recreational Club/Affiliated Members

Recreational skaters/riders do not need to become Federated Members until they are ready to compete in a competition, but by including them at Club level helps to provide a stronger membership base. Increased membership may provide more opportunity for funding, so it is strategic to advise clubs to offer a recreational membership.

2. Recreational-Only Clubs/Affiliate Groups

Some clubs are focused on supporting fun, active, recreational roller sports in their area. They are not necessarily interested, or have the capacity, to manage the administration of a SkateNZ Club for competition purposes. However, as this is a SportNZ focus, funding for community activities would likely extend to clubs registering as Recreational-Only.

## SportNZ Focus: **Every Body Active**

This strategic focus is something SkateNZ can easily adopt as part of all our activity and club promotions and competitions. The key outcomes are:

1. Increased frequency, intensity, and type of participation  
SkateNZ Challenge: how do we get members to consider this, and how do we measure success? If they are already maximised, that's great. If they are recreational skaters, can they skate one more time a week perhaps? And type of participation - SkateNZ's objective is to strengthen the pathway from competitive sport into a roller sports lifestyle where an athlete's knowledge and skills are valued in other areas of the organisation. We can encourage people to take on a new challenge within skating, eg administration, or competition assistant, or learning how to coach or judge.
2. Maintaining physical activity levels for tamariki  
We need to ensure that there are activities at all levels for children who are interested in participating, and that their needs are met so they remain active. Improving their physical literacy increases the likelihood of them establishing a life-long commitment to, and involvement in, play, active recreation and sport.  
The Balance is Better guidance from SportNZ reminds coaches why young people play sport - to have fun, experience challenge, develop and improve, be part of a team or group, and be with friends.
3. Reducing the decline in physical activity for rangitahi  
Young people tend to give up sports as their school and uni time commitments grow. We can still offer them a place to participate as they are able. A focus on winning rather than development is a problem because it can have unintended consequences on the wellbeing of the participant and affect their motivation to take part. We need to ensure that our teens are supported through their roller sports journey, alongside their mental health. SkateNZ is requiring international Team Managers to complete a course in Mental Health First Aid for supporting travelling competitive skating teams. All coaches should be upskilling with mental health support for athletes.
4. Enhanced experience of participants, supporters and volunteers  
Most minority sports in NZ are volunteer, like SkateNZ, and it is becoming widely recognised that this can sometimes be a difficult environment to work in. SportNZ are actively working on providing learning tools, and all administrators should sign up to complete SportTutor online personal development workshops.  
SkateNZ Challenge: How are we currently retaining participants for life? Can we improve it so that newer members are more likely to stay longer?
5. Increased variety of culturally distinct pathways for tangata whenua and all New Zealanders  
We have adopted our Diversity policy to support this. Further discussion amongst clubs and committees on this matter is encouraged.

## SportNZ Focus: Inspiring Performance Every Day

This strategic focus is about international success our skaters/riders can achieve. The key outcomes are:

1. Performances that Connect  
SkateNZ Challenge: how do we gain a higher viewership to inspire with our international performances that contribute to national pride and wellbeing?
2. Engagement  
More people engaging with high performance sport, as athletes, coaches, officials, fans.
3. Tū te Ihi Performance Pathways  
A high performance system that enables athletes and coaches to develop and succeed now and in the future.
4. Tū to Wehi Wellbeing and Engagement  
Ensure that wellbeing is everyone's right, and everyone's responsibility.

## Commitment To Diversity & Inclusion

Core Values: Inclusive Participation / Whai Wāhi Whakaurunga

Everyone who wants to participate in roller sports – irrespective of gender, ethnicity, disability, religion, age, sexual orientation or where in Aotearoa New Zealand they live – has equity of opportunity to join in. Sometimes this presents a variety of challenges, but we are committed to finding solutions to ensure people can participate their way in roller sports.

An inclusive and diverse play, active recreation and sport system promotes and sustains a sense of belonging and ways of living of its participants. Valuing and understanding diversity and inclusion enables us to better serve Aotearoa New Zealand and lead by example.

SkateNZ have developed a gender inclusivity policy and are now actively making changes to event management and event categories to encourage appropriate participation for members who are gender diverse.

While we may enjoy gender diversity in Aotearoa New Zealand, some of our skaters may be disadvantaged, or unable to skate in their chosen category at international events where the same level of diversity is not met. This is a disappointing challenge, however it is pleasing that Aotearoa New Zealand is leading the way for positive change in roller sports.

## Skills Development of Skaters/Riders, Coaches and Officials

Core Value: Education & Professional Development / Mātauranga

SkateNZ have been doing this well across a variety of roller sports, and this needs to continue as a focus so that all our coaches and officials are trained by our World Skate knowledge resource teams, and that our members have equal opportunity to learn the skills appropriate to their grade.

## Skills Development of Club/Affiliate Group Executives

Core Values: Integrity / Ngākau Tapatahi, Education & Professional Development / Mātauranga

Our Integrity Tour continues around SkateNZ clubs to update committees about the various legislative changes being rolled out. It has so far been a successful experience of providing information in a face to face discussion format with clubs to ask all the questions relevant to their club.

Part of this integrity skills development is providing committees with some professional development course designed for all sports codes, and provided by SportNZ. SkateNZ admin are all volunteers - maybe skaters/riders, or parents of skaters/riders who may have been asked to step into a club administration role, so some sports-club-related guidance is extremely helpful to standardise information and inspire confidence in leadership roles.

Our clubs and affiliate groups are the lifeblood of our sport, and we need to ensure that they are managed by people with appropriate skills to ensure a successful experience for all. This is important for future planning for a new volunteer base (admin, coaches, officials) so our sport can continue at the rapid rate it is growing.

## New Club/Affiliate Group Development

Core Values: Empowerment / Whakamana, Inclusive Participation / Whai Wāhi Whakaurunga

Encourage new clubs or groups of roller sports enthusiasts to formalise where there is interest developing. Gather the pockets of freeform skater groups and turn them into a club so we can work together to advance roller sports in Aotearoa New Zealand.

A new club or affiliated group forming in a town with an existing club should not view it as a threat or direct competition. People have different reasons for joining different clubs, and we can celebrate a diverse range of options.

Different coaches may provide different types of roller sports options, and not all clubs and affiliated groups are the same. We are lucky to have new types of roller sports emerging, and due to skating's overall popularity, we can provide even more niche skills to the public who are keen to learn.

SkateNZ Challenge: to provide a club development mentor to assist new clubs. Each roller sport could nominate a suitable mentor coach who is a support for new clubs and affiliate groups.

## Code of Conduct for Sport and Recreation

Core Values: Integrity / Ngākau Tapatahi

Part of our Integrity Tour has been to prepare for this legislation when it becomes available. Clubs are more actively thinking about their roles and responsibilities as a community sport space, and the grey area of cross over into childcare and child safety, as well as how we engage coaches and volunteers, and manage conflict.

The Code is in draft form, and all our clubs and affiliates have been invited to be involved in the consulting process. Once it has been finalised and all sports have directives to work to, our integrity tour will assist clubs and affiliate groups ensure they are compliant.

## Multi-Roller Sport Governance Group / Board Changes

Core Values: Integrity / Ngākau Tapatahi

In the previous strategic plan, SkateNZ had formed a steering/governance/consultation group with all roller sports represented every 6 months to check in to discuss issues that affect the wider sport. It has been useful to work more closely with other similar sports. **This should continue in our Board Meetings and at any other time as needed, so that all voices are heard.**

There have been discussions about the potential to change the SkateNZ Board to include representatives of all World Skate roller sports. Further investigation is needed to determine if

this is necessary, and how it would positively and negatively affect sports, clubs and their operations; funding models; competition models. We have established a working group to explore all the options with all roller sports, and once this is complete, a preferred governance solution for the future of roller sports in NZ will be presented.

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## Internal Analysis - Stakeholders, Operations, Team/Club Structure

### SkateNZ Structure

SkateNZ Board -> Sports Committees -> Regions -> Clubs -> Sports Codes -> Skaters/Riders

### World Skate Roller Sports Available in NZ

- Speed Skating (SkateNZ affiliated)
- Artistic Skating (SkateNZ affiliated)
- Rink Hockey (SkateNZ affiliated)
- Inline Hockey (SkateNZ affiliated)
- Skateboarding (SkateNZ affiliated)
- Scootering (SkateNZ affiliated)
- Roller Derby
- Freestyle Skating
- Aggressive Outdoor Skating (SkateNZ affiliated)