

# SkateNZ (NZ Federation of Roller Sports) Strategy 2021-2024

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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 rollersports for recreation, exercise, and/or as a competitive sport.

Our organisation has the following categories:

**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 at a National and even International level.

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

**Exercise:** roller sports can be used for a variety of exercise, fitness and transport.

SkateNZ's aspiration is to embrace these categories of skaters/riders and grow them with equal importance.

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 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.

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## Core Values

- Integrity
- Passion
- Courage
- Inspiration
- Inclusivity
- Participation
- Safety of People
- Education & Professional Development

SkateNZ want to see people of all ages enjoying participating in roller sports activities at all ability levels. This may be for sports or for recreation. Roller sports are for anyone who is interested in giving it a go. There are incredible skills transfer opportunities between roller sports, and this helps people learn basic skills and then apply them to a roller sport of their choice.

SkateNZ strives to provide activities and competitive events that enhance the performance, participation and enjoyment of members.

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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## 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.
- New sessions targeting new groups, eg mums & toddlers, fitness/dance/jam, homeschoolers
- 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 Skateboarding in Tokyo2020

### 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 have not been accessible in 2020/21

### 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, friends, achievement, exercise)
- Understanding the value of recreational members for membership growth

## Threats

- Retention of competitors/members
  - why are they leaving (age, injury, negative environment, personal, cost, other commitments?)
- Retention of coaches and officials
  - Volunteer time and expenses
  - Demanding environment
  - Coaching/Official upskilling requirements
- Club leadership, competency, finances
- 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 appropriate. These ones are a starting point.

Some of these topics we are already addressing, and some are actions that can be looked at in the longer term. The SkateNZ Board will endeavour to add each of these new topics to our Board Meeting Agenda as time allows.

### **Growth in Numbers: Recreational Skaters/Riders**

SkateNZ needs 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. If SkateNZ are able to 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.

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.

KiwiSkate is the new programme soon to be rolled out to all clubs so that beginner skate classes become a standardised learning experience.

### **SportNZ Focus: TAMARIKI & RANGATAHI**

In the period 2021-2024 Sport NZ will focus on tamariki (children aged 5-11) and rangatahi (young people aged 12-18). The goal is to improve their physical literacy, and increase the likelihood of them establishing a life-long commitment to, and involvement in, play, active recreation and sport.

How are we currently retaining participants for life? Can we improve it so that newer members are more likely to stay longer?

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. This might be in coaching workshops and education, judging and other official qualifications, sports committees, and other sports administration.

Success is measured by:

- reducing the drop-off in activity levels of rangatahi.
- improving the activity levels of tamariki and rangatahi who are less active.
- identifying and embedding good quality and principled behaviour at all levels of the play, active recreation and sport system to support them.

### **SportNZ Focus: BALANCE IS BETTER**

SkateNZ can be the next National Sports Organisation (NSO) to join this programme. The focus of the philosophy is on why young people play sport - to have fun, experience challenge, develop and improve, be part of a team or group, and be with friends.

Balance is Better is also about 'pushing back' against 3 key issues that are evident in youth sport, and this could be a mindset shift for many who have been in the skating community for some time. However these factors are relevant to children in our sport.

1. Childhood success is not a reliable predictor of future success
2. Identifying athletes early and specialising early is taking its toll on young people
3. 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

### **SportNZ Focus: COMMITMENT TO DIVERSITY & INCLUSION**

As the kaitiaki (or guardian) of play, active recreation and sport in Aotearoa New Zealand, Sport NZ is required to ensure everyone in society – irrespective of gender, ethnicity, disability, religion, age, sexual orientation or where in Aotearoa New Zealand they live – has equity of opportunity to participate.

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 are working on a gender inclusivity policy and have sent a survey to participants of all sports to share their views around making changes to events and event categories to encourage appropriate participation for members who are gender diverse.

### **More Competitions**

Across all roller sports: Additional competitions for advanced skaters/riders so a business as usual approach is maintained, but with less focus on international exposure until we are able to travel safely.

New competitions at club level for beginner/recreational skaters/riders to showcase their skills achievements, but not force them into a stressful or intimidating serious competition environment.

### **Continued development and upskilling of skaters/riders, coaches and officials**

SkateNZ have been doing this well recently 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.

### **Looking Forward: Development of skills within club executives**

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. It would be appropriate to offer some sort of basic admin and management training annually to each new executive team.

Our clubs 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.

SkateNZ seeks to establish a set of guidelines for club administration positions so that every club has standardised information, and new people being nominated into committee positions will feel more confident about their role and responsibilities.

### **Looking Forward: New club development**

Encourage new clubs to form where there is interest. A new club 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 should be providing plenty of diversity and options.

Different coaches may provide different types of roller sports options, and not all clubs 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 aims to provide a club development mentor to assist new clubs. As an example, this might be a coach who is keen to help set up a suitable coaching programme guide, and show how the KiwiSkate learn to skate programme works (for appropriate roller sports). Each roller sport could nominate a suitable mentor coach who is a support for new clubs.

### **Looking Forward: New club facilities**

It may be worth considering finding a way to help clubs enhance their facilities. This will pose a variety of obstacles and a case by case scenario, as each club operates in different venues under different ownership models.

In the past, SkateNZ has offered clubs small enhancements such as cones for trying out freestyle skating. We could look for more resources to supply clubs with, but we may also need

to survey clubs about what facility maintenance upgrades are required so we have an understanding of what is available.

### **Social media activity**

Many of our members have some type of social media that features their skating training and events. Some of our members and coaches have built successful social media accounts that have a global reach. Our members are working to promote our sport by sharing their skills to a wide audience.

A nationwide promotion of Learn to Skate classes is being worked on to help engage with people online who are keen to try roller sports, and are able to see at a glance where their nearest roller sports opportunity is.

### **Additional Strategic Opportunities for Specific Sports**

Depending on resources, there are a variety of other ideas where participation could be promoted by specific sports clubs for any rollersports. These might include:

- Working with schools to run learn to skate classes
- Working with schools to run competitive classes
- Coaching seminars to attract more female coaches in male dominated roller sports
- Public roller sports events, eg street skating
- Cross sport targeting, eg rink hockey targets field hockey as a wet weather training option
- Development of more social leagues for team roller sports
- Skate classes targeted at fun/dance/fitness
- Database building of skate parks around NZ

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## Measurements & Funding Streams

SportNZ will support SkateNZ with funding programmes we develop that help increase participation levels, and creates long-term sustainable value for community sport.

SportNZ's focus is Play and Physical Education for tamariki aged 5-11, and Active Recreation and Sport on rangatahi aged 12 to 18. SkateNZ has a huge membership of skaters in these age groups, so we are in alignment with SportNZ.

*"We know that by focusing on the quality of experiences that tamariki and rangatahi have, we will improve their physical literacy, and as a result increase the likelihood of them establishing a life-long commitment to, and involvement in, play, active recreation and sport."*

~SportNZ

Learning opportunity - create KiwiSkate style programmes for all roller sports.

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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)

### **Looking Forward: Development of a Multi-Roller Sport Governance Group**

SkateNZ should consider the possibility of a type of steering/governance/consultation group with all roller sports represented every 6 months to check in for issues that affect the wider sport. This would be an online meeting.