



**Exercise Association**  
of New Zealand

# Exercise NZ Strategic Plan 2018-2021

## PURPOSE

A respected and united industry

## VISION

Supporting and strengthening the exercise industry  
for the benefit of all New Zealanders

## STRATEGIC PILLARS

### Growth

Grow the number of:

- New Zealanders exercising safely
- Registered exercise professionals in NZ
- Facilities registered with REPs
- Members of ExerciseNZ

### Recognition

- ExerciseNZ is peak body for the exercise industry
- REPs is the recognised quality mark for the exercise industry
- World's best at what we do

### Leadership

- Develop & enforce industry standards for the industry
- Support all providers of exercise in NZ
- Represent the industry to others
- Support the sustainability of the industry

These three pillars will be supported by three themes of:

## THEMES

Financial  
Robustness

Relationships

Expertise

And underpinned by the values of:

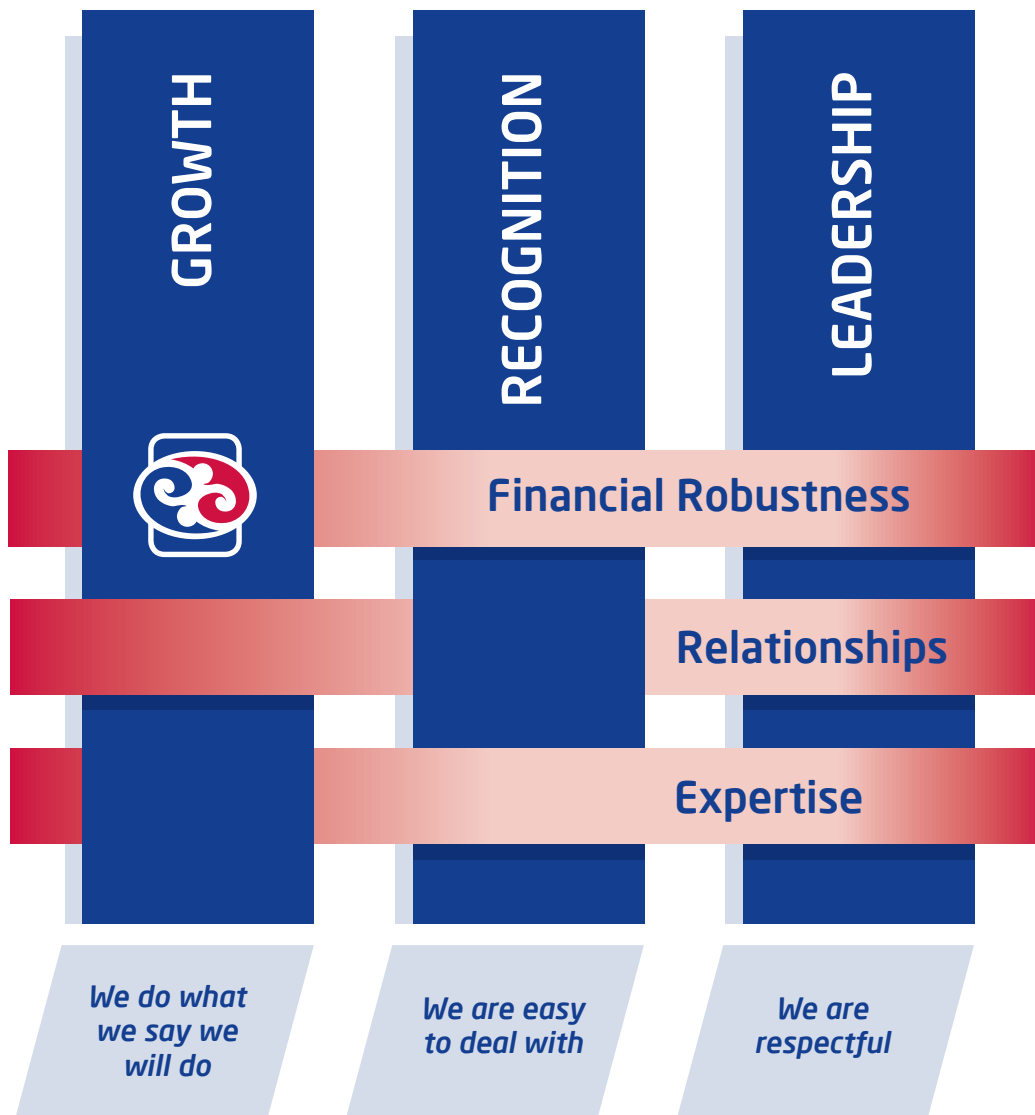
## VALUES

We do what we  
say we will do

We are easy to  
deal with

We are  
respectful

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### To support these, we recognise the following concept, and ideas:

- Include in concept of serving both those who use what we do, and those who are not well served (Maori, pacifica, obese etc)
- Unequal inputs for equal outputs
- Not all groups have equal access to providers of exercise (including barriers to access)
- We will continue to develop resources that are useful and relevant to members (both need and want)
- We will collect and share information that will benefit/grow/support our members
- Be agile and flexible – be able to adapt, keep abreast of international trends
- NZ consumers require further awareness of the quality marks of the industry
- Measure our own performance (including NPS)
- Advocacy / fight battles / engage with govt / pursue interests
- Encourage and promote professional standards
- Recognise the diverse nature of our industry (and the changing nature)
- We support the use of awards to support the recognition of those in the industry doing 'good work'