

STRATEGIC PLAN 23-25

Vision (Moemoeā): Everyone in Aotearoa exercising.

Mission (Te Kawa Ora): To support the exercise industry in Aotearoa through people, space, and place.

Values (Mātāpono):

- **Respect (Manaakitanga)** - To communicate with kindness & awareness of others' needs and differences.
- **Excellence (Maramatanga)** - To deliver excellence by managing multiple needs, while taking pride in our work.
- **Support (Kotahitanga)** - To operate as a collective by openly communicating, asking & offering support, and sharing knowledge.

We believe (Whakapono):

- **Holistic (Te Whare Tapa Whā)** - We believe in Te Whare Tapa Whā as it symbolises a holistic Māori perspective of health.
- **Benefits (Ko Te Whai Hua)** - We believe that the holistic 'hua' (benefits) of exercise are beneficial for all.
- **Support (Ko Te Whai Whānui)** - We believe in an all inclusive approach to supporting the widespread & diverse communities in Aotearoa.

Strategic pillars (Ngā Pou o te Rautaki):

- 1. Advocacy (Te Pou Kōkiri – The Pillar of Advocacy)**
 - Represent exercise industry.
 - Promote the benefits of exercise.
 - Stand up for the industry and the exercising public.
- 2. Support (Te Pou Tautoko – The Pillar of Support)**
 - Providers of exercise in Aotearoa through membership services.
 - Uphold the quality standards through registration & resources.
 - Expanding opportunities for more people to exercise.
- 3. Growth (Te Pou Tupu – The Pillar of Growth)**
 - Of members, registered exercise professionals & education providers.
 - Participations rates in exercise, inclusive of all modalities.
 - Participation rates in underrepresented communities.

Everything we do is focused on the geographic boundaries of New Zealand. Our organisations are: