



Our Future

Contents

The purpose of this document.....	2
Our Vision.....	3
Our Mission.....	3
Our Culture	3
Our Strategy.....	4
Racing & Training	4
Recruitment & Talent Development.....	4
Health & Nutrition	4
Distance & Terrain	4
Socialising.....	4
Recognition & Reward	4

The purpose of this document

As a kid sitting in the back of my parent’s car on long road trips, I must confess, I did ask that infamous question “are we there yet?”. More than once. While I eventually learned to stop asking, I still did not understand where we were going, or where we were along that journey.

This strategy document - *Our Future* – set out our destination and lays out a path for us to take to get there. In the biggest sense, it addresses the questions “where are we going?” and “how are going to get there?”

This strategy establishes our purpose – our niche in the world – and identifies those things we are going to do to be successful. It is not intended to be a detailed action plan. The club’s Management Committee are responsible for identifying the detailed actions that are required to deliver each of the priority objectives identified within *Our Future*.

Our Vision

The idealistic future state. "I see a World where..."

Long distance running and walking is the largest adult participation sport in New Zealand. Anyone can easily access expert advice and support to help them to develop, and achieve their own goals.

Our Mission

Our core purpose. It is why we exist, and what we do to achieve Our Vision – both now and in the future. "In that World, we intend to..."

Social running at its best.

Our Culture

How things get done. The values and behaviours that are important to us. "The key behaviours that will get us there..."

Stronger together: Everyone contributes. Everyone benefits.

Small steps: Act now on what is possible now. Improve things as we go.

We're all different: Goals and motives are personal. Diversity benefits us all.

Our Strategy

What we are going to do. Our roadmap to success. The un-detailed plan. Our priority objectives.

Recruitment & Talent Development

- Grow the club's membership.
 - Target existing runners.
 - Make it easy to join, by developing initiatives that provide a bridge to membership.
- Encourage talented local youth to achieve their running goals.

Training & Racing

- Well planned and organised holistic training programmes with clearly declared goals. More than just the 'long run'.
- Training is targeted towards a few marquee events.
- Ensure mentoring and advice is easily available to help members achieve common personal goals.

Distance & Terrain

- Maximise the variety of terrain and distance options.
- Find new and interesting places.
- Facilitate the sharing of 'favourite' routes.

Socialising

- Provide opportunities for members to build friendships and enjoy each other's company - both whilst running and when not running.

Recognition & Reward

- Recognise member's major achievements in ways that are meaningful to them.
- Develop ways to learn more about personal goals, and encourage peer support.

Health & Nutrition

- Facilitate learning by finding celebrities and local experts to share their knowledge and experience.
- Build and provide a resource about common injury and health issues.