

# YMCANZ Strategic Framework 2025-2027



## PURPOSE

To lead and promote the Y movement across Aotearoa New Zealand in partnership with member Associations

## STRATEGIC OUTCOME SOUGHT

For the Y movement to still be relevant and making a significant impact in 100 years' time

## STRATEGIC PRIORITIES

Priority #1: Survive

Priority #2: Thrive

## VALUES

Caring Honesty Respect Responsibility

## STRATEGIC PILLARS

### RESILIENCE

### FACILITATE SUPPORT

### LEVERAGE THE COLLECTIVE CAPABILITY

### COMMUNICATION & CONNECTION

### BUILDING THE MOVEMENT

## ACTIONS

- Identify, communicate and assist to mitigate strategic risks to the movement.
- Identify and develop new diversified and sustainable funding sources for the National Office and Associations.
- Develop and implement a national fundraising programme.
- Provide strategic advice / support / expertise to individual Associations.

- Provide ongoing support for the delivery of high quality tertiary level education services via the PTE.
- Investigate new models of support to other operational areas- e.g. ECE, OSCAR and Outdoor education.
- Develop and maintain platforms for impact measurement (eg ImpactStar).

- Facilitate sharing and use of 'best practice' to reduce the need for wheels to be reinvented.
- Facilitate collaboration internally and with outside organisation.
- Identify potential cost saving opportunities.
- Better co-ordinate stakeholder management to improve relationships.
- Support building a nationwide culture of health, safety, wellbeing & safeguarding.

- Connect the movement and engage with external stakeholders at national and international levels.
- Tell the collective 'Story' in order to enhance national level brand presence, understanding and credibility.
- Advocacy for the movement and its causes with key stakeholders and decisionmakers.
- Build and maintain internal connections so people feel part of something bigger.
- Maintain and improve national communication channels.
- Deliver and reinforce the value of being part of the movement.

- Facilitate developing the future of the movement.
- Support member associations expansion plans.
- Investigate ways to expand the Y footprint/offering in parts of New Zealand without a Y presence.
- Identify potential new partnerships/members for the movement.