

YOGA NEW ZEALAND STRATEGIC PLAN - 2017-2018



Objectives	Key Activities
Establish Yoga New Zealand as a professional association of choice for NZ yoga teachers and teacher trainer providers	Increase Teacher Training courses in all categories
	Increase membership numbers, especially of Senior Teachers
	Set up a media communication strategy, and become the choice of media in relation to yoga
Increase the visibility of Yoga New Zealand	Increase website visibility
	Develop a marketing strategy
	Grow social media following and interaction
	Grow subscriber newsletter following
	Multiple CPD events per year, in main centres and towns.
Determine and respond to needs of existing and potential members	Conduct market research, including members survey
	Regular dialogue with members
	Understand New Zealand health, exercise, and not-for-profit funding systems e.g. subsidies available, GP references
	Supply yoga business and advice documents for NZ context
Build volunteer network for NZ	Increase Wellington and Christchurch assistants
	Volunteers for working groups
	Ensure volunteers see the value in supporting Yoga New Zealand
	Found a Yoga New Zealand Management Committee
Increase Yoga New Zealand self-functioning	Increase website presence and develop online applications
	Begin to mirror Yoga Australia's partnership and advocacy/lobbying (nationally and regionally)