

New Zealand Government Sport Diplomacy Strategy

2025–2030

Our vision

Unlocking greater political, economic and social value for New Zealand through leveraging sport events, opportunities and networks.

Our priorities

1 Enhance global connections and reputation



2 Help grow our economy



3 Strengthen the Pacific through sport



4 Tell our story



Objectives

1. Identify strategic opportunities to strengthen bilateral connections and build relationships of value for New Zealand.
2. Help develop and maintain international networks, insights and influence.
3. Identify opportunities to use sport diplomacy to support gender equality, disability equity and human rights.

Objectives

1. Identify sport diplomacy opportunities that help maximise economic outcomes for New Zealand.
2. Develop regional sport diplomacy plans to target specific in-market opportunities that unlock greater value for New Zealand.

Objectives

1. Develop sport diplomacy and sport-for-development initiatives that strengthen Pacific communities and improve outcomes for rangatahi, women and girls, disabled people and other marginalised communities.
2. Foster people-to-people cultural connections through sport.
3. Enhance sporting leadership, governance and capability.

Objectives

1. Amplify the New Zealand Story and 100% Pure branding within activations.
2. Showcase our culture to the world across sport diplomacy activations.
3. Develop and deliver quality leveraging programmes to maximise political, economic and social returns.



Te Kāwanatanga o Aotearoa
New Zealand Government