

North Shore Events Centre Trust Board

(Incorporating Events Centre Enterprises)

Strategic Plan 2024 - 2030

Providing For The Next Generation

The Strategic Plan & The Strategic Risk & Development Plan

How To Read And Interpret These Plans

Since 2022, we, in partnership with Tataki Auckland Unlimited, have crafted a strategic roadmap for the future of Eventfinda Stadium, which has served Auckland for over three decades. However, the January 27th floods of 2023 significantly damaged the facility, expediting our renovation efforts.

We have swiftly implemented large parts of our development plan, positioning us to focus on long-term goals with renewed immediacy. The plans enclosed are board-approved and lay out our vision up to 2030. They reflect our proactive stance on climate change and the recent upgrades to our infrastructure.

To manage these critical developments, we've formed a dedicated Strategic Risk and Development Committee (SRDC), which will oversee the implementation with our CEO, separate from the day-to-day operations. As the SRDC advances these plans, the Management Team will assume responsibility for their ongoing operation.

We trust these plans clarify our forward-looking intentions for the stadium and its role in our community.

Warm regards,

Brian Blake

Chief Executive
Eventfinda Stadium



The Ordering Of Plans

Each plan is assigned to an owner (Board or Management Team) , and collectively support future outcomes.

Our Purpose

To create spaces, places and experiences that foster and enhance the mana of our communities

Our Outcomes



1. Tenacious by design

Our actions will be driven by tenacity and integrity. We will do what we say we will.

We deliver...



2. Self Determining

We will set a path for our communities which determines our own future includes tangata whenua and delivers prosperity wherever possible



3. Providing positive interactions

We will work hard to provide a positive experience for all our users and guests



4. Partner with stakeholders

We will enhance our clients' experience, whether they enter from the front or side while honoring the role of tangata whenua in our communities.



5. Deliver a career entry point

We will incubate and develop a team of career oriented professionals who reflect the faces and places of our communities.

Principles For Our Team

1. We are here because they are

Our roles exist because of our communities. We know success requires us to build on this foundation.

2. No Surprises....Ever

We value the integrity of being up-front and honest with our clients. We aim to never, ever surprise our clients or users.

3. Provide a solution

We work our hardest to find ways of achieving outcomes for all our guests and users. We avoid "just saying say no".

4. Create an experience

From the first contact we aim to create a experience for our clients and users from both front and side doors. Our motivations are steadfast and focused on providing the best possible experience for everyone.

5. Understand and identify all risks

Our aim is to ensure everyone is safe, everyone has a great time and we provide a memorable experience. To do this first we must understand the event and the associated risks and challenges.