

ATHLETICS AUSTRALIA // 3 YEAR STRATEGIC PLAN

OUR MISSION :

WE ARE COMMITTED TO THE HEALTH OF ALL AUSTRALIANS BY BUILDING AND CONNECTING AUSTRALIAN SPORT'S LARGEST AND MOST ACTIVE PARTICIPATION BASE AND DEDICATED TO SUPPORTING OUR HIGH PERFORMANCE ATHLETES AND COACHES TO ACHIEVE INTERNATIONAL SUCCESS.

OUR VISION :

ONE SPORT WITH WELL-SUPPORTED, SEAMLESSLY CONNECTED COMPETITIONS, PROGRAMS AND EVENTS DELIVERING ATHLETIC ACTIVITIES TO ALL AUSTRALIANS.

WHAT ARE WE DOING?

OBJECTIVES

HIGH PERFORMANCE

Create an environment for our HP athletes and coaches to achieve international success

PARTICIPATION

Build on our connection with Australian sport's largest participation base

SPORT DELIVERY

Deliver high quality, exciting and relevant competitions and events

COMMERCIAL

Develop and deliver commercial value to grow the sport

ONE SPORT

Lead and deliver a seamless experience for our athletics community

HOW ARE WE DOING IT?

INITIATIVES

- Deliver world class support to our athletes and coaches that are most likely to contribute to HP targets
- Increase investment in Para athletics to deliver sustainable international success
- Identify and support our emerging HP athletes
- Build a best practice athlete and coach welfare program
- Provide opportunities for enhanced athlete performance through access to appropriate competitions

- Build a more meaningful connection with the recreational running community
- Evolve our coach education and development framework
- Influence the delivery of a positive athletics experience in schools, for students and teachers
- Lead the development of new team based athletics products
- Ensure the athletics experience is inclusive of all Australians

- Construct a compelling, annual, whole of sport event structure
- Grow the athletics audience through innovative and engaging competition formats
- Invest in our officials and volunteers to support their contribution to our sport
- Deliver competitions that provide a superior athlete experience

- Build a suite of assets that deliver commercial value
- Develop a brand strategy that increases the profile of athletes and our sport
- Deliver a digital experience that engages and grows athletics' audience
- Invest in events that provide a commercial return and grow participation
- Leverage donations to our foundation to allow greater investment in the sport's outcomes

- Evolve, in conjunction with state member associations, our partnerships with other deliverers of athletics to:
- Remove barriers to allow seamless accessibility to athletics at all ages
 - Identify and implement opportunities for shared resourcing for efficient delivery of athletics
 - Identify and activate opportunities for aligned events and competitions with our partners

WHAT DOES SUCCESS LOOK LIKE?

KPI

1-3 Medals and 6-10 top 8 placings at able body benchmark events
20-24 Medals including 4-8 Gold Medals at Para-athletics benchmark events

Increasing our participation reach to: 60,000 Athletics Members
800,000 participation connections

30% growth of the audience engaging with competitions and events

20% growth in commercial revenue
50% growth in the audience connecting through our digital platforms

Agreed operating models in place with key athletics partners to align delivery of the sport

OUR FOUNDATIONS :

PEOPLE & CULTURE

GOVERNANCE

SYSTEMS & PROCESSES

OUR VALUES :

INCLUSION

INTEGRITY

INNOVATION

EXCELLENCE