



Strategic Plan 2022-2025

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Vision: Greater athletics participation in an enjoyable and sustainable environment

Purpose: To lead the development and coordination of athletics across the Waikato Bay of Plenty region, delivering quality and innovative coaching, officiating, and event management to allow athletes and clubs to thrive.



OUR STRATEGIC PRIORITIES

Growing Participation

Promote the development and growth of athletics by attracting and retaining more athletes across all disciplines.

Developing Athletics

Enable our athletes, coaches, officials, volunteers and clubs to develop their capabilities and aspirations

Stakeholder Connection

Strengthen relationships with all our members and develop community partnerships to enable athletics to grow.

Organisational Excellence

To lead, develop and sustain our resources to achieve our vision.

Community Links

Encourage clubs to develop links with neighbouring schools to ensure a visible pathway is created for children to participate in Athletics

Encourage clubs to deliver and/or establish partnerships with fun run or community events to engage with the wider running community

Participation Opportunities

Develop events/programmes to proactively engage with specific market segments to achieve growth

Promote participation to Waikato/Bay of Plenty's diverse population, inclusive of ethnicity, age and gender

Lead delivery of Centre-based and National events held in the region.

Promote Athletics

Raise the profile and brand of athletics within the region by proactively marketing what the sport has to offer

Establish a clear method of monitoring membership demographics and utilise insights to guide practice

2022/23

Develop new event for 12-13 yr olds

In 2022/23 season build registrations back to 2019/20 numbers

Club Capability

Facilitate opportunities for clubs to learn from each other and utilise common resources through a club buddy system or district hubs.

Athlete Development

Ensure development pathways for athletes are developed and maintained. in athletics ??

Coach and Officials Development

Provide opportunities for club and community coaches to participate in appropriate training programmes.

10% increase in coaches completing a minimum of Level 1 Club Coach programme by October 2023

Encourage athletes to officiate as part of their competition.

Consider ways to reduce the numbers of officials needed at non championship and childrens events whilst maintaining a safe environment.

Communication

Develop and implement a Centre comms plan with all clubs.

Review method of communicating the annual calendar of events (for the summer, winter and children's programmes) to all members.

Undertake a two yearly member satisfaction survey, utilising the feedback to improve services and effectiveness of the Centre.

Key Partners

Develop a plan to attain new sponsors and maintain regular engagement with all sponsors and funders.

Media Connections

Establish a media engagement plan to better promote our sport including identifying a resource responsible for media

2022/23

Develop a communication Plan by September 2022

Develop a Sponsorship and Funding Plan by August 2022

Centre Governance

Review Centre governance structure to identify the best framework to support growth of our sport

Centre Operations

Develop an operational plan each year that is aligned to the strategic plan and annual budget.

Review Centre resources to ensure the right people are in the right roles to enable effective delivery of the plan.

Establish a succession plan framework for Centre staff and volunteer roles

Financial Management

Maintain diversified revenue streams to ensure organisational financial sustainability is maintained

Establish a financial reserves policy

Policies and Best Practice

Establish Centre Health and Safety processes to ensure legislative requirements are met

Establish clear operational policies and procedures that are kept in a centralised location and regularly reviewed

Move to Board Pro to enable Board communication to be more effective.

Health and Safety policies and processes in place by Oct 2022