2025-2030 Strategic Plan Summary

Athletics Waikato Bay of Plenty (AWBOP) is adapting to significant changes in the athletics landscape. This strategic plan outlines initiatives for the next five years to address these changes and seize new opportunities, aligning objectives with the current state of the sport and society.

Current Context and Challenges

AWBOP faces several challenges, including:

- Changes in the sport's governance and structure.
- Increased competition from other sports and unaffiliated groups.
- A decline in volunteer participation.
- Economic shifts affecting funding and resources.

Vision and Mission

- **Vision:** To inspire and nurture a thriving athletics community in Waikato and Bay of Plenty, emphasizing participation, competition, and volunteerism.
- **Mission:** To offer inclusive opportunities across all athletic levels, fostering talent and participation while promoting collaboration and inclusivity.

Strategic Priorities

1. Infrastructure

- **Objective:** Ensure sustainable growth through governance, risk management, and resource management.
- **Focus Areas:** Governance, risk management, human resources, financial sustainability, technology, facilities, leadership succession, and stakeholder engagement.

2. Development

- **Objective:** Provide pathways for athlete, coach, club, and official development from grassroots to elite levels.
- **Focus Areas:** Club structure, athlete and coach development, participation, and facility upgrades.

3. Participation

- **Objective:** Increase participation across all demographics by making athletics accessible and appealing.
- **Focus Areas:** Engagement campaigns, school outreach, inclusive events, and financial assistance for accessibility.

4. Community

- **Objective:** Build a connected and engaged community that supports collaboration and volunteerism.
- **Focus Areas:** Partnerships, volunteer programs, leadership opportunities, recognition programs, and community events.

Please complete survey by 1st March 2025

https://www.surveymonkey.com/r/K2G5FN8