

Athletics Waikato Bay of Plenty

2025-2030 Strategic Plan

Vision: To inspire and nurture a thriving athletics community in Waikato and Bay of Plenty, emphasising participation, competition, and volunteerism.

Mission: To offer opportunities across all athletic levels, fostering talent and participation while promoting collaboration and inclusivity.

Strategic Priorities/Pillars.

Pillar One.

Infrastructure: Enable athletics to thrive through the development of sustainable infrastructure, strong governance practices and club structures

Focus Areas:

Governance: Ensure stronger governance policies, processes, including leadership successions, are in place across all AWBOP and clubs

Financial sustainability: Funding through grants, sponsorship, membership, and events, and build financial resilience to ensure long-term stability.

Development of Facilities: Maintain and grow assets and facilities and enable athletics.

Technology: Invest in reliable IT systems to enhance efficiencies in communications, operations, and administrations of athletics.

Pillar Two.

Development: Provide accessible development pathways for athletes, coaches and officials, and improve the club's capability.

Focus Areas:

Athletes: Develop programs that provide opportunities to improve and progress

Coaches: Invest in the training and development of coaches, provide them with the ability to mentor and inspire young athletes

Officials: Support the delivery of ANZ official development program and grow the number of officials regionally

Clubs: Understand the needs of our clubs and enhance their ability to meet the needs of their members.



Pillar Three:

Participation: Athletics events are more inclusive and appealing to a broader range of demographics, and flexible membership options enable increased participation.

Focus Areas:

Membership options: Develop flexible membership options to retain and expand the club's membership.

Events and competitions: Develop current and new events to reduce barriers and encourage participation at all levels

Accessibility and Inclusion: Increase accessibility for children, young people and masters, and implement inclusive programs that cater to disabilities.

Pillar Four:

Community: Our community is strong, connected, and engaged, fostering greater collaboration and volunteerism.

Focus Areas:

Community Partnerships: Strengthen partnerships across clubs, schools, and community organisations

Volunteer programs: Develop and promote programs that encourage volunteers.

Visibility and Communication: Increase connections through regular communications that recognise, celebrate, and showcase athletics to our community

Stakeholder Engagement: Enhance the engagement of clubs and stakeholders in key decision-making processes that affect them.



Goals and Targets 2025-2030



Infrastructure

- All centres/clubs are compliant with the Incorporated Society Act changes by April 2026
- 100% retention of current AWBOP club affiliation (27 of 32 clubs)
- Increase club affiliation (3 clubs by 2030)
- Increase external revenue by 20%.

Development

- Increase the number of officials by 25% (2025: 32 ->2030: 40)
- Increase the total number of AWBOP athletes competing at Regional and National Events

Participation

- Introduce new and improved events that increase participation.
- - Increase athlete participation at AWBOP events across childrens, secondary schools, seniors and masters.
- Increase satisfaction with AWBOP programs and events
- - A satisfaction rating of 75% was achieved through post-event surveys.
- Increase club membership by 25% by 2030
- - 2025: 3770 -> 2030: 4700

Community

- Offer regular club connect sessions (6 per annum, 4 in 2025)

Future measures

- Investigate the feasibility of measuring year-on-year member retention for athletes, officials and coaches.

