



## **BOARD UPDATE**

### **Summary of Strategic Issues and Decisions – November 2013**

The Board held its most recent meeting in November in Auckland. The full day meeting comprised of the scheduled board meeting and the annual strategic review.

Below is a brief summary of the issues that your Board has recently considered.

### **STRATEGIC REVIEW**

The Board reviewed the process, rationale and thinking around the development of the current strategic plan, re-testing the priorities and the current KPIs to 2015. This included considering the needs of our members, including Centres and regions, as well as the needs of our other key stakeholders.

The senior management team presented to the Board on their specific areas of responsibility, highlighting what is going well and where the challenges lie.

At the end of the session it was acknowledged and agreed that:

- The overall strategy and direction as outlined in the updated Strategic Plan released in July this year remains valid.
- New or refreshed products were needed for the sport and our members, but that a single focus on a new mass participation product, given our limited resourcing, may not produce the sustainable and engaging product required. Developing existing products must also be taken into account when evaluating options.
- Given the obvious resourcing constraints that we face, prioritising the best initiatives by area and also strategic outcome is necessary. As we can't do everything, we must take the top 1 or 2 initiatives and be relentless in our focus on achieving them.
- Accordingly, resources need to be allocated differently based on prioritisation (which in turn should be driven by identified strategic and economic benefits).

Management identified certain areas of the current Business plan that had been very challenging – and although not all of them had yet been achieved, the team was working hard towards that goal.

There were a number of positive outcomes that were identified from the last 12 months, including:

- Launch of new Athletics NZ website
- Launch and ongoing uptake and use of the member management system
- Ongoing success and reach of the Get Set Go initiative
- Higher levels of engagement with media through the ongoing success of Val Adams, Jacko Gill, Kimberley Smith and emerging talent such as Zane Robertson and Angie Smit

## **UPDATES, ISSUES & DECISIONS**

### **NZ Children's Association Engagement**

The CEO reported that a letter had gone to the NZCAA agreeing that engagement by both organisations would be very beneficial and recommending the establishment of a working party. A response was yet to be received and the CEO is to follow up.

### **President's Role & Reporting**

Dave Norris reported that he was engaged with this project and is and will be consulting with members of the sport. Dave noted that the National Track and Field Championships would provide a wonderful opportunity to consult across a wide range of members. He therefore hopes to have a draft finalised after that event, in time for the April meeting of the Board.

### **Association Levy**

Positive feedback had been received around the decision to not add a CPI adjustment to this year's levy.

However, several Centres had raised concerns about the Levy Calculation itself.

In response to this the Board resolved to review the Association Levy calculation methodology.

In order to ascertain the options available and a way forward, the Board asked the CEO to establish a working group to consider alternatives and to consult with members of the Athletics NZ community. This working group would then report back to the Board. The objective is to be able to present an alternative proposal to members for consideration at the next AGM.

The Board noted that this will not be an easy process and that it will result in additional costs that are not currently budgeted for within the current year. The importance of resolving the levy issue was considered a top priority by the Board. The initial working group would consist of representatives from a cross section of Centres and Clubs, the Board and staff. The Board asked the CEO to initiate the review process as soon as possible.

### **Awards Committee**

The Board was pleased to approve Don McKenzie to the Awards Committee following the loss of John Smart.

### **Other matters considered**

The Board considered a number of other issues that had been raised directly with it by Centres and individuals, including an opportunity for NZ to host the World Masters Mountain Running Championships and updates from the Board sub-committees (including the Risk and Audit and Team Selection sub-committees). The Board also discussed in detail other issues and risks facing the sport and how best to address them as the sport strives to achieve its stated goals.

### **Next Meeting Date**

The next meeting date is scheduled for Friday 6<sup>th</sup> December