

# Athletics NZ

Club Connect  
4 August 2018



# Athletics NZ



- 1. The Context**
- 2. Strategy**
- 3. Key observations**

# Context

- 179 Clubs
- 21,000 members
- Foundation sport
- Schools presence
- Integrated able bodied and disabled HP programmes
- Sport with most Olympic Medals
- Four Olympic and 9 Paralympic medals in 2016
- Tier 1 HPSNZ sport

# Strategy (2017 -2022)

**Vision – The engage all NZers in athletics**

**Three pillars:**

- **Enable – grow participation**
- **Inspire – perform on the world stage**
- **Lead – build sustained capacity across the sport**

**Governance**

# Observations - Athletics NZ

- Uncertainty of funding – community
- Over reliance on government funding
- Engagement with clubs – helping them to help themselves
- Sustained recent HP achievement
- Integrity of athletics
- Range of athletics bodies
- Coaches and officials

# Age and Stage Appropriate



- We still focus too much on results at a young age when learning how to train and develop is key

# Quality Coaching and Payment

- Quality coaching will make the biggest difference to gaining and retaining athletes in our sport for life
- As a sport we are averse to paying for coaching
- Yet the research all shows people are prepared to pay for quality
- Athletics sells itself too cheaply

# Dropout rates

- Over 60% of first year members don't come back
- Issue is not recruiting but retaining
- How retain – fun with age and stage appropriate
- We have world class programmes ready made to do this at entry levels – need to use!
- Further work to do around post Run Jump Throw
- Biggest dropout rates in sport are at 14 years old



# Genuine Integration

- Our vision is to engage all NZer's in athletics
- We have integrated High Performance programmes with great success
- If we are to live our vision we need to do the same at the grassroots of the sport so everyone has the equal opportunity to participate

# Membership Model

- No membership model is perfect
- We rely on honesty and have offered a range of options at club's requests
- Very mixed results
- Core costs from membership
- Accurate figures are critical for funders and to know if programmes having a positive impact
- Ongoing review

# Club Focus

- Without healthy vibrant clubs we do not have a healthy vibrant sport
- Focus on clubs first
- Schools activity only when welcoming environment at local club
- Help clubs to help yourselves
- Club Development Initiative

# Coaching and Officials

- We need more coaches and officials
- For example if we grow to the targeted 30k of members we need circa 500 accredited coaches
- Gain, train and retain
- Ask, define role, train and thank
- Invest in education
- In terms of coaching there will likely need to be some greater professionalisation

# Summary

- There is a lot of work to be done
- There is a good base to launch from
- Working together is key to deliver the strategy

**If you want to go fast go  
alone**

**If you want to go far go  
together**

**(African Proverb)**

Thank you

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