



STRATEGIC PLAN 2022 - 2026

When creating the Athletics NZ 2022-26 Strategic Plan, our Purpose was always top of mind:

We exist to activate the power of our community to provide great athletics experiences.

We do this so every Kiwi has the opportunity to grow and thrive through athletics.

To develop the **Strategic Plan** we consulted with our community, seeking input from individual members, clubs and centres, other stakeholders and partners. We listened to their feedback and understood that we have to evolve to meet changing needs.

The output of our consultation is a **Strategic Plan** that is evolutionary rather than revolutionary, with five **Strategic Goals** to focus our efforts, which are detailed on the following page.

In conjunction with the new **Strategic Goals** for 2022-26, our day-to-day focus on the following priorities remains key to our success:

- Supporting clubs and centres to deliver athletics
- Attracting, developing and retaining coaches and officials
- Effectively supporting athletics participants of all levels, including emerging competitors and our current high performance athletes

Our **Aspirational Success Statements** emerged from the strategic planning process. We will know that we are making progress with our day-to-day as these statements become a reality.

OUR ASPIRATIONAL SUCCESS STATEMENTS



Experience

- Athletics events provide great experiences for athletes and supporters
- Athletes have access to quality coaching
- We attract and retain officials and volunteers
- We effectively support clubs and centres to attract and retain members
- We have strong relationships with our community and partners
- The athletics community is safe, diverse and inclusive



Inspire

- High performance success is sustained by effective athlete development
- New Zealand athletes achieve inspirational performances
- Inspirational athlete performances engage Kiwis with athletics

STRATEGIC GOAL	WHY IS THIS IMPORTANT?	MEASURING SUCCESS
<p>1 YEAR ON YEAR INCREASE IN RANGATAHI (12-18 YEARS) PARTICIPATION & MEMBER RETENTION IN ATHLETICS</p>	<p>The number of rangatahi who continue with athletics decreases with age. Ongoing participation in athletics supports social interaction, fitness, wellbeing, and lifetime participation in sport and recreation.</p>	<ul style="list-style-type: none"> • Increased number of rangatahi members • Increased percentage of rangatahi retained year to year
<p>2 INTRODUCE FLEXIBLE MEMBERSHIP OPTIONS THAT MATCH NEEDS AND SUPPORT GROWTH</p>	<p>Feedback from clubs and members is that we have an inflexible membership model and dated technology. Greater flexibility will support participation and innovation, and allow athletes to select how they engage with athletics.</p>	<ul style="list-style-type: none"> • Increased club, centre and Athletics New Zealand membership • Increased participation across programmes , activities, competitions and events
<p>3 INTRODUCE NEW AND IMPROVED EVENTS</p>	<p>Participating in competitions is a huge part of the athletics experience. Our competitions have been stable for a long time and need to evolve.</p>	<ul style="list-style-type: none"> • Improved and innovative events • Improved net promoter score (NPS) for key events • Increased participants and spectators for key events
<p>4 IMPLEMENT BEST PRACTICE ATHLETE WELLBEING AND MEMBER WELFARE SUPPORT ACROSS ATHLETICS</p>	<p>Our wellbeing and member welfare policies and guidelines need to constantly evolve to meet the needs of all members.</p>	<ul style="list-style-type: none"> • Address gaps found via bi-annual independent review of Athletics NZ member welfare and safe sport policies • Collaborate with Athletes' Commission to address any gaps identified through the bi-annual HP athlete survey
<p>5 INCREASE IN RELIABLE AND SUSTAINABLE REVENUE</p>	<p>COVID-19 highlighted that much of our revenue is not secure. By securing revenue for multiple years, we will be able to move with greater surety towards achieving the other key goals.</p>	<ul style="list-style-type: none"> • Increase in reliable revenue (i.e., revenue with high probability of continuing 3+ years)

