

Athletics NZ Strength and Adapt Innovation Fund

Fund information and criteria

Strengthen and Adapt is a Sport NZ funded programme, which is a part of Sport NZ's Covid-19 recovery package for the sector. Athletics NZ was successful in gaining Strengthen and Adapt funding in 2022 with the specific aims to drive innovation in our sport, so we are best positioned to meet the needs of participants and athletes in the future.

The Strengthen and Adapt Innovation fund is all activating the power of our community to provide great athletics experiences.

Why is this important?

We are looking for new, exciting and innovative ideas to engage, attract and retain more people to athletics. Since the Covid-19 pandemic athletics membership has started to recover nationally and, in some regions, and clubs. However, we would like to continue this momentum, and enable clubs, centres and other stakeholders to 'bring to life' the positive ideas they have to grow our sport.

Key outcomes of the fund

NB; these outcomes are in priority order

1. New and innovative events, (one off or a series) that are co-designed alongside athletes, are athlete centric, and will provide a high-quality experience.
2. Membership growth. Especially as it relates to utilising new seasonal membership options, i.e. term 1 / Q4 membership partnering a local athletics club with a local rugby club
3. Use of technology to enhance athlete/participant experience.
4. Organisational capability. Projects that will set a base for future success and growth of your club, centre or organisation.

What are we looking for?

Here are a few things we expect to see in quality applications:

- More participants.
 - Priority groups are teenagers, children and the distance running community.
- Increased club membership
 - Projects must directly impact membership in our sport, i.e. school based projects with no flow on to club membership are unlikely to be successful.
- Co-design
 - Co-design is the simple concept of asking participants what they would like to see in your events or initiatives.
- Innovation
 - We want to embrace new and exciting events and initiatives.
- High quality

- We want our stakeholders to do less but do it as well as possible.

What is available?

A total funding pool of \$40,000 is available. We expect to fund no more than 8 applications.

Who can apply?

Applications are welcome from any incorporated society connected to our sport, including clubs, centres and School associations. Collaborative applications are also welcome.

What will we fund?

We are willing to fund any genuine costs that will drive project outcomes.

We will not fund facility or capital projects, we will not fund retrospectively.

Further guidance notes.

New, Innovative events.

Our expectations are that event applications will be of an extremely high quality. We will expect to see events that are charging full market rates, i.e. \$25-\$100 per entry.

Consideration should be given to creating a vibrant and exciting atmosphere via the use of DJ's, lighting, etc. Events can be open to members and non-members.

Increased Club Membership

Projects should be able to clearly demonstrate how and why membership will increase. For example, a link with the local Hockey club to sell a January-March Membership, including access to specialist Sprint coaching.

Use of Technology

Technology projects must directly enhance the athlete experience, and must align with the innovative delivery of our sport.

Capability

Capability projects must be able to demonstrate that the enhanced capability will lead to future success and growth. i.e. more membership, better events etc.