

# ACT Athletics

## Strategic Plan: 2016-2020

### **Introduction:**

ACT Athletics is the major provider of competitive athletics in the ACT and represents participants in recognised track, field events and ex stadia events. The ACT Athletic programs and competitions cater for all levels of able bodied and para athletes. ACT Athletics is an affiliated member of Athletics Australia and participates in, and hosts, national competitions and events. The Association also works collaboratively with the ACT Veterans Athletics Club , ACT Little Athletics and other athletics organisations through formal agreements and on an informal basis. The Board and staff of ACT Athletics alone cannot deliver this Plan and strengthening relationships with its members, Athletics Australia, the Australian Institute of Sport, the ACT Government and the corporate/media sector is the key to its success. On behalf of the Board we look forward to making this Plan a reality.

**Our Vision:** *A sport with well-supported, seamlessly connected programs and events delivering a range of conventional and complementary athletic activities to all those in Canberra and the surrounding regions.*

**Our Mission:** *To improve health, social, well-being and performance outcomes of all those in the Canberra and surrounding regions through their involvement in walking, running, jumping and throwing.*

This AACT strategic plan aligns with the strategic vision for athletics produced by Athletics Australia. We share the same foundation principles outlined in that document:

**Values and Culture:** Athletics ACT will have a strong culture, based on shared values. We will all behave in a way that demonstrates that we are always: Unified as one sport, open and welcoming, truly inclusive, respectful of others, acting with integrity, honest and fair

**People and Workforce:** Athletics ACT will support the people on whom our sport relies. We will have a strong, well trained workforce with clear opportunities for coaches, officials and volunteers

**Leadership and Governance:** Athletics ACT will be aligned behind a shared vision and plan. We will act cooperatively and seek efficiencies in all areas and at all levels. Our governance will be 'best practice' and we will consult and make well informed decisions about the future of our sport

**Brand and Communications:** Athletics ACT will have a strong, vibrant, inclusive and well regarded brand. We will engage widely and communicate appropriately with all stakeholders. We will promote the benefits and success of athletics as the foundation sport

**Valued and Sustainable:** Athletics ACT will be well supported at all levels. Our sport and our people will be valued by the community, government and our commercial partners.

<b>KRA 1: Participation</b>	<b>KRA 2: High Performance</b>	<b>KRA 3: Competition and Events</b>	<b>KRA 4: Facilities</b>	<b>KRA 5: OneSport</b>
<p>Objective</p> <p>Deliver vibrant, best practice programs that support increasing participation in the sport of athletics</p>	<p>Objective</p> <p>Provide a pathway to identify and develop talent, including athletes, coaches and officials</p>	<p>Objective</p> <p>Provide competitions and events to support athletes at all levels of the sport</p>	<p>Objective</p> <p>Maximise and enhance the current facilities available to Athletics ACT and its members</p>	<p>Objective</p> <p>Promote the OneSport ethos ensuring all parts of the sport are aligned and working towards a common vision and goals with a united workforce</p>
<p>Key Strategies</p> <ul style="list-style-type: none"> <li>• Develop and implement new initiatives aimed at increasing participation and retaining members including support of all AA initiatives</li> <li>• Actively engage with schools, and school students in delivering and encouraging participation in athletics</li> <li>• Actively encourage inclusion and diversity in the membership base</li> <li>• ACT Clubs encouraged and supported to assist in their programs to increase participation numbers</li> <li>• Provide development opportunities for ACT coaches and officials</li> </ul>	<p>Key Strategies</p> <ul style="list-style-type: none"> <li>• Identify, develop and support talented athletes both able-bodied and para-athletes</li> <li>• Continuation and enhancement of the Talent Target Program</li> <li>• Provide support and opportunities for current and aspiring high performance coaches and officials</li> </ul>	<p>Key Strategies</p> <ul style="list-style-type: none"> <li>• Deliver an effective competition structure for all members including existing and new in-stadia and ex-stadia events</li> <li>• Manage events and competitions effectively</li> <li>• Seek opportunities to host new local, national and international level events</li> <li>• Promote and leveraging Canberra's reputation as having the fastest track in the country</li> <li>• Seek to host or create marketable spectator focused events</li> </ul>	<p>Key Strategies</p> <ul style="list-style-type: none"> <li>• Utilise both Canberra synthetic tracks to maximise the competition opportunities for ACT athletes</li> <li>• Development of a facilities plan for athletics in the ACT</li> <li>• Develop a management plan for the use of Woden Park</li> </ul>	<p>Key Strategies</p> <ul style="list-style-type: none"> <li>• Encourage and facilitate closer partnerships between LAACT Centres and AACT Clubs</li> <li>• Partner with Little Athletics ACT and leverage of their popularity to strength participation in AACT activities</li> <li>• Partner with Athletics Australia to ensure clear pathways for participation</li> <li>• Development of a joint calendar between AACT, LAACT and ACTVAC</li> <li>• Schedule increased number of joint events with other ACT athletics bodies</li> </ul>
<p>Key Performance Indicators</p> <ul style="list-style-type: none"> <li>• AACT membership increases annually</li> <li>• Increasing retention rates for current members</li> <li>• Increase in the number of coaches and officials actively participating</li> </ul>	<p>Key Performance Indicators</p> <ul style="list-style-type: none"> <li>• Number of medals won by ACT athletes at junior and senior national championships</li> <li>• Number of ACT athletes selected to national teams for benchmark events</li> </ul>	<p>Key Performance Indicators</p> <ul style="list-style-type: none"> <li>• Participation rates in AACT events increase annually</li> <li>• Host one national level event per year</li> </ul>	<p>Key Performance Indicators</p> <ul style="list-style-type: none"> <li>• AACT is able to host National events at either of our synthetics tracks in Canberra</li> <li>• Increasing usage rates of Woden Park</li> </ul>	<p>Key Performance Indicators</p> <ul style="list-style-type: none"> <li>• Number of Little Athletics Centres with transition pathways to a senior club</li> </ul>

