



STRATEGIC PLAN

2018-2022

Athletics ACT is the major provider of competitive athletics in the ACT and surrounding regions; and represents participants in recognised track, field events and ex stadia events. The Athletic ACT programs and competitions cater for all levels of able bodied and para athletes. Athletics ACT is an affiliated member of Athletics Australia and participates in, and hosts, national competitions and events. The Association also works collaboratively with ACT Masters Athletics, ACT Little Athletics and other athletics organisations through formal agreements and on an informal basis. The Board and staff of Athletics ACT 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 Athletics ACT strategic plan aligns with the strategic vision for athletics produced by Athletics Australia. We also share the same Values outlined in that document:

- ▶ **Integrity:** Athletics ACT will be united behind a shared vision and plan. We will have a strong, well trained workforce who are committed to ensuring fair and ethical outcomes. Our governance will reflect sound management practices; with a strong focus on the continued sustainability of our sport.
- ▶ **Innovation:** Athletics ACT will strive to continually improve our sport, looking for new ways to foster participation through a vibrant, high quality and relevant calendar of competition and events.
- ▶ **Excellence:** Athletics ACT will promote the benefits and success of athletics as the foundation sport; and work collaboratively to ensure athletics is delivered as One Sport. We will seek to provide pathways that will promote both individual excellence and support high performance.
- ▶ **Inclusion:** Athletics ACT will make well informed decisions about the future of our sport in consultation with our members and stakeholders. We will deliver programs that are inclusive to all Australians; supporting the people on whom our sport relies. Our sport and our people will be valued by the community, government and our commercial partners.

KRA1: Participation

Deliver vibrant, best practice programs that support increasing participation in the sport of athletics

Strategies	Measures
Develop and implement initiatives aimed at increasing participation and retaining members including support of all AA initiatives	<ul style="list-style-type: none">• AACT membership increases by 2% annually• Maintain retention rates for current members
Actively engage with schools, and school students in delivering and encouraging participation in athletics	<ul style="list-style-type: none">• Undertake 4 activities per year focused on engaging with schools and school students
Actively encourage inclusion and diversity in the membership base	<ul style="list-style-type: none">• Number of Coach/Diversity Forum's held; and agreed actions implemented• Number of inclusive Come and Try days which may target specific identified groups
ACT Clubs encouraged and supported to assist in their programs to increase participation numbers	<ul style="list-style-type: none">• 4 initiatives per annum undertaken in support of ACT Clubs
Identify avenues for increasing the number of participating ACT coaches and officials	<ul style="list-style-type: none">• Setting of coach/officiating course and workshop annual calendar• Increase in the number of coaches and officials actively participating by 3% annually

KRA2: Individual Excellence

Provide pathways to identify and develop talent, enabling athletes, coaches and officials to achieve their individual best

Strategies	Measures
Identify, develop and support improved performance	<ul style="list-style-type: none">• Provision of pathway documentation for athletes, coaches and officials• Acknowledge resilient and improving performers through awards, social media articles and other avenues of recognition
Continuation and enhancement of the Talent Target Program	<ul style="list-style-type: none">• Increase number of members involved in TTP• 6 TTP 'Squad Days' events held per annum
Provide development opportunities for current and aspiring coaches and officials	<ul style="list-style-type: none">• 4 number of development/social/mentoring activities undertaken per annum• All opportunities advertised widely to members and where appropriate potential members

KRA3: High Performance

Provide pathways to support high performance; enabling athletes, coaches and officials to participate on the national and international stage

Strategies	Measures
Implement programs and events that align with the AA high performance plan	<ul style="list-style-type: none">• Provide meets, that accord with the AA criteria of a 'Permit Meet', for all athletes, including interstate and international athletes• Number of medals/top won by ACT athletes at Australian All Schools and Australian Championships• Provide a financial conduit for allocated grant money to athletes and programs
ACT athletes are provided with opportunities to representation on the national and international stage	<ul style="list-style-type: none">• Number of ACT athletes selected to national teams for benchmark events
Identify pathway opportunities for aspiring high performance coaches and officials	<ul style="list-style-type: none">• Number of ACT coaches and officials representing at national events

KRA4: Competition and Events

Provide competitions and events to support athletes at all levels of the sport

Strategies	Measures
Deliver an effective competition structure for all members including existing and new in-stadia and ex-stadia events	<ul style="list-style-type: none">• Participation rates in AACT events increase by 2% annually• 12 Summer Series events; 10 High Noon events; and 5 cross-country events conducted• Annual ACT Cross Country Championships conducted• Annual Track and Field Championships conducted
Manage events and competitions effectively	<ul style="list-style-type: none">• Volunteer numbers allow permit events to proceed• Online event entry is maintained• Surveys/athlete feedback
Seek opportunities to host new local, national and international level events	<ul style="list-style-type: none">• Number of new events hosted
Promote and leveraging Canberra's reputation as having the fastest track in the country	<ul style="list-style-type: none">• Ability for AACT to host an annual 'Grand Prix' event at the AIS Track

KRA5: One Sport

Promote the 'One Sport' ethos ensuring all parts of the sport are aligned and working towards a common vision and goals with a united workforce

Strategies	Measures
Encourage and facilitate closer partnerships between LAACT Centres and AACT Clubs	<ul style="list-style-type: none">• Re-establish an AACT/LAACT 'Centres/Club Forum' as part of the annual LAACT 2-day Conference
Partner with Little Athletics ACT and encourage progression on athlete pathway to senior athletics and activities.	<ul style="list-style-type: none">• Number of Little Athletics Centres with transition pathways to a senior club
Partner with Athletics Australia to ensure clear pathways for participation	<ul style="list-style-type: none">• Provision of documentation so athletes and parents understand Athletics pathways at both the recreational and competitive level.
Maintenance of joint calendar between AACT, LAACT and ACTMA	<ul style="list-style-type: none">• 4 joint events per annum• 4 joint Board meetings per annum
Schedule increased number of joint events with other ACT athletics bodies	<ul style="list-style-type: none">• 2 joint events with other ACT bodies compared with previous year• Attendance at joint events compared with previous year

KRA6: Effective Governance

Provide effective leadership and sound management of the club and its assets to ensure a strong and sustainable future

Strategies	Measures
Ensure effective business practices and financial management to support the long term viability of the Athletics ACT organisation.	<ul style="list-style-type: none">• Achieve a break-even each financial year, with any profits reinvested• All regulatory requirements are met; and governance policies applied
Effectively manage and maintain facilities to maximise competition opportunities for ACT athletes	<ul style="list-style-type: none">• Development and execution of Facilities Plan• Advocating for the continuation of two synthetic tracks
Utilise both Canberra synthetic tracks to maximise the competition opportunities for ACT athletes	<ul style="list-style-type: none">• AACT is able to host National events at either of our synthetics tracks in Canberra