

# Strategic Plan 2013 – 2016

Prepared October 2013



# Athletics New South Wales (ANSW) Vision & Purpose

## Vision

Athletics in New South Wales (NSW) is a strong, vibrant and growing sport.

## Purpose

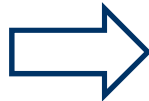
To foster the appreciation, enjoyment and development of athletics in NSW by:

- Providing leadership and direction to clubs, athletes, coaches and officials
- Supporting all athletes to reach their potential. This ranges from grassroots through to elite athletes (who are competing internationally and representing Australia)
- Growing participation in a sustainable way, through the delivery of well run competitions.

# Values

In delivering the 2013 – 2016 Strategic Plan, ANSW will conduct all activities in accordance with the following values:

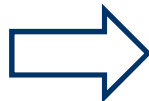
**Integrity**



**Act for the good of the sport**

*Our decisions will be open, honest, just and in the best interests of the sport*

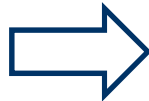
**Member Focused**



**Understand we are here to serve our members**

*We recognise that is why we exist*

**Excellence**



**Work hard to achieve our potential and take pride in the delivery of our products and services**

*We want to be recognised as delivering the best competitions in Australia*

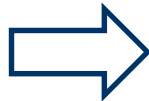
**Inclusive**



**Welcome athletes of all abilities, aspirations and backgrounds**

*By offering competition and opportunities for all.*

**Ambition**



**Recognise that growth is central to the continued success of our sport**

*By ensuring the sustainable growth of athletes, clubs, coaches, officials and volunteers.*



# Pillars of the Athletics Australia (AA) Strategic Plan

## Leadership

Provide clear direction and efficient communication. Demonstrate strong leadership and governance. Develop a culture of success within the athletics community

### Participation

Increase participation in athletics by delivering vibrant, best practice participation programs that support the athlete and coaching pathways across the sport

### High Performance

Provide a stable and unified pathway for Australian high performance athletes and coaches involving talent identification, development, and elite performance leading to National and International success

### Competition

Provide competitions that enhance participation and performance opportunities for the development of athletes, coaches and officials at all levels of the sport

### Commercial

Provide a stable and viable organisation through effective business practices and sound financial management to increase the commercial value of the sport

## Foundation

To deploy people, and provide processes and sustainable systems as a platform for success

# Key Priority Areas

## Participation

Increase participation and membership growth

Coaches available to clubs to meet member needs

All Clubs to be vibrant, strong and sustainable so they have the capacity and capability to drive growth

Converting CA to club members.

## High Performance

Retain high performing junior athletes within the sport

Improve the performance of all athletes involved in program

Progression of athletes into the NSWIS Scholarship program

Facilitate the professional development of coaches.

## Competition

Improve the standard of delivery of NSW athletic competitions

Grow the number of qualified and active officials to ensure the ongoing delivery of competitions

Establish prime influencer role in the management of NSW tracks and equipment.

## Commercial

Secure the financial resources to meet the ANSW growth strategy

Identify and commercialise opportunities to provide new revenue streams which make ANSW financially self-sufficient

Develop new alliances to expand the regional fun run program.



# Leadership & Foundation Framework



Strong leadership and a sound foundation will underpin the implementation of the  
ANSW 2013 – 2016 Strategic Plan

## Leadership

Improve communication and role clarity between the stakeholders in the sport

Develop strategic relationships with peak bodies

Raise the profile of athletics in the wider NSW community and build a sustainable platform for the sport in  
NSW

Work towards the goal of becoming 'one sport' with LANSW.

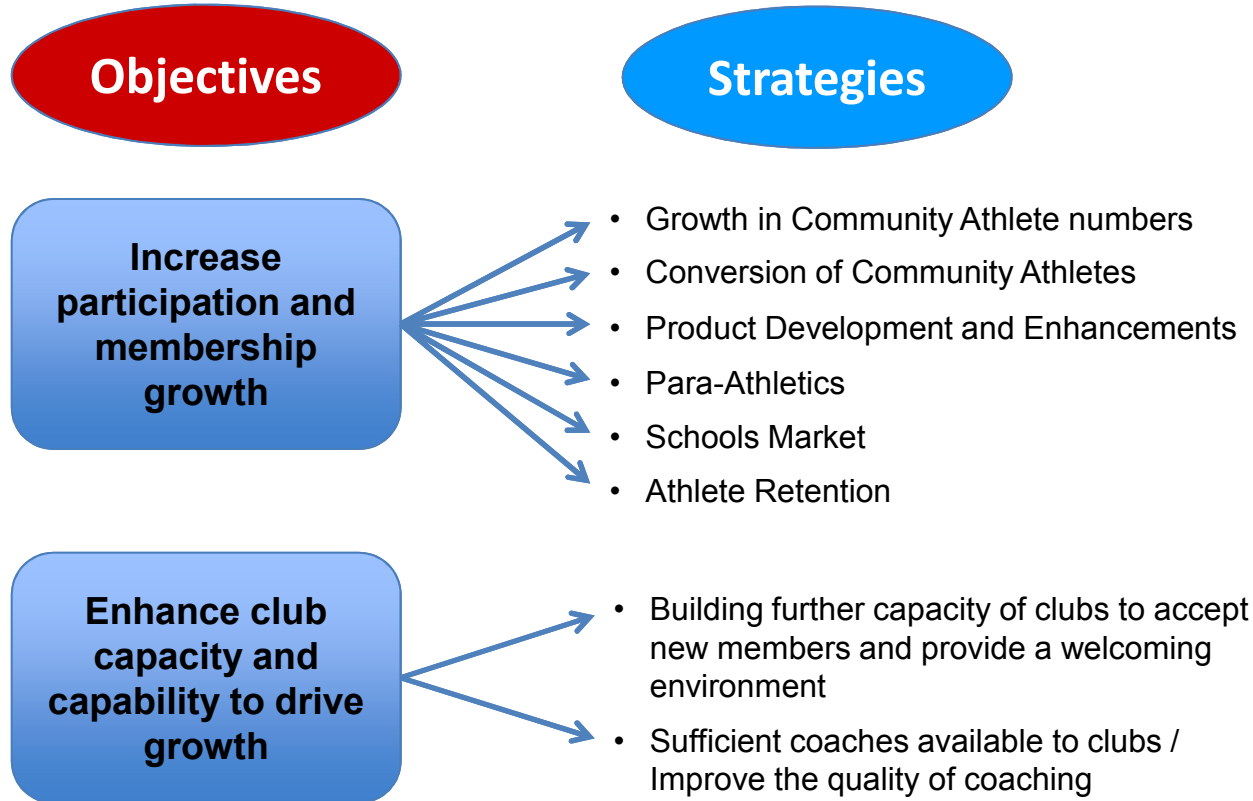
## Foundation

Maximise the benefits derived from a National Digital Platform

Improve corporate governance (risk management and policy development).

# Participation Pillar – “Building Our Base”

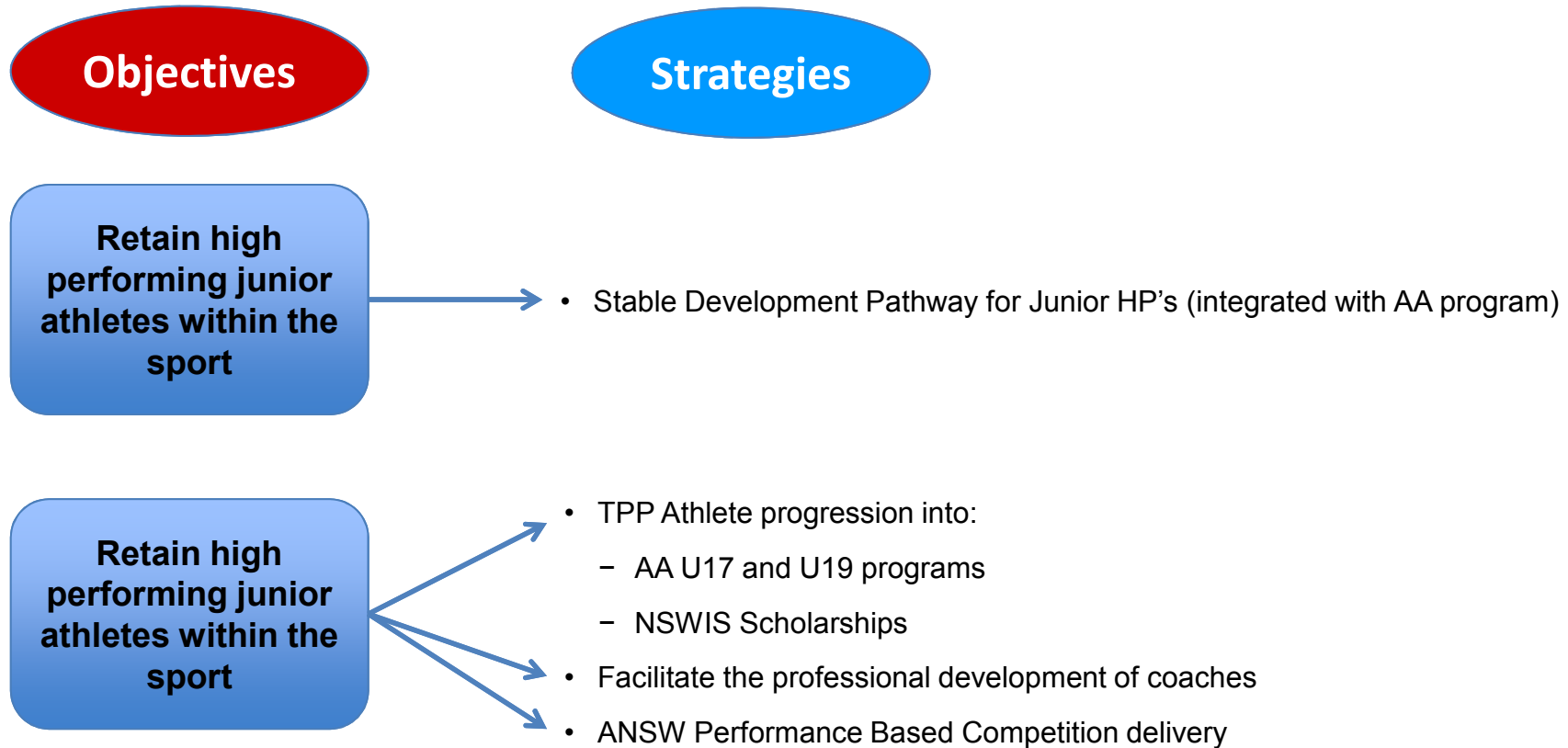
Increase participation and membership growth and enhance club capacity and capability



**Measures of Success:** Increase the number of : ANSW registrations to 10,000 by end 2016; accredited coaches registered with ANSW by 10% annually; and total participation in ANSW competitions by 5% annually.

# High Performance Pillar – “Enabling Our Elite”

Provide a stable unified pathway for NSW HP and talent identification and development



**Measures of Success:** Increased NSW representation on Australian Teams and in the number of athletes progressing through the TTP pathway into national teams, as well as improved performances of NSW teams in national competitions, namely National All Schools and Australian Junior Championships.



# Competition Pillar – “Aligning Competition Relevance”

Improve the standard of delivery of NSW competitions and the number of ANSW officials to support ANSW events

## Objectives

## Strategies

Improve the standard of all NSW Athletics competitions

- Implement a consultative approach for the improvement of competition
- Become more customer focused competition
- Increased emphasis on meet presentation
- Venue Prime Influencer role in management of NSW Tracks & Equipment

Expand competition offering footprint

- Country Areas Opportunities Strategy
- Winter Competition Expansion Strategy

Grow the number of qualified and active officials

- Improved Recruitment & retention rates
- Integration of technology to improve quality, efficiency and attract new officials

**Measures of Success:** Increase in participation numbers by 5% annually at ANSW competitions and in the number of active technical officials, by 30% by the end of 2016.

# Commercial Pillar – “Financial Self Sufficiency”

To provide revenue streams to make ANSW financially self sufficient & provide sound financial management & growth

## Objectives

Secure the financial resources to meet the ANSW growth strategy

## Strategies

- Establish Long Term Sponsorship & Commercial Partners
- Asset Protection
- Identify and commercialise opportunities to provide new revenue streams
- Raise Brand Awareness
- Expand the regional fun run program

**Measures of Success:** Increased sponsorship and commercial income, brand awareness in wider community, as well as participation numbers in flagship events.