



STRATEGIC PLAN
2022 - 2025

ATHLETICS
WELLINGTON

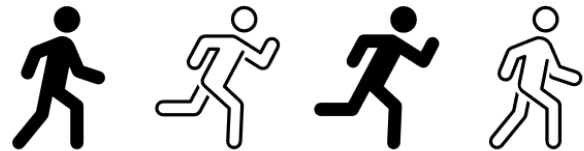


VISION

“To grow opportunities for the people of Greater Wellington region to engage with and enjoy athletics”

PURPOSE

“To provide a thriving environment in which to enjoy athletics for life”



VALUES

1. COMMUNITY

We are committed to a culture of collaboration, teamwork, inclusivity, and valuing all participants of our sport

2. INTEGRITY

We will maintain the highest levels of honesty by being open and transparent in all our activities

3. INNOVATIVE

We will question why we do what we do and how we do things, striving to adapt, improve and grow *by encouraging originality and new perspectives*














Our Athletes in Action















STRATEGIC FOCUS ONE: LEADERSHIP *(Capability)*

Focuses on leading our organisation to build a confident and effective athletic community for our people by the following objectives and measures;

WHAT	HOW	WHEN		
		2022	2023	2024
1.1 Delivering effective governance	<ul style="list-style-type: none"> a. Constitutional and statutory requirements reviewed annually b. Create a Board induction processes to utilize c. Policy reviews undertaken 	Ongoing		
1.2 Implementing the Strategic Plan	<ul style="list-style-type: none"> a. Strategic Plan is published, reviewed and communicated to stakeholder clubs b. Operational/business plans are developed and reviewed annually with committees and AW leads to meet plan objectives and reviewed annually 	Jan 22		
		Mar 22		
1.3 Ensuring compliance aligns and promotes best practice for well-being, and the health and safety.	<ul style="list-style-type: none"> a. Policies developed to align best practice and meet minimum standards of Health & Safety for conducting <ul style="list-style-type: none"> o Stadia events [Newtown Park /Tracks] o Non-stadia events [Cross country/Road] b. Policy developed to deliver accreditation system to ensure Athletics Wellington operates <ul style="list-style-type: none"> o “Safe sporting Environments” at Centre level o “Safe sporting Environments” at Clubs level 	Mar 22		
		May 22		
		Mar 22		
		Oct 22		
1.4 Enabling a sustainable organisation with financial stability and risk management.	<ul style="list-style-type: none"> a. Long-term and Annual budgeting is forecast b. Identifying and engage with a new revenue stream annually c. Insights for operation provide analysis of cost efficiencies for AW events, teams & programmes 	Ongoing		
		Ongoing		
		Ongoing		
1.5 Enabling change to ensure organisational relevance for our athletics community	<ul style="list-style-type: none"> a. An annual survey targets a specific stakeholder group [e.g., members, types of non-members] to gain specific insights on organisational relevance of AW events, teams & programmes 	Ongoing		
1.6 Supporting Clubs to develop appropriate and efficient operational structures	<ul style="list-style-type: none"> a. Develop cooperative initiatives to support clubs engaging together with each other and Athletics Wellington by annual club forums for best practice 		Aug 22	












STRATEGIC FOCUS TWO: RELATIONSHIPS *(Communication)*

Focuses on developing strong collaborative relationships and communication with internal and external stakeholders by the following objectives and measures;

WHAT	HOW	WHEN		
		2022	2023	2024
EXTERNAL 2.1 Positive Communication with Athletics NZ	a. Effective contribution at every opportunity and adherence to all Athletics NZ policy and regulations	Ongoing		
	b. Undertaking MoU's, and guidelines to support delivery of national events	Ongoing		
	c. National information disseminated to AW key personal by GM quarterly updates	Ongoing		
2.2 Effective relationships and linkages to National and Regional sporting bodies like Nuku Ora, College Sport Wellington, Schools and Tertiary providers and local Authorities	a. Establish a satisfaction survey to set a baseline of effective communications with external stakeholders.	Jun 22		
	b. Implement a satisfaction survey to establish effective communications with external stakeholders	Nov 22		
	c. Support delivery of initiatives by linking communication platforms and align messages e.g. Balance is Better	Ongoing		
2.3 Positive relationships with Corporate & Council partners for service and support to aid financial sustainability	a. New and ongoing sponsorship support streams are achieved through strengthened partner relationships	Ongoing		
INTERNAL 2.4 Collaborative club relationships to service and support their needs by effective communication and relationships	a. Develop a partnership plan with AW clubs detailing support for education, equipment, facilities, and revenue.		Apr 23	
	b. Implement a satisfaction survey to establish effective communications with stakeholders	Dec 22		
	c. Implement a satisfaction survey to establish effective communications with clubs	Oct 22		
2.5 Collaborative club relationships to ensure members enjoy our events and programme.	a. Establish a working coach's advisory group to assess their needs and priorities	Jun 22		
	b. Establish and implement a survey for Officials to assess their needs and event priorities	Feb 22		
	c. Establish and implement a "voice of participant" survey for athletes to assess relevance of events		Jan 23	
	d. Establish an Athletes Committee to enable feedback on relevance and trends		Jul 23	

STRATEGIC FOCUS THREE: GROWTH *(Engagement)*

Focuses our ability to deliver programmes, services and new initiatives by increasing the capability and capacity of our people by the following objectives and measures;

WHAT	HOW	WHEN		
		2022	2023	2024
3.1 Providing quality experiences and opportunities for our athletes which enable them to develop their potential	a. Develop a strategy for AW major events, regional and local competitions to focus on meaningful, enjoyable, and social events.	Apr 22		
	b. Transparent pathway document established for athletes based on merit selections and achievement recognition for Teams, Awards & Athlete Development	Feb 22		
	c. Develop a plan for athlete's transitioning from junior to senior ranks to increase athletes' retention in the sport		Jul 23	
3.2 Increasing and retaining our Coaches and Officials through supporting pathway programmes	a. Provision of clear induction systems into our programmes for new coaches and officials	Mar 22		
	b. Establish a policy to further coach & officials' education aligned to accredited Athletics NZ programmes	May 22		
	c. Undertake a gap analysis to establish opportunities to support coaches & officials to access at education in the field at national and international events		Aug 23	
	d. Foster an athlete centric coaching culture for AW coaches by provision of annual local coach update forums with guest speakers	Ongoing		
3.3 Being inclusive of new quality athletics experiences to attract and retain new athletes	a. Maintain and strength with external participation event providers annually	Ongoing		
	b. Establish one additional external event relationship during the strategy period with participation event providers		May 23	
3.4 Increased visibility to potential fan base and members through positive communication modes	a. Establish a baseline of organisational visibility and reach.	May 22		
	b. Establish a baseline of organisational participation and engagement across a range of activities.		Sep 23	
	c. A communication plan is established for AW		Nov 23	