



Athletics Canterbury Strategic Plan 2020-2023

Vision: To become the centre of excellence for athletics supporting everyone to reach their potential
Mission Statement: To lead and inspire participation, development and excellence in our sport
Values: Integrity, Inclusiveness, Commitment, Respect

<p align="center">Initiative Area 1</p>	<p align="center">Initiative Area 2</p>	<p align="center">Initiative Area 3</p>
<p align="center">Effective Leadership</p> <p>Lead the implementation of strategies and processes to provide quality, sustainable athletics in Canterbury.</p> <p>Achieved by:</p> <ol style="list-style-type: none"> 1. Engaging with the athletic community and setting the strategic direction 2. Implementing governance, management and operational models that meet the needs of the Athletics Canterbury community 3. Implementing robust and sustainable financial management of Athletics Canterbury to allow the delivery of the annual work plans 4. Building strong partnerships with our clubs, Nga Puna Wai and other stakeholders to build a unified and sustainable sport 5. Recognising achievers in our sport through appropriate forums and awards 	<p align="center">Sport Delivery</p> <p>To provide high quality experiences and pathways for the athletics community in Canterbury.</p> <p>Achieved by:</p> <ol style="list-style-type: none"> 1. Delivering quality programmes, competitions and events that cater for our sporting community. This includes events that encourage recreational participants alongside our members. 2. Working with all sectors of the sport, including Athletics NZ, to ensure our philosophies and programmes align 3. Developing and implementing strategies to retain athletes, coaches & officials 4. Implementing a Coach Development programme that produces more quality coaches 5. Implementing an Officials Development programme that produces and retains officials 	<p align="center">Growing our Sport</p> <p>To grow the number of people participating/achieving in athletics and athletic based events in Canterbury.</p> <p>Achieved by:</p> <ol style="list-style-type: none"> 1. Marketing Athletics Canterbury as a dynamic Organisation, fulfilling the needs of our sporting community 2. Strengthening and expanding the sport delivery via a strong club and school networks 3. Increasing participation numbers with events and programmes that attract new athletes to the sport 4. Developing & supporting the pathway to podium programme 5. Ensuring a positive experience is had by our participants, officials, coaches and supporters when involved in our activities.

Initiative Area 1: Effective Leadership Work plan 2020/21

Lead the implementation of strategies and processes to provide quality, sustainable athletics in Canterbury.

Goals	Outcomes	Responsibility	Est Delivery
Engaging with the athletic community and setting the strategy direction	<ul style="list-style-type: none"> ➤ The agreed Strategic plan is published on our website and associated annual workplans communicated to our operational teams. ➤ Communications with members occurs as per the agreed communications roles ➤ Board members are subject to election at the AGM on a rotational basis - 2 yearly terms up to a maximum of 3 terms. ➤ Our athletics community are canvassed for their input on a regular (at least annual basis) re the direction of the sport 	Board Secretary Board Board GM	Ongoing
Implementing governance, management and operational models that meet the needs of the Athletics Canterbury community	<ul style="list-style-type: none"> ➤ Strategies for sustaining an effective Board and robust sport are implemented ➤ Agreed annual work plans are implemented by the GM with oversight from the Board 	Board Board; GM	Annually
Implementing robust and sustainable financial management of Athletics Canterbury to allow the delivery of the annual work plans	<ul style="list-style-type: none"> ➤ Annual budgets are prepared & tracked monthly to ensure performance against budget is maintained ➤ Strategies for maintaining financial viability in the medium term are developed & implemented ➤ Income via grants, ANZ contributions & sponsorship are gained to ensure the agreed goals of the year and employee costs are met. 	Treasurer Treasurer / Funding working group / GM GM; Working groups;	Annually Annually Annually
Building strong partnerships with our clubs, Nga Puna Wai and other stakeholders to build a unified and sustainable sport	<ul style="list-style-type: none"> ➤ Communications with Athletics NZ is open & transparent, and the spirit of the Cooperation agreement followed 	Board, GM	Ongoing
Recognising achievers in our sport through appropriate forums and awards	<ul style="list-style-type: none"> ➤ Appropriate recognition of high achievement within the sport is given ➤ Regular updates of member achievements are made through the monthly newsletter and media forums ➤ Life memberships and merit awards are identified and awarded alongside other sporting achievements at an Awards Dinner 	Board Marketing group GM / Awards committee	Ongoing

Initiative Area 2: Sport Delivery Workplan 2020/21

To provide high quality experiences and pathways for the athletics community in Canterbury.

Goals:	Outcomes	Responsibility	Est Delivery
Delivering quality programmes, competitions and events that cater for our whole sporting community	<ul style="list-style-type: none"> ➤ Appropriate programmes for Athletics Canterbury Track & Field and Cross Country & Road are developed for members with positive feedback received from the clubs and registered members. ➤ Delivery of 5 programmes for the wider sporting community that attract a minimum of 50 non-registered runners to each event ➤ A minimum of 2 community surveys are conducted that are focused on how we can make events more successful and fun 	<p>T&F, CC & R and Children's athletics</p> <p>GM, Working groups</p> <p>GM</p>	Ongoing
Working with all sectors of the sport, including Athletics NZ, to ensure our philosophies and programmes align	<ul style="list-style-type: none"> ➤ Clubs & members are kept informed on developments & opportunities in the sport via an Athletics Canterbury newsletter every month ➤ Clubs are given the ability to input into work plans in an effective manner each year 	<p>GM</p> <p>GM</p>	<p>Ongoing</p> <p>Ongoing</p>
Developing and implementing strategies to retain athletes, coaches & officials	<ul style="list-style-type: none"> ➤ There is a minimum of 2 new initiatives implemented to gain an increase in registered adult runners participating in our events. ➤ A more social environment is created for registered athletes. For 2020 the goal is to have at least one combined club run & 100 people attend the end of winter season event. 	<p>Marketing Group & Athlete pathway group</p> <p>Operational committees</p>	<p>Throughout the year</p> <p>Annually</p>
Implementing a Coach Development programme that produces quality Coaches	<ul style="list-style-type: none"> ➤ Gain agreement with Athletics NZ on an aligned programme to deliver coaching in Canterbury via the Centre rather than just to some clubs. ➤ As a priority, facilitate an increase in club-based community coaches to coach children up to U16 years. A plan to be agreed to achieve the 2020 growth targets by the end of July and implemented over the year. ➤ Agree whether a coaching development person is required by end of September and if appropriate recruit. ➤ Set up a programme to encourage young athletes who aspire to coaching into this area – target a minimum of 3 during 2020 	Coaching Working group / GM	
Implementing an Officials Development programme that produces and retains officials	<ul style="list-style-type: none"> ➤ The Athletics Canterbury Officials Database is updated and maintained ➤ With the intention of gaining 6 new officials to the sport in 2020. There is, by the end of July 2020 at least one training course conducted and a plan for the balance of the year completed. ➤ Implementation of this plan over the balance of 2020 	<p>GM</p> <p>GM / Officials WG</p>	

Initiative Area 3: Growing our Sport 2020/21

To grow the number of people participating/achieving in athletics and athletic based events in Canterbury.

Goals	Outcomes	Responsibility	Est Delivery
Market Athletics Canterbury as a dynamic organisation, fulfilling the needs of our sporting community	<ul style="list-style-type: none"> ➤ Athletics Canterbury websites and social media posts are engaging and informative for both people in the clubs and the community. The Athletics Canterbury websites are used by people to find out information on the sport as evidenced by site visit numbers. 	GM / M & C	
Strengthening and expanding the sport delivery via a strong club and school networks	<ul style="list-style-type: none"> ➤ Robust Club & School links are developed with school use increased to a minimum of 250 hours during 2020 ➤ A programme/competition for both primary and secondary school children is implemented which encompasses the athletic needs of these groups. 	GM	
Increasing participation numbers with events and programmes that attract new athletes to the sport	<ul style="list-style-type: none"> ➤ Implementation of a dedicated CAN RUN website & social media approach to attract more community runners to a selection of Athletic Canterbury events. ➤ A minimum of 6 community runner coaching programmes are held over 2020 encompassing at least 30 people ➤ A revamped Takahe to Akaroa event, website and approach is produced – looking for a 10% increase in participants in 2021 compared to the previous National year ➤ Delivery of 3 community “have a go” sessions at NPW, with the aim of attracting 100 people per session. 	M & C GM	
Developing & supporting the pathway to podium programme	<ul style="list-style-type: none"> ➤ A plan for growing the number of long-distance runners registered in Canterbury (half-marathon and above) competing well both nationally & internationally is developed by the end of June and implemented over the balance of 2020 ➤ A plan for transitioning athletes from junior to senior ranks and thereby holding athletes in the sport is developed by the end of July and implemented over the balance of 2020 	GM, Athlete Pathway WG	
Ensuring a positive experience is had by our participants, officials, coaches and supporters when involved in our activities.	<ul style="list-style-type: none"> ➤ The Board receive positive feedback from people within the sport and numbers in the sport remain constant or grow 	All	