



Athletics Canterbury 2022 – 2028 Strategic Plan

Our Vision: The sport for everyone. *Kia waiho hei hakinakina mo te katoa*

Our Mission: To lead and inspire participation, development and excellence in our sport

Strategic Outcome One:

Governance & Leadership

We are a financially sustainable organisation that fosters a positive and inclusive culture, where transparent leadership and succession planning are viewed as organisational strengths.

Goals:

1. There is a club structure in place that promotes the awareness and growth of athletics in Canterbury.
2. There is diverse leadership across all areas of Athletics Canterbury.
3. A strategic governance turnover process, ensuring a balance between knowledge retention and provision of new ideas.
4. We advance our sport governance knowledge through the utilisation of available support and literature.

Strategic Outcome Two:

Attract and Retain

The community wants to be part of our sport; they view it as a pursuit that provides competitive, fun and fitness opportunities, plus healthy socialisation for all.

Goals:

1. We understand our value proposition to the community allowing us to promote and leverage off this.
2. We provide opportunities and support to participants, allowing them to be the best they can be.
3. The activities and events we offer are attractive to our diverse community.
4. This is an increase in coaching and official numbers through visible pathways.

Strategic Outcome Three:

Innovation

We are a leader in sport delivery innovation; we consistently explore new ideas and are open to diversifying our sport to meet the needs of the community.

Goals:

1. A culture of openness to experimentation and learning exists.
2. We have processes in place that allow new ideas and initiatives to be promoted.
3. We adopt and adapt new concepts through knowledge sharing processes.
4. We utilise available research and insights to advance our sport.

Strategic Outcome Four:

Partnerships and Collaboration

The development and management of stakeholder relationships contributes to membership growth and our financial sustainability.

Goals:

1. We retain and secure new partnerships by promoting our value proposition and offering of mutual benefits.
2. We enable new partnerships and programmes to promote participation growth, through collaborating with other sports and organisations.
3. Our capacity and capability are maximised through strategic and supportive partnerships.
4. International relationships that lead to new and diverse events being delivered.

Strategic Outcome Five:

Our Brand

Visibility, recognition, and credibility will drive increased participation, and promote sponsorship and commercial opportunities.

Goals:

1. There is an increased positive recognition of our sport and value proposition by our community.
2. The community associates our brand with success stories.
3. People talking positively about our sport positively, and due to this we are experiencing an increase in participation numbers.