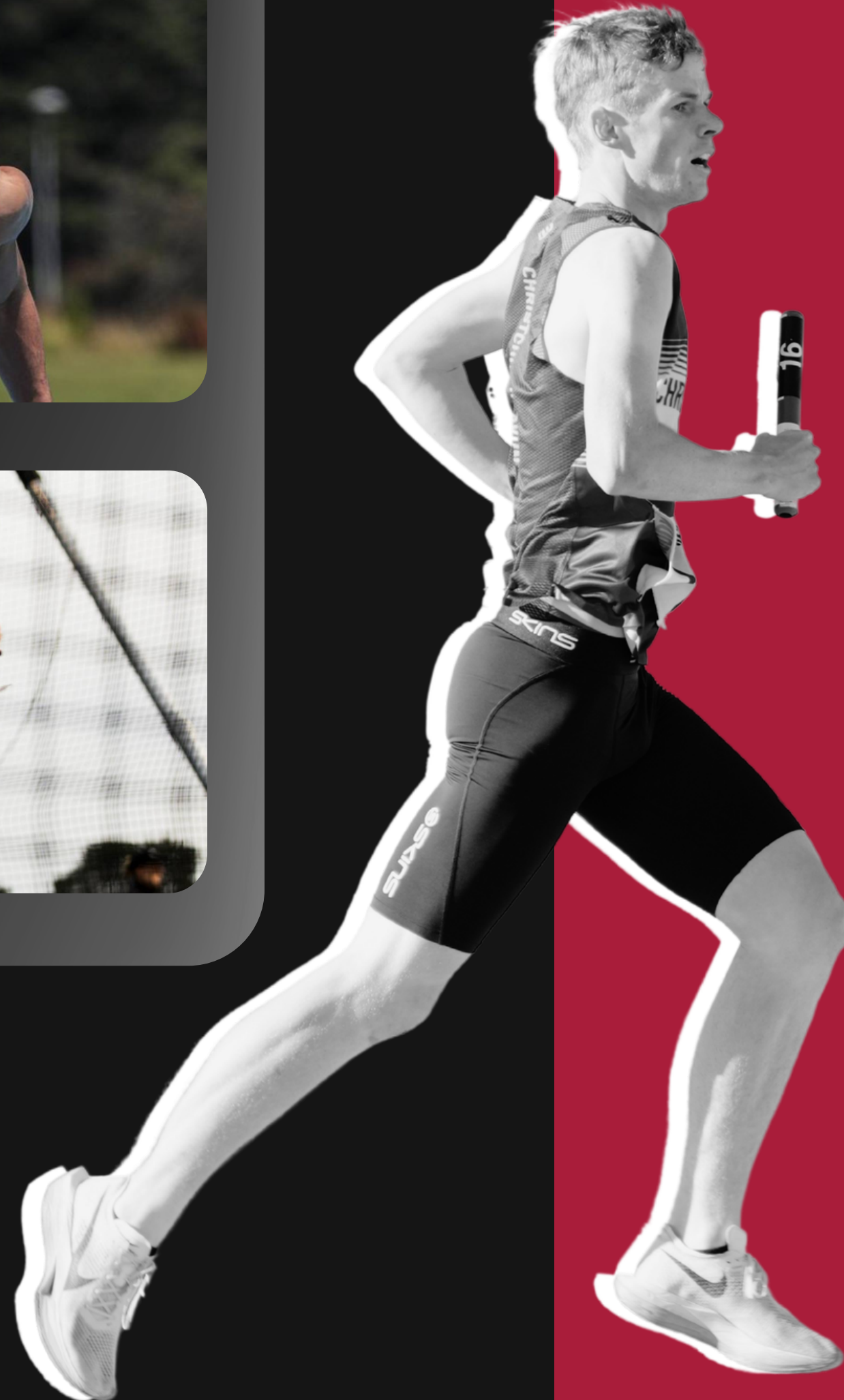




ATHLETICS CANTERBURY STRATEGY (2026-2028)



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Who We Are:

Athletics Canterbury exists to inspire a lifelong love of athletics. Together with clubs, schools and communities, we create opportunities for people to participate, achieve their potential and build lasting connections through sport.

Our Purpose:

To unlock the power of athletics so Cantabrians move, grow and thrive through lifelong opportunities for participation, performance and connection.

Our Vision:

To be New Zealand's leading athletics region, recognised for participation, athlete development, exceptional events and a thriving athletics culture.

Our Mission:

To strengthen and enable the Canterbury athletics system, ensuring it remains sustainable, connected and high-performing for generations to come.

Our Belief:

Athletics is for everybody.

We believe athletics has the power to transform lives and communities by building confidence, capability, well-being, and connection at every age and stage of life.

Our Strategic Priorities (2026–2028)



 Thriving Participation & Community	 Athlete Development & Performance	 Exceptional Experiences	 Strong Foundations
Growing a vibrant athletics community across Canterbury. Focus Areas: • Grow participation across all ages and abilities • Strengthen clubs, schools and community connections • Increase accessibility, visibility, visibility and belonging	Supporting athletes, coaches and officials to achieve their potential. Focus Areas: • Build clear development pathways • Strengthen coaching and officiating capability • Enable excellence at all levels	Delivering events and experiences people want to be a part of. Focus Areas: • Deliver safe, inclusive and professionally run events • Create memorable participant experiences • Grow volunteer and officiating capability	Building a sustainable future for athletics in Canterbury. Focus Areas: • Strengthen governance and leadership • Grow partnerships and funding • Ensure long-term sustainability and resilience



Strategic Outcomes (2026-2028)

 More People Participating	 More People Achieving Their Potential	 Stronger Foundations for the Future
We will inspire more people to discover, enjoy and remain involved in athletics throughout their lives. We will: • Grow participation across all ages, abilities and disciplines • Strengthen connections between schools, clubs and communities. • Increase the accessibility and visibility of athletics • Support clubs to attract, engage and retain members • Create welcoming, inclusive and positive experiences for everyone. Success looks like: • Participation growing year on year • Strong and sustainable clubs across the region • Athletics recognised as a leading community sport in Canterbury	We will create opportunities for athletes, coaches, officials and volunteers to develop, succeed and contribute at every level of the sport. We will: • Support athlete development from grassroots to high performance • Strengthen coaching, officiating and volunteer capacity • Identify and nurture engagement • Create clear and accessible development pathways • Celebrate achievement and excellence across the athletics community Success looks like: • String pathways from participation to performance • A thriving network of coaches, officials and volunteers • Canterbury athletes succeeding nationally and internationally • More people developing skills, confidence, and leadership through athletics	We will build a sustainable, connected and resilient athletics system that supports long-term success. We will: • Strengthen governance and leadership • Build strong partnerships with clubs, schools, and key stakeholders • Grow commercial, sponsorship and funding opportunities • Deliver high-quality events and competitions • Ensure athletics remains financially sustainable and well-positioned for future growth Success looks like: • A financially sustainable organisation • Trusted and collaborative partnerships across the region • High-quality events and experiences • A connected thletics community with confidence in the future

OUR VALUES



Inclusive

Athletics is for everyone

Ambitious

We pursue excellence at every level

Connected

We succeed together

Respectful

We value people, effort and fairness

Proud

We celebrate Canterbury athletics

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