



STRATEGIC PLAN 2017–2022 SUMMARY



A male athlete is shown from the chest up, smiling broadly and looking upwards. He is holding a New Zealand flag in his right arm and a white sneaker with red stripes in his left hand. He is wearing a black singlet with 'NEW ZEALAND' and 'Rio 2016' visible. The background is a dark stadium with bright lights.

VISION

All New Zealanders
engaged in athletics

PURPOSE

Athletics New Zealand
exists so that everyone
in New Zealand can
participate and achieve
in athletics.

VALUES

Integrity driven
Responsive
Connected
Achievement focused

In order to achieve our vision, we will pursue outcomes and strategies in two key areas: **Enable** and **Inspire**.

These outcomes will be supported by **Lead** strategies (intermediate outcomes) that ensure Athletics NZ and its delivery partners have the capability to succeed.

Athletics New Zealand

Exists so that

**Everyone in New Zealand
can participate and
achieve in athletics**

In conjunction with

**Strong membership,
a capable club network
& partner organisations**

And

**Utilising resources from
our national office and
regional centres**

With

**Multiple programmes,
events and pathways**

Supported by

**Trained volunteers,
officials, coaches
and deliverers.**



DELIVERY MODEL

Under 7s	7 – 14s	15 – 19s	20 +	35 +	
Athletics NZ Affiliated Clubs and Centres					
	NZCAA	NZSSAA		NZMA	
	Age bracket identified as having a gap in delivery options				
Schools					
		High Performance			
		Pathway to Podium			Carded athletes
		Performance Potential Squad			
Private event providers					
Under 7s	7 – 14s	15 – 19s	20 +	35 +	



ENABLE (participation)

Key outcomes to 2022	Strategic Initiatives
Through delivery of our events, programmes and partnerships, more people are participating in athletics. KEY OUTCOMES: • Club membership of 30,000 • Branded programme participation is 175,000 • Entrants in events and championships grows 5% pa (excluding new events) BENEFITS DELIVERED: People across NZ enjoy access to and participation in safe, fun and healthy athletics based activities.	INITIATIVE 1 Strengthen and expand the athletics delivery network through: • Strong clubs • Quality events Athletics NZ's role is to provide services to support the development of clubs across NZ, ultimately benefiting and attracting members. INITIATIVE 2 Improve the quality of and access to pathways for athletes, coaches and officials of all ages across NZ. Specifically ensuring: • Participants have a quality experience • Resources are available for coach and official training and development for all levels anywhere in NZ • Safe coaching and officiating standards are set and maintained • National championships provide opportunities for development Athletics NZ's role is to deliver the above to ensure pathways and opportunities are available.

INSPIRE (winning)

Key outcomes to 2022	Strategic Initiatives
More athletes compete on the international stage at Olympic, Paralympic and representative team events. KEY OUTCOMES: ● Olympic (3 medals + 3 top 8) ● Paralympic (3 gold medals + 7 medals) ● # athletes achieving qualification standards – Representative Teams (Non-HPSNZ funded) BENEFITS DELIVERED: ● People are inspired by HP athletes to participate in athletics.	INITIATIVE 3 Maintain and execute the High Performance Tokyo Olympic and Paralympic strategies, consistent with Athletics NZ's overall strategy. Athletics NZ's role in conjunction with HPSNZ, is to develop, maintain and execute the High Performance Tokyo strategy for NZ.
	INITIATIVE 4 Create and execute the strategy for Representative Teams (Non-HPSNZ funded) to compete in international competitions. Athletics NZ's role is to facilitate and support athletes with high performance capability to access opportunities to compete in international level competitions.

LEAD (internal and external)

Key outcomes to 2022	Strategic Initiatives
The long-term future of athletics in NZ is assured. KEY OUTCOMES: • Financially sustainable athletics model • Whole of Sport Plan implemented • Responsive service provider – <i>we will be good at what we do</i> BENEFITS DELIVERED: By investing in our sport we will continue to grow and evolve and are able to attract partners through the value the relationship creates.	INITIATIVE 5 Model and pathway for financial sustainability is developed for the Whole of Sport Plan. Athletics NZ's role is to lead the sustainability of the athletics organisation and delivery model in NZ.
	INITIATIVE 6 Introduce market responsive initiatives to provide a contemporary environment that encourages and attracts people into athletics. Athletics NZ's role is to actively lead the development of athletics in a constantly changing environment, to ensure athletics and athletic activity is a desirable experience in NZers lives.

