



Annual Business Plan 2015/16

Actions under the seven strategic pillars for the 2015/16 year.

- **Coaching: “The goal of AAI is to ensure that all members have access to coaching that meets their needs”**
 - Plan Aspire 2015/16 programme and best date for it.
 - Develop second stage “Aspire Plus” for last year’s attendees.
 - Establish a Coaching Steering Committee and Coaching Plan.
 - Investigate a coach development or scholarship programme.
 - Promote the AAI Coaching CD video to clubs/athletes/schools.

- **Communications/Marketing/Branding: “AAI will provide timely delivery of information to our stakeholders using appropriate methods”**
 - Evaluate the mobile “App” sports option and implement if feasible.
 - Utilise our events (and partners’ events) for the promotion of AAI and its services.
 - Establish a meeting plan with clubs (SDO). Expand club communication with the Centre.

- **Structure: “AAI will continue to develop structure and systems to ensure the efficient and effective delivery of all our services to our membership”**
 - Review our structure, roles and activities – sections roles, responsibilities etc. Board structure/numbers, employed positions.
 - Undertake a constitutional review in relation to fees, levies, registration rules, and align a philosophy with ANZ and clubs.
 - Explore and establish a schools partnership model whereby AAI supports schools athletics programs, (as part of Kiwisport or Aktive programme).
 - Continue discussions with RFA to develop athletics facilities at Mt Smart and satellite venues.

- **Financial Health: “AAI will deliver on it’s responsibilities to collect and spend our members’ money wisely and effectively to grow and develop athletics and athletes at all levels”**
 - Develop and agree annual budgets for each section and their events that need Board sign off.
 - Maintain and expand grants for operating costs, SDO role and key initiatives.
 - Complete development of the Asset Management Plan.
 - Ensure compliance with the Centre’s Grants Application Protocols

- **Services to Our Members: “It is important that all stakeholders know who AAI is and what we do and can do to help them and develop our sport”**
 - Carry out the ‘annual’ stakeholder survey (use survey monkey).
 - Examine all current services to existing members and develop as needed to stay relevant.
 - Provide athlete support systems such as the gym, equipment, events, information and resources.
 - Implement appropriate coaching programs targeted at important athlete groups for maximum return.
 - Utilise and work with the ANZ Club Development Officer to support clubs to improve their management, skills, membership.
 - Establish products and events that meet the needs of athletes, promote AAI and excite the public. Support F&W to be a success both in terms of exposure and financial return.
 - Evaluate a ‘zone’ structure to support club/member growth and provide consistent systems and procedures across the region led by AAI. Focus on population growth areas.

- **Officials: “AAI will support and where possible provide resources to recruit retain and develop more officials to ensure the highest standard in running our events”**
 - Support the Officials training and development with stated targets and objectives through the Officials Co-ordinator role.
 - Implement awards, certificates and recognition programmes for Officials.
 - Officials are included in the annual survey.
 - Consider incentivizing attendance at meetings (including junior championship meetings).

- **Systems and Processes: “AAI will annually review all systems to ensure smooth and simple delivery of everything we do and offer”**

- Keep our information and communication systems relevant and fresh.
- Review our administrative systems and invest where gains can be made.
- Develop a better database of member information in partnership with ANZ
- Publish development pathways for athletes, coaches, officials, and club administrators on our website.
- Have an open and honest annual review of the Board’s performance and of employees’ performance relative to objectives and outcomes.

2014/15 Targeted Actions from Objectives Highlighted Above

The objective statement is an outcome that will be developed in conjunction and consultation with key people and organisations, published literature, feedback fro stakeholders, and funding available. The person(s) responsible will drive the development and submit to the Board of Directors for approval and sign off, then arrange publication, communication and implementation as required.

Objective	Lead Responsibility	By end of...
Plan Aspire 2015/16 programme and best date for it.	AC	August 2015
Develop second stage “Aspire Plus” for last year’s attendees	AC	September 2015
Establish and implement a Coaching Steering Committee and Coaching Plan	AC/PB	September 2015
Continue to develop the communication and news service to members.	AC/MM	Ongoing
Establish a meeting plan with clubs (SDO). Expand club communication with the Centre.	AC/RR	July 2015
Review our structure, roles and activities	Board	February 2016

Undertake a constitutional review in relation to fees, levies, registration rules, and align a philosophy with ANZ	SD/MM	November 2015
Develop and agree annual budgets for each section and their events that need Board sign off	PW/PB/FM/DC/JH	July 2015
Complete development of the Asset Management Plan.	PW/AC	December 2015
Ensure compliance with the Centre's Grants Application Protocols	RR/FM	Ongoing
Carry out the 'annual' stakeholder survey (use survey monkey).	RR/AC	August 2015
Evaluate a zone structure led by AAI to align and progress actions across the region.	AC/BO/PW	February 2016
Utilise and work with the ANZ Club Development Officer and Sport Auckland to support clubs to improve their management, skills, membership.	AC	Ongoing
Continue the Officials training and development programme with stated targets and objectives (including WMG preparation)	AC/PB/PC	Ongoing
Develop a better database of member information in partnership with ANZ	RR/ANZ/Club Registrars	March 2015
Publish development pathways for athletes, coaches, officials, and club administrators on our website.	AC	November 2015
Have an open and honest annual review of the Board's performance and of employees' performance relative to objectives and outcomes.	External	December 2015