



AAI Strategic Plan 2014 – 2019

Our aim is to provide continuous improvement in services such that levels of membership satisfaction are high and AAI is the respected provider of choice for all stakeholders.

This is at the heart of our Vision and Mission statements,

Vision:

To be recognised as the centre that uses best practice for delivery of athletics on behalf of Athletics New Zealand.

Mission:

To be a growing, competitive, organised sport with champion athletes, ensuring that athletics is enjoyable, affordable and accessible.

Strategic Pillars

Seven pillars are the drivers of our strategic direction and decision making.

They are:

- Coaching,
- Communication, Marketing and Branding
- Structure
- Financial Health
- Services to our Members
- Officials
- Systems and Processes

Outcomes by 2019

Coaching

Provide skills development at all levels.

- 10 more 'intermediate level' coaches available for athletes
- 50 more 'entry level' coaches available for clubs
- 50,000 school children coached in community programmes.

Communication, Marketing and Branding

Everyone understands what we do

- Satisfaction with AAI has improved (surveyed).
- Athletics is a prime focus for sponsors and the community.
- AAI has significant sponsors/partners going forward.

Structure

We are set up to succeed.

- Constitutionally, operationally and structurally we are as efficient and effective as possible.
- We continually seek improvement to meet changing needs.

Financial Health

We invest to grow but remain guardians of our members' funds.

- Increase new revenue streams by \$500,000.
- Grow Auckland club membership by at least 4000.
- Increase participation in events, programmes by at least 50000.
- AAI remains financially strong. (Reserves of at least \$300,000).

Services to Our Members

We exist to support our members

- We partner with ANZ to support club development.
- We provide what members want not what we think they want.
- We preserve our heritage.

Officials

We value officials and support them.

- Increase the number of Auckland qualified officials by 100 by 2019.
- Support and reward officials' efforts and participation.

Systems and Processes

Create easy, efficient and effective systems.

- People find it easy to deal with AAI.
- Our systems are contemporary and relevant.
- Our people are supported with efficient and effective working environments and tools.