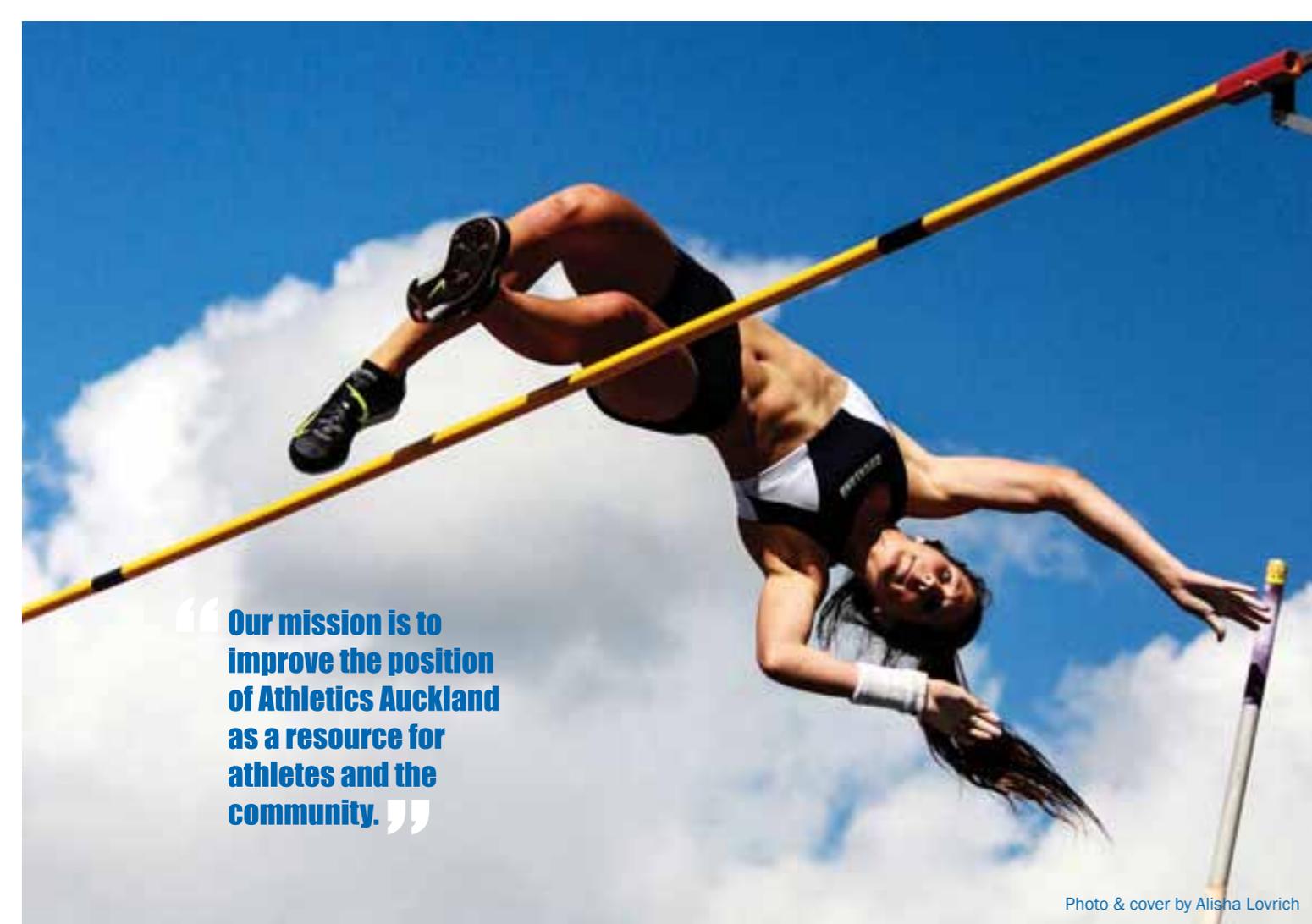




Athletics Auckland Inc.

Annual Report 2013-2014





“Our mission is to improve the position of Athletics Auckland as a resource for athletes and the community.”

Photo & cover by Alisha Lovrich

About Athletics Auckland Inc.

Athletics is an exclusive collection of sporting events that involves competitive running, jumping, throwing, and walking. Athletics is one of the most commonly competed sports in the world, with prehistoric roots, and organised events traced back to the Ancient Olympic Games from 776 BC. Athletic meets form the backbone of the modern Olympics, and other leading international meetings.

1877, the first Athletic Club in Auckland was founded. By 1987, it was the oldest Athletics Club existent in New Zealand.

Athletics Auckland Inc. (AAI), is a not for profit regional sporting organisation devoted to the advancement and education of youth in the broader community, from North Harbour through to Franklin areas including Primary, Intermediate and High schools.

AAI provides opportunities for children to participate in quality organised, individual and team based sports while gaining exposure to good sportsmanship and benefits derived from a team effort. Central to the core mission of AAI is development, we aim to instil a sense of community within our athletes and help them to gain functional experience that will assist them in the future. AAI activities promote positive change and

help to produce fit, healthy and active young people who will make positive choices, pursue their dreams and maximise their potential to lead fulfilling lives.

Just as our youth need educational activities and health services for positive emotional and developmental growth, they also need necessary athletic and recreational activities, which provide them with the skills and tools needed to achieve their goals and undergird their efforts to be a productive member of the community.

AAI has partnerships with community providers such as the John Walker Find Your Field of Dreams Foundation, extending to them unlimited use of the facilities for their work with at risk youth of Auckland.

We feel that this partnership is an ideal match, for our missions are aligned in that we encourage the young people of Auckland’s area to pursue a more active lifestyle through sport and physical recreation that leads to a fitter, healthier and more caring community.

36 affiliated clubs with more than 6,000 members.



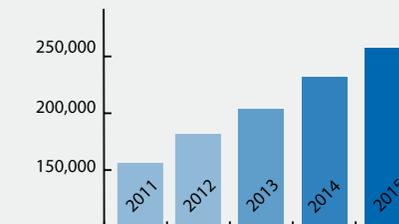
90+ events each season, with more than 120,000 athletes participating



Athletics Auckland is growing at a rapid rate.

Our projections indicate that we will have a strong audience of close to 250,000 by 2015.

A strong spectator base helps us to amplify our message by demonstrating that the athletics community is robust, healthy and growing. Strength in numbers is the metaphor that underpins Athletics Auckland and separates us from other organisations.



From the Chairman

I have been asked on more than one occasion if the Board has a vision and a strategic plan. Yes we most definitely do and while the current plan is at the end of its five year cycle we are in the process of reviewing it and setting the scene for the next five years. The point being that the Board's primary role is to govern and to plan ahead to secure a long term future for athletics, athletics based activity and more importantly for those who participate throughout the Auckland region. Part of this is to be aware of influences and factors that affect us and find solutions to address these influences. Common influences may be competition for members from other sporting activities, local government strategies, contracting funding sources or changing expectations of our members in terms of services.

Our strategy is based around seven strategic pillars which it was agreed were the most important drivers for progress. They are Coaching; Communication, marketing and branding; Structure; Financial health; Services to our members; Officials; Systems and processes. These are shown in more detail later in this booklet.

Each year we prioritise actions that will drive progress in these areas. This often depends on timing, external factors, availability of resources and the impact the initiative will have. Being dependent on volunteers we don't always progress as fast as we would like but the intent is there and our focus is growth and public awareness of our sport, at the same time improved services for our members.

Some of the highlights from the last year are a refreshed brand image for Athletics Auckland which has given us more visibility. This has occurred at the same time as the roll out of the new website and more activity through Facebook. At peak over the

summer season our website had more than 11,000 visits (4800 unique visitors) monthly, a significant indicator of our increasing exposure.

AAI also introduced the Aspire Coaching Programme, an initiative to introduce 12-15 year olds to the life of a senior athlete which was very well attended and received. The programme over four days included lectures on topics such as nutrition plus afternoons of coaching in a variety of disciplines. We intend to re-run this programme each year and to develop the next stages to show these young prospects they can have an exciting future in athletics.

We are also well down the track in preparation for the new community event, Feet 'n' Wheels, to be held at Hampton Downs Motor Racing Park. This unique opportunity to run, walk, scooter or whatever around this prestigious circuit will we hope be a big draw card to both the general public and our more serious runners and allow us to promote our sport to the wider public. I urge you to get behind this initiative and help us make it a success.

The Centre is in a sound financial position but we are a sport dependent on relatively high need for equipment and infrastructure so will always have to balance maintaining reserves against investing to grow. The major financial risk to us has always been the Athletics New Zealand levy which is dependent on gaining enough registrations in order to cover our compulsory fee. I'm pleased to say we have been positively engaged with ANZ in discussions to replace the levy with a more appropriate system and progress on this will be announced shortly by ANZ. I urge clubs to



Athletics Auckland Chairman
Peter Wyatt

consider the proposal carefully as the Board believes the basis of the proposal will have positive benefits for all if we work together honestly and openly.

None of us in the sport can exist in isolation and a successful, growing and developing sport is dependent on relationships and working together to grow and get recognition and support for the sport we are passionate about. That applies to the centre as much as to the national body, the clubs, the members and the other stakeholders involved in our sport. Let's together make it happen.

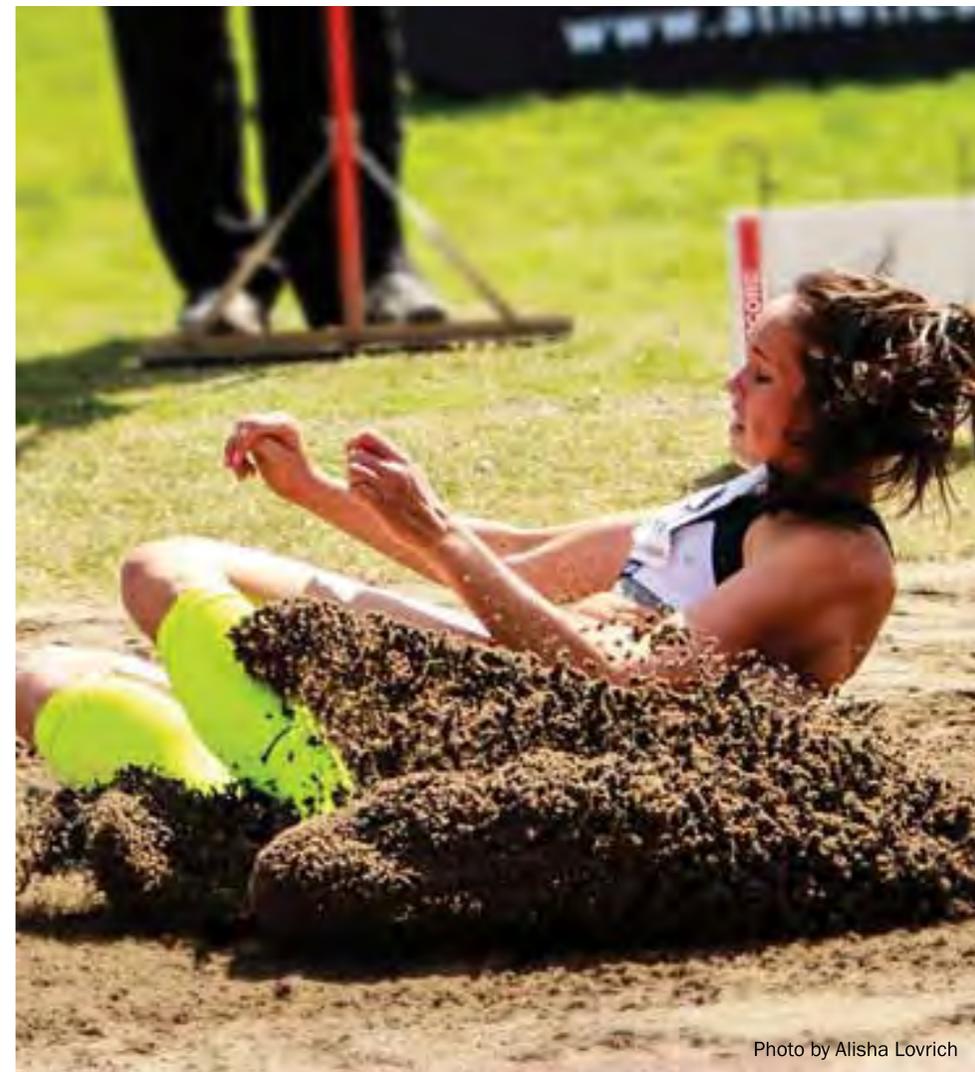


Photo by Alisha Lovrich



From the President

Athletics Auckland has had another successful year across all divisions. Auckland athletes collected a number of national titles and represented New Zealand at world championships.

Track and Field

Auckland had a large representation at the national championships in Wellington in March and the following athletes won senior titles: Malcolm Hicks 5000m, 4 x 100m relay, 4 x 400m relay, Billy Crayford high jump, Thomas North pole vault, Matthew Wyatt long jump and Phillip Wyatt triple jump. Women Louise Jones 200m and 400m, Zoe Ballantyne 400m hurdles, 4 x 100m relay, Sarah Cowley high jump, Kerry Charlesworth pole vault, Nneka Okpala triple jump, Valerie Adams shot put, Siositina Hakeai discus throw and Nicole Bradley hammer throw.

Other summer senior titles went to Lydia O'Donnell 10,000m, Nicholas Gerrard decathlon, Portia Bing heptathlon. Congratulations to North Harbour Bays Club on their 60th Jubilee in November.

Cross Country and Road

Malcolm Hicks swept to victory in the national cross country championship and also collected the senior road title in Dunedin. Auckland won the senior and junior men team titles and the senior, junior and youth women titles at the cross country championships and the senior women and junior men at the road championships. At the national road relay championships in Christchurch North Harbour Bays won the senior women's title and Auckland City Athletics the junior women. Jono Jackson won the New Zealand senior mountain running title in Motueka.



Athletics Auckland President
Murray McKinnon

Junior

The highlight for the juniors was winning the Trans-Tasman challenge against New South Wales, only the third time Auckland has won in the history of the event. Counties Manukau won the U16/U18 interprovincial competition.

National Representation

- **World Youth Championships, Donetsk Ukraine:** Eliza McCartney was fourth in the pole vault. Benedict Chong Wong, Matthew Bloxham, Sam Ulufonua, Audrey Gregan and Megan Kikuchi.
- **World Championships in Athletics, Moscow Russia:** Valerie Adams who won her fourth world shot put title. Brent Newdick competed in the decathlon.
- **World University Games, Kazan Russia:** Brent Newdick, Elizabeth Lamb, Te Rina Keenan.
- **World Indoor Championships, Sopot Poland:** Valerie Adams who won her third world indoor shot put title.
- **Chiba Ekiden Relay, Japan:** Malcolm Hicks, Lucy and Holly Van Dalen.
- **Commonwealth Games, Glasgow:** Congratulations to the following Auckland athletes selected. Valerie Adams, Zoe Ballantyne, Portia Bing, Sarah Cowley, Brooke Cull, Jacko Gill, Siositina Hakeai, Nikki Hamblin, Louise Jones, Kimberley Smith, Lucy Van Dalen, and subject to proof of fitness, Scott McLaren and Brent Newdick. Alex Beddoes will be competing for the Cook Islands.

World Record

Congratulations to Jacko Gill who set a world 18 and 19 age 6kg shot put record of 23 metres in August last year. Jacko is also competing at the Oceania Area Championships in Rarotonga in June.

Mt Smart Stadium

The Auckland Council are currently reconstructing the upper field into a new playing field which meant the removal of the gear shed and the moving of the gymnasium. The new track has proved to be an outstanding facility for Auckland athletics following on from its commissioning at the 2013 national championships. Later this year 2500 terraced seats will be constructed in front of the John Walker Lounge enhancing event viewing for our supporters.

Coaching

The Centre acknowledges the work of Dave Norris in co-ordinating the coaching programme over the past year. We also acknowledge the work of Nigel Edwards and his team coaching throws athletes in South Auckland for the John Walker Find your Field of Dreams Foundation.

Honours

Ross Dallow was made a Member of the New Zealand Order of Merit for services to the community in the 2013 Queen's Birthday Honours. Ross was the New Zealand junior discus throw champion in 1956. He has



Photo by Alisha Lovrich

coached discus throwers for a number of years including Beatrice Faumuina. Ross has been one of the driving forces behind the Waitakere Athletic Club and drove the fund raising for the building and establishing of the Trusts Stadium and the Douglas Track and Field Stadium. He is a Life Member of the Waitakere Athletic Club.

Garth Barfoot was made a Member of the New Zealand Order of Merit for services to business, sport and the community in the 2013 Queen's Birthday Honours. Garth is a long standing member of the Calliope Club in Auckland and has made a considerable contribution to sport through sponsorship from his real estate company Barfoot and Thompson.

Manoj Daji recently retired chief executive of College Sport Auckland received the Queen's Service Medal for services to sport and education in the 2014 New Year Honours. He supported the promotion of athletics at secondary schools in the Auckland area and was a trustee of Athletics Auckland Centennial Trust.

Sir Graeme Avery ONZM of Hastings, was knighted for his services to business and sport in the 2014 Queen's Birthday Honours. He is a life member of the North Harbour Bays Athletics Club and is a former chairman of Athletics New Zealand. He was the driving force behind the formation of the North Shore East Coast Bays AAC in 1978 which led to the raising of funds for the construction of the stadium and all-weather track which today is part of the Millennium Institute.

Dave Norris received a Lifetime Achievement Award at the annual Sport and Recreation Awards ceremony.

Valerie Adams Olympic Games double gold medallist, four times world shot put champion, three times world indoor champion and twice Commonwealth champion further cemented her position in New Zealand sporting history taking the prestigious New Zealand

Olympic Committee's Lonsdale Cup for an unprecedented fourth time in December. The Cup goes to the athlete or team who made the most outstanding contribution to Olympic or Commonwealth sport in the preceding year. Valerie was also voted by American magazine Track & Field News as woman athlete of the year for 2013, the first from her event to ever be voted AOY in successive years.

Obituary

We remember and acknowledge the outstanding work Ron Hanson carried out during his long term as president. Ron who was living in Te Kauwhata died on 20 August 2013, aged 87.

He was President of Athletics Auckland 1997 to 2007, and was awarded an Athletics Auckland merit award and was made a Life Member of the Centre. He was president and Life Member of the Waitakere City Athletic Club.

Acknowledgements

To the Board of Athletics Auckland for their work. Chairman Peter Wyatt, Peter Booker track and field, Dianne Craddock cross country and road, Sharon Grass juniors, Jim Hogg treasurer, Rodger Brickland, Mic Baker, Heather Saunderson and Sasha Daniels. Both Peter's have spent many hours in negotiations with management of Mt Smart over the configuration of the top field to ensure the continuing smooth running of athletics at the Stadium, down to the removal and replacement of the Arthur Lydiard statue.

We are indebted to the office staff, Raewyn Rodger, Anthony Curry and Patricia Ramires who maintain the organisation, marketing and running of the sport in Auckland.

Thank you to the officials and volunteers in our sport, your contribution, enthusiasm and hard work at your clubs and at the centre events make it all possible.

Cross Country & Road | Dianne Craddock

The Cross Country and Road season was blessed with a lovely warm and dry winter, creating perfect conditions for some excellent running.

Once again we were well represented by our teams at the NZ Cross Country Championships held for the second year in Hamilton but in very different conditions to last year.

There were some excellent results for Auckland in both teams and individual competition.

The NZ Road Championships were held in Dunedin with distance and cost playing a factor in our not having full teams in all grades which was a little disappointing. Those that travelled, however, were once again rewarded with medals in all the teams that qualified and many individual medals. Special mention needs to be made about the performance of two of our Athletes over the season.

Malcolm Hicks entertained spectators with very impressive wins at both the Cross Country and Road Championships in the senior men's grade.

Matthew Baxter after having convincingly won the u/20 grade at the NZ Cross Country Championships decided to travel to the Australian Cross Country Championships held in Launceston Tasmania instead of attending the NZ Road Championships gained a very creditable gold medal in the U/20 men's grade. Thanks goes once again to the Calliope club for their continued support of this development tour.

Many of you will know how difficult it has become to fund or assist the many teams that travel or to be able to fund initiatives to develop the sport. For some time now we have had members say to us that we should conduct our own race for the public to be involved in. We are now pleased to announce that we are introducing a new event Feet 'n'Wheels to be held at Hampton Downs Motorsport Park on Sunday 12th October.

There will be an opportunity for clubs to promote themselves to the public and also to introduce our sport to Sponsors and you are invited to contact Dianne Craddock to see how you as an individual or your club can be involved.

The profits from this event will go directly back to the sport, in particular to the promotion of the sport and assistance to travelling athletes.

This would make us more financially independent, not relying on gaining funds from Trusts which is becoming increasingly more difficult.

You as athletes and supporters can help your sport by registering for one of the races, "liking" and "sharing" on facebook and encouraging others to register. For more information go to the website www.feetnwheels.org.nz

Thanks must go to our committee who help to organise and administer our season and to all the volunteers, coaches, athletes and supporters who make our sport possible.

We look forward now to another successful season.



Photo by Scott Wilson

Junior Athletics | Sharon Grass

Another successful year has come to an end for the junior section of Athletics Auckland. Registrations for Juniors were on a par with last year and we continue to look for ways to encourage more children to become involved in the sport.

It was great to be on the new track at Mt Smart after the previous season of disruption. We now have the challenges of the reorganisation of the warm-up field and relocating of our gear sheds and access ways for the next season.

At the national level we again competed in the 12/13 year Interprovincial competition, this year in Hastings, where the Auckland team gaining 3rd place behind Wellington and Canterbury and the Auckland Counties-Manukau team placed 5th. Each team improving by one placing compared to the previous year. Team managers acknowledged the commitment and enthusiasm of those that competed. This competition helps to foster the athletes through to the senior level of competition having a team to strive to be a part of and a focus for a higher level of competition.

Auckland teams also competed in the U16/U18 Interprovincial competition held here in Auckland. In the U16 grade the CM team was 2nd overall, the Harbour team 3rd and the Auckland team 4th. It is great to see this event growing and again helps to transition athletes through to the senior levels of competition. Appreciation goes to the coaching and management staff of these teams for all of their efforts and time commitments. Special thanks this year goes to the LOC and the great organisation of this event in Auckland.

At the international level, it was the home year for the Trans Tasman 10/11 year old event. This year a full team was named with reserves, some of whom were later added to the team because of injuries and pull-outs. The Australian team arrived without a full team which on past experiences made the prospect of winning the trophy better for us. In the end we won by a very substantial margin to take the Trans Tasman Trophy for just the 3rd time in its 36 year history. Again the athletes gained life-long friendships from the experience. Thanks to the Management team for their hours of dedicated organisation to make the event possible. Thanks to the Clubs and officials who provided help and encouragement for athletes to participate. We look forward to building a strong team for the 2015 tour to Sydney.

During the season over 580 medals were presented through the championship, relay and pentathlon events. A total of 15 Auckland championship records were broken. Some very promising athletes are coming through the age groups and I look forward to seeing their results in the future. Small changes to organisation of these events has helped them to run more smoothly.

In January the Board offered athletes an opportunities for coaching and information sessions through the Aspire Development Academy. This is a great step forward in terms of identifying and helping athletes with real potential that may not have had much help to this stage.

I would also like to acknowledge the model of support and training that the Counties Manukau Clubs are developing to foster junior athletics in the Centre. The focus on training over the winter for the Grade 10 and up will help the Centre teams for next season to be stronger.

A huge thank you has to go out to the many officials and supporters who have helped to make the seasons championship events run successfully and smoothly. The support of the clubs in encouraging parents to become officials is extremely important to our sport. Club need to continue to encourage their parents to tackle the officials courses and to then come along to help out at meetings on a regular basis.

Thank you also to the delegates who contribute to the management of the season's events and their contributions to the monthly delegates meetings. Input from the clubs through these meetings is a key connection that needs to be maintained to encourage athletes to participate in events provided by the association. Good communication lines between the Junior section and Clubs is vital for the smooth running of the section.

Lastly it should be acknowledged that the season could not have run as successfully without the Junior Executive, they are a dedicated and hardworking group who provide an outstanding service to the athletes and the clubs. Many thanks to them for their enormous time and effort, it is much appreciated by athletes, clubs and parents. However, others should be thinking about stepping up to take over some of these positions that have been held for a number of years. It's time to spread the load a little more.

Let us look forward to a new and exciting year of athletics for the 2014/15 season.



Track & Field | Peter Booker

Another successful season has come to an end for the senior track and field section of Athletics Auckland. Throughout the season meets were held at Mt Smart, North Harbour and Waitakere. We also continue took a meeting to Whangarei. The track and field committee wishes to continue to assist with the growth of the sport in the Northland region and will continue to host one meet a year in Whangarei.

Auckland Championships

The Auckland Championships were held at The Trusts Arena, Waitakere due to the unavailability of Mt Smart stadium. Over 300 athletes competed over the two days. The Auckland grade 10-14 walks Championships were also held. Due to the set up of the stadium the Hammer was held in the week following the

Championships. The 3000m, 5000m and 10000m Championships were held in the evenings on Wednesdays as part of the ACA club night. Thanks to Howard Baker and Waitakere Athletics Club for their assistance throughout the Championships.

National Championships

The National Track and Field Championships were hosted by Athletics Wellington at Newtown Park. A total of 153 athletes were selected and the team was ably managed by Sue Bearda with assistance from Sue Potter, Raewyn Rodger, Peter Booker, Geoff Haigh and Lee Norris. At the Nationals we launched our new Athletics Auckland representative singlet. The new singlet is made up of the traditional blue and white colours. The uniforms were popular with all athletes and stood out during the championships.

Athletics Auckland once again dominated the Championships and collected a total of 107 medals made up of 42 Gold, 35 Silver and 30 Bronze.

Athletics Auckland hosted two National Championships in the 2013/14 season. The first being the Athletics New Zealand Senior 10000m Championships held at Mt Smart on Sunday 26th January. Whilst being the public holiday weekend in Auckland over thirty athletes from around New Zealand competed. Of the Auckland athletes, a New Zealand title was won by Lydia O'Donnell, a silver medal went to Alice Mason and bronze medals to Kelly Parlane and Jonathan Jackson.

The second National Championship was the New Zealand Combined Events Championships held at Waitakere on the 14/15th February. Once again over thirty athletes competed over

the two days of competition from around New Zealand. National titles were won by Portia Bing (Senior Women), Paige Harwood (Junior Women), Nicholas Gerrard (Senior Men) and Aaron Booth (Junior Men). Silver medals were won by Natalie Booth (Senior Women), Natasha Eady (Youth Women) and Stephen Buckley (Senior Men).

Records

A total of six Auckland records were broken throughout the season these being:

- Rochelle Coster – Senior Women 60m 7.37secs
- Joshua Billington – Junior Men 100m -10.56secs
- Bailey Stewart – Junior Men 400m – 47.17secs
- Hamish Gill – Youth Men Long Jump – 7.25m
- Jared Free – Youth Men 3000m Walk – 13.46.66
- Jared Free – Youth Men 10000m Walk – 52.41.01

School Athletics

Once again Athletics Auckland hosted 40 schools meets which included everything from Primary to Secondary Schools, the Secondary Schools zonal meets and the Auckland Secondary Schools Championships. I would like to thank the Athletics Auckland Office (Anthony and Raewyn) for coordinating the bookings and the organising of officials. Thanks to Geoff Haigh for looking after the schools whilst on site. Thanks to all the other officials who made themselves available to officiate during these meets.

Officials

We must thank all the officials who officiate week after week to assist athletes to achieve their best. It is important to remember that these officials are all volunteers. We held a number of official's courses for Track, Jumps, Throws and Walks. We also held two seminars on Starting and Photo Finish. A new official's development plan is underway in order to meet the demands of

our meets and also in preparation for the World Masters Games in Auckland in 2017 for which Athletics Auckland is the provider.

Auckland athletes selected for Major Championships

Oceania Championships – Cook Islands

Jacko Gill (Takapuna) – Shot Put

IAAF World Indoor Championships – Sopot, Poland

Valerie Adams (Pakuranga) – Shot Put - 1st

IAAF World Junior Championships – Eugene, USA

Eliza McCartney (North Harbour Bays) – Pole Vault

Pascal Kethers (North Harbour Bays) – Pole Vault

IAAF World Racewalking Cup – China

Jared Free (Waitakere) – Walk – 33rd

Commonwealth Games – Glasgow, Scotland

Valerie Adams (Pakuranga) – Shot Put

Zoe Ballantyne (North Harbour Bays) – 4x400m Relay Squad

Portia Bing (North Harbour Bays) – 4x400m Relay Squad

Sarah Cowley (North Harbour Bays) – High Jump

Brooke Cull (Takapuna) – 4x400m Relay Squad

Jacko Gill (Takapuna) – Shot Put

Siositina Hakeai (ACA) – Discus

Louise Jones (Pakuranga) – 4x400m Relay Squad

Kimberley Smith (Counties Manukau) – Marathon

Scott McLaren (North Harbour Bays) – Decathlon

Brent Newdick (North Harbour Bays) – Decathlon

Alex Beddoes (Wesley) – 800m (Competing for the Cook Islands)



Regional Coaching | Dave Norris

The fourth year of our current programme was funded by ASB Trust, through Athletics NZ. We are grateful for the Greater Auckland Coaching Unit for their support in arranging this funding.

Coaches used were James Mortimer, Chris Pilone, Kerry Hill, Alex Parkinson, Brent Booker, Robert Ward, Anthony Curry, Erin Norris, Rachel Burden, Neil Bartlett, Carolyn Smith, Ella Pilkington, Rob Mallinder and Dave Norris.

Activities delivered:

1. Coaching sessions for coaches - This took two forms: 1. Basic Athletics Skills for new coaches (mainly parents) at Junior level;

2. Athletics NZ Development Level 2, advanced sessions of 3 hours each in specific events, for existing coaches - Attended

by 184 coaches from 17 clubs being Papakura, North Harbour Bays, Eastern, Pakuranga, Manurewa, Lynndale, Waiuku, Te Atatu, Hillsborough, Ellerslie, Pt Chevalier, Waitakere, Auckland City, Takapuna, Howick, Massey, Torbay.

Staff from all four Auckland regional Sports Trusts attended also. It is still a mystery that although we had 17 clubs participating in a no-cost service, this is only just over half of our clubs.

2. Coaching in schools - This aspect of the programme was extended this year and coaching was delivered to students from 25 schools (5 Secondary, 20 Primary) and to students from Auckland University.

All the above activities were provided free to participants. Most were delivered in the clubs and schools and some at central venues.

3. Secondary School Dual Meets - For the second year we invested some funds in coaching Secondary schools athletes (years 9 and 10) in the North Harbour Dual Meets competition. Other funding for these meets came from College Sport, Harbour Sport and the participating schools.

4. The Athletics Auckland Aspire Programme was supported by this Auckland Regional Coaching Programme, the aim of which was to introduce athletes to the senior ranks and show the scope of a full development programme and commitment required to succeed. The participants each provided some funds towards this. 33 athletes from 24 schools were chosen in the Aspire Programme which ran over four days in January.

5. Athletics NZ Run Jump Throw activities were also supported in

a modest way from this programme. This delivered RJT activities to clubs and schools across the city.

The assistance of Rachel Brown (Athletics NZ) and Anthony Curry (Athletics Auckland) was appreciated. The Auckland Regional Coaching Programme is developed annually between Athletics Auckland and GACU and we welcome feedback and ideas for improvement.



Photo by Scott Wilson

Our Funders



Acknowledgements

A big thank you to our funders:

- ASB Community Trust for the grant of \$30,000 in 2014.
- NZCT for the grant of \$22,000.

Our Clubs

- Auckland City Athletics Club
- Auckland University Track Club
- Auckland YMCA Marathon Club
- Avondale AAC
- Beachlands Maraetai Athletic Club
- Calliope Athletic & Harrier Club Inc.
- Counties Manukau Athletics Club
- Eastern Athletic & Harrier Club
- Ellerslie AA & H Club
- Glen Eden A & H Club Inc.
- Hibiscus Coast Athletics
- Hibiscus Coast HC
- Hillsborough Junior Athletics Club
- Howick AA & HC
- Lynndale AA & HC
- Manurewa AA & HC
- Massey Athletic Club
- North Harbour Bays Athletics
- Onehunga AA & HC
- Owairaka AA & HC
- Pakuranga Athletic Club Inc
- Papakura Athletic Club
- Papatoetoe AA & H Club
- Pt Chevalier AAC
- Pukekohe AA & HC
- Race Walking Auckland
- Riverhead Athletics Club
- Roskill South AAC
- Takapuna Athletic & HC
- Te Atatu Athletic Club
- Technical AA & H Club
- Torbay AAC
- Waitakere City Athletic Club Inc.
- Waiuku Districts AAC
- Warkworth Athletic & Harrier Club
- Wesley Athletic & Harrier Club

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.

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.

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.

Statement of Financial Performance for the year ended 31 March 2014

2013		2014	2014
	BOARD		
	Income		
150612.11	Registrations & Membership	149208.27	
18000.00	Administration Levies	18000.00	
<u>1516.13</u>	Club Affiliation Fees	<u>1674.05</u>	
170128.24	Total Subscriptions		168882.32
912.89	Sponsorship	0.00	
7000.00	Event Management	4450.00	
129000.00	JW FOD Income	133650.00	
168.48	Apparel	0.00	
<u>117879.39</u>	Grants Received	<u>73375.50</u>	
3239.66	Coaching & Development	5486.55	
1991.35	Gym Memberships	3965.12	
0.00	Facilities Fees	1500.00	
7566.21	Interest Received	8125.64	
1014.93	Miscellaneous	2114.43	
	Divisional Activities (profit/-loss)		
-1916.36	Track & Field	-19399.45	
-4397.18	Cross Country & Road	-440.72	
-30847.07	Juniors	1958.64	
<u>231612.30</u>			<u>214785.71</u>
401740.54	Total Income		383668.03
	less Expenses		
633.83	AGM Expenses	793.61	
	Advertising & Promotion	8835.68	
<u>114759.00</u>	Athletics NZ Levies	<u>117503.04</u>	
2250.00	Audit & Accountancy	0.00	
1195.22	Coaching Expenses	5730.03	
49047.98	Depreciation & Loss on Scrapping	8851.73	
960.98	Electricity	993.16	
8608.00	Equipment Purchases	1921.11	
58379.39	Grants Expended	21025.50	
4334.30	Insurances	4338.00	
<u>122000.03</u>	JW FOD Expenses	<u>79535.50</u>	
2819.82	Printing & Stationery	4026.76	
1125.30	Security	583.70	
68196.54	Wages & Salaries	152489.84	
472.34	A.C.C. Expenses	1070.26	
2718.54	Telephone & Tolls	2167.51	
3340.70	Archiving	0.00	
7087.29	Sundries	873.29	
<u>447929.26</u>	Total Board Expenses	<u>410738.72</u>	
<u>-46188.72</u>	Net Profit		<u>-27070.69</u>



Po Box 12-123, Penrose, Auckland | www.athleticsauckland.co.nz | office@athleticsauckland.co.nz | 09 525 6903

Photo by Scott Wilson