



## AAI Strategic Plan 2019 – 2024

### Vision:

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

### Mission:

To provide opportunities for people to compete in athletics to the level that they desire.

### Guiding principles and values

The athlete is at the centre of all that we do.



- **Events and Service Delivery** – facilitate and support events and services that optimise value to current and future stakeholders.
- **Coaching** – provide opportunities for athletes to develop to their full potential by developing and enhancing coaching in the Auckland Region.
- **Community engagement** - effective communication with all Stakeholders.
- **Operational Quality** – financial sustainability, streamlining systems and processes for stakeholders, excellence in health and safety, improving daily operations, ensuring optimum efficiency and increasing environmental sustainability.

## Outcomes by 2024

### Events and Service Delivery

AAI facilitates and supports events and services that optimise value to our stakeholders.

- Run a range of events that cater for all athletic abilities.
- Partner with external organisations to provide athletic coaching in Auckland schools.
- Improve the attractiveness of events for athletes and officials to increase active participation.
- We support and reward officials' efforts and participation.

### Coaching

AAI provide opportunities for athletes to develop their abilities by developing and enhancing coaches and coaching in the Auckland Region

- Refine and enhance the AAI Aspire Academy programme to provide coaching to athletes.
- Provide opportunities for community coaches to be mentored to advance their coaching careers so athletes have access to more advanced coaching.
- Provide opportunities for new coaches to develop as community coaches by providing courses and hands-on experience at AAI coaching events.

### Community Engagement

AAI actively engages with our stakeholders to enhance their experience.

- We communicate regularly and meaningfully with our stakeholders.
- We value feedback from stakeholders.
- We strive for stakeholder satisfaction.
- We partner with ANZ to support club development.
- We partner with other organisations to advance athletics throughout the Auckland Region.
- We provide what members want, not what we think they want.
- We preserve our heritage.

### Operational Quality

AAI is set up to succeed.

- We are a financially sustainable organisation.
- Constitutionally, operationally and structurally we are as efficient and effective as possible.
- We continually seek improvement to meet changing needs.
- We adopt and promote best practice health and safety measures at all athletics events.
- We seek to grow Auckland club membership through active promotion of events and programmes; and providing events for stakeholders that exceed their expectations.
- We seek compatible sponsorship opportunities.