

Strategic Plan 2024-2029

OUR STRATEGIC INTENT:

To grow participation in athletics in Auckland in all its forms through relevant, engaging, sustainable events and services to facilitate the best experience for all.



OUR VISION:



Enabling, Empowering and Inspiring Athletics for All

Enabling

Providing opportunities for people to experience our sport at all levels.

Empowering

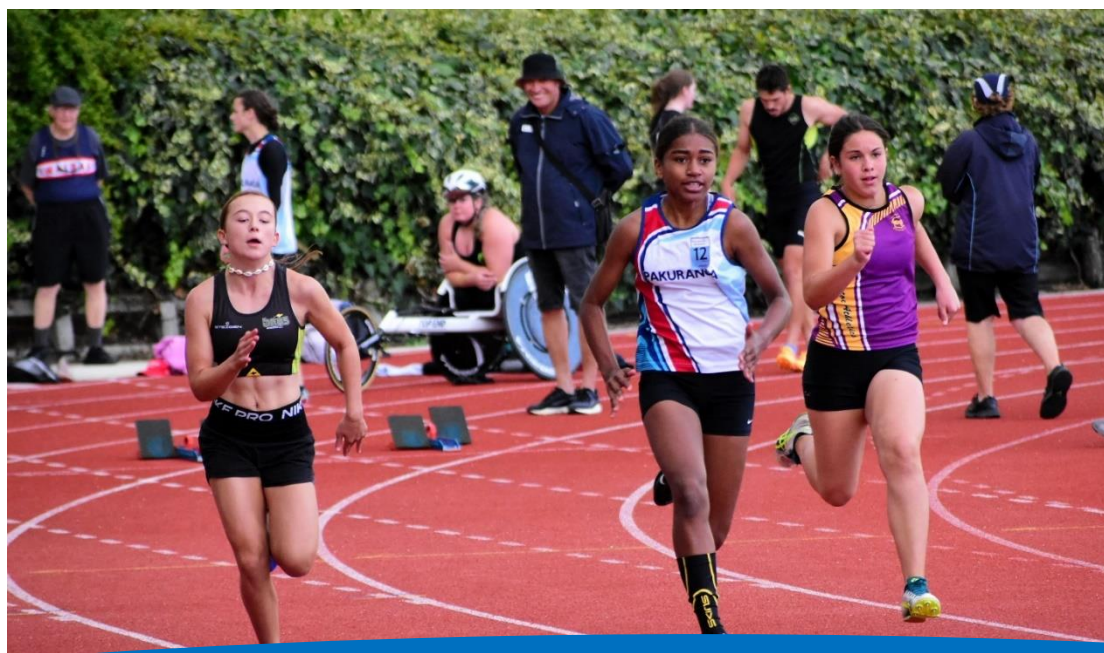
Encouraging and supporting our people on their athletics journey.

Inspiring

Embracing the joy through achievement that our sport delivers for all.

Athletics for All

Recognising that there is a place in athletics for everyone as athletes, officials, administrators, coaches and spectators, regardless of age, ability, gender or background.





OUR VALUES:

People First

We create a positive, supportive, respectful, social, and inclusive environment that allows our people to thrive and be retained in the sport.

Athletics Centered

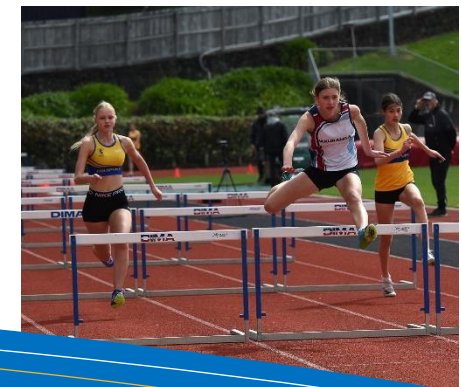
We are passionate about delivering quality athletics experiences for all our people, in all situations, all the time.

Flexibly Innovative

We are ambitious. We seek out new ideas. We embrace change. We take informed risks and learn from our experience so we can continuously get better at serving our people.

Together Better

We embrace working together. We listen. We engage and work with others to be better tomorrow than we are today.



OUR STRATEGIC PILLARS:

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



Events and Service Delivery:

Facilitate and support events and services that optimise value to current and future stakeholders.

Operational Quality:

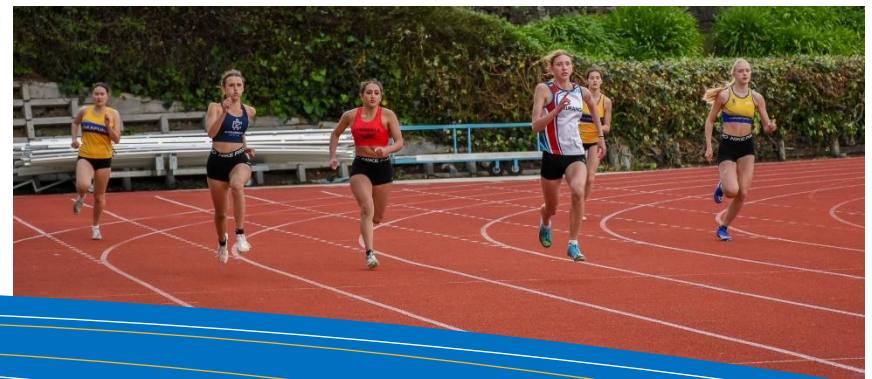
Financial sustainability, streamlining systems and processes for stakeholders, excellence in health and safety, improving daily operations, ensuring optimum efficiency and increasing environmental sustainability.

Community Engagement:

Active and effective communication with all stakeholders to promote and enhance athletics for all.

Coaching:

Provide opportunities for athletes to develop to their full potential by developing and enhancing coaching in the Auckland Region.



BY 2029 OUR AMBITION IS:



To be an organisation with over 10,000 members delivering on our Strategic Pillars in the following ways:

Events and Service Delivery:

AAI facilitates and supports events and services that optimises value to current and future stakeholders.

- We run a range of events that cater for all athletic abilities.
- We have partnered with a range of external organisations to provide athletic coaching in Auckland Schools.
- We have improved the attractiveness of events for athletes and officials to increase active participation.
- We support and reward officials' efforts and participation.
- We have developed sister Centre relationships with a number of overseas Centres for the benefit of our members.
- Athletes are proud to represent Auckland in all areas of our sport and we celebrate their successes.
- We work with current clubs to grow and enhance their capabilities to deliver awesome athletics experiences.
- We have seeded, worked with, and grown new clubs in developing areas of the Auckland Region.

Operational Quality:

AAI is set up to step up and succeed.

- We have a General Manager in place supported by a team to drive the sport in the Auckland Region.
- We are a financially sustainable organisation.
- We embrace the use of technology to enhance our ability to deliver events and services for our members.
- We have youth participation at Board level.
- Structurally, constitutionally and operationally 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 compatible sponsorship opportunities.
- We have developed a strong pipeline of administrators, officials and coaches.

Community Engagement:

AAI actively engages with our stakeholders to enhance their experience.

- We communicate regularly and meaningfully with our stakeholders.
- We promote the value and lifelong benefits of athletics to all people.
- We value feedback from stakeholders.
- We strive for stakeholder satisfaction.
- We partner with Athletics NZ 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.

Coaching:

AAI support athletes access to high-quality coaching by developing and enhancing coaches and coaching in the Auckland Region.

- We provide opportunities for new community coaches to develop by providing courses and hands-on experience at AAI coaching events.
- We work with Athletics NZ to develop, refine and enhance coaching pathways.
- We provide opportunities for existing community coaches to be mentored on their journey, so athletes have access to more advanced coaching.
- We enable, foster and grow coaching squads for athletes of all abilities and stages of their athletics journey.
- We continually refine and enhance the AAI Aspire Academy programme to provide coaching to athletes.