

# Strategic Plan 2021 - 2024

## VISION

An active, connected community.

## MISSION

Grow athletics in South Australia by providing opportunities for all.

*Athletics SA will pursue the following strategic initiatives under four key pillars.*

*Updated August 2023*



### LEAD

- Seek opportunities to collaborate and work with key partners with a whole of sport view
- Maximise commercial and fundraising opportunities for re-investment in the sport
- Advocate for local and state government investment in athletics facilities and initiatives
- Empower clubs to achieve sustainable growth

### PATHWAYS

- Provide a range of events that maximise participation opportunities and are responsive to evolving market and community expectations
- Provide programs to junior age groups (5-14) that creates a pathway to other ASA offerings
- Provide opportunities for high performing athletes to excel
- Facilitate opportunities for athletes, coaches and officials to access knowledge and expertise for development
- Review Running SA and drive community engagement with recreational running and athletics

### COMMUNITY

- Value diversity of opinion and exhibit welcoming and inclusive behaviour, underpinned by respect and unity
- Invest in our people to attract, retain, and develop the best talent
- Recognise and celebrate the contribution and achievements of our community

### CONNECT

- Evolve the Athletics SA brand and reposition to support the achievement of the vision and mission
- Promote and build the profile of athletics using a mobile first approach and harnessing digital platforms and technology to drive strong customer engagement
- Support the development of innovative digital and virtual products and offerings while maintaining live events for connection