



Queensland Athletics 2017 to 2019 Strategic Plan



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Introduction

The last 4 years has seen Queensland Athletics lead the sport through a period of significant growth and positive change, with registrations and participation numbers more than double the 2013 levels. There has also been significant progress in unification of the sport, with Queensland Masters, Queensland Trail Runners and several large road running clubs joining Queensland Athletics.

This critical work will continue over the next strategic cycle, with new programs such as Qrun and Athletics Fit coming online to support constant efforts in our traditional competition and membership offerings.

With a home Commonwealth Games in 2018, Athletics in Queensland is entering into a crucial period of that will provide extensive opportunity and challenge. This Strategic Plan sets out to identify and embrace those opportunities, provide a solid base to deal with the challenge's of the post Games period and to position Athletics as the number one Olympic sport in Queensland.

Background

Who is Queensland Athletics

Queensland Athletics is the governing body for the sport of Athletics in this State, a Member of Athletics Australia and via that association of the IAAF. We provide a range of services to our members who are athletes, coaches, officials, volunteers and clubs. Responsible for the competition pathway we conduct State Championships and select and send teams to national competition. We play an important role in the High Performance pathway while paying equal attention to grassroots participation.

Queensland Athletics also plays a key role in participation supporting over 100,000 athletes of all ages involved in schools and road running.

Structurally we have two regions, north and south Queensland with operational arms that provide targeted programs that best meet the divergent local needs typical of our large state.

Our vision

To inspire, unite, develop and grow the sport of Athletics in Queensland through intelligent leadership, positive culture, sound strategic planning and effective communication.

Our mission

To provide leadership and facilitate growth and success in the sport of Athletics in Queensland.

Core values

- *Professionalism – demonstrated through integrity*
- *Progressive – adapt to the changing needs of society*
- *Innovative – proactive culture prepared to intelligently adopt changes within and outside the sport*
- *Inclusive – we will promote inclusive nature of athletics ensure access for the whole Queensland community*
- *Communicative – consistently looking to effectively communicate with stakeholders*

Key performance targets by 2019

1. Queensland Athletics to have 15,000 registered members by 2019
2. Qrun to have 65 affiliated events, 5000 full members and an a contact database of 60,000 by 2019
3. 80% of clubs to meet Premium Club requirements by 2019
4. 25% increase in participation in traditional athletics programs by 2019
5. New lifestyle fitness program developed and delivered
6. Deliver Athletics for the Outback to two regions and report 50% increase in participation by indigenous athletes from remote locations.

Our identified strategic priorities

1. Competition
2. Recreational Running
3. Clubs
4. Coaching
5. Innovation
6. Inclusion
7. Leadership

1 Competition - our product

We will deliver a compelling and exciting competition structure that meets the needs of a wide range of participants. We aim to:

1. Deliver a high quality competition experience at all QA competitions
2. Develop and deliver new competition programs to engage with a wider range of athletes
3. Professionally market competitions to potential participants
4. Provide integrated competition with access for all targeted groups
5. Provide quality high performance and qualification opportunities for elite and developing elite athletes
6. Recruit, educate reward and mentor the officiating group
7. Provide an officiating pathway to leading to higher level roles and competitions
8. Deliver world class talent ID and athlete development program in partnership with QAS and AA
9. Deliver talented athlete recognition program – Asquad and Qsquad

2 Recreational Running – participation, health & fitness

Recreational running is the main participation arm of our sport for those over 18 year of age. Queensland Athletics, through the Qrun program, will seek to unite the diverse recreational running market through provision of support services, programs, centralised communication and commercial opportunity.

- 1. Develop a world class online experience that support the “Queensland’s running Hub” vision of Qrun.*
- 2. Build on the existing – iRun platform to affiliate 60+ events*
- 3. Develop a communication platform of 60,000+ runners*
- 4. Create a membership offering that results in 5000+ Qrun memberships*
- 5. Create Qrun – “my page” system with interactive results, suggested events, social media conections and state wide handicap system*

3 Clubs - our structure

We will provide the framework, guidance and support to create a thriving club culture in Queensland. We aim to:

1. Work with clubs to create and deliver a documented framework which supports the development of premium quality clubs in Queensland
2. Deliver guidance and support to QA clubs with the target of developing premium clubs that deliver excellent service to athletes
3. Improve and maintain a good communication system between QA and clubs.
4. Increase number of recreational running clubs affiliated with Queensland Athletics.

4 Coaching – our drivers

We will provide access to world class coach education and development for all as well as implement programs to engage coaches into the club system. We aim to:

1. Deliver world class athletics coach accreditation programs
2. Offer valuable professional development opportunities for accredited coaches
3. Engage athletics coaches from various external sectors in programs with the aim to connect them with the club system
4. Implement a clear and rewarding pathway for Coaches

5 Innovation– our future

Interest in health and fitness is on the rise while interest in structured sport among adults is on the decline. Queensland Athletics will develop new products to cater for this changing landscape and continue to innovate in the delivery of traditional athletics.

- 1. Develop new AthleticsFit product that can be delivered in many locations, at flexible times, for individuals, small and medium sized groups*
- 2. Develop, trial and deliver a range of modified “traditional” athletics events that provide a fun fast paced experience.*
- 3. Promote participation via IAAF Kids athletics*
- 4. Refine and develop the traditional Athletic product to appeal to new generations*
- 5. Utilize state of the art IT and social media platforms to help drive participation and interest levels in Athletics*

6 Inclusion– opportunity for all

Athletics has a range of disciplines that cater to a wide range of physical talents and body types. Athletics caters for a wide range of abilities, from recreational to elite and ages ,from 5 to 90+, and displays equal popularity with both genders. Athletics can be delivered in a wide range of venues. Queensland Athletics will use these strengths to ensure Athletics sets the standard for all sports in, inclusion, equity and accessibility for all.

- 1. Provide a wide range of products that cater for all ability levels and genders*
- 2. Ensure all products, competitions and Clubs are inclusive and provide for needs of the full spectrum of targeted groups*
- 3. Deliver Athletics access to remote indigenous community's and work to position athletics as a popular and regular activity for indigenous youth*

7 Leadership – our responsibility

We will lead athletics in Queensland through quality governance, improved communication, greater unity and a more positive culture. We aim to:

1. Provide quality and considered governance of the sport
2. Comply with governance regulations and recommendations of Queensland Sport and Recreation and Australia Sports Commission
3. Strengthen relationships with stakeholder organisations including Queensland Masters Athletics, Queensland Little Athletics, Queensland School Sports Association and Queensland Academy of Sport.
4. Ensure that Board Members and Staff are always accessible and “in touch” with the needs of Members.