



Help shape the future

Athletics Victoria Consultation Session

Friday 25th May
7.00pm

AV Consultation Session

Welcome

- Welcome to Country
- Welcome to everyone for attending and via
- Housekeeping
 - Emergency Exits – directly to Palm Lawns or through the main entrance
 - Bathrooms located outside of the Cathy Freeman



Season 17/18

3469 athletes 446 officials

1478 coaches 56 clubs

117 rec runners

6022 members



AV Membership from last year

Competing	17/18	16/17	Net position
Open	2153	2223	
Junior	1764	1896	
Dual	452	370	
	4369	4489	-120 (2%)

AV Membership trends

	12/13	13/14	14/15	15/16	16/17	17/18
MS	4697	4642	4530	4694	4489	4369
		-55	-112	164	-205	-120

AV Club trends

	12/13	13/14	14/15	15/16	16/17	17/18
Clubs	63	62	61	60	58	56

Athletics Victoria Discussion Paper

The Committee has developed this Discussion Paper to engage our key stakeholders in shaping the future strategy for our sport. (designed to provoke a conversation)

The Paper outlines some of the key challenges our sport faces including:

- Challenges attracting new membership *who is responsible? AV/Clubs*
- Decline in government funding
- Aging population of officials
- Changing expectations of athletes, coaches, clubs and officials
- Increased appetite for innovation



Options for Consideration and Consultation

The Paper outlines 4 options for consideration:

1. Prioritise traditional offering and model – ***go back in time***
2. Continue to enhance digital and product offering into existing Club/membership model – ***venture into new channels to membership and provide support to Clubs***
3. Modest rationalisation of existing Club/membership model to adapt to market trends and attract new members – ***less Clubs with more people and new channels to market for membership, and provide support to Clubs***
4. Significant rationalisation of existing Club/membership model down to a small number of ‘Super Clubs’ that have sufficient scale to be professionally run and digitally integrated with modernised AV offering



AV Survey

14 Questions

Experience	Club and AV
Responsibilities	Club and AV
Growth	Club and AV

Including open commentary

AV Survey pre results

AV Survey 5430

Today 1227 (22%)

- 828 Athletes
- 330 Coaches
- 189 Officials
- 200 Club Administrators
- 344 Parents

- Other 82
- GHAC 80
- BOX 63
- DIV 55
- ESS 45

- 10 – 19 172
- 20 – 29 184
- 30 – 39 130
- 40 – 49 278
- 50 – 59 294
- 60+ 157

- CHIL 23
- GEEL 22
- TRAR 19
- BEND HAR 18
- EUREKA 16

AV Survey

What is the role and responsibility of AV?

Deliver Competitions	93%
Recruit and retain Officials/Coaches	67.8%
Educate Officials & Coaches	73%
Provide a positive and inclusive social experience	68%
Recruit new members & retain	56%



AV Survey

What is the role and responsibility of AV?

Deliver Competitions	27%
Recruit and retain Officials/Coaches	46%
Educate Officials & Coaches	25%
Provide a positive and inclusive social experience	91%
Recruit new members & retain	87%

AV Survey

How likely would you be to recommend the sport to others?

8.38/10

How likely would you be to recommend your Club to others?

8.61



AV Survey

What do you like about your athletics experience?

Score out of 10

Training with friends	5.02
Representing my club	4.97
Competing for my Club as part of a team	4.91
Pathway to State/ National/ International competition	3.66
The social activities at my Club	3.44
Competing for my Club to win the Shield Pennant in Summer	3.29
Competing for my Club to win XCR	2.95



AV Survey

Membership growth is important for the viability of the sport. Which pathway into AV do you think is most likely to attract new members in future?

Athletics Victoria events and offerings presented directly to the broader community via digital platforms.	42.16%
Partnering with clubs to ensure a consistent minimum standard of athlete experience.	47.05%
Smaller number of larger clubs which can self manage growth, run events etc.	10.79%

AV Survey

Q13 What is the one change at AV which will help deliver growth in the sport?

Park Run Media Coverage Coaches Winter Little Aths Abilities
Schools Summer Comp Promotion Social Media
Clubs Registration Competition Affordable
Athletes Wider Community Events Growth
Cost Price Fees Awareness Advertising Value for Money
Cheaper Better Marketing Publicity

AV Survey

Q14 What is the one change at the Club level which will help deliver growth in the sport?

New Members Unsure Facilities Parents Fees Marketing
Inclusive Volunteers Community Engagement
Events Membership Athletes Communication
Club Fun Coaches Growth Social Track
Competition Think Advertising Funding Little Aths
Team



AV Survey

- Survey open till 31st May
- AV Committee will use the information to formulate the framework and the strategy
- Results published on AV website
- Strategy delivered at the AGM 25th July 2018 and published online and provided to all members

Group Breakout Session

