

Vision & Mission

**To grow participation in athletics
in all of its forms through relevant,
engaging and sustainable events,
products and services.**



1

Pathway Development

- Deliver financial and resource support programs
- Create education and training programs
- Support the AA National HP pathway and program.
- Provide competition programs and pathways
- Support High Performance athletes in transition from Junior to Senior
- Engage coaches with professional development opportunities

No. of Vic. Medals, Nationals Participation, Team Retention

2

Participation

- Evaluate and Enhance Support to Clubs
- Engage with Schools to develop new offerings and membership models
- Assess alternative Market-based Membership Models, products and offerings
- Reduce barriers to participation and competition opportunities

Number of Product / Service participants

3

Delivery

- Evaluate and enhance Shield and XCR
- Assess Officials Program
- Evaluate Alternative Events
- Align Products to Market Segments
- Ensure a supporting digital strategy
- Capture the voice of the participant

Number of Audience Numbers, Survey results

4

Sustainable Business Model

- Deliver an improved digital experience for both participant and audience
- Improve brand profile
- Assess the costs and benefits of all products and services
- Create new products and services that generate financial opportunities

Revenue Growth, Digital Engagements

5

OneSport

- Evolve our key partnerships to the next level.
- Reassess our key partnerships and determine rationale and desired outcomes
- Deliver specific initiatives with selected partners

Aligned Operating Models with target partners



Athletics Victoria Enabling Platforms

**Digital Engagement, Digital Systems,
Financially Sustainable Delivery Model,
Risk Management, Engaged Team
Customer Satisfaction**

