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Athletics NT
Strategic Plan
2021/2024





Vision & Mission

*‘The sport in which every
Territorian can participate’*

Foreword

From the President

As president of Athletics Northern Territory (ANT) i am proud to present to you our strategic plan for 2021 though to 2024.

The last two years have seen covid present all of us with many challenges. ANT have had numerous events, development programs and opportunities for growth stalled. With diligence and sacrifice ANT is in a position to move forward. With the community as a whole coming out of the pandemic so too is sport, including athletics.

Now, with the pandemic appearing to be coming to an end, we at ANT are looking forward to what the future has install. Some exciting events and projects are on the Horizon including redevelopment of Arafura stadium and the Arafura games to be held in Mackay in 2022.

I look forward to seeing all of you soon and i wish everyone every success in achieving their personal goals into the future.

A handwritten signature in blue ink, consisting of a stylized name followed by a long horizontal line extending to the right.

Our Core Values

Unified as 'One Sport'

Inclusivity

We represent the people of the NT irrespective of ability level. Athletics NT is proud to be inclusive of all.

Opportunity

We take a positive role in embedding a “what’s possible culture”, underpinned by every member of the board, staff and our partners.

Courtesy

Sharing, Collaboration and Commitment, these tenets are fundamental.

Transparency

We are fair, ethical, open and honest in everything that we do.

Innovation

We embrace new ideas and different ways of things. We want to be challenged to continually improve.

Excellence

To be better tomorrow than we are today, our excellence will speak for itself.



One Sport, for all

Unlocking the potential of Athletics NT

Ease of access is critical to the growth and long term sustainability of Athletics NT, and we recognise that our clubs are a key facilitator for the sport of Athletics. We will embrace close collaboration with clubs and associations across the NT. Together we can truly unlock the potential of athletics across the Territory



Setting the Strategic Direction

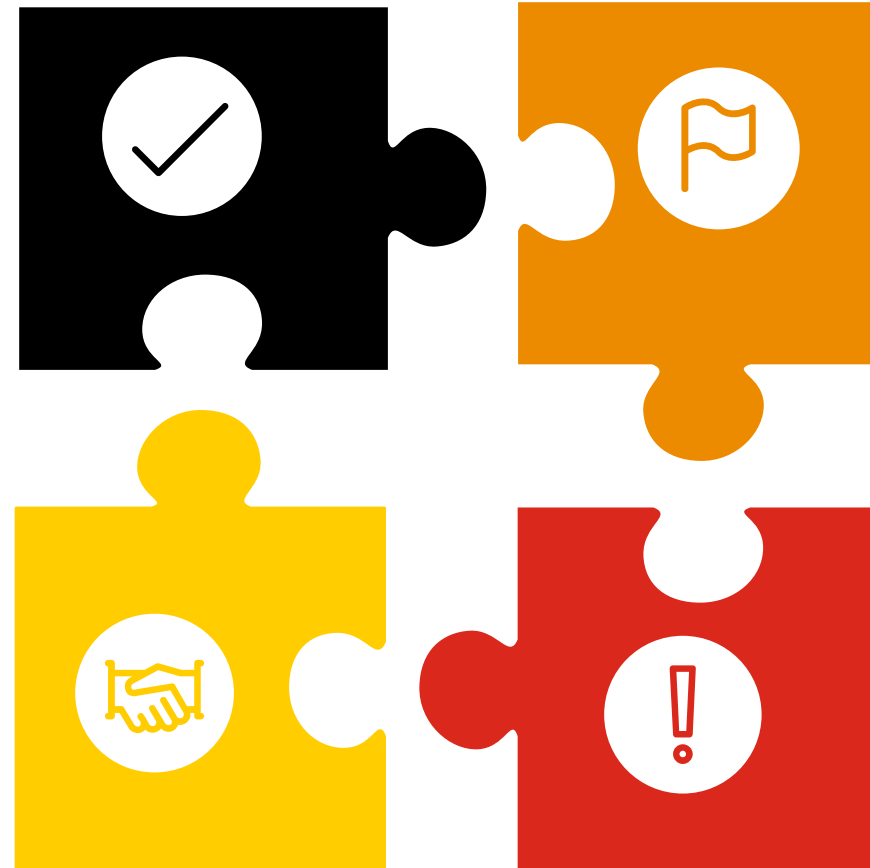
SWOT Analysis

Strengths

- Unity
- Strategic board
- Passion
- Depth of experience
- Progressive
- Regional engagement
- Expansive networks
- NT championships
- International engagement
- South-East Asian partnerships
- Events

Opportunities

- Regional community athletics
- Strong geographic location for international and domestic
- Federal Government – Indo-Pacific strategy
- Middle East engagement
- Sponsorship opportunities
- School pathways
- Collaboration with other associations



Weaknesses

- Social media presence
- Lack of internal resource
- Membership Level
- Funding (Tier 2)
- Cohesivity with club communications and Policy application
- Government advocacy
- Volunteer levels
- Fluctuating participation
- State of facility
- Access to coaches and officials

Threats

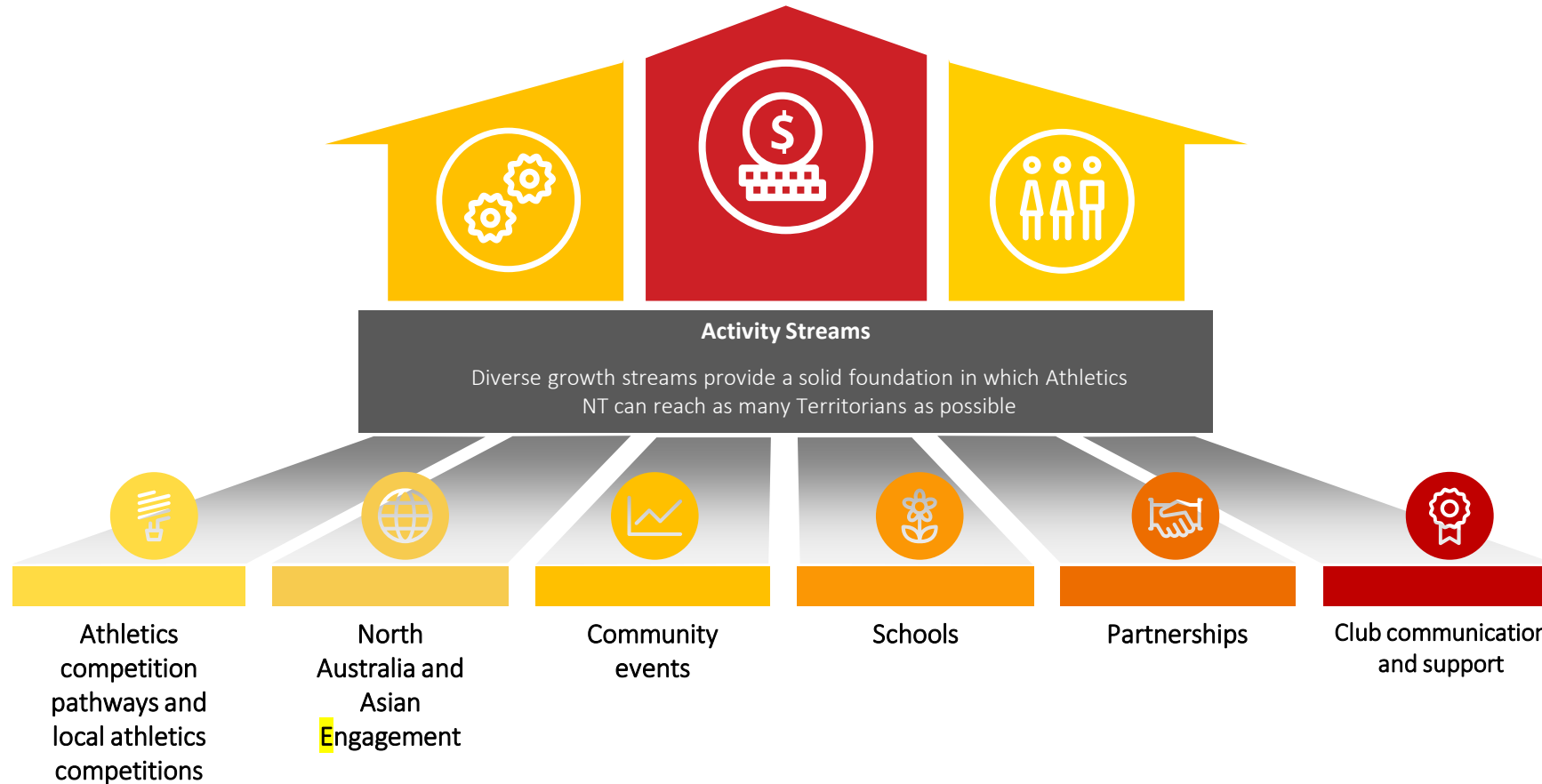
- Key dependency of critical funding partners
- Managing many personalities could impact the cohesivity of the association
- Clubs not affiliating

Growth Focus

Promotion of Athletics NT

Key activity streams that Athletics NT utilises to promote athletics in the NT fall under the following pillars.

A holistic marketing strategy focused on maximising and leveraging existing traditional marketing channels to engage new digital audiences will be considered.



Setting the Strategic Direction

Strategic Vision

Promotion of Athletics NT

01

To create opportunities via innovative thinking & action

We will continue to grow our events and the number of participants through innovative approaches and increased digital marketing activity across the Northern Territory.

02

Inclusive for all Territorians

Athletics within the Northern Territory should be accessible for all Territorians. Athletics NT will champion inclusivity with projects aimed at recreational runners, para-athletes and team sports all with regional, territory-wide coverage.

03

Success through collaboration, together we are stronger

We will lead the way for the sport, and work collaboratively with individuals, organisations and Government to enhance and showcase athletics locally, nationally and ultimately, internationally.



Where we play

Focus areas for growth:



Who

- School aged
- Masters
- Recreational runners
- Emerging athletes
- Para athletes



What

- City 2 Surf
- Northern Australia Championships
- Interstate competition
- International competition
- Coaching / officiating education opportunities
- Athletics in the Outback
- Off season Training



Where

- Darwin
- Alice Springs
- Katherine
- Jabiru
- Rural & Remote
- Interstate
- International

Setting the Strategic Direction

Strategic Goals

→ **Support and advocacy for youth participation in sports and recreation**

To drive physical activity levels up.

→ **Proactively promote programs and activities**

Boosting inclusive participation in sports that benefit all Territorians.

→ **Planning and strategy focused on growth and development**

Of all affiliated sports clubs and member organisations.

→ **Exploration of partnerships with other sports organisations**

To deliver wellbeing and social outcomes.

→ **Community-driven initiatives**

Help deliver sport programs that are contemporary and organised for regional and remote communities.

→ **Grow a skilled and capable workforce**

Upskilling community members, coaches, officials, and volunteers through further training and education.

→ **Engage and collaborate with stakeholders**

To collaborate and support fitness outcomes.

→ **Athlete development pathways**

To ensure our future athletes have the opportunity to thrive.

→ **Interstate and International participation**

To broaden relationships, showcase the Northern Territory, and provide real contests for our athletes.

Setting the Strategic Direction

Key Areas of Activity

Leadership

- Continue building a strong effective board, whose focus is on strategic leadership
- Provide development opportunities for our staff to ensure they grow as the association grows
- Maintain constitution to ensure relevance
- Increase brand awareness of athletics in the Northern Territory
- Establish a positive communication partnership between clubs and Athletics Northern Territory

Participation

- Expand Indigenous participation opportunities
- Facilitate para-athlete participation
- Increased recruitment, training and recognition of volunteers
- Develop a high-performance strategy



Competition and Events

- Strengthen existing events by enhancing participation opportunities and experience
- Develop an Asian engagement strategy
- Host Asian Games in Northern Territory
- Develop and host North Australia championship

Investment

- Maintain Tier 1 funding
- Maintain membership base
- Ensure facilities in regional areas where Athletics Northern Territory has member clubs
- Develop a sponsorship strategy
- Create a digital and online presence
- Assess viability of managing Darwin track facility



Our Value Proposition

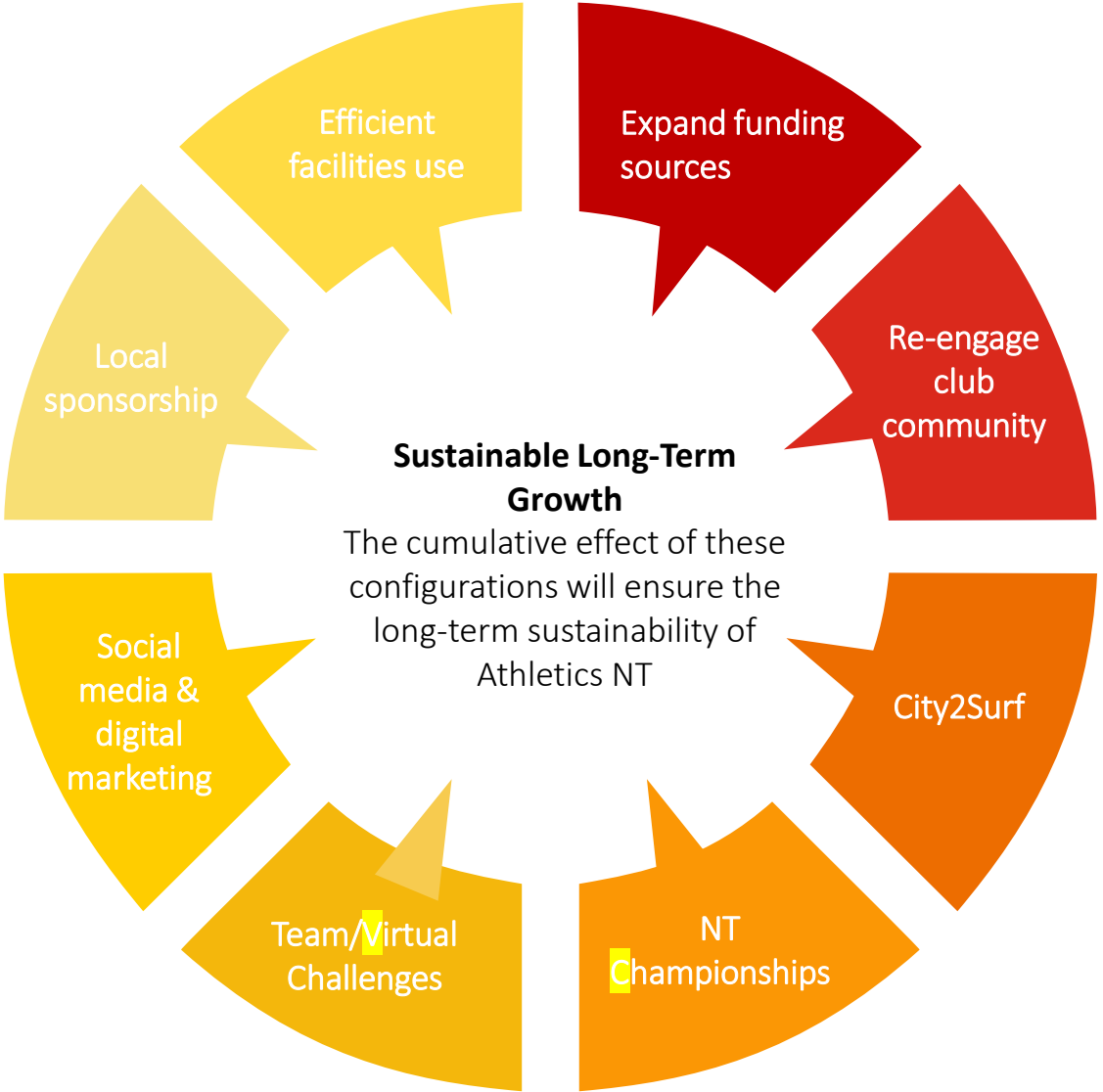
How Athletics NT Truly Showcase Our Value

- **Re-thinking Athletics**, athletics is a team sport and should be used to build and strengthen relationships, confidence and unity.
- **Whole of life application**, regardless of age, Athletics NT can empower participants to be their best self.
- **Value for money**, our value for money approach speaks for itself.
- **Fun for the whole family**, coach, officiate, participate, there's a role for everybody.
- **Complimentary to other sports**, strength, speed, adaptability, co-ordination makes an all round athlete even stronger.



How we configure What we will do to drive growth

No one configuration will solely drive the growth of Athletics NT. True growth is aligned with the cumulative success of several actions.



Growth Initiatives

Enabling Actions



Develop a Club Communication strategy

Develop a strategy to clearly and openly communicate with clubs in alignment with our core value of transparency.



Marketing Strategy

Key to the growth of Athletics NT is being able to effectively communicate the 'Sport for all Territorians' value proposition to its intended audience. It is acknowledged that Athletics NT also must grow its fledgling social media presence. To do this Athletics NT should consider a holistic marketing strategy aimed to target future athletes through a complimentary mix of digital and traditional means, utilising the strong reputation the association has built over many years.



3 Year Proposed Calendar

Compose a proposed events calendar for the 3 years from 2022 to 2024. This will inform the marketing and club strategies.



Sponsorship Strategy

An overarching strategy to bring in more sponsorship revenue.



Allocate Resources

A process of formalising and allocating internal Athletics NT resources through subcommittee and project management. Assign responsibility for each enabling action, to be tracked against project timeframes and KPIs.



Mitchell Street Mile

Reinvigorate Mitchell Street Mile presence in the Athletics area, participation and community engagement.



International Events

Now that international travel restrictions appear to be gradually lifting in 2022, develop a strategy to become a destination for our closest Asian neighbors to attend events locally and abroad. Strengthen relationships with Asian athletic networks with a view to host and attend the Asia Games.



2022 Facilities Plan

A comprehensive plan pertaining to facilities management and optimisation for 2022 will be produced. Feasibility of ongoing facilities management will be undertaken.



City2Surf

Capitalise on the growing popularity and increased funding to engage more recreational runners, para-runners, interstate and international runners. Increasing scale unlocks additional sponsorships and funding.



Promote Para and Inclusive Athletics

In alignment to our core value of inclusivity, Athletics NT will champion inclusive athletics at all of our events including through collaborations with representative organisations.

Action Overview

Leadership

- Develop key committees and project sub committees
- Develop strategic partnerships
- Increase brand awareness with a marketing strategy
- Develop a club communication strategy
- Formulate a 2022 facilities plan.

Competition & Events

- Strengthen and expand the reach of City2Surf and Mitchell St Mile
- International participant engagement strategy
- Re-connect with North Australia Games
- Develop innovative challenges and virtual events.

Investment

- Develop a sponsorship strategy
- Attract sponsors to the sport
- Establish an asset strategy.
- **Participation**
 - Promote ‘Sport for all Territorians’ and value propositions to target participants across the NT
 - Expand First Nations participation from rural and remote areas
 - Welcome first nations athletes to become members
 - Athlete development pathways
 - International event and participation strategy
 - Promote athletics to new audiences, as a team sport and to other sport participants
 - Clearly communicate our inclusive and para-athlete values
 - Increase the number of recreational runners
 - Increased recruitment and upskilling of volunteers.



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