

Strategic Plan 2023-25



Athletics
Tasmania

Vision

To grow athletics for all Tasmanians

Values

*Respect, Encouragement, Inclusion,
Innovation, Leadership, Integrity*



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Tasmania

Strategic Pillars



Community Success

- Engage our clubs and members
- Develop our people
- Improve resources & support



Marketing & Brand

- Foster a healthy culture
- Increase presence
- Build on marketing strategy



Financial Viability

- Create sustainability
- Increase sponsorship
- Grow resources & capacity



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Key Focus Areas

**Improve Facilities
& Commercialisation**

**Greater Communication,
Support & Engagement**

15% 
Growth Target

Outcomes

- Greater participation, pathways, and performances for athletes, coaches, and officials.
- Create a more sustainable and prosperous sport in Tasmania.
- Make Athletics the preeminent sport and athletic development option in Tasmania.
- Build respect and credibility within the community, and improve the overall sport experience.



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Thanks To Our Supporters

