Strategic Plan 2023-25



Vision To grow athletics for all Tasmanians

Values

Respect, Encouragement, Inclusion, Innovation, Leadership, Integrity





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



Key Focus Areas

Improve Facilities & Commercialisation

Greater Communication, Support & Engagement

15%

Growth Target

<u>Outcomes</u>

- Greater participation, pathways, and performances for athletes, coaches, and officials.
- Create a more sustainable and prosperous sport in Tasmania.

TASMANI

- Make Athletics the preeminent sport and athletic development option in Tasmania.
- Build respect and credibility within the community, and improve the overall sport experience.

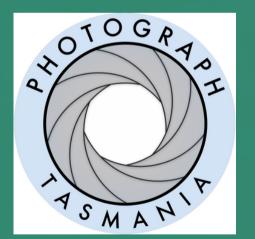


Thanks To Our Supporters





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