

Vision - Athletics in Western Australia is the foundation sporting activity of choice.

Mission - To develop the fitness and character of young people in Western Australia and to inspire them to achieve their full potential through athletics.



2016-2019

Creating future opportunities + 3 years
Embracing the digital generation

Growing the Association + 2 year
Attract, develop and retain athletes through new and improved events

Building the Foundation + 1 year
Improving the efficiencies of Little Athletics WA

Building the Foundation

- Consolidating & simplifying structure of Little Athletics WA.
- Strengthening the profile of Little Athletics WA.
- Cost efficiencies through supply and people productivity.

Growing the Association

- Build pathways for athletes, coaches, officials and volunteers.
- Athletic events that talk to the 'now' generation.
- Grow and sustain membership base beyond 'Olympic' years.
- 'One Sport' structure adopted.

Creating future opportunities

- Engaging athletes and families in a digital service.
- Long term growth and sustainability of the sport.
- Build partnerships with like minded organisations.



The Plan will be delivered through effective business development and team leadership across our five Pillars:

Business Sustainability	Engagement & Growth	Events & Competition	Brand & Innovation	Facilities & Infrastructure
<p>Provide best-practice management, governance, business development and team leadership that empowers stakeholders and builds sustainable revenue streams.</p>	<p>Facilitate the active engagement and developmental pathways for athletes, coaches, officials and volunteers to ensure the long term growth and sustainability of the sport.</p>	<p>Review, develop and deliver innovative events, competition and age appropriate programs with a focus on fun, fitness, health and physical wellbeing.</p>	<p>Promote and strengthen the Little Athletics brand in WA, ensuring strong partnerships and exploring new technologies.</p>	<p>Advocate and facilitate infrastructure development and improvement for members, and to provide greater access to Little Athletics for the community.</p>