



Little
Athletics
Victoria

Little Athletics Victoria

Strategic Plan 2023-26



Our Values

Inclusive - Representative of our communities with no barriers.

Fun - A fun and social experience for all, on and off the field.

Innovative - Putting community at the heart of our sport to develop new sustainable and sports leading experiences for our participants.

Integrity - We act with integrity, and respect at all times.



Our Vision

To inspire the next generation of athletes through fun, inclusive, and accessible athletics programs.

Our Purpose

To deliver inclusive community-based athletics for children and young people that promotes positive attitudes and healthy, active lifestyles.



Our Strategic Priorities

Our Athletes & Families

Creating amazing experiences for our athletes and families.

Our Centres & Volunteers

Supporting and empowering our Centres, Regions and volunteers.

Our Participation Formats & Pathways

Ensuring our Little Athletics formats, pathways and delivery models evolve with our members and communities.

Our Partners & Relationships

Creating success through mutually beneficial partnerships and relationships.

Our Leadership & Advocacy

Leading by example and advocating for our sport.



Our Athletes & Families

Creating amazing experiences for athletes and families.

Our approach

1. Provide more opportunities to upskill our knowledgeable and professional officials, coaches and volunteers.
2. Ensure information and resources are easily accessible to our athletes, families, Centres and Regions.
3. Make it easy for our athletes and families to become involved.

What success looks like:

1. All our officials, coaches and volunteers have the skills they need to perform their important roles.
2. We have accessible resources available to assist our athletes, families, Centres and Regions.
3. We have more athletes involved in our sport, year on year.



Our Participation Formats & Pathways

Ensuring our Little Athletics formats, pathways and delivery models evolve with our members and communities.

Our approach

1. Increase participation of groups traditionally under-represented in our sport.
2. Make it easier for people to pursue pathways so they want to remain in our sport.
3. Develop and implement different delivery models to increase flexibility and support consistent experiences across our Centres and Regions.

What success looks like:

1. Increased participation from under-represented groups.
2. People involved in our sport have access to athletic pathways.
3. Successful implementation of new delivery models.



Our Centres, Regions & Volunteers

Supporting and empowering our Centres, Regions and Volunteers.

Our approach

1. Improve volunteer communication, engagement and collaboration.
2. Support our Centre and Region committees and volunteers to enable them to deliver our sport more effectively.
3. Identify and facilitate the establishment of new and sustainable Centres.

What success looks like:

1. All our volunteers feel valued, supported and acknowledged.
2. Our Centres and Regions feel supported to deliver our sport effectively.
3. We establish new Centres to expand access to our sport across the state.



Our Partners & Relationships

Creating success through mutually beneficial partnerships and relationships.

Our approach

1. Proactively engage and collaborate with industry stakeholders and our sports community.
2. Maximise the value of our commercial partnerships for the benefit of our members.
3. Support our Centres and Regions to develop strong and effective relationships within their communities.

What success looks like:

1. We have mutually beneficial relationships with industry and community partners.
2. Our members benefit from our commercial partnerships and relationships.
3. Our Centres and Regions have meaningful relationships with their communities.



Our Leadership & Advocacy

Leading by example and advocating for our sport.

Our approach

1. Create a strong consistent brand for Little Athletics Victoria.
2. Promote the benefits of Little Athletics to the wider community.
3. Ensure our sport is sustainable for generations to come.

What success looks like:

1. Little Athletics Victoria has consistent messaging, across the entire organisation.
2. Our communities understand the benefits of Little Athletics and are proud to be a part of our sport.
3. We have a sustainable model, operationally, financially and environmentally.



Achieving our Vision

Multiple enablers will help us to achieve our vision.

Technology

We will embrace the use of technology to deliver our programs and enable our people to confidently maximise its benefits.

Fit-for-Purpose Facilities and Equipment

We will advocate for access to fit-for-purpose facilities and equipment to enable the provision of accessible, safe and high-quality Little Athletics operations.

Education and Support

We will proactively provide our people with the education and support they need to confidently succeed in their roles.

Sustainable Practices

We will proactively seek to adopt sustainable practices to minimise our impact on our community and the environment.