



OneAthletics





ATHLETICS AUSTRALIA & LITTLE ATHLETICS AUSTRALIA


COMMUNITY FORUM


A CONNECTED TRIBE

COMMUNITIES

 53,000+ followers

 77,000+ followers

 28,000+ followers

 170,000+ Electronic Direct Mail (EDMs) email addresses



JOINT ATHLETICS COMMUNITY*



117,498

REGISTERED ATHLETE MEMBERSHIP

36,190 Senior athletes, and 81,308 Little Athletes



151,038

SUPPORTING ROLES

Are involved in a "non-playing" role (i.e. volunteer, official, coach, administrator).



1,126,150

AFFINITY WITH RUNNING/ATHLETICS

Nominated running/athletics as the sport or physical activity they most strongly associate with.



386,143

INTEREST LEVELS OF NON-PARTICIPANTS

Are considering participating in running/athletics.



THE TOP REASONS FOR CONSIDERATION ARE:

- Physical health or fitness (66%)
- Fun and enjoyment (13%)



5,573

ACCREDITED COACHES

More than double the number a decade ago.

43% female

*Data sources:
Aus Play Running/Athletics Report
NSO Annual Reports

WHAT BRINGING THE SPORT TOGETHER WILL MEAN



Through a united voice, in support of our volunteers, athletes, fans, coaches and officials we embrace, promote, and facilitate athletics for life.

Our purpose is to lead and deliver an inclusive and engaging experience for the entire Australian Athletics community.

We do this by fostering achievement at all levels, whatever it is our community seeks from the sport as their measure of 'success', from recreation to performance.

**One
Athletics**



HOW A NEW ORGANISATION COULD OPERATE

AUSTRALIAN ATHLETICS GOVERNANCE – GUIDING PRINCIPLES

The following principles have underpinned the development of Australian Athletics' governance arrangements:

- The Board arrangements will be **consistent with Sport Australia's governance principles.**
- There will be **equal representation between AA and LAA** on the initial Board
- The Board will be **skills based**, with a **Nominations Committee** to be responsible for reviewing and recommending candidates to the Board.
- All Committees will feature **representation from each of AA and LAA.**
- The initial Board will transition, over an agreed staged period, with members voting in new directors.



MEMBERSHIP TO BE BUILT ON EQUALITY

MEMBER VOTING RIGHTS

- As Australian Athletics members, each state will receive a total of 2 votes
 - 1 for the Little Athletics state association, 1 for the Senior Athletics state association
- States operating as one association receive both (2) votes

LIFE MEMBERS

- All existing Life Members of AA and LAA and Honorary Life Governors of AA to be recognised by Australian Athletics
- A specialist Working Group to be formed from AA and LAA Awards Committees to determine the ongoing Life Member and Honorary Life Governor framework for Australian Athletics



COACHING AND OFFICIALS

AN ALIGNED COACHING PATHWAY

- The opportunity to strengthen the LAA Introduction to Coaching (ITC) course as an integrated part of the sports end-to-end coaching pathway
- Through the reinvigorated Coaching Advisory Group, including AA and LA representatives, the group will work towards:
 - Create a coaching and volunteer pathway matching the athlete pathway
 - Increase focus on developing the education platforms and delivery networks to improve the pathway



SUPPORTING THE DEVELOPMENT OF OFFICIALS

- A joint resource has already been employed to focus on officiating
- They are currently working on recruitment, retention, and development of officials across the sport
- The purpose of this investment is to bring officiating together across both sports and ensure the sport can increase the number and quality of officials
- Working closely with our officials themselves to identify immediate opportunities they see



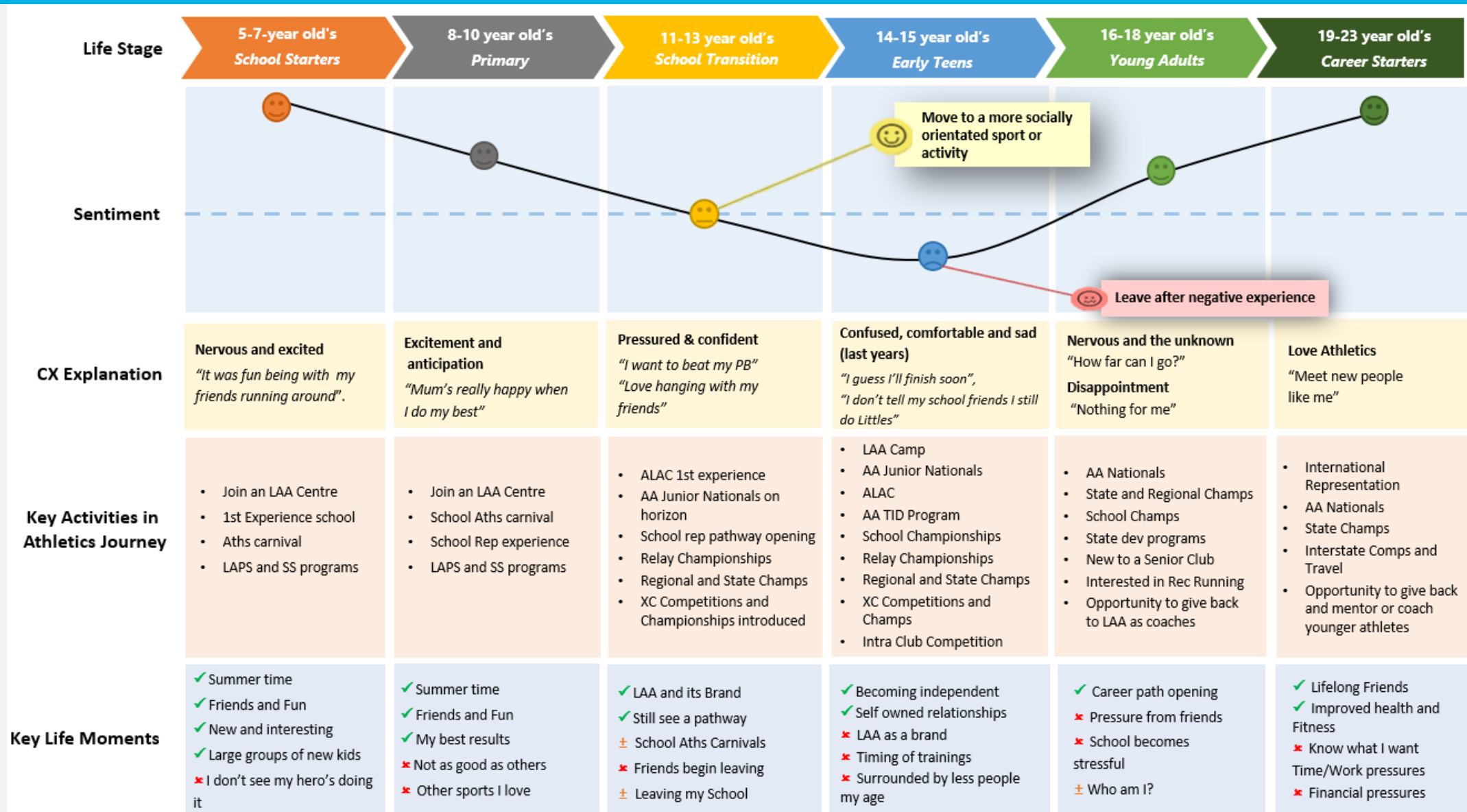
HOW MIGHT AUSTRALIAN ATHLETICS ADDRESS TEEN TRANSITION?

WHAT IS THE CHALLENGE


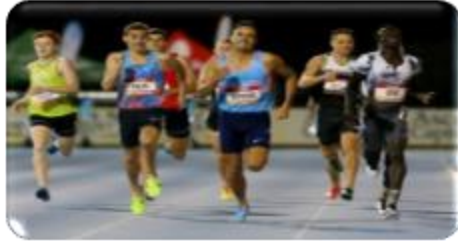
- This is not just an *Athletics* challenge, all sports face crucial drop-off of teen participation
- We do know there is opportunity to address pathway, retention strategies and delivery to fit teens needs
- Like other sports athletics needs to offer both new opportunities and strengthen current ones
- The strategies chosen to address the challenge must be flexible and adaptable to ensure the broadest adoption possible



UNDERSTANDING THE PARTICIPANTS' JOURNEY



A TWO PART STRATEGY TO INCREASE PARTICIPATION

<u>LITTLE ATHLETICS</u>	<u>YOUTH ATHLETICS</u>	<u>SOCIAL ATHLETICS</u>	<u>ATHLETICS</u>
			
REFINE	REFINE	NEW	REFINE
<i>Grow</i>	<i>Transition</i>	<i>Retain</i>	<i>Retain</i>
<p>Target market: up to 12 years old</p> <p>Objective: Introduce children to the sport of athletics and fundamental movement in a fun and social environment.</p> <p>Delivery Channels: Little Athletics Centres and Sporting Schools.</p>	<p>Target market: 13-16 years old</p> <p>Objective: Deliver an engaging competition environment for teenage athletes that eliminates the duplication of events in this age bracket and focuses on a positive experience.</p> <p>Delivery Channels: Little Athletics Centres, Athletics Clubs, Schools and Member Associations</p>	<p>Target market: 13-16 years old</p> <p>Objective: Through an 8-12 week program retain and acquire participants through catering to the biggest drivers of teenage sports participation: social and fitness motivations.</p> <p>Delivery Channels: Little Athletics Centres, Athletics clubs, Sporting Schools & casual coaches.</p>	<p>Target market: 17+ years old</p> <p>Objective: Retain engaged athletes in weekly club-based competition, offering event specialisation opportunities</p> <p>Delivery Channels: Athletics clubs</p>

COMPETITIONS

A PLAN TO ALIGN NATIONAL COMPETITIONS FOR 2022

- Considering the complexities and impacts of the COVID-19 lockdowns for 2020 and 2021, 2022 is seen as a smoother transition time frame
- A OneAthletics Joint Competition Team has the key task of developing aligned rules for the “Youth” age groups at the national level
- Creation of joint competition calendar focusing towards the year 2022 with streamlining of event duplication at the national level
- Alignment of weights for Para athletes for the 13 – 17 year age groups and for inclusion of Multi Class



FINANCE AND FUNCTION

HIGH LEVEL SNAPSHOT OF THE FINANCIAL POSITION OF AUSTRALIAN ATHLETICS AT 30 JUNE 2020

- Australian Athletics would have **positive net assets of approximately \$4.3 million**
- Australian Athletics would have **\$7.8m in cash** and cash equivalents
 - Australian Athletics would have **unrestricted liquid assets of \$1.3m** at 30 June
 - Australian Athletics holds **\$6.47m of income in advance**, largely government grants held by AA and LAA that have been provided and will be spent on specific outcomes (eg participation and high performance)
- Analysis indicates that:
 - Australian Athletics would have a strong financial foundation to build from
 - Both AA and LAA are in stable financial positions entering Australian Athletics

A AUSTRALIAN ATHLETICS FUNCTIONAL MODEL TO DRIVE GROWTH IN ATHLETICS

Australian Athletics Board and National Leadership Team, with interface to the State and Territory Leadership Team

Sport Delivery

- Senior Competition and Events
- Little Athletics Competition and Events
- Pathways and Teen Athletics product development
- LAPS & SSP Delivery
- ITC, Coaching and Officiating
- Inclusion and Growth

High Performance

- Athlete Wellbeing, Engagement and Education
- Para Program
- Coaching and Performance
- Operations

Corporate

- People, Culture and Government Relations
- Legal Compliance, Strategy and Risk
- Finance, Admin and IT Management
- Commercial, Media and Marketing

Governance

- Finance, audit and risk
- OneAthletics transition
- Little Athletics advisory
- Growth and innovation



NEXT STEPS

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- Dec-Oct 2021 continue stakeholder meetings
- Dec-Feb 2021 completion draft constitution
- Feb-Apr 2021 completion schools delivery model
- April-Mar 2021 completion 2022 calendar model
- April-Mar 2021 completion coaching framework
- April-Mar 2021 completion officiating framework
- Mar-May 2021 completion of the transition plan
- Mar-May 2021 major forums held with Member Associations and other key stakeholders

