Athletics Alberta Strategic Plan

2021 - 2024

Athletics Alberta is the registered not for profit amateur sport organization and the provincial governing body for Athletics in Alberta.

As a provincial branch member of Athletics Canada, Athletics Alberta has the goal to safely promote, coordinate, sanction, and deliver programming at all levels for Track And Field, Road Running, and Cross Country running in the province of Alberta. The Athletics Alberta leadership with feedback from its members has assembled this strategic plan document as a foundational guide with specific goals to be executed and measured over the next four years (2021-2024).

The goal was to assemble a plan that aligned with Athletics Canada's strategic pillars while also considering specific strategic initiatives provincially. The framework assembled reflects four identified strategic pillars which will be supported by a four year operational plan that will guide us to achieve our strategic intentions.

OUR MISSION

As a foundational sport, Athletics Alberta strives to play a lead role in the development of Athletics as a sport through the provision of programming and competitions that align with the principles of Safe Sport and produce engaged athletes, coaches, and officials, including those that achieve success at the community, recreational, provincial, national and international levels.

OUR VALUES

Safe Sport, Hard Work, Excellence, Cooperation, Fairness, Respect, Innovation, Creativity, Sport for Life, Inclusiveness, Collaboration.

OUR VISION

Athletics first, Athletics for all, Engage, Participate, Compete and Achieve!

PILLARS OF SUCCESS

STRATEGIC PILLAR #1

CAPACITY

Through collaboration and relationship-building, Athletics Alberta will expand the capacity of our association's programming, business development, facilities, and member development.

- Continued and promoted delivery of grassroots programming; Mini Legends Program, R-Series races, XC races, try it races.
- Mini Legends Program. Explore how best to serve younger athletes - clubs or MLP or a combination?
- Explore and facilitate profitable business development opportunities
- Build out strategies to Increase access to functional and accessible facilities
- Support, manage and expand membership, including officials and coach development and athlete financial support.
- Continue to annually review membership categories and pricing.
- Build out and update Association communication tools to best support the membership - Website, social media story-telling, transparency, and consistent service-first messaging
- Redevelop websites and communications channels for clarity and ease.

STRATEGIC PILLAR #2

EVENTS

With our sanctioned events and professional development opportunities, provide our coaches and officials the structure to develop to their fullest potential. Solicit and produce national and international events that provide our sport and athletes, coaches and officials with elevated chances to achieve success.

- Collaborative, financial and developmental support of officials through Officials Sanctioning Fee Policy.
- Projected growth of sanctioned road races with a race director framework in place.
- Develop and revise the framework for officials and coach development.
- Create a revised meet directors guide and course to create a sustainable development model for recruitment, support, and ongoing education for meet directors.
- Identify, evaluate, and assess all registered coaches to develop coaching opportunites though the various provincial and national events. (Alberta Summer Games, Canada/ Western Canada Summer games, Euro team, Legion Championships, and Tri-Prov competitions)
- Work with provincial and national stakeholders (ASAA, CIS, ACAC, Athletics Canada) to design a competitive calendar that considers all levels of competitions and all disciplines (road running, crosscountry, track series).
- Compliment and provide support for events with equipment rentals/ accessibility.
- Explore ongoing national and International events to support competitive development of athletes coaches and officials.

STRATEGIC PILLAR #3

LEADERSHIP

Through a culture of excellence, service, and forward-thinking vision matched by positive execution, Athletics Alberta sets itself as a provincial and national leader in sporting organizations.

- Create a nominations Committee to establish board profiles and skill sets desired for board of directors.
- Evolve business relationships with a view to both diversifying the board membership and increasing corporate sponsorship.
- Incorporate SAFE SPORT practices into all of our business activities.
- Implement a social media strategy to commercialize Athletics Alberta assets.
- Create an athlete ambassador program that links new participants with prolific national calibre athletes.
- Revise and evolve annual awards policy; Create a Hall of fame structure to celebrate our historical sport achievements.
- Increased media engagement and awareness of Athletics as a sport.

STRATEGIC PILLAR #

PERFORMANCE & DEVELOPMENT

With focus on the continued development of our sport's cornerstones (athletes, coaches, officials, clubs, and facilities), Athletics Alberta positions itself as a high-performing, quality provincial sporting organization.

- Establish formal education
 partnerships to improve the quality of
 coaches provincially.
- Establish a coach recruitment tool through partnerships with the ASAA to recruit and train coaches interested in coaching in the club system.
- Establish a framework for coach professionalization that identifies specific requirements and criteria for coach certification beyond the NCCP program.
- Analyze and determine value indicators for athlete development (funding model).
- Continue to prioritize facility access and future facility development across the province.
- Create a club best practices blueprint.
- Support para athletes with paraspecific coach development; collaborate with para-serving organizations for support.
- Work to develop new regional events to support athlete development.

