



2020 -2023 STRATEGIC PLAN

LITTLE ATHLETICS CHELSEA

Prepared by Life Sport Journey

11 February 2020



Foreword

The 2020-2023 Little Athletics Chelsea (LAC) Strategic Plan (Plan) will play an integral role in guiding the Club to achieve its goals over the next three years in its quest to continue to service the community and provide the environment for young people to experience athletics.

This Plan is a road map, setting the direction for LAC, articulating goals and objectives and identifying a range of strategies in pursuit of those goals. It is the platform from which LAC will develop its annual operational plan, budget and allocate precious resources.

Today, LAC provides programs, competitions and other activities to approximately 200 young athletes aged 5-15 years. LAC is seen by its community as a welcoming, family friendly and community-minded Centre (online member survey 2019).

The online survey (2019) also identified five key reasons why children participate in LAC. These are: fitness, fun, competition, skills improvement and friendship. This Plan aims to capture the importance of LAC to keep doing what it is doing well and to consider areas for improved service. Some areas identified by members for improvement are: coaching, competition scheduling, volunteer development/support and junior pathway (online survey 2019). These have been woven into this Plan and collectively, will form the focus for the next three years, steering and preparing LAC for sustained success as it navigates an ever changing environment including the national roll out of [“One Athletics.”](#)

The LAC mission, vision and values and behaviours reflect the Club’s history and aspirational future. This Plan also seeks to align with the objectives and strategies of Little Athletics Victoria, our governing body.

This Plan is dedicated to supporting LAC in its purpose: “Through participation in athletics, we develop positive attitudes to fitness in a fun and community-spirited environment,” and vision: “A community-based centre providing an environment that promotes fun, friendship and achieving your best.”



Little Athletics Chelsea mission / vision / values



Mission

Through participation in athletics, we develop positive attitudes to fitness in a fun and community-spirited environment.

Vision

A community-based centre providing an environment that promotes fun, friendship and achieving your best.

Values and behaviours

We will always be:

- FAIR
- RESPECTFUL
- FUN
- WELCOMING
- ENCOURAGING
- SUPPORTIVE
- FAMILY FRIENDLY

Our Strategic Priorities

Little Athletics Chelsea has identified four strategic priorities

PRIORITY ONE: GROW PARTICIPATION

1. Attraction: Develop the entry points into Little Athletics Chelsea.
2. Engagement: Develop junior opportunities, initiatives and programs.
3. Retention: Build the athletics community.

PRIORITY TWO: FOSTER PATHWAYS

4. Foster athlete pathways.
5. Prepare for One Athletics.
6. Develop non-athlete/participant pathways (coach, administrator) .

PRIORITY THREE: EMBED GOOD GOVERNANCE

7. Review Club Constitution.
8. Maintain requirements of an Incorporation.
9. Continue to develop, review, update and promote good governance frameworks.
10. Support the Committee and set the structure for the future.

PRIORITY FOUR: ADMINISTER AND PROMOTE ATHLETICS

11. Promote athletics and inform and engage with members and stakeholders
12. Streamline administration.



Our enablers supporting the achievement of this plan



