

AMA STRATEGIC PLAN October 2015 – October 2020

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1. ROLE OF AUSTRALIAN MASTERS ATHLETICS INC.

AMA is the main umbrella body for mature-age athletics in Australia.

In general the roles of AMA are as follows:

1. To organise, encourage, promote and regulate athletics for mature-age Australians.
2. To oversee and communicate technical aspects of mature-age athletics in Australia.
3. To sanction and ensure the conduct of annual championships for the members of AMA.
4. To link with, represent the interests of members to, and be an active member of other athletics organisations including AA, OMA, WMA and Multi Sport Events.
5. To liaise with Governments, and other sporting, health or other related organisations in the interest of its members.
6. To encourage members to compete at National, Oceania and World Masters Athletics Championships and other sanctioned events incorporating the sport of athletics.
7. To act in the interests of athletics in the context of sport generally.
8. To act in the interests of masters athletics in the context of masters sport generally.

The management and control of AMA is exercised by the Board appointed at an Annual General Meeting. The Board consists of the President, Vice President, Secretary, Treasurer and up to six other members.

Key performance areas of a body like AMA are generally routine matters handled on a day to day basis by the Board Members and other appointed people.

2. SCOPE OF THE PLAN

This Strategic Plan is designed to give AMA some direction in the short to mid-term (mid-2015 to mid-2020).

This Strategic Plan for AMA focuses on improving the effectiveness of AMA as a basis for future development and growth of Masters Athletics. It aims to bridge the gap between where Australian Masters Athletics is now, and where the organisation wants to be in the future.

3. THE AMA ENVIRONMENT

An analysis of the current AMA environment has two objectives:

1. To help identify where AMA is now, and
2. To assist in developing a strategy that will utilize its strengths, manage its weaknesses, take advantage of opportunities, and minimize the impact of any threats.

Strengths

- The sound financial position of AMA
- The availability of public liability insurance via Athletics Australia
- Relatively low running costs
- Committed volunteers
- The maintenance of national and world records
- Recognition of its history
- Recognition of outstanding athletes and administrators of the sport
- Annual National Championships
- Athletes have opportunity to compete at all levels of competition
- National online entry system
- Support to team at world events
- Wide variety of events that provide opportunities for all levels of ability
- Active representation on the Oceania Masters Athletics Council
- Active representation at world level on WMA Committees

Weaknesses

- The limited number of members willing to take on significant tasks
- Lack of succession planning for key Board members and other appointed officers
- Lack of media coverage/public profile
- Lack of supporting sponsorship or framework for seeking sponsorship
- Limited contact and interaction with other running organisations
- No direct government financial support or recognition
- Lack of promotion to target markets

External opportunities

- Closer relationships with other athletic bodies such as AA and their state associations, Running Clubs, Park-runs, Mountain Running,
- Masters Games for potential membership recruitment
- WMA Championships in Perth 2016 and Daegu 2017
- The Web
- Promotion of the sport to ethnic communities
- Promotion of championships to athletes of masters age in open athletics clubs

Threats

- Competition from other sports
- The growth of Masters Games
- Competition from other athletic organisations

- Competition from other sports
- Disillusionment, burn out/ drop out of key volunteers
- Complacency
- Losing the social and fun element

4. ORGANISATIONAL GOALS

AMA has the following goals for the organisation:

- Continued, effective and greater support for its member clubs.
- A positive image of masters' athletics amongst the general public, government, sporting and business communities.

To achieve these goals, AMA has objectives with the broad intensions of:

- Supporting effective competition for Masters Athletes at International, National and State levels.
- Maintaining clear communications with all relevant parties, and
- Continuing effective administration of AMA>

Objectives and strategies are developed for each identified key strategic area and from these, detailed plans including key performance indicators will be developed.

5. MISSION STATEMENT

AMA is committed to providing a framework under which masters athletes have the opportunity to enjoy competitive and recreational athletics, using its network of state and territory clubs.

6. OBJECTIVES

6.1 COMPETITION

Item	Objective
Masters athletics as an integral part of the sport	Take an active part in the One Sport initiative. Encourage the inclusion of key masters events at state open athletics carnivals and Grand Prix meets – liaise with AA WILMA PERKINS, PETER CROMBIE, HAZEL MCDONNELL
Standards	Finalise standards (first started by Graeme Rose)for all events as a means of giving credit to the athletes in the member clubs DON QUINN, PETER SANDERY, PETER LYDEN
Coaching accreditation suitable for masters athletes	Liaise with the Coaches Association for their help in establishing a coaching category for masters and accredited coaches for mature-age athletics PETER LYDEN, GLYNIS NUNN-CEARNS
Nationals entry	Finalise a common entry process for the Nationals for all states/territories GEORGE WHITE, JILL TAYLOR, JUDY COOPER
AMA rules	To establish Australian rules where conflict with IAAF currently occurs and is not covered by WMA Rules of Competition. At present there are many areas where IAAF rules apply by default – not all of which are desirable or even possible for our members to meet. This could make some records vulnerable to challenge. GEORGE WHITE

6.2 COMMUNICATIONS

Item	Objective
A professionally presented and maintained website	Actively pursue a state of the art website JILL TAYLOR

A sound external image of AMA and masters athletics	Develop a Marketing and Public Relations Plan that Identifies market audiences – the media, non AMA athletes such as fun runners, other sports and the wider community including ethnic groups Prepare press releases in relation to major events and championships with photographs where appropriate STEVE MCGUGAN, STEVE LANCE, BRETT KINSTON
Mutually beneficial relationships with other athletic organisations	Ensure proactive AMA representation and participation with other bodies WILMA PERKINS, STEVE LANCE, STATE PRESIDENTS
E- newsletter	Investigate the benefit of a regular E- newsletter now that the handbook is discontinued. JUDY COOPER
Information Distribution	Sharing information/records with AA website and promotion of Championships JILL TAYLOR, CLYDE RIDDOCH, HAZEL MCDONNELL
Promotion	Outside the sport such as in Senior Magazines, fitness centres STEVE MCGUGAN

6.3 ADMINISTRATION

Item	Objective
Efficient and effective committees	Develop succession planning for key AMA positions and consider deputy positions Devise a plan to actively recruit specific people with necessary skills rather than just willing helpers ALL AMA BOARD AND STATE BODIES
Financial sponsorship of AMA	Actively seek sponsorship for each National Championships. Develop an appropriate sponsorship package WILMA PERKINS, PETER DUNHAM
Government Grants	Actively seek Federal Government grants to advance masters athletics BRETT KINGSTON, PETER DUNHAM,