

# **AUSTRALIAN MASTERS ATHLETICS STRATEGY REVIEW 2018/19 TERMS OF REFERENCE**

## **PREAMBLE**

The key objective of AMA, as defined in our Constitution is:

*To organise, encourage, promote and regulate athletics for mature-age Australians.*

The environment in which we operate is in constant change, and every so many years we need to check that we are meeting our goals in the best way. The last strategic review was in 2015. Nominally that was to cover the period up to 2020, but the Board believe that it did not lead to meaningful change, and that we need a new review in 2018/19.

## **OBJECTIVE OF THE STRATEGIC REVIEW**

To review whether we are providing the optimum service and support to mature age athletes in Australia. Where we are not, to formulate recommendations for meaningful and practical changes. If agreed by the Board, any changes to policies or by-laws will be put to the 2019 AGM for approval.

## **SCOPE OF REVIEW**

### **1. One Sport**

- To define objectives for our ongoing initiatives to gain better relationships with, and better recognition from, AA.
- To resolve membership conflict issues, particularly the requirement for athletes to join a specific masters club purely as a vehicle for having their entry accepted for World and National Championships
- To guide States as to how best to develop relationships with State open bodies
- To examine whether we have the right relationship with OMA and WMA.

### **2. Championship Programme and structure**

- Examine the broad issues around our overall Championship Programme
- Do we try and fit too much into the 4 day Championships
- Should we make multi-events, or even just throws pentathlon, a separate Championship
- How should we best offer meaningful non-stadia championships – currently very few from outside the host state ever compete.
- Should we change the structure so that AMA take financial risk for Championships, with the aim of delivering consistent standards and break-even over the long term, (currently some states regularly make a large profit while others struggle to cover costs).
- Processes to ensure WMA rule changes are always captured.

### **3. Funds utilisation**

- We have around \$200,000 in the bank and have had for many years. How can we best utilise these funds for the benefit of masters athletes across Australia.

#### **4. Coaching and Officials**

- Can we do more to encourage States to instigate coaching programme
- Can we do more to implement programmes for recruiting and training officials

#### **5. Operations and Communications**

- Are our organisational structures, operational processes, meetings, etc best suited to meeting member needs.
- Are we making best use of changing communication tools.
- Succession planning for key positions - not just board positions. Eg: database and records.
- Website - upgrade/renew, is there an opportunity to have all states and AMA using similar platform to promote a unified image to the athletics community
- National Registration database - can all states use one system, athlete registers with their state and it updates the national database immediately.

#### **6. Promotion**

- The States use many tools to promote masters athletics. Can we do more to oversee and integrate these initiatives.

#### **7. Australian Teams**

- Role of managers and selectors and support to ensure appropriate work loads
- How best to ensure information is accessible to athletes to avoid repetitive questions to managers
- How best to promote Australian teams - Oceania, Ultra distance, other as well as World Stadia and Indoor Championship.

### **TEAM MEMBERS**

The Strategy review will be led by Steve McGugan, supported by Lisa Attenborough. They will communicate widely with Council members.

### **SCHEDULE**

The team will produce an initial report and set of proposals by 31<sup>st</sup> March 2019, which will be discussed at the Board Meeting on 25<sup>th</sup> April. A final report will be published by 30<sup>th</sup> June. Proposed changes for Council approval will be circulated at least a month before the 2019 AGM.