

# Australian Masters Athletics (AMA) Strategic Plan

## Introduction

Masters athletics in Australia was established over 50 years ago due to frustrations with athletics bodies not providing events for athletes over the age of thirty (30).

More than 3,000 Australians over the age of thirty (30) are registered with state and territory masters athletics associations. However, many masters aged athletes do not register with state and territory masters athletics associations; they compete for clubs, running and other groups, and as individuals at athletics-related events around Australia.

State and territory associations are members of AMA; they encourage, promote, and organise masters athletics events in their respective states and territories.

An essential part of AMA's role as the national governing and administrative body, as set out in its Constitution, is to:

- Organise, encourage, promote, and regulate athletics for mature-age Australians;
- Sanction or ensure the conduct of annual championships for the member athletes of AMA member state and territory masters athletics associations; and
- Encourage athletes of its member state and territory masters athletics associations to compete at the National, Oceania and World Masters Athletics Championships and at such other athletics meetings as may be conducted from time to time.
- To safeguard, act in the interests of, and maintain the reputation and integrity of masters athletics in the context of athletics and sport more generally.

The focus of Australian masters athletics is participation regardless of whether an athlete is a beginner or an elite athlete. Standards and performances are recorded in five-year age groups. Age-graded events encourage and reward improvement and fitness.

As part of that focus, we want all Australian masters athletes to have a great athletic experience, to have fun, and enjoy the fellowship and camaraderie of masters athletics.

AMA is affiliated with and is a member of Oceania Masters Athletics and World Masters Athletics.

World Masters Athletics sets the global standards and specifications for masters athletics events, for example, throwing implements, hurdles, track, and non-stadia events.

The Board of AMA is responsible for both the management and Board functions of AMA. Our Board members are volunteers and passionate about masters athletics.

The strategic plan will provide accountability and a focus for the medium term. Therefore, the Board's one (1) year plans must be linked to the strategic plan to ensure consistency of purpose and focus.

However, Board members have limited resources to support the functions they perform. This issue will need to be addressed in the Board's one (1) year plan.

Board members have a short tenure (maximum of two (2) years) before standing for re-election or stepping down from the Board. This means there can be an inconsistency in the tenure of a Board member and the period for the implementation of goals in the strategic plan. This is a matter to be referred to the AMA Council for discussion.

## **Mission**

To encourage, organise, promote, and regulate masters athletics.

## **Vision**

To be a leader in community sports.

## **Values**

The guiding principles and fundamental beliefs that AMA aspires to:

### **Respect**

We treat people openly, honestly, supportively, and considerately.

### **Integrity**

We are consistent and uncompromising in our adherence to moral and ethical principles and practices to ensure we maintain the governing principles of our sport

### **Inclusion**

We are committed to a supportive and non-discriminatory environment for athletes, officials, support staff and administrators involved in masters athletics throughout

Australia, regardless of age, gender, sexual preference, race, religious, political, or other orientation or ability.

### **Leadership**

Our role is to provide strong, clear, and consistent leadership.

## **Our 3-Year Objectives**

### **Greater Participation**

- Focus on developing and delivering communications to build greater awareness of masters athletics within the community, media, government, and other interested parties.
- Work with state and territory masters athletics associations to encourage, market and promote masters athletics
- Build more meaningful connections and working relationships with the organisations such as Athletics Australia, the recreational running community, and other sports.

### **Event Delivery**

- Construct a compelling whole of sports event structure.
- Deliver innovative and engaging competition events.
- Deliver a positive athletics experience.

### **Commercial**

- Develop and promote the masters athletics brand.
- Seek out and develop funding opportunities.

### **People**

- Recognise the contribution of officials and volunteers to support our sport.