



STRATEGIC PLAN

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MISSION

To lead and support affiliated South Australian Little Athletics clubs to develop children of all abilities by promoting positive attitudes and a healthy lifestyle through family, fun and fitness.



VISION

For athletics to be the foundation sporting activity of choice for all children between the age of 3 and 17 within the South Australian community.

STAKEHOLDERS

Primary



MEMBERS



CLUBS



PARENTS &
GUARDIANS



VOLUNTEERS

Secondary

- Local, State & Federal Governments
- Little Athletics Australia and Affiliates
- Athletics Australia and Affiliates
- Other Athletics Providers
- Employees
- Sponsors and Partners
- Service Providers
- Education System

CORE VALUES

BE YOUR BEST

We strongly live by the Little Athletics motto of "Be Your Best". We constantly strive to lead the way in the community and work hard to achieve the highest standards possible in everything we do.

COLLABORATION

We understand and value the importance of supporting and working together with our stakeholders. We believe in our people and thrive on building strong collaborative relationships to help make the right decisions for the sport.

INTEGRITY

We will conduct ourselves with the highest integrity and will always display strong moral principles. We will be honest, transparent, ethical, respectful and fair in all our actions.

PROGRESSIVE

We are proactive, forward thinking and innovative in striving to make our sport great, and we will always seek to continually improve what we do.

INCLUSIVITY

We welcome all members of the community to be part of the Little Athletics family. We are a sport for all that embraces any ability levels and backgrounds.



STRATEGIC PILLARS

LEADERSHIP

- Sound governance practices.
- Proficient operations.
- Financial growth and stability.
- Secure and efficient technology platforms.

PARTICIPATION

- Strengthen our community.
- Improve product and delivery.
- Inspire life-long participation.
- Foster inclusion and diversity.

PEOPLE & CULTURE

- Upskill and educate.
- Foster and engage.
- Enhance processes.
- Recognise and honour.

PROFILE

- Strong brand recognition.
- Effective relationships.
- Enhance awareness.
- Streamline communication.



Foundation of all sports!

littleathleticssa.com.au

