

SOUTH AUSTRALIAN LITTLE ATHLETICS ASSOCIATION COUNTRY CENTRE OF THE YEAR

COUNTRY CENTRE OF THE YEAR CRITERIA 2025-26 SEASON

Each year, Little Athletics SA presents the Country Centre of the Year award to the centre that demonstrates a commitment to Governance, Club Development, People & Culture, Profile & Communication, and overall leadership within the Little Athletics SA community.

The award is determined by the Club that achieves the greatest number of points based on the listed criteria below. The point scoring for the criteria below is determined from the 1st of August to the 20th of April each season.

The points are assessed by the Club Development Manager throughout the year. The final points calculation will be reviewed by the Awards Committee and signed off by the SALAA Board.

CRITERIA	OUTCOME	POINTS
Completed Affiliation prior to 22 nd August	Yes	50
	No	0
Had committee members attend State Conference	Yes	10
	0	0
Had committee members attend virtual Club Catch Ups	No. of total attended Club Catch Ups	5 per attendee (max. 2 attendees per catch up)
	0	0
Attendance at Mid-Season Conference	Yes	10
	No	0
Season membership increase	Yes	50
	No	0
3-year average season membership increase	Yes	50
	No	0
Season membership retention	Greater than 65%	50
	Between 56% to 64%	30
	Between 50% to 55%	10
	Less than 49%	0
Come & Try online conversion	Greater than 50%	50
	Between 20% to 49%	30
	Between 10% to 19%	10
	Less than 9%	0
Club members registered for the regions Regional Games	Greater than 50%	50
	Between 20% to 49%	30
	Between 10% to 19%	10

SOUTH AUSTRALIAN LITTLE ATHLETICS ASSOCIATION COUNTRY CENTRE OF THE YEAR

	Less than 9%	0
Athlete and volunteer of the month, and coach of the year nominations	No. of total nominations (e.g. 10)	5 per nomination (max. points of 50)
	0	0
Promote and engage with State sponsors	Yes	10
	No	0
Appropriate club engagement and communication with the Association determined by Little Athletics SA (e.g timely responses to emails)	Excellent	50
	Good	30
	Satisfactory	10
	Poor	0
Promoted and participated in the Association's marketing campaigns	Yes	20
	No	0
Has active social media page(s) (private Facebook groups excluded)	Yes	50
	No	0
Participated in SALAA/LAA's Diversity and Inclusion Workshops	Yes	20
	No	0
Percentage of Committee Member respondents to the Centre Needs Assessment Survey	Less than 9%	0
	10%-29%	10
	30%-49%	20
	50%-69%	30
	70%-84%	40
	85%-100%	50
Percentage of club members end of season survey respondents	Greater than 50%	50
	Between 20% to 49%	30
	Between 10% to 19%	10
	Less than 9%	0
Outstanding/unpaid club invoices with the Association (by 20 th April)	Yes	-20
	No	0