



Athletics Nova Scotia

Long-Range Strategic Plan

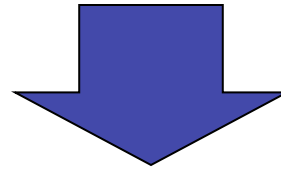
March 21, 2015



ANS Strategic Plan Overview

Our Mission:

To help Nova Scotians reach their highest potential in Amateur Athletics.



Our Objective:

Strengthen the infrastructure (coaches, officials, and clubs) which support athletes to reach their highest potential.

ANS Strategic Goals

1.

Increase # of **Coaches**, improve retention, recognize coaching contributions, and increase technical knowledge (33 resource units)

2.

Attract, train, and engage more **Officials** (23).

3.

Strengthen development opportunities for **Athletes** (26).

4.

Grow and improve retention of **Members** (26).

Key Issues, Challenges & Opportunities

Key Issues & Challenges	Opportunities
Insufficient succession planning for coaches, officials, and volunteers.	Increase media exposure for ANS, athletes, and events.
Lack of officials and volunteers to run meets around the province.	Develop new clubs in underdeveloped regions.
Poor conversion of school athletes to club members.	Develop Maritime Track Meet Series.
New outdoor T&F facilities are underutilized due to poor club development (Sydney, Stellarton, Antigonish, Wolfville).	Attract more corporate sponsors.
Some facilities are not being maintained well.	Work more closely with Run Nova Scotia.
Lack of indoor training & competition facilities.	Include more Masters events in T&F meets.
Low membership in some key regions (e.g Southwest N.S.)	Work more closely with the Youth Running Series.
Not enough ANS staff to execute programs.	Attract more immigrant athletes & funding.
	Attract more cross country runners and improve opportunities for them.

Athletics Nova Scotia Key Initiatives

Updated: March 21, 2015

	<u>Priority</u>			<u>Score</u>
	<u>A</u>	<u>B</u>	<u>C</u>	
Monitor LAD Implementation	4	2	1	12
Provide Funding Opportunities & Information support for athletes	4	2	1	12
Leverage accessible & affordable year-round facilities	3	3	1	10
Ensure inclusion of RJT age group in all activities	4	1	2	9
Provide yr-round development opps. to extend competition season	3	2	2	7
Enable integrated support team access	1	2	4	-3
Develop club-based points system	0	2	5	-8
Athlete Development:	19	14	16	5.6
Develop coach recruitment and succession plan	6	1	0	19
Increase Professional development opportunities	5	1	1	14
Enhance coach professional development opportunities	4	3	0	15
Deliver RJTW Coach & Program development	4	3	0	15
Develop coach communication plan and coach engagement	1	3	2	2
Coach Development:	14	10	3	9.2

Provide officials training opportunities	5	2	0	17
Produce officials recruitment plan	5	2	0	17
Manage officials database & development	3	4	0	13
Provide officials mentorship	4	2	1	12
Create officials/volunteers meet coordination plan	2	4	1	8
Ensure ongoing officials recognition	1	5	1	6

Officials Development: 20 19 3 12.2

Continue new club development	3	4	0	13
Deliver Club Development Program	4	2	1	12
Support champions in communities to establish clubs	4	1	2	9
Enhance web presence	2	4	1	8
Deliver annual club development conference	1	1	5	-6

Club Development: 11 8 9 7.2

Create corporate sponsorship strategy	6	1	0	19
Research & deliver fundraising opportunities	4	2	1	12
Manage membership fee structure	0	3	4	-5
Manage meet fee structure	0	4	3	-2
Enable partnership development	0	4	3	-2

Financial Sustainability: 10 14 11 4.4



Key Initiatives Prioritization – A Priorities

<u>INITIATIVE</u>	<u>A</u>	<u>B</u>	<u>C</u>	<u>SCORE</u>
Develop coach recruitment and succession plan	6	1	0	19
Create corporate sponsorship strategy	6	1	0	19
Provide officials training opportunities	5	2	0	17
Produce officials recruitment plan	5	2	0	17
Enhance coach professional development opportunities	4	3	0	15
Deliver RJTW Coach & Program development	4	3	0	15
Increase Professional development opportunities	5	1	1	14
Manage officials database & development	3	4	0	13
Continue new club development	3	4	0	13
Monitor LAD Implementation	4	2	1	12
Provide Funding Opportunities & Information support for athletes	4	2	1	12
Provide officials mentorship	4	2	1	12
Deliver Club Development Program	4	2	1	12
Research & deliver fundraising opportunities	4	2	1	12
Leverage accessible & affordable year-round facilities	3	3	1	10

Key Initiatives Prioritization – B Priorities

INITIATIVE	A	B	C	SCORE
Ensure inclusion of RJT age group in all activities	4	1	2	9
Support champions in communities to establish clubs	4	1	2	9
Create officials/volunteers meet coordination plan	2	4	1	8
Enhance web presence	2	4	1	8
Provide yr-round development opps. to extend competition season	3	2	2	7

Key Initiatives Prioritization – DON'T DO!

<u>INITIATIVE</u>	<u>A</u>	<u>B</u>	<u>C</u>	<u>SCORE</u>
Ensure ongoing officials recognition	1	5	1	6
Develop coach communication plan and coach engagement	1	3	2	2
Manage meet fee structure	0	4	3	-2
Enable partnership development	0	4	3	-2
Enable integrated support team access	1	2	4	-3
Manage membership fee structure	0	3	4	-5
Deliver annual club development conference	1	1	5	-6
Develop club-based points system	0	2	5	-8

Strategic Priorities

Strengthen recruitment, development, and succession programs for **coaches**

Recruit more **officials** and enhance training & mentorship programs to develop them.

Raise the profile of N.S. athletes and events to attract more corporate sponsors

Develop and strengthen clubs by.....