

Core Values

Our core values shape our culture and define the character of our company. They guide how we behave and how we make decisions.



INTEGRITY

We are committed to conduct ourselves in a manner consistent with the highest standards of integrity. We are honest, ethical and fair in our activities. We keep our word, deliver on our promises and acknowledge our mistakes. In all that we do, we believe that our reputation is more important than any short term reward.



INNOVATION

We are open to ideas that challenge the conventional views and drive innovation. We believe that in order to stay relevant we must constantly improve with society's changing needs.



EXCELLENCE

We constantly strive to redefine the standard of excellence in everything we do. We will work hard to achieve our potential and take pride in the delivery of our products and services.



INCLUSION

We will embrace and value athletes and members of all abilities, aspirations and backgrounds by offering opportunities for all. We will also value and listen to their opinions and experiences.

Strategic Objectives

SUPPORT AND EDUCATE OUR MEMBERS

- Develop a constant cycle of learning and teaching for coaches, officials and volunteers
- Develop appropriate measures of member engagement
- Improve member engagement levels through education, communication strategy and excellent customer service
- Partner with our members to provide ongoing technical education services that are in demand.

STRENGTHEN THE ORGANISATIONAL CAPABILITY AND PERFORMANCE TO DELIVER ITS OBJECTIVES

- Proactively deliver high quality services
- Be seen as an advisor and partner to Centres
- Reduce complexity
- Create organisational readiness to drive the future of athletics in NSW

BUILD AND ENHANCE GOVERNANCE

- Proactive risk management and compliance
- Ensure financial health and **viability**
- Set clear, accessible, workable policies, standards and guidelines

PROVIDE COMPREHENSIVE AND INNOVATIVE ATHLETICS PRODUCTS

- Grow the skills and experience of young people involved in athletics
- Deliver an appropriate assortment of products for all athletes
- Leverage technology to improve the athletics product and experience

EXPAND AND DEVELOP RECOGNITION AND IDENTITY OF LITTLE ATHLETICS IN NSW

- Effective stakeholder engagement assisting in the development of Little Athletics
- Identify and target growth and development regions of NSW
- Profile and promote Little Athletics, communicating its role, strategic importance and social value.