



# 2021 STRATEGIC PLAN

Defining the future of Brighton Little Athletics

## OUR VISION

To be one of Australia's leading junior sport clubs.

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## OUR MISSION

Develop junior athletes to achieve success by offering a program that encompasses enjoyment, health, fitness and a sense of community in a safe environment.

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## OUR VALUES

We are competitive, inclusive, innovative, educational and engaging.

## OUR 3 YEAR OBJECTIVES

- 1 Sustainable membership with a focus on retention
- 2 Provide a pathway for athletes in sport beyond little aths
- 3 Maintain financial sustainability
- 4 Deliver sound governance
- 5 Develop & recognise athlete potential

## STRATEGIC PILLARS

Membership services

Coaching services

Infrastructure and equipment investment

Financial management and governance