

SAMA STRATEGIC PLAN – 2024-2029

1. ROLE OF SOUTH AUSTRALIAN MASTERS ATHLETICS INC. (SAMA)

SAMA is the main organising body for mature-age athletics in South Australia.

The roles of SAMA are as follows:

1. To organise, encourage, promote and regulate athletics for over30's South Australians regardless of experience or ability (whether an athlete is a beginner or an elite athlete).
2. To conduct annual championships for SAMA members.
3. To link with other athletics organisations to represent the interests of SAMA members, including AMA and ASA.
4. To liaise with Government departments, and other sporting, health or related organisations in the interests of SAMA and its members.
5. To encourage members to compete at National, Oceania and World Masters athletics championships and other athletics meetings generally.
6. To act in the interests of athletics in the context of sport generally and particularly to showcase and promote involvement of mature age athletes and the benefits to healthy aging.
7. To act in the interests of Masters' athletics in the context of masters sport generally.

The management and control of SAMA is exercised by its committee appointed at an Annual General Meeting (AGM). The committee consists of the President, Vice President, Secretary, Treasurer, Registrar and up to six other members.

Key performance areas of Presidency, Secretariat, Treasury and Registration are always managed and coordinated by a member appointed committee, but other roles may be undertaken by committee members or other outside appointed officers who are members of the club.

2. MISSION STATEMENT

SAMA is committed to the development, promotion and enjoyment of athletics for the over 30s as a healthy competitive community activity.

3. VISION

A professionally run organisation that represents Masters' Athletics throughout South Australia by providing and supporting participation in a variety of well organised, competitive and recreational opportunities.

4. SCOPE OF THE PLAN

This Strategic Plan is designed to give SAMA direction in the short to medium term (2024 - 2029).

This document, the fourth Strategic Plan for SAMA (the first being in 2005), continues the focus on improving the effectiveness of SAMA as a basis for future development and growth of Masters' Athletics. It

aims to bridge the gap between the status of Masters Athletics in South Australia and the vision of where the organisation is expected to become in the future.

5. PROGRESS TO DATE

As a result of establishing a Strategic Plan in 2005, the following advances have been made:

- Expanded range of athletic activities including Pentathlon, Throws Pentathlon, Hurdles and relays within SAMA's own competitions.
- Masters' events have been included in the Bay Sheffield Carnival.
- Electronic timing and wind readings, etc., are now standard at SAMA competitions.
- Recognition of outstanding performances and service of individuals is now part of the SAMA annual program.
- A well-presented and received newsletter is produced and circulated bi-monthly.
- Establishment of a professionally presented and maintained website.
- A well-documented history of SAMA is maintained and available on the website.
- Reduced fees for country areas introduced.
- A relevant and current Strategic Plan.
- Job descriptions are available and regularly reviewed for all required roles and functions.
- The AMA has awarded the National 20k walk championships to SAMA to conduct in South Australia for the triennia 2016-2018, 2019-2021 and 2022-2024.
- A SAMA Hall of Fame has been established to recognise outstanding athletes and administrators.

6. PLANNING AND MANAGEMENT

In support of its Mission Statement, Vision and stated roles of SAMA, the following objectives and strategies have been developed. They are detailed under the broad categories of The Sport, Communications and Marketing, and Business Performance for both routine and ongoing management and finally for the vital area of Strategic Planning. The Strategic Planning will provide a basis from which detailed plans, including key performance indicators can be developed.

7. STRATEGIES - ROUTINE OPERATING

Ongoing management of SAMA will continue to pursue:

7.1 THE SPORT

- Continue to review and modify competition to ensure it remains relevant, meets member's expectations and needs, and promotes participation of mature aged athletes.
- Continually review courses and include new and varied options as suitable opportunities are identified.
- Work closely with local and national associations to promote inclusion and showcasing of mature athletes in all athletics competitions, building recognition and involvement.
- Promote member involvement in National and International championships through effective support of Teams, promotion through local media as well as membership and, where possible, initiatives to encourage and support individual participation.
- Through effective management, promote and present a successful National Championships in 2025 in Adelaide

- Continually review, maintain and update equipment as necessary, acquiring new technology and advances in equipment where relevant, remaining abreast of equipment improvement, developments and changes in requirements globally
- Continue development and simplification of the Event Manager competition program. Provide documentation and training in the use of the program and ensure enough people can run the computer program
- Assist members to identify independent coaching and/or training groups where relevant
- Assist members to identify appropriate coaching education where relevant

7.2 COMMUNICATION AND MARKETING

- Continue the already established high quality website and newsletter containing a broad range of relevant news and information for members and interested parties
- Continue regular email communications to members
- Conduct regular social events and activities which encourage SAMA members to engage informally in a variety of settings
- Manage member communications, issues and enquiries to high satisfaction levels for members

7.3 BUSINESS PERFORMANCE

- Governance and associated documentation are effectively maintained and regularly updated, as required under Articles of Association
- Investigate and develop all revenue sources, including State Government funding, fundraisers of various types, sponsorship and grant options

8. STRATEGIC PLANNING

8.1 THE SPORT

8.1.1 Masters' athletics as an integral part of the sport	a) Investigate all opportunities to engage SAMA in Open Athletic competition
8.1.2 Technology	a) Investigate all areas of technology that could improve our ability to deliver the athletics program, remaining abreast with relevant technological developments globally
8.1.3 More qualified and experienced officials	a) Advocate including masters' championships as key events on the officials' calendar b) Identify and promote training for members to become officials, directing members to appropriate educational sources. c) Investigate incentives for non-competing members and members' partners/friends, etc to become officials
8.1.4 Greater appreciation of officials and volunteers	a) Raise the awareness of the role and importance of officials and volunteers amongst members b) Identification of the skill/qualification level of officials for easy recognition by athletes (e.g. SAMA polo shirts, officials' badges or pins)

8.2 COMMUNICATION AND MARKETING

Objective	Strategy
8.2.1 A sound external image of SAMA and masters' athletics	Develop a Marketing and Public Relations Plan that: a) Identifies market audiences – the media, non-SAMA athletes such as fun runners, other sports and the wider community b) Identifies and promotes the opportunities and benefits of the sport – competition, social, health and ability to cater for all physiques and skill levels c) Highlights an opportunity to compete/exercise with children/grandchildren

South Australian Masters Athletics Strategic Plan 2024

8.2.2 A greater awareness and profile of SAMA in the media	<p>a) Promotions Officer appointed and supported to coordinate media and other marketing related activities. Development of that role to increase media relations and focus.</p> <p>b) Prepare press releases in relation to major events and championships with photographs where appropriate</p>
8.2.3 A broad, balanced and diverse membership base	<p>a) Formulate a Recruitment Plan that targets areas of membership imbalance –i.e. young and female, develops a generic new member’s kit and undertakes targeted advertising and promotion at the City Bay, other fun runs, and through masters games promotional material</p> <p>b) Work with ASA and other affiliated clubs to promote SAMA’s unique services and opportunities through membership to mature-age athletes in clubs</p>

8.3 BUSINESS PERFORMANCE

Objective	Strategy
8.3.1 A State role for SAMA	<p>a) Determine the level of participation of athletes of masters age throughout the state</p> <p>b) Consider developing SAMA as an umbrella body with affiliated clubs and members in Adelaide, Mt Gambier, Port Pirie, Port Augusta, Port Lincoln, the Riverland, Whyalla, Roxby Downs and Murray Bridge</p>
8.3.2 Efficient and effective committees	<p>a) Develop succession planning for key SAMA committee positions and consider deputy positions</p>
8.3.3 Financial sponsorship of SAMA	<p>a) Consider companies that could become a SAMA sponsor in general and for the Nationals in Adelaide. Maintain a package for sponsors that will indicate what SAMA could potentially provide in return for funding or other support.</p>