



The Board of Athletics Ireland met on the 30/9/2023 to review our progress towards our strategic plan deliverables. The meeting was initiated with an open discussion on values and culture that reaffirmed the Board commitment to our values of inclusion, integrity, respect and excellence.

Our Headline Objectives for delivery by the end of 2024 are summarised below using the traffic light system and as numbered on page seven of the 2021 to 2028 Strategic Plan [https://www.athleticsireland.ie/downloads/results/AAI\\_Strategic\\_Plan\\_PDF\\_Final\\_Copy\\_15\\_April\\_2021.pdf](https://www.athleticsireland.ie/downloads/results/AAI_Strategic_Plan_PDF_Final_Copy_15_April_2021.pdf)

We are excelling in most areas and the eleven headline objectives summarised below illustrate a positive picture for our sport.

How to Complete Status	Explanation
Green	In progress, on time/target, within budget
Amber	Not started, behind schedule/target, over budget
Red	Requires intervention, not achieved, no longer a goal
Blue	Fully completed/achieved on time, within budget

	Headline Objective 2024 from Strategic Plan	Status end August 2023
1.	Have a new Participation Strategy in operation from 2022	Due Q4 2023, delayed by covid.
2.	Have increased the number of participants on education courses at all levels by 25%	On Target
3.	400 Clubs	369
4.	70,000 members	60,000 (3% ahead of 2022)
5.	90,000 participation opportunities	On track
6.	Have a new High Performance Strategic Plan	Completed
7.	Have increased the number of medals won at international championships at all levels by 20% 30 medals delivered over Paris Olympiad 2021 to 2024	2021 - 8 medals 2022 - 8 medals 2023 – 5 medals to date
8.	Deliver an Olympic medal in Paris	On target
9.	Have grown engagement in social media across all platforms by 40%	On target 58,213 unique website visits per month
10.	Increased self-generated revenue to 60% of income	43% budget forecast
11.	Have increased the gender balance on all national committees to a minimum 40% of each gender; and have broadened diversity on national committees	Board 50/50. National Committees on target.

#### Notes

1. The Strategic Plan 2021 – 2028 notes the importance of a review at the end of 2024.
2. The return to pre-pandemic levels of participation and membership has been rapid for us compared to many sports. However, the ability to self-generate funds was significantly restricted in 2021/22 due to low numbers of participants in recreational running. We are still seeing the return of

our % of self-generated funds to our high of nearly 60% pre pandemic, this is also impacted by the strong Government grant support through covid. The One Day Licence and increased sponsorship levels are making a considerable difference in this space. However, we do need to develop further diversified income streams to ensure we can deliver our strategic goals.

3. Our membership growth is plateauing, and we have not delivered increases in the number of clubs as planned. We have had a strategy to review areas deficient in the number of clubs across the country and to also support new clubs in areas where there is a low density of clubs by population, e.g. Dublin. We will review this number of clubs KPI.

4. Increasing Government investment in facilities through the capital grants has been positive and we have driven an educational campaign over the last five years to encourage applications and this has seen a significant uplift in facility investment that has supported club growth. Discussion suggested that facilities should be added as a strategic objective for 2025 to 2028?

5. The establishment of a Club Development Manager has been a big step forward. We continue to monitor club registration numbers on a monthly basis and the Club Development Manager interacts with clubs who are struggling in certain areas to support growth and best practice.