



WORLD ATHLETICS™

STRATEGY FOR GROWTH 2020-2023

Our Vision

TO USE THE POWER AND ACCESSIBILITY OF ATHLETICS AND OUR ATHLETES TO CREATE A HEALTHIER AND FITTER WORLD

Our Mission

GROW

Grow the sport of athletics and make it relevant in people's lives and in the lives of their communities.

INSPIRE

Create globally appealing and accessible competitions, events, and activities so our talented athletes can entertain and inspire the world.

LEAD

Be the best example of a well-governed sports federation taking brave leadership decisions and valuing partnerships that deliver athletics around the world.

Our Approach

By doing the good things we do already even better via a programme of continuous improvement, and by delivering new innovative initiatives and programmes.

Our Goals

PARTICIPATION

We will deliver more events at every level of the sport. From more world class athletics competitions in all continents at national, regional and international level, through to ensuring there are opportunities for children to try our sport wherever they live and campaigns for more people to get active through running.

PEOPLE

We will celebrate, support and develop the people (coaches, officials, volunteers and professionals) who deliver our sport throughout the world, at every level, providing clear access and pathways and we will double the number of new recruits who help deliver our sport - as coaches and officials or in Member Federation, event or club roles.

FANS

We want our fans to attend and watch our athletes compete, as well as get to know and engage with them through new platforms and initiatives. By 2023 our aim is to grow our broadcast reach, double our digital following and create a database of 1 million known fans who actively choose to connect and engage with us and our sport.

PARTNERSHIPS

As the world's most accessible sport we rely on strong partnerships to deliver events and programmes at all levels. We value these partnerships and aim to double our current number of meaningful commercial and non-commercial partnerships to generate new financial and activation opportunities for our sport, our athletes, our MF's and our communities around the world.

Our Stakeholders

Member Federations, Athletes, Partners, Media, Fans, and Our People.

Our Values

Respect, Integrity, Leadership, Commitment, Innovation, Excellence.