

OMA STRATEGIC PLAN 2018-22– MODIFIED 2019

Modification following discussion at Council Meeting Nov 2018.

The Plan now contains 3 elements. The Active part of the plan - where elements are being or are about to be actioned, a Desirable list of elements that could be taken up by anyone with an interest and elevated to the active part of the plan, and the Ongoing activities and Programs of Council.

Role of Oceania Masters Athletics

Oceania Masters Athletics (OMA) coordinates, facilitates and fosters development of master's athletics in the Oceania region on behalf of World Masters Athletics (WMA). It also coordinates the management of the OMA Track and Field Championships held by OMA Affiliates every two years.

The OMA Environment

The Oceania region is unique in its cultural diversity and its vastness, in that no athlete from one country can travel to another by land. The isolation of Oceania nations and the necessary reliance of air (and sometimes boat) travel poses particular challenges for OMA, its affiliates and their athletes. This makes both the sport of Masters Athletics a challenge and its Championships a colourful, enjoyable and unique experience.

The larger affiliates such as Australia and New Zealand have separate organisations looking after the interests of Masters Athletics. The other Island Affiliates manage masters as part of a single national athletics organisation, under the leadership of the Oceania Athletics Association.

OMA Administration

OMA's organisational structure consists of an Assembly and an elected Council. The OMA Council deals with the day-to-day administration of the organisation between Assembly meetings. It consists of a President, Vice-President, Secretary and Treasurer and four Council members, one of which is also the Oceania delegate to WM, as well as a non-voting representative from the Oceania Athletics Association. The Council is elected for a period of two years, with the President having a maximum term of office of six years.

Assembly general meetings are held annually, one in conjunction with the OMA biennial Championships, and one in conjunction with the annual Council meeting. The Assembly votes on remits proposed by OMA Members, Associate Members or Council members that deal with various matters including changes to the Constitution and By-laws, and votes on membership of the Council. It may also endorse strategic directions proposed by Council.

Organisational Goals

The key Organisational Goals that provide the framework for conduct of business by the OMA Council are:

- ❖ to develop, regulate, promote and where appropriate, manage all aspects of the sport of master's athletics in the Oceania region for the Members.
- ❖ to foster a supportive and non-discriminatory environment for athletes, officials, support staff and administrators involved in masters athletics throughout the Oceania region, regardless of age, gender, sexual preference, race, religious, political or other orientation or ability.
- ❖ to sanction, promote and ensure the conduct of Oceania Masters Athletics championships and other competitions as determined from time to time.

- ❖ to encourage athletes of OMA Members and Associate Members to compete at National, Oceania and World Masters Athletics championships, and at such other athletics meetings as may be conducted from time to time.
- ❖ to act in the interests of Masters Athletics in the context of sport generally.

Scope of the Plan

In structuring a definitive 5-year Strategic Plan, this document is also intended to be a guide for the OMA Council members on the organisational requirements as they conduct OMA business. Therefore this Strategic Plan will cover the period 2018–2022 with regular monitoring and review of progress on the outcomes.

Masters athletics

- Encourages participation as the essence of success
- Provides structured competition at local, national, and international levels in five-year age groups
- Provides opportunities for excellence, and maintains local, national and world records
- Provides year round competition
- Graduates distances, hurdle heights, and implement weights for older competitors
- Is non-contact and conceptually simple, and requires a minimum of specialised equipment
- Provides health and fitness benefits for an ageing population
- Suits all body types
- Provides opportunities for social contact and worldwide friendships
- Allows men and women to compete together in local competition
- Has visual appeal
- Produces positive role models

Operational Impacts

It is recognised that the following strengths, weaknesses, opportunities and threats impact on the way that the Oceania Masters Athletics Council operates.

Strengths

- Financially sound and Administratively Capable
- Reputation and relationship with OAA and the Island Affiliates
- Appropriate structures and knowledge
- Functional involvement in the region
- Relationship with World Masters Athletics and representation on WMA committees
- Dedication of officials and volunteers for conduct of OMA championships

Opportunities

- Enhancement of OMA championships with a view to increased participation
- Development of a well-coordinated communications strategy
- In conjunction with OAA
 - deliver and facilitate promotion of Masters education opportunities
 - support the development of Member Federations and explore innovative new ways to engage local communities

Weaknesses

- Geographical spread of the Oceania region
- Huge area but small population
- Reliance on good-will of officials and volunteers for conduct of OMA championships
- Succession Planning at Council level
- Financially dependent on entry funding from OMA championships

Threats

- Eurocentric WMA championships that limit participation by Oceania athletes
- Competition from other sports across the Area, in particular team sports
- Freedom to travel

The Scope of the OMA Strategic Plan therefore focuses on improving the effectiveness of Oceania Masters Athletics as a basis for future development and growth of the sport.

Key Performance Areas

The four Key Performance Areas of focus for this Strategic Plan, including component elements are indicated below.

1. Sport

- *International, Regional and National Championships*
 - To ensure high participation levels at OMA, International and National championships
 - To upgrade the standing of the OMA Championships to a level above National Championships
 - To produce an updated, user friendly and relevant Championship Manual
 - To produce an updated generic Championship Program over a shorter duration.
- Awards
 - Develop an agreed process and protocol for recognition of outstanding athlete performances and service of individuals
 - For nomination of athletes for OMA Championship and WMA Best Master of the Year Awards
 - For nomination of service of individuals for awarding of OMA Honorary Life Membership

2. Positioning the Organization

- *Well-coordinated Communications*
 - Develop a new coordinated communications strategy
- *An Integrated Athletics Structure*
 - Develop and complete a Memorandum of Understanding with Oceania Athletics Association (OAA) to provide a closer relationship for the benefit of masters athletes
 - Initiate discussions with OAA to determine if it is in the interests of them and OMA to have a much closer arrangement (possibly some form of integration), so ensuring Masters athletics is an integral part of the sport
 - To include
 - Encouraging the inclusion of key masters events at Open athletics meets
 - developing alternative athletic events or activities that might broaden the appeal of the sport to Pacific Island Affiliates

3. Capacity

- *Officials and Volunteers*
 - Encourage participation of well-qualified and experienced officials and willing volunteers at OMA championships by
 - Using strong networking platforms for advice on forthcoming championship officiating and volunteering opportunities
 - Incorporating masters rules and requirements into officials training courses
 - Providing greater appreciation of officials and volunteers

4. Business Performance

- *Governance and Administration*
 - Maintain efficient and effective administration by
 - Development and adoption of required governance policies and by-laws, including risk management

Desirable Elements of the Plan Awaiting Ownership

- *Marketing and Membership*
 - Enhance a broad, balanced and diverse membership base using appropriate marketing strategies to
 - Identify the opportunities and benefits of the sport – competition, social, health and ability to cater for all physiques and skill levels, as well as administration and officiating

- Promote Masters sport as well run and abreast of modern technology, proactive and forward looking
 - Develop a Marketing and Public Relations Plan that Identifies market audiences – AMA/NZMA athletes and other sports in Island Countries.
- *Governance and Administration*
 - Undertaking succession planning for key OMA Council positions

Ongoing Activities and Programs

In conjunction with the Strategic Planning, the day-to-day work of Council is to:

- Increase participation of Masters Athletes on all levels
- Promote a fair and drug-free sport that is cognisant of aging and health issue
- Actively encourage representation of Island Affiliates on the OMA Council
- Regularly review funding sources – competition levees, championship sanction fees, administration fees and grants and any sponsorship opportunities
- Coordinate timing and venues of all OMA Regional championships with view to producing synergy and interest with major tourism, cultural or sports activities, including other masters sports championships
- Actively promote National, Regional and International championships through websites and social media
- Promote social and participation elements of National, Regional and International championships, not just the elite aspects
- Develop forward budget projections that provide for expansion needs and contingencies
-
- Educate masters athletes and officials, particularly in Island Members and Associate Members, through dissemination of information, seminars and workshops, in relation to the technical and equipment aspects of the sport
- Maintain a professionally presented and maintained OMA website
- Maintain regular contact by OMA Secretary providing bulletins, results and information items to OMA Members and Associate Members
- Regularly review of the OMA Championship Manual for use by championship hosts
- Promptly disseminate technical and other changes to Members and Associate Members, athletes and officials
- Periodically review technical elements of athletics to identify ways to ensure that it is accessible and appropriate for masters athletes of different ages and genders
- Canvass opinions of athletes in relation to proposed technical changes
- Promote the adoption of change at the international level
- Encourage participation in committees which enhance organisational skills relevant to our sport
- Maintain an electronic database of current OMA Championship records for masters athletes belonging to OMA Member Affiliates
- Maintain positive and proactive OMA representation and participation on relevant OAA and WMA committees and regional Masters Games organisations
- Maintain an easy-to-use online championship entry registration system
- Use Hy-Tek or similar results program at meets
- Reporting of Council members activities and endorsement by Council and the Assembly meetings
- Regularly review the OMA Constitution and by-laws for relevance, appropriateness and legality
- Maintain transparent and accountable financial management by regular reporting of financial activities and endorsement by Council and at the Assembly meetings

Conclusion

These performance areas of the Strategic Plan provide key direction and focus for the organization, and will be monitored and reviewed annually by the OMA Council with the help of OMA Members and Associate Members and reported by Council at the Assembly General Meetings.

Draft – 2018 Amendment
GW December 2018