



NT Athletics

Planning - 2019



Athletics
Northern Territory

Reviews

Events

- Australia Day Fun Run – approximately 3k runners, no cost to athletes, small failure of PA system, overall decent and good exposure. Relatively small staff investment.
- Mother's Day Classic – 1079 runners, hitting KPA but well short of bonus at 1200+ - massive time investment of office staff. 20k to run the event. Good event, good exposure, difficult to staff
- City 2 Surf – 1000 runners, financial loss for the first time, competes against Park Run on the same course (which is free)
- State Championships – 370 competitors, very professional, little issues, good team
- Mitchell St Mile – good event, small profit, 781 competitors



Survey results

800 surveys, across regular runners and then non returners – 180 responses

Questions:

- Which event would you be more likely to participate in if you could choose one in 2019?
- What are the factors that determine whether you will participate in an event? And why was asked as an added text answer.
- What do you think could bring value to an event?

- Then in terms of specific events

- You had previously participated in XXXX but did not this year. Why?
- The City 2 Surf currently runs along the foreshore and Mindil beach/park. If the route changed to Bagot Rd, would you run the event? If the route changed to Tiger Brennan and finished at the Waterpark with free entry, would you run the event? If the route remains unchanged would you run the event?
- If you could make one change to XXXX event, what would it be?

Survey Results

Respondents could answer with more than one option except for the first question.

Question 1 – 66% of respondents said the Mother's day Classic, 24% said C2S, 6% said Mitchell St, 4% said none.

Questions 2 – 56% suggested Charity was the prioritised factor in their participation or not, 27% said the venue/route, 32% said weather (that they did not wish to pay up to \$50 for early registration if the weather was going to be bad), 61% said the time of the event (all noting morning) – note that respondents could choose multiple answers

Question 3 – 78% said merchandise for the event, 46% said entertainment on course, 32% said entertainment post race, 12% said photos

Specific events

82% of non returning competitors said cost was the major factor for the C2S, 22% said the route, 1% said administration. For the MDC, 78% of non returners were not in Darwin at the time, 4% said cost. For Mitchell St Mile – 72% said timing of the event (e.g. mid afternoon) and/or heat

90% of those questioned for C2S did not support a route change to Bagot Rd. 82% supported a finish at the Waterpark, 84% supported an unchanged route.

Overwhelming answer at 94% to what would you change was the cost.

2018 Successes

- 60+ days of athletics were delivered in remote indigenous communities – in 2019 this will rise to 80 with new communities such as the Tiwi islands and Wadeye. These programs nett 10% profit and offer great daily rates for our coaches
- 10+ school carnivals were delivered \$700-\$1000 profit each
- 3 subsidised coaching courses with 32 new coaches – cost of approximately 3k – did this bring new coaches into clubs though?
- A development squad went to Singapore – cost of approximately \$200/athlete

I would propose that all of these continue with the proviso that operationally, we set a cap of \$200 per athlete per year in incentives to participate in national or international competition





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2018-19 Issues



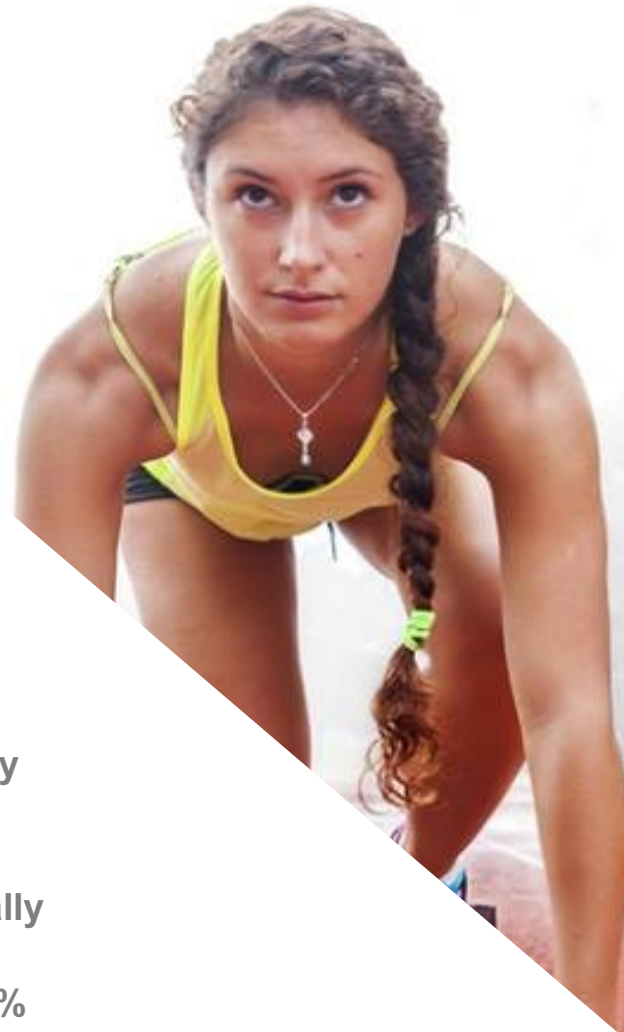
No commercial sponsorship of any consequence



Participation numbers realistically capped at about 1200 with nationwide trends at minus 8-9%



NT is the poorest resourced but most diverse of the state bodies – do we spread ourselves too thin?





Further...

- Athletics cannot be a Tier 1 sport without 6 months cash reserves (70k difference in funding)
- The sport of athletics is declining as it is time poor and people are choosing cheaper, faster sports
- 46% of junior athletes who join a club across Australia drop out and never return after one year – personally saw in excess of 30 children with families attend DAC on Fridays but turn away
- We do not have a ‘community’ that encourages collegiality
- People have such a choice they only need one bad experience

- Sooo....

- What are the solutions?

Strategies moving forward

- I believe the number one key priority for Athletics in the NT in 2019 needs to be visibility
- We need to be at as many schools as possible, running as many competitions as possible, having open coaching sessions at least twice a week at Mararra
- I think we continue with our mass events for one more year but add in merchandise for the City 2 Surf and be open to venue change after discussion with Doug Core but we rule out Bagot Rd
- Continue our remote delivery and do anything we can to encourage the development of a club – Tiwi or Maningrida
- I believe we need bi-weekly open competitions – kids come to compete, not to play games (sorry DAC) and the Masters athletes want more competitions
- 2019 Calendar

April 27-29 Arafura

May 12 - Mothers Day

June 9 – C2S

July – International team – suggestion to Malaysia or Hong Kong

August – 15-17 – State Champs

September 19-22 – National All Schools

October 13 Mitchell St Mile – after World Championships in Qatar



Athletics Northern Territory

Fostering the future of our Sport



Key Strategic Directions for 2019

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