

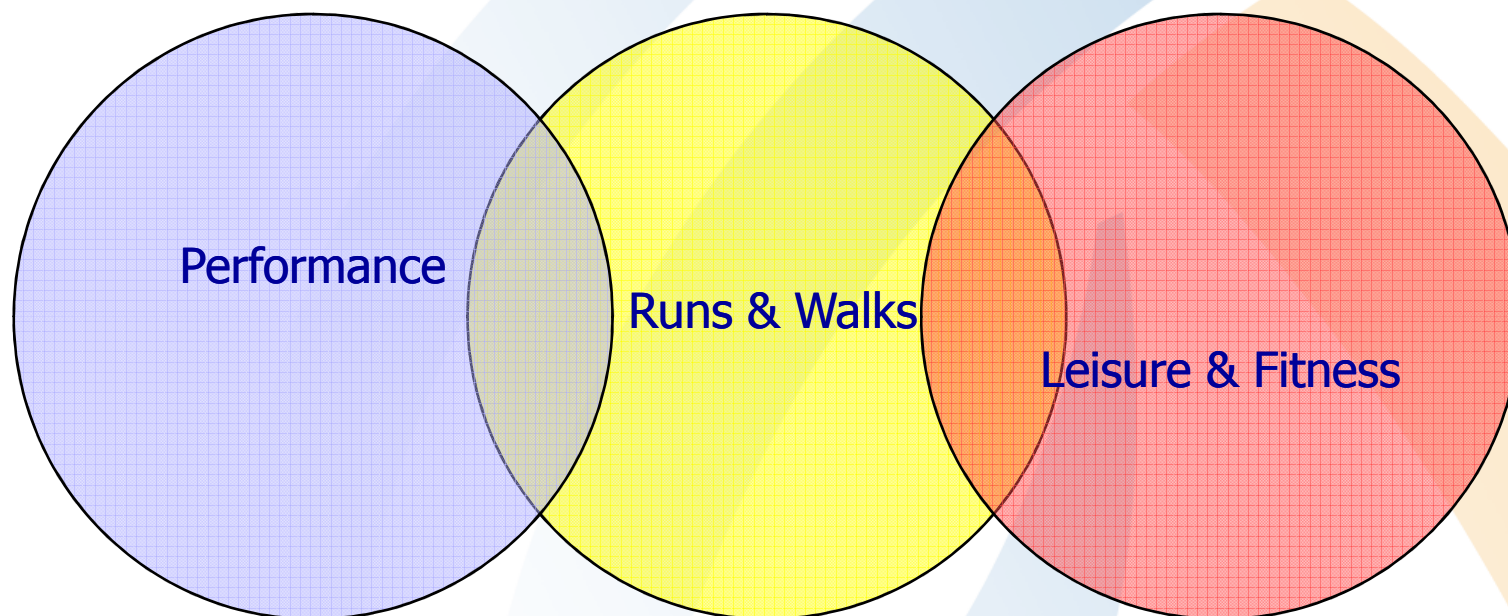


ABAF Extraordinary Congress Kavarna (BUL) - 1st September 2012



DEVELOPMENT OF ATHLETICS IN EUROPE

Competition activities



Health & Well-being activities

ABAF EXTRAORDINARY CONGRESS – KAVARNA 2012

When defining the development plan, we should recognise:

- that the majority of work to develop our sport must take place at the **national level** and
- that the 50 European Member Federations operate in:
 - **unique environments** and
 - **sets of circumstances**

ABAF EXTRAORDINARY CONGRESS – KAVARNA 2012

The role of European Athletics is:

- to show **leadership** and
- to coordinate
- to provide **tools** and support through specific projects and programmes.

All actions must be delivered:

- within a framework of **sustainability** and
- with the promotion of women to leadership positions.

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STRATEGIC PRIORITIES

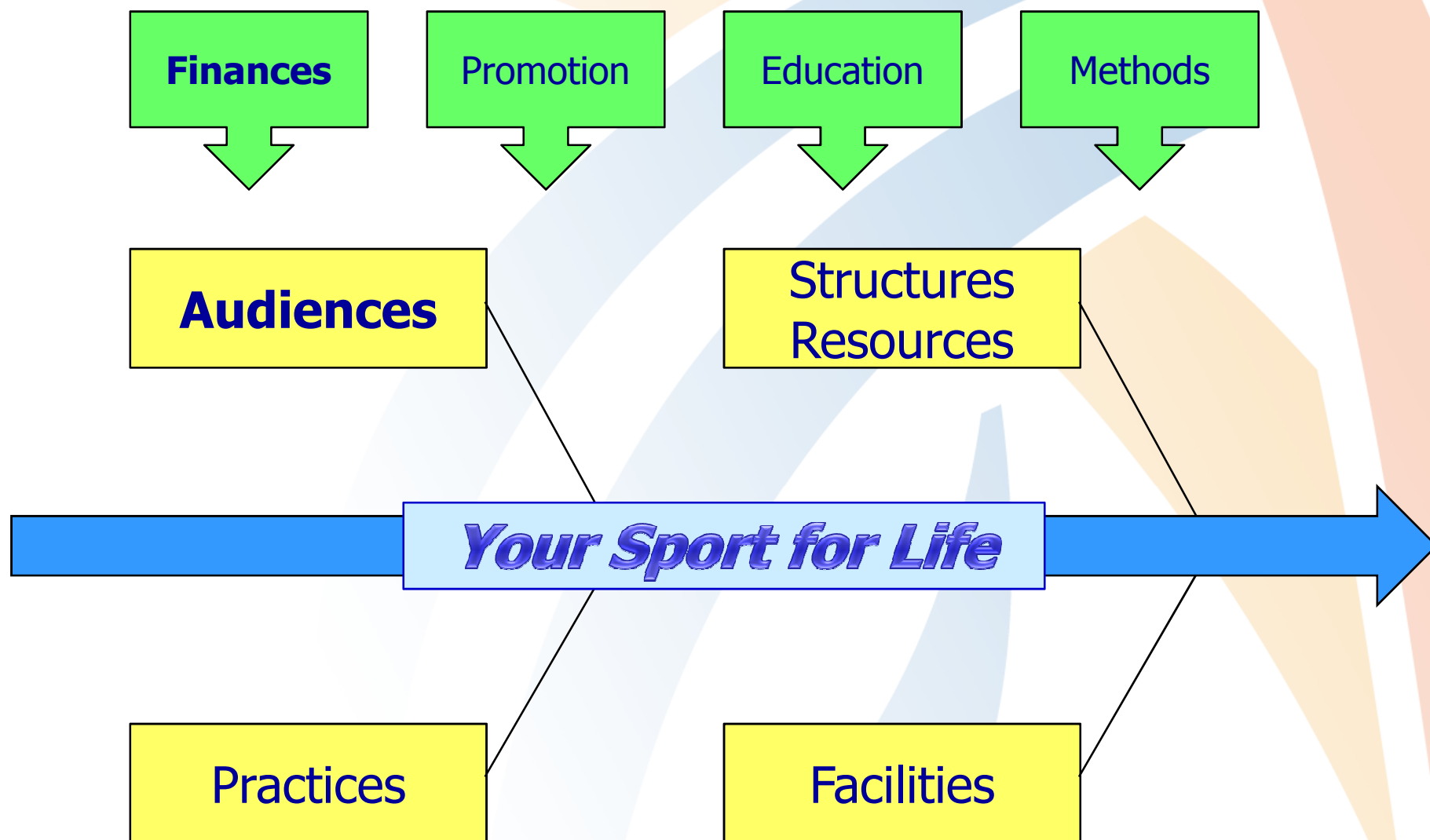
The measures foreseen focus on the following priority areas:

- Enhance Member Federation effectiveness at all levels through structure-building and permanent education of all key persons
- Attract and retain active participants of all ages

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STRATEGIC PRIORITIES (2)

- Strengthen current systems of talent identification and athlete preparation with the aim of increasing performance levels throughout Europe
- Expand size and scope of the athletics community by promoting all forms of engagement with the sport and thereby creating relevance for new generations and new groups.



- Subventions
- Sponsorship
- Membership
- Operating Income
- Donation

FINANCES



- Communication (int/ext)
- Event Promotion
- Athletics Promotion

PROMOTION



- Leaders
- Staff
- Coaches
- Referees
- Medical
- Volunteers

EDUCATION



- Project oriented
- Quality
- Sustainability
- Ethics
- Clean Athletics

METHODS



AUDIENCES

- Elite
- Women
- Youth
- Masters
- Family
- Workers
- Overweight

STRUCTURES

- Federations
- Clubs

RESSOURCES

- Leaders
- Staff
- Coaches
- Referees
- Medical
- Volunteers

Your Sport for Life

PRACTICES

- Performance
- Runs & Walks
- Leisure & Fitness

FACILITIES

- Stadiums
- Indoor Halls
- Proximity Facilities