



4-YEAR PLAN 2024-2027

COMPETITION COMMISSION

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4-Year Plan Summary

The vision underpinning the Competition Commission's four-year plan ("the plan") is to evolve the sport of athletics, making it more dynamic, accessible, and engaging for all (i.e. to innovate, modernize, and enhance the global appeal of athletics). The vision aligns with World Athletics' strategic priorities of event innovation, more participation, and more people.

The plan also records the Competition Commission's role to review any amendments to all Competition and Technical Rules and regulations concerning invitational meetings and road races proposed by persons or bodies within World Athletics – amongst others.

World Athletics Strategic Plan 2024-2027

The World Athletics Strategic Plan 2024-2027 framework was developed and signed off by the Executive Board and approved by the Council in December 2023.

The overarching vision and the purpose of the Strategic Plan is to grow, inspire and lead our sport by pioneering change and setting the standard to future-proof the sport of athletics. We plan to invest and innovate in our events and primary activities to create the ultimate platform for athletics. We are the number one Olympic sport but also the most universally participated in sport, with equal numbers of men and women of all ages using our sport to maintain fitness and vitality.

The Strategic Plan sets out how we will capitalise on our attributes and our assets and details our approach, vision, mission, and strategic goals over the next 4 years. The Competition Commission is central in the mission to ensure World Athletics delivers on the strategic priorities of event innovation, more participation and more people. The Competition Commission will play a key role in delivering these strategic priorities through the Competition Commission continuously seeking opportunities to innovate, modernize and enhance the global appeal of athletics. This four-year plan aims, with Council's approval, to implement the opportunities identified.

Competition Commission Objectives

For the purposes of this plan the Competition Commission's has grouped its objectives into the following four key areas of work (i.e. pillars):

- 1. Innovation in Event Management and Modernization of Rules.**
- 2. Evolution of Competition Disciplines**
- 3. Fan Engagement & Sport Appeal**
- 4. Stakeholder Collaboration**

Projected Time Frames

1. Innovation in Event Management and Modernization of Rules.

Timeline	Key Actions/ Milestones	HQ Lead/ Contributors	Key Stakeholders	Consultation
Phase 1 – 2024	Assessment and Planning <ul style="list-style-type: none"> Conduct comprehensive reviews of current competition formats and identify opportunities for innovation and improvement. Begin a review of competition rules and identify areas for modernization. 	Competition Department (Heads of Dept, Director, Project manager) CC Workstreams: Innovation / WAS Events	Athletes MFs Fans/Spectators Broadcasters Media Sponsors/Partners	Athletes Commission ARs MFs Coaches
Phase 2 – 2025	Implementation of Early Initiatives <ul style="list-style-type: none"> Propose amendments and corrections to the rules that align with the overarching goals of innovation and modernization Roll out initial updates to competition and technical rules 	Competition Department (Heads of Dept, Director, Project manager) Technical Services Unit CC Workstream: Technical	Athletes MFs Fans/Spectators Broadcasters	Athletes Commission Select athlete groups MFs
Phase 3 – 2026	Expansion and Refinement <ul style="list-style-type: none"> Expand the pilot to more events and refine formats based on feedback. Finalize and enforce the updated set of competition and technical rules. 	Same as Above	Competing Athletes LOCs Competition Organisers	Same as Above
Phase 4 – 2027	Consolidation and Growth <ul style="list-style-type: none"> Fully integrate successful competition formats into World Athletics events. 	Same as Above	Same as Above	Same as Above

2. Evolution of Competition Disciplines

Timeline	Key Actions/ Milestones	Lead/ Contributors	Key Stakeholders	Consultation
Phase 1 – 2024	Assessment and Planning <ul style="list-style-type: none"> Research and propose new athletics disciplines and evolve existing ones considering their potential marketability and fan interest. Research potential new disciplines and events for development. 	WA Research & Innovation Unit WA Competition Unit	Competing Athletes MFs ARs Fans Broadcasters Media Sponsors/Partners	Athlete Commission Competing Athletes WA Fan Groups MFs Coaches WA Comms Dept
Phase 2 – 2025	Implementation of Early Initiatives <ul style="list-style-type: none"> Pilot new competition formats in selected events. Introduce 1-2 new disciplines in non-championship events for testing. 	Same as above	Competing Athletes ARs Competition Organisers MFs Areas	WA Fan Groups Media Broadcasters
Phase 3 – 2026	Expansion and Refinement <ul style="list-style-type: none"> Expand the pilot to more events and refine formats based on feedback. Officially introduce new disciplines at a regional level. 	WA Research & Innovation Unit WA Competition Unit WA marketing & Comms Dept	Competing Athletes ARs Competition Organisers MFs Areas	WA Fan Groups Media Broadcasters
Phase 4 – 2027	Consolidation and Growth <ul style="list-style-type: none"> Fully integrate successful competition formats into World Athletics events. 	Same as Above	Same as Above	Same as Above

3. Fan Engagement & Sports Appeal

Timeline	Key Actions/ Milestones	Lead/ Contributors	Key Stakeholders	Consultation
Phase 1 – 2024	Assessment and Planning <ul style="list-style-type: none"> Initiate dialogue with all stakeholders to gather comprehensive feedback on current competition format. Develop fan engagement strategies 	WA Social media family WA Marketing Unit CC workstreams: WAS events	Athletic Fans Spectators Social Media Broadcasters	IT Dept. WA Marketing/Branding WA fan groups Development Dept.

Timeline	Key Actions/ Milestones	Lead/ Contributors	Key Stakeholders	Consultation
	<p>that leverage digital platforms and enhance the live viewing experience.</p> <ul style="list-style-type: none"> Develop a fan engagement model based on current trends and technology. 			
Phase 2 – 2025	<p>Implementation of Early Initiatives</p> <ul style="list-style-type: none"> Launch fan engagement platforms and campaigns. 	Same as above	Same as above	Same as above
Phase 3 – 2026	<p>Expansion and Refinement</p> <ul style="list-style-type: none"> Analyse data from fan engagement platforms to optimize the fan experience. 	Same as above WA Research & Development unit	Same as above	Same as above
Phase 4 – 2027	<p>Consolidation and Growth</p> <ul style="list-style-type: none"> Implement advanced fan engagement strategies to deepen global viewership. 	WA Marketing Unit	Athletic fans	

4. Stakeholder Collaboration

Timeline	Key Actions/ Milestones	Lead/ Contributors	Key Stakeholders	Consultation
Phase 1 – 2024	<p>Assessment and Planning</p> <ul style="list-style-type: none"> Create a feedback loop with stakeholders to refine and adjust initiatives based on practical insights and preferences. 	International Development unit CC workstream: Innovation	MFs Areas Coaches/ARs Broadcasters Media Sponsors/Partners	
Phase 2 – 2025	<p>Implementation of Early Initiatives</p> <ul style="list-style-type: none"> Establish metrics for measuring the success of implemented proposed changes. 	Same as above	Same as above	
Phase 3 – 2026	<p>Expansion and Refinement</p> <ul style="list-style-type: none"> Host workshops and forums with stakeholders to refine ongoing initiatives. 	Same as above	Same as above	
Phase 4 – 2027	<p>Consolidation and Growth</p>	Same as above	Same as above	

Timeline	Key Actions/ Milestones	Lead/ Contributors	Key Stakeholders	Consultation
	<ul style="list-style-type: none"> <li data-bbox="319 250 628 371">• Publish a comprehensive report on the impact of the new formats and rules. <li data-bbox="319 380 609 528">• Set the stage for the next strategic cycle with a focus on continuous improvement. 			

Monitoring, Evaluation & Reporting

The Competition Commission will review its progress against this Plan through setting measurement and success criteria such as, participation in athletics; global viewership and fan engagement metrics; stakeholder feedback; integration in major competitions; increased sponsorship and partnership opportunities. A risk management strategy will also be developed to mitigate potential and actual risks of implementing this Plan.

In addition, the Plan will be continuously reviewed to ensure progress against the Competition Commission’s objectives, incorporate adjustments following data analysis and feedback and ensure alignment with the World Athletics Strategic Plan, and, at least twice a year, report to Council, typically at the Summer and the November/ December meetings. The reports to Council will, when appropriate, include the Competition Commission’s updated 4-Year Plan with any adjustments against the World Athletics Strategic Plan or, following scheduled reviews of the Plan, re-prioritisation of work recommended by the Competition Commission.



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