

WORLD PLAN 2022-2030



A plan for the whole sport - from playgrounds and parks to Olympic podiums.

A ROLE FOR EVERYONE

There is a place for everyone in our sport – young and old, female and male, elite and recreational. We will grow the sport by working together.

CLEAR GOALS, OBJECTIVES & ACTIONS

Four strategic goals | 19 objectives | 67 actions

ONE SIZE DOES NOT FIT ALL

Area and Member Federations have flexibility to prioritise actions based on their own needs and available resources.

214
Member
Federations

6
Area
Associations

25,000
individuals

178
countries

All were crucial to the development of this plan. No other International Federation has conducted such an extensive consultation process.



MORE PARTICIPATION

- Development pathways - from school to the world stage
- Facilities and equipment
- Promotion and campaigning
- Athletics for All
- Masters Athletics

MORE PEOPLE

- Supply of support staff
- Development opportunities
- Safeguarding
- Gender equity

MORE FANS

- Visibility of the sport
- Informed by data and insights
- Reputation
- Innovation and technology
- Entertain and engage via digital

MORE PARTNERSHIPS

- Benefits of partnering with athletics
- MF and Area support and sustainability
- Host cities
- Broadcast partners
- Data and insights for partnerships

