

MUDGEERABA
LITTLE ATHLETICS CENTRE



THE WALLABIES

Strategic Plan

2026 - 2031



Built on the belief that your best is enough, Mudgeeraba Little Athletics Club is a community based club helping kids stay active, build their confidence, and chase their personal bests. From our youngest athletes to our experienced teens, we provide a safe and positive atmosphere to learn, improve, and enjoy athletics. This Strategic Plan aims to increase membership over the next five years, allowing for the expansion and improvement of our sporting facilities.

Core Values



Community

We foster a welcoming and supportive environment for athletes and their families, where everyone feels like they belong.

Inclusivity

We ensure all children, regardless of ability or experience in Athletics, can participate and feel valued and accomplished .

Fun

We create enjoyable and engaging practices and events that keep kids active and excited to participate.

Strategic Directions

Vision: To grow a thriving community of young athletes, fostering confidence, skill, and a lifelong love of athletics.

1

Membership Growth

To grow our membership and foster an inclusive athletics community.

2

Facility Improvement

To upgrade and maintain facilities that support safe, high quality training and competition.

3

Volunteer Engagement

To attract, retain, and recognize volunteers who help drive the club's success.

Mudgeeraba Little Athletics Club

Strategic Direction 1

To grow our membership and foster an inclusive athletics community.



Reasoning:

The club has seen increased interest from families over the past four years, with a 62 increase in membership, but there still is potential to expand membership across all age groups. By promoting the benefits of athletics and providing engaging and improved programs and facilities, the club can attract new members and strengthen its community presence, while maintaining an inclusive culture.

What Success Looks Like:

- Increase total membership across all age groups by 50% over the next five years
- Maintain high retention rates of current athletes through engaging programs and positive club culture
- Attract new families to the club via community outreach, fundraisers, and open days
- Improve programs and facilities that meet the needs of athletes and the club

Strategic Direction 2



To upgrade and maintain facilities that support safe, high quality training and competition.

Reasoning:

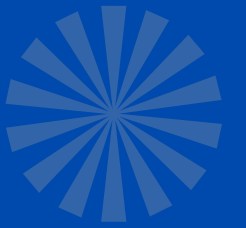
Mudgeeraba Little Athletics' facilities are crucial to providing a positive experience for athletes and families. While the club has basic infrastructure in place, some areas are prone to flooding, equipment is aging, and certain spaces, such as jumping pits, are too short to fully accommodate older athletes. Upgrading and maintaining facilities will ensure a functional and enjoyable environment that supports current athletes and attracts new members.

What Success Looks Like:

- Improve safety and usability in essential areas (e.g., jumping pits, tracks)
- Develop a plan for upgrades and maintenance aligned with available resources and funding
- Explore funding opportunities, grants, and sponsorships to support facility improvements

Strategic Direction 3

To attract, retain, and recognize volunteers who help drive the club's success.



Reasoning:

Mudgeeraba Little Athletics relies heavily on volunteers to run events, practices, and facilities. However, with growing membership and increasing operational needs, the club requires a more consistent and engaged volunteer base. Strengthening volunteer recruitment, training, and retention will ensure the club can continue operating effectively, providing a positive experience for children, families, and staff.

What Success Looks Like:

- Implement meaningful, budget friendly volunteer appreciation initiatives to strengthen engagement
- Establish clear volunteer roles and expectations that make it easy for new volunteers to get involved
- Provide simple onboarding and training processes that help volunteers feel confident and supported in their roles

Potential Roadblocks

1

Maintaining Community Feel as Club Grows

As the club grows, there is a risk of losing its close community feel

How to address:

Small group engagement, look at moving/adding facilities elsewhere, and intentional communication

2

Fundraising Constraints

Limited budget could present issues with speed of facility improvements or initiatives

How to address:

Strengthen fundraising efforts and create more team collaboration to apply for grants & sponsorships

3

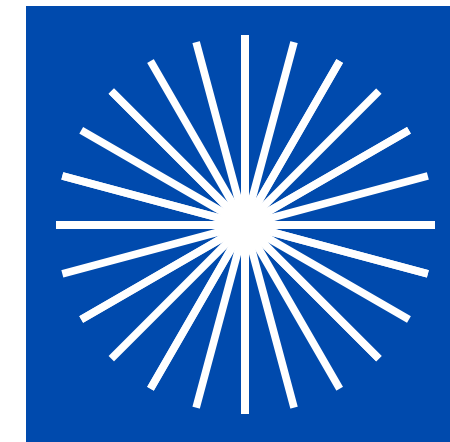
Volunteer Burnout

Volunteers could become overwhelmed and burnt out, especially while in season

How to address:

Rotate roles, recognize and appreciate volunteers, encourage teamwork and shared responsibilities

The Way Forward



Mudgeeraba Little Athletics will continue to inspire and support athletes, volunteers, and families in a safe and inclusive environment. By focusing on growing membership, improving facilities, and strengthening volunteer engagement, every child, volunteer, and staff member contributes to the club's success and long term growth.