



www.olympians.org

Strategic Plan 2017-2020

Vision

A harmonious world
inspired by
Olympians

Mission

To be of service to Olympians,
thereby empowering them to
make the world a better place

Values

Inspiration
Friendship
Integrity
Respect
Excellence
Solidarity



Strategic Goals

1. Strengthen WOA
2. Increase and strengthen the NOAs
3. Provide valued services for Olympians
4. Support sustainable community programmes
5. Extend WOA capacity and resources

Key Performance Indicators



1. Strengthen WOA

- 1.1 WOA EXCO members engaged and active
- 1.2 EXCO working group targets set and achieved
- 1.3 Budgets agreed on time and diligently managed
- 1.4 Strong relationships built with IOC AC and NOC Relations Department
- 1.5 Widely recognised WOA brand developed and deployed
- 1.6 WOA administration successfully integrated into IOC structures
- 1.7 WOA to have a formal presence at IOC Session, ANOC, and SportAccord

Key Performance Indicators

2. Increase and strengthen the NOAs

- 2.1 Continental Groupings effective and active
- 2.2 The majority of NOAs recognised by and working with their NOCs
- 2.3 Targeted funding allocated to strengthen strategic NOAs
- 2.4 More money and resources available for NOAs
- 2.5 World Olympians Forum run once every four year cycle

Key Performance Indicators



3. Provide valued services for Olympians

- 3.1 Services and programmes run for Olympians at every Games
- 3.2 ORC venue provided for every summer Games
- 3.3 Games-time benefits established for non-competing Olympians
- 3.4 OLY post-nominal letters established and launched
- 3.5 Joint projects agreed with IOC AC to benefit Olympians
- 3.6 Olympian.org email service grows by 50%
- 3.7 Olympians supported through post-career health initiatives
- 3.8 Life transition programmes promoted and well used
- 3.9 Education programmes promoted and well used

Key Performance Indicators

4. Support sustainable community programmes

- 4.1 NOA Olympic Day participation grows by 50%
- 4.2 World Fit participation grows by 50%
- 4.3 Partnership with UN created for a major project
- 4.4 Increase support for existing NOA and Olympians projects
- 4.5 Projects identified in partnership with other outside organisations

Key Performance Indicators

5. Extend WOA capacity and resources

- 5.1 Revenue and resources for ORC increased from outside IOC
- 5.2 Revenue and resource targets reached for major events
- 5.3 Annual revenue targets met
- 5.4 Relations built and programmes activated with IOC sponsors
- 5.5 Patrons Programme created



www.olympians.org

Strategic Plan 2017-2020