



**WORLD  
OLYMPIANS**  
ASSOCIATION



[www.olympians.org](http://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**



# 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 Increase support for existing NOA and Olympians projects**

**4.4 Projects identified in partnership with 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 Donors Programme created**



**WORLD  
OLYMPIANS**  
ASSOCIATION



[www.olympians.org](http://www.olympians.org)

**Strategic Plan 2017-2020**