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 PEOPLE
• Supply of support staff
• Development opportunities
• Safeguarding
• Gender equity

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

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

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

25,000 individuals
6 Area Associations
178 countries
All were crucial to the development of this plan. No other International Federation has conducted such an extensive consultation process.