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# Strategic Plan 2021-24

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# Our Mission

**To be of service to Olympians of all ages, nations and sports thereby empowering them to make the world a better place through the values of sport.**

**WOA has two key areas of focus:**

- We support Olympians and help them transition to a life beyond competitive sport through a range of benefits and programmes that are of Service to Olympians.
- We empower Olympians to be of Service to Society using their unique capacity to use the power and neutrality of sport for good, acting as role models to help bring communities together across all ethnic, religious, economic and social divides.

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# Our priorities until 2024

## 1. Increasing recognition of Olympians

- 1.0 Enhance Olympians' visibility by developing a strong brand recognition and presence at global and national levels
- 1.1 Encourage Olympians to be represented across all global and national Olympic decision-making bodies
- 1.2 Continue discussions with IOC about the consistent use of OLY
- 1.3 Introduction of OLY Day events to celebrate Olympians and their promotion of the Olympic Values
- 1.4 Connect Olympians stories to new and existing recognition channels such as awards, speaking engagements and media opportunities
- 1.5 Expand delivery of OLY Ceremonies as part of celebrations and live sports events
- 1.6 Develop partnerships and tools to connect Olympians with Games anniversaries
- 1.7 Evolve the Olympians for Life project working with more partners to improve quality and expand reach

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# Our priorities until 2024

## 2. Connecting Olympians to valued services

- 2.0 Deliver OLY House during each Olympic Games period across digital and physical spaces
- 2.1 Grow the uptake and effective use of OLY and @olympian.org email service
- 2.2 Continue to create and grow opportunities for Olympians with the World Academy of Sport and others
- 2.3 Maintain effective cross promotion of relevant information and opportunities with Athlete365
- 2.4 Continue health research to produce data driven recommendations to support long term health for Olympians
- 2.5 Develop tools and best practice for peer mentoring and networking at global and national sport level

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# Our priorities until 2024

## 3. Supporting Olympian-led community programmes

- 3.0 Explore partnerships to increase the number of Olympian-led project grants
- 3.1 Facilitate access to education on entrepreneurship and social business to encourage sustainable projects
- 3.2 Promote Olympic Day collaboration between NOCs and NOAs
- 3.3 Grow best practice examples and project templates within the NOA Guide and on our website

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# Our priorities until 2024

## 4. Strengthening NOAs and their networks

- 4.0 Increase WOA membership criteria for the next renewal cycle in 2024-25
- 4.1 Development Officer in each continent with strong focus on relations with NOCs and ACs
- 4.2 World Olympians Forum run once every four-year cycle
- 4.3 Develop the connection between NOAs through continental workshops and informal chat tools
- 4.4 Execute, with the IOC, clear and consistent messaging to NOCs on how to work with NOAs
- 4.5 Targeted funding allocated to strengthen strategic NOAs
- 4.6 Develop Continental-level implementation plans from the WOA Strategy

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# Our priorities until 2024

## 5. Extending WOA capacity and resources

- 5.0 Maintain and seek new partnerships which increase budget and/or capacity
- 5.1 Enhance relationships and collaboration with key IOC Departments and Commissions i.e. IOC AC, Olympic Foundation for Culture and Heritage, TMS, Olympic Channel and NOC Relations
- 5.2 Maintain a formal presence and participation at the Olympic Games, IOC Sessions, ANOC, SportAccord and the IF Forum
- 5.3 WOA committees established and run effectively to develop ideas and support implementation

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# Our key goals to reach by 2024

- Olympians identity strategy built and implemented
- 24,000 Olympians have registered for OLY
- OLY is used in all Olympic Movement communications and by key media channels
- Olympians are represented on all IOC, NOC and IF commissions and committees
- Olympians for Life collaborations formalised with partners such as the Olympic Channel, Olympic Museum, YouTube and Getty Images
- OLY House delivered across all Games editions
- All papers from the long-term health study published and new research commissioned
- Professional network established for Olympians on LinkedIn
- NOA Project Grant funding increased to USD \$100,000 (20 projects), with 25% having a sustainable model
- WOA membership network exceeds 100 members meeting increased standards
- Revenue and resource targets reached for major events such as OLY House, General Assembly and World Olympians Forum



