

## Australian Flying Disc Association Strategic Plan 2009-2012



<b>Mission:</b>	To grow and improve disc sports in Australia
<b>Vision:</b>	That disc sports in Australia be well governed, supported and promoted at the local, regional and national levels

Strategic Focus	Administrative Support for State FDAs	Marketing of Ultimate Frisbee	Ultimate Frisbee in Schools	Growth of National Events
<b>Strategic Outcomes</b>	<p>Enable State FDAs to focus on grass roots development via increased administrative support including:</p> <ul style="list-style-type: none"> <li>a. Developing resources to assist state administrators including “how to” manuals for hosting regional tournaments, running a club and starting a league</li> <li>b. Developing a policy framework that can be adopted wholesale by State Associations.</li> <li>c. Developing a standard framework for engaging paid administrative support.</li> <li>d. Performing human resourcing functions on behalf of the States.</li> <li>e. Providing or facilitating centralised training for State administrators. .</li> </ul>	<p>Increase the profile of Ultimate Frisbee by:</p> <ul style="list-style-type: none"> <li>a. Developing a marketing strategy for Ultimate Frisbee to promote a consistent, clear brand.</li> <li>b. Marketing strategy to incorporate a series of messages for a variety of situations.</li> <li>c. Developing an alternate public website with basic information aimed at people new to Ultimate Frisbee.</li> <li>d. Concentrating on promoting Ultimate through local media.</li> <li>e. Proving support to local and state organisations in liaising with the media.</li> </ul>	<p>Increase the number of schools teaching Ultimate Frisbee by:</p> <ul style="list-style-type: none"> <li>a. Developing a standard module to be taught to university students studying Physical Education (PE).</li> <li>b. Approach Universities about opportunities to teach the module to students studying PE at University</li> <li>c. Approach teacher organisations about the inclusion of Ultimate in teacher conferences.</li> <li>d. Provide opportunities for PE teachers to train as Ultimate Frisbee coaches</li> <li>e. Facilitate opportunities for PE teachers to play &amp; teach Ultimate Frisbee.</li> </ul>	<p>Grow the number of events played annually by adding the following tournaments to the AFDA national events calendar:</p> <ul style="list-style-type: none"> <li>a. National Ultimate Frisbee League (NUFL) re-formulated in consultation with elite players.</li> <li>b. Australian Beach Ultimate Championships.</li> <li>c. Australian Indoor Ultimate Championships,</li> <li>d. Australian Masters Ultimate Championships.</li> </ul>

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Key Performance Indicators	By end of 2010	By end of 2011	By end of 2012
<b>Administrative Support</b>	<ul style="list-style-type: none"> <li>Produce manuals describing how to host regional tournaments, run a club and start a new league.</li> <li>Consult with State FDAs about requirements for policy framework, training and HR support.</li> </ul>	<ul style="list-style-type: none"> <li>Develop a standard framework for engaging paid admin support.</li> <li>Hold training sessions for state administrators, potentially as part of the AFDA administrators' conference, with future training to occur on an annual basis.</li> </ul>	<ul style="list-style-type: none"> <li>Implement strategies for providing HR support.</li> <li>Finalise State FDA policy framework.</li> </ul>
<b>Marketing of Ultimate Frisbee</b>	<ul style="list-style-type: none"> <li>Finalise marketing strategy and publish on AFDA website.</li> <li>Update database of <a href="#">Media Sightings</a> on the AFDA website with existing sightings and add further sightings as they occur.</li> <li>Over 50 media sightings recorded in database during 2010.</li> </ul>	<ul style="list-style-type: none"> <li>Develop a set of media resources including press releases and maintain on AFDA website.</li> <li>Over 100 media sightings recorded in database during 2011, with over 80% being in local media.</li> <li>Finalise public website promoting Ultimate to the general public.</li> </ul>	<ul style="list-style-type: none"> <li>AFDA and each state to appoint a media officer.</li> <li>AFDA to develop media training program and deliver to national representatives prior to Worlds.</li> <li>Over 200 media sightings recorded in database during 2012, with over 80% being in local media</li> </ul>
<b>Ultimate Frisbee in Schools</b>	<ul style="list-style-type: none"> <li>Complete module for University PE teachers.</li> <li>Run at least two training sessions Australia wide for PE teachers to become Ultimate Frisbee coaches.</li> <li>Develop a method and determine the number of schools in which disc sports are being taught.</li> </ul>	<ul style="list-style-type: none"> <li>Contact 20 Universities about teaching module to students.</li> <li>Develop a program of incentives for PE teachers to play Ultimate.</li> <li>25% increase on 2010 levels of schools teaching disc sports.</li> </ul>	<ul style="list-style-type: none"> <li>Contact 30 Universities in total about teaching module to students.</li> <li>Run at least ten training sessions Australia wide for PE teachers to become Ultimate Frisbee coaches.</li> <li>50% increase on 2010 levels of schools teaching disc sports.</li> </ul>
<b>National Tournaments</b>	<ul style="list-style-type: none"> <li>Consultation with elite players about NUFL format completed.</li> <li>First Australian Beach Ultimate Championships (<b>ABUC</b>) held.</li> </ul>	<ul style="list-style-type: none"> <li>First Australian Indoor Ultimate Championships (<b>AIUC</b>) held.</li> <li>First reformulated NUFL held.</li> <li>ABUC continues as an event.</li> </ul>	<ul style="list-style-type: none"> <li>First Australian Masters Ultimate Championships held.</li> <li>ABUC, AIUC, and NUFL continue as annual events.</li> </ul>