

Australian Flying Disc Association Strategic Plan 2013 – 2015



Mission: To grow and improve disc sports in Australia

Vision: That disc sports in Australia be well governed and supported at the local, regional and national level.

Strategic Focus	Organisational Development	Participation	Elite Performance	Communications
2013	<ul style="list-style-type: none"> Review Behaviour/Code of Conduct <ul style="list-style-type: none"> Review completed before Opens/Women's regional events 2013. Sent out before all AFDA Events Review the existing MOU between NSO & SSA's Coach Training <ul style="list-style-type: none"> Creation of Level 2/Level 3 coaching courses Implement new WHS policy 	<ul style="list-style-type: none"> Year of Regional Ultimate <ul style="list-style-type: none"> Define and identify amount of regional participants Hold major events in regional centres Linked to AFDA Grants Program Review AFDA Grants process <ul style="list-style-type: none"> Review completed before February for the early round of grant announcements Include the "Year Of" categories Review and define membership database <ul style="list-style-type: none"> Define categories of membership Create different forms of membership Increase active participants <ul style="list-style-type: none"> Increase of 10% of active participants – 5756 by end of 2013 Identify specific groups to increase participation <ul style="list-style-type: none"> Identify current number of women and indigenous active participants Identify all Incorporated Clubs throughout Australia <ul style="list-style-type: none"> Announce on AFDA.com 	<ul style="list-style-type: none"> Add new elite events to the AFDA Calendar <ul style="list-style-type: none"> Indoor Nationals in Tasmania Masters Nationals in Geelong Youth Nationals – TBD Youth Ultimate <ul style="list-style-type: none"> Creation of the Youth Ultimate committee Youth Nationals – Mid-Year school holidays Trans-Tasman test match in September Rules Accreditation <ul style="list-style-type: none"> Every player at AUC MUST be standard rules accredited Every Captain and 3 others must be Advanced Rules Accredited. Spirit of the Game <ul style="list-style-type: none"> Spirit scores for all AFDA events are published online Increased engagement with ASC re: elite and alignment of goals through policies 	<ul style="list-style-type: none"> Increase the amount of AFDA resources <ul style="list-style-type: none"> Ultimate Australia Discs Banners for AFDA events Bags and Coaching kits Coaching cards Create procedure for media operations at AFDA events <ul style="list-style-type: none"> To be in place for AUC 2013 AFDA internet presence <ul style="list-style-type: none"> New AFDA website live AFDA Events website live Youth Nationals website launched and linked with AFDA.com Increased use of social media Prizes and competitions using social media (750th likes, 875th likes and a big prize for 1000th like) Engagement with ASC in regards to policies

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2014	<ul style="list-style-type: none"> • Rise Up to Australia <ul style="list-style-type: none"> ○ Hold a Coaching Development Week • Running Level 2 <ul style="list-style-type: none"> ○ One in each region • Level 3 coaching courses <ul style="list-style-type: none"> ○ One course in Australia • Identify & undertake new training opportunities - media • Succession planning for every portfolio <ul style="list-style-type: none"> ○ Identify and undertake training opportunities for directors and officers • Board to undertake Cultural Awareness training 	<ul style="list-style-type: none"> • Year of Women in ultimate <ul style="list-style-type: none"> ○ Increase amount of women actively participating ○ Linked to AFDA Grants Program • Work with SSA's to target Regional groups to increase participation • Increase active participants <ul style="list-style-type: none"> ○ Increase of 10% of active participants – based on the number on December 31st 2013. • Review and define membership <ul style="list-style-type: none"> ○ Create frequent players program • Increase the number of Incorporated Clubs throughout Australia <ul style="list-style-type: none"> ○ 25% 	<ul style="list-style-type: none"> • Youth Ultimate <ul style="list-style-type: none"> ○ Youth Nationals – Mid-Year school holidays ○ Trans-Tasman test match in September • Increased consultation with Elite community in regards to feedback from National/International campaigns • Spirit of the Game <ul style="list-style-type: none"> ○ Dispute resolution/conflict management courses incorporated into National training camps. • Training Opportunities <ul style="list-style-type: none"> ○ Investigate the use of ASC/AIS facilities for Representative teams 	<ul style="list-style-type: none"> • Increased communication from the board to the wider Ultimate community <ul style="list-style-type: none"> ○ Bi-monthly newsletter ○ Monthly board member blog • Faces of Ultimate <ul style="list-style-type: none"> ○ Identify and train two Ultimate community members to be the face of Ultimate in each State/Territory
2015	<ul style="list-style-type: none"> • Increase number of AFDA employees • Increase school participation through physical education <ul style="list-style-type: none"> ○ Create and distribute a template for SSA's to report coaching numbers • Increase amount of accredited coaches across Australia <ul style="list-style-type: none"> ○ Level 1 – % ○ Level 2 – % ○ Level 3 – % 	<ul style="list-style-type: none"> • Year of Indigenous Ultimate <ul style="list-style-type: none"> ○ Increase amount of indigenous players actively participating ○ Linked to AFDA Grants Program ○ Deliver coaching sessions to remote Indigenous communities • Increase active participants <ul style="list-style-type: none"> ○ Increase of 10% of active participants – based on the number on December 31st 2014 	<ul style="list-style-type: none"> • Implementation of U23's State Vs State Competition • Affiliated Clubs at Australian Ultimate Championships • Division 2 National Events <ul style="list-style-type: none"> ○ AMUC reduced to 16 teams ○ AMUC Division 2 implemented ○ Four women's teams participating at Division 2 AUC • Australian Ultimate Championships and Australian Mixed Ultimate Championships to follow the same draw structure • Investigate and consult Ultimate community on a single Ultimate season 	<ul style="list-style-type: none"> • Appointment of a Sponsorship Officer • Investigate partnership opportunities <ul style="list-style-type: none"> ○ Uniforms for National teams ○ Travel ○ Apparel ○ Hydration