



Australian Flying Disc Association Inc. Ultimate Australia

STRATEGIC PLAN 2016 – 2018

MISSION

To grow and
improve flying
disc sports in
Australia

VISION

20,000 members
by 2020



State of the Nation – 2017 update

MEMBERS

Growing at 18% per year
7,386 members
40% female
691 members under 18

EVENTS

8 National Championships each year
U18, U22, University, Senior
Men's, Women's, Mixed
Beach, Grass
Division 1 & 2
2,830 participants in national events

NATIONAL TEAMS

Ranked 2nd in World
1 silver, 2 bronze medals in 2016

RESOURCES

6 paid staff across Australia
Whole-of-sport turnover \$910,000 p.a.

PARTNERS

8 State & Territory Associations
Indigenous Ultimate Association
Australian Disc Golf Association

PROGRAMS

ulti-MATES schools program
School holiday camps
Coach Development
National Conference
India-Australia Partnership



Strategies



Key Result Areas

Measure performance through KEY PERFORMANCE INDICATORS

MEMBERSHIP

Broaden our membership base to increase our resources and provide more diverse opportunities for people to play. Convert participants into members by providing quality services.



AWARENESS

Inform the broader community of ultimate frisbee, its athleticism and its values. Engage more meaningfully with our existing community.



SCHOOLS

Build a love for ultimate frisbee from primary school age, and provide simple opportunities for school-age athletes to participate in a way that complements study.



EVENTS

Deliver the highest quality services to our national event athletes and stakeholders. Drive continuous service level improvement throughout our sport from the top-down.



NATIONAL TEAMS

Help our very best athletes to achieve their potential on the world stage. Inspire achievement in all athletes on the pathway to success.



INVEST people, money and the community in success

PLAN to succeed in each result area

Key Performance Indicators

Key Result Area	Investment	Key Performance Indicator	2016	2017	2018	Other indicators
Membership	0.4 staff \$10,000	Total membership	7,386	9,600	12,800	Total participation % women members State membership Age group membership # of community coaches
Awareness	0.4 staff \$20,000	Video viewing minutes	381,648	3 million	10 million	Livestream audience Spectators Social media engagement Mainstream media hits
Schools	0.5 staff \$20,000	# schools coached	96	300	1,000	School league participation Youth league participation # of ambassadors # of school clubs
Events	0.4 staff \$10,000	Event sponsorship revenue	\$2,727	\$10,000	\$20,000	Participant satisfaction Spectator satisfaction Social media engagement
National teams	0.5 staff \$10,000	Weighted ranking	5.83	5.60	5.40	Medals Final position Spirit ranking # high performance coaches

REPORT: We will report our Key Performance Indicators in our Annual Report

REVIEW: The AFDA Board will review the Strategic Plan annually