



STRATEGIC PLAN

2020 - 2022





OUR VISION

To inspire everyday leaders and strengthen communities through the spirit of the game.



OUR MISSION

Creating inclusive opportunities from the park to the podium.



OUR PEOPLE

The strength of our sport lies in our people - players, coaches, administrators, staff, volunteers and supporters.



OUR VALUES

Spirit of the Game

Competitive play is encouraged, but never at the expense of respect between players, adherence to the rules, and the basic joy of play.

Equality

To ensure equal ease of access to resources and opportunities regardless of gender, age, orientation, race or religion.

Inclusivity

Our commitment to include those who might otherwise be excluded or marginalized.

Integrity

Our practice of being honest and showing a consistent and uncompromising adherence to strong moral and ethical principles and values.

Social Responsibility

Our commitment and obligation to act towards the welfare and interests of society and the environment.



OUR STRATEGIC PILLARS

Participation

Make disc sports more accessible to more Australians.

Performance

Provide opportunities for players and administrators to reach their highest potential and inspire Australia.

Operational Excellence

Deliver and administer disc sports in Australia to the highest standards possible.



Strategic Pillar

1



Participation

- Increase the number of Australians participating in disc sports
- Increase member retention
- Support offerings that encourage participation and physical activity – as players and administrators

Strategic Pillar

2



Performance

- Develop a national framework for athletes and coaches from the park to the podium
- Improve governance and delivery of a national pathway framework
- Support enhanced and continuing international success

Strategic Pillar

3



Operational Excellence

- Continuous improvement in our corporate governance
- Clarify the role of AFDA and its offerings
- Develop AFDA & disc sports as recognisable brands

Enablers

Consistency

Stable and consistent leadership, administration and policies that align to our strategic vision.

Collaboration

Working together with all our stakeholders to deliver outcomes.

Sustainability

A sustainable organisation through sound operations and financial management.

Culture

A strong and unique culture that upholds the Spirit of the Game.



STRATEGIC PILLAR

1

Participation



Priority Area 1.1 – Improve our understanding of our participants



Initiative

Implement effective participation data collection and analysis tools



Expected Outcomes

Established national participation data collection process, with published annual membership and participation information to support decision-making.

Priority Area 1.2 – Improve access to disc sports



Initiative

Develop participation offerings across a lifespan



Expected Outcomes

Established sustainable offerings to support player introduction and development across different age groups.

Priority Area 1.3 – Development of resources



Initiative

Develop resources to assist in the planning and delivery of grassroots participation offerings



Expected Outcomes

Creation of products and supportive resources (including risk minimisation practices) that provides consistent implementation to grassroots offerings nationally.



STRATEGIC PILLAR 2

Performance



Priority Area 2.1 – Development pathways for athletes and coaches



Initiative

Create, publish and implement a National Development Framework



Expected Outcomes

Established National Development Framework that fosters athlete and coach progression through opportunities that support transition between developmental stages.

Priority Area 2.2 – Data collection and analysis of elite campaigns



Initiative

Implement effective reporting of elite athlete campaigns



Expected Outcomes

Established national annual high performance data process, with reports on participation and outcomes to support decision-making.



STRATEGIC PILLAR

3

Operational Excellence



Priority Area 3.1 – Governance Foundations



Initiative

Establish Board governance best practices



Expected Outcomes

Established Board governance practices that support the direction and operations of the business, aligned to nationally recognised management frameworks.

Priority Area 3.2 – Governance Resources



Initiative

Review of business governance resources



Expected Outcomes

Current governance policies and procedures that are regularly monitored and reviewed in accordance to industry standards.

Priority Area 3.3 – Business Communication



Initiative

Develop and implement marketing and communication strategies



Expected Outcomes

Consistent and clear business marketing and communication mechanisms, aligned to business operations that strengthen AFDA's brand and values.



STRATEGIC PILLAR

3

Operational Excellence



Priority Area 3.4 – Workforce Development



Initiative

*Establish workforce
processes and
development plans*



Expected Outcomes

Established workforce processes and procedures that support the recruitment, development and retainment of high performing staff and volunteers.

