



AUSTRALIAN
DODGEBALL
FEDERATION

Strategic Plan

2023-2025

Commencement Date:

Plan to be reviewed next by the ADF Board: 01/07/2025

1. Vision

To promote and grow Dodgeball across Australia, enhancing the sport for all our stakeholders which includes members, players and fans alike.

2. Values

- **Excellence:** To develop the sport to a level of outstanding quality.
- **Growth:** To broaden participation in our sport.
- **Inclusion:** To include all people of differing culture, religion, age, gender, sexuality, background and ability.
- **Community:** To build an organisation that directly benefits its community.
- **Respect:** To treat all people involved with the sport with dignity and respect.

3. Strategic Priorities

Diversity

Increase the participation and growth of underrepresented groups such as youth, women and LGBTQ+, by providing more inclusive and welcoming environments for these groups, and by developing programs and initiatives that ensure the wellbeing and retainment of these groups.

- **Increase the number of women's focused events offered by 50%**
- **Support member's in creation of 3 youth event's**
- **Forge ongoing relationship with 2 new LGBTQ+ organisations**

Development

Develop & train dodgeball participants at all levels, from grassroots to elite, by providing expertise and resources that ensure the success of not only players, but coaches, officials and broader volunteers.

- **Establish National Officiating Certification that covers 3 levels of education (local, state & national)**
- **Reduce drop-out of Development Squad applicants in National Team program by 20%**
- **Create Dodgeball Basics educational course to empower grassroots players**

Delivery

Execute more sustainable, professional & organised events for our players, by collaborating with members and sponsors to create offerings that represent the interests of all corners of our community.

- **Establish new national tournament to fill calendar during Q3/Q4**
- **Ensure minimum event margin of 20% for all events**
- **Close new partnership/sponsorship opportunities that equal \$5000 revenue**

Digitalisation

Leverage new technologies that expand our presence and raise awareness to new audiences, by upskilling our volunteers in their use, and attributing technology usage to measurable end-goals.

- **Increase adoption of core communication platform by 50%**
- **Expand social media presence by 200%**
- **Ensure uptake of Squad mobile app covers 90% of applicants**

Diplomacy

Deepen our connection to other dodgeball organisations, government bodies and stakeholders, locally and abroad, by attending more international events and aligning with initiatives that share our common approach.

- **Attain approval by the Australian Sports Commission as a National Sporting Organisation**
- **Establish ongoing partnership with 2 regional/national Dodgeball organisations**
- **Contribute resources & volunteers to 2 new WDBF initiatives**