



Australian Dodgeball Federation

2025-2028 Strategic & Operational Plan

Value	Strategic Pillar	Objective	Outcomes and Measurable indicators
Inclusion To include all people of differing culture, religion, age, gender, sexuality, background and ability.	We promote Diversity and Inclusion for a connected and safe environment.	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.	<p>Outcome 1: Enhanced Diversity in Participation: A measurable increase in the participation rates of underrepresented groups such as youth, women, and LGBTQ+ individuals in dodgeball programs and events.</p> <p>Outcome 2: Successful Launch and Engagement in Targeted Programs. Development and successful implementation of programs and initiatives specifically designed to attract and retain youth, women, and LGBTQ+ participants.</p> <p>Outcome 3: Inclusive and Supportive Community Environment: Creation of an inclusive and welcoming environment within the ADF that is recognized and valued by members of underrepresented groups.</p>
Community To build an organisation that directly benefits its community.	We aim to enhance Player and Organizational 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.	<p>Outcome 4: Coach and Official Certification and Training Establish National Officiating Certification that covers 3 levels of education (local, state & national).</p> <p>Outcome 5: Program Reach and Engagement Reduce drop-out of Development Squad applicants in National Team program by 20%</p>

	nt to ensure success.		Outcome 6: Participant Skill Improvement Create Dodgeball Basics educational course to empower grassroots players
Excellence To develop the sport to a level of outstanding quality.	Optimize the Delivery of Programs and Services for stakeholder satisfaction.	Execute more sustainable, professional & organised events for our players, by collaborating with members and sponsors to create offering's that represent the interests of all corners of our community.	Outcome 7: Innovative event development Establish new national tournament to fill calendar during Q3/Q4 Outcome 8: Event Sustainability Metrics Ensure minimum event margin of 20% for all events Outcome 9: Stakeholder and Sponsor Engagement Close new partnership/sponsorship opportunities that equal \$5000 revenue
Growth To broaden participation in our sport	Embrace Digitalisation for Innovation and Sustainable Growth	Objective: 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.	Outcome 10: Volunteer Upskilling and Technology Proficiency Increase adoption of core communication platform by 50% Outcome 11: Enhanced Social Media Engagement Expand social media presence by 200% Outcome 12: Increased Audience Reach Through Technology Ensure uptake of Squad mobile app covers 90% of applicants
Respect To treat all people involved with the sport with dignity and respect.	Foster Diplomacy through Positive Relationships and Advocacy	Objective: 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.	Outcome 13: Enhanced Visibility and Recognition Attain approval by the Australian Sports Commission as a National Sporting Organisation Outcome 14: Increased Number of National Partnerships Establish ongoing partnership with 2 regional/national Dodgeball organisations Outcome 15: Alignment with Common Initiatives Contribute resources & volunteers to 2 new WDBF initiatives

	Year 1	Year 2	Year 3	Operational area
<p>Outcome 1: Enhanced Diversity in Membership</p> <p>Measure: Year-on-year growth in the percentage of participants from these groups, aiming for a 20% increase over three years.</p>	<p>Task: Develop and implement a detailed demographic survey for all participants during registration.</p> <p>Action: Use online registration systems to collect data on age, gender, sexual orientation, and cultural background.</p> <p>Milestone: Baseline demographic report created by the end of Y1, establishing the starting point for future comparisons.</p>	<p>Task: Expand demographic data collection to include more detailed categories and additional data points.</p> <p>Action: Introduce follow-up surveys to gather more nuanced information on participants' experiences.</p> <p>Milestone: Expanded demographic report by the end of Y2, with more detailed insights into participant diversity.</p>	<p>Task: Integrate demographic tracking into standard operational procedures for all programs.</p> <p>Action: Develop automated systems for continuous data collection and reporting.</p> <p>Milestone: Full integration of demographic tracking systems by Y3, with ongoing updates.</p>	<p>Social Engagement</p>
<p>Outcome 2: Successful Launch and Engagement in Targeted Programs</p> <p>Measure: Successfully increase the number of women's focused events offered by 50% and support members in creation of 3 youth events.</p>	<p>Task: Form dedicated planning committees for both women's events and youth events.</p> <p>Action: Recruit members from the community to join these committees, focusing on diversity and representation.</p> <p>Milestone: Committees established by the end of Y1, with initial event ideas and outlines developed.</p>	<p>Task: Women's Event: Plan and execute a pilot women's-focused event.</p> <p>Action: Implement marketing and outreach strategies specifically targeting women in the community.</p> <p>Milestone: First women's event successfully held by the end of Y2.</p> <p>Task: Youth Event Planning: Begin planning for the first youth event, focusing on engaging local schools and youth organizations.</p>	<p>Task: Collect data on participation, engagement, and satisfaction from all events held in Year 2.</p> <p>Action: Use surveys and attendance records to gather quantitative and qualitative data.</p> <p>Milestone: Year-end report completed by Q4, detailing progress towards the 50% increase in women's events and initial youth event success.</p> <p>Task: Complete report based on gather</p>	<p>Events and Programs Social Engagement</p>

		Action: Partner with schools and youth groups to co-create the event. Milestone: Youth event scheduled and planned, ready for launch in Y3, Q2.	quantitative and qualitative data. Action: Set new targets and refine event strategies. Milestone: Adjusted strategic plan for 2025 onward finalized by the end of Q4.	
Outcome 3: Inclusive and Supportive Community Culture Measure: Development of ongoing relationships with 2 new LGBTQ+ organisations.	Task: Research and Identify Potential LGBTQ+ Organizations Action: Compile and evaluate a list of LGBTQ+ organizations that align with your mission. Milestone: Complete a prioritized list of at least 5 potential organizations by the end of Q4.	Task: Initiate Collaborative Projects or Pilot Programs Action: Develop and propose at least one collaborative project or pilot program to the top 2 organizations from your list. Milestone: Launch and implement at least one pilot project with at least one of the targeted organizations by the end of Q4.	Task: Formalize Partnerships Action: Draft and sign formal partnership agreements or MOUs with the organizations you've collaborated with. Milestone: Have at least one formal partnership agreement or MOU in place with each of the 2 targeted organizations by the end of Q4.	President of ADF Business Development Social Engagement
Outcome 4: Coach and Official Certification and Training Measure: Establishment and implementation of National Officiating Certification that covers 3 levels of education (local, state & national)	Task: Develop the framework for the national officiating certification program. Action: Outline the requirements and curriculum for each level of certification (local, state, national). Milestone: Complete and approve the framework	Task: Launch pilot programs for each level of certification. Action: Run pilot certification programs for local and state levels, gather feedback, and refine the curriculum. Milestone: Successfully conduct and evaluate pilot programs for local	Task: Roll out the full certification program nationally. Action: Implement the certification program across all levels and start enrolling participants. Milestone: Achieve national rollout and certify at least 20 officials across	Learning and Development

	and curriculum for all three levels by the end of Q4.	and state levels by the end of Q4.	all three levels by the end of Q4.	
Outcome 5: Program Reach and Engagement Measure: 20% reduction in drop-out of Development Squad applicants in National Team program	Task: Analyse current drop-out rates and identify key factors. Action: Collect and review data on drop-out rates and conduct surveys or interviews with past applicants. Milestone: Identify and document key reasons for drop-outs and develop a strategy to address them by the end of Y1.	Task: Implement targeted retention strategies based on analysis. Action: Introduce new support mechanisms, training, and engagement activities designed to improve retention. Milestone: Achieve a 10% reduction in drop-out rates by the end of Q4.	Task: Evaluate the effectiveness of implemented strategies and optimize. Action: Assess the impact of retention strategies on drop-out rates and make necessary adjustments to improve outcomes. Milestone: Achieve a 20% reduction in drop-out rates by the end of Q4.	Learning and Development
Outcome 6: Participant Skill Improvement Measure: Creation and rollout of 'Dodgeball Basics' educational course to empower grassroots players	Task: Develop the content and structure for the Dodgeball Basics educational course. Action: Create a comprehensive curriculum that covers fundamental skills, rules, and coaching techniques. Milestone: Finalize and approve the course content and materials by the end of Q4.	Task: Launch a pilot of the Dodgeball Basics course. Action: Run the course with a select group of grassroots players and gather feedback on its effectiveness. Milestone: Successfully complete the pilot program and refine the course based on feedback by the end of Q4.	Task: Roll out the Dodgeball Basics course to a broader audience. Action: Implement the course widely through community programs, schools, and online platforms. Milestone: Enrol and complete at least 500 grassroots players in the course by the end of Q4.	Learning and Development
Outcome 7: Innovative event development Measure: Establishment of new National Tournament to Fill Calendar During Q3/Q4	Task: Develop the concept and framework for the new national tournament. Action: Create a detailed plan outlining the tournament structure,	Task: Promote and launch the inaugural national tournament. Action: Execute marketing and outreach strategies to attract	Task: Evaluate the success and impact of the national tournament. Action: Collect feedback from participants, assess tournament outcomes,	President Events and Programs Digital marketing Social and Engagement

	<p>schedule, and requirements.</p> <p>Milestone: Finalize and approve the tournament concept and schedule by the end of Q4.</p>	<p>teams and participants; host the tournament.</p> <p>Milestone: Successfully host the first national tournament in Q3/Q4, with at least 12 participating teams.</p>	<p>and identify areas for improvement.</p> <p>Milestone: Achieve positive feedback from 80% of participants and incorporate improvements for future tournaments by the end of Q4.</p>	
<p>Outcome 8: Event Sustainability Metrics</p> <p>Measure: Minimum Event Margin of 20% for All Events</p>	<p>Task: Develop financial plans and budgets for upcoming events.</p> <p>Action: Create detailed budgets with cost controls and revenue projections to ensure a minimum 20% profit margin.</p> <p>Milestone: Approve and implement financial plans for all events, aiming for a 20% profit margin by the end of Q4.</p>	<p>Task: Monitor event performance and financial outcomes.</p> <p>Action: Track expenses and revenues for each event and make adjustments as needed to meet the 20% margin target.</p> <p>Milestone: Achieve at least a 20% profit margin for 75% of events held during the year by the end of Q4.</p>	<p>Task: Review overall event financial performance and adjust strategies.</p> <p>Action: Conduct a comprehensive financial review of all events, adjust budgeting strategies, and implement best practices for future events.</p> <p>Milestone: Achieve a consistent 20% profit margin for all events throughout the year, and document improved financial strategies by the end of Q4.</p>	<p>President Finance Events and Programs</p>
<p>Outcome 9: Stakeholder and Sponsor Engagement</p> <p>Measure: Closer of new Partnership/Sponsorship Opportunities That Equal \$5000 Revenue</p>	<p>Task: Identify potential partners and sponsors.</p> <p>Action: Research and reach out to potential partners and sponsors who align with your organization's goals.</p> <p>Milestone: Secure at least 2 new partnership or sponsorship leads with</p>	<p>Task: Negotiate and finalize partnership and sponsorship agreements.</p> <p>Action: Develop proposals and negotiate terms with potential partners to secure funding.</p> <p>Milestone: Close at least \$2500 in new partnership or sponsorship</p>	<p>Task: Ensure fulfillment and renew partnerships/sponsorships .</p> <p>Action: Implement and fulfill the terms of agreements, and work on renewing or expanding partnerships.</p> <p>Milestone: Achieve a total of \$5000 in revenue from</p>	<p>President Finance Business Development</p>

	potential for \$5000 in revenue by the end of Q4.	agreements by the end of Q4.	new partnerships/sponsorships and build at least one new relationship for future opportunities by the end of Q4.	
Outcome 10: Volunteer Upskilling and Technology Proficiency Measure: Increase adoption of core communication platform by 50%	Task: Develop a training program for the core communication platform. Action: Create training materials and conduct initial training sessions for volunteers. Milestone: Launch the training program and have 50% of volunteers complete it by the end of Q4.	Task: Increase the adoption rate of the core communication platform. Action: Implement strategies to encourage regular use of the platform among volunteers, including follow-up training and support. Milestone: Achieve a 30% increase in platform adoption by the end of Q4.	Task: Evaluate adoption rates and optimize strategies. Action: Assess the effectiveness of adoption strategies and make necessary adjustments to increase usage. Milestone: Reach a total 50% increase in adoption of the core communication platform by the end of Q4.	
Outcome 11: Enhanced Social Media Engagement Measure: Expand social media presence by 200%	Task: Develop a social media expansion strategy. Action: Create and implement a strategy for increasing social media presence, including content plans and engagement tactics. Milestone: Achieve a 50% increase in social media followers and engagement metrics by the end of Q4.	Task: Execute the social media strategy and track progress. Action: Implement regular content updates, promotions, and engagement activities. Milestone: Achieve a 100% increase in social media followers and engagement metrics by the end of Q4.	Task: Continue expanding social media presence and optimize efforts. Action: Analyze social media data to refine strategies and further boost presence. Milestone: Achieve a total 200% increase in social media presence (followers and engagement metrics) by the end of Q4.	
Outcome 12: Increased Audience Reach Through Technology	Task: Develop and launch the Squad mobile app.	Task: Promote the app to increase uptake.	Task: Ensure full adoption and optimize app usage.	

Measure: Ensure uptake of Squad mobile app covers 90% of applicants	Action: Finalize app features and launch it to applicants; provide initial support and training. Milestone: Launch the app and achieve 30% uptake among applicants by the end of Q4.	Action: Implement targeted promotional campaigns and user incentives to drive adoption. Milestone: Achieve 60% uptake of the app among applicants by the end of Q4.	Action: Continue promotion efforts, address any issues, and optimize app features based on user feedback. Milestone: Achieve 90% uptake of the Squad mobile app among applicants by the end of Q4.	
Outcome 13: Enhanced Visibility and Recognition Attain approval by the Australian Sports Commission as a National Sporting Organisation	Task: Prepare the necessary documentation and application for recognition. Action: Gather required information, create a comprehensive application, and consult with the Australian Sports Commission (ASC) for guidance. Milestone: Submit a complete application for National Sporting Organisation status by the end of Q4.	Task: Engage with the ASC during the review process. Action: Address any feedback or requests for additional information from the ASC and attend meetings or provide presentations as required. Milestone: Achieve a favourable review status and advance to the final approval stage by the end of Q4.	Task: Secure official approval and implement necessary changes. Action: Receive official recognition from the ASC and integrate any required changes into organizational operations. Milestone: Attain approval as a National Sporting Organisation and complete any necessary implementation steps by the end of Q4.	
Outcome 14: Increased Number of National Partnerships Establish ongoing partnership with 2 regional/national Dodgeball organisations	Task: Identify and initiate contact with potential partner organizations. Action: Research and reach out to 4-5 regional or national Dodgeball organizations to explore partnership opportunities.	Task: Formalize partnerships with selected organizations. Action: Develop and negotiate partnership agreements or memorandums of understanding (MOUs)	Task: Implement and review the partnerships. Action: Activate the partnerships through joint initiatives or collaborative projects and monitor their effectiveness. Milestone: Successfully execute at least 2 joint	

	<p>Milestone: Establish initial discussions and interest with at least 2 organizations by the end of Q4.</p>	<p>with the identified organizations. Milestone: Finalize and sign partnership agreements with 2 regional/national Dodgeball organizations by the end of Q4.</p>	<p>initiatives with the partner organizations and conduct a review of partnership outcomes by the end of Q4.</p>	
<p>Outcome 15: Alignment with Common Initiatives Contribute resources & volunteers to 2 new WDBF initiatives</p>	<p>Task: Identify new WDBF initiatives that align with organizational goals. Action: Research and assess potential WDBF initiatives for alignment and impact. Milestone: Select and document 2 new WDBF initiatives for potential involvement by the end of Q4.</p>	<p>Task: Begin contributing resources and volunteers to the selected initiatives. Action: Allocate resources and mobilize volunteers to support the chosen WDBF initiatives. Milestone: Successfully contribute resources and volunteers to at least 1 of the selected initiatives by the end of Q4.</p>	<p>Task: Continue support and evaluate the impact of contributions. Action: Maintain ongoing support for the initiatives and assess the impact of contributions on both the initiatives and the organization. Milestone: Fully contribute to both WDBF initiatives and complete an evaluation of the impact and effectiveness of the contributions by the end of Q4.</p>	