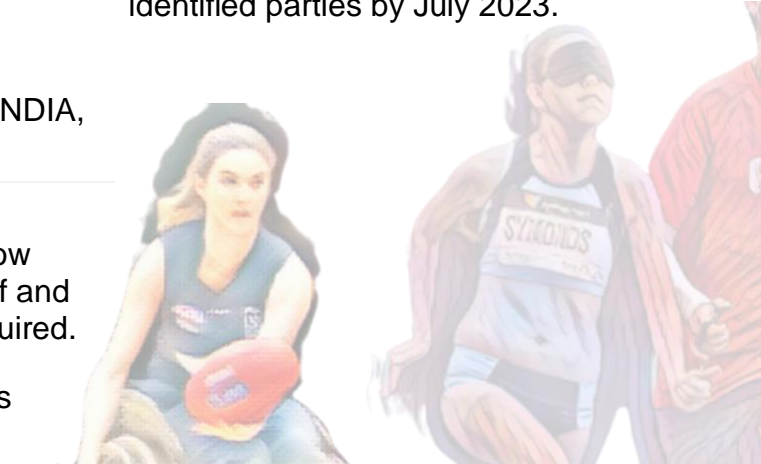


# 2023 – 2027 Strategic Plan Pillars & Actions

PILLAR 1	STRATEGY	ACTION	KPIs
<p><b>Maximise policy and funding outcomes</b></p>	<p><b>Advocate</b></p>	<p>Advocate at all levels of Government and with relevant stakeholders including NSOs and physical activity organisations.</p> <p>Liaise with and provide submissions to Government and provide input into industry / sector reports and reviews.</p>	
	<p><b>Communicate</b></p>	<p>Develop and implement communication strategies to manage presentations to key Government stakeholders.</p> <p>Communicate as a collective and united voice to governments and other key stakeholders including NDIA, NSOs and physical activity organisations.</p>	<p>Develop a yearly meeting plan that aims at connecting with stakeholders, partners, government departments and other identified parties by July 2023.</p>
	<p><b>Connect and collaborate</b></p>	<p>Create ongoing, positive relationships with relevant federal and state/territory Ministers/advisors, Shadow Ministers, minor parties, and key Departmental staff and liaise on priority issues, policies and funding as required.</p> <p>Share expertise, knowledge and research on issues affecting the sector.</p>	

**Source**

Identify and submit grant and funding applications to government.

**2023 – 2027 Strategic Plan  
Pillars & Actions**

PILLAR 2	STRATEGY	ACTION	KPIs
Effectively resource and collaborate with the sector	Identify	Identify policies, tools, resources, content, and messaging that can be maximised, promoted, developed, and utilised that increase efficiencies and outputs of the members.	Aim to generate 10% saving year on year for ASAPD members. Appoint working groups by June 2023 and complete audit by September 2023.
	Implement	Develop working relationships with identified parties that can enhance research outcomes thereby strengthening the ASAPD message with current and specific data.	Work with identified stakeholders including the ASC, ABS and Universities.
	Educate	Work with the sport and physical activity sector on best inclusion practices.	Work with NSOs on delivering training; develop an inclusion and diversity master action plan by October 2023.



## 2023 – 2027 Strategic Plan

### Pillars & Actions

PILLAR 3	STRATEGY	ACTION	KPIs
<b>Generate awareness of the ASAPD</b>	<b>Appoint</b>	Appoint external communications organisation who will oversee and increase the ASAPD audience by way of spreading the brand and messaging.	Appoint organisation by June 2023. Increase social media community from 1906 to 2500 by December 2023 and by 15% thereafter year on year.
		Develop relationships with NSOD marketing staff.	Aim to generate 10% saving year on year.
	<b>Implement</b>	Appoint ambassadors who have lived experience and who can promote they're and the ASAPD members stories.	Appoint 7 to 9 ambassadors by August 2023 and develop key opinion leaders.
		Conduct conferences and workshops to educate and build sector capability.	Conduct one industry conference a year plus 2 NSO workshops.
	<b>Resources</b>	Create targeted programs and funding applications that increase and broaden income streams	Secure corporate funding of at least \$50,000 per year.
		Identify and develop resources that can be used on various education platforms.	Promote to coaches, education departments, NDIA and other stakeholders.

# 2023 – 2027 Strategic Plan Pillars & Actions



PILLAR 4	STRATEGY	ACTION	KPIs
<p><b>Develop projects that deliver member outcomes</b></p>	<p><b>Identify</b></p>	<p>Work with identified stakeholders and partners on creating a central platform that can provide information for the sport and physical activity sector.</p>	<p>Develop the plan and timelines by October 2023 so as funding can be applied for that will create, update, and maintain the portal.</p>
		<p>Work with identified stakeholders and partners on creating concepts that outline a consistent message for developing research and data collection, design, and frameworks.</p>	<p>Work with identified stakeholders aiming to formulate the plans by August 2023.</p>

Alliance Partners -----



**Blind Sports Australia**

