



ASAPD

AUSTRALIAN SPORTING ALLIANCE
FOR PEOPLE WITH A DISABILITY

SEC=UNOFFICIAL

Overview report 2022 - 2023

Our vision is for 'all Australians to have an opportunity to engage in sport and physical activity in a welcoming and inclusive environment'.

Our focus is to 'collaborate, advocate and facilitate inclusive sport and physical activity for Australians with a disability'.

Three workshops in 2017, 2018 and 2019 coordinated by the Australian Sports Commission was the impetus for the Australian Sports Alliance for People with a Disability (ASAPD) oversight committee to be formed, which then culminated in the formation of the ASAPD legal entity, in December 2022.

The ASAPD is a representative body supporting the Australian National Sporting Organisations for Disability (NSOD). Over the last three years there have been many successful outcomes, however, a key development is the growing awareness of the brand and the benefits provided to the NSODs. The one voice strategy has highlighted efficiencies and respect for the vision that all Australians have an opportunity to engage in sport and physical activity in a welcoming and inclusive environment.

The new entity is led by an independent chair who is supported by eight other directors who have been recommended and appointed by the NSODs. The constitution has been approved and lodged with ASIC and subsequently recognised by the ACNC gaining charitable and PBI status.

The ASAPD has formalised its 2023 – 2027 Strategic Plan that highlights the following key focus areas:

- Be the representative alliance for all people who have a disability, impairment, or limitation to enable them to fully participate in sport and physical activity in Australia.
- Lead with a unified approach, which aims to build active enriched lives through a welcoming sporting and physical sector environment based on social inclusion principles.
- Advocate, educate, inform, support, and build the capacity of the wider sporting sector to be inclusive for all people who have a disability, impairment, or limitation.
- Foster relationships with governments and other key stakeholders to support the accessibility of sport and physical activity sector.
- Ensure the ASAPD has a sustainable governance and management structure which supports its vision and mission.
- Provide a central information platform(s) which promotes and shares key information on being more accessible and inclusive.

The ASAPD focus is driven by four key pillars:

- a) Collectively achieve greater policy and funding outcomes with Governments via advocacy, liaison, consistent communication, relationship development and sharing of expertise and knowledge. Such work will also occur with the sporting and physical activity sectors.
- b) Improve the effectiveness of the sector by sharing resources and working in a collaborative and efficient way.
- c) Build and expand awareness of the ASAPD purpose, facilitating exposure for the NSOD's by telling our collective story.

Members



Blind Sports Australia



transplant australia
make the most of life.



- d) By driving a modern sports engagement theme develop and build projects that will enhance the reach, message, and improve the efficiencies and output of the ASAPD and its members. Create a Sport Information Portal and develop a collective data collection and design framework that can be used in applying for grants directly or indirectly with educational organisations.

These pillars are overseen by three working groups. Members of these groups will meet on a regular basis providing insight and recommendations to the board.

ASAPD has continued working with One Roof Agency over the past financial year. The following is a summary of key organic insights in relation to the ASAPD social media channels for the time period, 1st July 2022 – 30th June 2023:

	FACEBOOK	INSTAGRAM	TWITTER		LINKEDIN (June 2023 data)	
Total Followers	1,663	214	Total Followers	76	Total Followers	201
Total Posts	203	175	Tweets Published	145	Total Posts	7
Reach	15,400	1,292			Unique Visitors	105
Page Visits	1,714	452			Page Views	342
New Likes	108	91			Custom Button Clicks	41
Audience	66.1% Women 33.9% Men 35 – 54 years old	62.3% Women 37.7% Men 25 – 54 years old				

The following are some of the key outcomes, partnerships, and successes over the last 12 months:

- ASAPD is represented on the following ASC working groups
 - Volunteering, Megatrends, AusPlay, Research (NSRA) and ASLC together with Sport Integrity Australia (including Play by the Rules) on matters specific to sport, disability, and accessibility.
- ASAPD is represented on the following external working group(s):
 - AUSActive
 - 2023 FIFA WWC
 - Water Polo Australia – ongoing. Their Inclusion, diversity and Equity Plan has been recently launched
- Developing a close working relationship with AUSActive in developing consistent messages, support and resources that ensures a welcoming and accessible environment at gymnasiums throughout Australia.
- Working with Universities on research grant applications that aim to create granulated data, systems and program that can be used in promoting and maximising the ASAPD reach and messages.
- The ASAPD website supports the key ASAPD social media efforts, that will drive the ASAPD brand and mission forward.
- Three education resources aimed at coaches, school teaches and NDIS staff will be launched in the coming months; all modules will be published on the ASAPD website with the coaching module also located on the ASC learning platform.

With strategic and marketing plans, website, legal entity, and a social media program in place together with a brand that is gaining awareness and attention, we can set our sights on becoming the ‘go-to authority in Australia for information relating to inclusive sports for those with a disability, impairment, or limitation.’

To lead these growth plans, the board will soon be seeking to employ a suitably qualified CEO to take responsibility for driving the organisation’s strategic plans.

John Croll
 Chair
 Australian Sporting Alliance for People with a Disability