



**ASAPD**

AUSTRALIAN SPORTING ALLIANCE  
FOR PEOPLE WITH A DISABILITY

# STRATEGIC PLAN

2024 - 2028

**The Australian Sporting Alliance for People with a Disability (ASAPD) is a unified force, driving positive change and amplifying opportunities in sport and active recreation through empowering, linking, organising, and streamlining efforts.**

**ASAPD represents nine member organisations comprising:**  
*Blind Sports Australia, Boccia Australia, Deaf Sports Australia, Disability Sports Australia, Disabled Wintersport Australia, Riding for the Disabled, Special Olympics Australia, Sport Inclusion Australia and Transplant Australia.*

**As an alliance of passionate advocates and organisations, we collaborate to breakdown barriers, and ensure equal access for people of all abilities.**

**Our value proposition centres around inclusivity, accessibility, and support, creating a dynamic and supportive environment that fosters the growth and fulfillment of people living with a disability to be involved in sport and active recreation.**



## **VISION:**

**All Australians have an opportunity to engage in sport and active recreation in a welcoming and inclusive environment.**



## **PURPOSE:**

**We collaborate, advocate, and facilitate inclusive sport and active recreation for people with a disability, impairment, or limitation.**



## **PRINCIPLES:**

- **Improve the quality of life for people with a disability by promoting participation in sport and active recreation.**
- **Represent people living with a disability, enabling full participation in sport and active recreation.**
- **Lead a unified approach for active lives in welcoming and socially inclusive environments.**
- **Advocate, educate, and support inclusivity in the broader sporting and active recreation sectors for those living with a disability. Foster relationships with governments and stakeholders to enhance accessibility in sport and active recreation.**
- **Ensure ASAPD's sustainable governance aligns with its vision and mission.**





## PILLARS:



**ASAPD  
MEMBERS**



**FINANCIAL**



**BUSINESS  
SUPPORT**



**PEOPLE AND  
CULTURE**



## OBJECTIVES:

1. Support and enable our members to create welcoming and inclusive environments.

2. Unlock the financial potential of the alliance to help our members deliver.

3. Help our members across planning, engagement and operational efficiency

4. Foster coordination and collaboration across the alliance to maximise our potential.



## INITIATIVES:

**1.1 Actively involve members** in the development of projects through collaborative efforts and co-creation.

**1.2 Collaborate with key stakeholders** and foster partnerships to formulate ideas that align with member objectives.

**1.3 Host regular opportunities** where members, stakeholders, and partners collaboratively strategize and prioritise actions for creating inclusive environments.

**2.1 Diversify income streams** via partnerships, government grants and membership growth.

**2.2 Identify policies, tools, content, and messaging** to enhance the efficiency and productivity of members.

**2.3 Cultivate shared services** initiatives to promote collaborative partnerships, driving cost savings and revenue generation opportunities.

**3.1 Identify and develop resources** tailored for utilisation on platforms, encompassing educational and training materials.

**3.2 Launch targeted social media campaigns** across platforms to raise awareness of ASAPD members.

**3.3 Collaborate with social media influencers and advocacy groups** to amplify the reach of the ASAPD message.

**4.1 Establish cross-functional teams** to tackle joint projects and initiatives, leveraging diverse talents and resources across the alliance.

**4.2 Initiate cross-alliance** knowledge-sharing opportunities to facilitate exchange of expertise, insights, and best practices.

**4.3 Create an online collaboration platform** where members can share resources, seek advice, and connect with peers across the alliance.

# > WHO ARE WE?

ABN 34664660404

[www.asapd.org](http://www.asapd.org)

Dr Phil Hamdorf CEO

[ceo@asapd.org](mailto:ceo@asapd.org)



**33,500**

PARTICIPANTS



**6,000**

VOLUNTEERS



**342,000**

WEBSITE VISITS



**73,500**

FACEBOOK FOLLOWERS



**24,400**

INSTAGRAM FOLLOWERS



**13,400**

LINKEDIN FOLLOWERS

