



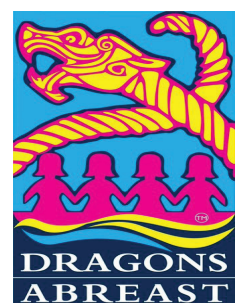
Australian Dragon  
Boat Federation

# Strategic Plan



# Our Mission:

## To connect more people with the sport of Dragon Boat across Australia



# Executive Summary



The development of the AusDBF Strategic Plan 2023 – 2027 is focussed on taking AusDBF forward for the next three years and beyond. Its development has been a comprehensive project and has included extensive consultation with our Member States and Affiliates in order to ensure everyone's voice has been included and that AusDBF is working towards shared goals.

As a united and strong governance body, the Australian Dragon Boat Federation (AusDBF) has many opportunities to develop and grow our great sport Australia-wide over the coming years. In light of this, we have reviewed our existing programs and their delivery.

By growing the capacity of participants, staff, race officials and volunteers, as well working to increase the media exposure and community profile of Dragon Boat, we aim to grow the number of people involved in and interested in dragon boat over the long term.

AusDBF will continue to forge strong support for the International Dragon Boat Federation (IDBF) through participation at events, respecting rules and policies and encouragement of Australians who wish to contribute to the direction of the sport internationally.

We look forward to the future as we embark on the next chapter for dragon boat in Australia.

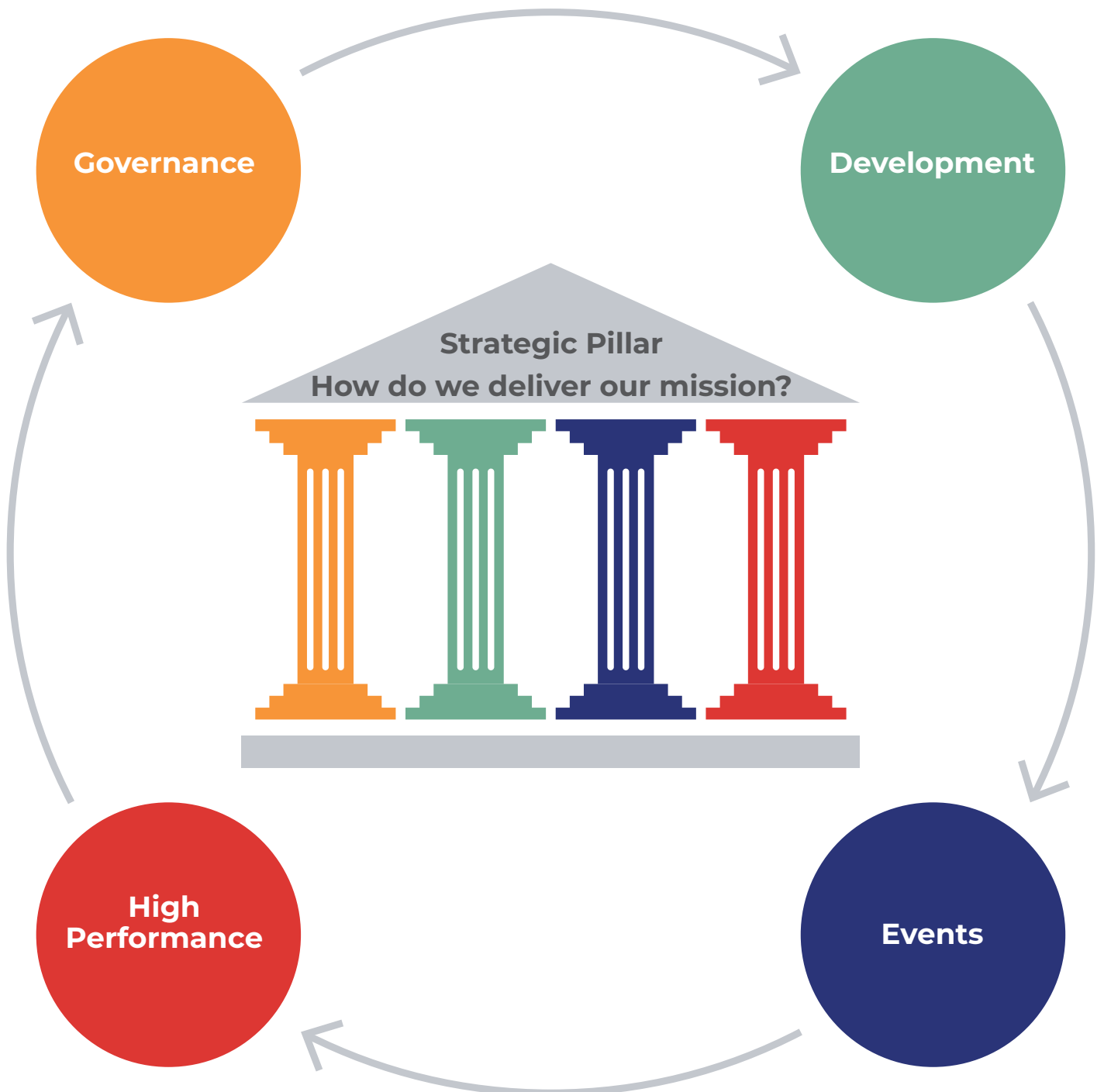
# Our Values and Culture



# Mission

What is AusDBF trying to achieve?

*'To connect more people with the sport of dragon boat across Australia'*

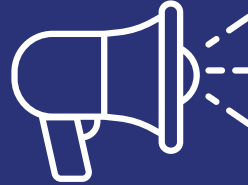


# Mission

What is AusDBF trying to achieve?

To connect more people with the sport of dragon boat across Australia

## Strategic Pillars: How do we deliver our mission?



## Key initiatives: What are we going to deliver?

### Governance

- Maintain Board Committees
- Optimise and expand functionality and usability of our IT systems
- Actively manage policies, procedures and governance processes
- Active Risk management

### Development

- Develop a marketing plan
- Support State Members to increase participation in all aspects of the sport

### Events

- Manage a National event calendar
- Deliver and grow successful AusChamps
- Promote International event pathways
- Maintain hosting guidelines and provide governance oversight

### High Performance

- Promote State representative competition (increase focus of State v State day)
- Deliver and grow the national team (Auroras)

## Measures of success: What does success look like?

- Financial sustainability
- Sport sustainability

- Increased participation in the sport across Member States
- Transparent and accessible progression of pathways

- Financial sustainability
- Satisfied participants
- Increased participation numbers at AusChamps in comparison to membership numbers
- Increased standard boat entries at AusChamps

- Increased prestige of State v State competition
- Improved International performances and profile
- Increased EOI for number of athletes in Auroras



## Pillar 1: Governance

Item	Key Actions for AusDBF	Measures
Maintain Board Committees	Support Board Committees <ul style="list-style-type: none"> <li>• Review Committee Charters</li> <li>• Ensure Board representation on each Committee</li> </ul>	Committee roles defined, members identified, communication and reporting pathways and processes established
Optimise and expand functionality and usability of our IT systems	<ul style="list-style-type: none"> <li>• Collegiate collaboration between all Stakeholders</li> <li>• Establish a national tiered system – replacing federated model (unified management plan)</li> </ul>	<ul style="list-style-type: none"> <li>• State Members are using the same registration structure – e.g. PIN payments</li> <li>• AusDBF has the ability to communicate directly with Clubs / participants</li> </ul>
3 Actively manage policies, procedures and governance processes	<ul style="list-style-type: none"> <li>• Conduct gap analysis of policies and procedures</li> <li>• Address gap/s</li> </ul>	<ul style="list-style-type: none"> <li>• All policies are current</li> </ul>
Active Risk management	<ul style="list-style-type: none"> <li>• Maintain risk review framework</li> <li>• Educate State Members on Safe365</li> </ul>	<ul style="list-style-type: none"> <li>• Risk register reviewed bi-annually</li> </ul>

## Pillar 2: Development

Item	Key Actions for AusDBF	Measures
Develop a Marketing Plan (align marketing plan to relevant aspects of the Strategic Plan)	<ul style="list-style-type: none"> <li>• Appoint a Marketing Director</li> <li>• Develop and implement the Marketing Plan</li> </ul>	<ul style="list-style-type: none"> <li>• Marketing Director appointed</li> <li>• Operation Marketing Plan implemented</li> </ul>
Support State Members to increase participation in all aspects of the sport	<ul style="list-style-type: none"> <li>• Increase participation</li> <li>• Provide education for revSPORT recording of all participants data at all levels (volunteers, race officials, corporate etc)</li> <li>• Establish a churn rate methodology</li> <li>• Maintain accurate data on all dragon boat participants</li> <li>• School/University and corporate using revSPORT module to record participant details</li> <li>• Capture diversity metrics</li> </ul>	<ul style="list-style-type: none"> <li>• Reach 12,000 participants               <ul style="list-style-type: none"> <li>- Paid members</li> <li>- School program (school dragon pass)</li> <li>- Corporates</li> <li>- Volunteers</li> </ul> </li> <li>• Published churn rate trend bi-annually</li> <li>• Accurate figures on all Dragon Boat participants</li> <li>• Registration portal for all programs with a website interface</li> <li>• Measured and published Dragon Boat diversity data against Australian population</li> </ul>
Provide education pathways for development across all aspects of the sport	<ul style="list-style-type: none"> <li>• Implement LMS for sweep, race officials and D&amp;I</li> <li>• Maintain and update LMS when required</li> <li>• Provide professional development sessions to all Dragon Boat participants</li> </ul>	<ul style="list-style-type: none"> <li>• Accredited personnel have all completed LMS</li> <li>• Board Directors have completed ASC online Director courses</li> <li>• Sessions conducted and number of participants recorded and published</li> </ul>

## Pillar 3: Events

Item	Key Actions for AusDBF	Measures
Manage a national events calendar	<ul style="list-style-type: none"><li>• Continue to update the national events calendar</li></ul>	<ul style="list-style-type: none"><li>• Accurate and published national events calendar</li></ul>
Deliver and grow successful AusChamps	<ul style="list-style-type: none"><li>• Develop sustainable growth at AusChamps</li><li>• Allocation methodology established</li></ul>	<ul style="list-style-type: none"><li>• Increased number of participants</li><li>• Methodology adopted</li></ul>
International pathways	<ul style="list-style-type: none"><li>• Continue to explore opportunities with Oceania and renew MOU</li><li>• Support the Pacific region through Oceania DBF</li><li>• Support IDBF Club Crew World Championships</li><li>• Promotion of International events and opportunities to States/Clubs</li></ul>	<ul style="list-style-type: none"><li>• Signed MOU with NZDBA</li><li>• Event attendance and participation</li><li>• More Oceania Members</li><li>• Supported by Clubs – quotas filled</li><li>• Number of clubs attended</li></ul>

## Pillar 4: High Performance

Item	Key Actions for AusDBF	Measures
Promote State representative competition (increase focus of State v State day)	<ul style="list-style-type: none"><li>• Identify opportunities for athletes to participate</li><li>• Encouraging participation at State level on State v State day at AusChamps</li></ul>	<ul style="list-style-type: none"><li>• Representation from all State Members across all age divisions</li></ul>
Deliver and grow successful AusChamps	<ul style="list-style-type: none"><li>• Develop sustainable growth at AusChamps</li><li>• Allocation methodology established</li></ul>	<ul style="list-style-type: none"><li>• Increased number of participants</li><li>• Methodology adopted</li></ul>







[info@ausdbf.com.au](mailto:info@ausdbf.com.au)



[ausdbf.com.au](http://ausdbf.com.au)