

Strategic Plan 2025–2028

Our Purpose: To build the capability of sport to enable the meaningful participation of people with disability.

Our Mission: To improve opportunities for people with disability to be involved in sport in the way they choose.

Our Vision: Lives and communities changed through the power of sport.



Awareness

Awareness enhanced through identity, influence and engagement.

Our Strategic Intent

- Expand our audience to raise awareness and increase impact.
- Seek opportunities to create and share insightful information including media coverage.
- Create a brand identity to ensure our message is understandable and influential.
- Strategically participate in industry events and demonstrate thought leadership to elevate awareness and recognition of disability sport.
- Engage the community at all Disability Sports Australia events with key stakeholders to raise brand awareness and highlight the value of people with disability participating in sport.
- Identify, highlight, and address the barriers that people with disability face in participating actively within their communities.



Capability

Improved knowledge, effective education and positive behavioural change.

Our Strategic Intent

- Assist sports organisations to develop and implement strategies to improve access and participation for people with disability.
- Deliver products and training to sports administrators and coaches equipping them with increased confidence to engage people with disability more effectively.
- Complete a comprehensive review of our membership model and constitution to ensure alignment with organisational goals and stakeholder needs.
- Strengthen relationships with National Sports Organisations (NSO) and National Sport Organisations for People with Disability (NSOD) and the community by providing access to best practice resources and building strategic partnerships.
- Collaborate with state and territory members and key stakeholders to identify research and address gaps in grassroots disability sport participation and develop strategies to ensure equitable access for all.



Accessibility

Clear pathways, improved access and increased participation.

Our Strategic Intent

- Oversee the delivery of multi-sport introduction initiatives that promote lifetime engagement and raise awareness of accessible local sports options for people with disability.
- Provide a clear explanation of the available options for people with disability to be involved in and participate in sport.
- Actively engage with the community to ensure that our strategies and programs reflect the needs of people with disability.
- Enhance and expand participation programs to align with current trends, and explore new initiatives like Sporting Schools.



Excellence

Enhanced resources, diversified revenue and collaborative partnerships.

Our Strategic Intent

- Cultivate relationships with corporate organisations that provide mutual benefits and contribute to increased revenue.
- Ensure financial stability through strong risk management, diversified revenue streams, reduced reliance on Government funding and securing funding and resources for major projects.
- Create a high-performing environment where all employees feel empowered and valued.
- Ensure the highest standards of integrity and child safeguarding across the organisation.
- Implement comprehensive impact measurement practices to evaluate and improve the effectiveness of organisation initiatives.

