



DISC GOLF 2028

THE STRATEGIC PLAN FOR AUSTRALIAN DISC GOLF

2023-2028



DISC GOLF 2028

A blueprint for how Australian Disc Golf (ADG), in collaboration with our key partners, will ensure the thriving future of Disc Golf in Australia between 2023 and 2028.

Our vision: For Disc Golf to be a highly accessible sport and active recreation opportunity for all.

Our purpose: To guide and support the Australian Disc Golf community to *CONNECT MORE PEOPLE WITH DISC GOLF – IN MORE WAYS – IN MORE PLACES – MORE OFTEN!*

Our positioning: Strong delivery partners and systems = a strong future for ADG and Disc Golf in Australia.

Our Values: Our values define our character and guide how we behave, as we collectively do what is right for the future of Disc Golf.

Care – We passionately care about the future of Disc Golf in Australia and the people who deliver it.

Accountability – We do what we say we will do, when we say we will do it.

Respect – We value everyone within the Disc Golf community and what they can bring to the sport.

Excellence – We are professional in all that we do and we strive to do what is best for Disc Golf – always.

WHAT IS MOST IMPORTANT TO US

Our Strategic Priorities



Our enablers: What will need to be in place to enable the plan to do its job?

OUR GOVERNANCE AND OPERATING MODELS

Our governance, financial and operational models are strongly positioned to support our organisation's thriving future.

OUR PEOPLE

We attract, support and retain the best people to effectively deliver our strategic plan.

OUR PARTNERSHIPS

We positively partner with all elements of the Disc Sport community, and with external partners, for the benefit of Disc Golf.

OUR DIGITAL SYSTEMS

Our digital systems enable us to deliver improved services and support to the Disc Golf community; and to make evidence based decisions.

OUR COMMUNICATIONS

We openly and honestly communicate with all elements of the Australian Disc Golf community.

WHAT IS DISC GOLF 2028?

The overarching purpose of ADG is:
To guide and support the Australian
Disc Golf community to **CONNECT
MORE PEOPLE WITH DISC GOLF –
IN MORE WAYS – IN MORE
PLACES – MORE OFTEN!**

DISC GOLF 2028 has been developed
to:

- Ensure ADG is focusing on what is most important to our current and future sustainability and success;
- Support the future capability and sustainability of all elements of the Disc Golf community;
- Build trust amongst all elements of the Disc Golf community through purposeful collaboration;
- Maximise the relevance, visibility and impact of Disc Golf within the Australian sport and active recreation sector and the broader community; and
- See ADG play a strong and positive role within the broader Australian Disc Sport community through enhanced collaboration with the Australian Flying Disc Association.

WHAT DOES SUCCESS LOOK LIKE? A SNAPSHOT

- Levels of trust and respect between all elements of the Disc Golf community and ADG is at an all-time high.
- All elements of the Australian Disc Golf community understand and value the role of ADG as the national governing body for Disc Golf.
- More Australians know what Disc Golf is, what it can offer them, and where and how they can get involved.
- More people are connecting with Disc Golf as recreational and competition players, tournament directors, club administrators, volunteers, coaches, officials, spectators, consumers of digital content, commercial partners and community partners.
- More Disc Golf clubs operating sustainable business models.
- More participation offerings meeting the motivations of all Disc Golfers (elite, competitive and social/recreational).
- Continued growth in the number of players, clubs and courses.
- More investment into the sport.
- Greater diversity of ADG managed events.
- Greater recognition of Australian national teams and players, within the international Disc Golf community.



OUR PRIORITIES AND PROJECTS



BUILD: Supporting the Australian Disc Golf community to create outstanding experiences

SUCCESS INDICATORS

- The development and uptake of ADG specific policies, procedures and other resources to support state associations, clubs, tournament directors and other delivery partners.
- More state associations and clubs engaging with Australian Sports Commission (and other high quality) resources to access best-practice information to support their ongoing development.
- A National Disc Golf Coach Development Framework and associated training / accreditation programs in place.
- Improved Member Organisation, Club and League satisfaction data.
- ADG and State Associations accessing government funding to grow the sport.
- More clubs accessing government funding to grow the sport.
- A contemporary digital Customer Relationship Management (CRM) System in place to support the operations of all elements of the Australian Disc Golf community.

STRATEGIC PROJECTS / ACTIONS

Club and State Association Accelerator Program: to understand how clubs and associations are structured in each state and territory and assist in the establishment of new clubs/ associations where necessary. This program will also assist clubs and associations to identify how they are operating in key areas; and provide them with a suite of user-friendly and relevant online resources to enhance their capacity to sustainably grow Disc Golf locally. *Note: The Game Plan online platform will be the foundation of this initiative.*

Tournament Director Guidelines: Develop a suite of resources designed to optimise relationships with tournament directors and support the safe, efficient and effective delivery of a wider range of tournaments and events.

National Coach Development Framework: Develop and implement a nationwide roll out of an ADG National Coach Development Framework and associated training / accreditation programs, designed to attract, train, support and retain coaches able to support the growth and development of the sport.

Digital Strategy (Refer Digital Systems Enabler).

Note: ADG will engage with AFDA in relation to the following strategic projects within the 2023-28 AFDA Strategic Plan in an attempt to minimise duplication and maximise the benefits to Disc Golf:

- Member Organisation and Club Development Plan
- Coach Development Strategy
- Commercial Strategy (inclusive of branding, sponsorship and government relations)
- Digital Strategy

SHOW: Using innovative strategies to connect more people with the sport and keep them connected

SUCCESS INDICATORS

- Accurate national participation (events and recreational participation) and membership data is accessed and used to promote Disc Golf and its community impact.
- Achievement of international event performance targets (e.g. World Games, WFDF events, PDGA events, etc.).
- Increased event coverage, social media and other digital content metrics.
- A highly respected and prestigious ADG Hall of Fame in place, continuing to recognise those who have achieved success and/or made significant contributions to the sport.

STRATEGIC PROJECTS / ACTIONS

Marketing and Communications Plan: To guide ADG's delivery of relevant information to all current and potential audiences in a timely manner through appropriate channels and to effectively promote Disc Golf to targeted audiences (including enhanced website, social media presence and mailing lists).

National Team Program: A program established to support the performances of Australian teams in identified international events.

Hall of Fame: Review and enhance all policies and procedures and elevate the prominence of the Hall of Fame: within.

Note: ADG will engage with AFDA in relation to the following strategic projects within the 2023-28 AFDA Strategic Plan to minimise duplication and maximise the benefits to Disc Golf:

- Marketing and Communications Plan
- National Events Framework
- Performance Strategy





GROW: Enabling more people to play Disc Golf in more places, more often, and actively pursuing increased diversity in participation

SUCCESS INDICATORS

- Recruitment: More people playing Disc Golf (competitively and recreationally) for the first time.
- Retention: More people continuing to play Disc Golf (competitively and recreationally).
- Events: More events delivered, in more places, more often.
- Juniors: More junior members and event participants.
- Women and girls: More female members and event participants.
- Schools: The launch of Disc Golf Sporting Schools Programs - Primary and Secondary; and increased uptake in schools.
- The network of clubs and courses capable of growing Disc Golf participation nationally, increases.

STRATEGIC PROJECTS / ACTIONS

Course Development / Installation Guidelines: To assist clubs and associations to demonstrate the community impact of Disc Golf courses and to effectively partner with Councils and other key stakeholders to develop new courses.

ADG Player Pathway (FTEM): Development and promotion of the Player Pathway.

Disc Golf – Play Your Way! Membership and Participation Growth Plan: To increase the number of people participating in all forms of Disc Golf, in targeted locations and population groups across Australia.

Note: This plan will include (but will not be limited to) strategies focusing on Women and Girls; Juniors; and broader diversity and inclusion opportunities.

National Event Strategy: To guide ADG's strategic growth of key participation and high performance event offerings.

Sporting Schools Program: Undertake all activities necessary to have both primary and secondary Disc Golf offerings endorsed under the Australian Sports Commission's Sporting Schools Program; and to establish a network of coaches capable of delivering the program in schools nationally.

Note: ADG will engage with AFDA in relation to the following strategic projects within the 2023-28 AFDA Strategic Plan in an attempt to minimise duplication and maximise the benefits to Disc Golf:

- Membership and Participation Growth Plan
- Participant Pathway Framework
- National Facilities Plan

OUR ENABLERS

SUCCESS INDICATORS

OUR GOVERNANCE AND OPERATING MODELS

- The structures and systems in place to govern Disc Golf at the national, state and local levels are in line with best practice and strongly positioned to support the sustainable future of the sport.
- ADG revenue sources are diversified and increased to support the growth of ADG and the sport.
- ADG achieves sustainable annual budgets.
- A high quality risk management framework is in place to safeguard ADG and the sport.

OUR PEOPLE

- The ADG human resource structure directly aligns with the effective and efficient activation of this strategic plan, giving consideration to available resources.

OUR PARTNERSHIPS

- The roles and responsibilities of ADG, AFDA, State Associations, Clubs, Local Government Authorities, commercial partners, PDGA, WFDF and others, in relation to the governance and delivery of Disc Sports in Australia are agreed, to create clarity, accountability and mutual respect.

STRATEGIC PROJECTS / ACTIONS

- **Optimal governance and administrative model for Disc Golf in Australia:** Identify the governance / administrative model which will best support Disc Golf in Australia achieving its potential and work with all key parties to activate this model.
- **Commercial Strategy (inclusive of membership model review):** To guide ADG activities as they relate to maximising and diversifying ADG revenue streams and our ability to effectively service the sport.
- **ADG Risk Management Framework and Risk Register**
- **Promotion and implementation of the AFDA National Integrity Framework across the Disc Golf community:** To provide updated and upgraded protection throughout all levels of Disc Golf.
- **ADG human resource structure review:** Undertake a review of the ADG human resource structure (committees and working parties, etc.) and implement recommendations.
- **National Disc Sports Roles and Responsibilities Matrix:** Actively participate in the development of a whole of Disc Sport roles and responsibilities framework (refer AFDA Strategic Plan).
- **ADG Memorandum of Understanding with AFDA:** Establish a mutually beneficial MoU with AFDA to clearly outline key roles and accountabilities of each party between 2023 and 2028.



OUR ENABLERS

SUCCESS INDICATORS

OUR DIGITAL SYSTEMS

- Our digital systems enable us to deliver improved services and support to the Disc Golf community; and to make evidence based decisions.

OUR COMMUNICATIONS

- We openly and honestly communicate with all elements of the Australian Disc Golf community - often!

STRATEGIC PROJECTS / ACTIONS

- **Digital Strategy:** Develop a Digital Strategy designed to significantly improve digital platforms, systems and tools (including a national CRM) to help all elements of the disc sports community to more effectively and efficiently connect and manage their operations. The core purpose of the CRM will be:

To be the single gateway through which all members and participants enter, to readily access the offerings they choose to consume; and to allow ADG and other elements of the Disc Golf community to capture all membership and participation data and use this to the advantage of Disc Golf in Australia.

- **Marketing and Communications Plan:** Refer SHOW strategic priority area.



OUR COMMITMENT TO DISC GOLF 2028

DISC GOLF 2028 will be delivered by living our values and working together as one Disc Golf community.

ADG's operations between 2023 and 2028 will be guided by this document. **Importantly, ADG realises we cannot do everything at once. To ensure the efficient and effective delivery of our strategic plan, ADG will develop annual operational plans, allowing each strategic project being prioritised during each 12-month period over the lifespan of the plan, to be identified and resourced.**

We will use a range of internal and external measurements to monitor our progress against the success indicators within this plan. In particular, we will monitor the number and diversity of people engaging in all forms of Disc Golf across the country.

We will concentrate on our commercial success, ensuring the ongoing financial sustainability of ADG, which will allow us to put more back into the sport, and ensure cost is not a significant barrier to participation.

Increased participation in new and innovative participation products and events, increased numbers of tournament directors and club/event volunteers, increased membership and diversity of participants, success of Australian Disc Golf teams, and greater connection with AFDA, state Disc Golf Associations, clubs, councils, commercial partners and others, will all help us achieve our strategic objectives, and in doing so, achieve our purpose:

**To guide and support the Australian Disc Golf community to
CONNECT MORE PEOPLE WITH DISC GOLF – IN MORE WAYS – IN MORE
PLACES – MORE OFTEN!**

THE FUTURE OF DISC GOLF IS NOT WHAT IT USED TO BE

The rapid growth in membership, tournament players and courses in recent years is exciting for the Australian Disc Golf community; and everyone involved in this growth is to be congratulated.

The 2023-2028 ADG Strategic Plan is the blueprint for how ADG and its partners guide the sustainable and scalable growth of the sport nationally over the coming 5 years.

Although the recent successes in our sport place Disc Golf in an enviable position, the rapidly changing and dynamic nature of the Australian sport and active recreation landscape means the sustained success of Disc Golf nationally is far from assured.

ADG holds the view that ADG, our state associations and clubs cannot stand still, nor can we continue to operate as we have done into the future. Together, we need to continue to adapt if we are to stay ahead of the game.

Despite the challenges we face, we are taking an opportunity focused approach to how we plan for the thriving future of Disc Golf. As we deliver this strategic plan, we will do what is best for the future of Disc Golf in Australia.

DISC GOLF OUR WAY! OUR BEHAVIOURAL FRAMEWORK

Our behavioural framework shapes the culture of ADG and positively influences the broader Disc Golf community and how we work together.

CARE – we will:

- Keep participants, competitors and clubs at the core of everything we do.
- Have inclusion and diversity at the centre of our programs and activities.
- Be fair, ethical and transparent in all that we do.
- Show appreciation and thank people for their efforts and contributions.

ACCOUNTABILITY – we will:

- Lead by example and strive to be the best we can be every day.
- Take ownership of our behaviours, our work and our results.
- Be open and honest in our interactions and our feedback, for the benefit of Disc Golf, even if it's uncomfortable.
- Call out inappropriate behaviours and recognise appropriate behaviours

RESPECT – we will:

- Welcome and embrace all people, from all communities into our Disc Golf community.
- Value and listen to the opinions of others and remain open to different ideas.
- Understand and value each other's roles and responsibilities within the Disc Golf community, as we work together for the benefit of Disc Golf in Australia.
- Build constructive relationships with anyone connected with Disc Golf, or anyone who wants to be.

EXCELLENCE – we will:

- Be brave and make tough decisions in order to do what is best for Disc Golf – always!
- Challenge and be challenged – for the benefit of Disc Golf.
- Have an opportunity mindset and a continual improvement focus – we must challenge the status quo.
- Be resilient – we don't give up when things get tough.
- Be proud of the quality of our work and its community impact.



Project Matrix

The matrix below provides an overarching guide for the activation of each of our strategic projects across the lifecycle of the Plan. It is intended as a living document that is regularly reviewed and updated to allow ADG to make alterations as required.



Our Strategic Projects / Actions	2023/24	2025/26	2027/28
BUILD: Supporting the Australian Disc Golf community to create outstanding experiences			
Club and State Association Accelerator Program		*	
Tournament Director Guidelines		*	
National Coach Development Framework			*
Digital Strategy		*	
SHOW: Using innovative strategies to connect more people with the sport and keep them connected			
National Team Program	*		
Marketing and Communications Plan		*	
Hall of Fame		*	
GROW: Enabling more people to play Disc Golf in more places, more often, and actively pursuing increased diversity in participation			
ADG Player Pathway (FTEM)	*		
Disc Golf – PLAY YOUR WAY! Membership and Participation Growth Plan	*		
Sporting Schools Program		*	
National Event Strategy		*	
Course Development Guidelines		*	
Our Enablers			
Optimal governance and administrative model for Disc Golf in Australia	*	*	*
Commercial Strategy (inclusive of membership model review)		*	
ADG Risk Management Framework and Risk Register		*	
Promotion and implementation of the AFDA National Integrity Framework	*	*	*
ADG human resource structure review	*		
National Disc Sports Roles and Responsibilities Matrix	*		
ADG Memorandum of Understanding with AFDA	*		
Digital Strategy		*	*
Marketing and Communications Plan (<i>refer SHOW</i>)		*	



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