

The Australian Sporting Alliance for people with a disability (ASAPD) has been led by a core Oversight Committee over the last 12 months. There have been many successful outcomes over this period that are listed below, however a key development is the growing awareness of our brand and the benefits it provides to the nine National Sporting Organisations for Disabilities (NSODs). Our one voice strategy has highlighted efficiencies and respect for our vision that all Australians have an opportunity to engage in sport and physical activity in a welcoming and inclusive environment.

The ASAPD has formalised its 2022 – 2026 Strategic Plan that now highlights the following key focus areas:

- Be the peak 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 Oversight group is supported by four working groups. Members of these groups met late last year and agreed on a strategic pathway for the next 12 months. To achieve the stated strategic objectives, it was decided that the working groups would concentrate on the following areas:

- Participation and pathways – working to assist the 4.7M Australians with a disability to be active and participate in sport and physical activity
- Government and advocacy – collectively achieving greater policy and funding outcomes with Governments that enhances the lives of individuals and their communities
- Collaboration and shared services – exploring cost efficiencies and delivering more funding to programs that change lives via all means including research and innovation
- Marketing and communication - build and expand awareness of the ASAPD’s purpose, facilitating exposure for the NSOD’s by telling our collective story

ASAPD has worked with One Roof Agency over the last 10 months. They have overseen the development of the ASAPD social media presence from a zero base to a positive set of numbers. The following is an engagement, reach and follower summary of key data that highlights the emerging awareness of the ASAPD story:

FACEBOOK		INSTAGRAM		TWITTER	
Page like	1,424	Followers	125	Followers	76
Age / Gender	66% Women 34% Men 34 – 54 years old	Age / Gender	63% Women 37% Men 25 – 44 years old		
No. of posts	209	No. of posts	164	No. of posts	169
Reach	178,492	Reach	10,738	Reach	19,260
Impressions	204,820	Impressions	13,609	Impressions	34,664
Page visits	1,898	Profile visits	583		
Engagement	2.1%			Engagement	2.46%

Alliance Partners





ASAPD

AUSTRALIAN SPORTING ALLIANCE
FOR PEOPLE WITH A DISABILITY

Key Outcomes

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

- The new 2022 – 2032 National Disability Plan now has sport included - the ASAPD submission supported this key inclusion
- Input into the National Disability Survey
- Input into the new Sport Australia Community Coaching - Essential Skills Resource
- Delegations to State/Territory Government Ministers for Sport, Health, Social Services promoting inclusion
- Finalisation of the ASAPD 5-year strategic plan and yearly marketing and communication plan and operational plan
- Working with all key stakeholders to ensure ASAPD is fully supported
- Development of the new ASAPD website
- Development of a runway calendar of events in Australia that the ASAPD members will be or a proposing to conduct over the next 10 years
- Secured funding from Sport Integrity Australia and the National Sports Tribunal to help with the National Integrity Framework adoption
- Work with Sport Integrity Australia and the National Sports Tribunal on adopting the National Integrity Framework and associated policies for all NSOD's
- Work with Sport Integrity Australia to ensure all their policy documents are accessible to the people the ASAPD members represent
- Presentations at conventions and conferences
- Working with Schools Sports Australia and key Universities on embedding resources and content into courses and educational programs

The new website will be launched in July 2022 and will support the key ASAPD social media efforts, that will drive the ASAPD brand and mission forward.

As the current ASAPD model has matured, the NSODs are pleased to confirm that with the support of Sport Australia a legal framework is being developed that will allow a new entity to engage with all stakeholders on an independent and ongoing corporate basis.

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.

Robyn Smith
Chair

Phil Harper
Deputy Chair

Australian Sporting Alliance for People with a Disability

Australian Sporting Alliance for People with a Disability