

Strategy 2023 - 2026



Purpose

Bringing about moments of Joy

Vision

All young people with physical disabilities have equal opportunity to participate in sport & recreation

Pillars / Pou

Amplify with Digital

Strengthen relationships

Educate how to involve

Bold Goals

We will drive Digital systems that engage new audiences.

We will focus on relationships. The relationships we have are at the heart of what we do.

We will ensure the sport, recreation and education sectors understand disability and inclusive practices.

What do we need to do to deliver on these goals

Modernise our IT systems, web site and social media.

Digitally connect our programmes to ensure they are digitally accessible and easy to register for.

Ensure our brand is engaging for youth and fit for the digital age.

Collaborate with the sport, recreation and disability sectors to share knowledge and deliver shared outcomes.

Develop relationships to a deeper level and understanding.

Create a culture of collaboration where we achieve more together.

Re develop Halberg inclusion training for an online audience.

Create a toolkit and resources for National Sports Organisations

Increase sports, recreation & education sector capabilities of how to be more inclusive.

Values: Stronger together 🏆 Passion for purpose 🏆 Courageously lead 🏆 Equity first

Measures



Outcome	What will we measure	How will we measure	Target / Stretch
Increased Participation	a) All delivery programmes, Halberg Games (Nat and Reg), Activity funds provided, Inclusion trainings, Rec camps and Youth Council	a) Registration data. Individual participants and throughput (attendances).	a) TBC – look at baseline data available from previous years
Improved user experience	a) At event experience b) Digital experiences when athletes or parent interacts with a product c) Qualitative feedback from participants	a) NPS. / follow up survey b) NPS. c) Focus groups x 2 a year	a) Baseline to be established from current data of in year 1
Improved Reputation (internal only)	a) Partnership Survey	a) Annual survey / Bi Annual Survey TBC	a) TBC from prior years data



Value	Definition	Behaviours – Tell me when or how you would live this value?
Stronger together	Supporting each other for the collective good. Internally and externally connecting the sector as one.	We back each other to be our best. We listen to others, respect their views and move forwards.
Passion for purpose	Belief and pride in what we do. Delivering Joy and making it infectious to all.	We find the options that is true to our purpose. We find solutions to things that are not in our scope.
Courageously lead	Courage is the ability to do something frightening, but being courageous is more than being fearless or strong. Courage begins with an acceptance of self.	We deliver what we say we will. We lean into difficult conversations.
Equity first	We value all people for who they are. We recognise that we do not all start from the same place and must acknowledge and make adjustments to imbalances.	The start point for all decisions are made based on equity and inclusion. We consider the practical implications but make the right decision.

