



Australian Pole Sports Federation Strategic Plan

2021 - 2024

Executive Summary

The Australian Pole Sports Federation's (APSF) Strategic plan focuses on the next three years from 2021 - 2024. Through this plan APSF will:

- Apply for recognition of a sport with the Australian Sports Commission
- Grow the APSF membership base
- Grow participation at the annual Championship event
- Update and expand APSF's policies and procedures
- Work towards greater financial security and independence
- Increase the number of Australian coaches and judges recognised by the International Pole Sports Federation (IPSF)
- Work towards transitioning to a Company Limited by Guarantee
- Continue to work with the International Pole Sports Federation (IPSF) and its member federations towards Olympic inclusion of pole sports

What is the APSF?

The APSF is a not-for-profit national sporting organisation. As the endorsed Australian member of the International Pole Sports Federation (IPSF), the APSF is the governing body for the sport of Pole in Australia.

Significant Milestones in the History of the APSF

- 2017
 - Founded in September
 - Incorporated in the State of Queensland on 27th October
 - Recognised as the National Governing Body for the sport of Pole by the IPSF on 10th November
- 2018
 - First Annual General Meeting (AGM) held in October
- 2019
 - Registered as a Registrable Australian Body on 5th June
 - Inaugural Australian Pole Sports Championships held on 7th July
 - Establishment of five state affiliations – New South Wales, Victoria, Australian Capital Territory, Tasmania and Queensland - in August

The Role of APSF

The role of the APSF is to develop an Australian body of the IPSF to bring Australia into international competition and grow pole sports into Olympic competition. This includes:

1. Providing the pathway for
 - elite Australian pole athletes to qualify for the World Pole Championships (WPSC) and, eventually, the Olympics.
 - amateur and professional athletes to compete using the IPSF judging criteria and platforms, thus providing a development pathway for athletes from beginner to Olympic level.

2. Achieving recognition of pole as a sport by the Australian Olympic Committee and Australian Sports Commission.
3. Bringing together Australian pole athletes as a community, supporting one another in our passion for pole sports.
4. Promoting this fitness activity, which incorporates physical and artistic skills, throughout the age span, from kids to masters.

Our Values

Our Vision: is to enable our athletes, coaches and judges and the wider pole sports community the best opportunity to achieve their highest potential in all aspects of pole sports.

Our Values: we believe that people should be able to experience pole sports in a safe, positive, inclusive, welcoming and enjoyable way.

Our values are aligned with those of the IPSF, which include:

1. Pole Sports Focus -

To enable and inspire all coaches, judges, athletes and enthusiasts to enjoy pole sports, by providing opportunities for individuals to engage, develop and realise their potential within all aspects of the sport, regardless of their age, background, ability or disability.

2. International Success -

For our sport to be recognised nationally and internationally with representation at multi-sport events, the World Games, and eventually at the Olympic and Paralympic Games.

3. Delivering Partnerships -

To develop strong internal and external partnerships, at all levels, in order to provide opportunities, structures and support for Pole Sports and the wider pole community.

4. Raising the Profile of Pole Sports -

To publicise and inform the public about the full range of Pole Sports activities, leading to increased recognition, sponsorship, funding, access and participants for our sport.

5. Athlete Support -

To develop an extensive pole sports structure and community to support athletes for careers as they transition out of competition. We want to build a sustainable long-term future for Pole Sports athletes.

6. Coach Support -

To develop a cohesive, ethical, inclusive and valued coaching system where skilled coaches support pole athletes at all stages of their development

7. Anti-Doping -

To maintain an Anti-Doping Programme in accordance with the World Anti-Doping Agency (WADA) Code, which is recognised as the gold standard in fairness, equality, and integrity across all sports and all countries.

8. Govern & Regulate -

To fairly and comprehensively govern and regulate Pole Sports, from a national perspective, in all regions.

Goals and Strategies

Goal 1 Promote the ASPF as a Nationally Recognised Entity

The APSF will apply to the Australian Sports Commission for sports recognition, aiming to meet the criteria to the best of its ability, and to comply with all requirements once recognised. Being recognised as a sport in Australia will greatly enhance the profile of the APSF and the APSF will use this recognition to grow pole sports, attract sponsorship to secure the APSF's financial future, promote and protect its athletes, grow the Australian IPSF-recognised coaching and judging base and provide clear developmental and competitive pathways for all levels of pole sports.

Key Actions	Success Indicators	Timelines
1. Apply to the ASC	Recognition	June 2021

The APSF will continue to meet our obligations to the Office of Fair Trading in Queensland and the Australian Securities and Investments Commission. The APSF will comply with and strive to exceed all expectations, allowing flexibility of structure and systems, without compromising accountability, contestability and transparency. The APSF aims for robust governance and best-practice methods.

Goal 2. Building a Vibrant and Inclusive Nationally Recognised Sport

To grow the APSF membership base and participation at our annual national competition event, the APSF commits to working with members and affiliates to build a creative and innovate sporting organisation that allows its members to feel welcome and safe in competition and to participate without discrimination.

In this section of the plan, the APSF will:

- Promote the sport of Pole and encourage participation within the community
- Promote the health and wellbeing benefits of the sport through participation and social inclusion

Key Actions	Success Indicators	Timelines
2.1 Promote the sport of Pole and encourage participation within the community	Accreditation of APSF as Governing Body of the Sport of Pole in Australia	Achieved November 2017
2.2 Promote the health and wellbeing benefits of the sport through participation and social inclusion	Increased membership and participation in the sport locally and nationally	Annual national competitions – inaugural competition July 2019, Covid-induced cancellation 2020, upcoming competition June 2021
2.3 Strive to have pole sport recognised as an Olympic sport	Work collaboratively with IPSF to have Australia as a recognised signatory	IPSF working on Olympic inclusion timeline

Goal 3. Delivering Policies and Plans that Promote a Safe and Inclusive Sporting Organisation

The ASPF commits to working with IPSF to develop and maintain a high standard of national and international sport and work collaboratively to have pole sport recognised as an Olympic sport. The APSF will strive to meet the target of national sporting recognition in 2021, to be included in the 40 countries required by the Global Association for International Sporting Federations (GAISF) to achieve step three of four for Olympic inclusion.

Key Actions	Success Indicators	Timelines
3.1 Develop Member Protection Policy	Policy developed and delivered to Australian Sports Commission (ASC)	June 2021
3.2 Develop Anti-Doping Policy in accordance with WADA	Policy developed and delivered to ASC	June 2021
3.3 Develop and implement strategic plan to pole sport community via website etc.	Policy developed and delivered to ASC and membership	June 2021
3.4 Create Action Plan to implement long term strategies	Plan developed and KPIs met by due dates	December 2019

Goal 4. Striving for Organisational Excellence

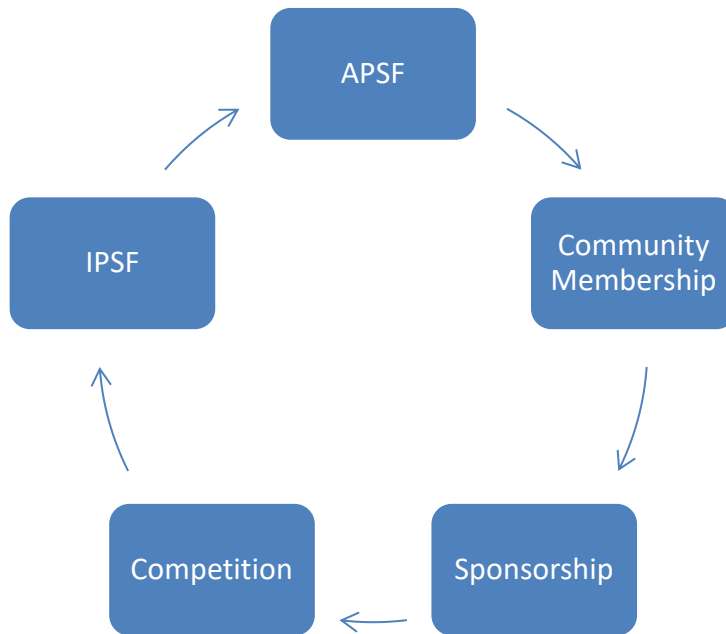
The APSF aims to improve the effectiveness and efficiency of our organisation as well as our accountability.

In this section of the plan, the APSF will:

- Ensure that we have regular appraisals of our performance to improve accountability and effectiveness
- Improve our level of knowledge of new innovations and best practice in all areas of pole sports
- Work more collaboratively with other sporting bodies
- Work with IPSF to develop better outcomes for the sport nationally.

Key Actions	Success Indicators	Timelines
4.1 Ensure that we have regular appraisals of our performance to improve accountability and effectiveness	Annual audits of committee and organisation performance targets to meet expectations of membership	By Annual General Meeting (AGM) October each year
4.2 Improve our level of knowledge of new innovations and best practice in all areas of pole sports	Continued and recorded personal development of key committee and volunteers. Maintain a data register of skill base.	AGM in October each year
4.3 Work collaboratively with other sporting bodies	Minuted outcomes of collaborations and projects	Monthly IPSF Federations meetings
4.4 Work with IPSF to develop better outcomes for the sport nationally.	National growth of the sport and regular competitions held nationally, including	Competitions June/July (APSF) and October (IPSF) each year

	international competition	
4.5 Work to increase effectiveness and accountability of events and projects through exposure to external bodies and memberships.	Develop external peer review and evaluation processes.	Grant acquittal process post-APSF competition, including those awarded by Cairns Regional Council



Strategic Partnerships

Partnerships in this context refer to working relationships between the pole community, international pole community and other sporting bodies. A partnership is a commitment to work collaboratively on a project, programme or issue which pursues a common purpose and where the risks and benefits are shared equally between the partners.

Wellbeing Promotion

Wellbeing encompasses abstract concepts such as quality of life, contentment, happiness or prosperity. Wellbeing is more than the absence of ill health and much more than the state of being well. It is about affirmative personal experiences. That is, the feeling that one could achieve something positive or of having a sense of purpose. APSF will endeavour to ensure that all members and affiliates enjoy a sense of purpose and wellbeing.

Operational Plan Current Financial Year 2020 - 2021

APSF's Operational Plan is a detailed plan which provides a picture of how APSF will deliver the goals of the Strategic Plan for the current financial year.

Goal 1. Recognition as a sport with the Australian Sports Commission

Submit application by 30 June 2021.

Goal 2. Membership, including athletes, coaches and judges

Growth of the APSF membership base by promotion of APSF and IPSF competitions, IPSF judging platforms and courses, ISPF-recognised coaches training is ongoing; one coach and two judges have been added this year so far.

Goal 3. Policies and procedures

- Completion of Member Protection Policy, strategic plan, WADA- and ASADA-compliant anti-doping policy by May 2021
- Annual review of APSF Code of Conduct for management committee members, state affiliations representatives by annual AGM in October
- Annual review of compliance with and use of IPSF Code of Conduct for federations, judges, athletes and volunteers by annual competition June/July

Goal 4. Financial security

Achieve by growing:

- membership
- competition sponsorship
 - inaugural event in 2019
 - attracted 23 athletes, 52 support staff, approximately 250 spectators; qualified 6 elite athletes to attend the World Pole Sports Championships in Montreal
 - attracted three event grants and four sponsors
 - aim for 2021 event on 26-27 June – 40 athletes; support staff and spectators dependent on Covid restrictions
 - has attracted three grants and two sponsors so far
- profile – achieving recognition as a sport in Australia; and high level of excellence in federation activities and performance to inspire confidence and inclusion amongst pole community

Goal 5. Olympic inclusion of pole sports

Continued work with the IPSF and its member federations to achieve recognition of pole as a sport in forty countries for step three of four to Olympic inclusion; APSF success in Australia in 2021 would be a significant boost to the ISPF's bid.

Operational Plan Year 2023 - 2024

Goal 6. Company Limited by Guarantee

Transition to a company is likely to become more financially viable as the APSF approaches 2,000 members.