

2024 - 2026

STRATEGIC PLAN

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FIDA acknowledges the Traditional Owners of Country throughout Australia and recognises their continuing connection to land, waters, and community.
We pay our respects to them and their cultures;
and to Elders both past and present.



The FIDA Story

Imagine a world where there are no barriers to participate in your community and where you can have a kick and play footy with your team.

Imagine a world where your impairment doesn't matter. Where you will feel the same as everyone else when you step out on the field and have the same opportunities to kick a goal and celebrate your achievement.

FIDA (Football Integration Development Association) has been at the forefront of creating an inclusive community where individuals with intellectual impairments can actively participate in Australian Rules football without barriers. Over the past three decades, FIDA has worked tirelessly to promote equality and provide ample opportunities for these individuals to enjoy the sport on the same level as their peers.

It all began in 1989 when a simple footy clinic evolved into a fully-fledged league where athletes with an intellectual impairment could participate on equal terms. The initial competition, starting in 1991, featured six teams, and over time expanded to include clubs from both metropolitan and rural areas of Victoria, allowing for greater involvement and representation from all corners of the state.

Today, the FIDA league boasts a thriving community of over 800 players actively engaged in the sport. With 30 clubs strategically situated throughout metropolitan and country Victoria, the opportunities to participate in Australian Rules football have been made accessible to individuals with intellectual impairments across the State. As a result, players are empowered to approach the field with confidence, secure in the knowledge that they will be treated equitably, and provided equal opportunities to play the game they love and celebrate their achievements, just like any other athlete.



The FIDA Difference

FOOTY IS FOR EVERYONE

FIDA is more than a football league; it's a charitable entity dedicated to advancing social welfare, education, and health within the intellectual impairment community through Australian Rules football. We value each person's contribution and strive to create programs that foster greater participation. Through our efforts, we provide a sense of purpose, joy, and belonging to individuals who might not otherwise have the chance to participate. Together, we are building a community of inclusion, where everyone's potential can shine on and off the field.

FIDA is a charitable incorporated entity, and holds an ACNC deductible gift recipient status.



The dedicated service of many individuals is at the heart of our work.

"if these players didn't have footy what would they be doing - it is their life".

THE FUTURE OF FIDA

FIDA's future is bright, but we recognize that challenges lie ahead. In today's ever-changing world, the passion for footy remains strong. As we adapt to evolving youth connectivity and the rise of e-sports, FIDA must stay relevant while upholding the core principles of inclusion.

We are committed to maintaining professionalism in our interactions, all the while staying true to our FIDA spirit and values. Our strategic plan focuses on best practices, supporting all participants and ensuring a sustainable future for our association.

At FIDA, our mission remains unwavering – providing opportunities for individuals with intellectual impairments in football. This plan outlines our approach to fostering inclusivity and shaping a promising future for all.



Our Vision

All people with an intellectual impairment can safely participate in an appropriate Australian rules football competition

Our Purpose

We strengthen an inclusive football community by building programs that offer synergies with the main stream football experience.

Our Impact

Through our connection with AFL, sport and disability partners, FIDA provides our players and clubs with a sense of belonging and the opportunity to be a valued and included an an independent member of the community



OUR VALUES

Our core values promote integration for those with an intellectual impairment and nurture receptive sporting environments that include:

RESPECT



We believe respect on and off the field builds key relationships. Every individual at FIDA has a story to share and contributes to the community. Their involvement promotes understanding of intellectual impairment in sports, appreciating the unique spirit of the game. Together, we celebrate diversity and nurture everyone's potential.

BEST PRACTICE



We are dedicated to adhering to proper processes and guiding principles in sports. Our goal is to deliver high-quality competitions that cater to the player demographic in a fair and equitable manner.

KINDNESS & FUN



Our focus on inclusivity and kindness creates a genuine, enjoyable and fulfilling experience for all. Through modified rules, we ensure that everyone gets to participate, fostering an atmosphere of fun and empowerment. We proudly celebrate individuals with intellectual impairments in a safe and inclusive community.

INTEGRITY



We believe in honest and transparent communication with our business, community, and sporting partners. Through open dialogue, we work together to refine expectations and advocate for inclusion in sports, education, and management. Collaboratively, we strive to create a more inclusive and diverse environment for all individuals.

EQUITY & OPPORTUNITY



FIDA champions participation for all, including the most vulnerable individuals in our community. By addressing inconsistencies in the sporting world, we create opportunities that empower players and clubs to fully exercise their right to take part in Australia's leading sporting code. Our commitment to inclusion ensures that everyone can actively engage in the joy of sports.



Board Transformation

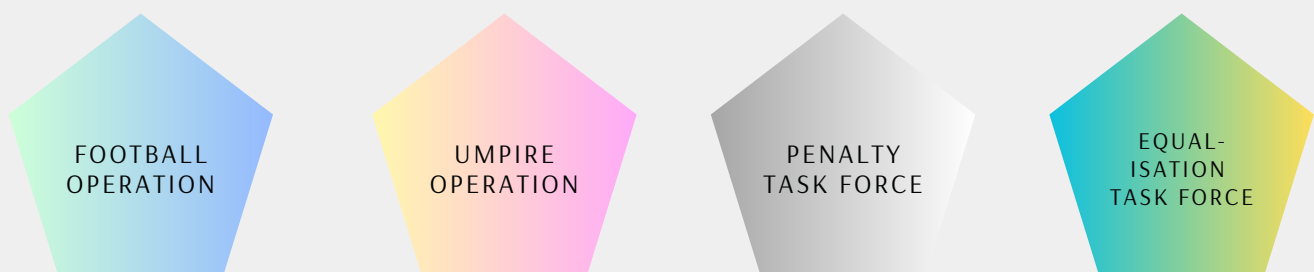
Recently FIDA's Board of Management has been overseeing the return of the football program to FIDA from AFL-Victoria's management. To support FIDA's growth and strategic objectives, the Board appointed two key positions: one responsible for operating FIDA as a business unit and the other as the general manager of the football league.

The Board is now committed to transitioning away from day-to-day operations and actively driving necessary changes to ensure continued progress and sustainability. This proactive focus on strategy, governance and risk management will enable FIDA to evolve successfully, maintain its emphasis on inclusivity, and further promote participation in sport for people with an intellectual impairment.

2023 CURRENT STRUCTURE	2024 FUTURE STRUCTURE
<p>Board of Management: President, Vice-President, Treasurer, Secretary, Members (6)</p> <p>Current expertise in:</p> <ul style="list-style-type: none">• intellectual disability & football• sport administration & football operations• sport policy & governance• special school engagement• fundraising	<p>Board of Management: Supports key Association positions including President, Vice-President, Treasurer, Secretary</p> <p>Other key members with areas of expertise may include:</p> <ul style="list-style-type: none">• governance & strategy• legal framework• funding & grants• marketing and promotion• disability engagement & advocacy• government liaison

TASK FORCE GROUPS

Task force groups will be used to provide a platform to discuss specific operational matters to support game-day, meet compliance, manage specific projects or provide guidance. The engagement of a small number with expertise in specific areas will support the daily operation. The groups will be developed and managed as required by the Management team.



Strategic Drivers



LONG TERM SUSTAINABILITY

- Identify and execute a sustainable model that enables participation growth in players and clubs, financial management to support employees and growth plans, and meets association compliance obligations.



FIDA BRAND

- Build the allegiance with clubs to support the vision of FIDA and feel part of the wider FIDA community. Enable the FIDA brand to be coordinated in its use within the community.



MODERN DAY FIDA

- Develop competition options for all people and all club types and sizes, including a league equalisation model that provides an enjoyable and fair game experience.



PARTNERSHIP ENGAGEMENT

- Identify and engage with meaningful sporting organisations, disability stakeholders to expand commitment and sustain a model that supports health, community integration and understanding
- for those with an intellectual impairment.



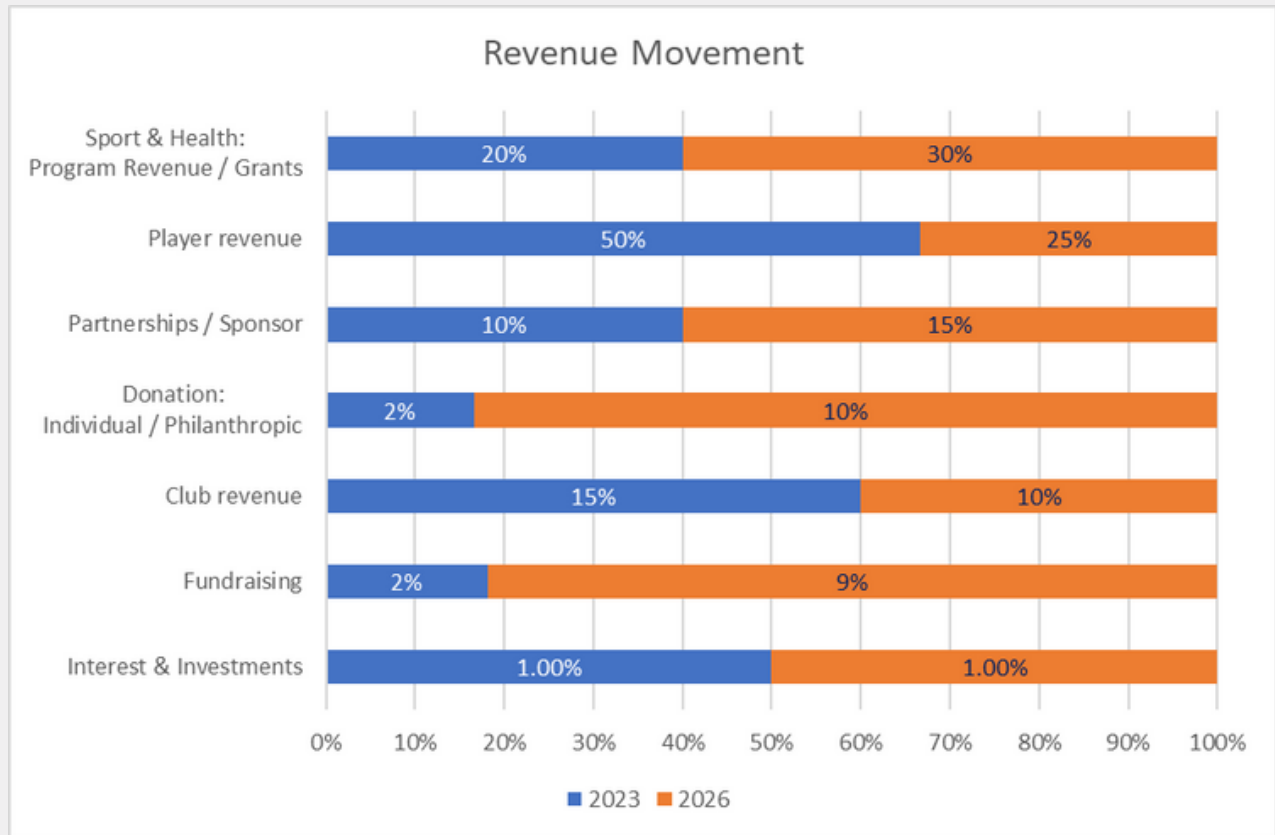
COMPETITION MODELS OPERATE WITH BEST PRACTICE

- Identify and engage with various programs to provide a gateway to senior FIDA competition. This will involve connecting clubs to operate with clear accountable guidelines to deliver consistency with officials, players and spectators.



Financial Outlook

The key financial income area are represented as:



Key focus areas in the immediate future is to,

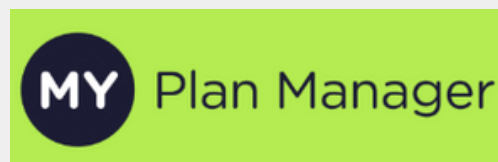
- identify a recurring revenue source to support the continued operational aspect of the league.
- consider the opportunity to link with a sporting organisation that has similar aspiration in Australian rules football and has the financial equity to support the FIDA growth plan.
- consider widening the operating framework of FIDA to engage with a critical player mass and enable self-sustainability
- consider philanthropic opportunities that resonate with sport and intellectual impairment.

The governance and ability to expand FIDA as an operating league and brand requires employed staff. It will be important to manage the expansion plan alongside the financial opportunities that present to support the strategic initiatives. There is also a risk that some activities may need to be delayed whilst funding is secured.

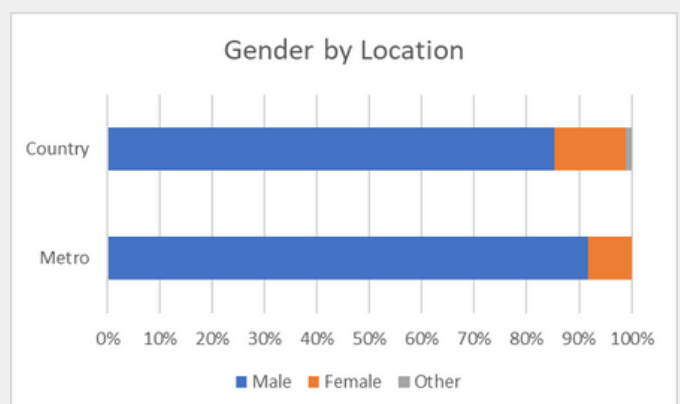
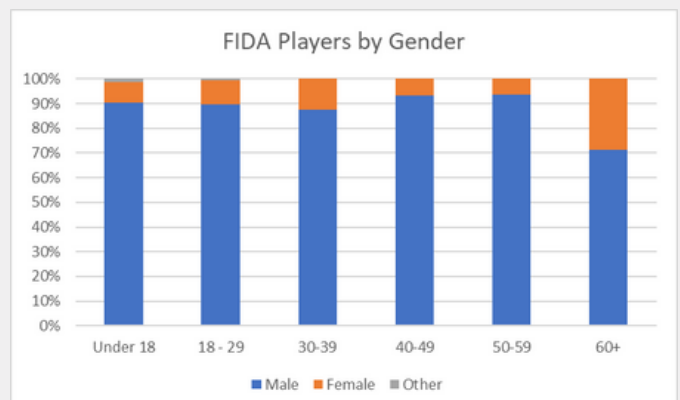
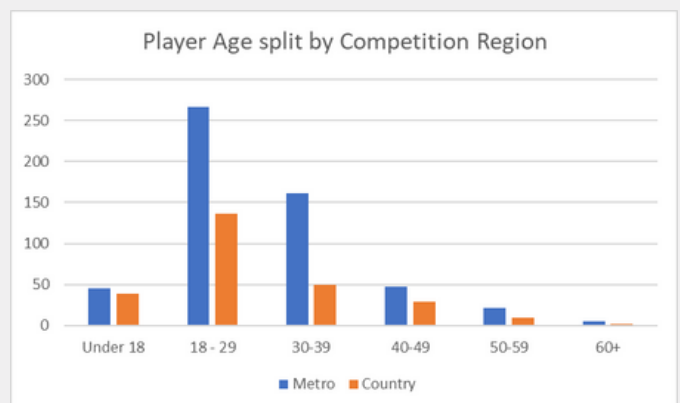
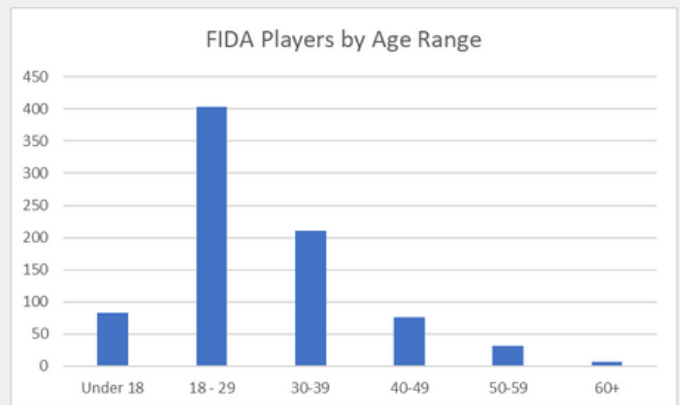
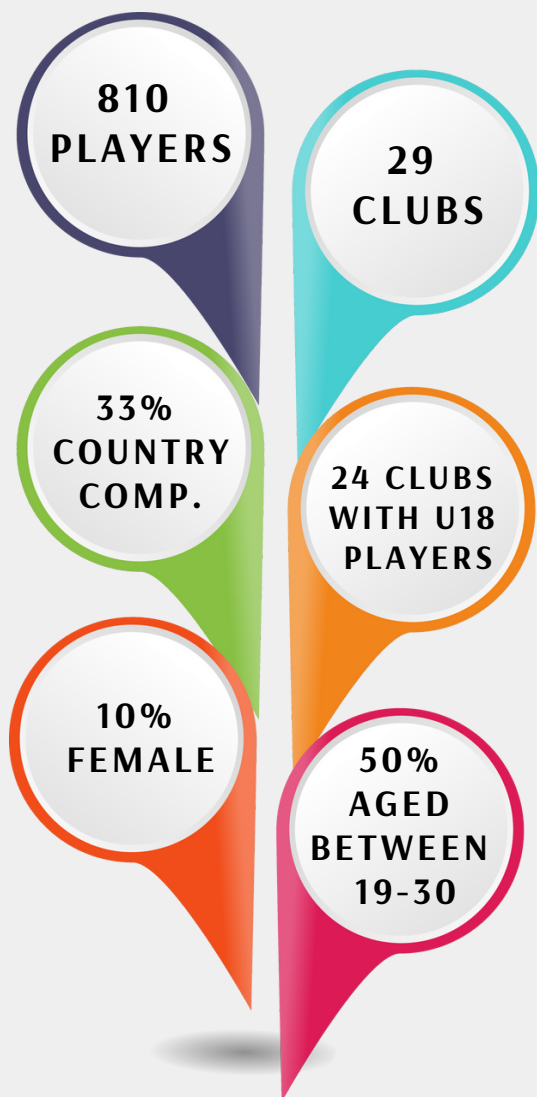
Our Partners

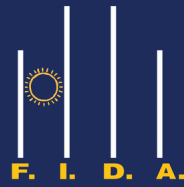
FIDA has expertise in sport inclusion for those with an intellectual impairment. Our reach throughout the community is wide and our partners help us to:

- increase participation,
- improving advocacy and understanding with intellectual impairment in football within the community,
- engage with education programs and forums to support better lives for players, club officials & supporters,
- identify best practice models and adapt to the specialist community,
- manage compliance,
- showcase intellectual impairment inclusion through national sporting bodies,
- sharing knowledge and resources to build resilience and excitement with the FIDA community.



2023 Key Statistics





2023 FIDA AFFILIATED CLUBS

