



**Australian
Calisthenic
Federation**

Where performance art
and sport unite *on a
national stage*

STRATEGIC PLAN 2023

VISION |
PURPOSE |
VALUES |
OUR PEOPLE |
PRIORITIES |

A whole of sport Strategic
Plan for *enhanced*
collaboration and growth
within the Australian
Calisthenics community
2023

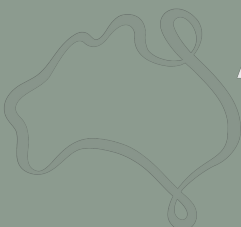


The ACF acknowledges the Aboriginal and Torres Strait Islander peoples as the first inhabitants of the nation and the traditional custodians of the lands where we each *live, come together and perform.*

We also pay respect to all the people who have come before us and thank them for where the ACF is now.



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VISION

To work together to lead a unified, thriving sport in Australia — the result of which is that “Australia knows and loves Calisthenics”.



PURPOSE

For the Australian Calisthenics community to work together to get more Australians engaging with Calisthenics in meaningful and positive ways.



PEOPLE



The future strength of our sport lies in our people — participants, athletes, parents, caregivers, coaches, adjudicators, boards, committees and staff at all levels of the sport, sponsors, volunteers, all levels of government and all other friends of Calisthenics.



“The ACF believes that a conscious commitment to diversity, equity and inclusion is essential to fulfilling our vision and purpose. In keeping with our core values of *collaboration, connection, inclusion and excellence*, the ACF continues to listen to, respect, and embrace differences and perspectives in the people, partners and communities we work with.

ACF DIVERSITY, EQUITY &
INCLUSION STATEMENT



VALUES

COLLABORATION

Working together to achieve our goals — You, Me, Us.

CONNECTION

We inspire people to connect and participate.

INCLUSION

Means we respect each other, our sport, our potential and our differences.

EXCELLENCE

Means being bold, brave & achieving results. Means we do everything we can to be better tomorrow than we are today.



THREE PILLARS | STRATEGIC PRIORITIES

Business Model — We will work collaboratively, through aligned structures, systems and behaviours, to build a sustainable national sports business.

Participation — We will make Calisthenics more accessible, relevant and rewarding for all.

Profile — We will enhance the Calisthenics brand and connect it with more people nationally.



STRATEGIC PRIORITY PILLAR 1 | BUSINESS MODEL

Best practice governance structures and systems are in place.

A collaborative and aligned approach to organisational planning and management is in place.

Increased government revenue annually.

Increased non-government revenue annually.



STRATEGIC PRIORITY PILLAR 2 | PARTICIPATION

Increased number of school aged members annually.

Improved national member retention rates annually.

Increased number of coaches and adjudicators becoming accredited annually.

Increased retention of active, accredited coaches and adjudicators annually.

Additional facilities being used to deliver the sport annually.



STRATEGIC PRIORITY PILLAR 3 | PROFILE

ACF and all State /
Territory Member
Organisations utilising
consistent, effective
and widely recognised
branding.

Improved digital,
social media and
mainstream media
exposure.

The development and
promotion of more
innovative digital
content.



OUR COMMITMENT TO OUR FUTURE

This continues an exciting new chapter in the life of Calisthenics in Australia and for everyone within the Cali community. Every stakeholder has a role to play in helping to ensure our sport achieves its immense potential in 2023 and beyond.

Our activities will be guided by this revised Strategic Plan 2023 and monitored by the ACF Board and reviewed regularly by the State Advisory Group.

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