

**Australian
Calisthenic
Federation**

Where performance
and art meet ***on a
national stage***

STRATEGIC PLAN 2024

VISION|
PURPOSE|
VALUES| OUR
PEOPLE|
PRIORITIES|

A whole of sport
Strategic Plan for
***enhanced collaboration
and growth*** within the
Australian Calisthenics
community 2024



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.



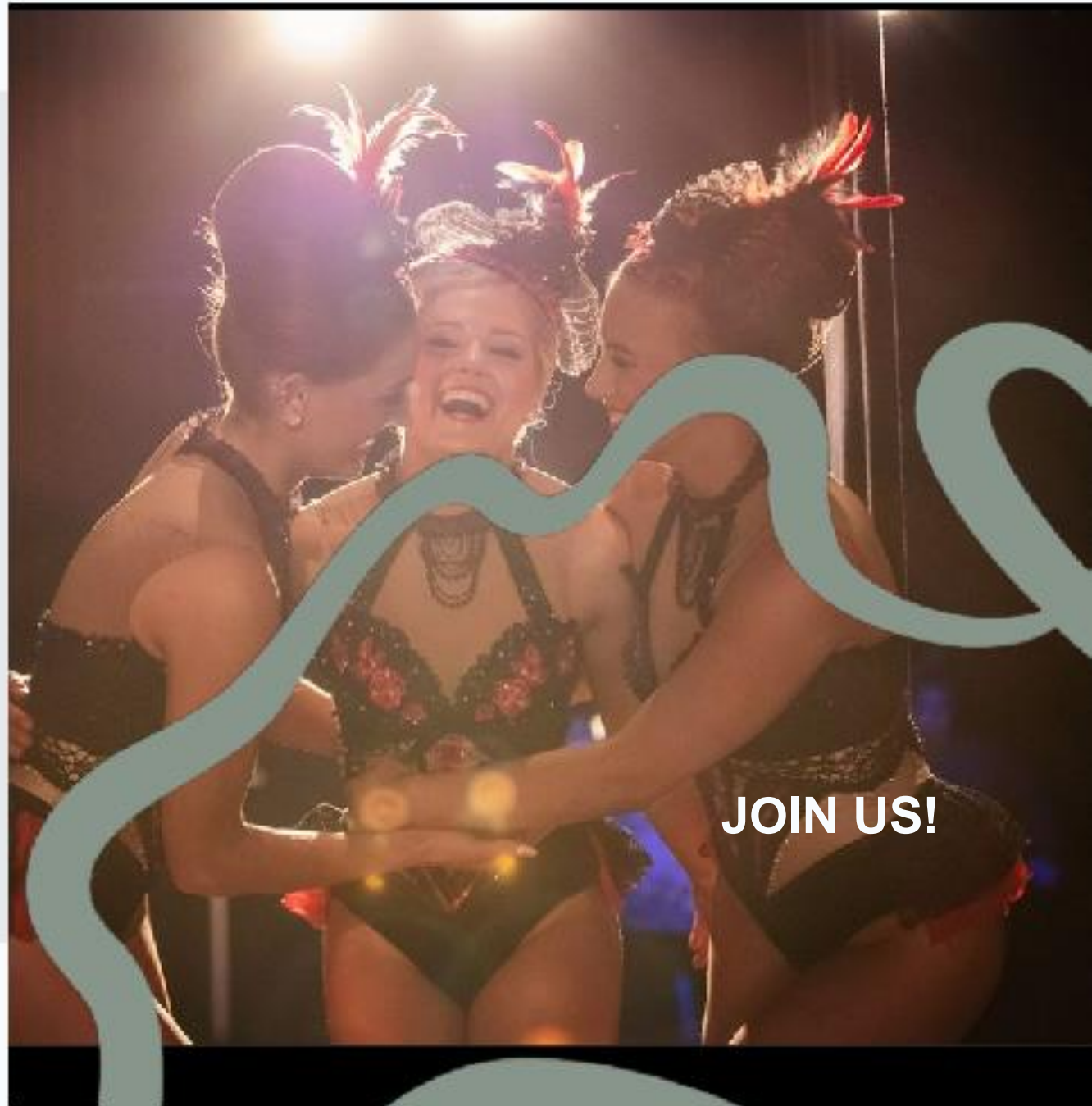
VISION

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 CORE 2024 PILLARS | STRATEGIC PRIORITIES

Business Model — We will work collaboratively, through aligned structures, systems and behaviours, to enhance 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, including Tasmania, and NZ



STRATEGIC PRIORITY PILLAR 1 | BUSINESS MODEL

Best practice governance structures and systems are in place.

A collaborative and aligned approach to organizational 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 possibly NZ) 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 2024 and beyond.

Our activities will be guided by this revised ACF Strategic Plan 2024 and monitored by the ACF Board and reviewed regularly by the State Advisory Group.

Where performance
art and sport *unite*
on a National stage.

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