



**Active Deaf Kids Program
Strategic Plan**

2014 - 2017

Mission

To facilitate and support the participation of deaf and hard of hearing Australian children into sport

Vision

Building and Strengthening Opportunities for deaf and hard of hearing children to participate in sport

Values

Integrity
Excellence
Passion
Perseverance
Nurturing

Our Personality

Courageous
Admired
Determined
Progressive

Deaf Sports Australia (DSA) was established in 1954 as the peak body for deaf sports in Australia. DSA assists Australians who are deaf or hard of hearing to participate in sport at all levels and compete in designated National and International events including Australian Deaf Games, Asia Pacific Deaf Games and Deaflympic Games through partnerships with governments, business, sporting bodies and the community.

DSA also provides a central reference point for providing, advice on accessibility in sports as well as an education and mentoring program. A key plank of developing opportunities is the DSA Active Deaf Kids Program which runs come and try days throughout Australia in conjunction with schools, education departments, National Sporting Organisations and the Active After Schools Program.

In 2011 Deaf Sports Australia (DSA) successfully delivered a pilot 'Active Deaf Kids' School Education Program across 36 schools and 400 students as part of a pilot program funded by the Australian Sports Commission.

The pilot program demonstrated that the demand clearly existed to develop and expand the program in 2012 and 2013. The Australian Sports Commission committed to a two years funding model that has seen the following key outcomes:

1. Continued school visits to specialist deaf schools and mainstream schools with deaf support units in each State and Territory of Australia.
2. DSA commissioned an independent expert on hearing devices to address safety concerns with the advice included in a printed brochure which was distributed to parents, schools, state education departments, sporting clubs/organizations.. The brochure can also be downloaded from the DSA website.
3. DSA has worked with the Australian Sports Commission to develop links to Active After-School Communities program in each state/territory. This process has been instigated but the connection(s) and take up have been inconsistent and incomplete. More work needs to be carried out to ensure a proper linkage between schools and clubs is put into place. DSA is well placed to assist and support the development of this relationship and also train local clubs in inclusion practices.
4. DSA has developed an information booklet about DSA which can be downloaded from the DSA website. This booklet has been distributed to state education departments, participating schools and NSOs / SSOs featuring information on:
 - Deaf sports history;
 - Prominent deaf sports role models case studies;
 - Educational fact sheets (coaching, communication tips etc)
 - List of key deaf organisations
5. DSA has developed a separate website for the 'Active Deaf Kids' project which features photos of sessions in schools, camps and youth related information, advice and links

The following is a brief outline of the number of to the schools involved in the ADK program over the last two years –

2012 Number of schools -	number of children –
2013 Number of schools -	number of children -

The Active Deaf Kids Program (ADK) has benefited a number of children, their parents and extended families. In addition there is certainly strong evidence that has seen children move from the school environment into the sporting club or association.

The ADK has set the groundwork and foundation that the program can now move onto the next phase of development, to enhance the children’s access to sport and particularly support mechanisms within the sports. It is imperative that the program becomes a sustainable platform that enhances the children’s choices and opportunities to play sport to whatever level they aspire. As detailed in previous reports the connection to playing sport and the improvement in the child’s health, well being and self worth are in - deed a very positive outcome of the program.

The ADK brand has prospered and it is now a well-known product that is connected to excellence in delivery.

It is imperative that the program continues and therefore DSA has prepared this strategy that outlines the objectives and direction that the program needs to follow and address over the next three years.

ACTIVE DEAF KIDS PROGRAM 2014 - 2017

Objectives

- To ensure a pathway that bridges the gap from school to sporting clubs and associations. Such a structure would enhance the capacity and capabilities of all stakeholders;
- To create a sustainable connection and buy in with the National Sporting Organisations (and their members) that will ensure a safe, welcoming and supportive environment for deaf and hard of hearing children and young people;
- Included in the Memorandum of Understanding between the NSO(s) and DSA is the ADK program. Such detail will advocate, educate, inform and support the mainstream sporting structure to make it deaf friendly and capable of including deaf people within the structure. In addition and where appropriate conduct pilots between identified stakeholders that will highlight sustainable and new development areas for the program
- To work with DSA affiliates and sporting committees to foster, educate, promote and encourage deaf and hard of hearing children's participation and skill development via the ADK program;
- To continually review and update the ADK program to ensure the program is addressing the needs of all parties and ensure the framework is achieving its goals which includes maintaining a high retention level;
- To foster and develop relationships with identified parties who will benefit the program. Such parties will provide a connect, supporting services and pathways for the deaf and hard of children thereby improving the sustainable objective;
- To develop data analysis that will highlight repeatable outcomes and processes. Such data is to be used in highlighting the successes of the program to all stakeholders;
- To have the program rolled out by identified parties including DSA affiliates who have employed inclusion officers to perform the ADK duties;
- To implement fundraising programs which will allow DSA to support and grow the program via the employment of a sport development officer who will drive the ADK program;
- To generate a consistent and relevant ADK message to the deaf and hard of hearing community, relevant sporting organisations, government departments, funding organisations and other stakeholders;
- To work with and provide support, knowledge and skills to NSO's in educating their inclusion officers in understanding the deaf and hard of hearing community. This would include the aim of having hard of hearing officers employed by some NSO's.

This plan is visionary, challenging and all encompassing requiring the development of ongoing partnerships with State Member Organisations and external stakeholders. We believe the foundations and framework are in place, we now need to increase our footprint by expanding the ADK brand via a transparent network that provides every opportunity for deaf and hard of hearing children to enjoy the benefits that are provided by participating in sport. A dedicated staff member of DSA needs to be

employed to ensure the goals are achieved and the network and footprint is managed.

Our Strategic Pillars

- 1) To ensure effective leadership and management of the ADK Program;
- 2) To develop and contribute to the promotion and growth of the ADK Program;
- 3) To oversee, coordinate and highlight participation research that will connect with the promotional and communication plans of the ADK Program;
- 4) To foster and develop ongoing and meaningful relationships with all stakeholders.

The strategic pillars outlined have been developed by Deaf Sports Australia following consultation with its members and represent the shared goals for the organisation. This Strategic Plan is a “holistic” plan and as such, both Deaf Sports Australia and its various members and partners will play an important role in working together to achieve the stated goals.

Driver/Pillar

1. To Ensure Effective Leadership and Management of the ADK Program

- To seek adequate funding that will ensure the attainment of the stated goals and outcomes;
- To work with all levels of Government in ensuring the program is a success;
- To ensure all members (of DSA) strategic plans consistently highlight the ADK Program as a key pillar and all agreements with external parties (eg. NSO’s) highlight the program. In both cases the plans and agreements must detail the DSA/ADK awareness or education programs that are to be provided to staff and officials;
- To develop a “collecting” database that accurately captures ADK participants and retention;
- To develop by the December 2014 a National Junior and Young People Participation Strategy;
- To identify and work with identified NSO’s to ensure strong committed joint programs are in place that will bridge the gap from the school to clubs. This work will aim at building expertise within the NSO’s about inclusion and running pilot programs and initiatives that will increase participation numbers;
- To create systems that can measure numbers and connections (social media) thereby highlighting the success of the ADK Program;
- To ensure a strong essence of the ADK Program is a consistent commitment to positive repeatable outcomes and processes that engage, are relevant and create a sustainable future;
- To ensure the Program is strong but embraces change as it expands and develops its footprint.

2. To Encourage and Contribute to the promotion and growth of Deaf Sports in Australia

- To conduct Silent Sports Challenges events during Hearing Awareness Week with identified sports. Such events to be held in every State and Territory;
- To utilise the ADK Ambassador and other Sport Ambassadors to work with the program and highlight the benefits of sport;
- To develop effective working relationships with Deafness Forum Australia, Deaf Children Australia, Hear for You, Australian Hearing and the Australian Audiologist Association that will enhance the promotional opportunities of the ADK Program;
- To continue to facilitate ADK sport clinics that are run by DSA State Members and the AASC;
- Develop educational workshops to assist with building bridges between schools and sport clubs;
- To work with schools promoting sport as being beneficial to the well being and health of the students;
- To develop a supportive mentoring and ambassador program.

3. To Oversee, Coordinate and highlight participation research that will connect with the promotional and communication plans of the ADK Program

- To work with identified Universities on conducting studies and research into obesity, access to sport, participation and other areas with the data being used to highlight the needs and resources that are required by the deaf and hard of hearing community;
- In conjunction with the promotion and communication plans of the ADK Program highlight the DSA Athlete Eligibility Policy that provides a sport classification based on the hearing loss;
- Develop improved technologies that will better connect with the deaf and hard hearing community. This will include the DSA/ADK website and a specific section of Facebook.

4. To Foster and Develop ongoing and meaningful relationships with all Stakeholders

- To develop an ongoing relationship with AASC that will see the ADK/AASC working together in all States and Territories.
- To work with School Sport Australia (SSA) on having deaf and hard of hearing Australian Teams compete at the bi annual Pacific School Games;
- To develop a working relationship with Audiology Australia whereby information regarding DSA, ADK and the healthy benefits of sport can be distributed to clients;
- To develop constructive relationships with Universities, PCYC and YMCA's aiming at increasing the awareness and linkage of the ADK Program;

- To work with SSO's and SSA in increasing and driving the understanding and demand for athlete eligibility (classification) which automatically increases participation;
- To continually work with partners on setting up pilot programs that can facilitate a workable, sustainable and linking network;

For this plan to be successful it needs to accomplish or succeed in achieving a number of pre-determined goals. These are as follows:

	2011	2012	2013	2014	2015	2016
Deaf Awareness Presentations	1	2	3	7	10	15
Number of schools visited	10	30	50	60	70	80
Number of children - new	250	600	700	1000	1200	1300
Number of children – repeat/ retained						
Number of children joining a Club after experiencing the ADK program				40	70	120
Individuals on database				500	600	700
DSA Athlete Eligibility Policy confirmations		20	30	50	100	150
Number of schools/programs involved in the AASC				10	15	20
Silent Sports Challenge						
Number of States			2	5	6	7
Number of hearing people			100	200	250	300
Number of deaf & hard of hearing people			50	120	150	180
ADK Clinics Run by State Members	0	2	8	15	20	28