



ADF

Alcohol
and Drug
Foundation

Strategic Plan

2020-2025

Vision

Lives unlimited by alcohol and drug harm.

Mission

Inspire positive change and deliver evidence-based approaches to minimise alcohol and drug harm.

Ambition

By 2025 we have changed knowledge, attitudes and practices so that we prevent and delay uptake amongst young people and strengthen prevention and harm reduction strategies for all. We will have achieved this by increasing adoption of evidence-based approaches.

Evidence of our success will include:

- Increased knowledge about alcohol and other drugs and their associated harms.
- Fewer young people reporting use of alcohol and other drugs.
- Later age of use of alcohol and other drugs.
- Fewer people reporting they are victims of harms associated with alcohol and other drugs.
- Changed attitudes / reduced stigma related to alcohol and other drugs and people who use them.
- Increased adoption of evidence-based approaches and practices that prevent and reduce harm.



Strategic Priority 1: We know what works.

Establish a suite of credible, evidence-based approaches with demonstrable impact on alcohol and other drugs harm

Desired Outcomes

- We have a clear overview of the evidence-based approaches that prevent and delay uptake and reduce harm.
- We understand the gaps in evidence – where we need to focus efforts to understand impact.
- We are building the evidence base through partnerships and practice-based research.
- We have added to the evidence base with new, innovative approaches that prevent and reduce harm.
- We have tested innovative approaches that will prevent and reduce harm in the most affected communities, Aboriginal and Torres Strait Islanders and regional and remote communities.

Strategic Initiatives

1.1 Evidence Hub

A comprehensive internal process for gathering and synthesising the evidence around alcohol and other drugs that identifies what works and where we need more knowledge.

1.2 Innovation Incubator

Develop new evidence-based practices through research and evaluation driven by evidence, evidence gaps and community needs.

1.3 Outcomes Framework

Establish an organisation wide Outcomes Framework that measures and monitors impact allowing us to monitor progress and improve our delivery.



Strategic Priority 2: We enable change.

Increase adoption of evidence-based approaches that drive change in the digital age

Desired Outcomes

- We have a strong, vibrant network of individuals and organisations who are engaged with us in delivering evidence-based activities.
- We have improved access to evidence-based approaches for priority groups - young people, culturally and linguistically diverse communities, communities with highest harm, Aboriginal Torres Strait Islander communities and people who use drugs.
- We have a set of tools that support communities and individuals to deliver evidence-based approaches to prevent and reduce harm and facilitate readiness for change.

Strategic Initiatives

2.1 Improved Accessibility

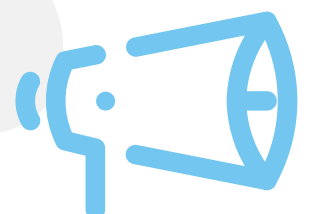
Increase accessibility to evidence-based approaches for priority groups - young people, culturally and linguistically diverse communities, communities with highest harm, Aboriginal Torres Strait Islander communities and people who use drugs.

2.2 Community of Practice

Building and supporting a strong vibrant community of individuals and organisations who practice and promote adoption of evidence-based approaches.

2.3 Strengthen the ADF brand

Implement a brand strategy to position the ADF as a leader and bring alcohol and other drugs/partnerships together to leverage value.



Strategic Priority 3: We are capable.

Inspire and engage our workforce, ensuring our people are capable, supported and committed to achieving our 2025 Ambition

Desired Outcomes

- We have a highly skilled workforce with the right competencies, skills and knowledge to deliver our ambition.
- Our people are engaged in ongoing development to support the changing needs of our work.
- We are attracting quality people with exceptional leadership capability.
- We have a strong culture that focuses and motivates our people in achieving our Ambition.

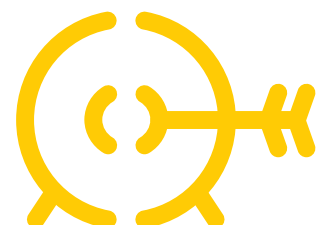
Strategic Initiatives

3.1 Leadership and capability for the future

Develop the leadership capacity in ADF, workforce capability, and ensure delivery of our Vision and 2025 Ambition.

3.2 Staff engagement and retention

Attract, retain and engage talent. Support our workforce to deliver to our 2025 Ambition.



Strategic Priority 4: We are sustainable.

Sustain the ADF, and improve impact, through a strong focus on funding, systems and process

Desired Outcomes

- We have leveraged technology and business process improvement to support our staff to work in highly effective and efficient ways.
- We have built sustainable income streams.
- We have improved and diversified our funding and we have viable business models for our programs.
- Our business practices are environmentally sustainable.

Strategic Initiatives

4.1 Secure the funding pipeline

Identify and optimise funding for new and existing opportunities based on strong business models.

4.2 Optimise our systems and processes

Optimise our systems and processes in order to improve our efficiency and effectiveness and support economic and environmental sustainability.



Strategic Priority 5: We harness digital and data.

Use data to inform our decisions and ensure impact,
create digital solutions to amplify reach and enable change

Desired Outcomes

- Data are informing the way our staff work, measuring our impact and enabling behaviour change.
- Digital responses are helping us extend our reach and amplify our impact.
- Efforts are being focused in the areas of most need.
- We can use external data to inform and monitor our work.

Strategic Initiatives

5.1 Leverage data

Build our understanding of the data we need, the data that exists and how we best access it, so that we can leverage data to enable behaviour change.

5.2 Digital driving impact

Build digital platforms to include capability for data capture and utilise exponential technologies.



Strategic Plan 2020-2025

As the ADF embarks upon our seventh decade of operation, we have adopted a new strategic plan to guide us to 2025.

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Mission

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Ambition

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Strategic Priorities



We know what works

Establish a suite of credible, evidence-based approaches with demonstrable impact on AOD harm



We enable change

Increase adoption of evidence-based approaches and effective tailored solutions that drive change in the digital age



We are capable

Inspire and engage our workforce, ensuring our people are capable, supported and committed to achieving our 2025 ambition



We are sustainable

Sustain the ADF, and improve impact, through a strong focus on funding, systems and process



We harness data and digital

Use data to inform our decisions and ensure impact, create digital solutions to amplify reach and enable change

The Future We Want to Create

- Increased knowledge about alcohol and other drugs and their associated harms.
- Fewer young people reporting use of alcohol and other drugs.
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- Changed attitudes / reduced stigma related to alcohol and other drugs and people who use them.
- Increased adoption of evidence-based approaches and practices that prevent and reduce harm.

Our Values

Courage

Collaboration

Adaptability

Impact






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● **Contact us**

 1300 85 85 84

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