

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.

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.



Strategic Priorities



We know what works

Establish a suite of credible, evidence-based approaches with demonstratable 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.
- 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.

Our Values

Courage

Collaboration

Adaptability

Impact

