

A photograph of a woman and a young girl in a park. The woman, with dark hair tied back, is wearing a black t-shirt and orange shorts. She is smiling and looking down at the girl. The girl, with light brown hair, is wearing a white lace-trimmed dress and white shorts. She is holding a pink frisbee and looking towards the camera. The background is a blurred green lawn and trees, suggesting a park setting.

ADF

Alcohol
and Drug
Foundation

Strategic Plan

2025-2028

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 2028 we have changed knowledge, attitudes and practices so that we strengthen prevention and harm reduction for all Australians and prevent and delay uptake amongst young people. 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.
- Increased adoption of evidence-based approaches and practices that prevent and reduce harm.
- 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.



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

Build a repository for living evidence, available to external audiences.

1.2 Innovation Incubator

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

1.3 Behaviour Change Programs

Implement early intervention programs supporting moderate/high risk alcohol and other drug users in 18–24-year-olds, older adults and family and friends of people who use drugs.

1.4 Prevention Through Place-based Approaches

Position ADF as a leader and innovator in place-based approaches, leveraging the Local Drug Action Team program, with a focus on data and systems thinking.



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.

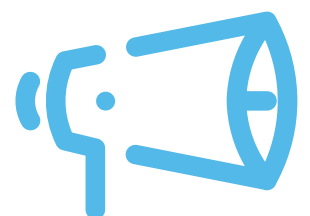
Strategic Initiatives

2.1 Improved accessibility for young people (12-17), young adults (18-24) and First Nations people

Develop information and program materials that are available, accessible, meaningful and acceptable to these groups, being responsive to the needs of the cohort.

2.2 Evidence into Action

Increase adoption of what works in community, government and by individuals.



Strategic Priority 3: We are capable.

Inspire and engage our workforce, ensuring our people are capable, supported and committed to achieving our 2028 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.

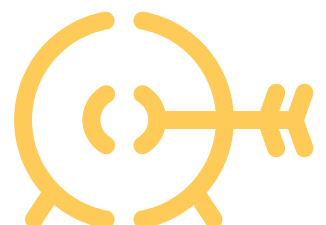
Strategic Initiatives

3.1 Attract, Retain and Engage Talent

Develop our leadership capacity and enhance employee reward and recognition initiatives to reinforce the ADF as a workplace of choice, as we support our people to deliver our 2028 Ambition.

3.2 Uplift Workforce Capability

Focus on embedding the ADF Competency Framework and addressing competency gaps through professional development, linking to performance management and performance plans.



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 Leverage Systems and Processes

Increase impact through automation, improved productivity and insights, utilising ADF systems and processes.



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.

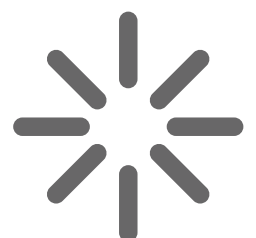
Strategic Initiatives

5.1 Leverage Data to Increase Impact of Programs

Better use of internal and external data to drive improved program outcomes and advocacy.




5.2 System Enhancement and Automation

Harness Artificial Intelligence and other emerging technology to help us reach people more effectively and create better experiences that are impactful and meaningful for everyone.





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