

Strategic Plan 2025-2028: *Lives Unlimited*

Following an extensive review, the ADF has extended its Strategic Plan and direction to 2028, reinforcing our commitment to using evidence-based approaches to improve Australian lives.

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.



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 2028 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 and 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

