



ABF Strategy 2022-2025 – Our Story



Dear State/Territory Presidents and Committees

We are very excited to share our Strategic Plan on a page for bridge in Australia 2022- 2025. While the plan is in the format of an agenda for our organisation it really is all about our people whatever their role might be.

Our plan is focussed on three key themes of **Attracting, Developing** and **Retaining** players, directors, scorers, organisers and volunteers of many kinds all supported by a band of committed and talented contractors. We all make up the Bridge Community in Australia around a game we love and want to share with as many Australians as we possibly can.

Our plan is for all of us, all groups, beginners and advancing players right through to our international teams. It's for our officials and teachers and the hard-working committee workers and committed contractors. The pandemic threw a curve ball at Bridge in Australia and worldwide, an enormous challenge and we responded, demonstrating an agility that most thought was not possible. Online bridge saved us, but our home is at the table and so our new world will be combining all the great things that online brings along with our natural playing home at the table. Our fifteen key priorities are targeted at helping us rise to the challenges ending up stronger in 2025 than we were when before the pandemic shook our world.

We still have many challenges, and we need your enthusiastic help to deliver on those priorities.

Allison Stralow on behalf the ABF Council

1 March 2022

Some release highlights

- Principal goal to be bigger and stronger in 2025 than we were going into the pandemic. Target 37000 players
- Our plan is people and club focused
- Bridge Australia TV has been announced and will be released in 2022
- Our youth program has been revitalised and off to a bright start
- 2022 will see the inaugural Australia wide Club knockout along with more exciting new offerings to be announced
- Our tournament committee will be addressing every possible action to improve our international team performance
- We will be actively promoting online lessons for beginners , Intermediate and advanced players
- We will be addressing during the coming term of council the best organisation model to lead us into the future
- Core development of MyABF will be completed, including congresses, club administration, online payments, masterpoints and scoring
- Continued development of our Teacher and Director programs
- Our player feedback program is in the process of being released with great ideas already being received and implemented
- The pandemic brought us a new agility that will lead us towards 2025 . 800 players played in the Online Summer Festival in January and the Gold Coast was its usual outstanding face to face self in February with 900 players back at the table having a ball.



Strategic Plan 2022-2025



Mission Statement

To guide and promote bridge in Australia

Culture & Values

We are a welcoming, diverse and inclusive community, based on our values of leadership that listens, collaboration and integrity

Strategic Priorities

Attract

Launch new and exciting bridge offerings in club and online that attract new to join and former players to return

Revitalise the brand of bridge in order to establish Bridge TV to appeal to a younger market and retain our existing players

Implement a vibrant youth program with the goal of delivering 1000 players by 2025

Increase the public profile of bridge Australia wide and locally

Enhance performance in international events, devolving experience and learnings to the next generation of international players

Develop

Extend our club training programs through ABF-promoted online training for beginners, intermediates and advanced players

Develop policies and systems that ensure the highest ethical behaviour in all forms of bridge

Support and develop the next generation of Directors at Club, Congress and National Level

Accelerate the teacher development program

Optimise the operating model of bridge in Australia to a stage of operational excellence

Retain

Core development of MyABF completed, including congresses, club administration, online payments, masterpoints and scoring

Seek out player feedback and act on it. Be known as a listening organisation

Engage our players in the Mission, Culture and Values of bridge in Australia

Champion and support matters of social responsibility

Ensure our ABF and ABF-licensed Gold Point events are excellent to attend and play