

Appendix J: 2001-05 ASDA Strategic Plan

 <p>Australian Sports Drug Agency</p> <h1>STRATEGIC PLAN 2001-2005</h1>		OUR VISION Pure Performance in Sport	OUR MISSION To deter the use of banned doping practices in sport through education, testing, advocacy and coordination of Australia's anti-doping program	OUR STRATEGIC BREAKTHROUGH ISSUES ARE Deterrence: People International Response: Business Improvement	OUR CORE VALUES Realise our Potential Act with Integrity Respect for Individuals Embrace Challenge	KEY PERFORMANCE INDICATORS
STRATEGIC BREAKTHROUGH ISSUES	STRATEGIES	OUTCOMES				
Deterrence Programs that deter the use of banned doping practices	<ul style="list-style-type: none"> Educate and communicate with target groups to enable effective responses to anti-doping issues Conduct a comprehensive and effective national drug testing program Support research initiatives in all areas of the anti-doping field 	<ul style="list-style-type: none"> Education programs that influence behaviour, are sports specific, based on evidence and responsive to feedback Testing that is cost-effective, sports specific and responsive to changing doping practices and detection technologies Research that informs the development and deployment of ASDA programs Manage the profile of drugs in sport issues 	<ul style="list-style-type: none"> Target vs actual no-notice tests Awareness of ASDA's services Access to ASDA's services Client satisfaction Client retention Client engagement Deterrent effect 			
People Organisational capability and capacity	<ul style="list-style-type: none"> Integrate learning and development into ASDA's business Develop the potential of staff to contribute to the organisation's mission Position ASDA as a preferred employer to attract and retain high quality people 	<ul style="list-style-type: none"> Human resource planning integrated across all Agency processes and projects ASDA is a learning organisation ASDA staff are developing new skills 	<ul style="list-style-type: none"> Employee satisfaction Employee retention User-pays revenue per employee 			
International Response Athletes are able to participate in fair international competition	<ul style="list-style-type: none"> Facilitate a harmonised international response to anti-doping strategies and initiatives Represent Australian sport in international anti-doping forums 	<ul style="list-style-type: none"> Relationships formed with sport and anti-doping bodies domestically and internationally More countries achieving certification against the International Standard for Doping Control The development and implementation of harmonised anti-doping policies and procedures 	<ul style="list-style-type: none"> Number of Bilateral Agreements Effectiveness of formal relationships with international sport and anti-doping agencies 			
Business Improvement A viable and socially responsible organisation	<ul style="list-style-type: none"> Implement effective corporate governance practices Respond to appropriate business opportunities Conduct business through best-practice Identify and manage community service obligations 	<ul style="list-style-type: none"> Effective business partnerships Independent, transparent and accountable processes Effective relationship with government Evidence-based decision making 	<ul style="list-style-type: none"> Return on investment Budget variance Corporate governance best practice index 			