

3-Year Strategic Plan

2025-2027



Introduction

The Austrian Dodgeball Association, known as **Dodgeball Austria**, was officially founded in 2013. However, its roots trace back to 2012, when the first dodgeball activities took place at the University of Sports in Vienna. What began as casual student events has since developed into a vibrant and dynamic community, encompassing everything from school sports and university competitions to a well-structured national league.

Over the next three years, Dodgeball Austria aims to strengthen its position as a leading sports organisation in Austria by pursuing the following strategic goals:

1. School Sports

- Expand the **Vienna Dodgeball School Cup** to other Austrian federal states, with the goal of creating a **nationwide school cup**.
- Work closely with the **Ministry of Education** and local school authorities to integrate dodgeball into the official school sports curriculum.
- Provide **teacher training programs** and resource kits to encourage the development of school-based dodgeball teams.

2. University Sports

- Increase the number of participating universities in the **Austrian College League**.
- Professionalise the league structure with **clear regulations, fixtures, and ranking systems**.
- Introduce **national university championships** to strengthen competition and attract more student athletes.
- Collaborate with university sports departments to ensure dodgeball is recognised as a core part of student sporting life.

3. Recreational & Fun Sports

- Develop a **comprehensive leisure dodgeball program** that includes open play sessions, community tournaments, and corporate team-building events.
 - Promote dodgeball as an **accessible sport for all ages and skill levels**, emphasising its social, inclusive, and fitness benefits.
 - Partner with community centres, fitness clubs, and municipalities to offer regular recreational dodgeball activities.
-

4. Competitive Sports

- Further establish the **Austrian Dodgeball League** as the premier national competition.
 - Support all current clubs through **training resources, administrative assistance, and coaching development**.
 - Launch targeted **club development programs** to increase the number of registered clubs nationwide.
 - Implement a **talent identification and athlete pathway system** from grassroots to elite competition.
-

5. Media Awareness

- Host **international major events** in Austria to gain media attention and raise the sport's profile.
 - Invest in a **modern media strategy**, including social media campaigns, live streaming, and video highlights.
 - Collaborate with journalists, sports influencers, and broadcasters to expand coverage and engagement.
-

6. Funding & Support

- Develop diverse **funding streams** including sponsorships, government grants, and merchandise sales.
 - Create a **membership and supporter program** to foster community involvement and financial stability.
 - Ensure all projects are backed by **sustainable financial planning** to secure both current and future initiatives.
-

7. Sustainability

- Establish a **year-round activity calendar** to ensure consistent engagement across all levels—school, university, recreational, and competitive.
 - Incorporate **environmentally responsible practices** into all events, such as waste reduction, local sourcing, and eco-friendly materials.
 - Monitor and review activities annually to ensure long-term growth and relevance.
-

8. Gender Balance

- Ensure **equal opportunities for participation, leadership, and coaching** for all genders at every level of the sport.
 - Commit to achieving **balanced representation** in all national teams, refereeing bodies, and committee roles.
 - Introduce **mentorship and development programs** for female players, coaches, and referees to encourage long-term involvement.
 - Monitor gender participation statistics annually and adjust strategies to ensure inclusivity and diversity remain at the core of organisational decisions.
-

9. Governance

- Strengthen the national governance structure by **creating and supporting regional organisations and local clubs**.
 - Establish **clear governance policies and operational guidelines** to ensure transparency, accountability, and democratic decision-making.
 - Provide training for club officials on best practices in sports administration and volunteer management.
 - Build a strong network of regional representatives to improve communication and coordination across Austria.
-

10. Conclusion & Approval

This strategic plan positions Dodgeball Austria as a **driving force in the growth, professionalisation, and sustainable promotion** of the sport nationwide. By focusing on inclusivity, quality, and community engagement, Dodgeball Austria will ensure that dodgeball continues to thrive as a sport for everyone—from grassroots to elite competition.

This plan has been approved by Austrian Dodgeball Association's Council (Vorstand) at the General Assembly (Generalversammlung), held on October 14th, 2024.