

# ADELAIDE ROLLER DERBY STRATEGIC PLAN

2024-2029





# Contents

<b>About us</b>	<b>3</b>
<b>History</b>	<b>7</b>
<b>Governance Framework</b>	<b>9</b>
<b>Organisational Structure</b>	<b>10</b>
<b>Purpose</b>	<b>11</b>
<b>Review &amp; Implementation</b>	<b>11</b>
<b>Our Values</b>	<b>13</b>
<b>Our Vison</b>	<b>14</b>
<b>Strategy</b>	<b>15</b>
<b>Contact details</b>	<b>23</b>

# Kaurna Acknowledgement

We acknowledge and pay respect to the Traditional Owners of the land on which we stand, the Kaurna People of the Adelaide Plains. It is upon their ancestral lands that the Adelaide Roller Derby (ARDR) members train, socialise and compete in their chosen sport.

We pay respect to Elders past, present and emerging. We respect their spiritual beliefs and connections to land which are of continuing importance to the living Kaurna people of today. We further acknowledge the contributions and important role that Aboriginal and Torres Strait Islander people continue to hold within our shared community.

Sovereignty has never been ceded.  
It always was and always will be, Aboriginal land.

# About Us

Adelaide Roller Derby (ARRD) is Adelaide's oldest and largest roller derby league with approximately 100 members. The league is Incorporated and is a not-for-profit organisation that is owned and operated by its members.

The league has four competitive home season teams:

**Mile Die Club**

**Road Train Rollers**

**The Good Ship Salty**

**Wild Hearses**

Competitive game play would not be possible without ARRD's team of officiating skaters and non-skating members, known as Team Zebra.

As a nationally competitive league, ARRD has representative teams comprised of members from the above teams that form the Adelaide Representative Squad (ARS). ARS teams are entrusted to represent our collective skills and values when engaging with and competing against the wider roller derby community.

The league is a member of both the Women's Flat Track Roller Derby Association (WFTDA) and Skate Victoria and adheres to rules and policies of both WFTDA and Skate Victoria. Most notably, ARRD organises and hosts the biennial trans-Tasman tournament, The Great Southern Slam (TGSS), which, coincidentally is the largest roller derby tournament in the world.

Adelaide Roller Derby is an incredibly proud and independent organisation who have built the league from the ground up, and are very grateful for the large community, family and friends that support from the side-lines.



**Adelaide Roller Derby's supportive, united and energetic community is a huge part of the league's identity and for many an important part of why they love roller derby.**



# ADRD Members Say

ADRD member survey responses, 2023

"People really appreciate the effort that goes into running training, managing games and events - helping in these areas is so rewarding"

"I love our sport and community"

"I love our sense of community and ability to evolve and grow"

"ADRD is a place of inclusivity and honesty, building a community of diverse people from all across Adelaide"

"A one-of-a-kind community, like minded people, fun physical activity"

"At ADRD there is the right balance [and] opportunity for skill development, competition and social fun"



"Our diverse history, membership base and collective skills and experience makes us unique"

"There is a great community within ADRD, it is my safe space and able to lift me up in tough times"

# ADRD History



**STARRING:**  
 The Mile Die Club  
 The Salty Dolls  
 Ref: Janna Zebra  
 The Road Train Rollers  
 & The Wild Heares

**ABOUT DATES:**  
 Sun 18 April: Salty Dolls vs Wild Heares  
 Sun 2 May: Mile Die Club vs Salty Dolls  
 Sat 8 May: Road Train Rollers vs Wild Heares  
 Sat 29 May: Mile Die Club vs Road Train Rollers  
 Sat 19 July: Wild Heares vs Mile Die Club  
 Sun 25 July: Salty Dolls vs Road Train Rollers  
 1st ever **GRAND FINAL** Double Header:  
 Sun 26 September  
 Saturday Night Skate: 8pm Open Skate  
 Sunday Day Skate: 10am Open Skate

**ADelaide Roller Derby**  
 WHEEL ON WHEELS IN THE CITY OF CHERRIES  
 ADelaide's ORIGINAL DERBY SKI

For more details visit [www.adelaiderollerderby.com.au](http://www.adelaiderollerderby.com.au)

# History

Adelaide Roller Derby (ARD) was established by Sarah Strong-Law (Barrelhouse Bessy) in 2007, and the inaugural season was launched in July 2008. Between the league's formation and the start of their first season, the league hosted the first interstate roller derby competition in Australia, Skate of Origin, against Victorian Roller Derby League. Their first ARD season featured two teams, the Mile Die Club and the (then named) Salty Dolls, with the Salty Dolls winning the three-match series.

The second year of competition in the league saw the introduction of a new team, the Road Train Rollers, but it was the Mile Die Club who took out the series, winning undefeated. The following year saw the introduction of a fourth team to the league – the Wild Hearses. This brought the registrations for the league up to 120 per year, and 2010 saw over 100 people trying out for the league. The season started with an appearance leading the Adelaide Fringe parade and ended in a double-header with a win to the Road Train Rollers. The same year saw ARD hosting the first Great Southern Slam – the largest roller derby tournament to be held outside of the United States at the time, with 500 competitors from Australia and New Zealand.

The league was accepted into the Women's Flat Track Derby Association Apprentice program on 24 January 2014. In March 2015, ARD were made a full member of the Women's Flat Track Derby Association – a significant achievement that secured the league's future and help make the league the success it is today.



# Governance Framework

## CONSTITUTIONAL FRAMEWORK

The ADRD Constitution was developed in 2007 and renewed in 2008 and 2012. The next renewal date is expected 2024-25.

ADRD aims to do what is incidental and conducive to the advancement of the following objectives:

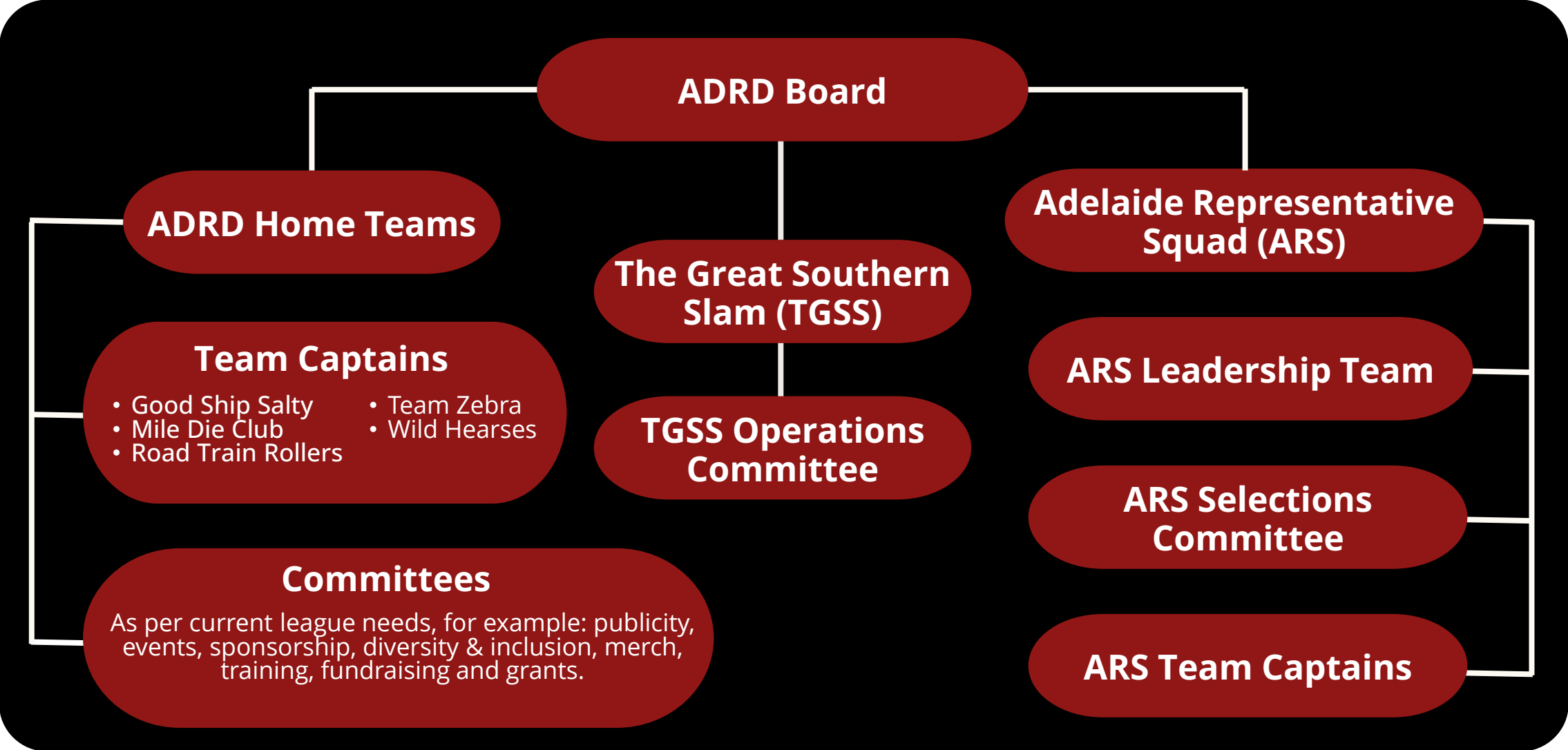
1. Maintain a community of people committed to the success and development of roller derby;
2. Conduct roller derby competitions fairly and proficiently;
3. Promote the importance of safety standards, athleticism and teamwork in roller derby;
4. Promote acceptance of roller derby as a legitimate sport;
5. Pursue appropriate sponsorship and marketing opportunities.

## THE BOARD

The Board includes between six and eight (6-8) general members, half of whom shall retire at the end of each Annual General Meeting (although retiring members are eligible for re-election if duly nominated).

A minimum of three (3) and a maximum of four (4) members shall be elected to the Board at the Annual General Meeting for a two (2) year term.

# Organisational Structure



# Purpose

The purpose of the Adelaide Roller Derby Strategic Plan for 2024 – 2029 (“the Plan”) sets the vision and direction for the league.

The Plan provides a focused framework to guide Board decision making and sets the vision and values for the league and its members.

# Review & Implementation

## REVIEW PERIOD

The Plan will be reviewed annually by the Board with feedback considered from ADRD members. The endorsed Plan (including any amendments) will be published for members on the ADRD website.

## IMPLEMENTATION FRAMEWORK

The Plan objectives will be developed and implemented through approved operational action plans.

The Plan includes the following five key strategies that align with the key outputs of the league:

1. Governance, Administration & Volunteering (GAV)
2. Membership & Promotion (MP)
3. Sporting Facilities & Financial Sustainability (SFFS)
4. Culture & Inclusion (CI)
5. Training, Coaching & Development (TCD)





# Our Values

1

## Community

We provide a fun, social, and supportive environment for our members, friends, family, and sponsors.

2

## Inclusivity

We strongly value what brings us together and makes us unique. We welcome all and provide a space to be individual without judgement from others.

3

## Commitment

We are committed to the sport of roller derby and actively contribute to the league and our chosen sport.

4

## Respect

We treat all those we encounter fairly, including players, officials, and spectators. We value everyone's ideas and input and make decisions based on what is best for the league as a whole.

These values represent what we are, and what we will continue to become into the future. They are ingrained in the league and will guide our actions and behaviours going forward.

These values were developed by ADRD members at two strategic planning workshops held in August 2023.

# Our Vision

We have a vision to provide an empowering, fun and inclusive competition for the Adelaide community. We are diverse and celebrate this with passion through our sport of roller derby.

By demonstrating our values of Community, Inclusivity, Commitment and Respect, we strive to provide a safe and welcoming space where everyone can be themselves and express their individuality through roller derby.

Safety, athleticism and teamwork are our priorities. We will work together to increase the profile of roller derby and grow the competition that we love.



# Strategy



## 7.1 — Governance, Administration & Volunteering

**Strategic mission:** Develop and review existing ADRD policies, procedures, and structure to ensure the league continues to be relevant and professional. Engage the membership base to volunteer their time to actively participate in the operations of the league, while ensuring an even spread of workload to maintain a derby/life balance.

7.1.1	Review the ADRD governance and management structure to ensure it meets the current and future operational needs of the league.
7.1.2	Develop a suite of cohesive and accessible policies for the league that can be viewed by members on the ADRD website.
7.1.3	Implement succession planning for each committee and other key operational roles to ensure the sustainability of ADRD into the future. Create continuity between outgoing and incoming committee members by establishing a knowledge base of committee operations, duties and expectations.
7.1.4	Encourage members to be involved in the responsibilities of the league and take on leadership roles during their membership.
7.1.5	Identify specific volunteer roles and develop job descriptions. Review any tasks that may be more suited to paid employees.
7.1.6	Provide training and development for key volunteer roles and monitor capacity to ensure volunteers continue to be engaged in the sport and ADRD, and to avoid volunteer fatigue.





# Strategy



## 7.2 — Membership & Promotion

**Strategic mission:** Continue to grow the ADRD membership base and promote the sport of roller derby to increase the profile and growth opportunities with South Australia and metropolitan Adelaide.

7.2.1	Develop a marketing & promotions strategy to promote the league to potential members and spectators.
7.2.2	Aim for membership growth of 5% each year through proactive recruitment. Provide come & try activities or events to attract new members and encourage people to try roller derby.
7.2.3	Develop strategic partnerships with like-minded organisations and media to assist in the promotion of the sport.
7.2.4	Ensure membership fees are affordable for the community. Consider offering subsidised membership where appropriate to maximise participation for all, including those that may require support financially.
7.2.5	Develop implementation plans with actions that specifically target membership growth and the promotion of roller derby.
7.2.6	Consider inclusive league pathways to broaden the reach of roller derby. This may require modified rules and competitions (including “just for fun” activities and events) for the general public.

# Strategy

## 7.2 — Membership & Promotion (CONT.)

7.2.7	Develop the transition program for new members. Build relationships with the junior/youth leagues by offering training, development opportunities and an intake stream. Ensure all new members are supported and well-inducted. Provide development opportunities for new members who may require more training and time to learn/adjust to the game in order to safely participate at a level suitable for their ability.
7.2.8	Invest in loan equipment for new players/members, so that they can experience roller derby without the financial barrier to participation.
7.2.9	Review the ADRD logo and develop a new logo that reflects the members values.



## 7.3 — Sporting facilities & Financial sustainability

**Strategic mission:** Plan our operations in a financially sustainable manner, to ensure that the decisions we make today will positively impact our organisation and league into the future. Provide valuable sponsorship opportunities and attract grant funding where possible.

7.3.1	Implement clear budgeting and financial reporting to effectively communicate the ADRD league financial position to the Board and league members.
7.3.2	Offer valuable sponsorship packages to local and SA businesses that include both financial and in-kind opportunities. Review sponsorship packages annually to ensure packages are continuing to meet the needs of both the league and sponsors.
7.3.3	Undertake a cost/benefit analysis to determine the feasibility of potential long term venue options for both training and competition. Review a range of options including longer term lease/license of a facility. Consider similar organisations that could share a facility / partner with ADRD.
7.3.4	Investigate annual grant funding opportunities available through government and other organisations (e.g. for sporting programs and equipment).
7.3.5	Investigate other potential revenue opportunities for the league, such as additional events and new lines of merchandise.
7.3.6	Consider investing surplus funds, in the following order of priority, based on the results from the 2023 ADRD member strategic planning survey: (1) further development of the league, (2) new facilities, (3) training and development, (4) events and social activities, and (5) subsidised fees.



## 7.4 — Culture, Community & Inclusion

**Strategic mission:** Continue to grow the ADRD membership base and promote the sport of roller derby to increase the profile and growth opportunities with South Australia and metropolitan Adelaide.

7.4.1	Implement policies and programs with a strong focus on inclusion, diversity and respectful communication. Increase understanding and respect between skaters and officials.
7.4.2	Promote, encourage, and enforce good sports conduct.
7.4.3	Foster a strong relationship within the league through training, development and a variety of inclusive social opportunities.
7.4.4	Provide a culturally safe and welcoming environment for all members.
7.4.5	Consider developing a sub-committee of members dedicated to developing ideas to support a positive league culture and cohesion.
7.4.6	Seek opportunities to contribute to the community outside of roller derby, which will also help to raise the profile of the sport.
7.4.7	Foster community relationships and collaboration with aligned businesses, organisations, and broader community.

## 7.5 — Training, Coaching & Development

**Strategic mission:** Support our members and volunteers to ensure they have the training required to succeed, that they receive the required coaching and development opportunities to grow and be the best they can be, both in their sport and in their personal lives.

7.5.1	Create and maintain a buddy system to help guide new league members through their first season of roller derby.
7.5.2	Facilitate opportunities for experienced long-term skaters to support others to inspire and transfer their knowledge and skills.
7.5.3	Ensure all members and spectators are familiar with the league's Code of Conduct to provide a safe and positive environment for those that participate.
7.5.4	Provide training opportunities for all members, including skaters, officials, and members in leadership positions. Examples could include first aid, conflict resolution and skill development.
7.5.5	Create resources that educate spectators and new members about the rules and game play of roller derby.
7.5.6	Publicly celebrate member and volunteer achievements and milestones.

# Contact Information

Adelaide Roller Derby (ARRD)

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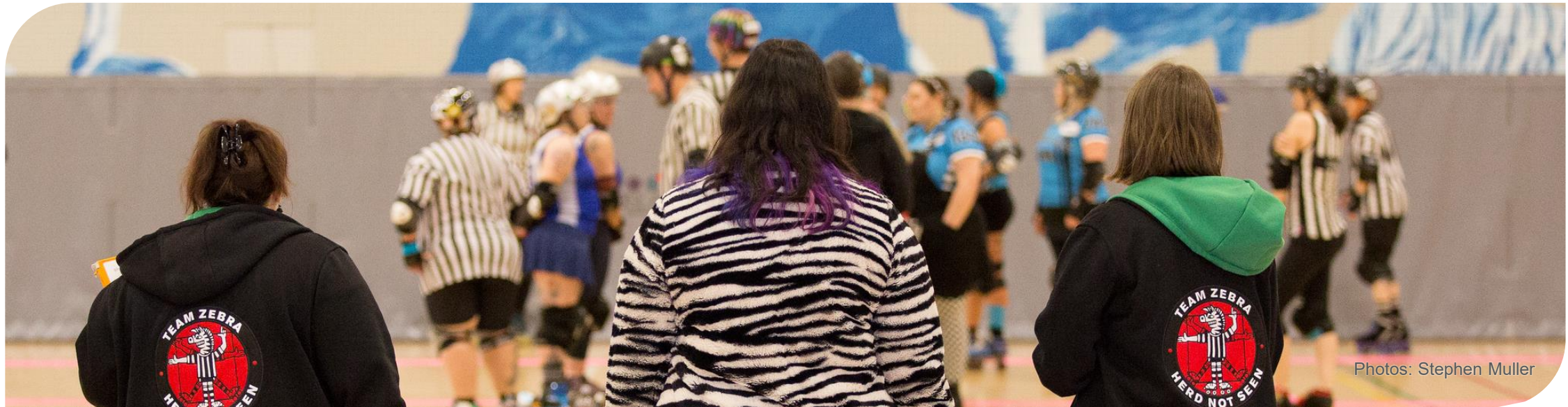
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 [instagram.com/adelaiderollerderby](https://instagram.com/adelaiderollerderby)

**Postal Address:** On request, email us!

For more information about ARRD, scan here:



Photos: Stephen Muller