

# Who we are

ADCA is the national non-government peak body representing the interests of the alcohol and other drugs sector. It works collaboratively with the government, non-government, business and community sectors to promote evidence-informed, socially just ways of preventing and reducing the health, economic and social harm caused by alcohol and other drugs.

# Our aim

An Australian community where health and wellbeing is promoted, alcohol and other drug-related harm is substantially reduced, and shame and stigma associated with alcohol and other drugs is minimised.

# Our purpose

To prevent and reduce harm resulting from the use of alcohol and other drugs so that all may enjoy good health and wellbeing.

## Related Documents

- Annual report
- Business Plan
- Communications Strategy

## Acronyms

ADCA	Alcohol and other Drugs Council of Australia
AOD	Alcohol and Other Drugs
DAW	Drug Action Week
NDSIS	National Drugs Sector Information Service
NIIS	National Inhalants Information Service
RADAR	Register of Australian Drug and Alcohol Research

## Acknowledgement

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# Strategic Plan

## 2013–2015



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# Our strategy

ADCA has developed four strategies designed to achieve our purpose which are underpinned by 10 key principles.

Principles	Strategy	Actions	
Representation	<b>1. Advocacy</b> To represent and lead the AOD sector at a national level by promoting effective policies, strategies and approaches that address AOD related harm	<ul style="list-style-type: none"> <li>Use evidence-informed work to guide advocacy and policy development</li> <li>Engage with the sector and promote shared values and principles</li> <li>Collaborate with AOD state and territory peaks</li> <li>Monitor and identify key issues and priorities of the ADCA membership and AOD sector</li> </ul>	<ul style="list-style-type: none"> <li>Advise government and strategic partners</li> <li>Recommend and implement effective advocacy</li> <li>Respond to and engage the public through media and community activities</li> <li>Raise awareness and encourage public discussion of AOD issues through events such as DAW</li> </ul>
Integrity			
Leadership			
Respect	<b>2. Collaboration</b> To collaborate and develop partnerships within the AOD sector and with organisations in related sectors	<ul style="list-style-type: none"> <li>Promote and support a collaborative, cohesive AOD Sector</li> <li>Build and maintain effective relationships with AOD state and territory peaks and other stakeholders including consumer, carer and family peaks</li> <li>Build and maintain relationships with the broader health sector and other strategic partners</li> </ul>	<ul style="list-style-type: none"> <li>Conduct broad and effective consultation</li> <li>Maintain strong relationships with government and departmental representatives</li> <li>Engage the membership on matters of policy</li> </ul>
Relationships			
Openness	<b>3. Support</b> To provide support to the sector as a source of information and research, and by advocating for sector capacity building and workforce planning	<ul style="list-style-type: none"> <li>Provide credible and relevant information and resources to the sector through advocacy, NDSIS, NIIS, RADAR and Drug Database</li> <li>Promote training and professional development opportunities and encourage sector capacity building initiatives through Drugfields</li> </ul>	<ul style="list-style-type: none"> <li>Encourage information sharing and collaboration</li> <li>Respond to member information needs</li> <li>Recognise excellence in the sector and encourage continued improvement of sector capacity</li> </ul>
Transparency			
Accountability	<b>4. Credibility</b> To be recognised as a sustainable organisation that provides a holistic, balanced and evidence-informed approach to AOD issues	<ul style="list-style-type: none"> <li>Maintain effective governance and strong relationships</li> <li>Source current evidence-informed information through NDSIS and other services</li> <li>Consult broadly</li> <li>Engage with and reflect the views of ADCA members and the wider AOD sector</li> </ul>	<ul style="list-style-type: none"> <li>Have respect for culture, dignity, and human rights</li> <li>Be financially sustainable and legally credible</li> <li>Build on our membership base and respond to member issues and concerns</li> </ul>
Responsiveness			
Evidence Informed			