

SDFSFA STRATEGIC PLAN

1 January 2026 - 1 July 2028

Approved as amended, SDFSFA Committee meeting 26 November 2025

Introduction

SDFSFA's first 5 year strategic plan was implemented in 2020 and concluded with a final report to the AGM in July 2025. In light of the massive impact of the Harmful Algal Bloom (HAB) that began in 2025, the Committee decided to prepare the next strategic plan for a shorter time frame, with a focus on four priorities that would be of greatest benefit to the diving community in response to the HAB.

Priority 1: Keystone Projects

Advance four major projects to support the dive community. These projects will either create new dive sites or reopen sites that currently have exclusion zones restricting access to divers. Success with any one of these projects will encourage divers to continue or increase participation in our sport, which in turn will support dive businesses and surrounding hospitality venues. These projects are not in any order of priority: all are important to the dive community but some may be more feasible and have greater support from government in the short term.

- a. Open the old Holcim quarry for recreational diving
- b. Remove the unstable portions of the old Rapid Bay jetty and reopen the site to divers
- c. Remove the exclusion zone around the old Port Stanvac jetty site
- d. Pursue the offer of a wreck to sink in Metro Adelaide waters

Major tasks:

- Prepare and promote a Business Case in consultation with dive shops to submit to the State, to make the case for State investment and action to create or open one or more of these sites.
- Establish and maintain good relations with key government departments whose support will be essential in developing one or more of these sites.
- Identify, establish and maintain good relations with other key stakeholders.
- Establish working groups and prepare implementation plans once one or more of these sites is agreed to with the State.

Priority 2: Support responses to the HAB

Engage in actions that will directly assist with HAB monitoring and recovery. This work will engage the diving community, providing them with access to information and opportunities to contribute to efforts to respond to the HAB.

Major tasks:

- Secure a seat on, and participate in, the HAB Reference Group.
- Compile a directory of HAB related information sources and actions on our website, and keep our community informed of developments
- Work with members of the HAB Reference Group to establish a process and methodology for divers to record observations of marine life at selected sites within the area affected by HAB.
- Explore impacts and protection measures for maritime cultural heritage that may be affected

Priority 3: Strengthen and expand our communications activities

Strengthen and expand the use of our current communications channels to inform and engage the diving community, those who can support the diving community (local councils, government departments, etc) and the general public.

Major tasks

On channels:

- Overhaul, update and promote the SDFSA website and the SDFSA Newsletter
- Increase use of social media, including our own FB page and SA Dive Sites
- Publish a new brochure highlighting dive sites for new divers and promoting the work of the Federation
- Develop promotional items (Tshirts, rashies) to sell at events as a means to broaden our visibility

On events:

- Expand Splash Inn to 4 events a year.
- Plan for a major international speaker event as part of National Science Week 2027
- Maintain a presence at Science Alive

On relationships:

- Build a relationship with SA Tourism and media outlets
- Maintain connections with relevant government departments and committees including DIT and the HAB Reference Group, as well as local councils.

Priority 4: Sustain the efficient and effective operation of the SDFSA

We will achieve this by ensuring good governance, including regular meetings; fiscal responsibility, including maintaining our current fundraising activities (Bunnings BBQs, wine fundraisers, etc.) and the securing of grants as necessary for special projects; professionalism, including business cards, media and government relations training; and increasing a broad membership base.

Major tasks:

- Pursue grant opportunities, including Community Grants
- Secure media and government relations training for select Committee members

Key Performance Indicators

By 1 July 2028, we aim to have:

- 1 keystone project approved and underway
- Assisted in creating a program for divers to record evidence of HAB recovery
- New SDFSA website and brochure
- Major international speaker event
- Expand our dive community to 5,000, through membership in the SA Dive Sites group and followers of the SDFSA FB page, as well as increasing the numbers of our voting members.