

Strategic Plan 2021-27

Mainstreaming The Duke of Ed

Reviewed 2024

The Duke of Ed is a simple, robustly designed and time-proven Framework used by schools and other organisations to assist students/young people organise and have accredited their non-formal education.

The Duke of Ed is the most recognised international accrediting body for non-formal education.

It is used by 14-24 year olds to showcase their attributes and interests, that will assist them with their further education and employment.

Why We Provide The Duke of Ed Framework?

Opportunity

All young people, regardless of circumstance, showcase their strengths, develop the resilience and empathy they will need to thrive in the larger world.

Impact

Our product features and methods benefit young people through the selection of their 4 activities, setting of goals, requiring perseverance and the logging and reflecting on their efforts as they strive to personal bests. Through the use of the Duke of Ed we strive to improve the social and mental health outcomes for young people across Australia.

Reach

To develop our delivery network to enable the Duke of Ed to be available and encouraged to every student and young person aged 14-24.

Our Long Term Headline Vision:

To be Australia's most recognised and used youth non formal education accreditation framework in order that,

All young people in Australia from every background and life circumstance have the opportunity to be equipped as individuals to succeed in life.

Evidence of relevance: IAF target of 5% = 115,000. Long term target 10% of 13-19 youth population is 230,000 new registered users pa

Strategic Plan 2021-27

Mainstreaming The Duke of Ed

Headline Goals for 2027:

	ACTUAL		TARGETS (BAU IS BUSINESS AS USUAL)		
	AS AT 30 TH JUNE 2020	AS AT 30 TH JUNE 2023	AS AT 30 TH JUNE 2023	BAU 30/6/2023	AS AT 30 TH JUNE 2027
OPPORTUNITY 75,000 NEW USER REGISTRATIONS PA.	25,287	30,203	40,000	43,250	75,000
IMPACT 60% COMPLETION RATE (AVE FOR ALL LEVELS)	45% (11,376)	45% (11,376)	50%	50%	60%
REACH 25% DIVERSITY & INCLUSION (note 1)	14.3% (3620)	TBC	15%	22%	25%

Note 1. Registered Users that self identify as 'disadvantaged and 'marginalised' young people, with a specific focus of 5 categories. Socio-economic; ii. Remote (includes isolated & regional); iii. Health/medical (mental, intellectual, physical); iv. Indigenous; iv. Disengaged (incl juvenile justice); cultural minorities.

Our 8 Strategies 2021-27

Lead Strategies - Key Drivers (means)	Target Outcome (additional Registered Users)
1. State Govt & Education Department Endorsement	Policy recognition in a minimum 3 States, incorporating Duke of Ed in Student Wallet/Learner Portfolios decisions, resulting in 25,000 new registered users pa
2. Federal Govt Emergency Responder Cadets	Secure engagement of a minimum 5 volunteer based emergency agencies promoting and supporting Duke of Ed users. Secure approval and funding for a pilot Emergency Responder Cadets in 1-2 States. Est. 2,000 min pa]
3. Wholesale Customers / Major Partners	10 Partners pa established with ave 500-1000 pa each
4. Increase Continuations	Grow completions to enable level continuation to increase from 22% to 60% national average. (Est. 10,000 additional Registered users)
Supporting Strategies – Enabling Drivers	
5. Volunteer Management	100% increase in trained ALs (4,000 trained and active Duke of Ed Leaders - Ave min.2 per AC). Also refer to Strategy 1 and Strategy 6
6. Digital/ORB Tools & Platforms	Tools, data/reports that lead to efficiency, time saving and greater staff & volunteer support. Leads to improved AL-Participant ratios and greater completion rates.
7. Standardised Operations by AOA's	Remove duplication in systems, operations and back office functions undertaken by AOA's (Divisions). Grow by 50% number of staff working in front line development (from 14FTE to 21FTE)
8. Market & Brand Enablers	Regular positive market reference, presence and visibility. Clear market position and understanding on what outcomes we deliver. Joint national 3 year Marketing Plan based on customer and brand research. Building on Impact Research

Strategic Plan 2021-27

Mainstreaming The Duke of Ed

Our Key Projects 2021-27, as revised in Feb 2024

Focus/Priority	Lightly Resource
----------------	------------------

Lead Strategies - Key Drivers (means)	Key Projects
1. State Govt & Education Department Endorsement	1. Secure multiple Department of Ed and/or Ministerial Council recognition of the Duke of Ed as an effective option for formally recognising non-formal education and learning.
	2. Secure recognition and endorsement by non-government schools as a micro-credential (supported by Digital Badging)
	3. The Duke of Ed is recognised as part of secondary teachers' professional development accreditation
2. Federal Govt Emergency Responder Cadets	4. Secure Federal Government approval and funding
	5. Pilot in min. 2 states over 2-3 years, including developing necessary software
3. Wholesale Customers / Major Partners	6. Develop and implement a national strategy for identifying and engaging national and state based major delivery and wholesale partners
	7. Secure ongoing funding to meet the cost of disadvantaged Participants, especially high need youth
	8. Target and engage each major national and state-based sporting organisation/body to strengthen social contracts
	9. Accelerate Duke of Ed Employer program and accreditation as a pre-employment program in relevant industries
4. Increase Continuations	10. NAO and Divisions to implement top 3-5 actions/initiatives identified by the 2019 research
Supporting Strategies - Enabling Drivers	
5. Volunteer management and Leadership	11. Develop a delivery model to serve regional areas, including paid Duke of Ed Coordinators eg managing a hub of ACs
	12. Develop national curriculum and standards for delivery for all Duke of Ed Leader Training
	13. Introduce AL Networks: physical and online
	14. Review current operations and structure to identify how to optimise the effective implementation of the strategic plan
6. Digital/ORB Tools & Platforms	15. Online tools, checklists and prompts for Duke of Ed Leaders/Volunteers (templates and common standards)
7. Standardised Operations by AOA's	16. Develop model to support the scaling of operations that will sustain and fund the national growth and delivery of the Duke of Ed Framework.
8. Market & Brand Enablers	17. Develop and implement a National Communications and Marketing strategy to support the NAO and AOA's in increasing brand awareness and engagement
	18. Develop and implement regular marketing campaigns and tools to support the engagement and recognition of Registered Users, Alumni, volunteers, Parents and donors
	19. Increase the Duke of Ed's visibility amongst ACs and key peak bodies and relevant major media outlets.

Strategic Plan 2021-27

Mainstreaming The Duke of Ed

	Action Items & Delivery Of New Registered Users	Key Steps	No.
		Current Reg Users pa	30,000
i.	Whole of Year adoption in schools for Year 9 (Bronze)	300 @ 70 net	21,000
ii.	Major delivery partners (large multi-centre licences)	15 @ 500 (ave)	7,500
iii.	Growth in continuity between levels	Increase from 22% to 60% across Silver & Gold	15,000
iv.	Emergency Agencies engagement	5 @ 500 (potential min. 15)	2,500
		TOTAL	76,000