

UGANDA *DanceSport* FEDERATION

STRATEGIC PLAN 2020 -2024



#WEARE DANCESPORT UGANDA

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Introduction



*Uganda DanceSport
Federation*

The Uganda DanceSport Federation (UDSF) was established in 2018 with the aims of developing dance as a Sport in Uganda and be recorginised members of world DanceSport Federation WDSF and Olympics movement.

The admission as a National council of Sports member gives UDSF the mandate to be the body that is officially recognized to be in charge of DanceSport and all forms of dancing activities in Uganda.

UDSF already had a 2018 – 2022 strategic plan but a revision was required in order to;

1. Align UDSF's strategic plan to the period of the 2024 World Olympics game in Paris France.
2. To support WDSF's vision and mission.
3. To communicate an improved and practical strategic plan to all the DanceSport stakeholders.
4. To practice the policies of strategic management at UDSF.

The 2020 – 2024 UDSF strategic plan has been developed to act as a guide that will enable all DanceSport stakeholders to work together and follow the same road map to achieve our vision.

UDSF is grateful to; the WDSF President Shawn Tay his visionary leadership of DanceSport in all continents.

The Uganda Olympic Committee (UOC) President Mr. Blick William and the entire team at UOC for organizing the sports administration and management course that built the capacity to do this strategic plan.

The National Council of Sports (NCS) Chairman Board of Directors Dr. Donald Rukare for being an exemplary role model of a sports administrator in Uganda.

The Minister for Education and Sports Janet Museveni and State Minister for Sports Hon. Obua Hamson for continuing to push for Sports to become a matter of national importance in Uganda.

His Excellency the President of the Republic of Uganda, Yoweri Kaguta Museveni for his leadership that provides a stable and peaceful environment that enables sports to continue developing.

An exciting future lies ahead for DanceSport in Uganda.



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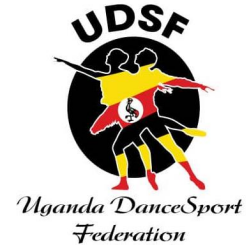
Word from the President

The UDSF's Strategic Plan for 2020 – 2024 the 'SKILL FOR LIFE' sets out the Federation's plans and priorities for the next five years. Our ambition is to ensure we maintain a clear focus on continuous improvement to the benefit of all key strands of the Sport.

To achieve the goals set out in the plan will require a continuously evolving organization, the commitment of thousands of Ugandans, the cooperation and support of our partners – sponsors, local authorities, national government, Olympics movement, and the general sporting public along with team, national competitions, Choreographers, adjudicators and coaches

While the past two years have seen the Federation make solid progress, the next five years will present new challenges but I am confident that with the support and goodwill of all Stakeholders in the DanceSport, the future can be a very bright one.

Hajjat Sharifah Sanyu
UDSF – PRESIDENT



Word from the Secretariat

The UDSF Strategic plan focuses on building Uganda's DanceSport foundations, creating athletes' career path ways and professionalizing Dance as Sport. Made to Uganda's needs, the strategy has **Seven** priorities each with its own objectives to be achieved through various actions.

This strategic plan serves as a road map to guide UDSF stakeholders on vital focus areas between **2020-2024** in terms of DanceSport development.

By collaborating with our member associations and DanceSport stake holders. Through working together we will ensure that each objective set in this strategy is covered in the best possible way.

We therefore, ask all our DanceSport stake holders and partners to help us by acknowledging our strategy and putting it in action to elevate DanceSport in Uganda.



At domestic and grassroots level UDSF will deliver DanceSport programs across the educational sector in Primary Schools, Post Primary Schools, Colleges and Universities.

A nationwide Youth and Senior dance crew programs will also be established at all WDSF and UDSF Recognized dance styles to enhance the development and competitive opportunities for males and females that want to concentrate on DanceSport.

Coach and adjudicators education structures will also be enhanced to provide those coaching and officiating the competitions to receive the best education possible to further develop their knowledge and grow the sport across Uganda.



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DanceSport increases participation opportunities at all levels of DanceSport Athletes to encourage lifelong involvement in Sport and physical activity.

DanceSport can be a viable alternative to Health Fitness and entertainment for those that can no longer dance competitively or for those that wish to dance recreationally.

UDSF is confident that DanceSport will be welcomed and celebrated across Uganda .We are certain that this strategy will truly be “Sports Giant” for continent

Ssebuyungo Barnabas

UDSF GENERAL SECRETARY

Objects

The UDSF is a non-partisan, non-profit-making body. The objects of the UDSF are:



*Uganda DanceSport
Federation*

- a) to organize, govern, represent, produce and promote DanceSport;
- b) to unite in recognized UDSF member clubs, groups, associations, affiliations, and to maintain jurisdiction over all DanceSport athletes, trainers, coaches, adjudicators, scrutineers, administrators, DanceSport competitions organizers or other technical officials and allied sports people, including all amateur and professional competitors;
- c) to enact, administer, and enforce standardized rules to which all DanceSport competitions organized by it or its members are subject based on sporting principles, and in the best interests of DanceSport;
- d) to obtain the admission of DanceSport to National Council of Sports and Uganda Olympic Committee for the Medal Programme at the World Olympic Games; to support and promote Olympism in DanceSport in Uganda and the world; and to support the objectives of the Uganda Olympic Committee; and
- e) to advise and assist its members with their work in their groups, regions and associations.

Vision

- To be the sport of choice through positive experience of on and off the Stage.

Mission

- To use professionalism in developing a well rounded pathway for Dancers at all levels.

Values

Integrity

- We strive to do the right thing even when no one else is watching over us.

Inclusiveness

- We are all inclusive irrespective of gender, age, religion, tribe, race, political affiliation, nationality, differently abled, and any other form of grouping.

Respect

- We respect the Sport of Dance and all stakeholders both on and off the Stage.

Pro active

- We are proactive, passionate & innovative in everything that we do in order to solve the challenges that face DanceSport in Uganda.

Accountability

We owe all our stakeholders the accountability that they deserve.

Transparent

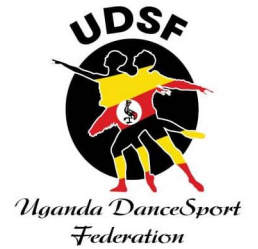
- We are transparent in the way that we work to grow, nurture, and to safeguard DanceSport at all levels in Uganda.



Priorities



Governance



Strategic Objectives	Compliant with NCS, UOC, WDSF requirements aa.	Stakeholders' participation and engagement.	Develop a Human Resource strategic plan.
Responsibility	UDSF President	UDSF Secretariat	UDSF Excom
Measure	Certificate of Incorporation from Ministry	Surveys with positive ratings each quarter.	UDSF Human Resource strategic plan.
Strategic Action	Fulfilling all registration requirements with NCS,UOC,WDSF	Formalize all stakeholders meetings within the UDSF statutes	Hire HR consultant to develop an HR strategic plan
Time Line	By 31 st December 2020	By 31 st December 2020	By 31 st December 2021

Financial Sustainability



Strategic Objectives	UDSF Evaluating a financial policy.	Financial literacy training for all UDSF Executive & Management staff.	Make finance a stand out criteria in Membership Licensing for Stake Holders.	Implement the guiding principles of good financial management.
Responsibility	UDSF Treasurer	General Secretary & Treasurer	Treasure and Vice President Administration	UDSF Audit and Risk Committee
Measure	UDSF Financial policies, procedures and regulations handbook.	Financial literacy courses for all UDSF human resources.	Finance Criteria of Dance groups to be updated and have a five-year plan.	Implement the four moments in the financial Management cycle.
Strategic Action	Hiring a financial expert to evaluate a Financial policy for UDSF	Organize training courses	Members to submit audited financial reports	Implementation of Financial policy
Time Line	By 30 th June 2022	By 30 th June 2021	By 30 th June 2023	By 30 th June 2024



MARKETING AND COMMUNICATION

Strategic Objectives	To have a UDSF communications strategy.	To grow and protect the UDSF brand.	Acquire sponsors and partners.
Responsibility	UDSF SECRETARIAT	UDSF Excom	UDSF Director Marketing
Measure	UDSF Communications policy, procedure and regulations.	Have a certificate of Trademark on all UDSF intellectual properties.	Have 5 major sponsors and 5 major partners.
Strategic Action	Hire a consultant to develop a communications strategy	Develop, protect and market various UDSF products	Hire agencies to secure sponsorships
Time Line	By 31 st December 2022	By 31 st December 2023	By 31 st December 2024

GENDER EQUALITY



Strategic Objectives	To Maintain Gender balance on all UDSF Committees	To have Girls and Women leaders in UDSF.	To promote Gender equality in licenced Adjudicators	To have Women trained as coaches and administrators.
Responsibility	UDSF Excom	UDSF VICE SPORT &Development	UDSF Vice Sport Development	UDSF Vice Administration
Measure	Two Women out of Seven UDSF Excom members.	Women chairs At least 2 UDSF Commissions	10 competent female DanceSport Adjudicators.	30 competent female coaches and administrators.
Strategic Action	Appoint competent women to serve on UDSF Excom	Encouraging women organizing UDSF competitions	Train women in DanceSport Adjudicating	Train women as DanceSport coaches and administrators
Time Line	By 30 th June 2021	By 30 th June 2024	By 30 th June 2022	By 30 th June 2024

UDSF Competitions



Strategic Objectives	Have a five year DanceSport Athletes licensing strategic plan.	Professionalize the DanceSport styles open Championships	Organize grassroots UDSF Competition.	Technical and administration development.
Responsibility	Vice Sport Development	UDSF Professional Development Commission	Vice Sport Development	General Secretary and Vice Administration
Measure	Five-year teams Membership guide shared with all DanceSport stakeholders.	Have professional top tier Competition in all UDSF age categories on calendar.	DanceSport Grassroots competitions for schools , and inter universities	300 trained DanceSport coaches, specialist coaches, Adjudicators, administrators, and instructors.
Strategic Action	Develop a UDSF licensing manual	Creating UDSF competition regional commissions	Engage WDSF and institutions sports associations	Organize capacity building trainings
Time Line	By 30th June 2023	By 30th June 2024	By 30 th June 2024	By 30 th June 2024

National Teams



Strategic Objectives	Set up a national Ranking System.	Set up a national ranking recognised competitions	Set up under age DanceSport national team Structures in both men's and women's categories.	Solid national teams competing at the highest stage in Africa.
Responsibility	UDSF Secretariat	UDSF Vice Sport and Development	UDSF Director National Teams	UDSF Excom & professional Development
Measure	UDSF regional and national open championship.	Team, formation, freestyle and Formation	U-23, U-20, U-17, U15 men's & hybrid academies DanceSport	Youth Olympics, Africa championships Paris France 2024 olympics
Strategic Action	Have a list of players, coaches, technical personnel	Have a list of players, coaches, technical personnel	Create DanceSport under age international competitions	Competing in WDSF Competition qualifiers
Time Line	By 31 st December 2021	By 31 st December 2022	By 31 st December 2023	By 31 st December 2024

Facilities



Strategic Objectives	Have a modern administrative facility.	UDSF to be fully equipped.	DanceSport facilities across the eight UDSF DanceSport regions.
Responsibility	UDSF PRESIDENT	UDSF EXCOM	UDSF GENERAL SECRETARY
Measure	UDSF Head quarters equipped with modern office equipment.	UDSF training equipment resource Center.	DanceSport being played on at least one Standard facilities in UDSF regions
Strategic Action	To own our office building as UDSF Property	To buy and own training equipment	Engage WDSF, NCS, UOC & Private Investors
Time Line	By 31 st December 2023	By 31 st July 2024	By 30 th June 2024

“A SKILL FOR LIFE”.