

MALAYSIAN ASSOCIATION OF DODGEBALL (MAD)

3-Year Strategic Development & Program Plan (2026–2028)

Goal: Establish Malaysia as the Dodgeball Hub of Asia by 2028 through athlete, club, tournament, and institutional development.

Overall Objectives

- **Grassroots Expansion:** Build a strong base of players from U12 to senior categories nationwide.
- **Club & State Development:** Strengthen club governance and participation in all states.
- **High-Performance Pathway:** Develop elite athletes and coaches through structured training.
- **Regional & International Engagement:** Host major Asian-level events annually.
- **Branding & Commercial Growth:** Position MAD as the leading dodgeball governing body in Asia through sponsorships and media visibility.

Year 1: Foundation & Structure (2026)

Theme: Building the Base & Strengthening the Structure

Timeline	Program	Category	Objective	Key Deliverables
Jan–Feb	MAD Club Registration Drive 2026	Club & Athletics Development	Ensure all clubs are registered and compliant with governance standards	100 registered clubs nationwide
Mar	Under-12 & Under-15 Development Clinics (National Tour)	Grassroots Development	Introduce dodgeball at primary & secondary schools	3,000 participants from 6 states
Apr	Coach Education Level 1 Course	Technical Development	Train beginner coaches	40 certified coaches
May - June	State Dodgeball Leagues	Competition	Establish structured state-level tournaments	3 states launched

Jul	National Dodgeball Club Championship	Tournament	Integrate clubs for competitive experience	60 teams
Aug	Women in Dodgeball Initiative	Gender Inclusion	Increase women's participation in the sport	30% increase in registered female players
Sep	Referee Certification Level 1 Course	Technical Development	Standardize referee nationwide	40 certified referees
Oct	MAD Inter-School Championship (U12, U15)	Grassroots	Build school-level competition structure	100 participating schools
Nov	Malaysia Open Dodgeball Championship	International Event	Attract teams from ASEAN	10 foreign teams
Dec	Strategic Summit	Administration	Review performance, set 2027 goals	2027 plan ratified

Targets by End of 2026:

- 100 clubs registered
- 5,000 total participants
- 100 certified coaches/referees
- 5 active state leagues

Year 2: Expansion & Performance (2027)

Theme: Scaling the Network & Raising the Standard

Key programs include High-Performance Athlete Program, National Development Leagues, Coach & Referee Level 2 Courses, Intervarsity Championship, and Asian Invitational 2027.

Targets by End of 2027: 7 state leagues, 10,000 participants, 150 accredited clubs, Malaysia top 3 in Asia.

YEAR 2: EXPANSION & PERFORMANCE (2027)

Theme: Scaling the Network & Raising the Standard

Timeline	Program	Category	Objective	Key Deliverables
Jan	High-Performance Athlete Program (National Squad)	Elite Development	Centralized training for top 100 athletes	1-year HP program initiated
Feb	Under-18 & Under-21 National Development League	Youth Competition	Bridge school-to-senior pathway	16 teams (8 male, 8 female)
Apr	National Coach Certification Level 2	Human Resource	Upgrade coaching quality	20 advanced coaches
May	Dodgeball Talent ID Program (East Malaysia)	Grassroots	Identify rural & East Malaysian talents	300 new players scouted
Jun	Malaysia Intervarsity Dodgeball Championship	University Development	Engage higher education sector	20 universities
Jul	Malaysia State League Expansion	Tournament	Add 4 new state leagues (total 7)	7 active state leagues
Aug	Asian Dodgeball Invitational 2027 (Malaysia Host)	International Event	Strengthen Malaysia's reputation	15 Asian countries invited
Sep	Referee Level 2	Officiating	Improve professional officiating standards	top-tier tournaments
Oct	MAD Club Accreditation Program	Club Development	Implement bronze/silver/gold standards	20 accredited clubs
Nov–Dec	National Dodgeball Festival (All Ages)	Community Engagement	Celebrate the sport through inclusivity	2,000 participants nationally

Targets by End of 2027:

- 7 state leagues running
- 10,000 total participants nationwide
- 150 accredited clubs

- Malaysia recognized by DBFA (Dodgeball Federation of Asia) as top 2 active nations
- National athletes ranked top 3 in Asia

YEAR 3: REGIONAL HUB REALIZATION (2028)

Theme: Becoming Asia's Dodgeball Hub

Timeline	Program	Category	Objective	Key Deliverables
Jan	Asia Dodgeball Headquarters Launch (Malaysia)	Infrastructure	Establish permanent office/training facility	Asia Dodgeball HQ inaugurated
Feb	Asia Dodgeball Coaching & Referee Conference	Education	Malaysia hosts regional education forum	200 participants from 12 countries
Mar	ASEAN Dodgeball Junior Cup (U12–U18)	Youth	Promote regional youth exchange	8 ASEAN countries
Apr	Club Super League Malaysia (Pro Tier Launch)	Tournament	Professionalize dodgeball in Malaysia	12 pro clubs
Jun	Asian Women's Dodgeball Championship (Malaysia)	Gender Development	Lead in women's dodgeball growth	10 international women's teams
Jul	Dodgeball in Schools (Ministry Collaboration Program)	Grassroots	Official inclusion into co-curricular sports	200 schools nationwide
Aug	Corporate Dodgeball League	Marketing & Sponsorship	Engage private sector through CSR sports	30 corporations involved
Sep	Malaysia–Japan Dodgeball Exchange Camp	International Partnership	Share training, officiating, and culture	50 participants per country
Oct	Asian Dodgeball Championships 2028 (Malaysia)	Major Event	Showcase Malaysia as Asian Hub	20+ countries

	Host)			
Dec	3-Year Review & Asia Hub Declaration 2028	Administration	Officially announce Malaysia as Dodgeball Hub	Declaration signed by ADO

Targets by End of 2028:

- 15,000 active players nationwide
- 10,000 youth participants annually
- 12 running state leagues
- Recognized as the **official Dodgeball Development & Education Hub of Asia**
- Malaysia hosting at least **2 Asian-level tournaments annually**

Key Performance Indicators (KPIs)

Focus Area	2026	2027	2028
Registered Clubs	100	150	200
Certified Coaches	40	80	120
Certified Referees	30	70	100
Active States	6	8	12
Annual Participants (minimum)	3,000	10,000	15,000
International Events Hosted	1	2	3
Sponsorship Value (RM)	100K	300K	600K

Supporting Strategies

- Partnerships with KBS, Ministry of Education, and Tourism Malaysia.
- Secure long-term sponsorships with corporate brands.
- Launch MyDodgeball App for registration and fan engagement.
- Enhance media presence through national coverage and live streaming.
- Develop youth leadership and volunteer pathways.