



STRATEGIC PLAN 2019 - 2023

WHY SportWest works in collaboration with its Members and partners to inspire Western Australians through sport; improving the health, wellbeing and connection within our community.

- WHAT**
- We create an environment that allows sport to prosper and support our members to realise their potential
 - We promote, strengthen and advocate for the sports community of Western Australia.
 - We create, build, and maintain a strong and vibrant sense of industry amongst our Members.
 - We lead the industry in developing and implementing strategic priorities.

PROMOTE

PROMOTE THE COMMUNITY VALUE OF SPORT

- 1.1 Promote the economic; physical; mental and other related benefits of sport.
- 1.2 Host, facilitate and contribute to relevant industry events and functions, including the annual premier Sport Awards.
- 1.3 Recognise individual, organisation and industry achievement.
- 1.4 Regularly communicate with Members and other stakeholders, utilising relevant communication channels.
- 1.5 Work with stakeholders to retain and grow the participation in sport.
- 1.6 Promote the activities of Members to enhance the image of sport and its contribution to the WA community.

STRENGTHEN

STRENGTHEN OUR MEMBERS

- 2.1 Strengthen the sense of industry.
- 2.2 Ensure the ongoing financial sustainability of our sector.
- 2.3 Assist in developing and retaining a capable industry of professionals and volunteers.
- 2.4 Deliver capacity-building projects, workshops and other opportunities based on the requirements of Members.
- 2.5 Provide relevant and affordable services, information, and resources to Members.
- 2.6 Extend relevant member networks and corporate relationships.
- 2.7 Contribute to industry related reference groups and reviews.

ADVOCATE

REPRESENTING THE INDUSTRY

- 3.1 Gather, harness, and share relevant industry data to advocate the benefits of sport.
- 3.2 Advocate on behalf of our Members across important issues.
- 3.3 Regularly engage with government, political and industry leaders.
- 3.4 Engage and facilitate opportunities for government and non-government support for Members.
- 3.5 Influence public policy and investment using evidence-based information.
- 3.6 Contribute to collaborative advocacy platforms across industry sectors.
- 3.7 Maintain an influence in Community Sport Australia.

EVOLVE

THE PROFILE AND SUSTAINABILITY OF SPORTWEST

- 4.1 Continually strengthen our Member value proposition and membership structure.
- 4.2 Increase the profile and relevance of SportWest within the industry, media and Government.
- 4.3 Continually improve governance and operations, ensuring alignment to strategic directions.
- 4.4 Recruit and retain quality people who are aligned to SportWest values.
- 4.5 Extend partnerships to support strategic priorities.
- 4.6 Stabilise core funding; realise additional revenue streams and increase project funding to better represent and support our members and realise our vision.

THE VOICE OF SPORT

TRANSPARENCY | COLLABORATION | LEADERSHIP | RESPECT

#thevoiceofsport | #investinsport | #communitysport | #sportwest