

OUR VISION

For all Western Australians to be connected and engaged in sport and active recreation.

OUR PURPOSE

To provide leadership, advocacy and enhance the capability of the Western Australian sport and active recreation industry to collectively improve the wellbeing of our community.

OUR VALUES



LEAD

We will provide direction, inspiration and commitment to achieving shared goals.



RESPECT

We treat everyone with honesty, dignity and respect and will foster an inclusive environment where everyone feels valued and heard.



ADVANCE

We will seek innovative ways, embrace change and challenge the status quo to progress and elevate the sport and active recreation industry.



ENGAGE

We will actively listen, connect and build collaborative relationships with our members and community and ensure their voices contribute to shaping the future of the industry in Western Australia.

KEY DRIVERS



ADVOCACY & POLICY



MEMBER SERVICES



GOVERNANCE & SUSTAINABILITY

STRATEGIC GOALS

Increase the value and recognition of the industry

The sport and active recreation industry will be recognised, valued and supported for the contribution that it makes to the achievement of health, wellbeing and community outcomes.

Enhance the capability of the industry

The sport and active recreation industry will have the capabilities required to lead a vibrant, inclusive and sustainable industry.

Elevate the profile & sustainability of SportWest

SportWest will establish itself as the leading advocate and resource for the sport and active recreation industry, recognised by government and the community for its capability to advance the needs of the industry.

KEY OBJECTIVES

- We will amplify the voice of the sport and active recreation industry and bring sector concerns to key decision makers.
- We connect and bring together expertise to maximise industry outcomes.
- We will take a data driven approach to influence policy and investment into the industry.

- We will deliver projects and services that meet the needs and build the capability of the industry.
- We will foster networks and collaboration across the industry.
- We will identify opportunities to enhance efficiencies and help our members succeed.

- We will evolve our governance practices and systems to ensure we are contemporary and advance the needs of our industry.
- We will leverage our core strengths to deliver services that meet the needs of our industry.
- We will diversify revenue streams to build a strong SportWest.

INDICATORS OF SUCCESS

- There is an increase in both government and non-government investment into the industry.
- We are actively engaged in the development of policy and strategic decisions impacting the industry.
- The industry has access to quality data and evidence to influence policy and investment.

- There is an increase in the number of organisations participating and reporting a positive impact from programs and services that we coordinate.
- There is an increase in new partnerships, collaboration and improved efficiencies across industry stakeholders.

- We are recognised and valued by key government, industry and community stakeholders for the impact we deliver.
- We establish new revenue streams that enhance our financial sustainability.
- We attract and retain Board and Staff able to deliver on our Vision & Purpose.