

**1. Vision**

"The game for all"

**2. Our Mission and Values**

**Mission:**

Promote healthy lifestyles through volleyball facilitating safe opportunities for fun exercise

**Values** Inclusive, family, respect, growth, wellbeing, accessible

**3. Strategic Enablers**

- Optimise Sound Foundations (including Risk Management)
- Transparent Communications
- Strong Financial Sustainability via a revenue growth plan
- Workforce (Talent) Development

**PRIORITIES and INITIATIVES**

**OUTCOMES**

**PARTICIPATION**

Capture and increase the number of volleyball members and participants

**Focus Areas**

- Review, introduce and support participation programs, products and events
- Review and identify places to play for all volleyball activities and participation gaps
- Continue to strengthen alignment between all stakeholders of volleyball
- Find and engage with the 81,000 volleyball participants in WA

- Provide volleyball opportunities for CaLD, disability and Aboriginal and Torres Strait Islander community groups
- Develop a Facilities Strategy (Places to Play)
- Increase the number of Spikezone / Junior / Adults / Masters members, programs and activities by 50%
- Improve data collection processes

**PATHWAYS**

Providing development opportunities and support for all sectors of the sport

**Focus Areas**

- Supporting the Clubs, Regional Associations, Community Groups and the Education sector
- Educating and Supporting Coaches and Referees
- Enhancing opportunities for Talent Identification (TID), Development and High Performance (HP) athletes

- Implement the FTEM pathway development plan and promote access points
- Develop and implement a volleyball 'mentor' program for athletes, coaches, officials and administrators
- Implement the Club Development program
- Develop TID guidelines and access points for all participants
- Increase the number of Clubs and Regional Associations by 50%

**PROFILE**

To continue to enhance the visibility of volleyball in Western Australia

**Focus Areas**

- Maintain and develop meaningful engagement with current and new sponsors and stakeholders
- Deliver the overall Marketing Plan, and enhance the website and social media forums
- Identify and expand the volleyball experience

- Delivery of the Marketing Plan
- Increase the social media forum footprint by 150%
- Increase the sponsorship portfolio across the sport
- Launch a new VWA website
- Promote 'places to play' volleyball
- Provision of high quality programs and events (90% satisfaction)

**THROUGH**

**PEOPLE**

**Focus Areas**

- Providing and expanding a knowledgeable and competent workforce that 'live and breathe' our volleyball values
- Ongoing coach, referee, teacher and volunteer development and retention
- Be Champions of Change - representative of our volleyball members and participants

- Referees / Coaches: by 2021 have 200 / 300 new, active & accredited referees / coaches and increase L2 (& above) referees by 25% / coaches by 30%
- Develop and implement the Regional Education program (current and new)
- Reduce the administrative burden through the development and implementation of the Club Portal
- Provide Club Committee training, Mentoring programs and FTEM education

#volleylife