



**VWA**  
VOLLEYBALL  
WESTERN AUSTRALIA

# STORIES OF CHANGE

“Good stories surprise us. They make us think and feel. They stick in our minds and help us remember ideas and concepts in a way that a PowerPoint crammed with bar graphs never can.”

Joe Lazauskas and Shane Snow, [The Storytelling Edge](#)•



STORIES OF  
**CHANGE**



# VOLLEYBALL WESTERN AUSTRALIA

As the peak administrative body of Volleyball in Western Australia, Volleyball WA partners with businesses and organisation to promote volleyball as:

***The game for all.***

Our principal partners help shape the strategic development of Volleyball in WA and allow Volleyball to share one of the World's most played sports throughout the state.

Our story is one of change and one that is entrenched in championing our six core values:

- **INCLUSIVE**
- **FAMILY**
- **RESPECT**
- **GROWTH**
- **WELLBEING**
- **ACCESSIBLE**

## CURRENT STRATEGIC PARTNERS



Department of  
Local Government, Sport  
and Cultural Industries



alcohol  
thinkagain healthway



fortix®



WAAMH  
Western Australian Association  
for Mental Health



# 2020 STATE SUMMARY

# TOTAL PARTICIPATION 160,607

## EVENTS, PROGRAMS, CLINICS & COURSES

### 445

INCLUDES BEACH, INDOOR, INDOOR BEACH,  
CaLD, PUBLIC & CORPORATE

## PUBLIC OPEN SPACES

### 57,510

TOTAL PARTICIPATION  
INCLUDES PUBLIC BEACH & PARK POLES

## ACTIVE VOLLEYBALL WA ENGAGEMENT

### 15,456 MEMBERS

### 111 CLUBS & AFFILIATES



### 55% MALE

### 45% FEMALE



### CaLD 5,776 PARTICIPANTS

### SCHOOL 22,669 PARTICIPANTS

### INDIGENOUS 265 PARTICIPANTS



### 254 REGISTERED COACHES



### 527 REGISTERED REFEREES

## VOLLEYBALL WA AND COVID-19

DESPITE THE CHALLENGES OF COVID-19 VOLLEYBALL VERY PROUDLY WAS A SPORT THAT STILL MANAGED TO PLAY ALL ITS REGULAR SEASONS IN FULL OR REDUCED. THE STATISTICS REFLECT A STRONG YEAR AND INCREASING ENGAGEMENT WITH OUR COMMUNITY.



## VOLLEYBALL WA PROFILE

### 210,784 WEBSITE VIEWS

### 133,287 VOLLEYBALL IN WA FACEBOOK FOLLOWING

### 42,874 VOLLEYBALL IN WA INSTAGRAM FOLLOWING



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# INCLUSIVE

countries multiculturalism by running events like Harmony Cup and Country of Origin.

We introduced Sitting Volleyball to the community through a partnership with APM, Reclink WA and the City of Rockingham. Sitting Volleyball features in the Para-Olympics and is a modified game where players sit on the floor and rally over a lowered net.

## STORIES OF CHANGE

- Volleyball WA's Multicultural Uniform Guide
- #HerGame and Athletic Girls
- Diversity driving volleyball growth in WA
- Harmony Cup
- ATA Country of Origin
- Sitting Volleyball
- 17 CALD Affiliated Clubs
- World Food Festival Government House
- Diverse WA Cultural Competency Course for all staff

### **What does Volleyball WA do?**

It's the State Sporting Organisation for Volleyball in Western Australia. We are responsible for everything to do with the sport from grassroots to the national team.

### **What's the main purpose of your role?**

To lead our organisation and translate the strategic plan into operation. More specifically I am responsible for facilitating opportunities to play and grow participation.

### **What does Volleyball WA do to encourage inclusiveness in sport?**

As an organisation we strive to lead by example our staff and board are both gender and culturally diverse. We have developed a Diversity and Inclusion Policy which is publicly available to our volleyball community.

Sport is a great equaliser and connector, we partner with groups and associations to support their community to build understanding and acceptance. We develop programs and events to create opportunities for all to discover and experience volleyball. We celebrate our

Karen Wickham

**Volleyball WA**  
**Participation Manager**



# GROWTH



Anthony Meo  
**Reds Volleyball  
Club President**

### **What does Volleyball WA do to drive growth?**

Our Strategic Plan 2018-2021 outlines several key priority areas which provide direction for growth.

The first is **participation**. Volleyball WA has an extensive calendar of playing opportunities social and competitive. Next, we provide **pathways** for development in all sectors of the sport. We strive to build our **profile** and to continue to enhance the visibility of volleyball in Western Australia. Finally, we have built a knowledgeable and competent **workforce** that live and breathe the values of our sport.

### **How is Volleyball WA Measuring Growth?**

Volleyball WA has collected data on its player community, the success of its events, programs and the profile of Volleyball WA over the past five years. In 2016 there were 42,569 people participating in the game and in 2020 there were 160,607. The sports profile in 2016 included 62,776 VWA website views, 39,057 Facebook likes and 8535 Instagram followers.

In 2020 the profile had grown significantly, the digital footprint in WA included 210,784 website views, 128,235 Facebook likes and 4,874 Instagram followers. During this time the organisation has also significantly grown its activities and attracted increasing numbers from the CALD, Indigenous, school and disabled members of our community.

### **Growth is a team effort and clubs and associations play a big part in our growth story.**

Reds Volleyball Club for example is a relative new-comer, established in 2018 to meet the growing need for a new club south of the River. Since 2018, it has grown to over 250 players in their WA Volleyball League program. In 2020 they took out the Volleyball WA Club of the Year and the Robyn Fittock Indoor Club of the Year. Their president Anthony Meo also taking out the Auspire Community Young Citizen of the Year award, this club is great example of a contemporary sports club doing great things in the community.

## STORIES OF CHANGE

- Optus Volley by the Bay 2019
- Fortix Corporate Cup
- Australian Masters Games 2021
- Ausplay data places Volleyball in top 15 sports played in Australia
- Juniors Growth
- Lead Volley Panel
- Regional Volleyball primed for growth in 2020

# FAMILY

## ***Volleyball WA is one happy family***

The Volleyball WA family continues to grow each year with more participants, more members, coaches, referees, clubs, affiliates and so on.

Our Discover Volleyball program encourages families to play in the backyard, in the pool and at the park. It provides kids a pathway to play at school and/or for a club via Kids Volley and Junior Volley.

In 2021, the Volleyball WA staff family grew from 7 to 13, the additional personnel enabling the organisation to continue to grow the sport in the state.

## ***Family ties***

David Hedge has been a WA Volleyball League (WAVL) player since 1990 winning Volleyball WA (VWA) divisional player of the year in 2003, 2004, 2005, 2006, 2009 and 2011. He has a long association with the Southern Cross Volleyball Club as Coach and Vice President.

He has been involved in several VWA committees and groups including the 2021 Australian Masters Games Committee and coached a range of other junior teams including the VWA State Team/Development squad. In 2020, he was presented with a Volleyball WA Life Membership for his contribution to the sport.

It seems that the apple doesn't fall far from the tree. Both of David's children have followed him into the sport he loves. Alexander (AJ) and Michelle both play in the WA Volleyball League and both coach and referee – the full triple threat. AJ is also an active member of the Lead Volley Panel and Junior Vice President at Southern Cross Volleyball Club showing that sport leadership is also in the blood.

## STORIES OF **CHANGE**

- Celebrating the success of young WA volleyball players
- Australian Junior Beach Volleyball Championships Recap
- WA Girls Strike Gold at Optus Volley by the Bay 2019
- Penrhos crowned top female volleyball school in WA
- 2021 WA Junior Beach Team Announced
- We're Growing! New roles appointed to support the expansion of Volleyball in WA
- Lead Volley Panel



The Hedge Family  
**WAVL Players,  
Coaches & Referees**

# WELLBEING

## *What does Volleyball WA do to encourage and promote mental wellbeing in the community?*

Internally we take the time in each staff meeting to celebrate and recognise our wins for the month personal and/or professional. Each Thursday we take turns to bring our dogs to work for the day. The office party planning committee ensure we never miss a birthday and an opportunity to get together.

We have developed a Mental Health Charter for our organisation and make this publicly available to our clubs, associations, affiliates and members. Our communication seeks to tell the good news stories from our community. We acknowledge R U OK? Day in our office and encourage our clubs to do the same. During Mental Health Week we deliver our Fortix Corporate Cup event in the Perth CBD using sport to help start a conversation about mental well-being.

## *Our partners in mental well-being?*

We recognise the need to partner with others to drive the message of mental well-being to our community. We have a partnership with the WA Association of Mental Health (WAAMH) who we work with to elevate this important topic in our community. They are keen supporters of our

Fortix Corporate Cup event which brings the conversation to a significant audience.

In 2020 mental well-being and checking in with our neighbours, friends and family was so important. The collaboration with iyarn gave us a tool to use to start that conversation and we were able to make this available to staff and clubs with the technology being launched at the Fortix Corporate Cup to a broader playing group.

## STORIES OF CHANGE

- WAAMH Partnership
- iyarn Partnership
- R U OK? Day
- Mental Health Week
- COVID-19 Community Benefits Projects
- The rise of wellbeing in the volleyball community
- Coaching Mentorship Program
- Fortix Corporate Cup
- Star Physio Sponsorship
- Diamond Fitness Sponsorship



James Lewin

**Star Physio**

**Volleyball WA Sponsor**

# RESPECT

We have actively promoted the Be a True Sport and Good Sports messaging through our programs and events. This compliments those messages around alcohol management and mental health our major sponsor Healthway promote in sport.

## *Show of respect.*

Dani Francis commands respect whenever she is on court or around the game and rightly so. She is a referee with over 20 years experience, nationally and internationally recognised and in 2020 was awarded Referee of the Year at the Volleyball WA Awards. As a former player she has a unique understanding of the challenges both mental and physical on athletes and is able to manage play on court and demand respect.

## *Respect in Sport?*

Respect is a learned behaviour and sport is an excellent vehicle for delivery. Respect is having a regard for other people and their lives; it is showing those around us compassion and empathy. Children who show respect will find they are successful in all aspects of life.

The sports environment is a great place to grow and establish respect. While involved in sports, individuals will learn the importance of respecting their teammates, coaches, opponents and spectators.

## *What's our role?*

Volleyball WA takes their role seriously and has implemented several member protection initiatives and controls in order to achieve our vision and mission and to create safe, respectful, accessible and inclusive environments.

Volleyball WA aims to ensure that all those associated with our sport are protected from discrimination, harassment and abuse. VWA also seek to ensure that all are aware of their legal and ethical rights and responsibilities, as well as the standards of behaviour that are expected from them.

## STORIES OF **CHANGE**

- Giving Back Key to Francis's Passion for Volleyball
- Lead Volley Panel
- Member Policy Protection Statement
- Codes of Conduct
- Be a True Sport
- Good Sports
- 2021 Anti-Doping Policy Update

Dani Francis  
**Referee**

# ACCESSIBLE

## ***Volleyball is a game for all!***

Volleyball is a world sport, played at the Olympic and Para-Olympic levels it can be played indoor, outdoor, at the beach, at a park, in the backyard or even the pool. In terms of equipment needed to play a piece of rope strung between two trees for a net and a ball is really all you need as you can see this is really a very accessible sport.

## ***What does Volleyball WA do to increase accessibility?***

Reducing the barriers to play increases the accessibility to play and Volleyball WA does a lot to facilitate opportunities to play.

Providing commitment free social opportunities to play like Harmony Cup, Country's of Origin Cup, Fortix Corporate Cup.

Operating clinics in schools and school holiday camps providing the place to play, coaches, referees and the equipment to play.

Introducing the game to regional areas of the state through clinics and try volley sessions.

We developed the Discover Volleyball brand, programs and events to deliver volleyball to a broader and often target audience.

We also brought Sitting Volleyball to the state as well and continue to bring opportunities to a disabled audience.

## **Brad Barclay**

Brad is a volleyball player with an incredible personal story which starts with a love for the game spanning more than 25 years. A workplace accident ended his career as an electrician due to the amputation of his lower left leg but not his competitive spirit. He wasted no time getting back to the sand after the accident and represented the Australian Para Beach Volleyball squad in China in 2019 where they finished up in 6th place. He is also a new member of the Volleyball WA team and is focused on developing the game in the Peel and South-West region.

## STORIES OF CHANGE

- Successful Pilot of Sitting Volleyball in WA
- Friday Fitness and Fun in Rockingham
- Bunbury local set to boost Volleyball participation in the South West
- Discover Volleyball program and events
- Fortix Corporate Cup
- Australian Masters Games 2021
- Kids Volley & Junior Volley Programs
- Appointment of Places to Play Coordinator (Indoor, Outdoor, Beach & Park)



Brad Barclay

**Australian Para  
Volleyball Player**

*For further information about  
Volleyball WA please get in  
touch.*

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STORIES OF  
**CHANGE**

