

**1. Purpose**

"To inspire healthy minds and bodies through volleyball"

**2. Our Mission and Values Mission:**

To support Western Australian communities to play the world sport of volleyball in an inclusive and fun environment

**Values** Inclusivity & Accessibility, Health & Wellbeing, Community,

**3. Strategic Enablers**

- Identify technology support systems to optimise sound foundations
- Open and inclusive communications
- Strong financial sustainability with continued growth
- Demonstrate excellent governance and leadership
- Effective collaboration
- Review of the VWA Committee structures

**PRIORITIES and INITIATIVES**

**OUTCOMES**

**PARTICIPATION**

Capture, engage and increase the number of volleyball participants

**Focus Areas**

- Grow the volleyball participant base and establish expected growth targets.
- Develop and implement a state-wide engagement plan for all current and new volleyball participants.
- Review and implement the places to play strategy with a focus on high growth local communities

- Build partnerships to provide 'places to play' for any participant within 20km from their home (all metro and regional centres)
- Increase the number of members, participants and affiliates by 40% (per category)
- Collate participation data to improve product and service delivery, and identify target areas for growth
- Implement a state-wide engagement plan incorporating new and innovative activities that provide for all ages.

**PATHWAYS**

Provide development opportunities and support for the volleyball community

**Focus Areas**

- Supporting the Clubs and Associations to build administrative capacity
- Review mentoring and education programs for officials, referees and coaches
- Providing opportunities and ongoing implementation for Talent Identification (TID), Development and High Performance (HP) athletes, coaches and officials

- Review and implement a club development plan with a focus on growth and governance strategies
- Increase the capacity and capability of the volleyball TID and Pathway programs, including undertaking a feasibility study for the commencement of a VWA Academy program
- Provide places to play state-wide to support the volleyball development, TID and HP pathway activities
- Develop and implement initiatives and resources to improve the quality and quantity of coaches and officials

**PROFILE**

Build the visibility of volleyball in Western Australia

**Focus Areas**

- Promote active recreation, health and wellbeing benefits of the volleyball experience
- Maintain and develop meaningful engagement with current and new sponsors and stakeholders
- Develop and implement a digital and content marketing strategy
- Review the communications and stakeholder engagement strategy

- Increase social media and the digital footprint by 150%
- Identify and engage ambassadors to advocate and support volleyball
- Increase partnerships, stakeholders and sponsorships by 50% (number of partners and revenue)
- Build effective relationships with all levels of government (local, state and federal) and other stakeholders to expand the places to play network
- Establish a VWA Communications Working Group to develop, implement and improve communication systems across all sections of the volleyball community

**THROUGH PEOPLE**

Sustainable growth through engaged, empowered and connected people

**Focus Areas**

- Establish personal development pathways and health and well-being programs for staff and volunteers
- Continue to strengthen alignment between all volleyball participants and external stakeholders
- Develop programs for communities that focus on building and growing sustainable volleyball providers

- Increase the number of active coaches and referees by 15%
- Develop, implement and expand the Regional Education Program, including the expansion of the VWA paid workforce in four of the WA Regions
- Develop and implement professional development programs (with qualitative assessment) for staff and volunteers
- Investigate the viability of paid administrators to work with affiliated clubs and associations throughout Western Australia
- Develop and expand collaborative opportunities with venue and facility operators and owners