

# VWA STRATEGY ROADMAP 2026 - 2029

PURPOSE To inspire healthy minds and bodies through volleyball		VISION To be a top-tier sport by 2030		MISSION To empower and advocate for all Western Australians to play volleyball in a safe, inclusive and fun environment	
GROW THE GAME  Focus: Participation growth and inclusion across formats and communities		DEVELOP TALENT & CAPABILITY  Focus: Athletes, coaches, officials and affiliate leadership pathways		EMPOWER LOCAL VOLLEYBALL COMMUNITIES  Focus: Affiliate growth, leadership, volunteers, and place-based partnerships	
AMPLIFY OUR IMPACT  Focus: Brand, advocacy, partnerships and purpose-driven sport					
Key Initiatives		Key Initiatives		Key Initiatives	
<ul style="list-style-type: none"><li>Diversify volleyball formats – grow Discover Volley, social, beach, grass and modified programs to attract broader demographics.</li><li>Strengthen school-to-affiliate pathways through structured partnerships and junior affiliate development.</li><li>Expand reach into priority communities – CALD, First Nations, LGBTQIA+, people with disability, and women/girls.</li><li>Support regional growth with appropriate resource to grow local capacity and participation.</li></ul>		<ul style="list-style-type: none"><li>Launch the Volleyball WA Academy and publish a clear athlete development pathway.</li><li>Strengthen coach and referee development, particularly in regional WA, through education and mentoring.</li><li>Equip clubs to support development pathways, with tools, incentives, and role clarity.</li><li>Promote Olympic and elite athlete stories to inspire progression and participation.</li></ul>		<ul style="list-style-type: none"><li>Provide governance and leadership development for affiliate committees and regional associations.</li><li>Enable affiliate expansion in growth corridors, supported by facility access and infrastructure planning.</li><li>Strengthen the volunteer work force through recognition, training, and support tools.</li><li>Develop cross-sector partnerships with councils, schools, other sports, health organisations and corporations to boost local delivery.</li></ul>	
Desired Outcomes		Desired Outcomes		Desired Outcomes	
<ul style="list-style-type: none"><li>Increased participation across all formats, age groups, backgrounds, and abilities leading to increased revenue.</li><li>Higher school program engagement and junior affiliate conversion rates with expanded access to facilities.</li><li>Enhanced community connection and visibility through inclusive events.</li><li>Broader regional activation and access to volleyball experiences including high quality events.</li></ul>		<ul style="list-style-type: none"><li>Greater athlete retention and progression into state and national programs.</li><li>Increased number, level and regional spread of qualified coaches and officials.</li><li>Alignment of pathways with Regional Affiliates.</li><li>Affiliates recognised and resourced as key talent development partners.</li><li>Greater visibility of volleyball pathways and elite success stories with increased face-to-face interaction opportunities.</li></ul>		<ul style="list-style-type: none"><li>Stronger, more sustainable and increased affiliate network across metro and regional WA.</li><li>Confident, capable &amp; sustainable volunteer and leadership base in community volleyball with high retention rates.</li><li>Expanded access to venues and services in key growth areas.</li><li>Greater community ownership and shared delivery of volleyball experiences through strong and localised partnerships.</li></ul>	
OUR STRATEGIC ENABLERS will support delivery of our Strategic Plan					
People		Strategic Partnerships		Communication & Engagement	
Technology					
OUR VALUES will guide our behaviours and foster our culture					
Inclusivity		Respect		Excellence	
Community		Integrity			