

# WATER POLO SA STRATEGIC PLAN – 2017-2021

## OBJECTIVES AND STRATEGIES



### VISION

To lead a vibrant and successful water polo community in South Australia.

### MISSION

- Provide services to grow and support clubs
- Create participation opportunities, supported by competitive pathways at local and national levels

### VALUES

- We believe in and are committed to a culture of fairness, respect and inclusiveness in our sport
- We will ensure we operate with integrity and good governance, providing a safe and ethical environment for all to participate in

### STRATEGIC PILLARS & OBJECTIVES

GOVERNANCE	FINANCIAL SUSTAINABILITY	RELATIONSHIP DEVELOPMENT	MARKETING AND PROMOTION	COMPETITION	CLUB DEVELOPMENT	DEVELOPMENT PATHWAYS AND PERFORMANCE
<p><b>Develop a structure that supports effective governance</b></p> <ul style="list-style-type: none"> <li>• Improve operations and practices within water polo</li> <li>• Implement policies and procedures that are consistent and effective</li> <li>• Undertake a review of the governance structure with a view to improving the management of water polo</li> <li>• Align with WPA and other State bodies</li> </ul>	<p><b>Develop a finance model to support core business</b></p> <ul style="list-style-type: none"> <li>• Generate income to support all water polo activities</li> <li>• Diversify income streams</li> <li>• Increase / grow revenue through increased participation</li> <li>• Maximise benefit of resource utilisation (\$ and people)</li> <li>• Apply appropriate costs to participation</li> </ul>	<p><b>Develop effective communication with members and stakeholders</b></p> <ul style="list-style-type: none"> <li>• Develop communications plan</li> <li>• Foster relationships to benefit WPSA's needs</li> <li>• 'Build' relationships with stakeholders (clubs, facilities, schools, local government).</li> </ul>	<p><b>Promote water polo as a desirable and exciting sport</b></p> <ul style="list-style-type: none"> <li>• Grow school based participation with improved access to quality coaching</li> <li>• Develop promotional material to be used in engaging targeted audiences</li> <li>• Seek to develop events that engage a wide range of the WP and broader community and is media worthy</li> </ul>	<p><b>Maximise opportunities for quality competitions and events</b></p> <ul style="list-style-type: none"> <li>• Provide events that meet the varied needs and events of the water polo community</li> <li>• Provide guidelines for the conduct of WPSA Competitions</li> <li>• Provide well planned, well supported competitions</li> <li>• Investigate innovative ways to revitalise WPSA competitions</li> </ul>	<p><b>Maximise the potential of clubs</b></p> <ul style="list-style-type: none"> <li>• Support the development of strong club community</li> <li>• Encourage participation of people of all standards and ages in water polo</li> <li>• Engage with clubs, facilities and schools to develop flippa ball and participation programs</li> </ul>	<p><b>Ensure effective pathways and development for water polo players, coaches and referees</b></p> <ul style="list-style-type: none"> <li>• Provide pathways for targeted athletes to reach elite levels and Australian representation</li> <li>• Maximise the use of current and potential facilities to support the growth of water polo</li> <li>• Ensure effective pathways and development for water polo coaches and referees</li> </ul>