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

	FINANCIAL SUSTAINABILITY	RELATIONSHIP DEVELOPMENT	MARKETING AND PROMOTION	COMPETITION	CLUB DEVELOPMENT	DEVELOPMENT PATHWAYS AND PERFORMANCE
that supports effective	Develop a finance model to support core business Generate income to support all water polo activities Diversify income streams Increase / grow revenue through increased participation Maximise benefit of resource utilisation (\$ and people) Apply appropriate costs to participation	Develop effective communication with members and stakeholders • Develop communications plan • Foster relationships to benefit WPSA's needs • 'Build' relationships with stakeholders (clubs, facilities, schools, local government).	Promote water polo as a desirable and exciting sport Grow school based participation with improved access to quality coaching Develop promotional material to be used in engaging targeted audiences Seek to develop events that engage a wide range of the WP and broader community and is media worthy	Maximise opportunities for quality competitions and events Provide events that meet the varied needs and events of the water polo community Provide guidelines for the conduct of WPSA Competitions Provide well planned, well supported competitions Investigate innovative ways to revitalise WPSA competitions	Maximise the potential of clubs Support the development of strong club community Encourage participation of people of all standards and ages in water polo Engage with clubs, facilities and schools to develop flippa ball and participation programs	Ensure effective pathways and development for water polo players, coaches and referees • Provide pathways for targeted athletes to reach elite levels and Australian representation • Maximise the use of current and potential facilities to support the growth of water polo • Ensure effective pathways and development for water polo coaches and referees