



WA Water Polo Strategic Plan 2010 - 2013

October 2009

VISION

“The Leaders in Water Polo”

We will realise our vision by:

- Increasing Community water polo participation
- Increasing the scatter of our club base
- Obtaining Gold Medal performances at National Championships
- Providing New Australian Representatives
- Increasing Sponsorship Revenue
- Expanding our Water Polo relationship into South East Asia
- Securing suitable venues for matches, training and administration

PURPOSE

- *“To foster and develop clubs, players, coaches, officials and administrators at all levels through WA Water Polo”*

We have two principal indicators of performance:

- Community Participation

Community Participation may be represented in terms of the number of participants and clubs in Water Polo in Western Australia. This is important as an independent figure, and as a percentage of the National total as compared against other States.

- Contribution to Australian Representatives

SWOT

Strengths:

- Olympic Sport – with WA representatives
- Healthy – low impact, low injury sport
- Develops Water Safety skills
- Expertise & Capacity – Perth can host major events
- Lifetime activity
- Good climate in WA
- Financially sound
- Exciting / fun / engaging sport
- Parent / family friendly sport
- Reputation
- Volunteer base

Weaknesses:

- Infrastructure costs
- Low participation in schools
- Weakness of men in international competition
- Non-competitive competitions
- Melanomas – skin cancer
- Marketing / profile
- Difficulty in getting players to “put back into the sport”
- Amateur sport – can’t make \$\$
- Congested club / competition – Geography
- No STATE competition
- Lack of sponsorship / revenue sources

Opportunities:

- Greater access to pool space
- Greater participation in regional centres
- Sponsorship
- New pool developments
- Alignments with swim clubs
- New areas / expanding regions
- Indian Rim Competitions / S.E Asia partnerships
- Schools
- Unutilised existing Water Infrastructure
- Multimedia / Web marketing
- Regional Company Marketing

Threats:

- Failure of the 2nd NWPL team
- Other sports / technology
- Loss / Reliance of Government funding
- Competition for Sporting \$\$
- Trend towards shallow water facilities

KEY RESULT AREAS

Management & Governance

Strategies:

“WAWPI to establish best practice management & governance into the organisation”

To achieve this Strategy, WAWPI will focus on:

- Increased quality & quantity of communication with key stakeholders
- Influencing & Working with all levels of Government, for the advancement of Water Polo
- Establishing metrics & data that is to be collected annually
- WAWPI to ensure that it has the best people for the Board

KEY RESULT AREAS

High Performance

Strategies:

“WAWPI to continue to develop Athletes, Officials & Coaches of an International standard”

To achieve this Strategy, WAWPI will focus on:

- Finalise and communicate an accepted high performance pathway, for Athletes, Coaches & Officials.
- Create an “underpinning” program for talented junior athletes
- Develop an annual development program for identified coaches & officials
- Work towards having a competitive & expanded Premier League competition

KEY RESULT AREAS

Sports Development

Strategies:

“To grow and sustain the sport of Water Polo in Western Australia”

To achieve this Strategy, WAWPI will focus on:

- Assist clubs & regions with achieving sustainability
- Develop the sport into new areas:
 - City of Stirling
 - Joondalup
 - Booragoon
- Assist current club’s progression into Premier League:
 - Peel
 - Sommerset
 - Phantoms

KEY RESULT AREAS

Operations

Strategies:

“WAWPI to become an efficient and dynamic organisation”

To achieve this Strategy, WAWPI will focus on:

- WAWPI to look into the way technology can help streamline their processes
- WAWPI to investigate best practice competition structure
- WAWPI to look at ways to gather corporate & additional government support to partner new programs & initiatives