



**WA SPORTS FEDERATION
STRATEGIC PLAN
2008/09 – 2010/11**

WA's advocate for sport and active recreation

The Western Australian Sports Federation (WASF) is the independent, peak industry body for sport and active recreation in Western Australia.

PURPOSE

WASF exists to support, promote and advocate for the ongoing development of sport and active recreation in Western Australia.

MISSION

Promoting, supporting and strengthening the delivery of sport and active recreation in WA.

VISION

Stronger WA communities built through sport and active recreation.

OUR COMMITMENT

- ♦ Membership focus
- ♦ Collective industry voice
- ♦ Leading by example
- ♦ Working in partnerships
- ♦ Enabling access to resources
- ♦ Results oriented
- ♦ Continual improvement

STRATEGIC PRIORITIES

WASF's key strategic priorities for 2008 - 2011 are:

- ♦ Increase community perception and awareness of sport and active recreation
- ♦ Increase membership relevance and industry advocacy
- ♦ Support and strengthen the capacity of WA sport and active recreation bodies
- ♦ Build the sustainability capacity of WASF, as the industry peak body

The strategic priorities are outlined in this Strategic Plan. More detailed operational plans are developed during WASF's annual planning and budgeting processes, that ensure accountability and success in achieving our vision.

STRATEGIC INTENT	Increase community perception and awareness of sport and active recreation	Increase membership relevance and industry advocacy	Support and strengthen the capacity of WA sport and active recreation bodies	Build the sustainability capacity of WASF, as the industry peak body
SUPPORTING STRATEGIES	<ul style="list-style-type: none"> ♦ Actively seek and utilise opportunities for promotion of the industry and the role of WASF ♦ Proactively raise the awareness of sport and active recreation, its role, contribution and value to the broader community ♦ Develop and provide a broad range of relevant information to members and the community ♦ Promote, inform and link the sport and active recreation industry through WASF e-communications ♦ Influence community and stakeholder attitudes, behaviours and decisions in relation to sport and active recreation ♦ Develop and implement opportunities to recognise contributions and accomplishments in sport and active recreation 	<ul style="list-style-type: none"> ♦ Develop and maintain industry based networks, Government relationships and industry partnerships ♦ Consult regularly with members about issues affecting the industry ♦ Develop and implement a Communication and Advocacy Plan ♦ Articulate and promote the role and achievements of WASF to Government and industry bodies ♦ Influence and participate in Government decision making relating to sport and active recreation ♦ Provide representation and leadership in key industry and government forums ♦ Forge stronger links with health, education, recreation and other relevant bodies ♦ Increase relevance and evidence base supporting the information, services and endeavours of WASF 	<ul style="list-style-type: none"> ♦ Continue to initiate relevant, capacity building projects with Government and other partners ♦ Demonstrate leadership through business improvement strategies and assist implementation across the industry ♦ Assist the industry to comply with relevant legislation, regulations and policies ♦ Develop streamlined and efficient processes for application and acquittal of public funding ♦ Influence the optimum use of public funds to achieve industry growth and development ♦ Partner with Governments to improve planning, provision and maintenance of spaces and facilities for sport and recreation 	<ul style="list-style-type: none"> ♦ Continue to improve and promote contemporary governance ♦ Use strategic planning to formulate operational plans and prioritise expenditure ♦ Maintain annual budget in surplus ♦ Report regularly on operational performance ♦ Effectively and efficiently operate the WA Sports Lotteries House ♦ Recruit, retain, train and develop staff and ensure appropriate succession planning ♦ Strengthen the effectiveness and efficiency of WASF operations and business practices

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PERFORMANCE MEASURES	<ul style="list-style-type: none"> ♦ Increase awareness of the role of sport and active recreation in social, health, economic and community wellbeing ♦ Increase annual website traffic ♦ Increase subscriptions to newsletters ♦ Increase mass media exposure ♦ Achieve stated outcomes of WASF directed projects ♦ Sports Star Awards continue to be recognised as WA's premier sports awards ♦ Increase real value of sponsorships invested in Sports Star Awards 	<ul style="list-style-type: none"> ♦ Increase in government investment in sport and active recreation ♦ Increased impact of WASF across industry and government, measured by an increase in the number of industry and stakeholder interactions ♦ Regular and direct communication with members (eg. AGM, Council Meetings, individual contact with staff and Board members) ♦ Achievement of Communication and Advocacy Plan ♦ Establish a 'one industry' advocacy organisation ♦ Strong links in place with health, education, recreation, government and non government bodies ♦ WASF's role and achievements continue to be recognised by the industry, reflected in the maintenance of WASF's membership base 	<ul style="list-style-type: none"> ♦ Increase in the number of projects initiated ♦ Increase in the number of sustainable initiatives ♦ Increase of investment in facilities by governments ♦ Positive feedback received from the industry 	<ul style="list-style-type: none"> ♦ Achieve strategic intent ♦ Achieve agreed annual budget surplus ♦ Regular operational and financial reporting ♦ WA Sports Lotteries House effectively operated within set budget parameters. ♦ Maintain and review WASF governance principles and board policies ♦ Annual board, CEO and staff performance review and appraisals ♦ Implement risk management framework ♦ Half yearly review of risk management framework and monitoring of risks ♦ WASF recognised as the independent, peak industry body for sport and recreation in WA