

- *We believe that sport has the power to **influence** and **connect** people.*
- *We **promote, strengthen** and **advocate** for the sports community of Western Australia.*
- *We **create, build** and **maintain** a **strong** and **vibrant** membership through our products and services.*



Strategic Pillar 1

PROMOTE

PROMOTE THE COMMUNITY VALUE OF SPORT

- 1.1 Annually deliver WA's premier Sports Awards.
- 1.2 Host, facilitate and contribute to relevant industry (member-related) events and functions.
- 1.3 Recognise individual, organisation and industry achievement.
- 1.4 Regularly communicate with Members and other stakeholders, utilising relevant communication channels.

Strategic Pillar 2

STRENGTHEN

STRENGTHENING OUR MEMBERS

- 2.1 Diversify membership structure and related fees.
- 2.2 Deliver capacity-building projects based on the requirements of Members.
- 2.3 Provide relevant and affordable services, information and resources to Members.
- 2.4 Extend relevant member networks and corporate relationships.
- 2.5 Contribute to industry related reference groups and reviews.

Strategic Pillar 3

ADVOCATE

REPRESENTING THE INDUSTRY

- 3.1 Regularly engage with government, political and industry leaders.
- 3.2 Engage and facilitate opportunities for government and non-government support for Members.
- 3.3 Influence public policy and investment using evidence-based information.
- 3.4 Contribute to collaborative advocacy platforms across industry sectors.
- 3.5 Maintain an influence in Community Sport Australia.

Strategic Pillar 4

EVOLVE

THE PROFILE AND SUSTAINABILITY OF SPORTWEST

- 4.1 Continually improve governance and operations, ensuring alignment to strategic directions.
- 4.2 Recruit and retain quality people who are aligned to SportWest values.
- 4.3 Extend partnerships to support strategic priorities.
- 4.4 Identify and realise additional revenue streams to provide relevant services to Members.
- 4.5 Identify and realise service delivery opportunities on behalf of government.

THE VOICE OF SPORT