



Water Polo
WESTERN AUSTRALIA

Looking forward to 2025

Strategic Plan – Unite Lead Develop

April 2022

Setting a strategic plan for Water Polo in WA



Water Polo WA is committed to supporting the development and success of our sport in Western Australia. We are aligned and committed to the values and strategic elements of Water Polo in Australia.

Values

Across Water Polo in Australia we will **UNITE** under a common set of values to advance our sport.

We have **FUN**: we love our sport and enjoy the camaraderie of our community

We are continually in **PURSUIT of EXCELLENCE**: we inspire people to be their best and do their best

We are **INCLUSIVE**: we are a welcoming community for everyone

We embrace **TEAMWORK**: we collaborate and act with a unity of purpose in the best interest of the sport

We act with **RESPECT**: we play fair, ensuring what we do is ethical, transparent and honest.

Strategic Elements

To achieve our Vision we will UNITE to deliver our five integrated Strategic Elements. Participants, Clubs and Sustainability are at the heart of our decision making.

EMPOWER - unite our sport to unlock its potential

DEVELOP – Enhance capacity and capability to enable scalable growth

PLAY – More people playing Water Polo

PERFORM – Provide an aligned performance framework to create sustainable success

PROSPER – Raise the profile of Water Polo, strengthening the sport and its financial foundations

This document has been developed to provide strategic direction for how we can adopt, implement and live these values for Water Polo in Western Australia. We have set goals and measures of success in 2025, with immediate progress expected in many areas. The board of Water Polo WA look forward to working with you to advance and unite our sport.

2025 – What does it look like for Water Polo in WA

Unite		Inclusive	Pursuit of Excellence	Teamwork	Respect
<ul style="list-style-type: none"> • Fairness of opportunity for all WA players • Collaboration • National board representative from WA • Sharing of knowledge between larger to smaller clubs • Common voice and goals • WA WP Awards • One WA for Water Polo • One strategy, one plan 	<ul style="list-style-type: none"> • Harmony between WA Clubs • Strong and even competition in WA • Alignment between Clubs – WPWA – Stakeholders (e.g. Referees) • Joint club hosted events • Greater opportunities for regional junior players at Metro Clubs 	<ul style="list-style-type: none"> • We have more clubs in geographically diverse areas with more players from different backgrounds • All age groups • All abilities <p style="text-align: center;">Fun</p> <ul style="list-style-type: none"> • Carnivals • Transition from Flippaball to Water Polo • Alternatives to playing • Open Celebration 	<ul style="list-style-type: none"> • National representation above our population % • Medal winning national teams • Annual international event in Perth • 2 x new facilities for growth • Increased membership 	<ul style="list-style-type: none"> • Together the clubs have attracted more sponsorship and funding which contributes to the sustainability of the sport • Clubs and WPWA working together for the betterment of Water Polo • Clubs working together for the betterment of each other • Shared resources • Shared knowledge 	<ul style="list-style-type: none"> • Better reputation externally and internally • Cultural shift • Role modelling of Respect • Clean sport under water as well as above • Lived Code of Conduct

Water Polo WA Strategic Priorities 2025



UNITE | FUN | INCLUSIVE | PURSUIT OF EXCELLENCE | TEAMWORK | RESPECT

Referencing our Values and examining the Strategic Elements we have identified **Five Strategic Priorities specific to WA**, that will enable us to focus on the long term success for our sport.

Club Growth

WPWA provides a template for growth for clubs. With systems, processes, and support to build successful and sustainable clubs and competitions across WA. Learning from others successes to expand the number of clubs successfully delivering Water Polo to WA communities.

2-3 new financially stable clubs (north + south of the river)
Strong A grade competition – 12 teams from 6 clubs

Facilities Development

WPWA develops and delivers a strategic facilities plan for WA Water Polo to establish available and affordable access to pools for all clubs. Engaging government and private sector to build customised facilities in key metro and regional locations

1 club per pool, adequate availability, affordable access
1 – 2 new facilities specifically designed to support Water Polo clubs

Expand our Sport

Implementing specific strategies to grow that 1) expand the availability and inclusion of our sport and 2) manage the cost of participation. By increasing our geographic, physical and cultural inclusivity, engaging with schools and managing costs, we can grow existing clubs and develop new ones.

All clubs have Flippaball programs
Schools program in metro and regional areas

Develop our clubs and leaders

As we grow our sport and our clubs we must ensure the financial sustainability and success of all elements of Water Polo in WA. Through training and development of club leaders we will support clubs to be successful financially as well as in the pool. Being a club leader will also be a personal development opportunity.

Every club can afford professional coaching and administration

Unity

We begin by Living our Values and then focus on implementing programs and practices in Water Polo in WA that support Respect, Communication and Understanding, Transforming how we relate to each other, and Uniting our Water Polo community.

<to be discussed>

STRATEGIC PRIORITIES

MEASURES OF SUCCESS

2025 Goal for Water Polo in Western Australia

Unite | Lead | Develop

STRATEGIC PRIORITIES	
Club Growth	✓
Facilities Development	✓
Expand our Sport	✓
Develop Clubs & Leaders	✓
Unity	✓

Where are we today?

- Clubs with no flippa ball
- Fractured
- Not Financially stable
- Player retention is poor at transition levels
- Fear – barrier to success

Where do we want to be 2025?

- Trusted relationship between WPA and WPWA
- Facilities – Pool access in abundance
- Adequate numbers of individuals to deliver programs at clubs whether professional or volunteer
- Collective marketing plan (whole of sport)
- Inclusion in Masters Games, National Country Champs, National Champs, Uni Nationals

How do we measure that we have been successful?

- Triple number of referees at development and advanced levels
- 2-3 new financially stable clubs (north + south of the river)
- Strong A grade competition – 12 teams from 6 clubs
- Every club has a flippaball program
- Club coaches have accreditation

2025 Goal for Water Polo in Western Australia

Unite | Lead | Develop

STRATEGIC PRIORITIES	
Club Growth	✓
Facilities Development	✓
Expand our Sport	
Develop Clubs & Leaders	✓
Unity	✓

Where are we today?

- Not enough facilities or capacity for growth
- Club growth inhibited by pool availability & cost
- Facilities are shared – competition for training times & hours with other sports
- Reactive to announcements regarding new facilities
- Limited volunteer pool

Where do we want to be 2025?

- Facility Strategy / WPWA proactively suggesting and advocating for new facilities. 1 club per pool, adequate availability, affordable access
- WPA supporting clubs understand and use resources that are available – training, processes & procedures, set-up systems, what does good volunteer structure look like
- Succession planning and ongoing development of capacity / ability in smaller and country clubs. Regular workshops / feedback sessions with club to identify and solve problems & communication
- Improved systems

How do we measure that we have been successful?

- 1-2 new pool facilities to support ancillary Water Polo clubs as base for growth north side of the river
- Adequate number of referees for all levels of local competition and minimum of 2 FINA panel referees
- Active friends of parliament group – Engage government stakeholders to build facilities
- Presence in schools who currently have a pool but don't play water polo

2025 Goal for Water Polo in Western Australia

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STRATEGIC PRIORITIES

Club Growth	✓
Facilities Development	
Expand our Sport	✓
Develop Clubs & Leaders	✓
Unity	✓

Where are we today?

- Lack of exposure with school PE teachers relative to other sports
- Travel time starting to become excessive in Perth (Peel, Rockingham, Joondalup)
- We need to de-centralise out of the western suburbs
- Lack of facilities
- Restricted by pool space
- We are a cost restrictive elite sport

Where do we want to be 2025?

- Regions
 - We have created regional centres, running their own competitions locally
 - Internal competitions in more regional areas
- Increased inter and intra club competitions
 - Social competition between clubs
 - Every club has internal competitions feeding into state league teams
- Systematic engagement with Schools

How do we measure that we have been successful?

- All players at clubs are registered members
- There are several centres of Water Polo around the Metro Area
- Successful Flippaball program at all clubs

2025 Goal for Water Polo in Western Australia

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STRATEGIC PRIORITIES

Club Growth	
Facilities Development	
Expand our Sport	✓
Develop Clubs & Leaders	
Unity	✓

Where are we today?

- WA athletes are not being considered equally with other states
- Tension in the balance of winning vs retention
- Funnelled pathway (2 clubs)
- Current PPP is not accessible to all
- Too much emphasis on performance and elitism at the expense of overall growth of the sport

Where do we want to be 2025?

- We have “A” grade teams from 4-6 clubs
- Asia Hub
- High performance success is run professionally and is merit based
- Separation of programs from clubs
- Smooth integration of all clubs players according to their ability
- The high performance programs give back to clubs and programs that grow the sport

How do we measure that we have been successful?

- Winning National League teams
- Multiple Olympic representatives from WA
- Multiple Age group medals
- Increase in clubs represented at national competitions
- Regional Clubs are in the high performance programs

2025 Goal for Water Polo in Western Australia

Unite | Lead | Develop

STRATEGIC PRIORITIES

Club Growth	✓
Facilities Development	
Expand our Sport	
Develop Clubs & Leaders	✓
Unity	✓

Where are we today?

- Smaller clubs rely too much on a few volunteers
- Continue to seek and apply for grants at WPAWA level
- Develop financially stable Flippaball competitions across current clubs
- No sponsor for A grade

Where do we want to be 2025?

- Every club can afford professional coaching and administration
- We are less reliant on government funding
- The A grade competition has a unique external sponsor
- We hold a WA Water Polo awards night which recognises Players, Clubs, Referees and Volunteers
- Water Polo WA sponsors team to come to WA to play AWL teams and that this is a fundraiser

How do we measure that we have been successful?

- Less reliant on Govt funding
- Additional avenues of funding and sponsorship opportunities
- Improve current funding category
- Decentralised junior program to support growth
- Further investments to be subject to ROI
- Improve Governance and cultural leadership

Taking it forward to 2025

UNITE | FUN | INCLUSIVE | PURSUIT OF EXCELLENCE | TEAMWORK | RESPECT

To deliver on the five strategic priorities – nominating two board members for each priority, establishing a schedule of updates where each priority plan, action and progress is presented back to the board with key decisions required.

Club Growth

LEAD:

Paul

SUPPORT:

Danielle, Rebecca

PRESENT AT MEETING:

TBC

2-3 new financially stable clubs (north + south of the river)
Strong A grade competition – 12 teams from 6 clubs

Facilities Development

LEAD:

Stuart

SUPPORT:

Paul

PRESENT AT MEETING:

TBC

1 club per pool, adequate availability, affordable access
1 – 2 new facilities specifically designed to support Water Polo clubs

Expand our Sport

LEAD:

Rebecca

SUPPORT:

Anthony

PRESENT AT MEETING:

TBC

All clubs have Flippaball programs
Schools program in metro and regional areas

Develop our clubs and leaders

LEAD:

Julie

SUPPORT:

Danielle, Donna

PRESENT AT MEETING:

TBC

Every club can afford professional coaching and administration

Unity

LEAD:

Donna

SUPPORT:

Michael, Anthony

PRESENT AT MEETING:

TBC

To be consistent to communications
Regular, planned information sessions with key stakeholders

STRUCTURE

MEASURES OF SUCCESS



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Thank you