

# 2022 STRATEGIC PRIORITIES

## VISION

TO BE THE BEST ON AND BEYOND THE COURT

## PURPOSE

TO DREAM, PLAY AND ACHIEVE THROUGH  
THE POWER OF NETBALL



## VALUES

### UNITED

We work as a team to  
optimise outcomes  
for netball

### INTEGRITY

An uncompromising  
ethical approach in  
all that we do

### COURAGEOUS

We challenge the status  
quo and create solutions  
that excite

### LEADERSHIP

Motivate, inspire and harness  
the passion of netball to  
drive positive change

### EXCELLENCE

To be the best we can and  
lead by example

## FOCUS AREAS



### PLAY

*To provide opportunities for all  
Western Australians to participate in  
our game, at all levels, leading to a  
lifelong love of netball*



### GROW

*A customer focused organisation,  
driving growth through diversified  
revenue streams, strategic  
partnerships and technology  
advancement*



### INSPIRE

*As a leading voice driving  
positive social impact across  
our communities*



### EXCEL

*To be recognised as the leading  
sporting organisation*

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**VISION** TO BE THE BEST ON AND BEYOND THE COURT

**PURPOSE** TO DREAM, PLAY AND ACHIEVE THROUGH THE POWER OF NETBALL



## KEY KPI'S



**50,000**  
Netball WA Playing  
Members



**\$500,000**  
In New Sponsorship  
Revenue



**5,000**  
West Coast Fever  
Members



West Coast Fever  
**TO WIN**  
A Premiership

## STRATEGIC OBJECTIVES



### PLAY

- Develop, invest and protect the core product of netball.
- Establish new variations of the game to entice new audiences into the sport.
- Promote and grow the netball pathway to provide the best platform for all netballers to become elite.
- Ensure a sustainable future by implementing a statewide proactive approach to strategic facilities planning.



### GROW

- Increase our profile to attract new audiences.
- Diversified revenue streams to build a sustainable business.
- Enhance our digital and data capability to grow netball.
- Engage with associations, clubs, schools, participants and fans of netball to grow the game with a focus on innovation and excellence.
- Build support for the WCF Green Army to increase membership and attendance.



### INSPIRE

- Elevate role models at all levels of our sport to inspire and strengthen our communities.
- Support Glass Jar Australia to empower Aboriginal girls and women.
- Implement the ATSI pathway guided by research findings.
- Finalise, endorse and implement our Innovate RAP.
- Develop a Social Impact Strategy to create value and positive impact across our communities.



### EXCEL

- A high-performance culture on and off the court.
- A focus on continuous improvement.
- West Coast Fever reaches its potential winning Suncorp Super Netball Premierships.
- Sustained success across the West Coast Fever Netball Club.
- Be a leader in attracting, developing and retaining our paid and volunteer workforce.