

# **WATER POLO NSW STRATEGIC PLAN**

**2022 - 2025**



**Year Three**

Water Polo NSW acknowledges and pays respect to past, present and emerging Traditional Owners of the land, the Wann-gal people, where Water Polo NSW is based and also to the various Custodians of the lands across the water polo landscapes in NSW. We pay respect to their culture, history and Elders, past, present and emerging.





# OUR MESSAGE

Welcome to Year 3 of the Water Polo NSW Strategic Plan 2022-2025.

We are excited to work with our clubs, associations and stakeholders to help build an environment where players, coaches, officials and administrators can thrive.

We have great ambition for the sport of water polo in NSW. Our focus is on inspiring growth - in membership, in awareness and interest, and in the value of media rights and partnerships.

Water Polo NSW is committed to ensuring our actions, competitions, events and initiatives keep our participants at the centre of what we deliver. We live the values, and breathe life into the behaviours, because we know water polo can be enjoyed no matter what age, identity, background or lived experiences one has.

**Suzanne Ramke**

Water Polo NSW  
President

**Alex Godbold**

Water Polo NSW  
CEO



# **OUR MISSION**

## **TO CREATE ENGAGING AND ACCESSIBLE WATER POLO FOR ALL**

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# **OUR VISION**

## **OUR SPORT, YOUR SPORT**

# OUR VALUES & BEHAVIOURS

## **FUN**

We love our sport

## **BOLD**

We champion growth and development

## **CONNECTION**

We are a welcoming community for everyone and committed to inclusive experiences

## **RESPECTFUL**

We play fair and take ownership of our actions

## **TEAM SPIRIT**

We train, play and contribute at our best and are proud of our water polo history and community





# OUR AMBITION

To grow to 8000 members in NSW by 2025 with increasing access to our sport

## OUR STRATEGIC PILLARS

### EMPOWER

Focus on capability to inspire our water polo community

### PROSPER

Sustain water polo delivery in NSW through strong systems of people, finance and infrastructure

### PERFORM

Be the best in Australian water polo

PARTICIPANTS,  
CLUBS AND  
SUSTAINABILITY

### DEVELOP

Attract & retain our coaches, referees and volunteers

### PLAY

More people playing water polo, for life

# WATER POLO NSW STRATEGIES AND FOCUS AREAS

STRATEGIC PILLAR	STRATEGIES	FOCUS	DESCRIPTIONS
<b>DEVELOP</b>	Attract & retain our coaches, referees and volunteers	1. Our Coaches 2. Our Referees 3. Our Volunteers	1. Grow and develop our coaches to support the delivery of water polo across NSW. 2. Recruit and retain our referees. 3. Equip our volunteers to help keep our community active.
<b>PLAY</b>	More people playing water polo, for life	1. Women & Girls 2. Inclusion & Accessibility 3. Retention 4. Universities	1. Nurture women and girls participation. 2. Grow the delivery of Culturally And Linguistically Diverse (CALD), Indigenous and Disability programs. 3. Support clubs and associations to attract and retain participants. 4. Grow the number of university players.
<b>PERFORM</b>	Be the best in Australian water polo	1. State Team Program & Academies 2. Junior Competition	1. Continually improve support and pathway programs to NSW's most talented players. 2. Provide opportunities for talented players to develop.
<b>PROSPER</b>	Sustain water polo delivery in NSW through strong systems of people, finance and infrastructure	1. Marketing & Communication 2. Sydney Super League 3. Partnerships 4. Water polo infrastructure	1. Raise the profile of water polo by developing and delivering an actionable Marketing & Communications Plan. 2. Leverage Sydney Super League to help promote water polo to a wider audience. 3. Develop a Partnership Strategy that contributes to revenue sustainability. 4. Support growth in aquatic facilities.
<b>EMPOWER</b>	Focus on capability to inspire our water polo community	1. Capacity 2. Inclusion & Diversity	1. Support clubs and associations through digital solutions and governance toolkits and resources. 2. Embed inclusion and diversity across the organisation and our members.



# Water Polo

NEW SOUTH WALES

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