

STRATEGIC PLAN

2018  
2021



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# PERFORMANCE

*CONSISTENT TOP FOUR FINISHES FROM A COMMITTED, RESPECTED AND SUCCESSFUL TEAM THAT DELIVERS A PREMIERSHIP TO WESTERN AUSTRALIA.*

- » A values based methodology underpins our netball program
- » We will maintain a learning culture, through leading edge partnerships
- » We are committed to identifying and developing emerging talented players, player recruitment, list management and Western Sting alongside a strong, underpinning West Coast Fever Academy program.
- » We are the players club of choice with world class training facilities, coaching practices, state of the art home venue, a balanced life philosophy and preparation for life after netball focus.



**VISION:** TO BE THE BEST  
ELITE NETBALL CLUB ON  
AND OFF THE COURT.

# COMMUNITY AND FANS

*WE AIM TO ENGAGE, EXCITE AND INSPIRE OUR COMMUNITY THROUGH EXCEPTIONAL FAN ENGAGEMENT.*

- » We set the benchmark for the game day and fan experience
- » We measure and improve our fan engagement
- » We advocate, lead and role model for positive change on social issues which are aligned to our club values
- » Our Community is proud of us
- » The Club has greater relevancy to more people through our involvement in community, via player appearances, Shooting Stars ambassadors and engagement in our participation programs and competitions
- » Our story is shared with our community.





# PARTNERSHIPS AND ALLIANCES

**SUSTAINABLE GROWTH THROUGH LONG TERM PARTNERSHIPS, EXCITING EVENTS AND STRATEGIC ALLIANCES.**

- » We maximise the West Coast Fever brand and the commercialisation of our assets
- » Our partnerships with Venues West and other government agencies are strong
- » We seek out and partner with great organisations that align with our strong values and have an appetite to grow with us
- » We stimulate partnerships to ensure our sustainability and multi facet approach to support
- » We measure, improve and expand our revenue streams each year.







## PEOPLE

***A COMMITTED, LOYAL, HIGH PERFORMING AND ENTHUSIASTIC WORKFORCE ON AND OFF THE COURT THAT IS BUILT ON MUTUAL RESPECT AND SUPPORT.***

- » Our values are held in the highest regard and support a high performance culture
- » Our player and staff welfare and safety is paramount
- » We attract, recruit, develop and retain talented and high performing staff, to build on our loyal and enthusiastic workforce
- » Our members and supporters are central to our decision making
- » Our Club is a leader and influencer across sport, business and government.

**PURPOSE:** WE INSPIRE  
AND MAKE YOU PROUD.

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## BUSINESS OPERATIONS

***FINANCIAL STRENGTH THROUGH GROWTH IN KEY REVENUE SOURCES THAT CONTINUE TO SUPPORT ELITE NETBALL OPERATIONS FOR PERFORMANCE OUTCOMES.***

- » A sustainable business model underpins our Club
- » We are diligent in our planning, ensuring our processes are collaborative, transparent, scrutinized and measured
- » We experience membership growth each year
- » We optimize the financial return from our home fixtures
- » New technologies and digital platforms are explored and leveraged
- » Our home at Perth Arena is a fortress that reflects our commitment to high performance sport and entertainment
- » We have a plan that identifies the development, modernisation and expansion opportunities across our facilities.



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## OUR VALUES. OUR BEHAVIOURS.

### // UNITED

- » We are selfless, in working together to achieve our vision and purpose
- » We have empathy and care for each other
- » We offer faith and trust in each other to achieve

### // PROFESSIONAL

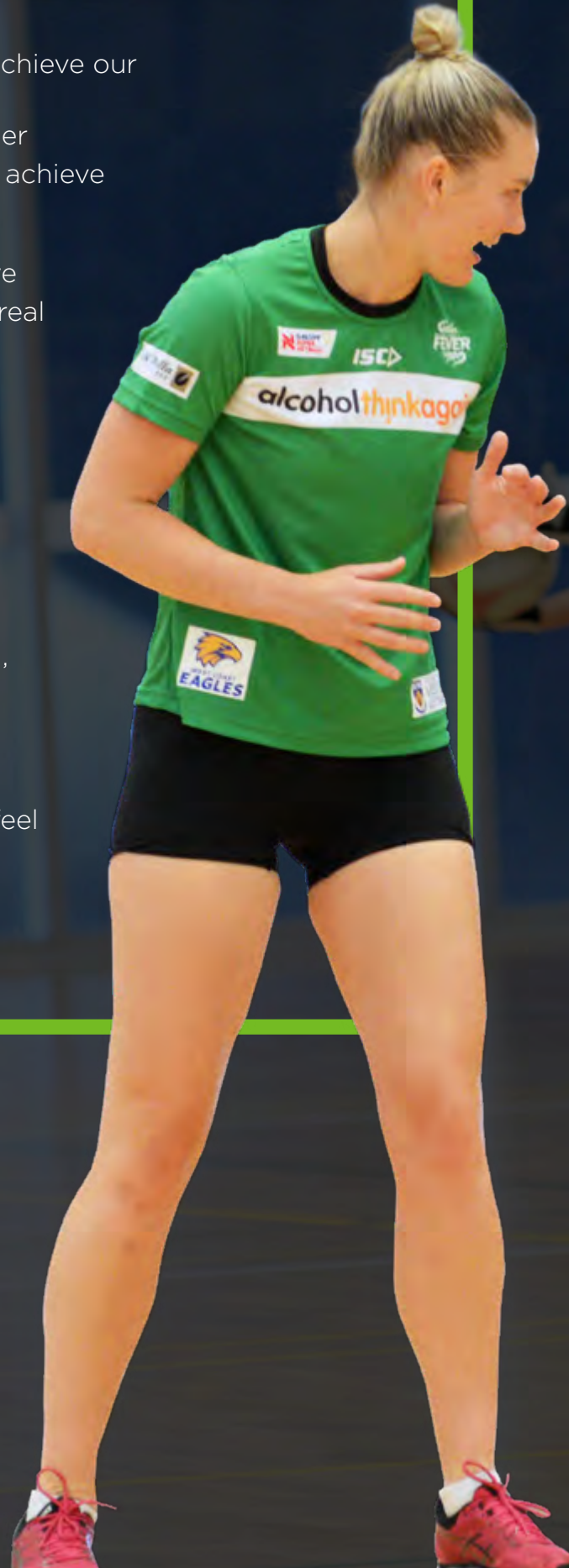
- » We lead with integrity and show initiative
- » We value and take the time to have the real conversations
- » We do what we say we will do

### // INNOVATIVE

- » We are always working to seek best practice solutions
- » We will continue to challenge the status quo in not accepting the way we always do things
- » We find ways to innovate in our thinking, attitudes and actions in the pursuit of excellence

### // COURAGEOUS

- » We are bold in making the decision we feel are right
- » We are determined to achieve our goals
- » We strive for continued successes





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West Coast Fever acknowledge the traditional owners of country throughout Western Australia and recognises their continuing connection to land, waters and community. We pay our respect to them and their cultures; and to elders both past and present.