

KWA STRATEGIC PLAN 2021-2024

 ACTIONS	 TARGETS
OBJECTIVE: Improve the visibility and profile of kiteboarding.	
Implement a communications and marketing plan.	The communications and marketing plan will be completed and implemented during 2021-2022.
Utilise and expand the use of current social media and communication platforms for informing and advising existing and potential members.	A range of social media platforms will be used and post content consistently on relevant platforms with a frequency of at least twice weekly. Distribute monthly newsletters. Increase followers by 10% across platforms. Utilise Google My Business Page. Retain presence on LinkedIn and update in line with the KWA communications plan.
Improve and expand the annual calendar of competitions and events.	New competitions and events will be added to satisfy member demand. KWA will work with Kiteboarding Australia to develop and deliver international events in Western Australia.
OBJECTIVE: Promote safety, education, and training.	
A formal safety policy will be developed and distributed.	The safety policy is made available to members, participants in the sport and other relevant stakeholders.
Develop a curriculum to implement safety training with Marine Safety, SLSC and Sea Rescue groups.	KWA will work with Kiteboarding Australia and Marine Safety to define and develop a safety curriculum for sea rescue training. The standard curriculum will be adopted by kiteboarding schools throughout the life of this plan.
Implement a youth pathway.	Youth development strategy is in place including a school sports program.
OBJECTIVE: Grow organisational membership & participation.	
Increase the membership of KWA.	Grow membership base to a minimum of 500 members during FY2021/22 and 10% annual growth thereafter.
Develop strong links with clubs.	Continue to engage with clubs and work towards increasing KWA membership and event opportunities.
OBJECTIVE: Build revenue in support of financial sustainability.	
Secure and grow program /event funding from Regional Department of Local Government, Sport and Cultural Awareness (DLGSC) and Healthway.	Grant funding secured with DLGSC for FY2021/22 State Wave, National Wave and National Foiling event. Finalise event calendar/dates for 2022/23 by Jan 2022 to allow sufficient time for development and funding opportunities. Three-year Junior/Women development project management plan completed along with budget for Heathway grant.
Increase DLGSC State Sporting Association category from provisional to category F, step 4 by 2023/24.	Increase funding band from provisional category to Category F, step 2 in Dec 2021 - 500 members; Regional delivery (2 regions inc. Metro); Recreational /social focus and participation sport; Event/Programs Risk Register. Identify areas for improvement and development in Annual Organisation Performance Assessment to increase increment to step 4 by 2023/24.
Identify funding opportunities.	Register of funding opportunities created and regularly reviewed.
OBJECTIVE: Develop coaches, judges, club feasibility and junior development initiatives.	
Develop and utilise the Kiteboarding Australia framework for the creation of more KWA clubs.	Research and analysis performed, determining the level of member support for the establishment of new clubs. If required, club framework procedures developed to support the establishment of new clubs. Successfully establish two additional clubs by 2023/24.
Expand the KWA coach portfolio.	Pathways established for KWA judges via Kiteboarding Australia. Coach training program funded, supporting addition of 1 new coach to KWA portfolio for each discipline by 2022/23.
Expand KWA judge portfolio.	Pathways established for KWA judges via Kiteboarding Australia. Analyse and research performed for all disciplines highlighting and prioritising areas where judges are required. Judge training program funded, supporting addition of 1 new judge to KWA portfolio for each prioritised area by 2022/23.
Develop and expand 'Spread Your Wings' and high performance junior development initiatives.	Funding identified and secured to support initiative. Project plan develop supporting expansion and inclusion of all KWA schools by 2022/23. Aim to have minimum two junior girl competitors participating in State events by 2023/24. High performance junior initiative developed and implemented.