

Auckland Water Polo Inc: Strategic Plan 2022

ABOUT US:

Auckland Water Polo is the governing body for the sport in the greater Auckland area.

The association has seven affiliated clubs and associations (Atlantis, Hibiscus Coast, Marist, Mountfort, North Harbour, Seawolf, Waitakere) and represents the interests of more than 10,000 players, coaches, officials and volunteers across the region.

This Strategic Plan is the culmination of the efforts of all stakeholders. A review led to the identification of strategic priorities and a comprehensive plan to ensure a strong and sustainable future for the sport.

Fundamental to the plan is the ambition to take the game to more people and more communities and providing an opportunity to participate no matter your background or ability.

The Strategic Plan is supported by an operational plan and an organizational structure developed to ensure the delivery of the key outcomes.

VISION: Unifying Water Polo Communities to inspire, grow and enjoy the game.

VALUES:

- Play Fair: Acting in honesty and integrity in all that we do.
- Be Passionate: Fostering a lifelong love of our sport.
- Achieve Your Best: Striving for excellence regardless of your ability.
- Build Camaraderie: Creating positive relationships to unify communities

OUR PLAN:

To realise this vision, we have identified five strategic pillars:

1. **Competitions & Events** - provide competition and participation opportunities for all levels of ability, and development for athletes, referees, and officials.
2. **Participation & Growth** - increase the number and diversity of people participating in social and competitive water polo.
3. **Capacity Development** - build capacity, performance, and development of participants through clear pathways and development opportunities for players, coaches, referees and officials and clubs and associations through greater engagement and exposure of the sport.
4. **Organisational Governance** – provide leadership and direction as the recognised body for water polo in Auckland and adopt best practice governance principles and practices across all levels of the sport.
5. **Marketing & Promotions** - build the awareness and profile of the sport through improved marketing strategies and enhanced use of technology, the internet and social media tools that are relevant and engaging.

STRATEGIC PRIORITIES:

1) COMPETITIONS & EVENTS

Deliver Fit for Purpose Competitions and Events:

- Complete a review of all competitions annually.
- Investigate the feasibility of each current grade.
- Ensure that there is a good progression pathway for our members.
- Review all competition structures and formats.
- Ensure all competitions are meaningful and have purpose.
- Maintain a Competitions Manager.

2) PARTICIPATION & GROWTH

Increase overall Water Polo participation across the greater Auckland area:

- Encourage the participation of young people into the various forms of water polo pathways working within the areas of Primary, Intermediate / Middle Schools, Secondary School, Post-Secondary School and Social.
- Develop a social format of the game to facilitate the longevity for our players, which would include an Auckland University league.
- Investigate the representative pathways for Senior Auckland Waterpolo players to represent our region in various competitions.

3) CAPACITY DEVELOPMENT

Increase the quantity and quality of Referees and Officials:

- Develop and schedule meaningful referee and official training courses annually for delivery across the greater Auckland area.
- Develop an Auckland Wide Mentoring Program for officials and referees.
- Identify talented and appropriately qualified officials and referees across Auckland to act as Mentors for the AWP Mentor Program.

4) ORGANISATIONAL GOVERNANCE

Review the AWP governance structure, constitution, and processes:

- Identify governance review priorities to implement.
- Undertake a review of existing AWP policies and procedures.

- Establish a standard format and manual for all AWP policies and procedures.
- Develop & implement updated position descriptions for the committee, Staff & Key Volunteers. Review ongoing with associated updates made & adopted as and when required.
- Develop and implement portfolios & Terms of Reference for the following Portfolios and review annually with updates made & adopted at the AGM:
 - Finance & Administration
 - Compliance & Disputes
 - Competitions
 - Referees
 - Marketing and Promotions.

Continue to improve the financial viability and sustainability of AWP:

- Develop & implement financial policy & associated procedures.
- Diversify & increase revenue streams for the sport e.g. Sponsorship, fundraising, grants etc...

Work and maintain a positive and constructive relationship with NZ Water Polo.

5) **MARKETING & PROMOTIONS**

Enable marketing opportunities:

- Deliver an AWP marketing strategy which focuses on Non-traditional revenue streams such as sponsorship and grants:
 - Develop a list of potential sponsors that have aligned objectives with AWP.
 - Develop a sponsorship template, plan, and proposal to target potential sponsors.
 - Develop and grant and funding plan.
- Develop improved communication methods with key stakeholders:
 - Increase the use of technology to build the awareness and media profile of Water Polo and Expose Water Polo to all forms of media – including electronic & social media on an ongoing basis.
 - Improve communication between AWP, Clubs and Members through various channels including newsletters, up to date AWP website, emails to our database, Facebook and other social media.
 - Survey stakeholders regularly to measure level of satisfaction and engagement.