



Strategic Plan

2020-2023

VISION

To provide development, community involvement, participation and performance for dragon boating in Western Australia.

Strategic Plan 2020-2023

Why a strategic plan?

Dragon Boating WA's Strategic Plan 2020–2023 identifies future priorities of dragon boating in Western Australia over the next three years.

This strategic plan documents and establishes the direction of dragon boating in WA, by assessing where we are at and where we are going. It provides DBWA a place to record our vision and values, as well as long-term goals and the action plans we will use to reach them.

This plan was prepared in consultation with our members and board of directors, with the assistance of our sports consultants from Department of Local Government, Sport and Cultural Industries (DLGSC).

The review process

The strategic planning review process explores the following questions:

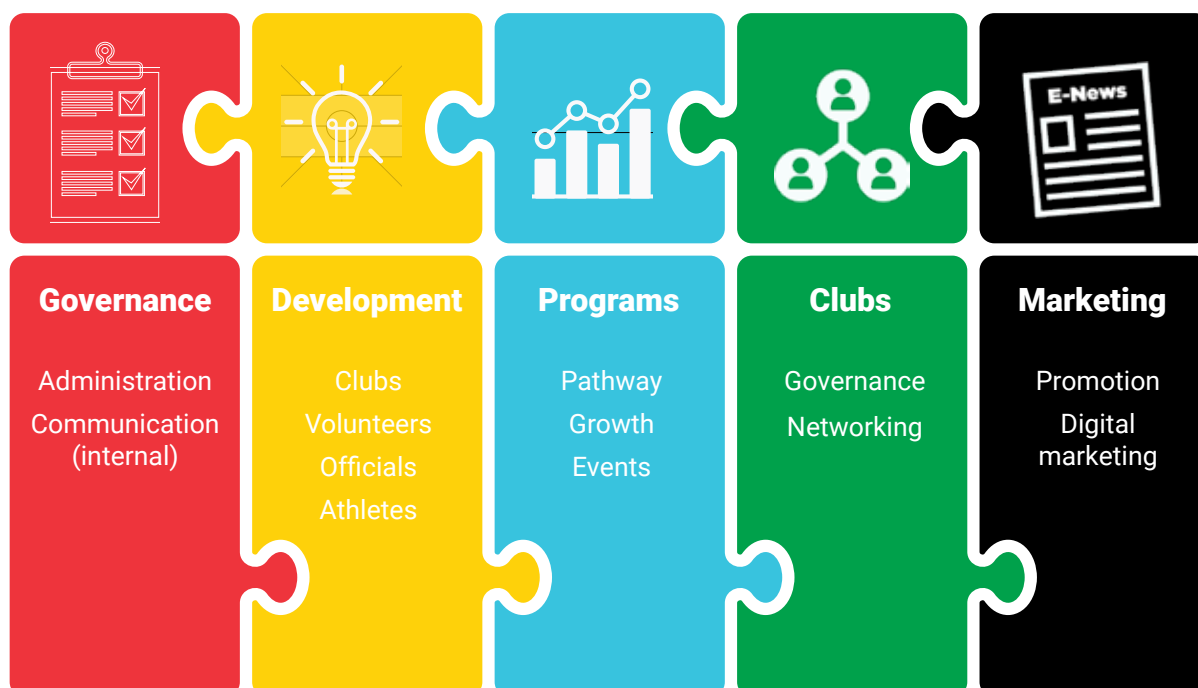
- What has worked and what hasn't worked in the previous plan?
- What has changed in our environment?
- What do we take out and what new things do we put into the strategic plan?

Outcomes of the DBWA strategic plan

- Larger dragon boat community
- Growth of the sport at state and club level
- A larger dragon boating community with a consistent high performance results at a national
- Increase in member numbers, particularly at junior and premier level.
- Satisfied members with a larger understanding of the sport.
- Clear strategies to guide the board over the next three years.



Five key focus areas



Key performance indicators

Governance		Action Plan
Administration	Rules and regulations	DBWA meets all statutory requirements and obligations and operates in a fair and transparent manner. Review strategic risk management practices.
	Policies	Policies to include the requirements of the sport and the impact on paddlers, coaches, officials and administrators.
	Financial management	<ul style="list-style-type: none"> To manage the cost of delivery of dragon boating in WA. Increase breadth of revenue sources for financial sustainability. Improve efficiency of current revenue streams - "more bang for your buck".
	Board members	<ul style="list-style-type: none"> Induction manual for new board members. Review Board structure and succession plans.
	Technology	Management of revSPORT and other technology to improve efficiencies and reduce the administration on volunteers.
	Codes of conduct	Review of Codes of Conduct for members, coaches, board members, volunteers.
Communications (internal)	Direct communication to members	Utilise revSPORT to communicate either by email and/or E-newsletter.

Development		Action Plan
Clubs	Grand Prix regattas and State Championships	Review the Grand Prix regatta program and State Championships and survey clubs for their input.
	Committees	Work with clubs to: <ul style="list-style-type: none"> Effectively use available resources. Address specific challenges. Capitalise on new opportunities. Comply with minimum standards (operational, regulatory, statutory). Develop and support school-club partnerships.
	Communication	<ul style="list-style-type: none"> Club forums. Sharing of resources - team work.
Volunteers/officials	Training	<ul style="list-style-type: none"> Professional development and support for volunteers, coaches, officials and administrators. Maintain revSPORT accreditations module.
	Recruitment	<ul style="list-style-type: none"> Recruit both inside and outside the sport by canvassing supporters and other like-sports. Use social media to recruit volunteers and officials.
Athletes	Participation	<ul style="list-style-type: none"> Establish pathways to enable achievement at all levels of competition. Workshops to develop skills, ie sweep, coaching, paddling, health and nutrition. Use social media to increase visibility of the sport and high-performance athletes.
	State team	<ul style="list-style-type: none"> Provide a fair and equitable selection process. Recognition, incentives. Actively pursue talent identification. Ensure open access to high performance services and advice for members.

Programs		Action Plan
Pathways	Clubs	<ul style="list-style-type: none"> Progressive and accessible training courses. Off season training amongst clubs.
	Increase participation	<ul style="list-style-type: none"> Short term program as an introduction to dragon boating and deliver a positive experience. Target cultural groups, veterans, mental health. Target universities, TAFE's and other educational institutions to attract younger members.
	Events	<ul style="list-style-type: none"> Annual corporate event. Club corporate events. Regional events. University promotion week. Link tourism opportunities to dragon boating events. Community paddling days.
	Technology	Use analytics on social media platforms to get useful data, ie Google Analytics.



Clubs		Action Plan
Administration	Governance	<ul style="list-style-type: none"> Determine clubs Rules and policies are current. Provide training in governance and technology used by DBWA. Annual Healthy Club check. Club meetings - forums.
	Networking	<ul style="list-style-type: none"> Cross pollination – training/racing together. Social racing “All Stars”. Club Fun Day. Club events for clubs.
	Technology	<ul style="list-style-type: none"> Use social media to communicate with current members. Maximise revSPORT as a communication tool for members.

Marketing		Action Plan
Promotion	Increase membership of clubs	<ul style="list-style-type: none"> Pay for marketing expertise – coordinated advertising approach with clubs. Prepare a social media action plan. Digital marketing, ie social media and other technology. Promotions in the community -sandwich boards, bus stops, shopping centre notice boards. News stories – radio, TV, community newspapers, events, Auroras. Use social media to provide coverage of regattas and other events.





Dragon Boating WA

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