

Waterski and Wakeboard Australia Vision

Last Review 9/8/2023

The next 10 years

To establish Waterski and Wakeboard Australia (WAWA) as the peak body for all towed water sports in Australia and bring together all participants at all levels and in all disciplines.

Primary Focus

- Increase towed water sports participation numbers and provide a platform for all participants to join WAWA.
- Create a new membership to capture all community participants in our sport as members, titled “Community Membership”, which is free to join.
- Promote diversity of the WAWA Board of Directors and at a Divisional and a State level.
- Meet or exceed the Australian Sports Commission’s (ASC) key performance indicators (KPI’s) to maintain and further increase our annual operational funding.
- Acquire sponsors and partners to introduce another revenue stream and help maintain membership subscription fees
- Sponsors and partners to provide benefits such as vendor discounts exclusively to WAWA membership.
- Grow the number of paid up Individual and Official members by encouraging community members to upgrade to paid subscription as members of a division.
- Develop a Cable division and review all other opportunities for new divisions, for example, wake surf, knee board, hydra foil.
- Review Hall of Fame Selection committee and Event committee
- Introduce a junior development and growth portfolio and implement measures to build pathways for juniors to develop and compete at local and international level.
- Review board portfolios and skills annually and create new portfolios as required, eg, Information technology (IT), sponsorship etc.
- Continually review WAWA governance and update policies in line with ASC and WAWA’s own values.
- Become a passionate advocate of towed water sports and assist in protecting and increasing towed water sports sites. Improve Government relations at all levels and become an advocate of towed water sports.
- Establish a permanent centre for towed water sports at Mulwala Water Ski Club NSW.
- Develop policies to provide an inclusive environment for all to participate in our sport.

Waterski and Wakeboard Australia Vision

Primary measures and goals for season 2023/2024

- Increase membership numbers to 5,000 including base (free starter members) and individual and officials.
- Complete the implementation of stage one (1) of our membership portal being developed by Biz Hub that has been specifically developed to suit WAWAs needs to:
 - Finalise the new landing page to sign up new and renew current members.
 - The new landing page will offer free partnership for corporate entities to sign up to be a WAWA corporate partner provided they offer WAWA members a benefit. When membership numbers increase, these free partnerships will be upgraded to paid silver or gold platforms.
 - Commence marketing to promote all towed water sport enthusiasts signing up to become a WAWA community member. Research conducted has demonstrated that there are 1.5 million participating in towed water sports throughout Australia, for example, skiing, wakeboarding, barefooting, knee board, hydro foil etc.
 - Use the new portal to engage with these new members outlining what WAWA have to offer in all cities and regions across all our divisions and entice them to upgrade their membership to a division.
 - Use the new portal to improve the experience that current individual and official members have when renewing their membership subscription.
 - Use the new portal to provide a reliable platform by which WAWA can communicate with all members which will include presenting offers to them from our sponsors and will also enable us to communicate what is happening in their local area such as WAWA come and try's, ski/ride schools, tournaments and the like.
 - Improve the member experience when dealing with WAWA.
- Provide accurate reporting to ASC to enable WAWA to apply to move up in categories when requesting operational funding.
- Implement a working group to begin putting a constitution and board together for cable as a standalone interim division.
- Source candidates to run WAWA Hall of Fame event (HOF) Review processes to appoint HOF selection committee and chairperson.

Waterski and Wakeboard Australia Vision

Primary measures and goals for season 2024/2025

- Increase membership numbers to 15,000 total members including paid subscription members and community members
- Implement stage two (2) of our membership portal to:
 - Assist divisions with running and managing their events. Stage two should enable event management, athlete registration and entry fee payment. TBC by Biz Hub
 - Allow members to manage their own profile and upload relevant certifications such as coaching accreditation, working with children and the like.
- Change membership terminology from Individual to “Athlete”. Official category to remain “Official.”
- Create new Athlete membership categories:
 - ✓ Adult
 - ✓ Under 25
 - ✓ Junior
 - ✓ Others as per review and in place already
- Create new Cable Membership category.
- With increased membership numbers, increase the fees for sponsors to be referred to as “partners” Silver and Gold categories.
- With increased membership numbers, apply for increased operational funding with ASC.
- Using forecasted extra revenue review expenditure to,
 - Assist national divisions to run nationals.
 - Financially assist remote or active states with reduced member numbers to hold events.
 - Assist states to create and hold international invitational tournaments, for example Moomba and the Perth Night Jump

Primary measures and goals for, from 2025 to 2030

- Increase in membership number to 50,000 and beyond.
- Maintain or reduce subscription costs for athletes and officials.
- Develop a programme to retain junior athletes.
- Continually review measures to retain junior athletes recognising that juniors are our future Australian Champions. ASC have identified this as a major issue as juniors will drift away from sport from age 13 years for many reasons (Part time work, friends, costs etc.).
- Review and develop pathways for our ex elite high-performance athletes and officials (drivers and judges for example) to stay involved in the sport to help educate, train, and pass on their knowledge and abilities to further the development of the current crop of athletes and officials.
- 50% funding towards all nationals.
- Cable to be a full division.