



Waterski & Wakeboard Australia

Strategic & Vision Plan

2024-2026



Australian Government
Australian Sports Commission

Waterski & Wakeboard Australia acknowledge the Traditional Custodians of the land on which we live, and recognise their continuing connection to land, water and community. We pay respect to Elders past, present and emerging.

INTRODUCTION:

Waterski & Wakeboard Australia (WAWA) is the Peak Body for towed water sports in Australia. WAWA is a sports discipline-based organisation that reflects the operation of the sport within all States. The sports disciplines currently comprise the Divisions of Tournament, Barefoot, Disabled, Show Skiing and Wakeboard, Cable Wakeboard (interim). Knee Boarding is represented in some States but not as a separate Division within WAWA. Ski Racing Australia is a separate body but has close ties to WAWA as we are both affiliated to the International Water Ski Federation.

WAWA services a projected 1700 registered competitive participants, 4000 club affiliated participants and approximately 1.3 million unregistered participants.

WAWA continues to develop the sport in both grass roots and high-performance levels. Internationally, Australia is ranked amongst the top nations through all disciplines. Our World rankings reflect the strategies being undertaken in Junior and Senior programs.

The strength of the sport internationally is also on the rise. We have been competing in the World Games since 1981 as well as the Pan American Games since 1995. The Sports profile is on the increase due to events such as the Moomba Masters, World Games and the World Cup. Our continued relationship with Ski Racing Australia (SRA) also ensures that indirect ties with major events such as the Bridge to Bridge and the Australian Ski Racing Grand Prix are maintained. Cable wakeboard is currently a listed sport for possible inclusion in future Olympic Games.

With the exception of the part time Chief Executive Officer and the Finance and Administration Officer in the National Office, all Directors, Administrators, Judges and Organisers are volunteers. WAWA arranges Public Liability Insurance for affiliated water ski clubs, sanctioned sites, competitions and training. Membership also entitles members to Personal Accident Insurance for water ski related injuries and travel insurance for international travel for water skiing events and training. We negotiate water safety, access and policy matters with maritime authorities on behalf of both WAWA members and recreational skiers.

Waterski & Wakeboard Australia continues to provide an umbrella administration that encompasses Junior, Senior, Masters, Female, Male, Culturally and Linguistically Diverse, Indigenous and Disabled in all disciplines of the Sport.

MISSION:

Waterski & Wakeboard Australia is the national non-profit organisation responsible for coordinating, growing and developing towed sports from initiation to high performance through proactive advocacy, strengthened partnerships, effective communications and coordinated leadership.

VALUES:

Waterski & Wakeboard Australia is guided by the following fundamental principles.

- We promote a sport development model that connects the recreationalist and podium bound athletes.
- We unite families and people of all ages to enjoy the benefits of our sport. Our people feel valued and connected to our purpose.
- We are leading the way to promote a safety culture within our sport. We work with our partners to ensure standards are in place. We foster awareness so that all participants benefit from an enjoyable experience.
- We have a long history of sporting success, are a leading sport nation and honour the accomplishments of our athletes, coaches, officials and volunteers.

PRINCIPAL OBJECTIVES:

To work in collaboration with the Australian Sports Commission in areas of governance, sport participation, funding, financial advisory, workforce development and digital resources. The ASC provide guidance to support inclusive, safe and ethical sport.

VISION 2021-2023

Building a solid foundation to propel our sport into the future whilst maintaining an established, respected, vibrant and attractive sporting organisation, recognised for its safe and responsible use of resources. To provide National leadership and framework for the development and promotion of Water Skiing and Wakeboarding in Australia by providing objectives that will increase our overall membership and promote our sport through marketing and media.

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.

PRIMARY MEASURES AND GOALS FOR SEASON 2024/2025

- Increase membership numbers to 5,000 including base (free starter members) and individual and officials.
- New Database:
 - Create landing page to 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.
- Seek member approval and implement revisions and changes to the WAWA constitution in line with the guiding principals set by the Australian Sport commission.

PRIMARY MEASURES AND GOALS FOR SEASON 2025/2026

- 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 in running and managing their events, with a preference for using EMS for registrations. Future options may include integrating event payment processing through a network interface to BizHub.
 - Allow members to manage their own profile and upload relevant certifications such as coaching accreditation, working with children and the like.
- Consider Changing membership terminology from Individual to “Athlete “or similar. Official category to remain “Official.”
- Create new Athlete membership categories:
 - ✓ Adult
 - ✓ Under 25
 - ✓ Junior
 - ✓ Others as per review and in place already
- Form a working committee to create a standalone Cable division.
- 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

Corporate & Boat Retailer Partnerships:

- Water Ski & Wakeboard Australia to invite ski shops and boat retailers across the country to become a WAWA partner.
- The target audience to benefit from this partnership is the social skier and paid subscribing member.
- WAWA will distribute Associate Membership advertising flyers to the retailers outlining the benefits offered for the social skier to join.
- WAWA community Member which will also have the following benefits.
 - Discounts on Boat Insurance
 - Access to Ski Clubs across the country
 - Access to free Come & Try Days
 - Coaching program opportunities
 - Access to educational resources
 - Special offers including ski equipment discounts.
 - News & updates
- WAWA will also offer marketing opportunities to the retailers via the database platform which will enable them to offer seasonal discounts and promotions targeting specific regions.

Media & Marketing Strategy:

- *Introduction*

Waterski and Wakeboard Australia aims to promote and develop waterskiing and wakeboarding across Australia. To achieve this, an integrated media and marketing strategy is essential. This strategy will focus on increasing community membership, attracting paid memberships from athletes and officials, and securing corporate partnerships. Additionally, it will include initiatives such as newsletters, a member benefits program, membership surveys, and a volunteer recognition program to enhance engagement and retention.

- *Target Audience*

Community: Towed water sports enthusiasts, families, and recreational participants.

Athletes and Officials: Competitive athletes, coaches, judges, and officials.

Corporates: Businesses interested in sports sponsorship and brand exposure.

- *Media Channels*

Social Media: Utilise our platforms on Facebook and Instagram for community engagement, athlete highlights, and event promotions.

Website: Maintain an updated, user-friendly website with information on events, memberships, and resources.

Email Newsletters: Newsletters to members with updates, exclusive offers, and event invitations.

Events: Attend local events, national events and trade shows to showcase WAWA and attract new members.

- *Membership Drive*

Community Membership: Promote the benefits of joining WAWA as a community member, such as advocating to keep waterways open for towed watersports, member discounts, and resources.

Paid Membership for Athletes and Officials: Highlight the advantages of paid memberships, including competition eligibility, training resources, and coaching opportunities.

Corporate Membership: Develop tailored sponsorship packages offering branding opportunities and networking benefits.

- *Member Benefits Program*

Discounts and Offers: Partner with relevant brands and businesses to offer discounts on equipment, merchandise and services.

Exclusive Events: Organize member-only training sessions, workshops, and social gatherings.

Resources: Provide access to educational materials and training videos.

- *Membership Survey*

Conduct an annual survey to gather feedback on member experiences, preferences, and suggestions for improvement.

Use survey data to enhance membership offerings, tailor communications, and address any concerns or issues.

- *Volunteer Recognition Program*

Acknowledge and celebrate the contributions of volunteers through recognition at club level and a campaign reminding members of the vital role of WAWA volunteers to foster and encourage recognition and appreciation for volunteers.

- *Key Performance Indicators (KPIs)*

Membership Growth: Track the increase in community, athlete, official, and corporate memberships.

Engagement Metrics: Monitor social media interactions, website traffic, and email open rates.

Satisfaction Scores: Measure member satisfaction through surveys and feedback mechanisms.

Sponsorship Revenue: Evaluate the success of corporate partnerships based on revenue generated and brand exposure metrics.

- *Conclusion*

By implementing this comprehensive media and marketing strategy, Waterski and Wakeboard Australia can effectively attract and retain members across all segments, while also strengthening its relationships with corporate partners and volunteers. Continuous evaluation and adjustment based on performance metrics and member feedback will ensure the ongoing success and growth of the organization.

State Exhibition / Come & Try Days:

This strategy is based on introducing the general public to water skiing in each State whilst showcasing our Divisions with an exhibition of their disciplines. The event day would commence with the divisions undertaking a combined showcase of all divisions present to present what each division does.

Once all divisions have completed their exhibition the public have the opportunity to try water skiing by selecting their favoured division. The time slot would be approximately 2.5 hours. On completion of the public come & try the divisions would run a second exhibition pass followed by a second 2.5-hour public come & try.

On site stake holders in the industry, including boat retailers and ski shops etc would be encouraged to participate by having onsite displays. A PA system would be required giving commentary throughout the day and the potential would exist for a BBQ canteen.

For this event to be successful there would need to be media coverage promoting the day / weekend.

This strategy not only introduces the general public to water skiing but also promotes Water Ski & Wakeboard Australia.

Disabled Division Strategy:

- Water Ski & Wakeboard Australia to reach out to the community with special needs by offering them the opportunity to participate in water skiing Come & Try Days.
- Give assistance to disabled communities in establishing clubs on waterways and provide development support.

Improved Stake Holder Communication:

- WAWA to establish a portfolio that encompasses improved communication from the National Federation (WAWA) through to the States and Divisions.
- WAWA to assist States to improve their governance to be in line with the National body.
- WAWA to facilitate improved internal communication between the States thus allowing the States to cross share information between them.
- Improve National and State communication with government agencies.
- Ultimately WAWA will create a cohesive community.

Australian Waterski & Wakeboard Community:

- Establish a social data base of “Community Members”.
- With increased membership numbers through the “Corporate and Boat Retailers Partnership” strategy and the “Media & Marketing Strategy” WAWA will be better placed to target sponsorship and grants.
- WAWA in connection with their retail & corporate partners will assist establishing marketing campaigns based on sponsor locations and directed at State or Regional areas that can be Divisional specific.

WAWA Website:

- The Waterski & Wakeboard Australia website to be continually updated to provide our members with the most up to date information across all Divisions.
- **Officials Information:** Details of upcoming judging clinics, links to videos, judging courses and information and links to rule books.
Implementation of the ASC Learning Module System (LMS) for WAWA official education and accreditation processes for all officials. Including also courses to be completed by directors.
- **Competitor Information:** Links to EMS, Profile videos of athletes, video link to elite runs, information on prohibited drugs and drug testing information, elite coaching information, interviews with elite skiers, junior competitor profiling.
- **Coaching / Coaches:** WAWA to list Come & Try Day Clinics, Ski Schools and School Holiday coaching camps information, junior development programs and list all accredited coaches with resumes for each division.
Implementation of the ASC Learning Module System (LMS) for WAWA coaching accreditation processes.
- **Boats:** Boat reviews & videos, elite skiers boat setups, come & try days for boat manufacturers, paid advertising on our website.
- **Cable Park Links:** Profile of competitors and competitions.
- **Skier Friendly Accommodation:** Links to accommodation in surrounding region of ski sites, providing discounts for WAWA members and sponsorship for WAWA.
- **Major Events Information:** Come & Try Day, State Titles, National Championships, Pro Events, and World Championship information.