

STRATEGIC PLAN 2016-2021

BIGGER THAN OUR BUILDINGS, FURTHER THAN THE FINISH LINE.



VENUES WEST



TO DELIVER WORLD CLASS SPORT AND ENTERTAINMENT EXPERIENCES

To directly support high performance sport and optimise use of our venues

We will:

Deliver high performance training and competition facilities and subsidise the costs thereof

Promote high performance sport and facilitate pathways to sporting success for community participants

Enable opportunities to watch / experience high performance sport and be inspired

Manage a portfolio of world class venues for high performance sports and entertainment

WE CHAMPION DREAMS

WE FIND A WAY TO MAKE IT HAPPEN

WE ACT LIKE OWNERS

TOGETHER WE WIN

WE CELEBRATE SUCCESS – BIG AND SMALL

1

Deliver outstanding customer experiences

- 1.1. Consistently implement outstanding customer service practices across all venues
- 1.2. Deliver value for money experiences
- 1.3. Enhance customer experiences through the use of technology
- 1.4. Work with stakeholders to optimise our customers' experiences
- 1.5. Seek and act on feedback to understand our customers and continuously improve offerings

2

Ensure our portfolio of sport and entertainment venues is fit for purpose

- 2.1. Ensure our venues are safe and well maintained
- 2.2. Develop our venues to meet world class (national and international) standards
- 2.3. Work collaboratively with strategic partners to implement a long-term investment strategy
- 2.4. Utilise the right management model for the right venue at the right time
- 2.5. Invest in our venues to make them accessible and cost competitive

3

Engage a workforce that is aligned, highly capable and adaptable

- 3.1. Attract and retain high quality people
- 3.2. Staff are aligned and work together to achieve organisational priorities
- 3.3. Invest in staff induction and development
- 3.4. Increase capability and responsiveness through improved business systems
- 3.5. Support organisational learning and continuous improvement

4

Realise commercial success to subsidise high performance sport and enable reinvestment into our venues

- 4.1. Support pathways to high performance sport for Western Australians
- 4.2. Directly support high performance athletes and teams
- 4.3. Pursue commercial success to develop and enable high performance sport
- 4.4. Celebrate and communicate the support we provide to high performance sport

5

Secure world class events

- 5.1. Actively pursue world class sport and entertainment events
- 5.2. Work collaboratively with partners to secure major events to Western Australia
- 5.3. Activate venues and precincts to support and celebrate world class events
- 5.4. Inspire pride and community participation by making high performance sport accessible to Western Australians

