

# 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

