

# Swimming WA Annual Conference

CEO - Sophie Row

7<sup>th</sup> October 2023



PRINCIPAL PARTNER

**HANCOCK PROSPECTING**



# Swimming WA Strategic Plan 2021-2024

## Our Vision

Swimming is an essential part of Western Australian life

## Our Purpose

To bring the SPIRIT of swimming to our community

### Strategic Pillar 1

**People (development)**  
**Objective:** Develop all those involved in supporting our swimming community including clubs, swimmers, coaches, officials & volunteers.

Priorities	Strategies	Outcomes
<b>Coach Development</b> SWA to engage with & lead the development of coaches	Engage a head coach to mentor & support all WA coaches.  Support the education & development of coaches through the sharing of knowledge & resources.  Provide professional development for coaches with a focus on developing a positive culture setting the tone to support the behaviour & welfare of their swimmers.  Enhance the relationship with ASCIA to improve the support being provided to coaches.	Increase the number & quality of our coaches with skills targeted at different athletes.  Annual Coach Conference is well attended & is considered an industry highlight.  A culture of positive engagement & mutual respect between coaches, athletes, club officials & SWA.  Development of a collaborative & strategic relationship with ASCIA (WA) resulting in greater levels of active engagement from WA coaches.
<b>Club Development</b> Support clubs in creating the best possible environment for swimmers	Enable clubs to deliver programs & services that engage swimmers in their community.  Support clubs develop the skills & capability of their volunteers to successfully run their clubs.  Facilitate connections to relevant expertise & resources to support clubs address challenges they face.  Provide marketing support to clubs to help them attract swimmers into the club environment.  Regional clubs well supported through active regional servicing programs	Quarterly club development forums & online training opportunities providing education for volunteers.  SWA clubs attend SWA Forums, events & SOTY Awards.  Clubs increase retention & attraction of new members.  Increased regional membership & affiliation.
<b>Officials Development</b> Enhanced support to attract, retain & develop technical officials.	Implement measures to attract younger officials as part of a succession planning strategy.  Adopt & implement new competition technology to improve efficiencies & support for technical officials.	Increased number of officials across the swimming community, including in the younger age groups.  All SWA clubs including regional clubs have at least one official.
<b>Volunteer support</b> Increased support & recognition for volunteers	Simple policies & practices to reduce the burden placed on volunteers.  Provide appropriate levels of support & recognition for all volunteers.	Reduced volunteer burn-out & increased volunteer satisfaction.  Increased number & diversity of volunteers involved in swimming.
<b>Alumni program</b> Keep our swimming family engaged	Build the community of swimming alumni including swimmers, coaches, officials, life members & administrators who keep connected through events & other network opportunities.  Utilise the Alumni Program to support athlete mentoring & transition post swimming.	Former members of the swimming community remain engaged & connected to swimming.  Calendar of alumni events to be developed, that are well supported by the alumni swimming community.  Funding opportunities increase through strong relationships with Alumni.

### Strategic Pillar 2

**Participation & Pathways**  
**Objective:** Develop and strengthen opportunities for the community to swim.

Priorities	Strategies	Outcomes
<b>Programs / Products</b> Develop a clear pathway where people can connect with swimming across multiple entry points.	Continue to facilitate opportunities for swimmers to compete and achieve their potential as competitive swimmers.  Develop initiatives that support clubs facilitate the transition of swimmers from learn-to-swim into pre-squad and into clubs.  Provide marketing support and assist clubs implement initiatives that retain teenage and recreational swimmers who wish to swim for fitness, friendship and fun.	Swimmers remain swimming for longer, ie higher retention of swimmers.  Increased membership for clubs with pre-squad through pathways.
<b>Competition product regions / zone model</b>	Review the format of swimming meets to ensure they are more attractive, engaging and meet the needs of swimmers.  Facilitate opportunities for clubs to engage swimmers in less structured formats such as skins or teams racing.  Partner with clubs to implement a revised zone competition model that supports increased participation from swimmers.	Swimmers, coaches, officials and clubs are satisfied with the competition structure.  Clubs able to generate adequate income for their needs through the competition structure.  Meets become fun and engaging, attracting a higher number of competitors.
<b>Open Water Swimming</b> The OWS series is the preeminent series in WA.	Continue to deliver a series of Open Water Swim events that build participation through being well planned and safe.  Become the series of choice for the swimming community.	Increased participation in open water events.  Increased sponsorship of open water events.  SWA open water swimming website increased traffic and therefore brand awareness.  SWA Open Water Series is considered a trusted and preferred event series for open water.
<b>WestSwim</b>	Review Swimming WA's long term strategy for direct management of facilities.  Review Swimming WA's WestSwim structure.  Explore the opportunity to support clubs with programs that bridge the gap between Learn to Swim programs and club squad programs.	Informed and well executed decision made around the future of WestSwim Lakelands and the WestSwim brand.  Following a thorough investigation, determine the future for a SWA driven bridge the gap program between L15 and club squad programs.
<b>High Performance Program</b>	Review a 'fit for purpose' model and delivery of high performance program support for WA athletes.  Ensure mentoring and guidance support is provided for pool and open water coaches and athletes.	SWA increases the number of swimmers and coaches competing at National, Age and International events both in the pool and open water.  SWA elite talent identification and development programmes have strong links with the National programme.  Increase in the number of swimmers competing in State and Regional Championships.  Swimmers and coaches achieve their potential within the WA swimming community.

### Strategic Pillar 3

**Leadership, Brand & Profile**  
**Objective:** Build the profile of swimming in Western Australia to be seen as a leading sport valued by the community

Priorities	Strategies	Outcomes
<b>Brand, identity &amp; reputation</b>	Embed a brand that is synonymous with swimming across Western Australia and that the community are motivated to engage with.	Swimming WA establishes itself as the thought leader for the aquatic sports.  Swimming WA becomes the Employer of Choice for employees within the sporting sector, demonstrated by improved staff retention & high calibre staff.
<b>Stakeholder relationships</b>	Reconnect and re-establish strong relationships with our key stakeholders across the swimming & broader sport sector.	Increased trust of SWA from our swimming community.  Positive working relationships with all stakeholders leading to increased engagement, customer satisfaction & collaborative opportunities.
<b>Aquatic sport leadership</b>	Provide leadership and identity opportunities to support the development of the aquatic sector and other aquatic focused bodies.  Establish a home of aquatics for the co-location of all water-based sports.	Improved profile and state & local government engagement with the aquatic sports.  Within 5 - 7 years, establish a home of aquatics for the co-location of all water-based sports.  Within the next 3 years bring swimming together.
<b>National &amp; International Events</b>	Attract national and international events to Western Australia which enhance the profile of swimming & provide development opportunities for our local swimmers.	National event hosted in WA within the next five years.  International event hosted in WA within the next 3 years.
<b>Social &amp; environmental leadership</b>	Develop a social impact strategy & define the role our community plays in addressing social issues.  Provide leadership to the swimming community to address environmental challenges associated with the use of all environments where people swim.  Seek to reduce our carbon footprint through reduction in consumables.	Within 3-5 years become a leader in the sporting sector relating to social impact & environmental responsibility including measuring our ESG performance within our Annual Reports.  Develop strategic partnerships (particularly OWS) to raise awareness of the environment.

## Our Values

- S Safety:** To practice and promote the safety and well-being of all people in the swimming community.
- P Passion:** To have fun whilst encouraging everyone to be the best they can be.
- I Integrity:** To act ethically, honestly and with transparency.
- R Respect:** To demonstrate a sense of fair play and value the contribution of everyone in the swimming community.
- I Inclusion:** We are proud and inclusive to all those who are interested and involved in the sport.
- T Teamwork:** To collaborate with purpose, and to keep each other accountable.

### Strategic Pillar 4

**Organisational Sustainability**  
**Objective:** Grow the organisational capability and performance of Swimming WA to drive the long term success of the sport.

Priorities	Strategies	Outcomes
<b>Financial Sustainability</b> Financial security for the association	Continue to develop diversified sources of revenue for the Association. Attract new commercial partnerships that are strategically aligned to the Association's purpose & objectives.	Revenue growth leading to reinvestment into the swimming community.  Increased commercial partnerships that enhance the SWA brand & reputation.
<b>Organisational Structure</b> Fit for purpose organisational structure	Ensure our organisational structure reflects our strategic priorities.  Support our people to maximise their potential through effective mentoring, professional & personal development opportunities.	Customer-centric organisational structure leads to increased ability to achieve strategic outcomes & improve customer satisfaction.  Improved staff retention & increased staff capability.
<b>Governance</b> A commitment to best practice industry standards and leading governance practices	Continue to review and evolve our governance to ensure that our board adopts contemporary governance practices & standards.	Board evaluation returns strong results.  DLGSC Rating against Sport Governance standards achieves a minimum of 105.
<b>Technology Innovation</b> Technology creates efficiencies & new opportunities	Improve the use of technology to enhance core service delivery.	Improved efficiencies both internally and externally for our swimming community.  Improved customer service for our swimming community measured through customer satisfaction surveys.  Migrate to the use of Swim Central at an appropriate time to minimise disruption & maximise customer satisfaction.

### Our Vision

Swimming is an essential part of Western Australian life

### Our Purpose

To foster the SPIRIT of swimming within our community

### Our Values

**S** – Safety: To practice and promote the safety and well-being of all people in the swimming community

**P** – Passion: To have fun whilst encouraging everyone to be the best they can be

**I** – Integrity: To act ethically, honestly and with transparency

**R** – Respect: To demonstrate a sense of fair play and value the contribution of everyone in the swimming community

**I** – Inclusion: We are proud and inclusive to all those who are interested and involved in the sport

**T** – Teamwork: To collaborate with purpose, and to keep each other accountable



## Swimming WA – Strategic Plan 2021-2024

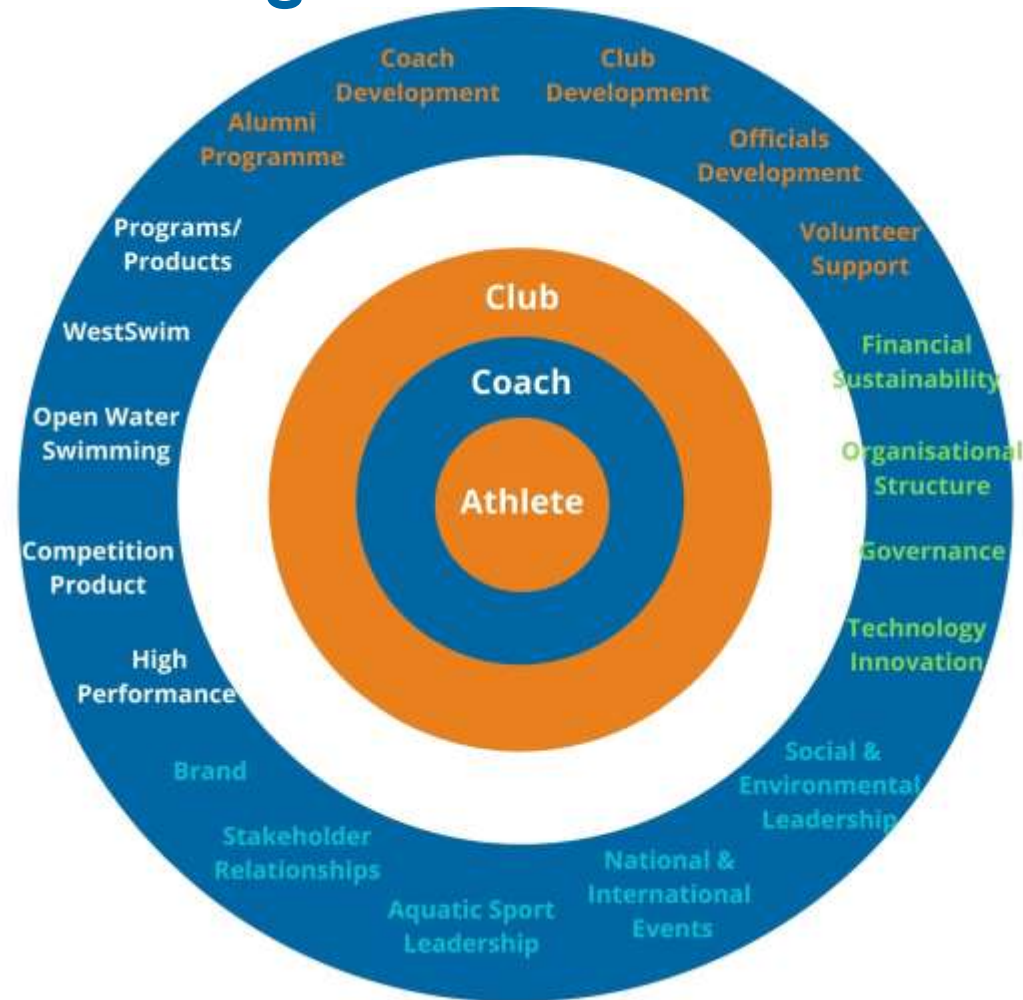
### Strategic KPIs

Updated April 2023

Strategic Pillar 1	Strategic Pillar 2	Strategic Pillar 3	Strategic Pillar 4
<b>People</b>	<b>Participation &amp; Pathways</b>	<b>Leadership, Brand &amp; Profile</b>	<b>Organisational Sustainability</b>
<i>Develop all those developed in supporting our swimming community including clubs, swimmers, coaches, officials &amp; volunteers</i>	<i>Develop and strengthen opportunities for the community to swim.</i>	<i>Build the profile of swimming WA to be seen as the leading sport valued by the community</i>	<i>Grow the organisational capability and performance of Swimming WA to drive the long term success of the sport</i>
<b>Club Development</b>	<b>Pathways</b>	<b>Employer of choice</b>	<b>Financial Sustainability</b>
50 x clubs have joined the Club Excellent Programme by September 2024	11% athlete representation into Pathways and HP programmes including: <ul style="list-style-type: none"> <li>• Event Camps</li> <li>• Flipper Camps</li> <li>• National Teams</li> <li>• National Age, Open and MC Championships</li> </ul>	Reduce annual staff turnover to under 30% each financial year of the Strategic Plan.	Revenue growth for Swimming WA (excluding Lakelands) of 5% to end of FY 23-24

Strategic Pillar 1	Strategic Pillar 2	Strategic Pillar 3	Strategic Pillar 4
People	Participation & Pathways	Leadership, Brand & Profile	Organisational Sustainability
Coach Development	Pool Events	Stakeholder relationships	Governance
116 accredited coaches (an increase of 10% on current numbers – 105) by September 2024	Exceed 85% subscription rate into pool meets across the 2023-24 season based on a minimum of 25 SWA pool meet days. This will be broken up into LC & SC seasons as follows:  2023 SC Season – 11 days 2023-24 LC Season - 25 days 2024 SC Season – 11 days	Annual Stakeholder Engagement Surveys satisfaction levels rated at 80% or above. This will include: <ul style="list-style-type: none"> <li>• Members</li> <li>• Club Presidents</li> <li>• Coaches</li> <li>• Officials</li> <li>• Funding partners &amp; sponsors</li> </ul> The annual survey will be conducted in June of each year.	Achieve a Governance Score of greater than 130 for the AOPA annually.
Officials Development	Open Water Swimming		
237 Technical Officials (an increase of 10% on current numbers 216) by September 2024	Achieve 5000 participants over the course of the OWS season during 23-24 based off a 10-meet series (ave. 500 per swim).		

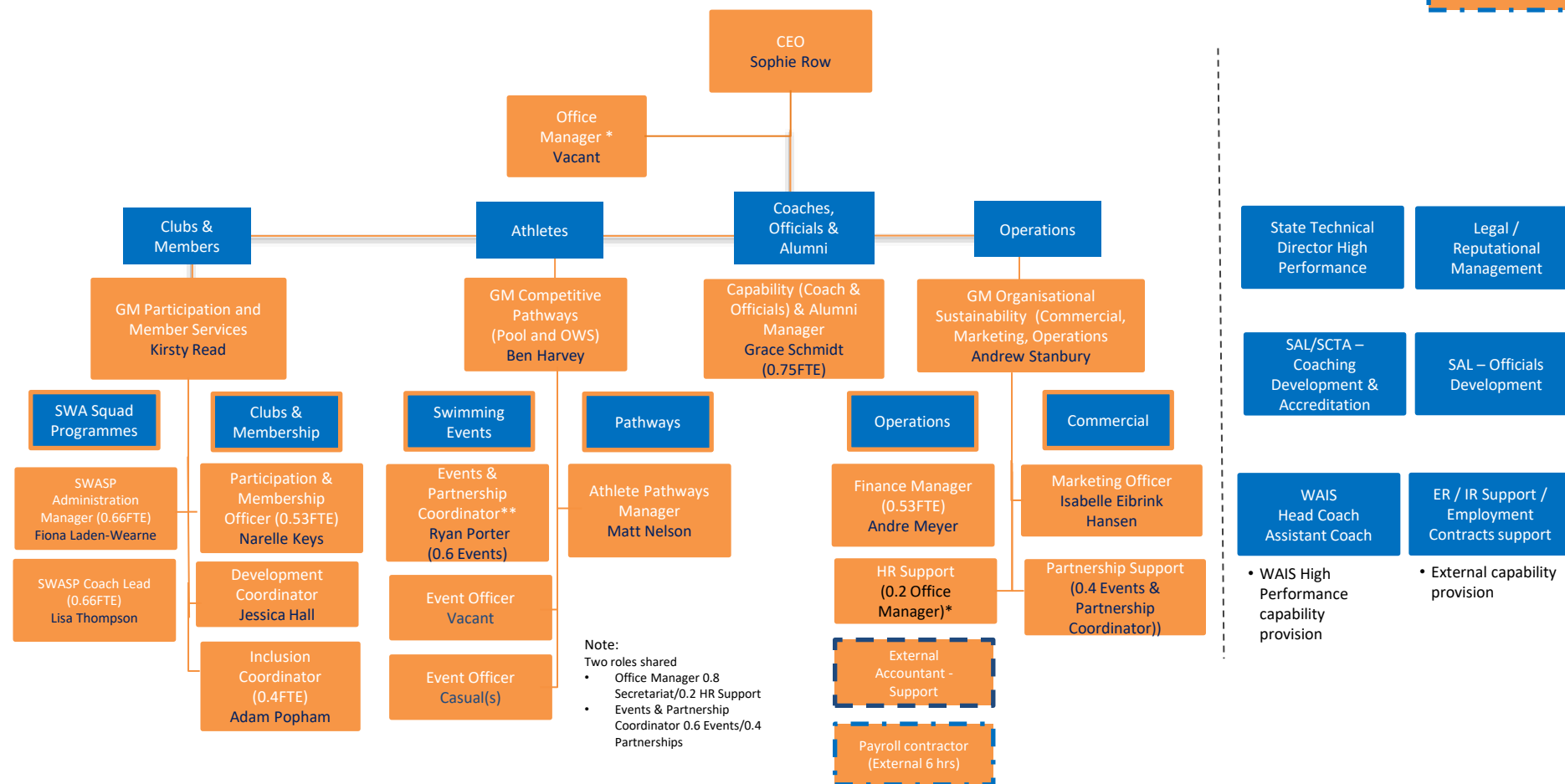
# Swimming WA Doughnut



## 2022-23 Operational Focus - REBUILD

- Finalise the restructure of the organisation filling new roles to deliver the strategy
- Relationship building across all stakeholders
- Driving strong organisational culture through the SPIRIT values
- Club and volunteer support
- Coach and official development opportunities
- Competition review and delivery of meets
- Continued improvement to open water series including attracting National Championships
- WestSwim restructuring
- Governance reform
- Diversification of revenue streams
- Technology innovation to improve efficiencies
- Prepare for transition to Swim Central

# SWA HQ Organisation Chart October 2023





## Strategic Pillar 1 – People (development)

**Objective:** Develop all those involved in supporting our swimming community including clubs, swimmers, coaches, officials & volunteers.

# Coach Development

*SWA to engage with & lead the development of coaches*

## Key Achievements

- Engagement of head coach to mentor & support VWA coaches
- Eight coach courses held & professional development workshops across the year
- Mentor Presenter Programme, upskilled four coaches
- Scholarships/grants for coach development
  - 31 coaches funded to complete La Trobe Supporting the Female Athlete
  - 11 scholarships provided to regional coaches for professional development
  - 15 ...level up%o scholarships to upskill to next level
    - 5 Development Coach Course candidates
    - 8 Advanced Coach Course candidates
    - 2 Performance Coach Course candidates
  - Scholarship coach role added to Flippers camp and tours
- Coach Advisory Group established
- Regular coach newsletter
- Annual Coach Conference
- Coach representation across committees

# Club Development

*Support clubs in creating the best possible environment for swimmers*

## Key Achievements

- Implementation of state-wide Splash ..n Dash marketing campaign to kick off the season
- Two new education series for club development, recorded and put on website for easy access for everyone
  - ..How to Series%; Strategic Planning, Volunteer Management, Meet Management,
  - Wellbeing Series Richmond Wellbeing
- Club Excellence Programme launched to assist club governance run through an awards based system
  - Four gold level, two silver level, nine Bronze level
- Regional clubs supported through active regional servicing programs
  - Regional Coaching Scholarships
  - Regional Development Weekends in Northam & Mount Barker
  - Funding support for Country Pennants

# Officials Development

*Enhanced support to attract, retain and develop technical officials*

## Key Achievements

- Three Bob Bestman Scholarships continued to support professional development
- New Technical Official Bulletin introduced to communicate
- Annual Conference welcomed 44 attendees
- New courses and professional development opportunities
- Use of Duke of Ed programme to encourage younger officials
- Profile younger officials on social media and other communications
- TO management activities brought inhouse to better track and deliver communications
- New uniform



# Volunteer Support

*Increased support & recognition for volunteers*

## Key Achievements

- Improvements in internal processes & procedures to more efficiently handle enquiries from clubs and members
- Simplify policies & practices to reduce the burden on volunteers
  - New Constitution, simplified and contemporary
  - Bylaws work now being undertaken to develop policies
  - Committee meetings and webinars held online rather than face-to-face
  - Webinars recorded for volunteers to view at a convenient time
  - SWA assist in support of complaints handling
- Provide appropriate levels of support & recognition for all volunteers
  - Volunteer of the month recognised, award winners nominated for Awards of Excellence
  - Volunteers nominated wherever possible for awards to recognise contribution
    - SWA Awards of Excellence
    - SportWest Annual Sports Awards
    - Life membership, Hall of Champions, Hall of Fame

## Strategic Pillar 2 – Participation & Pathways

**Objective:** Develop and strengthen opportunities for the community to swim.

# Competition programs & products

*Develop a clear pathway where people can connect with swimming across multiple entry points*

## Key Achievements

- Review of Competition structure saw the evolution of our structure to align with membership categories and create clear pathways
- Broader representation from swimming community on the Competition Planning Committee including coaches
- Increased number of competitions at all levels
- 675 Junior Dolphins, increased by 4% - for young water enthusiasts to build skills for competitive racing
- Inaugural statewide Splash ...n Dash weekend featured 12 events and 400 participants
- Junior Excellence celebrates improvement and achievement of standards, which are measured Australia-wide. 1,261 participants up by 12%
- Increased Multiclass opportunities across all competitions
- Increased classification days
- Increase in MC athletes by 50%

# Open Water Swimming

*The OWS series is the pre-eminent series in WA*

## Key achievements

- SWA is the series of choice for the swimming community with the largest series in Australia
- Hosted a 10-event series across metropolitan and regional centres
- SWA is the key provider of the 10km qualifying events opportunities for Rottnest channel swimmers (Rottnest Channel Swim and/or Port to Pub).
- Co-delivered the National Open Water Championships and OceanSwim Festival with Swimming Australia, piloting a new format
- New formats tested including Elite Series and Relays
- Survey results following the conclusion of the season show a high satisfaction rating amongst swimmers with 76.5% of respondents scoring 8 or higher as to the likelihood they would recommend the OWS Series to a friend or family member.
- Full post event review to ensure improved registrations and cost efficiencies for next season



# WestSwim

## Key Achievements

- WestSwim Craigie re-branded to Swimming WA Squad Programmes, now achieving capacity enrolments
- Restructuring of squad programmes to set clearer criteria and expectations as well as optimise classes and lane space
- WestSwim Lakelands saw increased enrolments however was not financially sustainable and was closed at the end of June.
- The WestSwim brand is no longer in use
- Nomenclature changed from LTS to squad programmes

# High Performance Program\*\*

\*\*It should be noted that High Performance is the purview WAIS and SA, while Swimming WA delivers ...Pathways%. This nomenclature is therefore incorrect.

## Key Achievements

- Dedicated Athlete Pathways Manager appointed in August 2022
- Pathways strategy has been developed in collaboration with SA, WAIS, coaches and athletes
- Presentation developed to present to potential commercial partners
- Swimming Australia State Technical Lead meets regularly with coaches to facilitate HP development opportunities for athletes and coaches through WAIS
- WAIS scholarship athletes, WAIS training agreement athletes and partner clubs as well as Flippers athletes have opportunities to access WAIS facilities and services
- Scholarship coaches provided opportunities to travel with teams to gain experience and mentoring from senior coaching staff
- Seven activities held during financial year across three squads
  - WA Development squad 61
  - WA Flippers Squad 36
  - WA Target Flippers Squad 5

## High Performance Program 2023\*\*

Confirmed Dates (May 2023 – October 2023*)	Location	Confirmed Dates	Athletes targeted
Monthly WA Flippers Squad WA Hub Session	HBF Stadium	June 3	WA Flippers Squad WA Target Flippers Squad
Monthly WA Flippers Squad WA Hub Session	HBF Stadium	June 24	WA Flippers Squad WA Target Flippers Squad
WA Flippers Training Camp	HBF Stadium	July 10 to July 14	WA Flippers Squad WA Target Flippers Squad
WA Performance Pathway Program Race Morning	HBF Stadium	July 14	WA Flippers Squad WA Target Flippers Squad WA Development Squad
Monthly WA Flippers Squad WA Hub Session	HBF Stadium	July 29	WA Flippers Squad WA Target Flippers Squad
Monthly WA Flippers Squad WA Hub Session	HBF Stadium	August 26	WA Flippers Squad WA Target Flippers Squad
Tri-series meet with New Zealand and Victoria	Hawkes Bay, NZ	September 23 to September 30	WA Flippers Squad
WA Development Squad Training Camp	TBC	October 2 to October 5	WA Development Squad
Queensland Open Water State Championships	Brisbane, QLD	October 12 to October 14	Distance athletes from WA Flippers and WA Target Flippers Squad

## Strategic Pillar 3 – Leadership, Brand & Profile

**Objective:** Build the profile of swimming in Western Australia to be seen as a leading sport valued by the community



# Leadership, Brand & Profile

## Key Achievements

- Improved staff retention from 90% turnover annually under previous management to 20% turnover. The sports industry standard in WA is currently 50% turnover according to the recent SportWest Remuneration and Benefits Report
- Improved stakeholder relationships with Clubs, members, coaches, officials, DLGSC, WAIS, Venueswest and our funding partners
  - Increased funding from DLGSC
  - Increased funding from Healthway
- Improved collaboration and relationships with Swimming Australia, demonstrated by:
  - Hosting of National OWS Championships
  - Piloting of coaching development programmes
  - Swim Central transition and improvements in functionality
  - Participation programmes, SWA integral to progression of national swimming innovations

# Leadership, Brand & Profile

## Key Achievements

- SWA considered one of the ..leaders% in the inclusion space in sport in WA
- Annual Stakeholder Engagement Survey developed and benchmarks set for future years
- Advocacy work currently underway with Minister Templeman, DLGSC and various LGAs regarding facilities
- Increased focus on reducing carbon footprint
  - Reduction of printing
  - Use of water tank during open water
  - Merchandise that can be re-used wherever possible

## Strategic Pillar 4 – Organisational Sustainability

**Objective:** Grow the organisational capability and performance of Swimming WA to drive the long term success of the sport

# Organisational Sustainability

## Key Achievements

- Diversification of revenue
- Customer-centric organisational structure established and team members employed to deliver strategic objectives
- Professional development opportunities for team members
- Improved use of technology to create efficiencies through various platforms
- Governance reform commenced with new Constitution and a number of new policies approved
- **Transition to Swim Central**



## What's in store for 2023-24?

## 2023-24 Operational Focus    NEW initiatives

- Launch of the Alumni Programme
  - Build the community of swimming alumni including swimmers, coaches, officials, life members and administrators who keep connected through events and other network opportunities
  - Utilise the Alumni Program to support athlete mentoring and transition post swimming
  - Link with SWA Foundation strategy in generating financial support for specific targeted programmes
- School Services
  - Menu of equipment and support available to schools to deliver events
  - Inter-school OWS carnival
  - TO Hire
  - Timing Hire and Carnival Support
  - Learn to Race Clinics
- Asian Engagement
  - Two-way opportunities to engage with Asia in our pathways programme



## 2023-24 Operational Focus    NEW initiatives

- New Membership category    90 day ...come ...n try%o commencing from 1<sup>st</sup> January to capture the school carnival swimmer
- New ...Club Hub%o intranet a one-stop-shop for affiliated club resources
- New pathway bridging programme for regional WA
  - Working with Regional Academies for improved alignment
- Further refinement of the Open Water Swim Series
  - New relay only meet
  - Open water swim clinics to attract new swimmers to open water
  - Interschool event at Coogee
- Advocacy strategy to be developed with other aquatic sports to drive facility improvements and expansion

## 2023-24 Operational Focus IMPROVED

- Regional Servicing
  - Development Weekend in Kalgoorlie
  - Eight swim clinics across the regions (Narrogin, Tom Price, Kalgoorlie, Beverley, Kellerberrin, Exmouth, Morowa, Margaret River and Pinjarra)
- Expansion of the Phoenix Junior Excellence programme in conjunction with SAL
  - Multiclass JX Clinic
  - Two during State Championships
  - Busselton JX Clinic during Nationals
- Expansion of ...inclusion% initiatives exploring indigenous programmes through SAL%os Deadly Little Dolphins
- Expanded Annual Conference with presentations for all our swimming community
- Club governance and support programmes with use of SportWest initiatives

## 2023-24 Operational Focus IMPROVED

- Swim Central support and continued work with SAL to improve functionality where necessary
- Coach development programmes with the assistance of SCTA
- Governance reform continues with new policies in development
- Expanded pool meet programme with additional meets including:
  - Two sprint meets with heats & finals
  - Dedicated ...Age and Open%o competitions
- Improved planning and process to pool meet entry
- Active encouragement for clubs to host official meets and interclub competitions at their home pools

# New SportWest Industry-wide Initiatives



## SUPPORT

We support those around us. We value the contribution of volunteers, coaches, officials, the governing bodies and our club - and support them in delivering the game.

## PROTECT

We look out for each other. We actively pursue a safe environment for all participants. We protect the integrity of our people and our game/ sport.

## BELONG

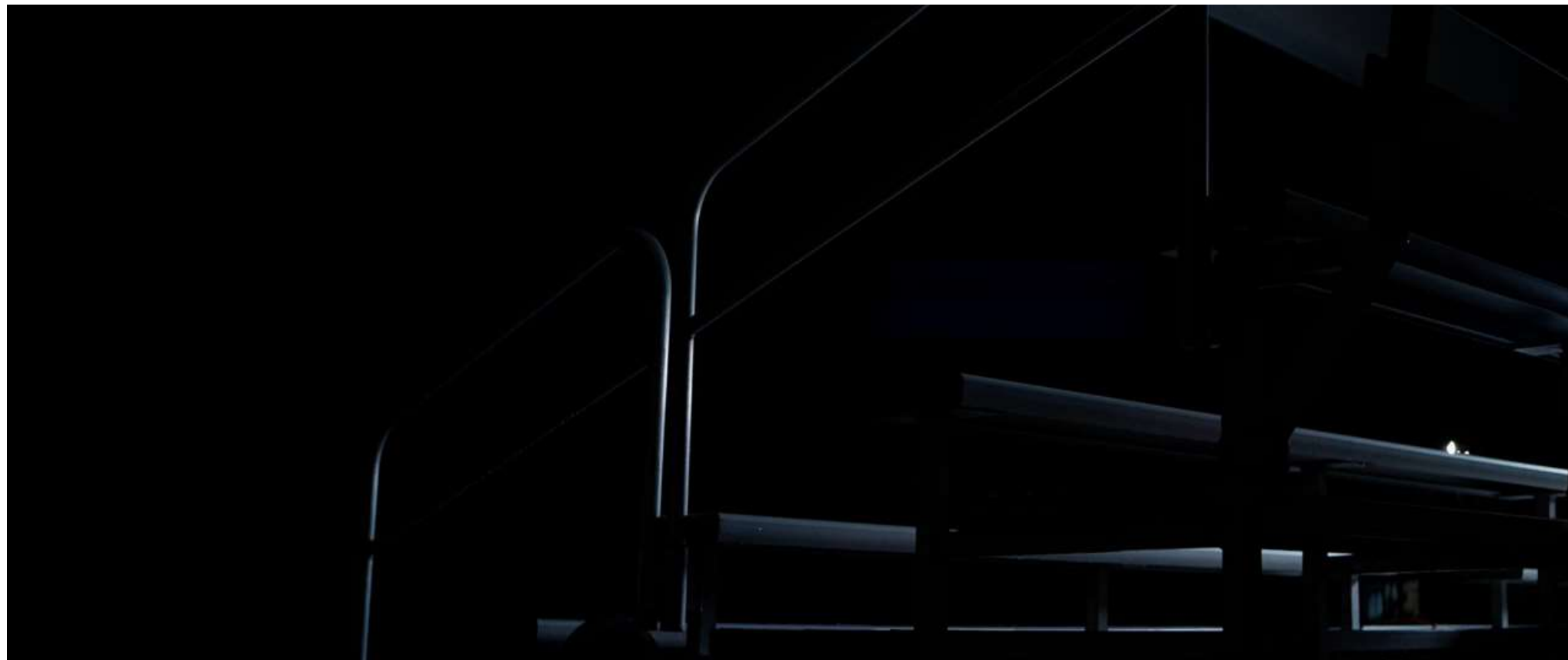
It's everyone's game. We encourage a sense of belonging regardless of age, ability, gender, sexual orientation, ethnic background or contribution.

## RESPECT

We respect everyone involved in our sport and value our people - the officials, players, coaches, staff and volunteers. We draw strength from our diversity and unite in our shared love of the game.

## TRANSFORM

We believe in the power of sport to transform lives. We leverage learning opportunities to motivate and inspire our people to contribute to the sport we want.

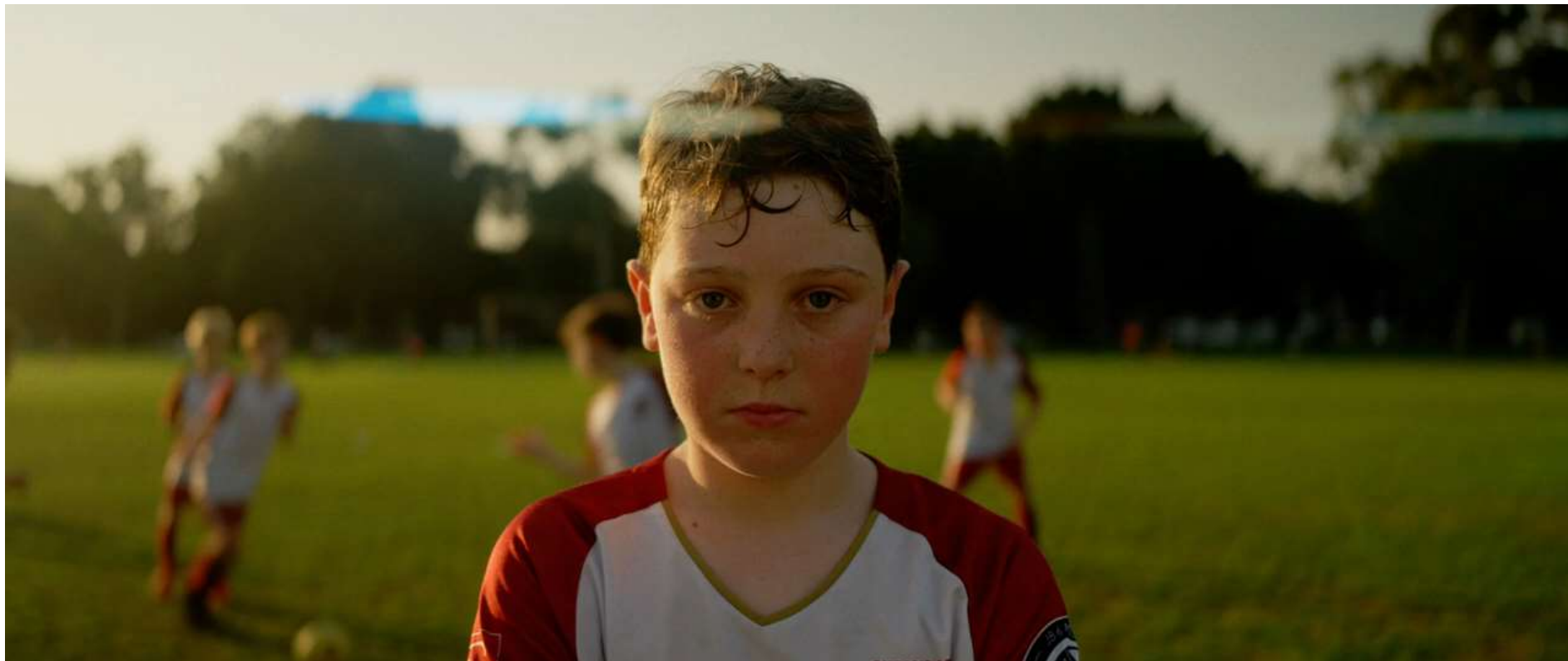




The logo for True Sport, featuring a white star icon to the left of the text "True Sport" in a white sans-serif font. Below it, the text "Sideline Behaviour Initiative" is written in a smaller white sans-serif font.

# True Sport

Sideline Behaviour Initiative



# New SportWest Industry-wide Initiatives



## True Sport Child Safeguarding Initiative

SportWest is pleased to confirm the upcoming launch of the *True Sport Child Safeguarding Initiative* on Thursday, 2 November 2023.

The initial phase of this initiative will focus on supporting State Sport Associations create and maintain safe environments for children and young people, aligned with the *National Principles for Child Safe Organisations (National Principles)*.

Informed by industry and a Government Advisory Group, sport-tailored resources will be launched at the True Sport Child Safeguarding Forum on Thursday, 2 November 2023 to assist State Sport Associations (SSAs) understand, navigate and then start to action the National Principles.

The initial resources will include:

- A self-assessment tool to assist SSAs work through each National Principle and identify whether they have work already in place or underway or not. This will then inform the development of an action plan to guide SSA action;



## Mental Health Resources | Coming Soon

SportWest is pleased to confirm the upcoming launch of the *True Sport Mental Health & Wellbeing Initiative* on 10 October 2023. This first-phase release will focus on supporting State Sporting Association (SSA) staff to respond to mental health incidents, and promote proactive mental health and wellbeing across community sport.

The *SportWest Mental Health and Wellbeing Community Sport Framework* launched in 2021 identified four action areas, the industry required implementation support with:

1. Creating a club culture and environment that promoted Mental Health and Wellbeing
2. Increasing mental health awareness and literacy, knowing how to respond
3. Ensuring links with local mental health support services
4. Responding to critical mental health incidents/events.

As a result, SportWest, in partnership with the Mental Health Commission, developed the *True Sport Mental Health and Wellbeing Initiative* to respond to sector specific needs. It will equip the industry to appropriately promote mental health help-seeking behaviour by directing members to professional support.

The initiative is unique in that it has been specifically designed to help sporting organisations and administrators respond appropriately to mental health concerns in a sporting context. This includes upskilling the sector around incident response, intervention, prevention and proactive promotion of mental health and wellbeing.

Thank you